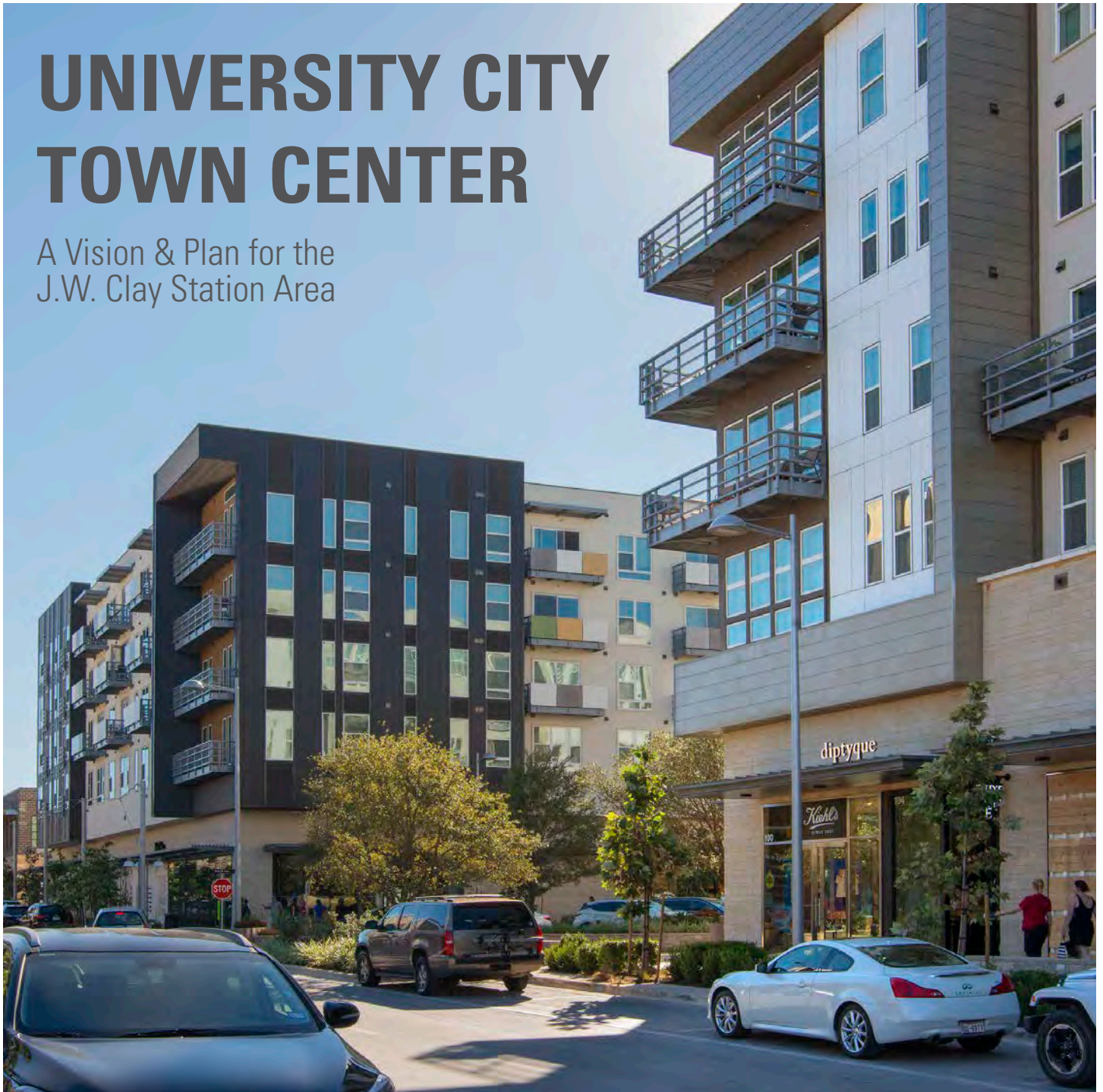


UNIVERSITY CITY TOWN CENTER

A Vision & Plan for the
J.W. Clay Station Area



University City, Charlotte, North Carolina

A Transit Oriented Town Center Positioned for this Time and Place:

This document was funded by the following: University City Partners, Foundry Commercial/AEGON, Carolinas Medical Center - University (CMC-U), University of North Carolina - Charlotte (UNCC), Cambridge Properties and CASTO Lifestyle Properties. It is intended to establish a long-term and collective vision for the area surrounding the J.W. Clay Transit Station. It was created, based on market research and in-depth market surveys, to best leverage the opportunities created by:

- The Lynx Blue Line Extension and the associated J.W. Clay Station including an 800 space parking structure,
- City of Charlotte's current and planned investments in roadway and greenway infrastructure, a new multimodal bridge over I-85 and an improved bicycle network,
- Accessibility to high volume roadways such as I-85, I-485, North Tryon Street and W.T. Harris Boulevard,
- Vital community and business assets including UNCC, CMC-U, Innovation Park and the University Research Park,
- A market that is ready for a highly amenitized and walkable places that represent the balance between nature and access to urban amenities that is driving successful suburban markets.

These opportunities enable a "market based" vision to be developed that includes new and modern housing, lodging, institutions and offices that will enable the repositioning of the Shoppes at University Place, Mallard Pointe Shopping Center and surrounding properties into a fresh destination and a new Town Center for University City.



Market Research and a Market Survey indicate that the area can support new housing and office development which will transform the retail environment.

A Dynamic, 24/7, Mixed Use Town Center for University City:



The J.W. Clay Station Area Masterplan establishes a long term and realistic vision that will allow the focus area to evolve into the heart of University City and the focus of activity for local employees, residents, students and visitors.

Poised for a New and Dynamic Future:

This plan is rooted in the results a survey that reached over 1,200 residents (evenly distributed across Mecklenburg County) in addition to a standard market analysis conducted for the project.

The latter indicated extremely strong support for the long term development of new housing and 2.45 million square feet of traditional and R & D driven office space through 2026 and the ability to support over 2,000 housing units at this tation area over the next 10-years.

- **According to survey results, success hinges on establishing principles of walkability into the fabric of the community.** This element was ranked as the most important characteristics among people, second only to “safety/security” with “quality education” a distant third.
- As few as 40% and as many as 55% of all current University City and Charlotte residents are likely to move in the next five years because of personal, employment and other factors. Walkability is one of the primary characteristics sought in their next choice of housing.
- The demand for walkability across the City of Charlotte was further corroborated in a recent survey conducted by ULI Charlotte titled “Living in Charlotte Survey.”
- Currently over 60% of the residents in the region believe “walkability” to be “poor” or “fair” in University City.



The J.W. Clay Town Center can support a mix of new uses that can elevate its vitality and opportunity.

Perfectly Positioned - A Hole in the Donut:

Typically, when planning for a new “Town Center” it is unusual for a project to already possess, as part of its bundle of assets and opportunities, items such as:

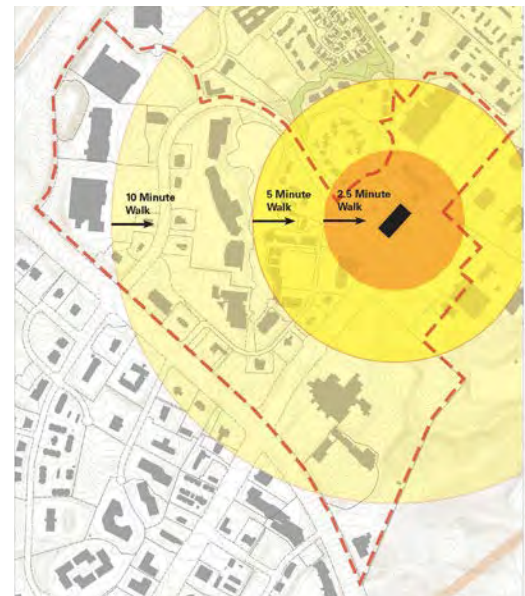
- A broad selection of diverse job opportunities nearby,
- Regional greenways already connected to the site,
- Rail transit and significant roadways serving the site,
- A medical campus campus within walking distance,
- The adjacency of UNCC and the opportunity to create a unique relationship that includes housing and retail, and
- Existing land uses that supports the vision and opportunity.

These existing assets provide an opportunity for future investments that enable a “Town Center” that can:

- Transform the existing retail environment over time, pushing longterm values significantly higher,
- Offer a variety housing densities in a walkable, amenity rich environment which is in broad demand across the Charlotte market, and
- Become a popular destination, offering diverse and unique choices for living, entertainment, working and learning,



The site is surrounded by high volume roadways, greenways and light rail that connect employees and shoppers to the region.



The study area includes areas within a 10-minute walk from the rail station

Summary of Existing Assets:

Transportation and Infrastructure

- The Blue Line Extension will carry approximately 35,000 riders per day once complete.
- The J.W. Clay Blvd/UNCC Transit Stations will provide walkable access to regional transit infrastructure.
- The site is accessible by I-77, I-85 and I-485 as well as NC 29, NC 49 and NC 24.
- Charlotte Douglass International Airport with nonstop access to over 150 markets is 20-minutes away.
- There are 20 miles of existing and proposed greenways that provide connectivity and recreation.
- There is an 800 space public parking deck with 11,000 sq. ft. retail space located at the rail stop.

Institutions

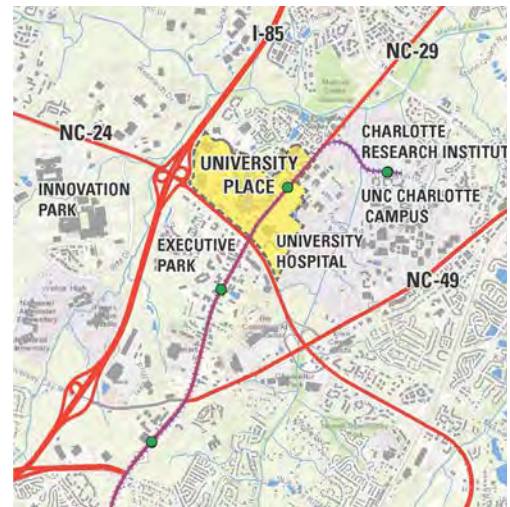
- UNC Charlotte and its major research facilities
- CMC-University Hospital
- University City Regional Library

Commerce and Community

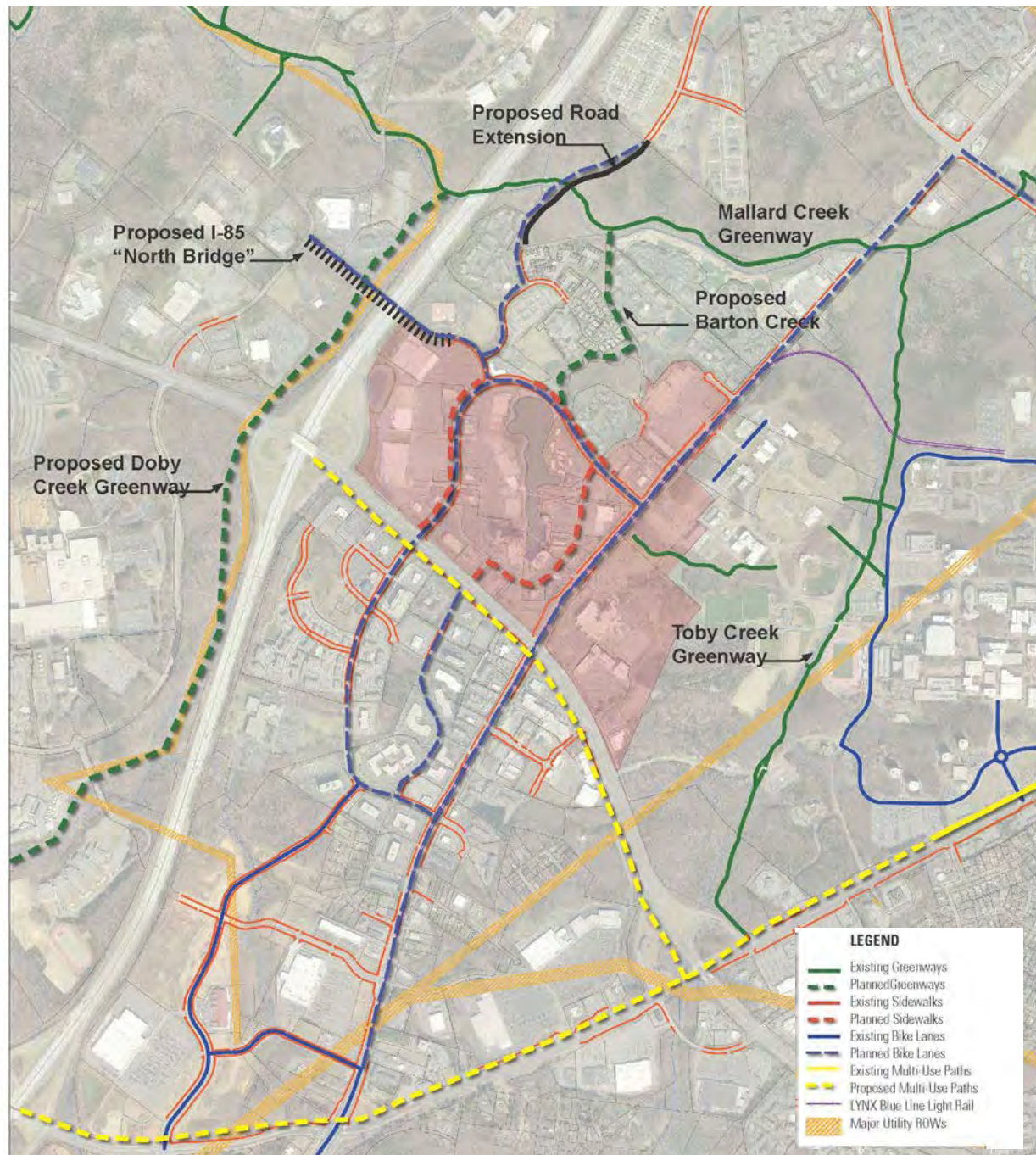
- University City employs approximately 75,000 workers and is the city's 2nd largest employment center.
- University City is home to 28,000 students, a vast majority of whom live within 3-miles of campus
- The site has close proximity to NC's most popular tourist venue: Concord Mills Outlet Mall.
- Three major office parks provide employment opportunities: University Research Park, Innovation Park and the Wells Fargo CIC.



The Blue Line Rail Extension, Rail Station and 800 space Parking Deck provide regional connectivity and potential to create walkable mixed use community.



The Study Area is surrounded by a diverse mix of jobs and employment opportunities. University City employs approximately 73,000 people.



The site is surrounded by and connected to miles of existing and proposed regional greenways.

A Dynamic Mix of Uses:

While suburban shopping centers across the nation see declining sales due to competition with newer centers and the threat of online retailing, some are finding success in adding residential and commercial uses. In Charlotte projects like Birkdale Village and the Metropolitan are key examples of thriving centers offering a mixed use environment.

Vast potential for mixing uses exists at the J.W. Clay station area. Demand for new housing will transform the retail environment and allow employees the option to live closer to work. New residents will also add viability for breweries, restaurants and entertainment venues that will help create a true urban center.

With the University City Library in need of a new location in the near future, locating it within walking distance of UNCC and transit will

- Allow better access for more people,
- Build real estate values, and
- Act as a modern retail and civic anchor for future development.



PROJECT SUMMARY

Total Acreage	115
Net Open Space	23
Net Roads	16
Net Developable Acreage	77
Total Building Square Footages	8,050,469
Total Retail Square Footage	237,164
Total Hotel Units	1,159
Total Office Square Footage	3,862,563
Total Residential Units	2,370

LEGEND

■	Mixed Use Retail/Office/Residential
■	Office
■	Multi-family Residential
■	Civic Uses
■	Hotel

Actual project yield and final land uses will evolve with future study and plan refinements

A New and Dynamic Future:

The J.W. Clay Town Center is to be organized into districts that take advantage of market opportunities, site adjacency and position relative to transportation.

- The districts are influenced by UNCC, CMC-U, the Hilton Hotel, I-85, the University Research Park and the existing residential neighborhoods located on the north side of the study area.
- Retail is located and scaled to best serve the district, to energize pedestrian streets and to create body heat in key locations. While there is not a significant addition to the existing retail footprint, it must be reorganized to meet demands for walkability.
- While each district has a primary use, it is envisioned that all will have elements of mixed use, particularly within close proximity to the J.W. Clay Station.
- A “college mainstreet” aims to capture students, alumni and fans.



FRAMEWORKS - DISTRICTS

A Tapestry of Distinct Districts:

Civic District provides an anchor in the center of the residential portion of the station area with a library and park in addition to other civic uses. This collection of civic gathering spaces and places provide a focal point on the north end of the lake and creates a link to the Barton Creek Greenway and the north bridge extending across I-85 to the University Research Park. All combined, these amenities and transportation connections will draw people across the lake from the station and extend the magnetism created by the station itself.

College District is located across from the entrance to UNCC and its sports complex. This place is envisioned as a mixed-use district with an emphasis toward creating a college town atmosphere for UNCC. Ground floor retail will serve student retail, entertainment and apparel needs. Housing will be located above the retail creating a lively environment for students. This is the place where college students unwind, prospective students explore and where alumni visit to reminisce and celebrate.

Entertainment District is located adjacent to the lake and within easy walking distance of the rail station. It provides a different retail experience than the College District and serves as the focal point for residents and visitors. Retail uses line a walkable street with housing and/or offices located above the retail.

Transit District is located adjacent to the station and parking structure and promotes the highest density and integration of retail, office and residential uses.



New residential developments can support new retail and create a walkable relationship between jobs, shopping and recreation.

Hospital District is located across from the entrance to CMC-U. It provides space for medical research offices and entrepreneurial uses. It creates a place for flagship businesses that benefit from the adjacency to the hospital within a walkable environment.

Lodging District wraps around the existing Hilton Hotel and provides opportunities for new conference facilities. The walkable retail on the promenade serves as an amenity for the district that will further benefit from the presence of visitors and conference attendees.

Office District takes advantage of its location along I-85 and offers a place for flagship office headquarters. It also provides the opportunity for residential and supportive retail uses so that the district has 18-hour a day activity. The north bridge will allow this area equal access to the University Research Park and one of NC's largest research universities, UNCC.

Residential District 1 flanks the north end of the promenade that extends across the lake and provides a mix of housing units on two-lane streets removed from the heightened activity at the core of the district. It takes advantage of the lake edge, access to the future Barton Creek Greenway and a future civic hub in the form of a library or charter school. Retail uses occupy the ground floor where it can be supported, particularly at the primary corners and along the promenade.

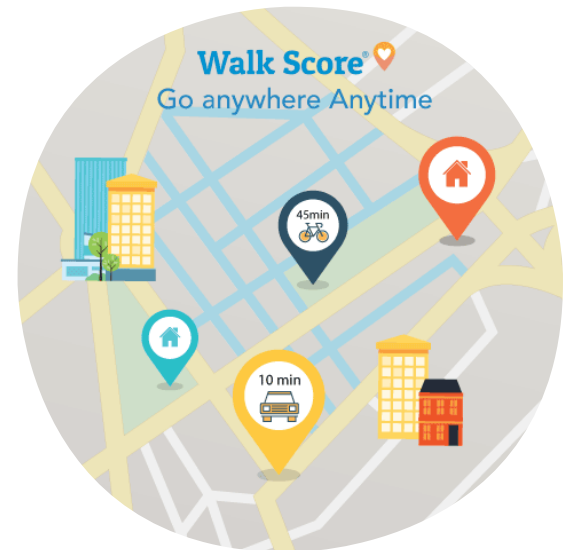


The College District can capture the essence of a true “College Town” and become the place to live, shop and hang out be for UNCC students.

A Connected and Walkable Community:

The J.W. Clay Town Center master plan makes vital connections between the site's existing assets, natural systems (topography, tree canopy and hydrology)) and cultural systems (economics and recreation). Together, these components define this unique place and are the elements that residents will value most.

- The community will be highly connected with walkable tree lined streets, hardscapes and pedestrian scaled blocks (400' maximum length) designed to encourage walking.
- Each street and block will consider pedestrians, bicyclists and cars in comfortably dimensioned systems. Surrounded by arterial highways, future development should prioritize the pedestrian. This will be achieved with on-street parking, pocket public spaces, wide sidewalks (10' or more), tree grates and public space amenities including benches and public art.
- Cars will be parked along the streets to slow traffic and provide teaser parking that benefits retail traffic. Sppaces will also be available in structured and surface lots that are mostly out of view of the street and common spaces through architectrre and vegitiative screening.
- New developments will orient to a connected system of green spaces, greenways and multimodal streets.

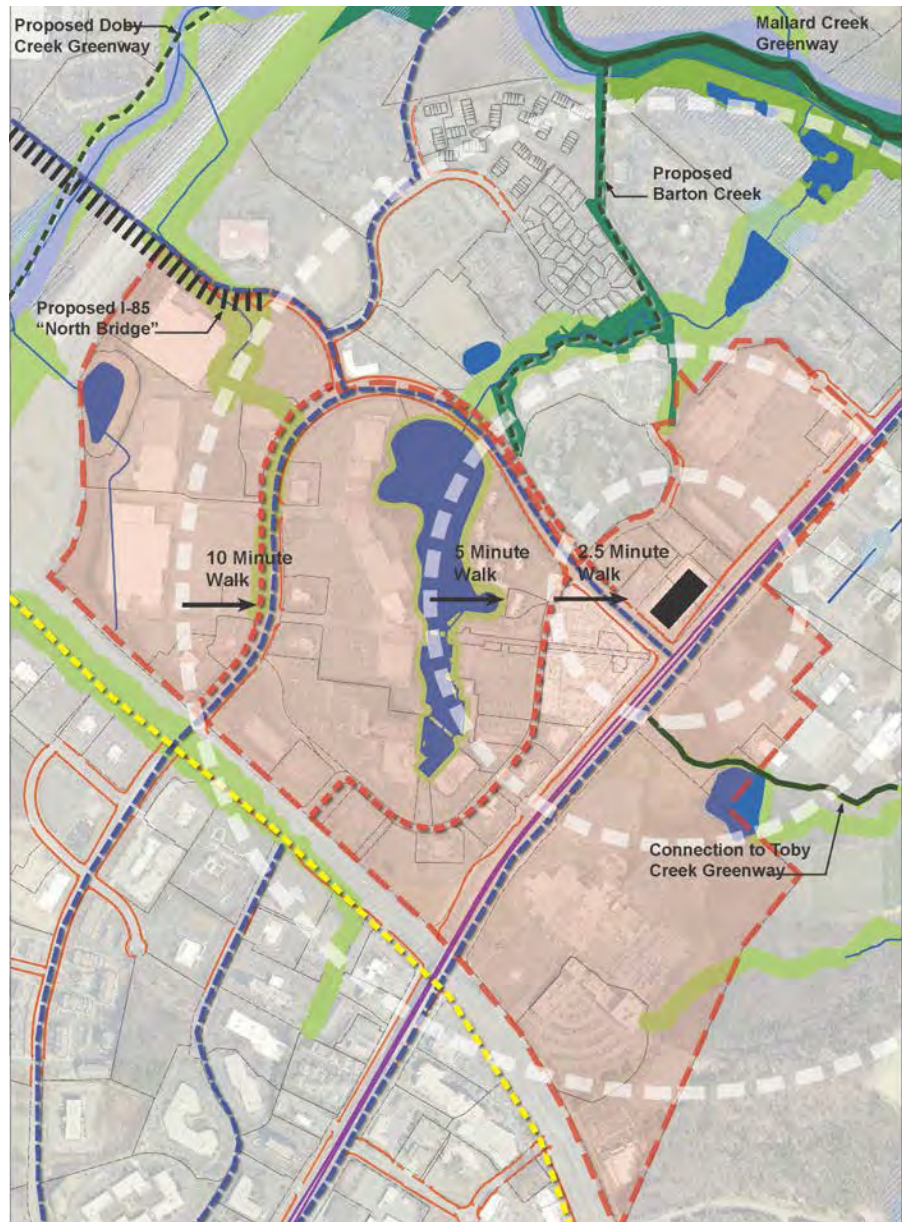


It is essential that walkability be integrated into the planning and design of the J.W. Clay Town Center if it is to realize its full potential.

Walking Framework:











The Master Plan is organized to promote walking and to take advantage of the comfortable walking distances of 5 - 10 minutes to the rail station and parking structure.

- Typically, a distance of 1/2 mile, or a ten minute walk, promotes the opportunity for higher density and less dependence on the automobile. Most of the Study Area is within a 10 minute walk of the rail station.
- The closer one gets to the station, the potential becomes higher for viable retail spines, public life, higher density and mixed use development.
- Higher densities and more compact development and access to rail create the opportunity to for a walkable place, compounded by the proximity to the UNCC Campus.



EXISTING AND PLANNED PEDESTRIAN AND BIKE CONNECTIONS

LEGEND

	Existing Greenways		Proposed Bike Lanes
	Proposed Greenways		Existing Multi-Use Paths
	Existing Sidewalks		Proposed Multi-Use Paths
	Proposed Sidewalks		LYNX Blue Line Light Rail
	Existing Bike Lanes		Study Area

Civic Framework:

A Civic Framework provides one of the backbones of the Master Plan, linking the community with the lake, regional open spaces and greenways.

- A grand civic gesture at the intersection of N. Tryon and W.T. Harris Boulevard will announce this important gateway to University City.
- The Lake, existing on site, has a will have a re-energized edge that includes parks, sidewalks and gathering spaces.
- Greenway linkages will be created to the Mallard Creek and Toby Creek Greenways.
- A greenway extension will run along I-85 to the proposed North Bridge, connecting to the Doby Creek Greenway.



FRAMEWORKS - CIVIC INFRASTRUCTURE

LEGEND

- Existing Greenways
- Proposed Greenways
- Existing Public Park Land
- Proposed Parks and Open Space
- Special Public Gathering Spaces

Civic Plaza Spaces

- Several opportunities exist for highly visible and urbanized civic plazas and mini parks that should include water features, plazas, seating, shade trees, walkways, and flexible space.
- The 1.25 acre park on the west side of the lake will activate this side and provides a place for gathering, activities and small festivals.

The Community Park

- The 5 to 7.5 acre Community Park offers the opportunity for active and passive recreation, gatherings, trail connections and storm water management landscapes.
- The community park will be positioned adjacent to the future University City Library to capitalize on these investments in a way that builds greater value for both.



Multi-modal Framework:

The Master Plan builds off of improved existing streets such as J.W. Clay and J.M. Keynes and each of these will be improved to include better accommodations for bicycles and pedestrians.

- J.W. Clay will include a bicycle track on one of its sides.
- Over time, J.M. Keynes should become a city owned street and improved to complete street standards.
- N. Tryon Street includes the provision for multi-purpose paths that enable safe passage for bikes and pedestrians off of the busy street in a landscaped setting.
- New local streets employ principles of Complete Streets that include parking, adequate lanes, street trees, sidewalks and accommodations for bicycles.



FRAMEWORKS - MULTI-MODAL CONNECTIONS

LEGEND

- | | |
|--|---|
|  Existing Greenways |  Proposed Multi-Use Paths |
|  Proposed Greenways |  LYNX Blue Line Light Rail |
|  Pedestrian Connections |  Proposed Pedestrian Bridge |
|  Proposed Bike Lanes | |



FRAMEWORKS - MULTIMODAL HIERARCHY

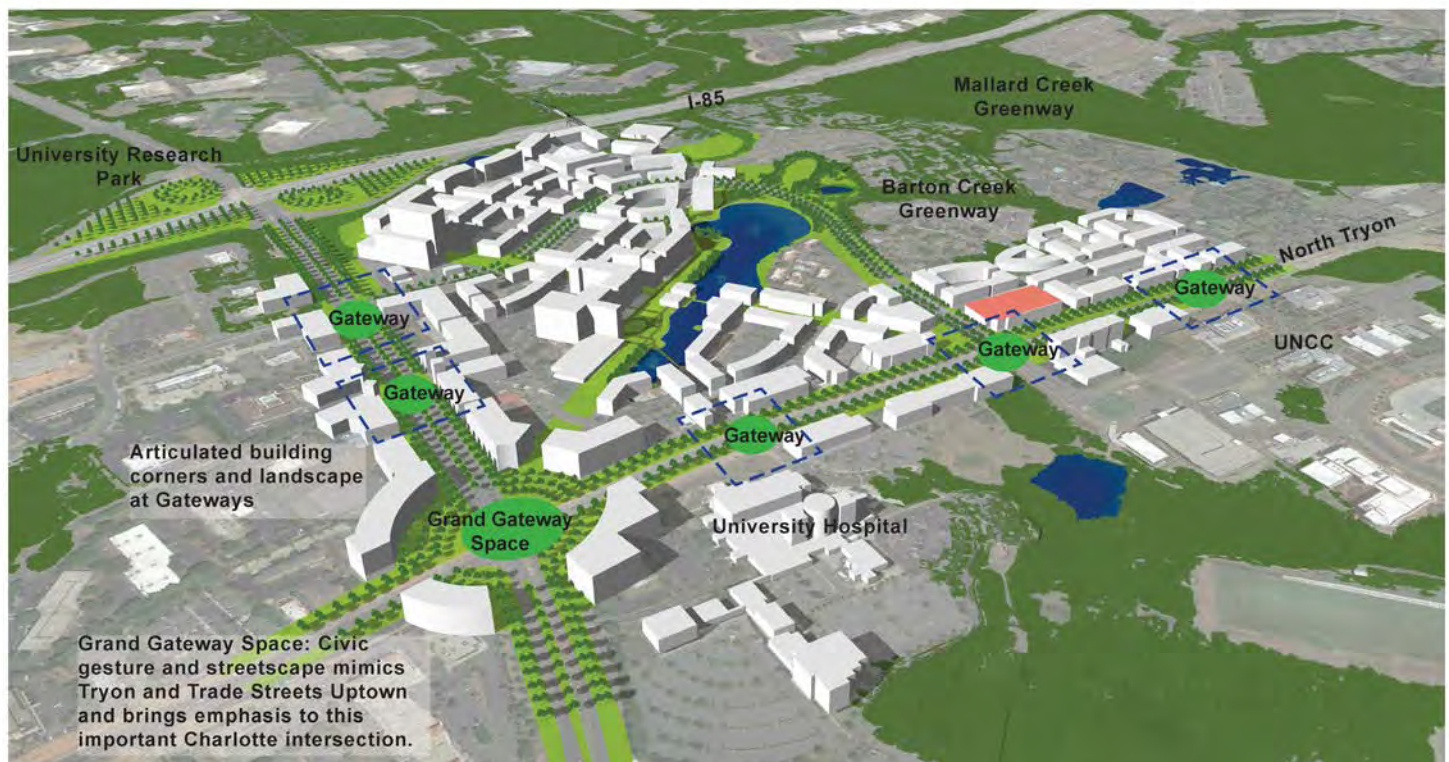
LEGEND

- Type A - Maximized Regional Commuter Multi - Mobility
- Type B - Local Commuter Multi - Mobility
- Type C - Local / Bike / Pedestrian Emphasis
- Type D - Neighborhood / Pedestrian Emphasis



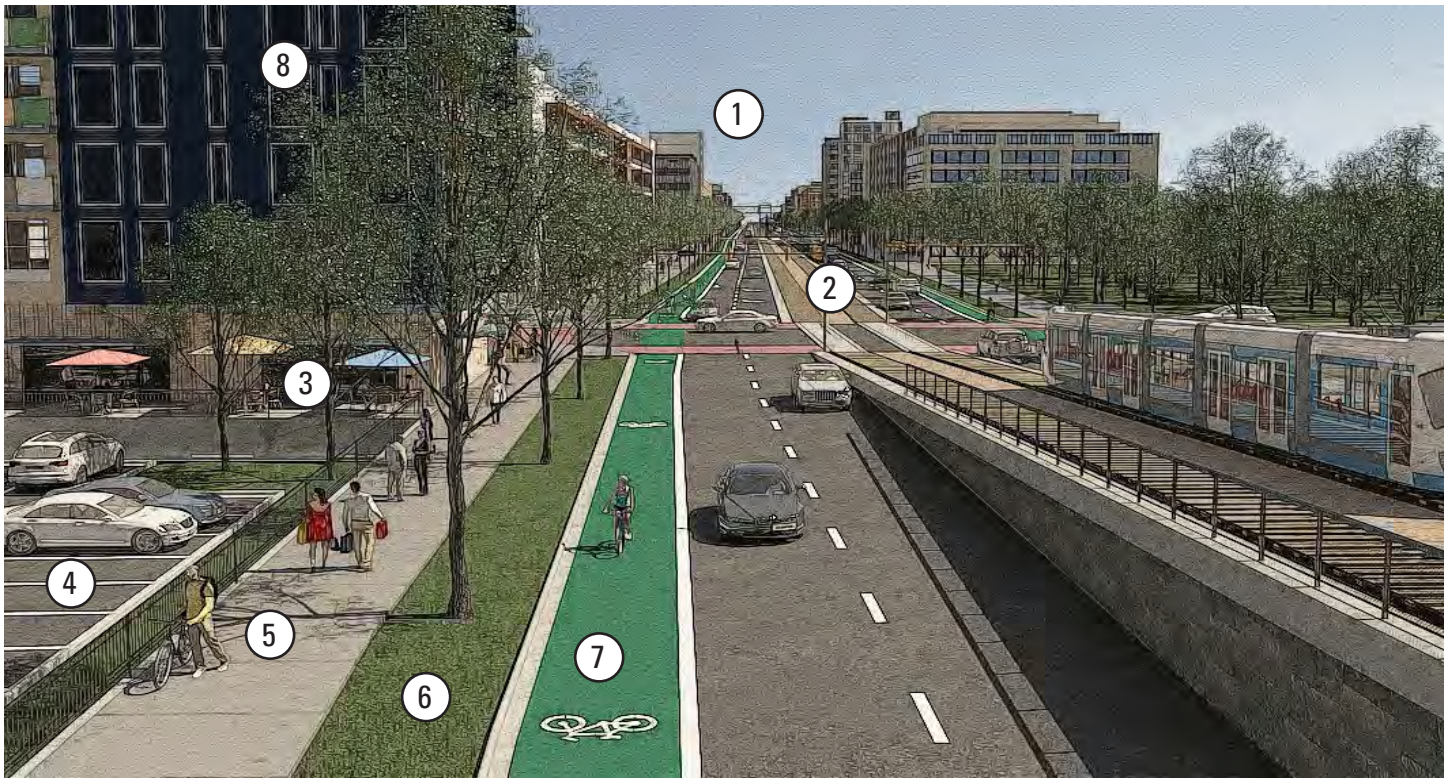
Streets shall be designed to accommodate the safety and comfort of the pedestrian and bicyclist and consider all modes of travel.

A Grand Gateway to University City:



N. Tryon Street and W.T. Harris Boulevard move lots of cars, trucks and buses, and North Tryon Street hosts the light rail tracks. It is a fact of life that these streets will serve all transportation modes in high volume.

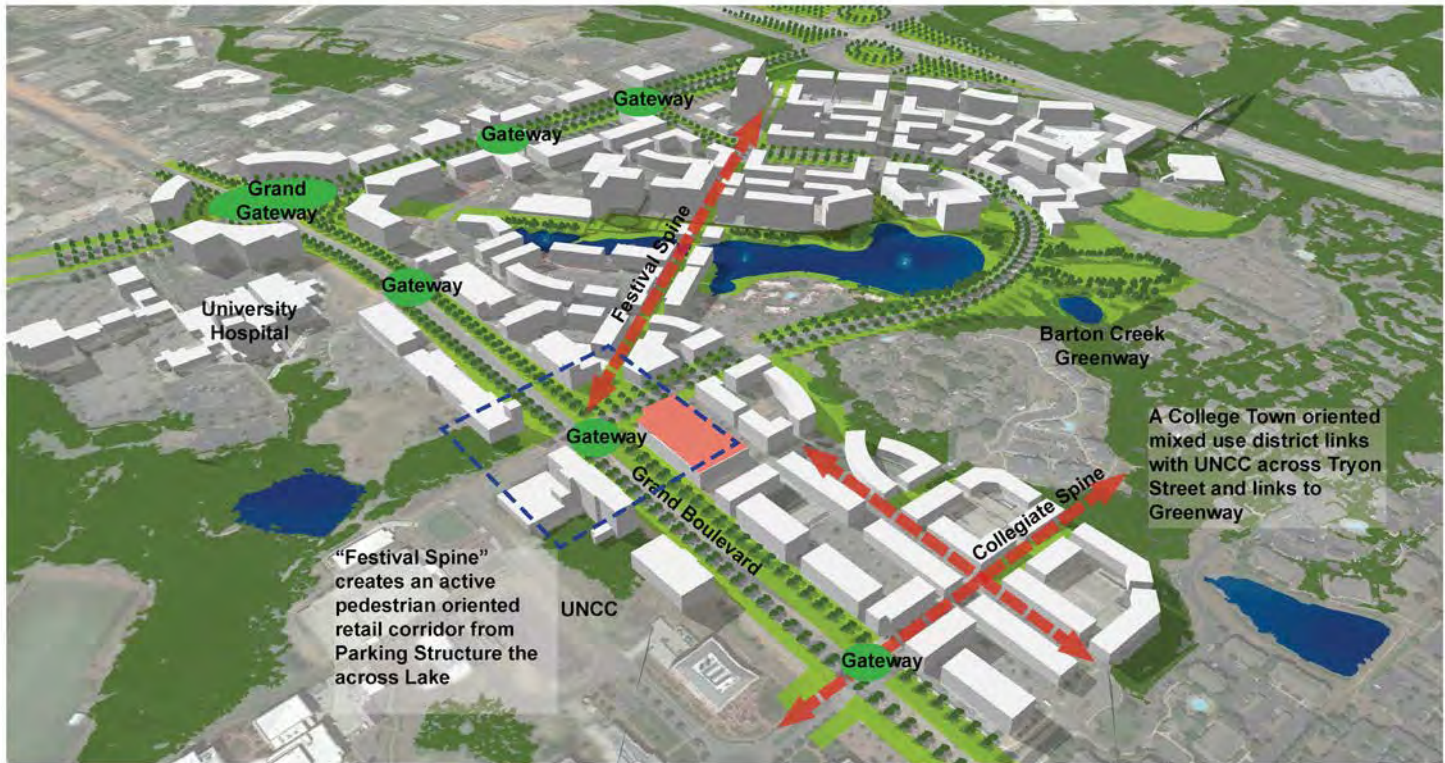
- These streets are important to the image and experience of University City. To soften their appearance they will be designed with heavily landscaped areas and trees to articulate gateway intersections. Double or triple rows of shade trees provide shade, comfort, scale and a strong landscape image.
- Buildings and parking decks will address W.T. Harris and North Tryon although they may not necessarily serve as the primary entrance. The arterial side of the building will include uniquely designed facades that integrate art, street trees and lighting - even on parking structures.
- A multipurpose path, well separated from the street, will provide a comfortable and safe place to walk or bike. Wayfinding will aid pedestrians and cyclists to find safe routes to local destinations.



The concepts for the high volume perimeter roadways, such as N. Tryon Street, will promote a consistent streetscape image along its length, safe connectivity across intersections and multimodal transportation:

- ① Buildings frame the street and intersections. Service areas take advantage of the grade change, located under buildings.
- ② Pedestrian cross on safe and highly visible crosswalks. NCDOT service level is a secondary concern to pedestrian safety.
- ③ Pedestrian linkages through sites connect to front streets and create spaces for people.
- ④ Grade changes are handled with walls or with decked parking or roof gardens.
- ⑤ Multi-purpose sidewalks allow strolling and biking.
- ⑥ Street trees in planting strips are positioned in the sidewalk and guarded by tree grates to provide shade and aesthetics.
- ⑦ Bike lanes create a safe route and complete streets. When ideal, bike lanes are placed between street parking and the sidewalk, eliminating the planting strip.
- ⑧ Buildings frame the intersections using best urban design practices

A Master Plan Oriented to Pedestrian Scale and Activity:



Urban Design principles that promote walkability and strong connectivity help establish an identity for the area.

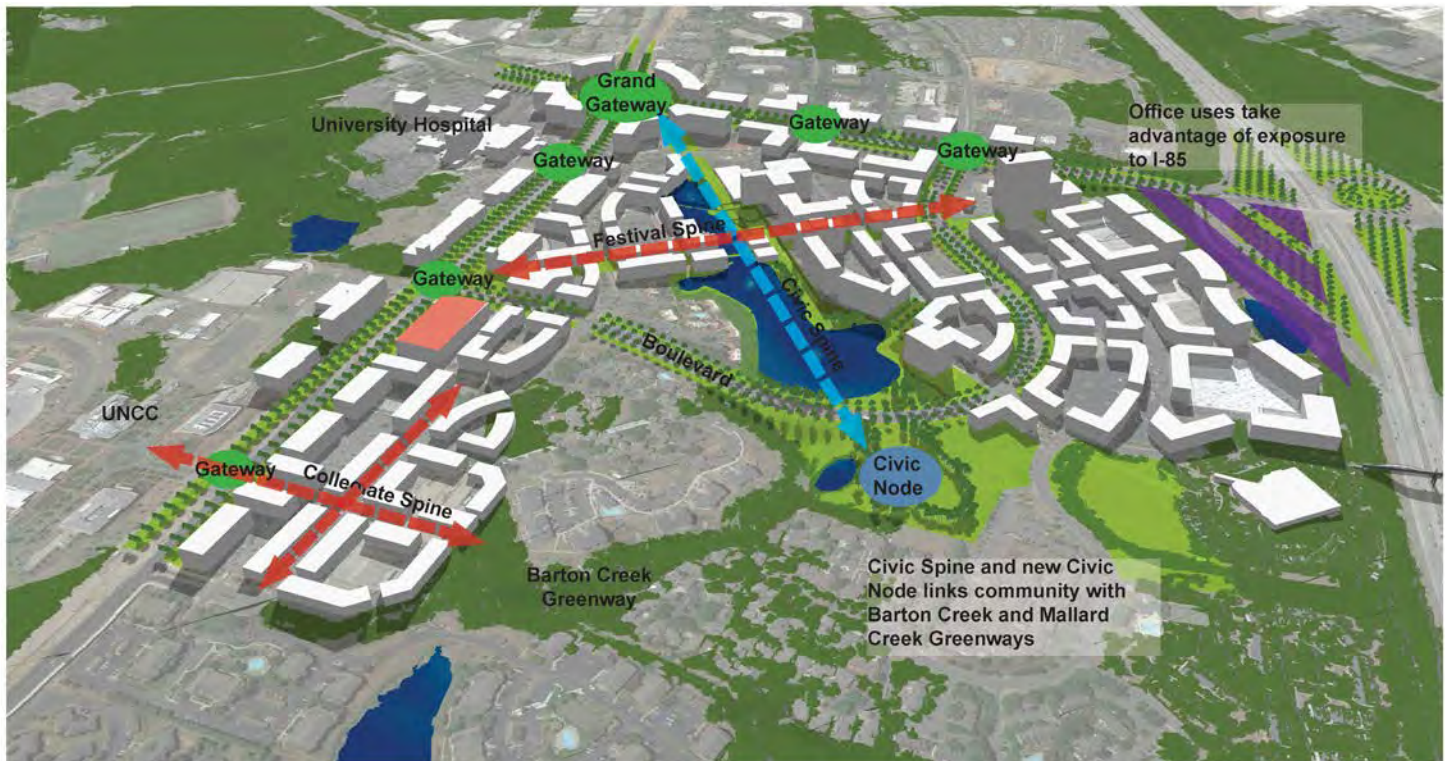
- “Spines” will create linkages across the lake and center the College District. These streets will provide an opportunity for public life in University City with opportunities for entertainment and celebration. These spines should be highly amenitized with seating, wide sidewalks, art, fountains, etc.
- Blocks will be sized to accommodate the pedestrian with a maximum length of 400'. Buildings will be located at the minimum setback and will intergrate seamlessly with existing developments. Parking will be located in the interiors of the blocks or on-street.
- The ground floor of mixed use buildings will have active pedestrian oriented uses including storefronts, amenity spaces or other unique attributes as agreed upon by University City Partners.



The “Spines”, such as the college main street and pedestrian promenade that travels across the lake, will promote a high quality pedestrian shopping experience and an active street life:

- ① Attractive sidewalks with street trees create a festive pedestrian environment
- ② Decorative paving at elevated crosswalks create hierarchy for pedestrian and create rhythm on the street
- ③ Parallel parking buffers the street from the sidewalk and provides teaser retail parking
- ④ Unique street furnishings and decorative lighting enliven these key shopping streets
- ⑤ Office and residential uses above active ground-floor uses with 60%+ facade transparency
- ⑥ “Festival Spine” and mixed use buildings continues across the lake, creating gravity and continuity between each side

A Civic and Recreational Framework at its Heart:



The heart of all urban areas is its civic space, and this is an important component of building a true town center for University City.

- A "Civic Spine" runs at cross axis to the Festival Spine that crosses the Lake. It promotes the activation of the northern lake edge that will include a linear park around the lake edge and gathering spaces that provide amenity for hotel, retail and residential uses. It may also provide visibility into the town center from W.T Harris and North Tryon Street intersection, currently NC's highest volume intersection.
- A "Civic Node" at the terminus of the Civic Spine includes a park and a library as well as a site for a school and other civic uses. The library will be less of a repository for books and more of a location for civic engagement, access to technology and a platform for community and economic development.
- There will be a link to the Barton Creek Greenway, celebrated as a gateway to the Cross Charlotte Trail, Mallard Creek Greenway and the Toby Creek Greenway.



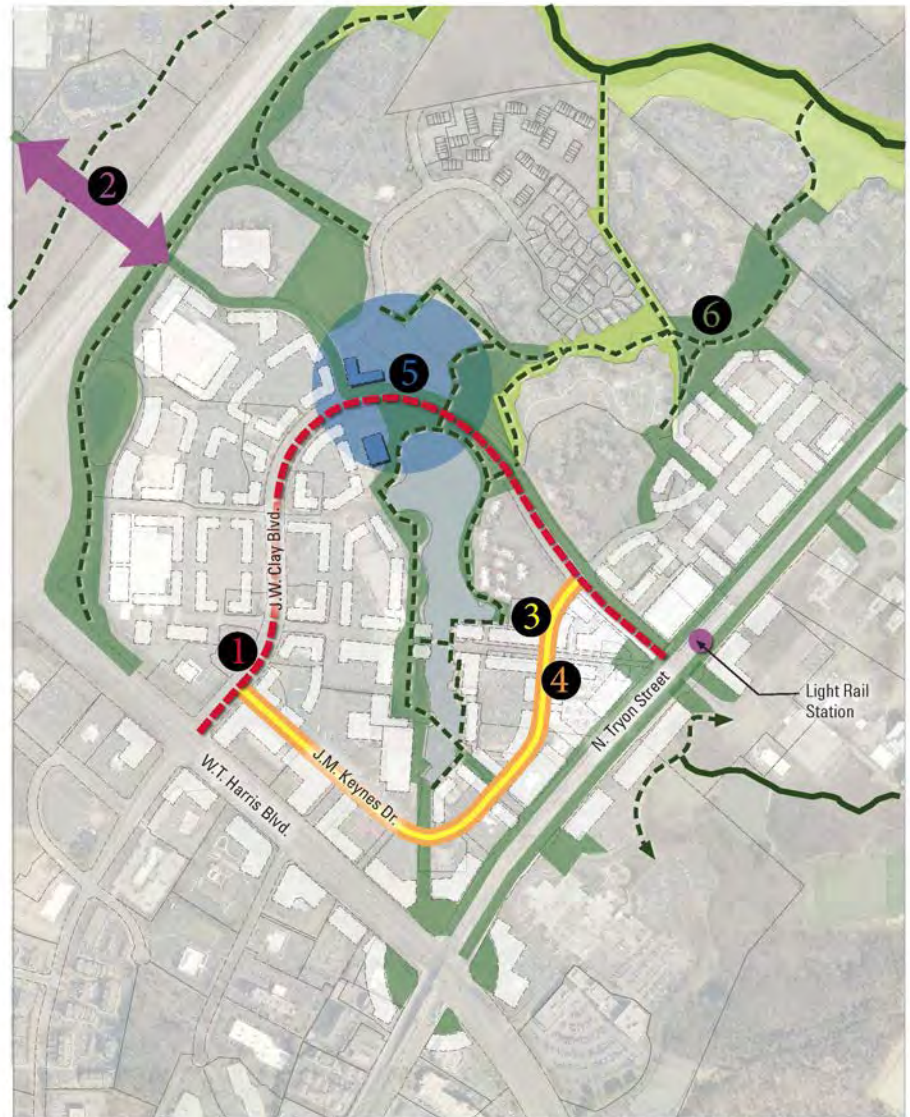
The west side of the lake will be transformed into a more vital part of the civic experience, replacing big box stores with attractive mixed use neighborhoods, parks and walkways:

- ① Attractive mixed use buildings orient to the lake edge and adjacent open space
- ② A multiuse path connects the entire lake edge for pleasant strolling
- ③ The lake edge becomes a more important component of the civic core, providing places for small parks, plazas and events
- ④ The University City Library should be located along the civic core and integrate a park and/or another civic use.
- ⑤ Continuing the availability of paddle boats keeps the lake active with a fun amenity.
- ⑥ The walkway is amenitized with attractive furnishings that creates opportunities for public life.

Priority Projects:

Several projects, once implemented, will enhance the viability of realizing the master plan vision and poise the project for success. These include:

- Implement the multimodal improvements to J.W. Clay Boulevard, such as the cycle track,
- Implement the I-85 North Bridge,
- Make J.M. Keynes a public street and improve it to "Complete Streets" standards,
- Design and improve streetscapes and multimodal improvements along N. Tryon Street and W.T. Harris Boulevard,
- Fund, design and implement the University City Library and an adjacent park, and
- Create public/private partnerships to fund additional parking structures as needed.



IMPLEMENTATION

PRIORITY PUBLIC PROJECTS

- 1 - Cycle Track on J.W. Clay
- 2 - Build I-85 Pedestrian Bridge
- 3 - Make J.M. Keynes a public street
- 4 - Create pedestrian realm on J.M. Keynes
- 5 - Build Library, School, and adjacent Park
- 6 - Complete Open Space System and Regional Trail Connections

Development Principles:

COMMUNITY

- Enhances the existing community fabric of University City
- Creates a home to a diverse population
- Provides access to services, places to learn and gather
- Creates and identifiable districts and unique environments

ART / AESTHETICS

- Embodies a unique sense of place
- Stimulates our intellect, imagination and senses
- Embodies the arts through good design
- Promotes arts—performing and visual
- Enriches our lives and celebrates quality

ECONOMICS

- Profitable for owners and partners
- Creates a model for public and private investment
- Supports entrepreneurship and job creation
- Offers housing choices and a range of prices
- Seeks partnerships with surrounding entity's such as the University Hospital and University of North Carolina Charlotte

ENVIRONMENT

- Links with regional environmental systems
- A model for water-quality management practices
- Exemplifies green building design concepts
- Promotes conservation of energy
- Encourages housing density
- Reduces dependency on use of automobile



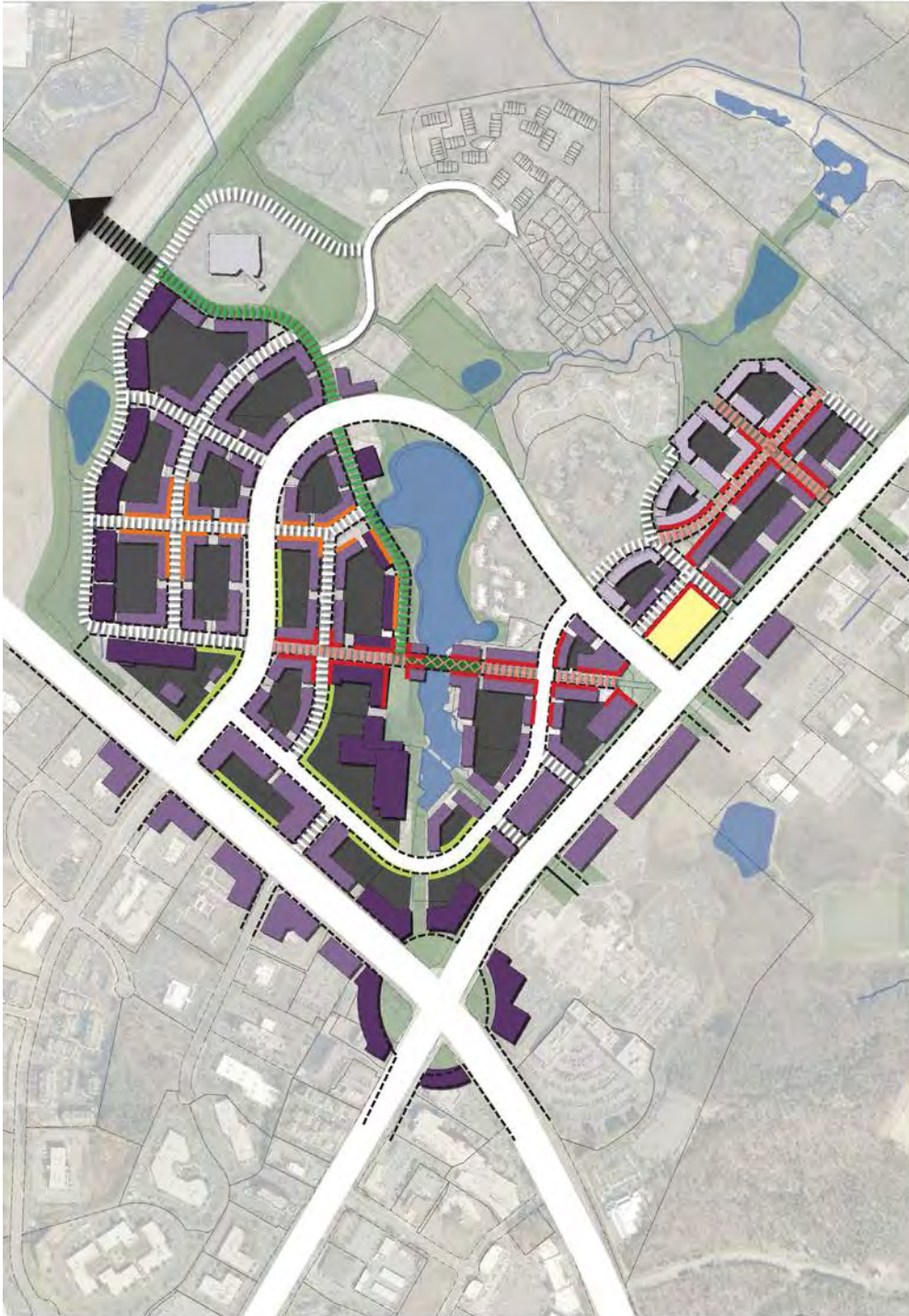
The careful attention given to the design of streets and public spaces can form the backbone of new life and opportunity.

Concept Development Standards:

The Concept Development Standards outlined below support the standards and guidelines found in the University City Master Plan for Character Area 7a and 7B and the Vision established for the project by University City Partners. These standards, while conceptual, inspire good urban design and development and should influence future work on form based codes, design guidelines or standards and guidelines.

Streets and Streetscapes

- First Priority “A” Streets shall receive the highest design attention related to the activation of the pedestrian environment and building relationships to the street or public space.
- Streets shall be designed as “complete streets” with consideration given to cars, bikes and pedestrians in adequately sized and scaled systems.
- Large arterial streets such as W.T. Harris Boulevard and N. Tryon Street shall be designed to allow the efficient movement of all transportation modes, recognizing that their function does not support a highly pedestrian orientation given their scale, dimensions, function, block lengths, etc. Smaller local streets shall be designed to support a higher level of pedestrian activity and comfort.
- Street trees, consistent with the “City of Charlotte’s Tree Planting Guidelines”, shall line the streets on both sides in tree lawns of 6-8 ft. or in tree pits with grates. There will be no raised tree pits.
- Auto lanes shall be minimized (road diet) to slow driving speeds and to create space for bike and pedestrian spaces within the ROW. On-street parking shall be included on all local streets to slow traffic, to protect the pedestrian environment and to provide convenience.
- Bulb-outs shall be used at intersections to shorten the distance for pedestrians walking across the street and to provide an interesting space within the pedestrian environment and Cross walks shall be located at each intersection and be highly visible and attractive.
- Blocks shall be sized and scaled to encourage a walkable environment. Local streets shall utilize a 300’-500’ foot perimeter block length.



First Priority "A" streets shall receive the highest attention related to the design and activation of the pedestrian environment and building relationships to the street or public space.

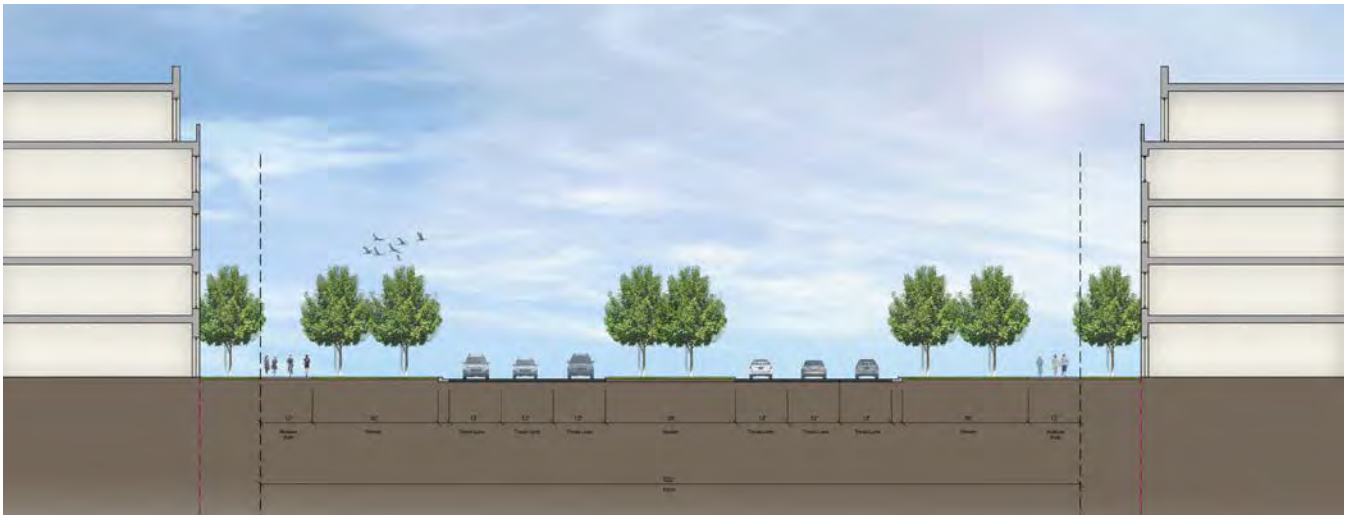
LEGEND

- Build-To Lines
- Ground Floor Retail - First Priority
- Ground Floor Retail - Second Priority
- Building Heights - 3 Stories Max.
- Building Heights - 5 Stories Max.
- Building Heights - 5+ stories
- Existing Parking Structure
- Proposed Parking (Surface or Structure)
- Parking Screening Buffers
- ||| New Local Streets
- ||| Highly Amenitized Retail Streets ("A")
- ||| Amenitized Greenway Street
- Promenade - Pedestrians Only

Multi-modal Complete Streets:



N. Tryon Street Cross Section (Type A) - with multipurpose trail both sides and bold street trees. Buildings and artfully designed parking structures frame the multimodal corridor along its length. Attractive bus shelters placed every half mile.

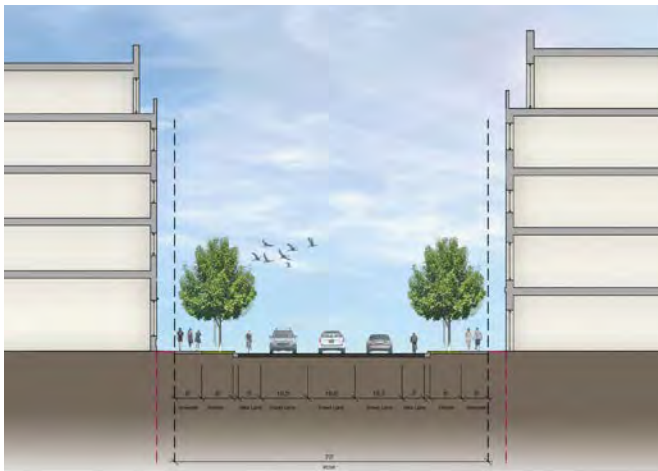


WT Harris Boulevard Cross Section (Type A) - with multipurpose trail both sides and bold street trees. Buildings and artfully designed parking structures frame the multimodal corridor along its length. A center median provides landscape and a place to pause when crossing the street.

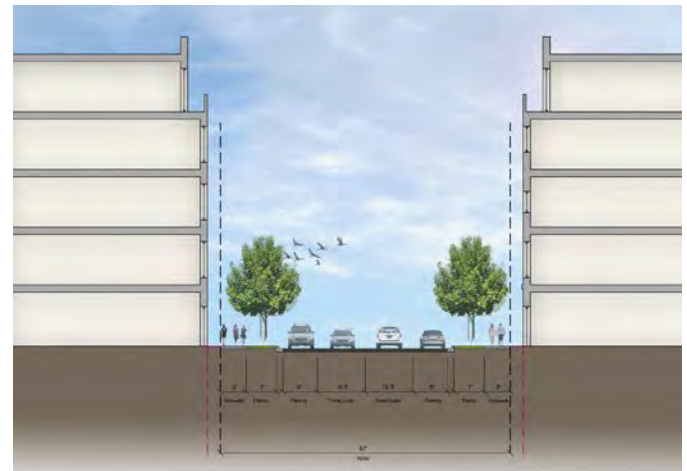
Multi-modal Complete Streets:



JW Clay Boulevard Street Cross Section (Type B) - with enhanced pedestrian and bicycle infrastructure and center median. Buildings flank the Boulevard. Street trees articulate the pedestrian environment.



JM Keynes Street Cross Section (Type C)- with enhanced pedestrian environment, street trees and bike lanes. Buildings and artfully designed parking structures frame the multimodal corridor.



Local Street Cross Section (Type D)- with enhanced pedestrian environment, street trees, on-street parking. Pedestrian scaled buildings frame these neighborhood streets along their length.

Concept Development Standards:

Public Spaces / Parks and Open Spaces

- The central lake feature shall be retained and augmented. Publicly accessible parks, gathering spaces, walkways and plazas shall line the edges of the lake to create an active amenity on all sides of the lake. This open space network shall connect to regional open space networks and greenways already in place or planned for the study area.
- Parks and open spaces shall use naturalized storm water elements to create functional and interesting landscapes that also support best practices.
- Setbacks may vary along the Lake to create spaces and emphasis but generally be located 30 feet from the high-water mark. In key locations, such as at the Promenade, buildings can be located closer to the lake to create linkage across the lake and to energize this portion of the Promenade.
- Parks and open spaces shall be designed to meet with the standards and guidelines of SITES and other best practices. At minimum the designs should consider native plant materials, regional materials, low maintenance, low water usage, providing shade, providing adequate places to sit, providing bike racks and other furnishings and utilizing naturalized storm water management techniques.



A variety of public spaces can create the backbone of the new community and promote health and social interaction.

Concept Development Standards:

Buildings

- Buildings shall be designed to address and activate the public realm (i.e. sidewalks, streets, parks, plazas, greenways, trails, and open space).
- Buildings shall be multi-storied and support a mix of uses, with the first floor being the tallest of the floor heights (16-18 ft) and the upper floors distinguished architecturally from the first floor.
- Building corners shall feature prominent entrances and/or distinctive architectural design.
- Multi-family buildings shall be designed with direct connections to the street and sidewalk where feasible and have vertical and/or horizontal separation from the sidewalk for privacy.
- Buildings should be designed to avoid the appearance of having a long, continuous building walls, break up visual mass and bulk and have facade modulation that provides variation in the building wall.
- Ideally, buildings will be designed and constructed to LEED standards and be “healthy buildings”, whether they are submitted for LEED certification or not. This means with a high level of consideration given to how the buildings function from a resource usage standpoint, user comfort, accessibility, toxicity, and other items related to building, environmental and user health.

Sites

- Sites shall be designed to reduce storm water runoff and/or to capture storm water runoff for use in irrigation or service water.
- Sites shall, as much as possible, minimize large abrupt changes in grade and allow buildings to have accessible grade relationships with their fronting street.
- Sites shall be landscaped to a high quality with native plant and hardscape materials.
- Accessibility for all ages and abilities shall be considered in the site design and engineering.

Concept Development Standards:

Parking

- Site Parking, in general shall be located behind buildings and not be visible from the fronting streets.
- The use of shared parking arrangements and structured parking is highly encouraged.
- Parking counts may be reduced from typical industry standards based on the contribution that mixed-uses, streets with on-street parking, and highly pedestrian environments have on parking needs.
- Surface Parking lots shall include shade trees so that 50% of the parking lot will be shaded once the trees are mature and large expanses of parking shall be broken up with continuous landscape areas.
- Parking lots shall consider light paving materials to reduce urban heat island.
- Parking that fronts the street or public realm shall be screened from view with attractive landscape, walls, fences or an attractive combination.
- Surface parking lots shall connect to each other and to neighboring properties to create an internal connectivity between properties.
- Facades of parking structures visible from the street shall receive architectural and/or artful treatments.



Buildings, streets and parking shall be designed to create a dynamic identity and active public realm. They should work together to create activity and support walking.

A Cooperative Path Forward:

Cooperation and collaboration between land owners, developers, the City of Charlotte and University Partners will help realize the vision.

Areas of cooperation and collaboration between public and private interests include:

- Consolidating parking, storm water and open space requirements into districts rather than on individual properties;
- Establishing form based development guides and design standards that will help ensure that the vision is realized;
- Memorializing this document in the “place types” effort currently underway by the City, which will help to inform the UDO, currently in process.
- Seeking long-term value rather than sub-optimizing the value delivered by TOD.

This cooperative spirit, between land owner, developer and the city will create the foundation for economic vitality and the enhancement of the image and livability of this key portion of Charlotte’s future and elevate the return on investment of the significant investments and hard work already completed for the Study Area by University City Partners, UNCC, University City Partners and the owners and investors of Mallard Pointe and the Shoppes at University Place.



Through cooperation and shared commitment, the J.W. Clay Town Center can become an active center for University City.

Summary of Key Recommendations:

Near Term:

- Recruit appropriate uses for districts that take advantage of market opportunities, site adjacency and position relative to transportation.
- Activate the lake edge with programming and entertainment options. The value of the central water feature cannot be overstated.
- Activate the Collegiate Spine on gamedays to begin building connections to the Mallard Point Shopping Center.
- Seek to have development standards inform the Charlotte Planning Department's efforts toward discerning place types and, ultimately, a Unified Development Ordinance.

Medium Term

- Relocate the University City Library to serve as the hub of the station area's Civic Node.
- Work with Parks and Recreation to purchase land adjacent to the future library, creating a symbiotic relationship and building value for both civic investments.

Ongoing:

- Reorient retail space toward the Collegiate Spine and Festival Spine. Concentrate urban amenities in these areas to invite shoppers and visitors to linger.
- Implement priority projects in collaboration with property owners and public sector partners.



The site was developed with the car in mind with large box oriented retail stores.



The new pattern will be more urbanized, building value for property owners in the station area and across University City.

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