Implementation

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Vision Plan Implementation

University City will change more than anywhere in Charlotte over the next 20 years. Therefore, it is critically important for University City to have a strategy for guiding the changes taking place while aligning our growth with Charlotte's broader 2040 comprehensive plan. Through the vision we outline our purpose to reinvest and transform our suburban landscape towards a more walkable and unique place. In this chapter we outline the 10 goals and recommendations needed to realize this transformation by:

- **Connecting the dots in our mobility, community and economy**

- **Taking advantage of our assets, and**

- **Recognize assets as an ecosystem, and Improving that ecosystem through targeted investments.**

University City Vision Plan Comparison with the Charlotte 2040 Comprehensive Plan
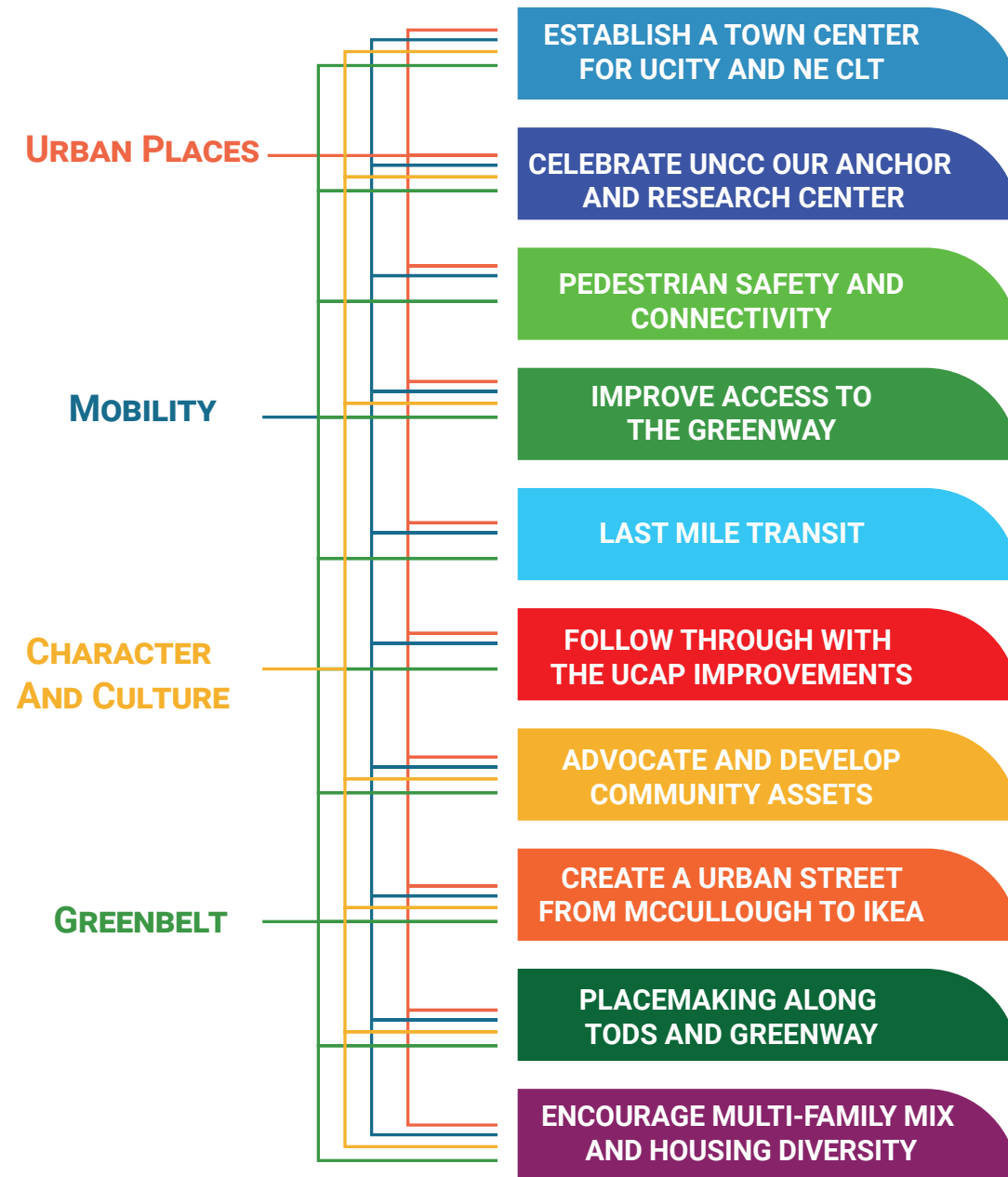
VISION ELEMENTS

- URBAN PLACES
- MOBILITY
- CHARACTER AND CULTURE
- GREENBELT

UNIVERSITY CITY VISION PLAN GOALS

10 GOALS TO EVOLVE OUR COMMUNITY TO MEET THE DEMANDS OF TOMORROW

- ESTABLISH A TOWN CENTER FOR UCITY AND NE CLT
- CELEBRATE UNCC OUR ANCHOR AND RESEARCH CENTER
- PEDESTRIAN SAFETY AND CONNECTIVITY
- IMPROVE ACCESS TO THE GREENWAY
- LAST MILE TRANSIT
- FOLLOW THROUGH WITH THE UCAP IMPROVEMENTS
- ADVOCATE AND DEVELOP COMMUNITY ASSETS
- CREATE A URBAN STREET FROM MCCULLOUGH TO IKEA
- PLACEMAKING ALONG TODS AND GREENWAY
- ENCOURAGE MULTI-FAMILY MIX AND HOUSING DIVERSITY

VISION STRATEGIES & INITIATIVES

Encourage and support our partners efforts to increase urban density, community events, and placemaking opportunities around University Place Establishing it our CBD. Improve multi-modal and pedestrian connectivity into University place while supporting mixed-use developments and higher density.

Improving UNC Charlotte's physical and social links through expanding its reach outside its boundaries into University City and the Greater Charlotte Metro through communications, street improvements, urban developments, community events and placemaking in the NS Urban Axis along the lightrail and campus edge.

Work with CDOT , CMPD and CATS to improve safety, sidewalks, streetscape and pedestrian infrastructure like Multi-use paths along major and connector streets. Encourage traffic calming, pedestrian focused signaling and intersection improvements. Reduce Speeds on roads around UNCC. Develop wayfinding strategy.

Upgrade Toby Creek and Mallard Creek Greenway extensions to connect into new development sites, major centers and transportation hubs through pedestrian focused infrastructure and Micro transit. Advocate for new future greenway/trail prioritization and construction to link the Green and Urban Axis

Create Multi-modal hubs within CATS Stations. Introduce Innovative Last-Mile solutions focusing on micro mobility to URP , like AV/EV shuttles, bike and scooter routes, and work with property owners ti develop charging stations and drop-off locations.
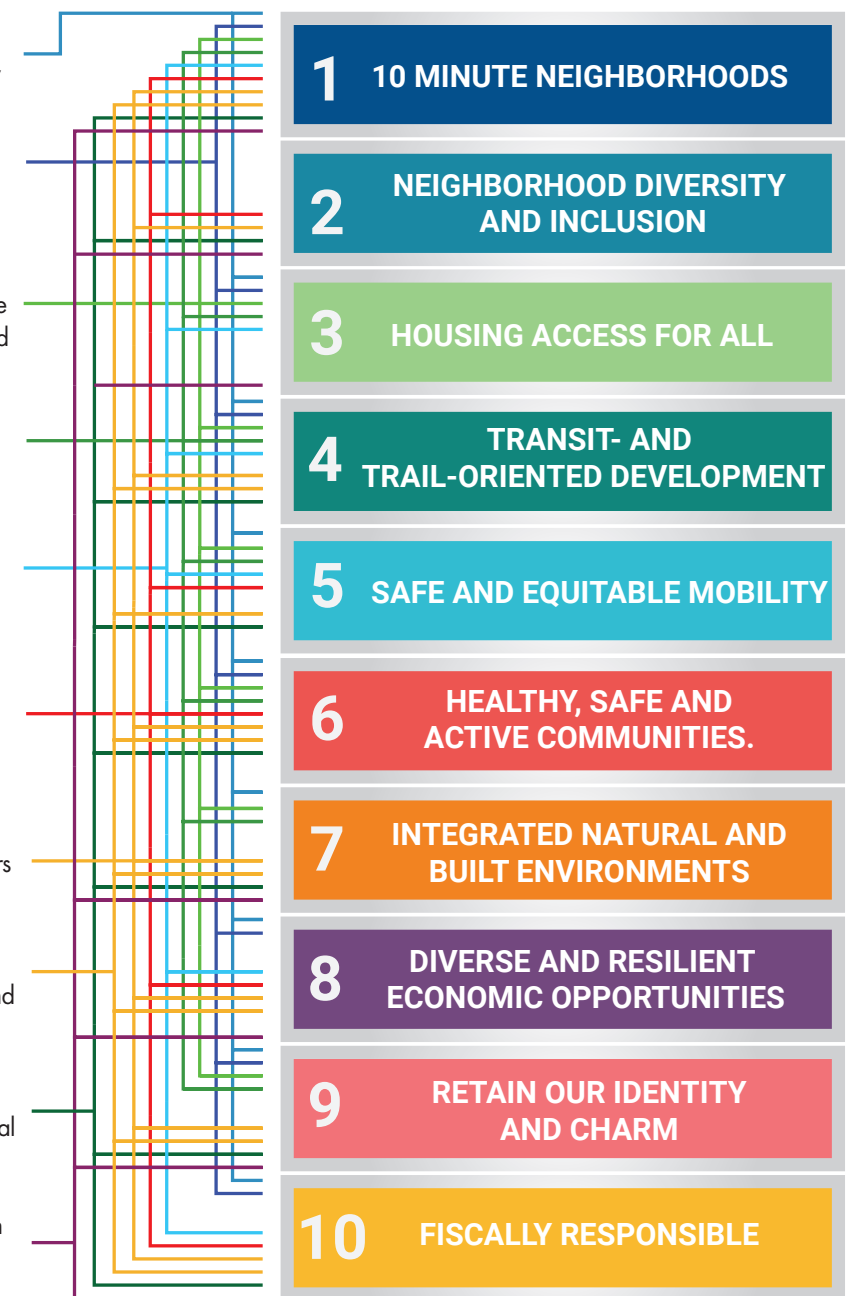
Seek funding for the construction of a connector streets parallel to N Tryon and I-85 to repair our grid and connectivity. Upgrade existing streetscape to accommodate other modes of transportation like Bike and Bus. Develop a Connectivity Master Plan while seeking policy tools for public streets with our partners.

Revitalize University City through collaborative investments in community assets in partnership with our key stakeholders and resident leadership. Address food insecurity and small business incubation through the Farmers market and other events. Advocate for park, open space and social capital building projects.

Using the NECI program efforts, introduce streetscape improvements transforming McCullough Drive to IKEA Blvd into a pedestrian possible Urban street with bicycle infrastructure while filling the existing sidewalk gaps and activating future ground floor retail and public spaces along the street.

Advocate and acquire funding to design and build place-based public spaces around transit stops and key greenway locations. Identify locations and gaps in public space within University City. Work with developmental partners to introduce more placemaking elements into new projects.

Ensure multi-family development meets the standards and quality set by the city, while encouraging the creation of the missing-middle housing diversity and standardize elements like lighting, pedestrian safety and street connectivity.

CHARLOTTE 2040 COMP PLAN GOALS

10 GOALS TO REFLECT THE VOICE OF OUR COMMUNITY, MAKE CRITICAL CONNECTIONS BETWEEN COMMUNITY VALUES, AND VISION ELEMENTS

1. 10 MINUTE NEIGHBORHOODS
2. NEIGHBORHOOD DIVERSITY AND INCLUSION
3. HOUSING ACCESS FOR ALL
4. TRANSIT- AND TRAIL-ORIENTED DEVELOPMENT
5. SAFE AND EQUITABLE MOBILITY
6. HEALTHY, SAFE AND ACTIVE COMMUNITIES.
7. INTEGRATED NATURAL AND BUILT ENVIRONMENTS
8. DIVERSE AND RESILIENT ECONOMIC OPPORTUNITIES
9. RETAIN OUR IDENTITY AND CHARM
10. FISCALLY RESPONSIBLE

1. Establish a Town Center for University City and NE CLT

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
1.1	Encourage mixed use developments and projects within a mile of University City Place.	Inform, support and propose land use recommendations and development tools in University City to development community	Urban Place	Planning & Dept Development community	UCAP 2040 Goal: 1, 2, 4, 8, 10
1.2	Maintain and Upgrade the Lake Edge around University Place into a center park space.	Work with Property owners and mangers to design and support, and find funding for the creation of this park space	Urban Place Greenbelt	Parks and Rec	UCAP 2040 Goal: 1, 6, 7
1.3	Bolster University Place as our Economic Center / CBD in University City	Work with and inform business tenants, retailers and job creators of opportunities around University City center	Urban Place	Economic Development	UCAP 2040 Goal: 1, 4, 8, 10
1.4	Increase Entertainment and Employment opportunities around 1 mile of University Place	Identify and inform potential parcels for development of new employment and entertainment projects to the Dev. community	Urban Place	Economic Development	UCAP, URP Area Plan 2040 Goal: 1, 4, 8, 10
1.5	Establish University Place as a Center for the University City community and neighborhood residents	Continue to hold community-based events, markets, and celebrations around the lake edge	Community and Culture	Economic Dev/CLT Urban Design News/Media Partners	UCAP 2040 Goal: 1, 2, 6, 7, 9

2. Celebrate UNCC our Anchor and Research Center

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
2.1	Boost the local recognition of UNCC and celebrate the positive impacts it has on the City	Increase communications, media outreach, and events in partnership with UNCC	Community and Character	UNC Charlotte	2040 Goal: 6, 8, 9
2.2	Deepen the UNC Charlotte brand into the University City community, and along the stateroads, to create a college town environment	Support UNCC efforts with branding events like hosting tailgating, arts etc in accessible off-campus locations	Community and Character	UNC Charlotte Local Business Tenants	2040 Goal: 6, 8, 9
2.3	Increase recognition of research, talent and innovation from UNCC into the region and Knowledge sector.	Inform regional and local business and the STEAM community of the talent coming out of UNCC	Community and Character	UNC Charlotte Economic Development Charlotte Regional Business Alliance	2040 Goal: 8, 9
2.4	Off campus, add UNC Charlotte and symbols where possible - footprints and banners in ROW, colors in commercial centers, student housing, etc		Community and Character	UNC Charlotte CDOT	2040 Goal: 6, 8, 9

3. Pedestrian Safety and Connectivity

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
3.1	Increase Pedestrian Safety on all major routes within University City	Identify funding and policy tools for filling sidewalk gaps, improving intersections, crossings and other pedestrian focused infrastructure	Mobility	CDOT, NCDOT,	UCAP 2040 Goal: 4, 5, 6, 7
3.2	Increase Bicycle ridership and safety in University City	Advocate and Encourage the creation of bike lanes and multi-paths within the development of major routes and streets.	Mobility	CDOT, NCDOT, Planning Dept	UCAP 2040 Goal: 4, 5, 6, 7
3.3	Reduce Car dependency within University City and its neighborhoods	Identify, Connect and Construct Multi-Modal Hubs for Transit, Shuttles, Bike, E-Scooters and other forms of transportation.	Mobility	CDOT CATS Planning Dept UNCC	UCAP 2040 Goal: 1, 4, 5, 10

4. Improve Access to Greenway System

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
4.1	Increase Walkability and Access to the Greenway system.	Identify and Improve pedestrian connections and current access points.	Mobility Greenbelt	Parks & Rec. CDOT	UCAP 2015 Greenway Master Plan 2040 Goal 4, 6 and 7
4.2	Improving Mallard Creek Greenway with Placemaking Infrastructure and Biodiversity Elements	Introduce Amenity and Plant additions along key intersections and open spaces	Mobility Greenbelt Character & Culture	Parks & Rec. UNCC Botanical Garden	2015 Greenway Master Plan 2040 Goal 4, 6, 7 and 9
4.3	Create and Build Trails within the Research Park	Work with Property owners and partners to dedicate land and construct trail ROW	Mobility Greenbelt	Parks & Rec.	2015 Greenway Master 2040 Goal 4, 6, 7 and 9
4.4	Improve access to Mallard Creek and Clark's Creek Greenways with improvements along Barton Creek Greenway with spur trails	Identify feeder trails around parcel edges and existing easements in URP to create new connections and future tail alignments to the GW system	Greenbelt	Parks & Rec URP tenants	UCAP 2040 Goal: 4, 6, 7

5. Last Mile Transit

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
5.1	Improve conditions for bus riders	Work with partners to upgrade existing key bus stops and stations with appropriate transit Infrastructure like benches and shelters	Mobility	CATS	Goal; 1, 5, 6, 8, 10
5.2	Extend the reach of the lightrail	Implement Micro mobility options like shuttles, Bike shares, and E-Scooters around lightrail stations.	Mobility	CATS Planning Dept	Goal; 1, 4, 5, 6, 8, 10
5.3	Improve conditions for Cyclist and Pedestrians	Identify gaps in the existing Bike-Ped network, work with partners to fill those gaps through the creation of new bike lanes or Multi-use paths	Mobility	CATS CDOT Planning Dept Property Owners	Goal; 1, 5, 6, 8, 10
5.4	Implement Micro mobility solutions to connect the urban axis and lightrail with the URP	Identify, Connect and Construct Multi-Modal Hubs for Transit, Shuttles, Bike, E-Scooters and other forms of transportation.	Mobility	CATS Planning Dept	Goal; 1, 5, 6, 8, 10

6. Implement Projects Remaining in the University City Area Plan

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
6.1	Insure the realization of the planned streets listed in the University city Area Plan	Identify Policy tools and funding solutions for development costs of public connecting streets	Mobility	Planning Dept CDOT	UCAP 2040 Goal: 1, 2
6.2	Upgrade existing streetscape to accommodate other modes of transportation like bike and bus	Implement streetscape improvements identified in the UCAP	Mobility	Planning Dept CDOT	2040 Goal: 1, 4, 5, 10
6.4	Prioritize block length as a foundational component of all urban design, allowing a maximum 400' Block in urban places and a 600' block elsewhere		Mobility	Planning Dept CDOT	2040 Goal: 1, 4, 5, 10

7. Advocate and Develop Community Assets

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
7.1	Support the community and local businesses	Continue to hold and Implement new events that give local vendors and community members a platform	Community and Character	Planning Dept	2040 Goal: 2, 9, 10
7.2	Reduce food insecurity in the University city and NE Charlotte	Continue to grow the weekly University City farmers market bring local grown produce and healthy foods to the community.	Community and Character	Farmers Market Committee Planning Dept	2040 Goal: 2, 6, 9, 10
7.3	Advocate and Support the needs and concerns of residents of University	Continue to hold meetings with members of the University family zone while expanding the neighborhoods it includes	Community and Character	University City Family Zone	2040 Goal: 1, 2, 6, 9, 10

8. Create a Urban Street from McCullough to IKEA

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
8.1	Develop a multi-use pedestrian path connecting McCullough drive and IKEA Blvd	Identify the vision, design and alignment of the path while seeking funding opportunties for implementing	Mobility Urban Places	Planning Dept CDOT CLT Urban Design	UCAP 2040 Goal: 1, 5, 6, 8, 10
8.2	Fill the existing sidewalk gaps and introduce pedestrian safety elements along McCullough drive and IKEA Blvd	NECI program efforts, as an advocacy took for introducing new streetscape Improvements	Mobility Urban Places	Planning Dept CDOT CLT Urban Design	UCAP 2040 Goal: 1, 5, 6, 8, 10
8.3	Transform the existing McCullough Drive to IKEA Blvd into a pedestrian possible Urban street with bicycle infrastructure	Identify funding and Seek policy tools with the support of the City to adapt the street	Mobility Urban Places	Planning Dept CDOT CLT Urban Design	UCAP 2040 Goal: 1, 5, 6, 8, 10
8.4	Activating future ground floor retail and public spaces along the Urban street.	Support Rezoning and the City's Future land use plan to upgrade parcels into TOD and MUD.	Mobility Urban Places	Planning Dept CDOT CLT Urban Design	UCAP 2040 Goal: 1, 2, 4, 5, 8, 10

9. Placemaking along TOD and Greenways

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
9.1	Create more Interesting public spaces in key highly used locations	Advocate and acquire funding to design and build place-based public spaces around transit stops and key greenway locations.	Urban Places Community and Character	CLT Urban Design	2040 Goal: 1, 2, 4, 8, 10
9.2	Develop a Placemaking Strategy for University City	Identify locations and gaps in public space within University City while seeking tools for acquisition, design and development	Urban Places Community and Character	CLT Urban Design	2040 Goal: 1, 2, 4, 8, 10
9.3	Introduce more public space into development projects in the pipeline	Work with developmental partners to introduce more place-making elements into new projects.	Urban Places Community and Character	CLT Urban Design	2040 Goal: 1, 2, 4, 8, 10
9.4	Build venues, living rooms and settings within existing assets including hardscape, plantings and other improvements reflective of cultural diversity and community values as identified in an placemaking plan		Urban Places Community and Character	CLT Urban Design	2040 Goal: 1, 2, 4, 8, 10
9.5	Develop a 1, 5 and 10-year phased strategy to implement the District Furnishings Plan, and placemaking efforts including a multi-year budgeting strategy focused on transit stops, key gateways, high use corridors near transit, the Mallard Creek Church Greenway and at the center		Urban Places Community and Character	CLT Urban Design	2040 Goal: 1, 2, 4, 8, 10

10. Encourage Multi-Family Mix And Housing Diversity

No.	Policy / Recommendation	Action	Type	Lead Agency/ Partners	Relating Plan / 2040 Goal
10.1	Encourage a mix of higher density housing types projects within a mile of University City Place and Lightrail stations	Utilize UCP Multifamily Design Guidelines Inform, follow and propose land use recommendations to development partners	Urban Places	Planning Dept	2040 Goal: 1, 2, 3, 4, 7, 8, 9, 10
10.2	Encourage a mix of housing types and products around stateroads and key routes in University City	Support Rezonings and Projects of high quality that conform to the Cities future land use plan	Urban Places	Planning Dept	2040 Goal: 1, 2, 3, 7, 8, 9, 10
10.3	Ensure multi-family development meets high standards and quality Implemented along the N Tryon Corridor	Inform, follow and propose development recommendations in proposed projects within University City	Urban Places	Planning Dept CLT Urban Design	2040 Goal: 1, 2, 3
10.4	Standardize elements like lighting, pedestrian safety and street into new housing projects and developments	Work with our partners, developers and property owners to implement safety elements	Urban Places	Planning Dept	2040 Goal: 4, 5, 6
10.5	Ensure residential development incorporates at least two building types, such as single family, duplexes, triplexes, quadraplexes, townhomes, and multifamily buildings.		Urban Places	Planning Dept	2040 Goal: 1, 2, 3, 7, 8, 9, 10

UNIVERSITY CITY PARTNERS