

SOUTHEND

VISION PLAN



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VISION PLAN

ADOPTED
11 JUNE 2018





South End is 25 years old this year—the same as the architectural firm my partner, Kevin Kelley, and I founded in the Atherton Mill.

Back then, the blocks that were to become South End constituted a borderland, a largely forgotten post-industrial zone that mitigated life between the Dilworth and Wilmore neighborhoods.

It was also a frontier, and a place where Charlotte piloted change. This part of Charlotte—where the first railroads came to town, and where cotton became textiles—transformed warehouses into space for creatives, and where the trolley followed by light rail sparked a renaissance of residential investment, and founded a new neighborhood.

The evolution from an industrial area into a creative design district and then vibrant urban neighborhood has been fueled by both the creativity and dedication of individuals and small businesses, and by targeted investment and support from public agencies. Spinning together history and new energy, the neighborhood has become one of Charlotte’s great assets. As newcomers and new investors arrive, we needed a new playbook or plan to ensure that the next phase of development improves South End’s urban design, broadens its mix of uses, fosters vibrant public streets and amplifies and creates parks and open spaces for those who choose an urban life.

Therefore, as chair of the South End Board Committee, the Vision Plan Steering Committee, a South End real estate and business owner, and long-time advocate for this neighborhood, I am pleased to present this vision and plan for the future.

South End is already Charlotte’s first transit-oriented neighborhood in our post-street car era. This plan will guide its next stage of development, maturing it into one of our city’s first and best examples of a livable city, with a state-of-the-art transportation system, a walkable and bikeable oasis with expanded housing offerings, and featuring inviting, activity-filled streets and public spaces.

We plan for thoughtful growth by design, expecting density around transit stations, and intentional diversity of residents, businesses, commerce and retail. We want a culture of supporting local artists, entrepreneurs and retailers, with pilot programs that can extend opportunity in South End and by extension, Charlotte. And we will build on our greatest assets, celebrating and strengthening the natural neighborhood centers around each

transit station and nurturing the Rail Trail into an outstanding example of a vibrant linear park, a recreational public space, and a connector of neighborhoods.

The South End Vision Plan and design guidelines will also serve as a springboard and testing ground for the city's efforts to overhaul our comprehensive zoning policy, allowing the Charlotte-Mecklenburg Planning Commission and planning staff to pilot new ideas and design policies in a fast-growing area.

The founding of South End was arguably the greatest grassroots effort in the history of Charlotte. All of us who have worked on this vision and plan are grateful to the many community members whose ideas, feedback and questions guided its development. The core values from the community reaffirm our city's commitment to becoming the best example of a livable city that supports well-being for everyone through excellent neighborhood design, public infrastructure, open space, employment and housing options.

The future of our city and South End is bright. Let's build the best place we can for the next 25 years, and beyond.

Sincerely,

Terry Shook, FAIA

"The founding of South End was arguably the greatest grassroots effort in the history of Charlotte."

The Charlotte-Mecklenburg Planning Commission has adopted this Livable City Policy Statement and Guiding Principles to articulate the Commission's priorities for the growth and development of Charlotte and guide the Commission's work in advising the governing bodies it serves.

This policy statement is founded in the City's adopted Centers, Corridors and Wedges Growth Framework, General Development Policies and area plans, and serves to focus and prioritize the Commission's work and recommendations. By incorporation as part of the South End Vision Plan, this Policy Statement and its Guiding Principles serve as the adopted policy foundation for the South End Vision Plan.

Charlotte-Mecklenburg Planning Commission Livable City Policy Statement

Develop a livable city where Charlotteans of all incomes can achieve, "a complete state of physical, mental and social well-being"¹ through the design of neighborhoods, public infrastructure and open spaces, and through easy access to employment and housing choices.

Guiding Principles

- » Create a state-of-the-art transportation system that equally provides for the health and safety of pedestrians, bicyclists, transit riders, and motorists and is accessible to people of all ages and abilities;
- » Promote a mix of land uses within a close proximity so that Charlotteans can live, work, play, shop and worship in a neighborhood without the need for an automobile;
- » Ensure access to affordable housing by supporting the dispersal of a range of housing types throughout the city, so that the availability of transportation does not limit access to economic opportunity;
- » Build vibrant and activity-filled public streets and open spaces that promote community engagement so that Charlotteans of all ages and abilities can participate in a public life;
- » Promote access to affordable and healthy/local foods so that income and location don't limit dietary choices;
- » Protect the air we breathe, and the trees that filter it, while also shading us from the hot, southern sun; and
- » Build safe communities, by using planning tools to prevent crime and violence through environmental design.

¹ Excerpt of World Health Organization definition of public health

Winning City Principles

The City of Charlotte seeks to model 10 traits of winning cities of tomorrow. The traits help Charlotte address the major demographic and cultural trends shaping our future. The South End Vision Plan incorporates these throughout the document in the core values, goals, and initiatives.

- » **POSITIVE BUZZ** – Inspiring and scaling positive word of mouth. The South End Vision Plan envisions a 2030 South End to work towards.
- » **SHARED STORY** – Advancing a seamless narrative; Why we're unique. South End is the first transit oriented neighborhood on the Blue Line to experience explosive growth. The neighborhood sets Charlotte apart and will continue to do so over the next 15 years.
- » **15-MINUTE LIVABLE COMMUNITIES** – Investing in diverse neighborhoods. Access to jobs, housing, and daily needs are all a part of the South End Vision. Well on it's way, the Vision Plan provides a road map to strengthen the neighborhood's livability.
- » **AFFORDABLE SPACES** – Meeting the rising demand for affordable housing. As a goal of the plan, affordability is critical not only for housing, but for office and workspace as well.
- » **WORKFORCE DYNAMICS** – Advancing large-scale training and re-skilling

- » **MILLENNIAL MAGNET** – Being a hot spot for young professionals. The South End Vision Plan embraces the young professionals that call the neighborhood home. Keeping this culture and building on the current momentum through infrastructure and design is a critical component of the plan.
- » **BEYOND BORDERS** – Advancing collaboration across and outside the region.
- » **OPEN MINDS** – Being creative, innovative and accepting of new ideas. A core value of creative and dynamic is at the heart of the South End. Always a place of experimentation, the South End Vision Plan aims to keep it that way.
- » **OPEN BOOK** – Being hyper-transparent and a proactive communicator. Through the South End Vision Plan the road map for the future is clear. Future investments and improvements should align with the Vision Plan, fostering transparency with both the City of Charlotte and Charlotte Center City Partners.
- » **BIG TENT** – Being a welcoming and inclusive community. As a core value inclusivity in South End means building a neighborhood for all - old time residents, newcomers, all ages, and lifestyles.

Executive Summary



1 Why This Plan, Why Now?

South End is a rapidly changing, growing urban neighborhood, filled with entrepreneurs and teeming with excitement. There is no time like the present to plan for the future.

In Chapter One, find the basics of the why along with history and facts to back it up. This includes the results from the 2015 South End resident survey. Key findings from the survey include:

- » Critical: Preserving and increasing the number of local establishments
- » Critical: Increasing the number of festivals and events

On page 10 is a snapshot of facts about the growth of South End and the people who live there.

Chapter One includes highlights of the focus areas and the community engagement process to create the plan.



2 Where We Want to Go

Chapter Two tells the story of South End in 2030. Beginning with the core values, the chapter summarizes the community's core values of a place that is: adaptable, authentic, beautiful, connective, inclusive, creative, mobile, dynamic, and safe. Realizing the core values is achieved through the goals that follow in Chapter 2. Each goal includes recommended actions to implement as well as case studies from peer cities.

- » Grow By Design
- » Expand Our Mix
- » Pursue Affordability
- » Celebrate Public Space
- » Move, Connect, Network
- » Never Stop Experimenting
- » Manage Our Common Resources



3 How We Get There: Focus Areas

Five focus areas of South End are highlighted in Chapter Three with further details on the vision and site specific recommendations. Highlights include:

- » Streetscape improvements on South Boulevard and South Tryon Street
- » Completing Wilmore Centennial Park
- » Developing South Tryon Street it as an office corridor
- » Leveraging the history of the Gold District to develop a new museum and square
- » Completing Camden Road as a festival street with high density development
- » Preserving the industrial character of Lower South End for existing and future industry.



4 Key Initiatives

The Top 10 initiatives in Chapter Four create a road map of priorities to implement the plan's goals. Each of the top ten include stakeholders, methods, and the resources needed to complete the tasks. The top 10 initiatives or priorities are:

1. Develop the Rail Trail
2. Convert South Boulevard into a Main Street
3. New design regulations
4. Attract cultural venues
5. Preserve affordable workplaces
6. Construct the Wilmore Centennial Park
7. Build a crossing at Hawkins/Rampart
8. Increase density
9. Manage parking as a district
10. Embed art into everything



5 Community Design Guidelines


Chapter Five focuses on the design guidelines and street standards necessary to build the public realm outlined in the South End Vision Plan. Organized by principles first, then followed by general guidelines and street specific standards, this chapter is where the dimensions are noted.

Priorities for design include:


- » Managing building length and proportion to break down large monolithic buildings
- » Providing clear guidance for facades and materials to improve the design quality
- » Prioritizing ground floor design and uses
- » Focusing on entrances and their importance to street life
- » Limiting parking and driveways
- » Getting the streetscape right




WHAT DO YOU WANT FOR SOUTH END?


flashing Xwalks
MORE ON STREET PARKING ACROSS with 


AN EARLY VOTING SITE IN WALKING DISTANCE


CREATIVE SMALL BUSINESSES 

More little spaces for just sitting + hanging out

✓ Road Diet WEST ✓ Dog Park 


A NEIGHBORHOOD PARK  ✓

No  Highrises

WALKING 

Bury Tremont @ Rail

MORE BLAND

CONCERT 



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1

Why This Plan, Why Now?



Introduction

Over the past ten years, South End has grown into one of Charlotte's most dynamic locations. From its history as a neglected industrial and commercial part of town in the 1980s, it reinvented itself as a low-cost haven for artists and other creative people in the 1990s and early 2000s.

With the Blue Line light rail line opening in 2007, a new wave of apartment construction progressively filled vacant sites and replaced much of the original built fabric.

By the end of the first decade of the 21st century, South End had developed a reputation as a creative hub with the clustered presence of working design professionals. Since then, the area has emerged as a vibrant urban mixed-use district, with more active street level retail – especially restaurants, bars and breweries.

Spurred by a strong rebound from the recession, the neighborhood’s population has grown to an estimated 9,000 residents with over 3,500 housing units actively under construction or recently delivered (at the time of writing in 2017). While much of this growth has been driven by new upmarket rental housing, a welcome variety is being added by new office buildings, more retail-oriented projects, and at least one hotel.

In early 2012, a Charlotte Center City Partners (CCCP) Three-Year Strategic Plan articulated a set of actionable goals for South End’s growth and development. That plan’s six goals, developed through a series of community surveys and extensive stakeholder interviews, were as follows:

- » Develop Camden Road as the natural neighborhood center
- » Nurture authentic neighborhood retail
- » Plan and develop a public realm of

parks, open space, and recreation activities

- » Improve neighborhood connectivity
- » Raise the development bar
- » Keep South End accessible to those who make it great.

Along with each goal, a series of recommendations and actions were proposed that have guided Center City Partner’s program of work in the neighborhood. While many of the strategies have been acted upon, work on others is either ongoing or has yet to be accomplished. For example, the continued development and build out of the Rail Trail has begun, while the promise of a **much needed** neighborhood park remains unfulfilled.

In 2016, the Charlotte-Mecklenburg Planning Commission identified a series of Transit Oriented Development (TOD) Priorities based in part on a review and assessment of recent development in South End. This review identified areas of the current TOD regulations that need to be strengthened to fulfill the purpose set out in the TOD ordinance. These priorities emphasize the need to strengthen the public realm with renewed attention to street level pedestrian activation, parking standards and design, the Rail Trail, and overall architectural design and density. This work represents important lessons learned over the past decade of investment and development in South

"It always seems impossible until it is done."

—Nelson Mandela

End and highlights the need to renew the vision and redefine expectations.

With a growing population, proximity to Uptown and the Blue Line light rail, and many available, well-located but underutilized parcels and sites, developers continue to be interested in South End. For the neighborhood to become a more vibrant place, capitalize on its real estate value, and maximize its potential as Charlotte’s most walkable, transit-oriented neighborhood, the community needed to articulate an updated vision for how South End should grow and develop in ways that are sustainable over the longer term. At the same time, neighborhood “focus areas” have emerged with special characteristics and issues that deserve special attention.

The Purpose of This Plan

Accordingly, this plan provides a refreshed and compelling vision with urban design guidelines, strategies, and tools to help achieve the high-quality development that the community demands while



1990

South End is Established

Dilworth's old industrial district officially becomes known as South End with the incorporation of the South End Development Corporation (now Historic South End) to promote and revitalize the area.



1996

A Transit Rebirth

South End stakeholders revive an historic Charlotte streetcar and begin operating it between South End and Uptown along an old freight rail line.

Recent Timeline



1993

Historic Mill Revitalized

In a \$2-million rehab project, the historic Parks-Cramer Building is converted to a 48,961-square-foot office and retail complex called Atherton Mill.



1998

Factory to Design Center

The historic Nebel Knitting Annex is rehabbed and renovated into the Design Center of the Carolinas, paving the way for the inventive rehab of other old buildings in South End.

preserving the distinct character of each focus area.

The purpose of this Plan is to:

1. Establish a community-driven vision for the ongoing development of South End while defining more specific visions for the focus areas,
2. Inform the City's existing South End and New Bern Station Area Plans and comprehensive zoning ordinance revision with a toolbox of design standards to guide development and redevelopment activity in South End.

South End's Story

Pre-Industrial to "Little Manchester" to "Creative" District

The area known today as South End is a fairly recent branding invention, but it has a fascinating history. This new planning vision and implementation strategy has the potential to write an exciting new chapter in this district's compelling historical narrative, a story that begins over two hundred years ago. To understand where South End is going, one needs to understand where South End has been, and this is best understood as a sequence of five historical periods.

Gold! (1799-1860)

Gold was first discovered near Charlotte in 1799 and between that year and 1860, gold workings in the Charlotte area extracted 60 million dollars worth of that precious metal. The brief and hectic "boomtown" period began in 1831 and lasted until larger gold deposits were discovered in California in 1848 (Morrill, 2011). But during those years important mines operated within an area of approximately 70-acres of what is now South End - bounded today by West Morehead Street to the north, South Graham Street to the west, South Church Street to the east, and West Summit Avenue to the south. Although fleeting, this gold rush generated the building of a U.S. Mint in the city and



2004

Rise as Design Hub

South End is home to 200 design businesses, including showrooms and offices for architects, builders, interior and landscape designers, and graphic and web designers.



2014

Explosive Growth

As Charlotte recovered from the Great Recession, South End's population of 20 to 34 year olds grew over 500% with the addition of 4,200 housing units.



2007

From Trolley to Light Rail

The Blue Line light rail opened, running 9.6 miles from Uptown through South End to south Charlotte, catalyzing more than \$1 billion in development along the corridor, much of it in South End.

established the beginnings of Charlotte's eminence as a financial center.

Railroads and Connections (1852 to present)

The next major phase in the evolution of what is now South End began shortly after the gold rush faded. The first train from Columbia, S.C puffed and clattered slowly along the tracks parallel to what is now Camden Road in October 1852. This began an era of railroad expansion that connected Charlotte to points north, south, east and west, and established the young town as the railhead and distribution center of the region. The original tracks in South End ran parallel to Camden Road and fell into disuse several decades ago.

The right of way was acquired by the City of Charlotte, enabling the subsequent construction of the light rail line along that same corridor. Light rail service started in 2007.

Mills and Manufacturing (1890s - 1980s)

During the last decade of the 19th century, the area along the rail tracks became a site for industrial expansion. Most notably, the large Atherton Cotton Mill was constructed in 1892. This steam-powered mill, which drew its water from the old Summit Hill Gold Mine to the north, was one of a host of new textile factories in the vicinity, so much so that in October, 1895, the Charlotte Daily Observer

described the industrial parts of Dilworth as "the Manchester (U.K.) of Charlotte."

In the ensuing decades, this new "Dilworth industrial corridor" flourished, and fostered the development of adjacent residential suburbs with Dilworth to the east and Wilmore to the west of the rail line. The block of East Park Avenue between Camden Road and South Boulevard functioned as a mini "Main Street" for both neighborhoods. However, this period of prosperity was curtailed during the 1930s when many factories closed, casualties of the Great Depression of 1929-42. However, the buildings that survive from these early decades of the 20th century now form the basis for the revived "Historic South End".

The Creation of “Historic South End” (1990 – 2000s)

The first seeds of an urban revival were planted in 1983 when the designer Gaines Brown purchased property in the triangle of land formed by Camden Road, South Tryon Street and West Park Avenue. Brown operated his design and fabrication business there for more than three decades and leased out space in the old buildings at cheap rents that artists and other creative professionals could afford. The gradual emergence of that block as a local creative hub was bolstered by the arrival in 1996 of the Charlotte Art League and a coffee shop and art gallery in 2000.

In 1995, South End would unite to propose a new trolley system to connect the area to the Charlotte's downtown. Led by Terry Shook and Kevin Kelley, the neighborhood would

commence the planning and development of a principle element of the neighborhood for both transportation and economic development.

The initiatives of Tony Pressley, former CEO of MECA Real Estate Services, also significantly revitalized South End. He helped establish the first rehabilitation code in North Carolina to make adaptive-reuse projects a viable option for developers. Pressley was also influential in obtaining investments for real estate development. His admirable legacy of projects include Atherton Mill, the Design Center of the Carolinas, Camden Row, and many more.

The last decade of the 20th century development saw new activity at the southern end of Camden Road. The Parks-Cramer building (now part of the Atherton Mill complex) was rehabbed into a retail complex in 1993. In 1996, the beautifully restored historic Charlotte trolley began running along a short length of track from its

workshop in Atherton Mill, eventually extending this trip in 2004 along the refurbished rail line parallel to Camden Road. These separate initiatives became unified under a new umbrella organization, the South End Development Corporation, created in 1994 to promote and revitalize the area.

The name “South End” was an inspired branding invention derived from the success of the “West End” area in Dallas, TX. There, several blocks of old industrial brick buildings directly west of downtown Dallas had been rehabilitated into trendy restaurants, apartments and workplaces. The old “Dilworth industrial corridor” south of downtown Charlotte was thus reborn as “South End,” and in 2004 the South End Development Corporation merged with its larger uptown neighbor, Charlotte Center City Partners, creating the current entity “Historic South End.”

Light Rail and Rapid Growth

The City of Charlotte’s investment in the first phase of the CATS Blue Line led to an astonishing growth spurt of private sector development along the rail line in South End. From 2005,

The historic Car 85 streetcar sits behind the Fowler Building near what would become the Bland Street light rail station.



before the rail line opened, to the present day in 2017 private development totaling over \$2.2 billion has transformed the area. Additionally, a further \$1.46 billion of development is under construction or in the planning stages.

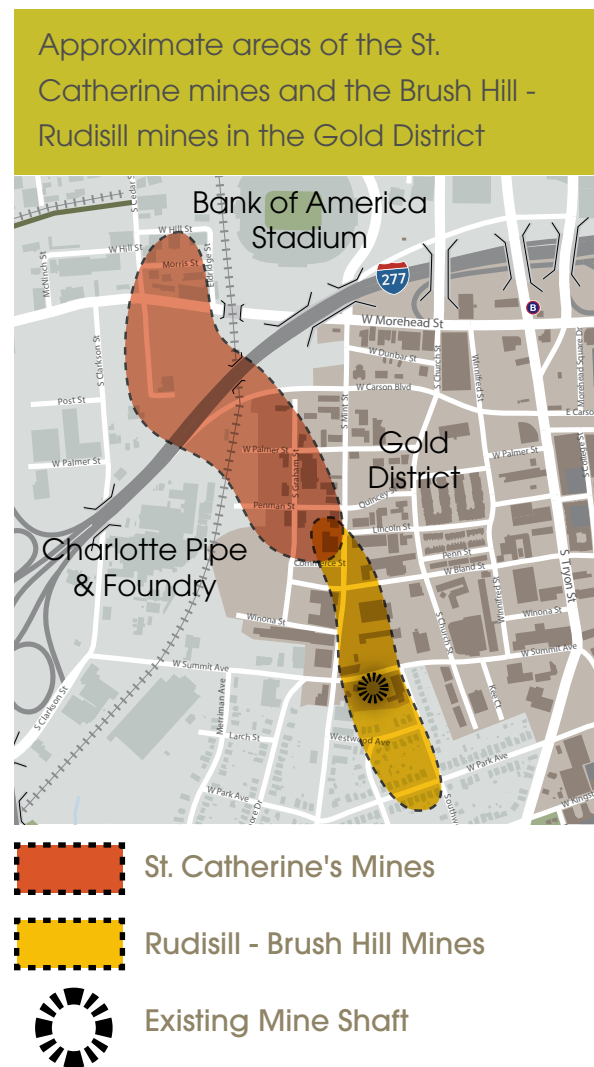
With numbers like these, the Charlotte sub-market encompassing uptown and South End was rated as the top development market in the USA in 2015, a testament to the area's original visionaries and planners. But there is always room for improvement: in particular the quality of urban and architectural design has been inconsistent; the lack of variation in housing products has not matched the neighborhood's ambitions; and the network of public spaces has not yet matured into a fully-fledged system.

This focused need for improvement creates a major springboard for this plan. This opportunity allows for more attention to be paid to sustainability and adaptive reuse of existing buildings. It also allows for more attention to be paid to critical issues of public open space, housing affordability and diversity, and the retention and recruitment of productive businesses as well as uses based primarily on consumption and retail.

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The Ashton is one of the first high density projects to come out of the ground after the implementation of light rail in South End. It remains one of the densest projects at 122 units per acre/12 stories though others under construction will improve the area's overall density.

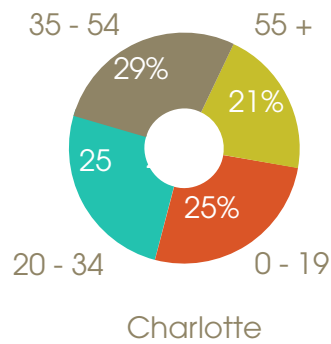
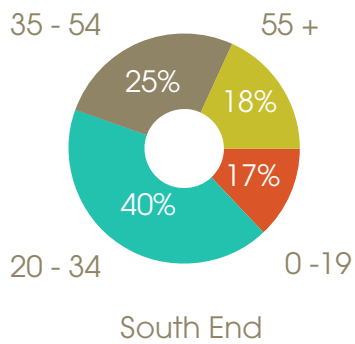
South End Fast Facts

Demographics



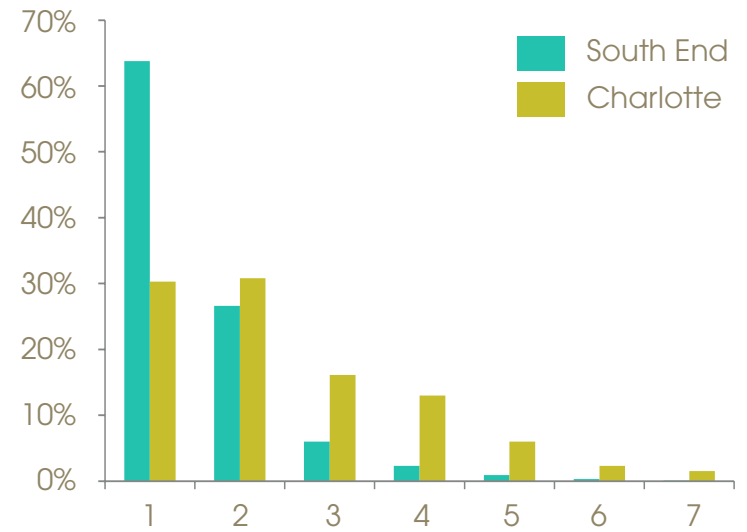
Population Distribution by Age

South End's population is more heavily distributed between the ages of 20 to 34 than is Charlotte's.



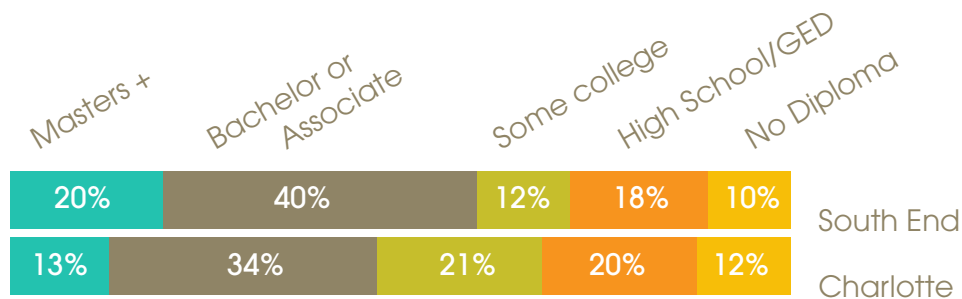
Household Size

Compared to Charlotte, South End has more than twice the single person households and fewer 2+ person households.



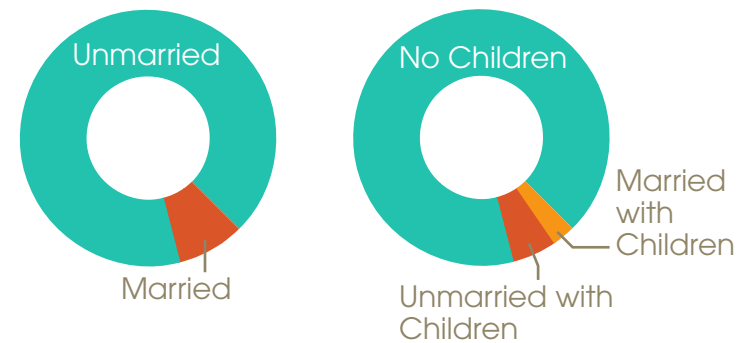
Educational Attainment

60% of South End residents have an Associate degree or above whereas 47% of Charlotte's residents have the same educational attainment.



Marriage and Children

The majority of South End residents are unmarried and without children. About 13% have been widowed or divorced.



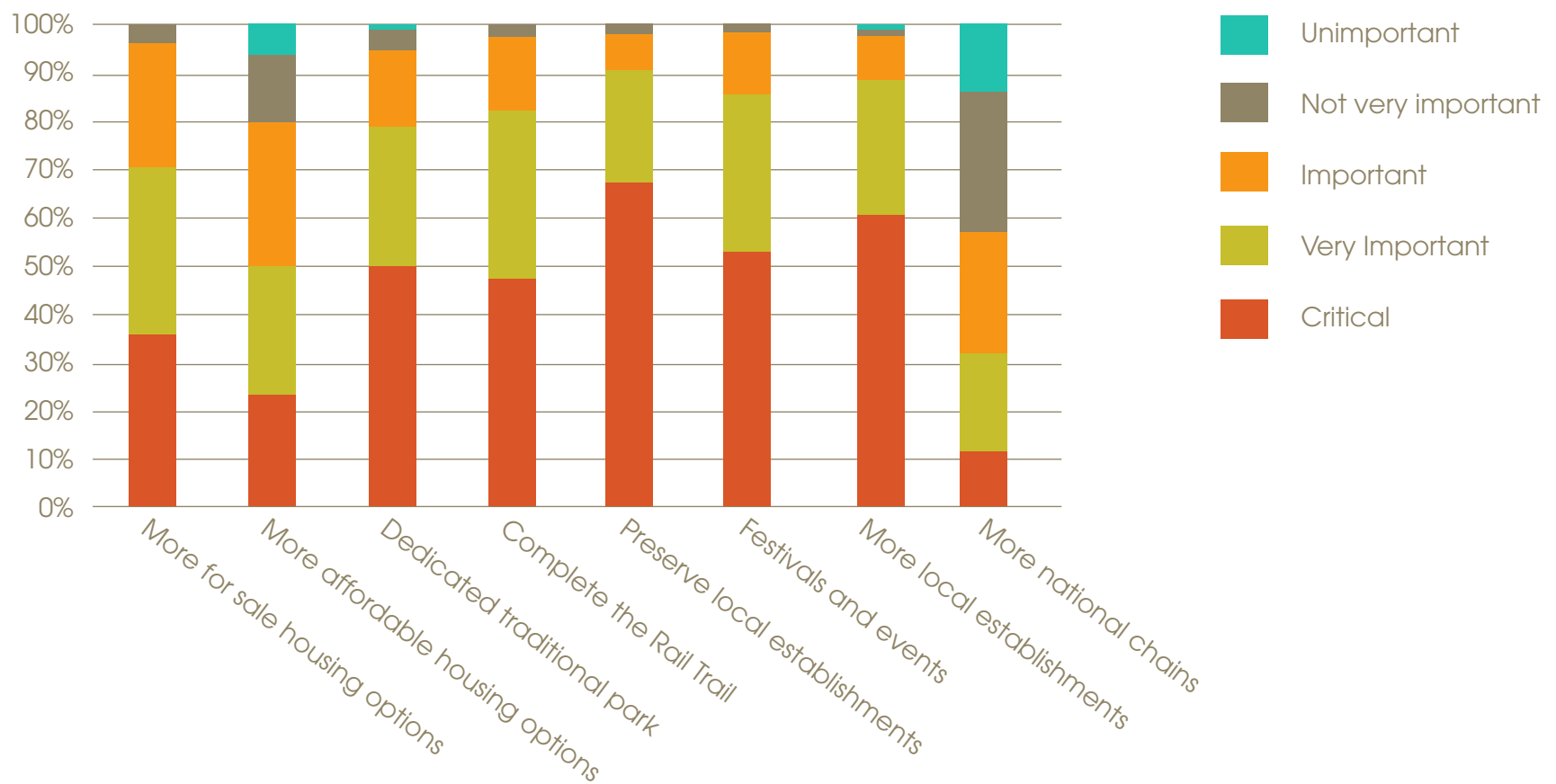
What Matters to Residents

In 2015, South End residents were surveyed on their opinion of the neighborhood. In summary:

- » Respondents represented the young and affluent demographic group that dominates the South End geography based on Census data
- » 60% of respondents had lived in South End for less than two years, reflecting an influx of new residents
- » They relocated from other parts of the Charlotte region
- » Overall, respondents had a positive view of South End, valuing the area's walkability and unique local flavor supported by locally owned shops and restaurants
- » They expect and desire more growth of retail and restaurants
- » While most residents shop elsewhere for soft goods, there is only moderate demand for major chain retail in the district
- » Most residents would like to see locally owned restaurants and shops rather than national chains
- » Its critical to retain existing local businesses and add new local businesses for the ongoing improvement of South End
- » Other critical factors were adding a traditional park, festivals and events and completing the Rail Trail



How do you feel these factors impact the ongoing development of South End as a great place to live?





3MM Square feet of office space

\$26.72 Average rent per square foot

10% Vacancy

16,500 Workers

\$53,240 Average worker income



8,000 Residents

6,142 Housing units

\$65k Median household income

5.9% Overall vacancy



8 Craft breweries in or adjacent to South End

5.2MM Regional visitors

1.42 Million pints of beer produced in 2014

53 Food trucks

4.5 Miles of Rail Trail linear park

450 hotel rooms planned



1.4 Million square feet of retail

13% Vacancy

\$25.45 Average rent per square foot

197 Shops & restaurants



18.6 Miles of Blue Line light rail

4 Bike share stations

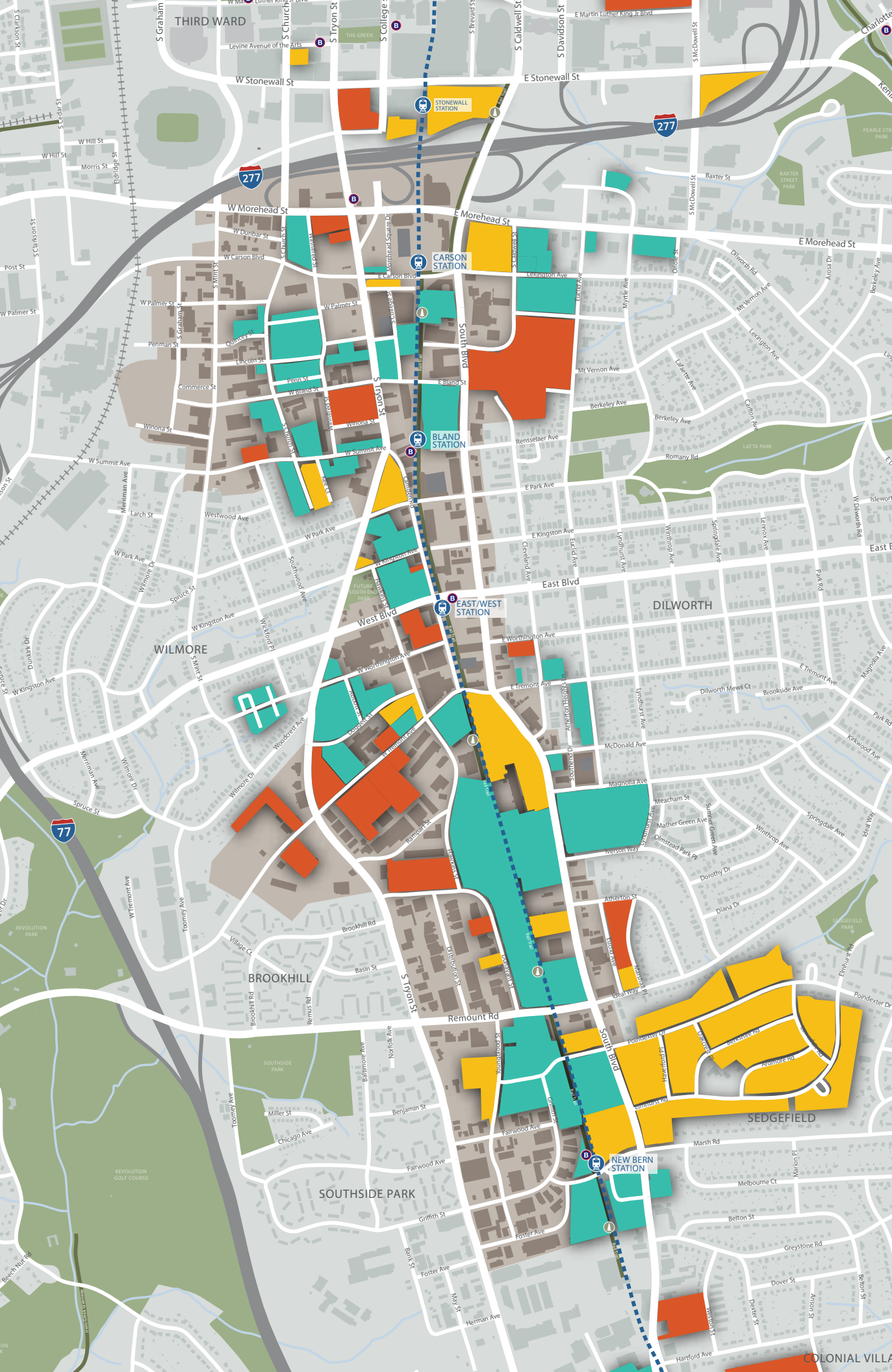
4 Light rail stops **427,000** Average Blue Line monthly ridership



4,509 Housing units planned or under construction

1.07 MM Square feet of office planned or under construction

398,000 Square feet of retail planned or under construction



From 2005 to 2017, \$2.2 billion in private development has transformed the area and a further \$1.46 billion is under construction or in the planning stages...

...but there is room for more.

Recent Development
*as of 2nd Quarter 2017

- Recently completed
- Under construction
- Proposed development



1



2



3



4

Top, left to right / 1 The Gold District /
2 Camden Road / **3** South Boulevard
Bottom, left to right / 4 South Tryon
 Street / **5** Distribution/New Bern



5

Study Area and Focus Areas

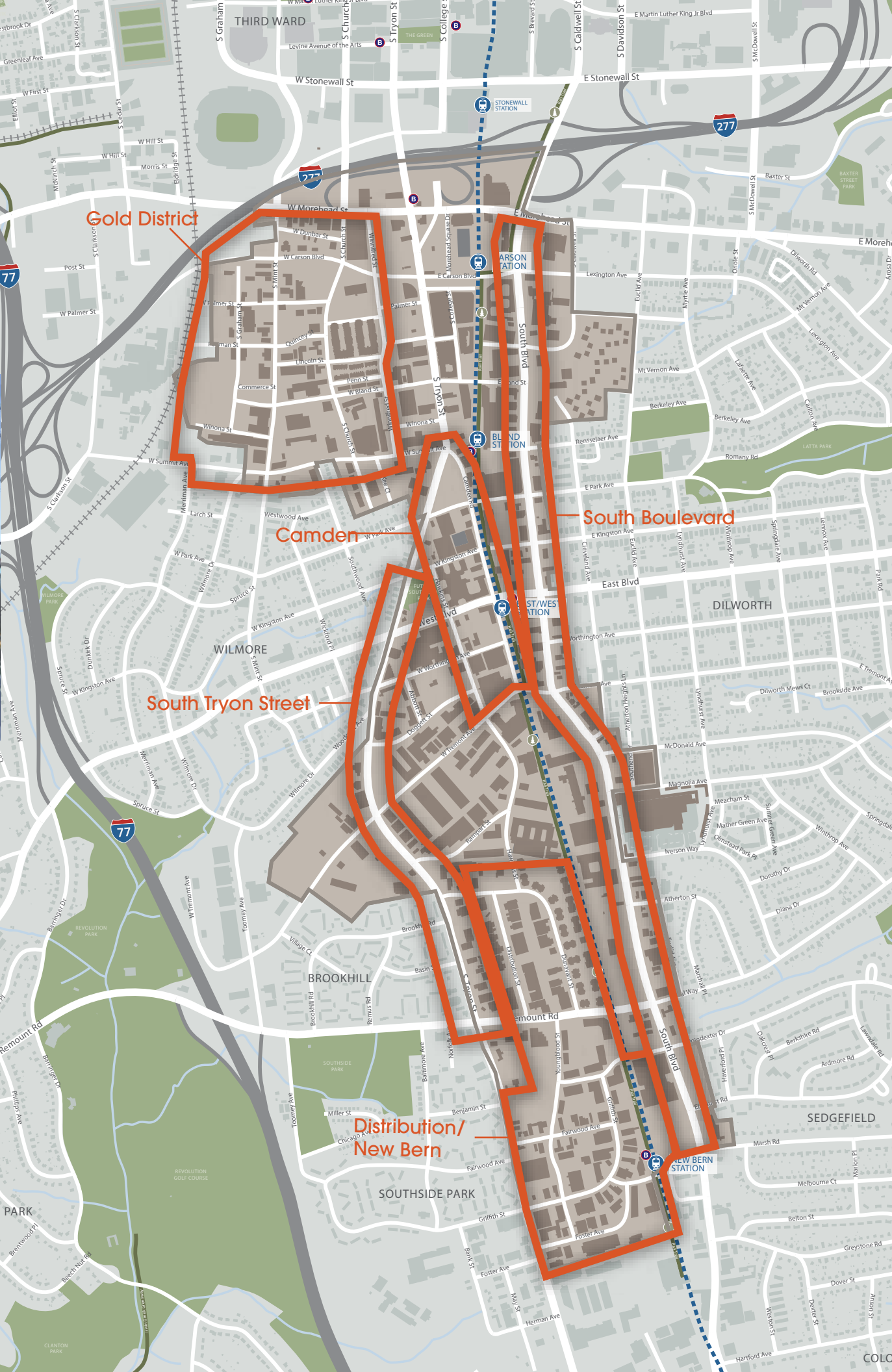
The South End Vision Plan study area is delineated by CCCP’s Municipal Service District boundary as shown in the map on the following page. This area is defined approximately as follows: On the east by South Boulevard; to the south by Marsh Road at its junction with South Boulevard and by Foster Avenue at its junction with South Tryon Street; to the west by South Tryon Street (with the inclusion of a few properties west of South Tryon Street on either side of West Tremont Avenue) and, north of Summit Avenue, by South Mint

and South Graham Streets and to the north by the southern loop of I-277 at the border of Uptown Charlotte.

For the purposes of this Plan, this study follows best practices in urban design and urban planning and includes the plan’s context, specifically extending two blocks beyond the “official” South End boundaries. It does this because the city streets defining the boundaries are not experienced on the ground as hard boundaries, but shared corridors of public space – urban rooms within the city.

Within this plan area are key focus areas whose characteristics have emerged over

the past few years and continue to do so today. A map and summary of these identified areas is found on the next page.



The Focus Areas

- » South Boulevard: encompassing the area on either side of South Boulevard from I-277 to Marsh Road
- » South Tryon Street: the area on either side of South Tryon Street from West Kingston Ave to Remount Road
- » Gold District: the area roughly bound by Morehead, Mint, Summit and Church Streets
- » Camden: the Camden Road corridor from the South Tryon Street intersection to West Tremont Avenue and Hawkins Street from West Tremont Avenue to West Kingston Avenue
- » Distribution/New Bern: the area surrounding the New Bern Blue Line station on either side of Remount Road

South End Boundary
 Focus areas

Project Phases	2016					2017					
	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	Aug
1 Reconnaissance	K SI										
2 Community Outreach		C									
3 Plan Development			SC								
4 Plan Refinement						SC		SC	TL		
5 Final Plan Document									C		SC C

Milestones **K** Kick off **SC** Steering Committee **C** Community Event **SI** Stakeholder Interviews **TL** Thought Leader Events

Planning Process

The planning work was completed by a core team which consisted of consultants from Stantec, and staff from Charlotte Center City Partners, the City of Charlotte Urban Design, and Mecklenburg County Parks and Recreation. A Steering Committee vetted and guided the planning process. That committee included South End residents, business owners and community leaders. Full lists of team and Steering Committee members can be found in the Appendix of this document.

Reconnaissance

The analysis of previous planning work revealed a considerable body of work from past years, replete with many

accomplishments. However, some items remained incomplete, and fast changing physical and demographic circumstances had raised expectations for the area. Extensive on the ground surveys heightened the team's close-grained physical and historical knowledge of and familiarity with the vision plan area.

Community Outreach

The team vetted the vision, goals, and recommendations from the previous plan with the community (at large and in stakeholder interviews) and with the Steering Committee to determine if these goals were still valid. This process revealed new goals and values which were used to craft a new vision statement.

An interactive Community Open House was held in October 2016 during which community members discussed what they value in South End, and which amenities and character elements were missing or could be increased. Summary feedback from major questions asked was as follows:

Where would you like to shop in South End?

- » Specialty foods & beverage - 23%
- » Apparel - 14%
- » Sports & recreation - 10%

What prevents you from walking, biking or taking transit more?

- » Efficient public transit doesn't go to where I live/work/recreate"
- » Busy streets, few safe crossings
- » Afraid of cars (for biking)



Community members selected their favorite images from a set and listed characteristics they depicted that would be good for South End.

Left / 1 Street festivals, outdoor events and community

Bottom / 2 Walkability, architecture and shops

Right / 3 Public space, art & water, and interaction



What is missing in South End that would feed your creative side?

- » Classroom space
- » Street fairs
- » Cafes
- » Outdoor music spaces
- » Theater venues

What will life be like in the future South End?

- » "I can take the train to my favorite parks, museums and ice cream shops."
- » "I'll never have to go outside a 3 mile radius to get anything I need."
- » "I'd be able to find an affordable studio

or 1-bedroom apartment, a decent job (maybe even at a new tech company), and ride my bike and walk everywhere."

Community Input | Round 2

The second community meeting included a "tour" of South End in 2030. What will it look like? What are the elements that create the place?

Input was received through the form of postcards from the future thoughts and feedback on recommended improvements. Below is that feedback:

Streets

- » "How are we going to retrofit existing decks? Especially the parking decks that didn't get the memo they were on a public street with the light rail 20 years ago."
- » "Like to see South End be as bike friendly as feasible. Plenty of spaces to secure bikes. "
- » "Need more bike lanes and narrow up the right-of-way so the buildings can be closer to the street! Less room for cars."



South End Community Vision Tour.

Top, left to right / 1 Queen City Quiz Show / **2** Visual Preference Survey / **3** Crowd listens to presentation

Bottom, left to right / 4 Sign In Table / **5** Participants pick up their South End passports



Rail Trail

- » "Amazing cross roads at community of the arts. Really sets the tone of what South End wants to be with community involvement. Gets tight in place sometimes because it's so busy."
- » "Have CMPD bike officers patrol regularly."

Parks

- » "Love more parks!"
- » "Good locations but then becomes

how do we program the spaces to be different so they set themselves apart and don't just fade into themselves. Like Central Park vs. Paley Park. Some is due to scale but they are completely different intents/experiences."

- » "South End needs more shady parks"
- » "Wherever you can put park or dog parks. Makes dog owners more responsible."

Mobility

- » "Make cars second class citizens to real people! Banish drivers to make sure

they wished they walked or rode a bike through South End."

- » "Need bike paths."
- » "Parking is already tight for offices/ breweries/restaurants in the area—a lot of people work/visit here that don't live here or where the light rail is accessible & need to be accommodated."

Built Environment

- » "Make sure investment is localized to Charlotte or even within South End."
- » "Keep pushing developers for more apt/condo etc that are street/sidewalk

friendly—porches, stoops, etc."

- » "Be respectful of blocking neighbor's views."
- » "After 4 years living here it's good to see the control of the development taking place. It's an awesome place to be now and in the future."

Culture

- » "We have an awesome array to build from! Big events like the gallery hop that South End can build from."
- » "Live outdoor art & performances."
- » "Bring back more music venues."

Affordability

- » "Like anything the more diversity the better building of ideas! Not the easiest in today's financial climate, but the more we can subsidize through SF zoning or subsidize financially is a plus."
- » "Keep affordable housing pockets—not large complexes."
- » "Definitely need to consider this in terms of housing options AND office/retail rents to keep/attract local and small businesses."

Art Everywhere

- » "Colorful spaces always grea."

Overall

- » "With all the new construction, please promote and spotlight those of us that

built and created businesses spaces in South End when most didn't want to be here."

- » "Love the energy!"

What type of cultural amenity would you most like to be in South End?

Gallery	4 votes
Community Design Studio	4 votes
Music Venue	34 votes
Institution Branch	1 vote
Library	6 votes
Theatre/ Performance Space	20 votes
Teaching Kitchen	5 votes

Your favorite inspiration?

Ribbons, SF, CA	2 votes
Interactive Displays	3 votes
Hayes Valley Mini Golf	1 vote
Overton Park Bike Gateway TN	8 votes
Town Square, WA	2 votes
Pop-up furniture, Canada	8 votes
Agitaguada Art Festival	25 votes
Hive Mind	2 votes
Karaoke Kiosk, Canada	6 votes
Lego-Brucke, Germany	6 votes

Plan Development

This Vision Plan represents the culmination of this planning process, articulating the combined conversation of the community, steering committee and area stakeholders about the future of South End. The resulting vision and goals provided a foundation for the development of specific recommendations and design guidelines and lays the groundwork for implementation. Throughout the process one theme became clear; South End is a place where Charlotte is not afraid to create and test new things and new ideas. This Vision Plan builds on that legacy and envisions a South End that continues to be on Charlotte's leading edge of urban livability, technology and sustainability.

2

Where We Want To Go



VISION

South End is a people-first, walkable urban district of vibrant neighborhoods, built on transit, and fueled with energy and innovation from some of Charlotte's most diverse and creative people.

In 2030, South End will be the vibrant center of many surrounding neighborhoods. Residents of Dilworth, Wilmore and Sedgefield will be able to safely and enjoyably walk to and cross South Boulevard and South Tryon Street - their main streets - to shop, to meet friends, and to experience all that the neighborhoods have to offer.

Tens of thousands will live in this place where stepping onto a train or catching a ride on an automated vehicle will be as comfortable and convenient as walking and biking. Wide sidewalks will be alive

with activity, shaded by street trees, and anchored by the beautiful South End skyline. It is a skyline that has embraced its industrial roots through preservation and re-use alongside new towers overlooking grand urban parks and transit stations and mid-rise buildings for modern workplaces and housing for people of many lifestyles and economic means.

Public space will define each of South End's neighborhoods. The ever-increasing popularity of the Rail Trail, South End's linear park, will continue to grow as new connections are made, narrow spots are

"...people make (cities) and it is to them, not buildings, that we must fit our plans."

—Jane Jacobs



widened, public art is added, and areas of respite and entertainment are layered along its length. Some blocks will be anchored by large neighborhood parks full of formal activities, places to relax, and places to let dogs run free. Others will have gathering places that are more intimate in nature as part of a restaurant's courtyard or a pedestrian alley with string lights and seating.

This shared space ethic is also manifested along South End's streets with its well-placed

landscaping, decorative lighting, plentiful seating, and eclectic artwork. South Boulevard is a grand boulevard built in the tradition of great streets across the world and it is so well-detailed that it is considered one of the great civic art contributions to Charlotte. Once, South Boulevard and South Tryon Street were considered dividing lines separating people, but these corridors have long since been transformed into seams that bring people together to shop, to eat, and to celebrate.

Density and mixed-uses bring more people and new amenities including restaurants, shops, hotels, theaters, parks, and activity.

The lunch time crowd, bolstered by large corporate offices and smaller-scale

entrepreneurial businesses, give way to evening night life and weekend activity. From start-up to corporate, young and growing to older and established, South End is at the intersection of Charlotte's creatives and creators.

It is a place that welcomes apartment and condo dwellers along the rail corridor, and people from the many surrounding neighborhoods. Home prices vary from those that house teachers and firefighters, young professionals and families with children, to penthouse lofts that soar above the transit stations. South End is a place where many cultures and lifestyles are expressed and find success.

And, it is a place that never forgot about its heritage of experimentation, its willingness to try new things, and its place as a living laboratory for Charlotte's investments in creating great places.

With the Blue Line as the spine of South End, mobility and density intersect to create economic opportunities and public amenities.



Realizing this Vision

To realize this vision, it is important to translate it into sets of community-wide values, goals, and strategic initiatives built on the valuable input of an inclusive community planning process.

Values

Core values are broad buckets of what is important to the community, literally what is valued. They guide decision making in the community and have been used to develop the Goals.

Goals

Goals are more specific objectives that begin to demonstrate how the neighborhood will maintain its values while it grows, but are still overarching strategies and not site or project specific.

Initiatives

Initiatives are identified for immediate action and impact – they are the "how to" element of the three providing project-specific action items that embody the Values and Goals. It is not enough to simply be aspirational. This plan must be practical in advancing it year after year.

Taken together, this combination drives the Vision Plan and supports its implementation.

Core Values

Core Values are essential for navigating our urban future as a community of people with shared needs and experiences. They underlie all of our decisions and form the basis for how we interrelate as a community both now and with each successive generation that inhabits and uses South End and adds their stamp upon it. In short, South End should be (in alphabetical order):

Authentic

Experiences of living, working, and playing in South End should be genuine, memorable, and linked to local and global culture.



Adaptable

Older, cheaper buildings are key to nurturing creativity and innovation. New buildings should be designed for maximum flexibility and change of use for future resilience and sustainability.



Beautiful

The environment is visually attractive and welcoming. Well-designed buildings define handsome public spaces that encourage activity and make one want to linger.



Connective

South Boulevard and South Tryon Street become seams that unite the neighborhoods to the east and west so South End can become their Main Street (e.g., Davidson Street in NoDa.)



Creative

A sense of activism, innovation and experimentation in the arts, business, entertainment, and infrastructure should permeate the whole neighborhood.



Dynamic

Residents, workers and visitors enjoy walkable neighborhoods in South End, with dense and lively 18-hour activity focused especially along the rail corridor.



Inclusive

South End should be open and accessible to a wide range of individuals, groups, and lifestyles.



Mobile

A highly-integrated transportation system encourages mobility without the need for car ownership and promotes healthy living.



Safe

Residents and visitors alike will feel safe at all times with well-lit spaces and plenty of neighbors keeping an eye out for each other and visitors.



Goals

Throughout the year-long planning process, the steering committee, major stakeholders, and the general public helped to craft seven key goals that are critical to the long-term success of South End.

- | | |
|------------------------------|--------------------------------------|
| 1: Grow By Design | 5: Move.Connect.
Network. |
| 2: Expand Our Mix | |
| 3: Pursue Affordability | 6: Never Stop
Experimenting |
| 4: Celebrate Public
Space | 7: Manage Our
Common
Resources |

1: Grow By Design

Expect Density
Pay Attention to the Details
Bake in Amenities



1



3

1 Architecture that endures and humanizes density, Alexandria, VA / 2 Density near transit stops, Phoenix, AZ / 3 Density-supported retail on Regent Street, London, U.K. / 4 "The Golden Triangle," incorporates a vibrant sidewalk, an interesting façade, and on street parking to protect pedestrians, Ann Arbor, MI

Case Study / 5 Distinct architecture / 6 Human scaled density / 7 Mixed use with upscale ground floor retail



Build high quality architecture and create urban design that humanizes density.

Tall buildings provide higher density and make more efficient use of highly valuable land close to transit stations. But, South End needs human scaled density as well. In other words, the ground floor of tall buildings can be designed to be very permeable and accessible with spaces for small shops and larger restaurants alike. Architecture that endures and adapts gracefully to change is the foundation of a great neighborhood; building eclectic and beautiful places today means that future residents will fight to preserve them tomorrow as South End continues to evolve.

Control the massing, form, and density of new development to create a clear hierarchy of density along the rail line. This

would feature much greater density close to transit stations and uptown (15+ stories), mid-rise buildings (6-10 stories) in areas a few blocks away from transit stations and a finer grain and smaller scale of urban (re)development (3-5 stories) in areas near surrounding neighborhoods.

Increased density can provide a more sustainable market to support essential neighborhood services that are not dependent on driving - such as groceries, soft goods (clothing), food and beverage, and personal services (e.g. hair and cosmetic services.)

Details are important. The ground floor of all new development that faces a public street should be designed with maximum flexibility to accommodate a variety of uses as density increases to support a more sustainable and consistent retailing

environment. Minimum floor to floor heights should be established to support a variety of uses. For example, a residential or office ground floor unit may be converted to a retail shop or cafe as the market changes over time. Taller ground floors allow for more transparency and a more interesting pedestrian environment. This serves as the vertical edge for the "golden triangle" shown above. The horizontal edge is defined by the sidewalk and tree plantings.

Any new ground floor residential units that face neighborhood streets should be elevated from the grade of the street (24 - 30 inches) by a stoop or landing and have individual private entrances. This supports active street life while safeguarding visual privacy for residents.



Regulate the placement of new buildings so that they make good, pedestrian-friendly urban spaces. Design the ground floor of buildings to promote activity, visibility, and a mix of uses. “The Golden Triangle” identifies the sidewalk, two bottom stories of the façade, and on-street parking as essential design components.

Encourage finer grain development. Large development tracts should be broken up into smaller blocks, using small-scale streets or alleys, mid-block pedestrian passageways, and small public spaces. Avoid building façades that stretch across the entire block face. This is an important component of creating a built environment that is scaled to the pedestrian and feels more like a neighborhood than a central business district.



CASE STUDY: Portland’s Pearl District/River District Design Guidelines, Portland, OR

Following the removal of the Lovejoy Viaduct in the 1990s, the area once occupied by warehouses and rail yards is now vibrant with new development including upscale galleries and boutique apartments and townhouses. Within the boundaries of the Pearl District is a wealth of new buildings that blend with the existing warehouses, all contributing to the success of the neighborhood.

The River District Design Guidelines were originally adopted in 1996 and have been updated several times. The foundation for new construction, these guidelines layer on the Central City Fundamental Design Guidelines and can have Special Areas that add to them in certain circumstances. Guidelines are first outlined and then specifically identified implementation strategies are listed. This enables developers to both see photos of successes and have metrics to design buildings with. In the Special Area Guidelines, there are even requirements for ground floor retail, multiple story buildings, limited garage entrances, driveways, and signage details. All of these standards add up to distinctive, attractive buildings with quality architecture.

River District Design Guidelines Link: <https://www.portlandoregon.gov/bps/article/58869>

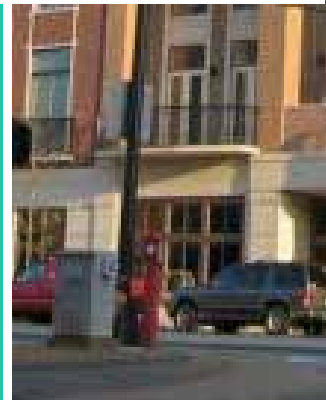
2: Expand Our Mix

Support Entrepreneurship
Curate Vibrant Shopping
& Entertainment
Attract a Daytime Population



1 Market stalls, Grove Arcade, Asheville, NC / **2** Small increment storefronts, Birmingham, MI / **3** Shared retail, Good Bottle & Hex Coffee, South End / **4** Small, shallow (20 feet deep) shops, Greenville, SC

Case Study / **5** Twin Cities METRO Green Line / **6** Cultural festival / **7** Break-dancing event / **8** Little Mekong Night Market



Encourage commercial diversity in South End.

South End's history is built on innovation, creativity and entrepreneurship. It has long been a place where a new businesses can start-up, add a second location, or even attract a national tenant. This diversity is important to providing a vibrant, sustainable place. Increasing the number and size of spaces that can house retail shops and restaurants on the ground floor will increase the general supply. To this end, the ground floors of most buildings, but particularly along South Boulevard, Mint Street, Camden Road, and South Tryon Street should be designed principally as shopfront spaces. To further expand this mix and encourage a most consistent pedestrian environment, these spaces should be predominately retail, food and beverage tenants. Interim uses in these spaces should be

under temporary, short-term leases only to preserve the opportunity to convert when a preferred tenant comes forward and to avoid vacant space. The second floor of buildings are potential locations for additional retail and services such as salons, gyms, restaurants, and shops.

Support entrepreneurship and local business expansion. Curate and support authentic local businesses and locate them in prominent ground floor spaces together with larger spaces suitable for chain stores, soft goods vendors, and neighborhood services like drug stores. Promote shared use tenant spaces that offer goods or services at different times of the day (e.g., Hex Coffee and Good Bottle - a symbiotic partnership that is a coffee shop by day and a bottle shop in the evening).

Formulate retail incubation tools. Retail - places to shop and receive personal services - are just as critical to vibrancy as food and beverage services. Develop a toolkit for retail incubation including space-sharing/co-hosting, master leases to permit smaller short-term leases, and other non-traditional techniques and encourage the creation of small, pop-up and semi-permanent kiosk-style retail shops. The expected wide sidewalks and Rail Trail area will provide highly visible locations for pop-up stands and certain areas of parking decks may be adapted for inexpensive space that may not command the higher rents that more prominent spaces would elsewhere.

Attract More Daytime Employment. Increasing office development and daytime employment in South End has a number of very positive benefits. First,



it provides a lunch-time crowd for area restaurants helping to both double their peak periods and lessen the need for on-site parking to accommodate patrons who would otherwise drive in. Second, an increased daytime population increases the effective market capture for new retail shops which would otherwise rely upon night and evening shopping. Third and finally, office workers can most effectively share the residential parking that is in high abundance in the district.

Support the needs of South End's shifting demographics. South End should support a wide range of demographics including families, children and seniors by providing housing opportunities for aging in place and amenities to serve daily needs such as daycares and schools.



CASE STUDY: Minneapolis/St. Paul's Central Corridor Funders Collaborative

The Central Corridor Funders Collaborative, an innovative partnership supported by 14 local and national foundations, was created as a resource to encourage diversity, affordable housing, and locally owned businesses in the communities affected by the Twin Cities' METRO Green Line construction from 2007 until 2016.

While the area has a rich history as a home to waves of immigrant workers since the second half of the 1800s, it suffered from urban divestment and demolition due to Urban Renewal. The focus of its efforts was placemaking with public art, public spaces, increased urban livability investments, intentional programming, and façade grants. As a result, 450 business made preparations for the construction and improvements using \$3+ million in loans and \$260,000 in façade grants. These efforts set the stage for 128 new street-level businesses opening during the construction period and an eventual \$4.2 billion in new development projects since 2009.

Image source: Central Corridor Funders Collaborative <http://www.funderscollaborative.org/>

3: Pursue Affordability

Encourage Mixed-Income Housing
Preserve and Provide Affordable
Workspaces



Image by: Odell for Horizon Development Co. and Fallon Co.



1 Redevelopment of Strawn Cottages as mixed-income housing, South End / **2** Mixed-income housing in First Ward / **3** Adaptable workspaces, C3 Labs, South End / **4** Current South Boulevard Pedestrian Environment

Case Study / **5** Hollywood/Western Apartments / **6** Westlake/McArthur Park / **7** Hollywood/Vine Apartments / **8** Taylor Yard



To provide for a diversity of opportunity it is imperative to ensure that residential and commercial affordability are a part of every growth and development conversation. The Charlotte-Mecklenburg Planning Commission has developed and adopted the following Statement and Vision on Affordable Housing for the City of Charlotte which sets the foundation for the South End Plan.

Diverse price-point housing and affordable housing are priorities for the Charlotte-Mecklenburg community. Both the Charlotte City Council in their October 2016 Letter to the Community, and the Charlotte-Mecklenburg Opportunity Task Force in their Leading on Opportunity Report, joined hundreds of community leaders and shelter seekers in supporting this priority. The Charlotte-Mecklenburg

Planning Commission is likewise committed to promoting affordability within our land use authority.

Every neighborhood in the Charlotte-Mecklenburg Community should be open and accessible to every member of our community. In addition, every member of our community should be able to live, work, and grow in every Zip code in the Queen City. We support continued work from the Charlotte City Council, the Charlotte-Mecklenburg Planning Commission, and the Planning Department to reduce barriers, provide incentives, and protect existing and future affordable housing. (Charlotte-Mecklenburg Planning Commission)

The following policy areas identify initial ways to turn this vision of affordability into action in South End.

Incentivize affordable housing as a part of new residential development in South End. Providing affordable housing options in our station areas is a critical element in achieving our transit and mobility vision. Investigate incentives for affordable housing in the update of the Transit Oriented Development (TOD) zoning ordinance in order to encourage affordable housing in new development.

Reduce barriers to affordable housing development. Sometimes the development process can create barriers that inhibit affordable housing development. Better aligning the zoning and permitting processes for housing projects can encourage more affordable housing development. Specific strategies could include fast tracking the rezoning process, reducing rezoning and



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development review fees, and providing development flexibility such as lower parking minimums.

Focus on affordable lifestyles, not just affordable housing. Transportation is a significant component of household expense. While the transit mobility options in South End allow residents to live car-free, the expense of parking is still built into the cost of multifamily rent. Encourage multifamily developers to provide a separate parking space surcharge unbundled from rent allowing residents to choose whether to pay for parking.



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CASE STUDY: Los Angeles Metro Joint Development Program

Through its Joint Development Program, Los Angeles Metro has worked with affordable housing developers and local jurisdictions to create transit-oriented affordable housing at or near a number of Metro Stations. To date, Metro's Joint Development Program has created over 2,000 units of housing, of which, 31% are affordable. In 2015, the Metro Board increased their affordable housing objectives to provide that 35% of their total portfolio be affordable (defined as qualifying residents earning 60% or less than area median income (AMI)).

Additionally, Metro committed \$9 million to the Metro Affordable Transit Connected Housing Program (Metro MATCH) and \$1 million to the Transit Oriented Communities Small Business (TOC-SB) Loan Program in August 2016. The \$9 million in Metro investment for affordable housing is expected to leverage up to around \$75 million in contributions from other financing partners. The \$1 million in small business loans will go to owners of buildings with vacant ground floor retail space adjacent to transit who can use the loans to build out tenant space and offer space to small business tenants and below market rents.

Information and image source: https://www.metro.net/projects/joint_dev_pgm/affordable-housing/

4: Celebrate Public Space

Complete the Rail Trail
Construct Many & Varied Public Spaces
Attract & Support Cultural and
Entertainment Venues



1 The Rail-Trail in South End / **2** Old Common Market courtyard, South End / **3** Alley with retail entryways and outdoor seating, San Francisco, CA / **4** Romare Bearden Park in Third Ward

Case Study / **5** Temporary basketball league in the street / **6** Variety of activities / **7** Pop up beach



Complete and improve the Rail Trail. As the principal public space of South End and by far its most well-used mobility corridor, the Rail Trail's popularity has exceeded its capacity in many locations particularly where the trail narrows or doesn't currently extend along one side. The Rail Trail Framework Plan should be implemented as quickly as possible.

Treat the Rail Trail like other Main Streets. Properties along the Rail Trail should be required to provide pedestrian and bicycle amenities consistent with other street frontages such as simple movable seating, bike racks and landscaping as well as to provide public space like plazas and small gathering spaces as well as decorative facade details facing the Rail Trail. Perhaps, most importantly, given the popularity of the Rail Trail, all development should also provide shopfront space along

the ground floor to accommodate active uses such as shops and restaurants.

Construct new public spaces throughout South End. The Rail Trail alone is not sufficient to serve as South End's only public space. The district requires parks and public spaces of all sizes and shapes to serve its many programmatic and passive functions. The future Wilmore Centennial Park should be expanded when funding allows to extend its borders all along South Tryon Street and West Boulevard so that it can be bound on all sides by a public street. In addition, the current one-acre parking lot in the Gold District bound by Bland, Commerce, Mint, and Graham Streets should be considered for redevelopment as a public park when appropriate. Other squares, plazas, commons, courtyards, and alleys should also be curated as development and redevelopment occur

with a mix of public and private ownership and stewardship. San Francisco provides a good manual for public space stewardship (<http://sf-planning.org/public-space-stewardship-guide>). Redevelopment of brownfield sites for adaptive reuse should consider liability, cleanup standards, and costs as potential barriers.

Encourage a variety of daytime and nighttime programming to create 18-hour vibrancy in focal public areas. Explore collaborative opportunities with public and private entities in South End to construct and program small and large public spaces. Support and expand organic programming led by others. Entertainment and nighttime uses should be clustered to maximize their synergy and minimize "dark zones" between individual venues.



Attract and support a variety of cultural, entertainment, and community facilities. To truly function as the village center for the neighborhood it serves, South End needs more public and private community facilities and entertainment venues. Museums, libraries, theaters, community meeting facilities, churches, and schools are critical to any sustainable community. Community facilities provide an entirely different cultural element than private galleries; both are important components to a community. Public facilities can be more accessible to a wider range of artists, students and youth. Whether public or private, these cultural elements and those individuals involved with them should be deeply ingrained in the spontaneous and unique projects that take place in South End.



CASE STUDY: Campus Martius Park, Detroit, MI

Campus Martius Park in Detroit is at the center of a two-square block district in the commercial center and heart of downtown. At 2.5 acres, it serves as a stage of entertainment and community events throughout the year and is the hub for all major avenues downtown that radiate from its center. The park is part of a neighborhood comprised of 20,000 office employees, 750 residents, 35+ restaurants, 50 retail outlets, and over 2 million annual visitors. In 1999, Campus Martius Park was adopted as part of the Detroit Legacy Project and a Campus Martius Park Task Force was established to oversee its redesign and redevelopment. The park was completed and opened to the public in 2004.

Campus Martius Park is designed to be programmed year round and is the center of the majority of downtown activity. It is programmed 250 days of the year and is home to several high-profile events. Additionally, it has gardens, lawns, fountains, kiosks, café, and flexible seating for residents and visitors to relax and socialize. The Detroit 300 Conservancy, a subsidiary of the Downtown Detroit Partnership, uses Campus Martius Park to house music performances in the summer and holiday events including ice skating in the fall and winter months. In addition to special events, the Conservancy secures private funding from the Park's neighbors and supports the utilities, maintenance, and safety.

5: Move.Connect. Network

Put People First
Connect all Modes
Embrace the Mobility Revolution



1 High visibility pedestrian crossing on the Rail Trail, South End / **2** EasyMile Shared Autonomous Vehicle (SAV), Concord, CA / **3** Pedestrian and bicycle counter, South End / **4** Michigan Avenue, Chicago, IL

Case Study / 5 Unique and attractive pavement patterns / **6** Public art and lighting / **7** Landscaping and signage / **8** Distinct wayfinding and branding



Put people first. A sea change is necessary in South End in how infrastructure is oriented and prioritized. Vehicle speeds, block lengths, lane widths, signal timing, crosswalks, curb radii, and capacity should be tilted in favor of pedestrians and cyclists over automobiles. Automobiles are still very welcome to travel the streets but moving much more slowly and disciplined as detailed in the Charlotte Walks Pedestrian Plan. This is also consistent with Charlotte's adoption of Vision Zero, a set of goals intended to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all.

Complete the conversion of South Boulevard and South Tryon into a "Main Streets" that favor cyclists and pedestrians. Since the adoption of the South End Station Area Plans, the goal has been to slowly retrofit these corridors with enhanced amenities for pedestrians (wide sidewalks and streetscape), cyclists (bike lanes), and on-street parking (which improves pedestrian safety). Rather than continuing to wait for development to complete the public realm of these corridors, a coordinated capital project(s) should be undertaken to bring these corridors up to their final, preferred state as soon as possible.

Enhance bicycle and pedestrian infrastructure. Install bike boulevards (signed bike routes on low-speed, low volume streets), consider conversion of existing bike lanes on Carson Street and Remount Road to protected facilities, prioritize bicycle and pedestrian connections to surrounding neighborhoods, establish more crossing points for pedestrians and cyclists on the Rail Trail, illuminate crosswalks, and provide mid-block pedestrian connections via unique and attractive alleys, woonerfs and paseos. In addition, at a minimum, all sidewalk areas (comprised of both the walkway and the tree planting area) should be no less than 16 feet in width. In general, the streetscape consists of trees in wells for most areas, though along more residential frontages a planting strip can be acceptable.



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Construct a new light rail station between East/West and New Bern stations. An ideal location for this important new element of connectivity is the Rampart Street and Hawkins Street intersection behind Publix. This location serves a critical gap in the rail system and provides needed pedestrian connectivity east to west near the grocery stores (to eliminate an unsafe condition where people hop over a fence).

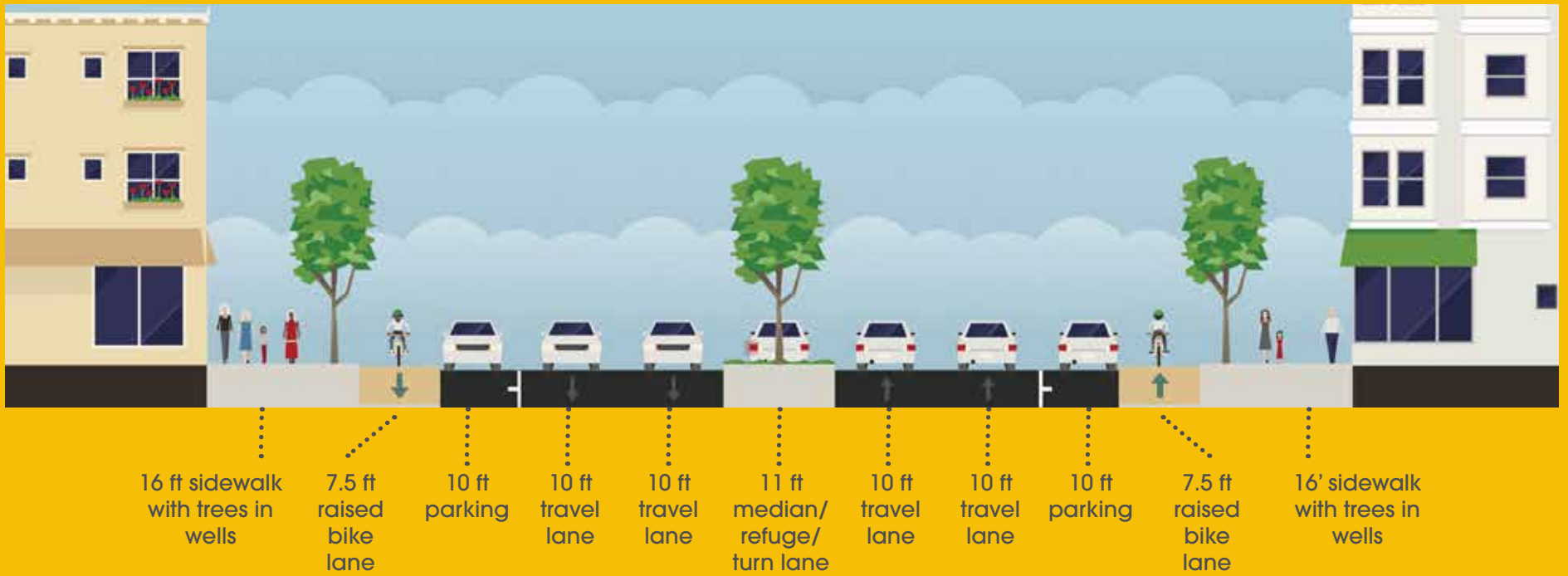
Accommodate and support innovative mobility solutions. South End owes its history to the mobility revolution of the early railroads and then to light rail. Continue this spirit of innovation by testing new modes and technologies for personal and shared mobility including expansion of the bike share program, car-share services, electric car charging, and shared autonomous vehicles.

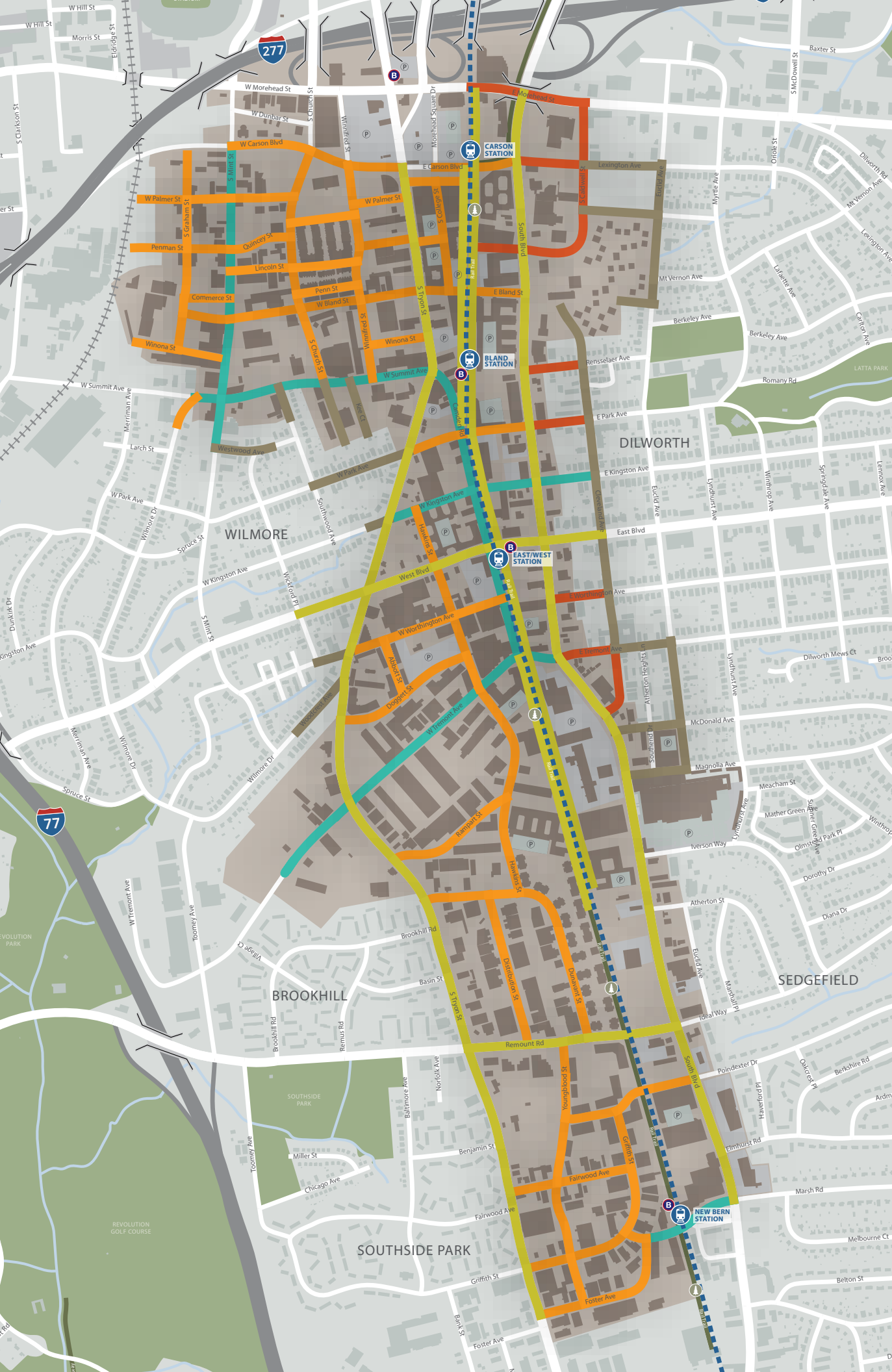


CASE STUDY: Cultural Trail, Indianapolis, IN

In 2013 the Indianapolis Cultural Trail opened crossing 8 miles of Indianapolis' downtown. This bike and pedestrian path connects neighborhoods, cultural districts and entertainment amenities by forming a loop around downtown with separated pedestrian and cycling facilities. The trail was built in seven phases and each segment had a separate design concept tailored to each of the district's unique historic characteristics and environmental considerations. In more urban areas the path is 12 feet wide located directly adjacent to the pedestrian area outside of mixed-uses. In many cases benches, bike racks, and additional street furniture separate this space from the trail. Because of the large width of streets in Indianapolis, one lane was taken to provide the trail facilities.

Over \$300 million of new development has been constructed along the route since the beginning of construction in 2008. Two of the areas along the trail that have numerous retail and entertainment uses are Massachusetts Avenue and Fountain Square. The design of the trail in these areas with an existing active public realm adjacent to active ground floor uses is very sensitive to its surrounding context. <http://indyculturaltrail.org/>





Street Types

» The street regulating plan presented on this page ties required street sections to specific blocks and corridors in accordance with the Charlotte Urban Street Design Guidelines (USDG). For more specific information, please refer to Chapter 5 Community Design Principles.

- Signature Street
- Main Street
- Mixed-Use Street
- Transition Street
- Neighborhood Street
- Rail Trail

6: Never Stop Experimenting

Encourage Spontaneity
Embed Art into Everything
Be Creative



1 Janet Eschelman aerial sculpture, Phoenix, AZ / **2** Illuminated radio tower and substation along the Rail Trail, South End / **3** Ciencia Publica Mobile Learning Lab, San Francisco / **4** Art embedded into public infrastructure, South End

Case Study / 5 Experiential placemaking installation / **6** Interactive rotating bench / **7** Temporary prototype educational art installation



Support South End as a center for creativity. South End has a history as a place for innovation and creativity. Increasing rent and diminishing space will make this creative proliferation more difficult. Therefore, it will be important to be intentional about continuing to support planned and spontaneous artistic, technical, and social innovation, experimentation, and production. Attract start-ups with supportive programs to assist with finding space and funding from investors.

Protect and maintain buildings and spaces that are affordable to artists and other creative professionals. Explore ways to keep creative maker spaces from being priced out of the area; this includes subsidies, artist-in-residence programs,

and partnerships with academic, private, and non-profit institutions.

Create flexible, innovation-friendly employment spaces. Ideally located both near transit stations as well as in older, utilitarian buildings elsewhere, these buildings should meet the highest standards for design, and employ new technologies and innovations that advance South End's desire for creativity and uniqueness in architecture, urbanism, and sustainability.

Support a spirit of innovation that generates activity on the street. Ground floor workshops and innovation labs that have transparent windows facing the street add life at different times of the day. Curate exhibitions and performances, and encourage spontaneous creativity through "tactical urbanism" and similar

events by expanding existing micro-grants program and other similar programs.

Support venues for making and performing experimental art. Establish and support a "Civic Arts Lab" as a space to explore community issues through art and design and seek to provide black box and other small format theaters. Promote locally organized maker events and expand to attracting a nationally recognized innovation event like Maker Faire (<http://makerfaire.com/>).

Embed art into public infrastructure and buildings throughout the district. From sidewalk treatments to wall facades to aerial sculpture (e.g., <http://www.echelman.com/>), public art should be everywhere.



2



4

Light up the smokestack at Atherton Mill and other recognizable landmark features. The smokestack at Atherton Mill is one of the most iconic structures in South End. It rises above the old mill buildings as a visual terminus on South Boulevard and is a reminder of the district's industrial heritage. It is even more visible from long distances along the Rail Trail. Along with the water tank at the Design Center, they have become recognizable figures in the neighborhood and the focus of art competitions. Using LED lighting, light up these features and others of similar importance to provide additional nighttime character and landmarks.



5



6



7



CASE STUDY: Market Street Prototyping Festival, San Francisco, CA

The Market Street Prototyping Festival held its first festival in April 2015. Over the course of three days, Market Street came alive with more than fifty models, or "prototypes," ranging from performance spaces, relaxation zones, educational spaces, green spaces and interactive art installations. Each prototype was conceived and built by members of the community - everyday citizens, artists, designers, urbanists, architects, etc. - with mentorship from professional design expert partners and feedback from residents of San Francisco. The festival engaged 590,000 people over three days and thousands more engaged online.

The Market Street Prototyping Festival is a natural progression of the innovation displayed by the Urban Prototyping Festival (UP), a pioneering program of citizen engagement in urban design developed in 2012 by San Francisco nonprofits Gray Area Foundation for the Arts and Intersection for the Arts. Included on the selection jury for UP was the San Francisco Planning Department, who then went on to commission a prototype from the UP festival to be placed in a community market.

Images 6 & 7 source: <http://marketstreetprototyping.org/>

7: Manage Our Common Resources

Organize Parking as a Public Resource
Preserve Valuable Building Stock
Prepare for the Future



1 Opportunity to enhance public space, South End / **2** Successful adaptive reuse of an older building with distinct architecture, South End / **3** Parking deck screened with a green wall, San Francisco, CA / **4** Start-up businesses in older building, South End

Case Study / **6** Parking sensor diagram / **7** Streetline Parker App / **7** Streetline Parker sensor installed



Create a parking district to manage public and private parking. There is an opportunity to better manage parking through shared-use agreements, coordinated management, and enhanced wayfinding. The creation of a parking management district with a dedicated revenue stream can manage the utilization of public and private spaces, including real-time availability, to minimize the need for on-site private parking.

Plan for adaptable reuse of parking. Consider adaptive reuse opportunities for parking decks as options for personal mobility as we increasingly transition to greater use of shared, autonomous, on-demand vehicles.

Parking should be screened by buildings and access should be from side streets. Only occupiable building space should

be visible from public streets - not parking. Additionally, to enhance the pedestrian realm along South Boulevard, South Tryon Street, Camden Road, and Mint Street, all parking structures should take their access from side streets or alleys only.

Adapt infrastructure for increased ride hailing, car-sharing, bike sharing, and vehicle charging. Adapt public and private infrastructure to accommodate spaces for car sharing, vehicle drop-off locations, expanded bike share locations, and electric charging stations. In addition to physical improvements, there should be coordination with CDOT and CATS to maximize all of the mobility options in South End.

South End's existing, older buildings are a vital community resource worthy of protection. An important element of South

End's character comes from the adaptive reuse of old buildings and its history as a walkable neighborhood. Preservation and adaptive reuse should be emphasized as the essential counterpoint to well-designed new development. The stock of older, simple buildings offers affordable "startup" spaces for innovative and entrepreneurial activities that create the district's unique flavor. Codes and policies (e.g. stormwater, tree protection) will need to be adjusted to make adaptive reuse projects and change of use more feasible. Additionally, consider zoning mechanisms such as maximum height and maximum floor-to-area ratio (FAR) that would encourage reuse in older industrial areas such as Distribution and New Bern Streets, where there are many highly adaptable workspace buildings,



to prevent over-valuation and preserve affordability for tenants.

Bury/relocate overhead utilities. All overhead utilities (main transmission lines and service lines) should be buried or relocated.

Convert to LED lighting and local energy systems. All existing and future lighting should be converted to LED or more advanced, low-energy lighting. All buildings, new and old, should convert to renewable, district- or building-level energy over time as the technology becomes cost-effective.



CASE STUDY: Boston Innovation District Parking Management

The City of Boston has long struggled with congestion and air pollution tied to drivers circling neighborhoods to find parking. At the same time, more drivers are relying on real-time navigation from on-board systems or their smartphones.

In the winter of 2013, the City partnered with Streetline to install 330 hockey puck-sized sensors flush to the surface of the road to detect open parking spaces in the Innovation District and then made that information available via the Parker App, Streetline's custom websites, and its API. The project gave the City a wealth of real-time data on parking. Using this collected information can ensure that parking is more closely aligned with true utilization, will spur higher turnover at on-street parking spaces, and help to promote parking availability for patrons of area businesses. Boston drivers can view real-time, on-street parking availability in the area by downloading the Parker™ app, available for Apple and Android, to their smartphone. Parker's voice guidance feature gives drivers a hands-free option for safe operation while driving.

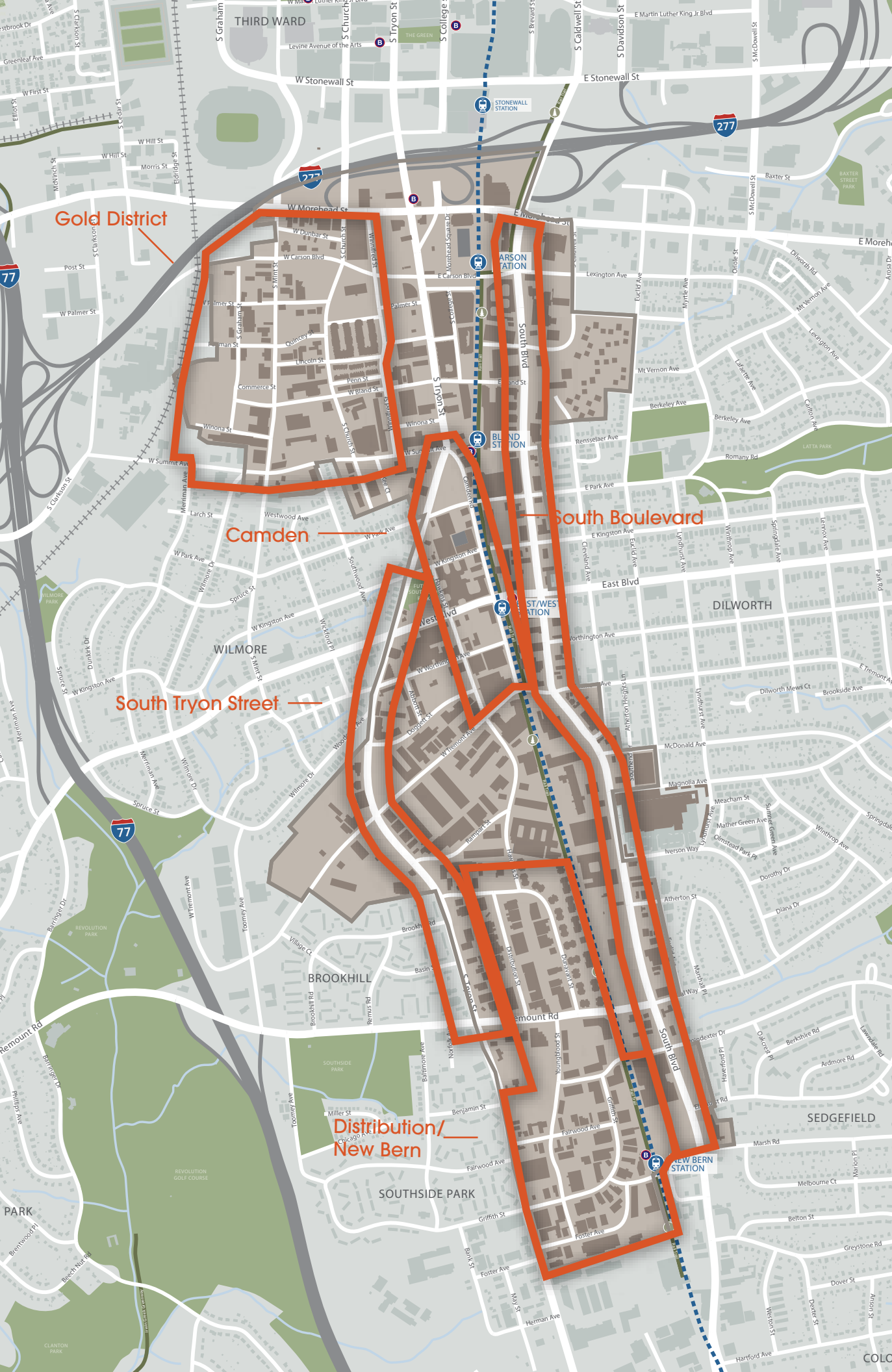
<https://www.cityofboston.gov/>

3

HOW WE GET THERE: Focus Areas



The Focus Areas are a mix of corridors and neighborhood centers. The corridors, South Boulevard and South Tryon Street, form the eastern and western edges of South End but change character from north to south. The neighborhoods, the Gold District, Camden, and Distribution/New Bern have emerged with their own unique identities and generally definable boundaries.



The Focus Areas

- » South Boulevard: encompassing the area on either side of South Boulevard from I-277 to Marsh Road
- » South Tryon Street: the area on either side of South Tryon Street from West Kingston Ave to Remount Road
- » Gold District: the area roughly bound by Morehead, Mint, Summit and Church Streets
- » Camden: the Camden Road corridor from the South Tryon Street intersection to West Tremont Avenue and Hawkins Street from West Tremont Avenue to West Kingston Avenue
- » Distribution/New Bern: the area surrounding the New Bern Blue Line station on either side of Remount Road



South End Boundary



Focus areas

The Vision for South Boulevard (2030)

As the Main Street for South End, South Boulevard serves as the shopping and entertainment hub for not just South End but also for Dilworth, Wilmore, Sedgefield, and beyond. The final transformation, enabled first by the transition to electric vehicles and their clean, quiet operation, and then to autonomous vehicles – both shared shuttles and private cars – rebalanced the priorities of the street to people – people walking, riding bikes, and sitting and eating.

It is a place where the density of new housing and offices created a built-in demand for a continuous retail environment from Carson Street to New Bern Station. It's new buildings gracefully transition in height and massing into the canopy of the homes in Dilworth and Sedgefield.

New development blends seamlessly with reused historic buildings, forming flexible

spaces and plazas at the Atherton Mill redevelopment illustrated at right.

Perhaps what is most unique about South Boulevard is that it's a corridor of celebration. The wide sidewalks are places to meet your neighbors and to window shop, and it's constantly alive with activity. Thousands of bicyclists use the raised, protected cycle tracks to move up and down the corridor every day. Trees soften the landscape both in the sidewalks as well as in occasional medians. On-street parking is well-managed and the frequent crosswalks make every block accessible for everyone to navigate.

Most of all, South Boulevard is a symbol of the vibrancy of Charlotte led by its willingness to experiment and innovate. It was one of the first corridors to truly embrace on-demand cars and shuttles that drop people off and pick them up right at the curb along this smart corridor.

1 Existing conditions looking north on South Boulevard near Atherton Mill

2 Future vision of South Boulevard as a multi-modal corridor with mixed use development, wide sidewalks, and parking protected cycle tracks. Atherton Mill includes the flexible use of this surface parking lot as a multi-functional plaza for public events such as festivals and food truck rallies.







2



1

1 Existing conditions looking north on South Boulevard at Rensselaer Avenue / **2** Conceptual illustration depicting the corridor full of public art and trees with infrastructure and activities that prioritize pedestrians, bicyclists, and the use of autonomous vehicles



South Boulevard: Key Changes/Improvements

- » Complete the streetscape from Carson to New Bern: Wide sidewalks (14 foot minimum); underground utilities; street trees in wells, street furnishings; decorative lighting; 7.5 foot raised, parking-protected cycle tracks on both sides; on street parking; 10 foot travel lanes; and an intermittent landscaped median.
- » Create a Smart Corridor: Install smart corridor technology (e.g., fiber optic-fed sensor technology, 5G wireless services)
- » Convert the Atherton Mill surface lot to a multi-functional plaza: Parking by day, entertainment venue on nights and weekends
- » Active uses: A continuous, vibrant, ground-floor environment is expected along with the enhanced streetscape and widened sidewalk. These uses should be a mix of specific types of retail, such as shopping, entertainment, and dining establishments.
- » Infill and redevelopment: New, higher density development and adaptively reused buildings on both sides bring new homes and workplaces to the area and support a continuous, vibrant, ground-floor environment. The improved streetscape and new infrastructure development make the area more captivating, which supports local retail and amplifies the pedestrian experience by attracting more people to this location.
- » Alive with Art: Incorporate highly visible public art installations all along the corridor as both standalone elements and integrated into the infrastructure.
- » Break down the super-blocks: Install additional high quality pedestrian crosswalks and new traffic signals to slow traffic while managing the current volume and dramatically improve the ability of pedestrians to move safely across the street.

The Vision for South Tryon Street (2030)

Like South Boulevard, South Tryon Street underwent a similar transformation converting an old state highway focused on moving cars quickly in and out of uptown, to a much more neighborhood-friendly corridor. Trees line the edges and a landscaped median adds to the lush quality of the area. Cyclists safely enjoy the cycle tracks while pedestrians stroll along wide sidewalks in front of a variety of shops and restaurants. Upper stories are filled with residents of diverse backgrounds and employees in offices and other workspaces.

The centerpiece of South Tryon Street is the Wilmore Centennial Park. Phase One set the park in motion but Phase Two completed its true potential reaching all the way to West Boulevard and diversifying the program of activities and landscape. New development built up its edges. New

towers with stunning views of uptown and the greater region overlook the park on one side and the Blue Line on the other.

South Tryon Street carefully acknowledges its neighbor to the west, Wilmore, with its historic homes and tree-lined streets by making the walk from the neighborhood safe and enjoyable.

Reminiscent of the relationship of King Street to Meeting Street in downtown Charleston, South Tryon Street, is more subdued than its busier sister, South Boulevard, but remains a thriving corridor of boutiques and local flavor nonetheless. And, akin to North Tryon Street in Uptown, South Tryon is an important office address known throughout the region.

1 Existing conditions looking east at West Boulevard at South Tryon Street

2 Conceptual illustration of South Tryon Street depicting the full build-out potential of the Wilmore Centennial Park surrounded by grand mixed-use buildings







1 Existing conditions looking south on South Tryon Street near Morehead Street / **2** Conceptual illustration of South Tryon Street extending the prominent office address out of uptown along with a vibrant sidewalk and protected bike lanes



South Tryon Street: Key Changes/Improvements

- » Complete the streetscape from Carson to Remount Streets: Wide sidewalks (16 foot minimum); underground utilities; street trees in wells, street furnishings; decorative lighting; 7.5 foot raised, parking-protected cycle track on both sides; on street parking; 10 foot travel lanes; and an intermittent landscaped median. Beyond West Boulevard, the median is a regular element.
- » Infill and redevelopment: New development and adaptively reused buildings on both sides bring new homes and workplaces to the area.
- » Active uses: A continuous, vibrant, ground-floor environment is expected. These uses should be a mix of specific types of retail, such as shopping, entertainment, and dining establishments. These uses assure that many people come to the area to enjoy these pleasurable amenities.
- » Affordable shopfronts and workplaces: Encourage a variety of shop spaces and office tenant configurations in redevelopment projects along South Tryon Street for incubating new businesses.
- » Promote the Office Corridor: South Tryon Street will extend the regionally significant office corridor from the uptown into South End.
- » Complete and expand Wilmore Centennial Park: This 1.5 acre neighborhood park should grow to a 3.5 acre park with key acquisitions towards West Boulevard to be fully bound by streets along all of its edges. It will be the premier urban park in the area with a diversity of programming and landscape.

The Vision for the Gold District (2030)

From the early to mid 1800s, gold was mined in the area just west of Bank of America Stadium into the heart of Wilmore around Park Avenue. Today, real estate in the Gold District is where the new land of opportunity lies. One mine shaft, part of what once was the Rudisill Gold Mine, has been incorporated into a regional museum located at Mint Street and Summit Avenue, welcoming tens of thousands of visitors every year to the Gold District.

As the Gold District developed over time, this history and heritage manifested itself in the public realm, with gold-colored street furnishings and lighting, interpretive elements in the streetscape, and a gold nugget sculpture by world-renown fabric artist, Janet Echelman, hanging over Mint Street and visible from the offices in uptown. Other elements of public art can

be found throughout the Gold District including along its many interesting alleys.

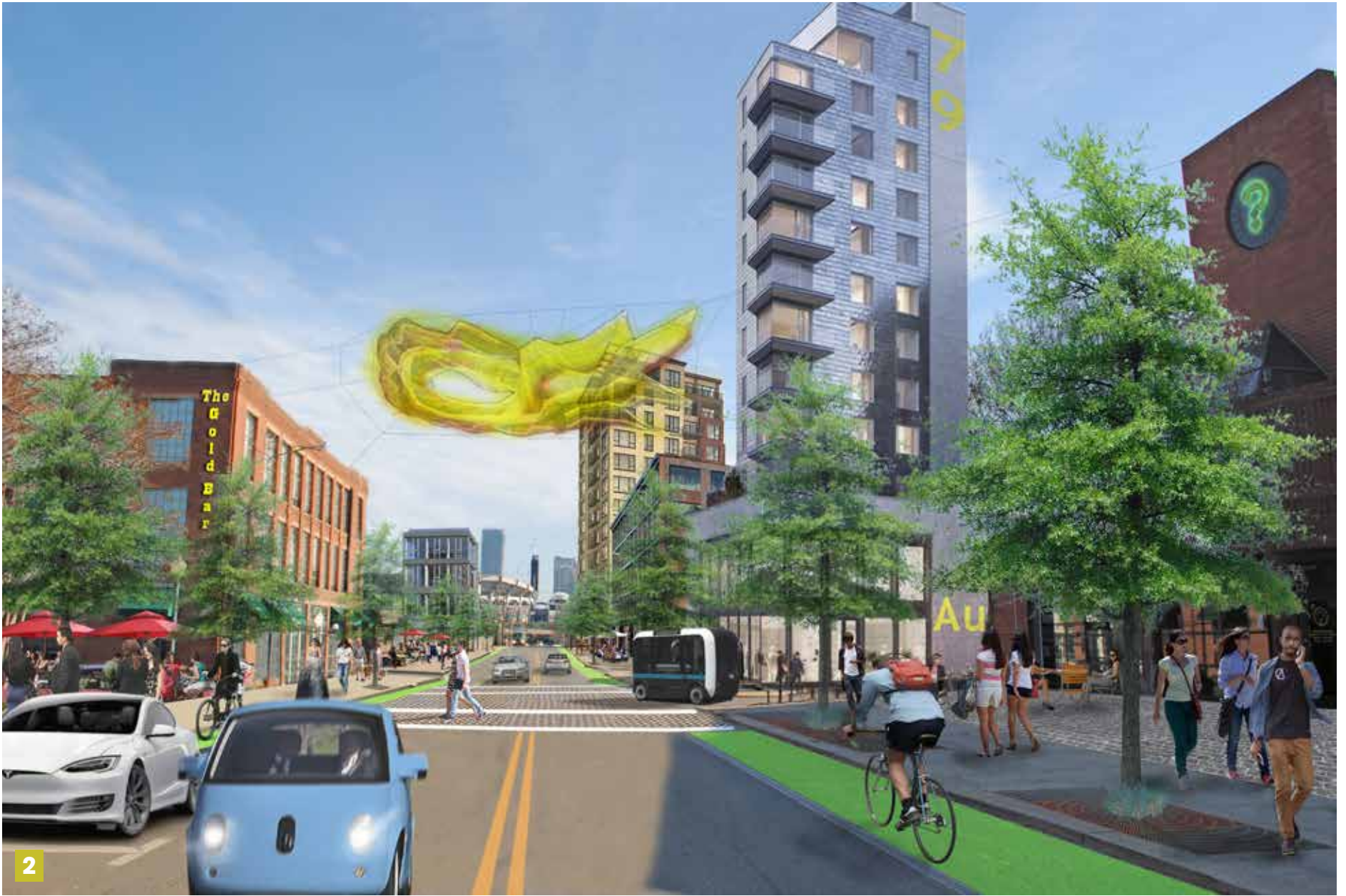
New mixed-use buildings sit alongside the 20th century industrial buildings, providing one of the most eclectic neighborhoods in South End. An urban square at Mint and Bland streets provides a welcome respite to the vibrant urban environment around it, teeming with breweries, restaurants, creative workspaces, boutique shops, and artist studios lining Mint Street, the main street of the Gold District.

Beyond Mint Street, the neighborhood has filled in with new buildings providing housing and workspaces in urban townhomes, smaller shops, mid-rise and high-rise offerings. In the Gold District, residents and workers find a place that is equally convenient by foot and bike to uptown as it is connected to the larger region by rail.

1 Existing conditions looking east toward Mint Street / **2** Conceptual illustration of an urban park surrounded by new mixed-use buildings bound by Graham, Bland, Mint, and Commerce Streets





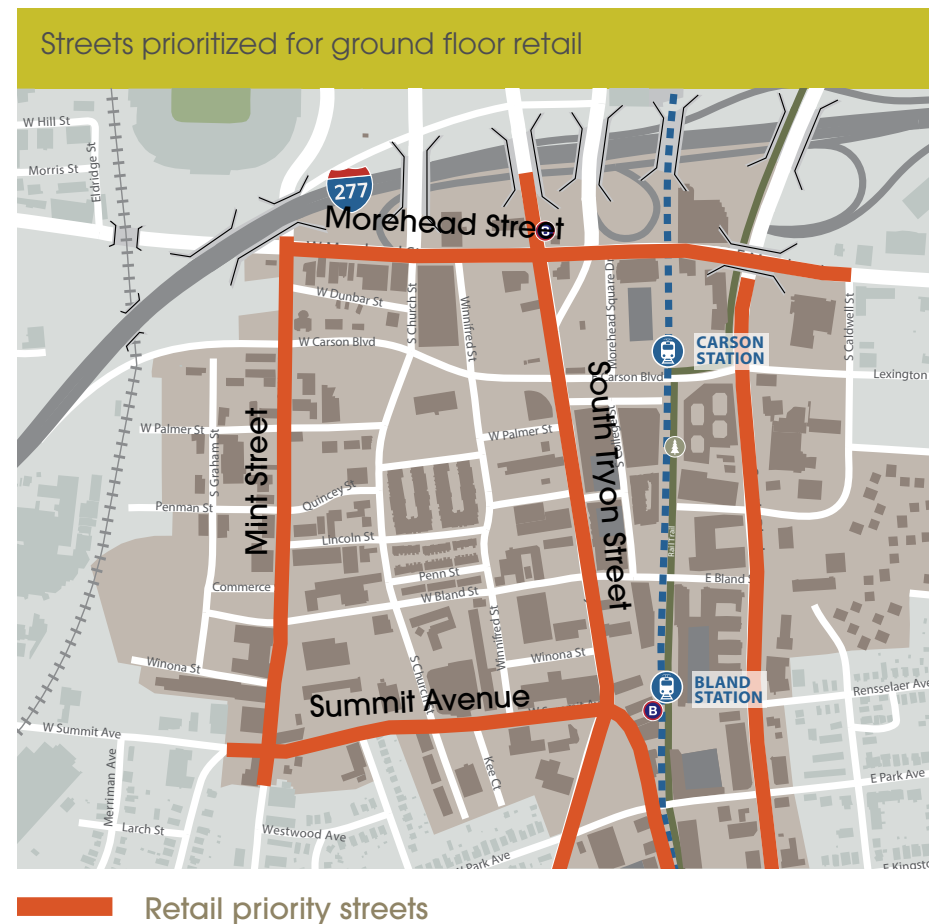
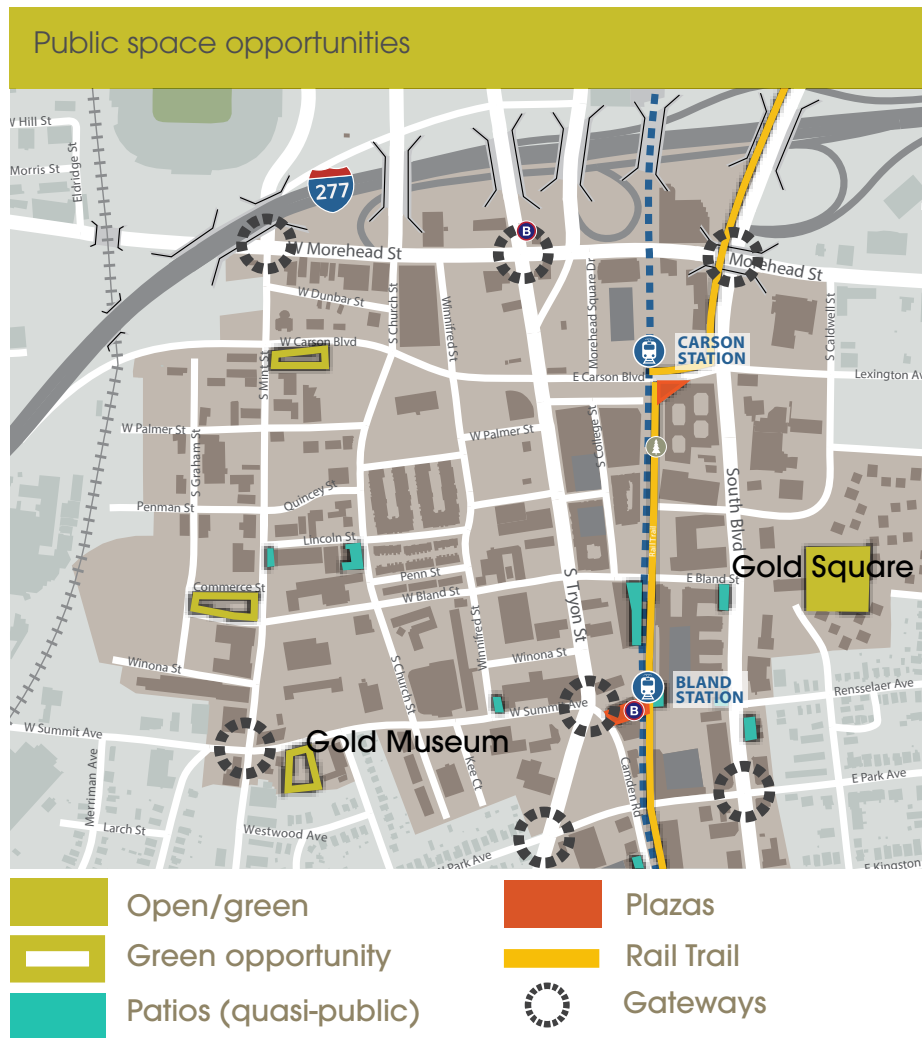


1 Existing conditions looking north on Mint Street near Lincoln Street

2 Conceptual illustration of potential streetscape enhancements along Mint Street. Development includes higher intensity tower buildings with active street-level podiums and adaptive re-use of existing buildings. Streetscape includes expanded sidewalks, painted bicycle lanes, and public art integrated above the intersection as a gateway element for the Gold District.

Gold District: Key Changes/Improvements

- » Streetscape Improvements: Several streets in the Gold District are without sidewalks and street trees, but new investment should begin on Mint Street with some enhancements being made with minimal funds. Consider restriping the west side of Mint to flip the bike lane and parking to provide a parking-protected bicycle facility. Prioritize new streetscape installations on Graham, Summit, Mint, and Church Streets.
- » Infill and redevelopment: New development and adaptively reused buildings bring new homes and workplaces to the area. Massing is varied but height is encouraged to maximize its location.
- » Gold Square: A new public square bound by Graham, Bland, Mint, and Commerce streets could be created as redevelopment occurs in the area along with other public spaces throughout.
- » Active uses: A continuous, vibrant, ground-floor environment is encouraged along Mint Street, Summit Street, Morehead Street, and South Tryon Streets.
- » Gold District Museum: Honoring the history and heritage of the area, this new museum would be ideally located adjacent to the Rudisill Gold Mine and incorporate the mine shaft that is said to exist in that area. The location is proximate to 317 W. Summit Avenue.



The Vision for Camden (2030)

Stretching from the flatiron corner of South Tryon Street to Tremont Avenue, the heart of South End has long been along Camden Road. Since its earliest manifestation as a compact artist's row, Camden has grown into a major employment center that thrives on its connectivity to the region with both the Bland Street Station and the East/West Station within easy walking distance.

Even though towers have sprung up in this corridor to take advantage of the regional transit system and the other amenities in walking distance, the older industrial buildings have been preserved and re-used. Their historic character, combined with their taller contemporary neighbors embraced a new generation of art galleries and museums.

Converted to a curbless festival street complete with brick pavers reminiscent of the original mills in the area, Camden Road is a place where events and celebrations occur on a weekly basis. By day, the street is open to traffic, but at night and on the weekends it becomes the property of the thousands who stroll by vendor carts and among its many bars, restaurants, and event venues.

And perhaps most importantly, as the heart of South End, it is a place where the community gathers for festivals like the Small Business Saturday and Christmas Tree Lighting, and for nightly entertainment, both programmed and improvised.

1 View of Camden Road near East Boulevard looking towards South Boulevard / **2** Conceptual illustration of new mixed-use towers within a short walk of the East/West Station









Camden: Key Changes/Improvements

- » Festival Street: Beginning at the intersection of South Tryon Street, convert Camden Road to a curbsless festival street with brick pavers (possibly reused from older South End buildings that have been razed) to its terminus at Tremont Avenue.
- » Density: With two transit stations in close proximity, encourage significant housing and employment density. Tall buildings are both welcome and expected.
- » Light up the Design Center water tower: As one of the two key landmarks in South End (in addition to the chimney at Atherton Mill), the water tower is a great opportunity to use art and LED lighting to celebrate this element.
- » Hawkins Street: As it parallels Camden Road, Hawkins Street is envisioned to continue its function as a service street for the buildings along Camden. While active uses are permitted they should not be expected.



1 View of South End with Camden Road in the center / **2** Conceptual illustration of development along the corridor with a focus on increased height and density at the stations

The Vision for Distribution/New Bern (2030)

The Distribution and New Bern Street area has taken on an important role as the region's hub for small scale innovation. Including Distribution and Dunavant streets to the north, Youngblood and Griffith streets to the south, and New Bern Station, mid-century modern industrial structures have been preserved and affordably adapted by entrepreneurs and non-profits for their creative and service endeavors.

Surrounded by mid-rise housing along its edges and scattered through its blocks, the neighborhood is lively day and night. Workplaces operate adjacent to evening entertainment venues and breweries. Mixed-income housing is a short walk away in the redeveloped Brookhill neighborhood and the light rail stations at New Bern and Southline (near Dunavant and Iverson) provide access to the greater region in less than ten minutes from anywhere in the area. And, perhaps most importantly, Remount Road has transformed to a mixed-use "main street" that provides a seam to both sides.

1 Existing conditions looking north on Distribution Street / **2** Conceptual illustration of the range of conditions with building reuse that occurs over time. Also shown is advanced mobility and next generation energy to accommodate small business start-ups and creative working space.

When not walking, people use the extensive bike boulevards to connect them to the Rail Trail and the New Bern Shuttle, an autonomous shuttle that circulates throughout the day and night, connects people to the Blue Line and into the surrounding neighborhoods.

What was once an area needing substantial powerlines and transformers to feed its industry, the New Bern area has since become one of the first in Charlotte to convert to local power generation and storage, installing solar collector arrays onto the flat roofs and providing building-level battery storage.

Perhaps most importantly, art has found a home here. Artists adopted the simple building forms as their individual canvasses and have made the neighborhood into a walkable gallery where paint and color share space with sculpture and light on the buildings and embedded in the infrastructure.







1 Existing conditions looking north on Griffith Street towards Fairwood Avenue / **2** Conceptual illustration of potential streetscape enhancements and new infill with bike boulevards.

Distribution/New Bern: Key Changes/Improvements

- » While somewhat different in character, the following recommendations apply to the areas on both sides of Remount Road:
 - » Preserve the buildings: Working with groups such as philanthropies, investors, and/or a community development corporation, establish a preservation fund and other strategies to preserve the utilitarian structures for economic development opportunities.
 - » Zoning: As a means to preserve the existing building stock and discourage over-development, consider tools that protect the over-development of this neighborhood such as reducing height, density, and FAR.
- » Bike Boulevards: Install bike boulevards to expand safe biking alternatives and add connections to the Rail Trail.
- » Complete the Rail Trail and build a park: Complete the critical link that is missing through the CATS light rail facility and convert the front lawn into a public park.
- » Convert Remount Road to a walkable, bike-friendly, mixed-use corridor from I-77 to South Boulevard.

- » Alternative energy strategies: Investigate and encourage the use of local energy collection and storage (solar panels and building batteries).
- » Keep it funky: Encourage art throughout Distribution and New Bern, particularly in wayfinding and to help add interest to buildings.

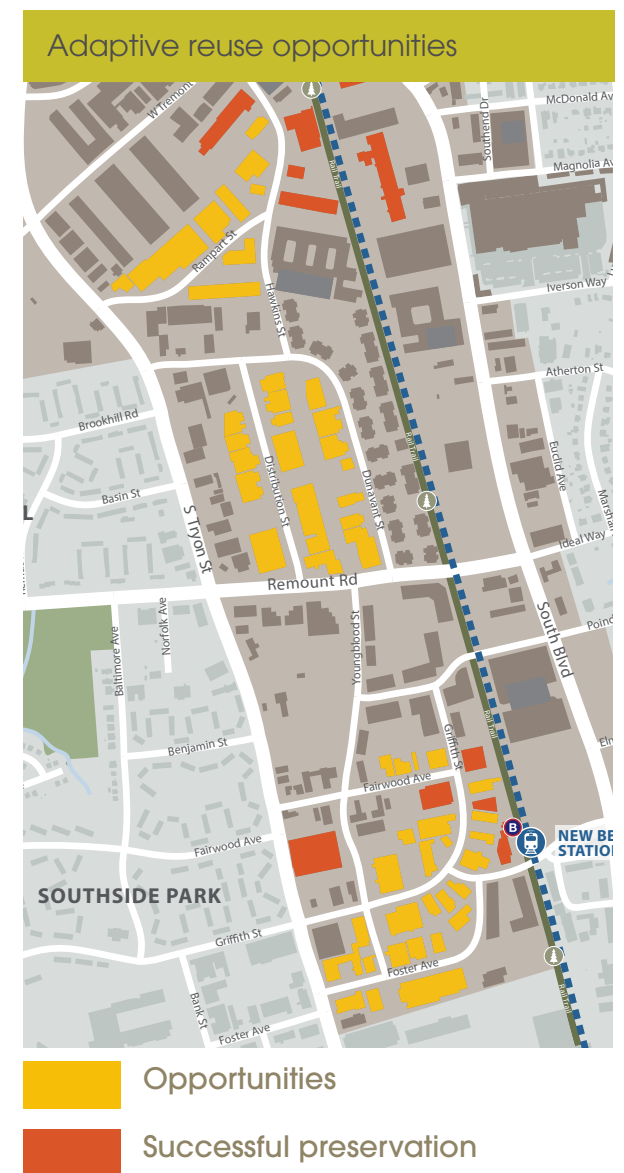


Image depicting opportunities to expand the Rail Trail and install a public park at the CATS Light Rail facility in Lo-So.

4

IMPLEMENTATION: Key Initiatives



This Vision Plan sets out a realizable future for South End in 2035, 2040 . . . and beyond. The following ten Initiatives provide the initial stepping stones to reach that goal, and directions for all parties involved in making this future happen – e.g., the public agencies, non-profit organizations, private property owners, developers, residents and business owners and tenants.

The Top 10

Each initiative is a direct outcome of one or more of the Goals that drive the vision.

- 1: Continue development of the Rail Trail
- 2: Finish the conversion of South Boulevard to South End's Main Street
- 3: Implement new regulations to ensure a high quality public realm
- 4: Attract cultural facilities/venues
- 5: Preserve and provide affordable workplaces
- 6: Construct the Wilmore Centennial Park and other green spaces
- 7: Construct a new crossing and transit station near Hawkins/Rampart
- 8: Increase density expectations at station areas
- 9: Manage parking as a district
- 10: Embed art into everything

1 Continue development of the Rail Trail



Move.Connect.Network.



Celebrate Public Space

Why?

The Rail Trail is one of Charlotte's most unique public spaces seamlessly combining the Blue Line with active pathways for walking, running, and biking. It has become the primary shared public space in South End and is a key element in realizing the ambition to "put pedestrians first" in the neighborhood.

While the Rail Trail is highly successful and is a defining component of South End's sense of place, the Trail remains a work in progress. Opportunities exist throughout the Rail Trail for trail expansion, new connections, and additional amenities. In 2015, the Rail Trail Framework Plan envisioned the evolution of the corridor into a network of unique commons and activity areas. The Rail Trail Framework Plan identifies programming ideas, design guidelines, a management structure and funding strategies to guide the long-term development, governance and maintenance of the Trail.

How?

Implement the recommendations of the Rail Trail Framework Plan. Key actions include:

- » Extend the Trail to include building missing links, widening "pinch points" and extending connections to adjacent public spaces and neighborhoods as identified in the Rail Trail Framework Plan. (Who: Center City Partners, City of Charlotte, Private Development)
- » Improve street crossings of the Trail to provide prominent pedestrian crossings and ensure the management of vehicles, bicycles and pedestrians to prioritize the Trail. (Who: City of Charlotte - CDOT)
- » Construct an iconic pedestrian bridge across I-277 to connect the Trail from South End to Uptown. (Who: City of Charlotte, Center City Partners)
- » Implement the Rail Trail Framework Plan Design Guidelines into the updates of the Transit Oriented Development zoning district and future Unified Development Ordinance. (Who: City of Charlotte - Planning)
- » Define a comprehensive funding strategy for the Trail to identify and target a range of public, private, and non-profit investment sources and tools. (Who: Center City Partners, City of Charlotte, Private Development)

Resources

- » Indianapolis Cultural Trail: <http://indyculturaltrail.org>
- » Atlanta BeltLine: <http://beltline.org>

2 Finish the conversion of South Boulevard into South End's "Main Street"



Move.Connect.Network.

Why?

“Create a state-of-the-art transportation system that equally provides for the health and safety of pedestrians, bicyclists, transit riders, and motorists and is accessible to people of all ages and abilities.” (Livable City Principle, Charlotte-Mecklenburg Planning Commission)

South Boulevard is currently designed with a focus on the automobile. The resulting lack of bicycle facilities and pedestrian amenities makes South Boulevard unpleasant for pedestrians and cyclists and creates an undesirable barrier between South End’s neighborhoods to the east and west.

While South End has continued to develop, traffic volumes on South Boulevard have remained largely the same for more than a decade. During that time the city has implemented changes to the corridor on a project by project basis adding wider sidewalks, landscaping, on-street parking, and bike lanes. The goal of these improvements is to convert South Boulevard into a mixed-use, pedestrian-focused, multi-modal street that connects adjacent neighborhoods and becomes South End’s “Main Street”.

How?

Implement the recommendations of the Charlotte Department of Transportation’s Arterial Study on South Boulevard. Key actions include:

- » Incorporate the recommended future cross section of South Boulevard through the adoption of the South End Vision Plan and update of the Transit Oriented Development zoning district. (Who: City of Charlotte – Planning)
- » Implement intersection enhancements to support pedestrian and bicycle activity including: enhanced street paving treatments, crosswalk lighting, and pedestrian-actuated signalization. (Who: City of Charlotte – CDOT)
- » Incorporate development standards in the update of the Transit Oriented Development zoning district that ensure street-level activity and uses that serve the needs of the surrounding neighborhoods along South Boulevard. (Who: City of Charlotte – Planning)
- » Identify the scope, cost, and funding sources for a corridor-wide infrastructure investment that would implement the recommended future cross section

as soon as possible rather than as development occurs. (Who: City of Charlotte – CDOT)

Resources

- » NACTO Urban Street Design Guide: <https://nacto.org/publication/urban-street-design-guide/>
- » USDOT TIGER Program: <https://www.transportation.gov/tiger>

3 Implement new regulations to ensure a high quality public realm



Move.Connect.Network.



Celebrate Public Space

Why?

The City's Transit Oriented Development (TOD) zoning district is one of the primary zoning tools used in South End to regulate and guide private investment and development. In 2016, the Charlotte-Mecklenburg Planning Commission identified a series of Transit Oriented Development Priorities based in part on a review and assessment of recent development in South End. This review identified areas of the current TOD regulations that need to be strengthened to fulfill the purpose set out in the TOD ordinance.

These TOD priorities emphasize the need to strengthen the public realm with renewed attention to street level pedestrian activation, parking standards and design, the Rail Trail, and overall architectural design and density. The future development and redevelopment of South End requires zoning and urban design regulations that reflect best practices and produce high quality architectural and urban design - designs worthy of a great place.

How?

Implement new regulations to ensure a high quality public realm via the update of the Transit Oriented Development zoning ordinance and the future Unified Development Ordinance, key actions include:

- » Standards that ensure street level activity and pedestrian oriented design of building frontages. (Who: City of Charlotte - Planning)
- » Standards for streetscapes that include pedestrian scaled lighting, furnishing and planting street trees in grates along key streets in commercial and mixed use areas. (Who: City of Charlotte - Planning)
- » Standards that minimize the physical and visual impact of the car including lining parking structures with buildings and locating vehicle access on minor side streets and alleys. (Who: City of Charlotte - Planning)
- » Consider a design guideline and review process for new development that defines and supports the urban design principles and goals of the South End Vision Plan. (Who: Charlotte - Planning)

Resources

- » Form-Based Codes Institute: <http://formbasedcodes.org/>
- » Toronto Design Guidelines: <https://web.toronto.ca/>
- » NYC Active Design Guidelines: <https://www1.nyc.gov/site/planning/plans/active-design-guidelines/active-design-guidelines.page>

4 Attract cultural facilities/ venues



Never Stop Experimenting



Celebrate Public Space

Why?

South End's historical past as an industrial district provided a stock of former warehouse and industrial buildings that over time adapted to new uses. A number of these buildings became home to beloved music venues such as Amos' South End and Tremont Music Hall and defined a vibrant music and arts culture. The ongoing redevelopment of South End has resulted in the continued loss of these venues as lower intensity properties are redeveloped into higher intensity mixed use development and housing.

The community and culture of music and cultural arts is a core quality and characteristic of South End and should be promoted and protected. Proactive efforts to support cultural programming and to establish new venues will be necessary to ensure the protection and enhancement of this important aspect of South End's identity.

How?

» Develop a cultural programming strategy with arts groups and city wide non-profits to organize music and cultural events in South End. (Who: Center City Partners)

- » Coordinate with partners involved in cultural arts to identify programming and facility opportunities in South End. Potential partners could include the Charlotte-Mecklenburg Public Library, religious and community organizations, and local museum and gallery operators. (Who: Center City Partners)
- » Identify partners, opportunities, and funding sources available to protect industrial and warehouse buildings in South End for a variety of uses including; cultural art venues, creative co-working spaces, artist studios, street level galleries, craft workshops, teaching kitchens, community design studios, and performing arts spaces. (Who: Center City Partners)
- » Identify needs, tools and incentives to create adaptable spaces for cultural facilities and venues in new development projects. (Who: Center City Partners, City of Charlotte - Planning)

Resources

- » Charlotte Arts & Sciences Council: <https://www.artsandscience.org/>
- » Knight Foundation: <https://knightfoundation.org/>

5 Preserve and provide affordable workplaces



Expand Our Mix

Why?

"Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them. By old buildings I mean not museum-piece old buildings, not old buildings in an excellent and expensive state of rehabilitation—although these make fine ingredients—but also a good lot of plain, ordinary, low-value old buildings." (Jacobs, 1961)

The unique character of South End comes in large part from the entrepreneurship, creativity and diversity housed in South End's ordinary and older buildings that are affordable to small businesses and creative enterprises. What has made South End the funky, eclectic place for start-ups and creatives is the prevalence of older, inexpensive, and easily adaptable buildings that can accommodate art studios, repair shops, tech offices, and breweries.

In South End it is these simple, older buildings that are most prone to redevelopment because of the rising land values that come with being a place where people increasingly want to live and work. Proactive efforts will be necessary to preserve and protect affordable workspaces in South End.

How?

- » Identify partners, programs, and incentives available to preserve South End's stock of older existing buildings. An example could be the creation of a community development corporation for land banking. (Who: Center City Partners, City of Charlotte - Planning)
- » Evaluate the impact and effectiveness of establishing maximum development intensity, building size, and specific use restrictions for areas in South End where adaptive reuse and affordability could be protected. (Who: Center City Partners, City of Charlotte - Planning)
- » Identify needs, tools and incentives to provide affordable commercial and live/work space in new development, potentially as smaller tenant space in secondary commercial locations such as side streets. (Who: Center City Partners, City of Charlotte - Planning)

Resources

- » The Death and Life of Great American Cities by Jane Jacobs
- » "Authentically Allentown" Artist-in-Residency Program: <http://upsideallentown.com/arts-business-community-leaders-announce-new-cultural-coalition-allentown-launch-authentically-allentown-artist-residency-program/>
- » City of Phoenix Adaptive Reuse Program: <https://www.phoenix.gov/pdd/services/permitservices/arp>

6 Construct the Wilmore Centennial Park and other green spaces



Celebrate Public Space

Why?

“Build vibrant and activity-filled public streets and open spaces that promote community engagement so that Charlotteans of all ages and abilities can participate in a public life.” (Livable City Principle, Charlotte-Mecklenburg Planning Commission)

Parks and urban open spaces are a critical component of fulfilling the goals and aspirations of the South End Vision Plan. Existing parks adjacent to South End include Abbot Park and Wilmore Park in the Wilmore Neighborhood and Latta Park in the Dilworth Neighborhood. Yet beyond the Rail Trail, there are no public parks or open spaces in South End.

A system of parks and urban open spaces in South End will provide needed recreational amenities and places for civic gatherings. South End’s parks and urban open spaces should include a range of formal and informal spaces located within a short walk of residents.

How?

- » Fund, expand, and complete the Wilmore Centennial Park in South End. Mecklenburg County currently owns 1.3 acres between West Kingston Avenue, Hawkins Street, and South Tryon Street designated for Wilmore Centennial Park. This site should be expanded to West Boulevard to create a park covering a full block with public streets and development on all sides. (Who: Mecklenburg County – Park and Recreation, Center City Partners)
- » Develop a Parks and Urban Open Space Master Plan for South End. The planning process should involve property owners, businesses, and residents. The plan should identify needs and sites for future public space along with an implementation strategy. (Who: Center City Partners, City of Charlotte - Planning)
- » Consider the development of a neighborhood park in the Gold District. A potential location could be included in the redevelopment of the area bound by Graham, Bland, Mint, and Commerce Streets. (Who: Mecklenburg County – Park and Recreation, Center City Partners, City of Charlotte - Planning)

Resources

- » Project for Public Spaces: <https://www.pps.org/>
- » City Parks Alliance: <http://www.cityparksalliance.org/index.php>

7 Construct a new crossing and transit station near Hawkins/Rampart



Move.Connect.Network.

Why?

New street and pedestrian connectivity is an important part of South End's growth and development. The former industrial land use pattern of South End leaves many areas with a limited street and block network inadequate to support an urban pedestrian environment.

In particular, the area between the East/West and New Bern Stations has limited east/west connectivity and includes a half mile distance between Tremont Avenue and Remount Road without a street or pedestrian crossing of the light rail line. The growth of residential and mixed-use development in this area has highlighted this lack of connectivity. In certain areas the distance between housing and commercial services is less than a few hundred feet, yet the trip between them is a half mile on existing streets. As a result pedestrians "hop the fence" to cross the rail line creating a growing safety and accessibility concern.

How?

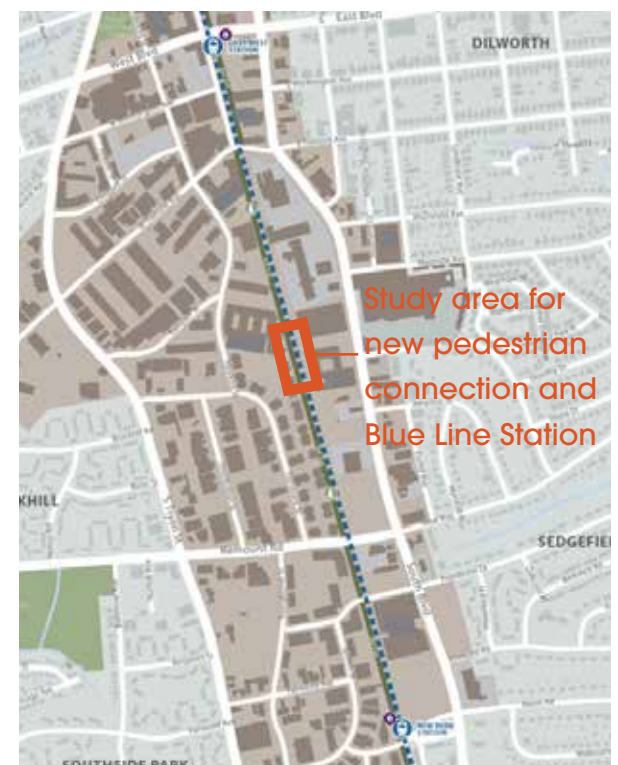
- » Construct a new pedestrian crossing of the light rail line between Tremont Avenue and Remount Road. This connection will provide a needed east/west pedestrian access between Hawkins Street and South Boulevard, linking the Rail Trail and growing development in the area. Charlotte Area Transit (CATS) is currently conducting preliminary design of this crossing and has construction funding. (Who: City of Charlotte - CATS)
- » Evaluate the feasibility of a new transit station between Tremont Avenue and Remount Road. Evaluation will need to consider engineering feasibility, cost, funding sources, operational impacts, and economic development potential. (Who: City of Charlotte - CATS & Planning, Center City Partners)

Resources

- » Charlotte Department of Transportation: <http://charlottenc.gov/Transportation/Pages/default.aspx>
- » Charlotte Area Transit System: <http://charlottenc.gov/cats/Pages/default.aspx>



Above / View looking north near the Southline development **Bottom /** Location map for study area



8 Increase greater densities at transit station areas



Grow By Design

Why?

“Promote a mix of land uses within a close proximity so that Charlotteans can live, work, play, shop and worship in a neighborhood without the need for an automobile.” (Livable City Principles, Charlotte-Mecklenburg Planning Commission)

Charlotte’s adopted Transit Station Area Principles establishes land use expectations in transit station areas, concentrating density around stations to maximize transit ridership and place urban growth where high capacity transit is available.

The past decade of transit oriented development in South End suggests that higher density expectations can and should be required. Multifamily development in South End is consistently above 20 units per acre and similar to mid-rise development found in more suburban areas of Charlotte. The resulting density under-leverages the significant transit investment, constrains ridership potential, and falls short of fully supporting

the vibrant street-level activity and uses envisioned for South End.

Increased density expectations in station areas are necessary to achieve the vision for South End. These higher densities will help create a vibrant “15-minute livable community” (Winning City Principle) with additional neighborhood and commercial services, cultural and entertainment venues, and street-level activity.

How?

Implement new regulations to ensure increased density at transit stations into the update of the Transit Oriented Development (TOD) zoning ordinance and the future Unified Development Ordinance, key actions include:

- » Create a new range of Transit Oriented Development zoning districts based on intensity with higher intensity districts close to stations and lower intensity districts adjacent to existing lower intensity neighborhoods. (Who: City of Charlotte - Planning)
- » Residential density - Calibrate the new TOD zoning districts to achieve an overall

minimum residential density of 100 units per acre within a ½ mile of stations. (Who: City of Charlotte - Planning)

- » Non-residential and mixed use intensity - Calibrate the new TOD zoning districts to achieve an overall minimum floor area ratio (FAR) of 5.0 within a ½ mile of stations. (Who: City of Charlotte - Planning)
- » Conduct additional transit focused planning studies along the Blue Line LRT system in areas south of South End that are experiencing rapid change to establish a vision for growth and intensification. Example station areas could include Scaleybark and Woodlawn. (Who: City of Charlotte-Planning, CATS)

Resources

- » Connect Our Future: <http://www.connectourfuture.org>
- » Center for Transit Oriented Development: <http://ctod.org/>

9 Manage parking as a district



Move.Connect.Network.

Why?

In South End, form follows parking. At present, parking is provided in South End at ratios largely independent of the presence of transit and other mobility options. These parking spaces are isolated within individual projects which limits shared parking opportunities and constrains development potential. In addition, few public parking spaces are available aside from on-street spaces.

The expansion of Charlotte's transit system and emerging mobility choices such as car sharing services will continue to decrease the need to provide parking at the same ratios that have been common for the last several decades. This reduction will change the parking need for future development and support the sharing and pooling of parking resources as a district for maximum efficiency.

Parking should be managed and regulated as a shared district resource in South End to minimize the need to construct new spaces, maximize sharing, and increase the area's overall development potential.

How?

- » Create a parking management district for South End to manage the overall parking supply on behalf of public and private owners. The district strategy could include facilitating shared parking agreements and pooling/managing parking needs into existing or new shared parking decks unbundled from specific buildings or development sites. (Who: Center City Partners, City of Charlotte)
- » Develop a travel demand management program for South End by working with residential management companies, employers, and business owners to promote alternative transportation options. Actions could include subsidizing the use of car sharing and ride services for residents in lieu of providing parking, developing an educational campaign to promote transit use and existing park and ride lots, and providing transit passes for employees and residents. (Who: Center City Partners)
- » Consider establishing maximum parking requirements and lower or remove minimum parking standards for new development in the update of the

Transit Oriented Development (TOD) zoning ordinance and the future Unified Development Ordinance. (Who: City of Charlotte - Planning)

Resources

- » National Parking Association: <http://weareparking.org/>
- » LA Metro Parking Management Districts Toolkit: <https://www.metro.net/projects/tod-toolkit/parking-management-districts/>
- » Shared Use Mobility Center: <http://sharedusemobilitycenter.org/>

10 Embed art into everything



Never Stop Experimenting

Why?

South End's identity is shaped by its culture and community of public art and artists. Public art engenders a sense of pride and community identity and demonstrates the cultural value of a place. Public art projects offer a means by which a community can personalize its built environment through infrastructure, public spaces, and buildings.

A vibrant public art culture in South End supports a number of Charlotte's Winning City Principles including; Positive Buzz, Shared Story, Open Minds, Millennial Magnet, and Big Tent. Today in South End, public art is supported through a variety of sponsors including: Charlotte Center City Partners, the Knight Foundation, local studios, private benefactors, and individual artists.

Continued and proactive support for public art in South End is critical to keeping South End's character.

How?

- » Implement the Public Art Master Plan for the Rail Trail. Enhance and reinforce the concepts and content of the plan to be extended and amplified along the length of the Rail Trail. (Who: Center City Partners)
- » Consider incentivizing developers to incorporate public art into the design of their buildings and spaces as part of the update to the Transit Oriented Development zoning district. When developers add this amenity to the public realm it demonstrates their care for and commitment to the neighborhood and its public spaces. (Who: City of Charlotte – Planning)
- » Facilitate regular art and cultural events in South End. Street festivals and other public events play an important role in building the identity of South End. The original Art & Soul arts festival in South End was a grass roots effort by local artists and business owners. (Who: Center City Partners)
- » Facilitate and program a wide variety of public art in South End including public and private installations and programs.

Encourage local, temporary, pop-up, and grass roots efforts to provide programming using a wide network of sponsors and volunteers. (Who: Center City Partners)

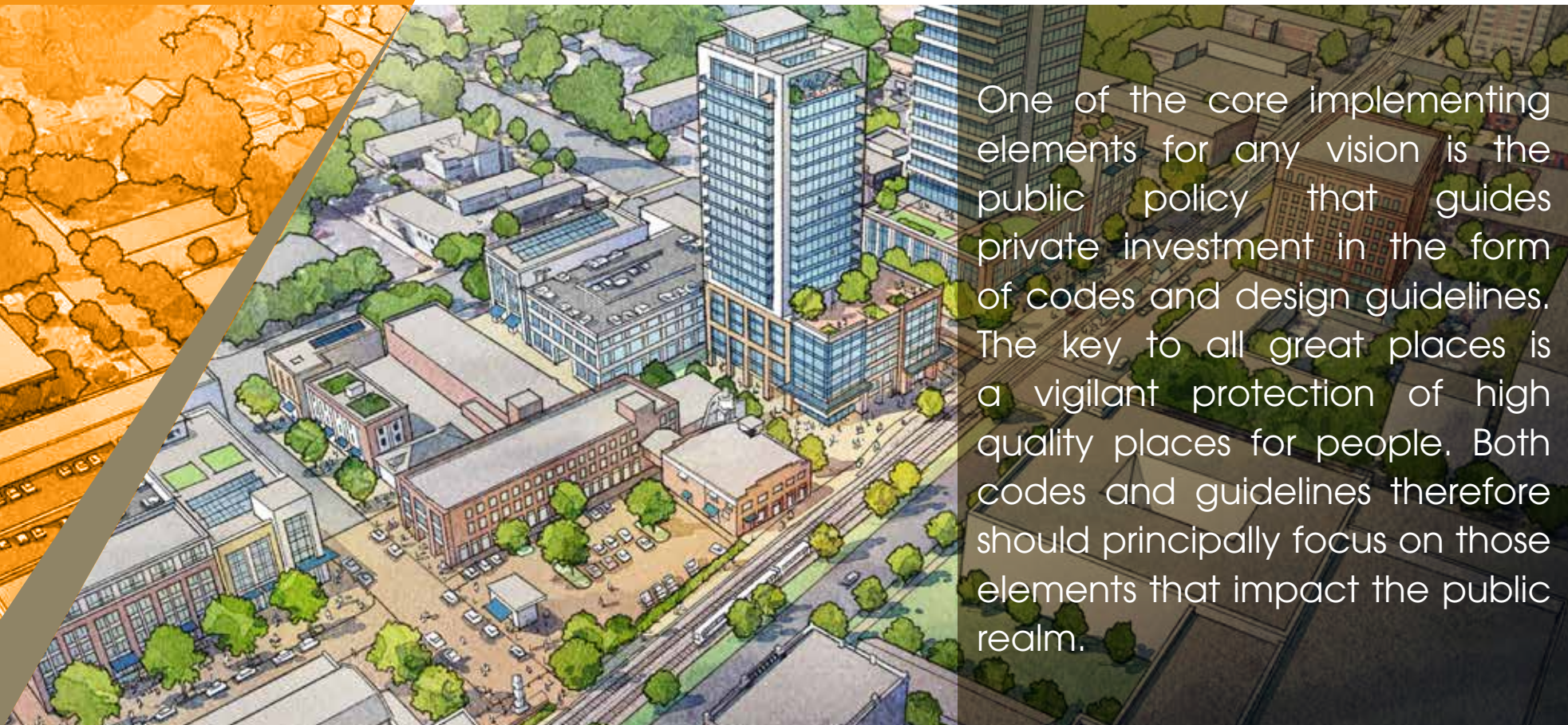
- » Maintain a South End public art blog as an open forum where individual artists and organizations can post their latest projects, ideas, and new initiatives. (Who: Center City Partners)

Resources

- » Charlotte Public Art Commission: <http://charlottenc.gov/charlottefuture/PublicArt/Pages/Public-art-commission.aspx>
- » Americans for the Arts: <http://www.americansforthearts.org/>

5

Community Design Guidelines



One of the core implementing elements for any vision is the public policy that guides private investment in the form of codes and design guidelines. The key to all great places is a vigilant protection of high quality places for people. Both codes and guidelines therefore should principally focus on those elements that impact the public realm.



Left / 1 Rail Trail, Charlotte, NC

Top / 2 Uses and activities spilling onto the sidewalk, Denver, CO

"If we can develop and design streets so that they are wonderful, fulfilling places to be - community-building places, attractive for all people - then we will have successfully designed about one-third of the city directly and will have had an immense impact on the rest."

—Allan Jacobs

FORMAT + SUMMARY

Community design policies help ensure that new development and redevelopment complements the desired character of South End. While design policies alone do not dictate land use or zoning, they are used to strengthen how various land uses/developments fit together. These policies consider not only the built environment in conjunction with the natural environment, but also how people move through these spaces as pedestrians, bicyclists, or drivers and will be used to help guide future development.

The guidelines that follow are formatted in four sections:

1. **TRANSIT ORIENTED DEVELOPMENT PRIORITIES:** The Charlotte-Mecklenburg Planning Commission's adopted priorities for updating and regulating development in transit station areas.
2. **COMMUNITY DESIGN PRINCIPLES:** An overview of design principles and goals, as well as an explanation for the standards that follow.
3. **GENERAL GUIDELINES:** These guidelines apply to all new construction buildings in the South End Vision Plan study area.

General in nature, these guidelines address issues such as parking, building design, and utilities.

4. **STREET FRONTAGES + SECTIONS:** The character and classification of each street is included in the Street Frontages section. Leading with the Street Regulating Plan and descriptions this section also includes design specifics for each street type, as well as the future streetscape standards. These standards will be applied to new development.

The Charlotte-Mecklenburg Planning Commission identified and adopted these Transit Oriented Development (TOD) areas as priorities in the current TOD regulations that needed to be strengthened to fulfill the purpose set out in the ordinance: “to require compact urban growth, opportunities for increased choice of transportation modes, and a safe and pleasant pedestrian environment by ensuring an attractive streetscape, a functional mix of complementary uses, and the provision of facilities that support transit use, bicycling, and walking.”

Transit Oriented Development Priorities

STREET LEVEL & PEDESTRIAN ACTIVATION

Livable City Guiding Principle: Build vibrant and activity-filled public streets and open spaces that promote community engagement so that Charlotteans of all ages and abilities can participate in a public life.

Priority: Strengthen requirements to activate pedestrian-oriented streets.

Commission Discussion:

- » Require more in Code Section 9.1209 to activate streets in contact with pedestrians.
- » Require designs that allow for future activity when demand occurs (need minimum dimensions) and also require some percent of space to be active immediately.
- » Require the first floor of residential units to physically connect with the street.
- » Require development to have true, honest, walkable, pedestrian scaled connections to the street, leading to where we want activity and pedestrians.

PARKING DESIGN & STREET TREATMENT

Livable City Guiding Principle: Build vibrant and activity-filled public streets and open spaces that promote community engagement so that Charlotteans of all ages and abilities can participate in a public life.

Priority: Require parking to be designed and located to support walkability.

Commission Discussion:

- » Prohibit parking, blank walls, “cars behind bars”, wide roll up doors, fake windows or only wall recesses along streets.
- » Hide parking lots from view along a public street, rather than screening them.
- » Locate all parking behind a use with access and entrances directly to street.
- » Provide pedestrian access through the parking lot to all entrances.
- » Prohibit no front door, exiting through the parking deck, and totally walled off compounds.



Left / The Gold District, Charlotte, NC
Right / Ponce City Market, Atlanta, GA



RAIL TRAIL

Livable City Guiding Principle: Create a state-of-the-art transportation system that equally provides for the health and safety of pedestrians, bicyclists, transit riders, and motorists and is accessible to people of all ages and abilities.

Priority: Requiring development to consider the Rail Trail a front that it must respect and enhance.

Commission Discussion:

- » Treat the trail as though it were a street – orient towards and connect to it.
- » Make requirements for streets applicable to this pedestrian/bicycle oriented street.
- » Develop prototype designs and/or guidelines to demonstrate appropriate design of open space, especially rail trail.

ARCHITECTURAL DESIGN & DENSITY

Livable City Guiding Principle: Promote a mix of land uses within a close proximity so that Charlotteans can live, work, play, shop, and worship in a neighborhood without the need for an automobile;

Priority: Require development to be more diverse, enhancing the pedestrian environment and contributing to a unique sense of place.

Commission Discussion:

- » Break up large buildings with architectural elements.
- » Raise minimum density to existing conditions and require a mix of density across the site.
- » Require architectural diversification in a development so the buildings do not all look alike, especially relative to adjacent property.

PARKING STANDARDS

Livable City Guiding Principle: Create a state-of-the-art transportation system that equally provides for the health and safety of pedestrians, bicyclists, transit riders, and motorists and is accessible to people of all ages and abilities.

Priority: Revisit the amount of allowed parking to ensure an appropriate balance between supporting walkability/transit use and negatively impacting surrounding neighborhoods.

Commission Discussion:

- » Require accessible “minimum visitor parking” for residential developments adjacent to single family and count it towards the maximum parking allowed in the Ordinance.
- » Ensure parking standards minimize conflicts in residential areas (amount, size of spaces and location).
- » Provide ride sharing locations, parking bays, pickup areas.



Community Design Principles

Principles relating to the public realm and the buildings that frame it form the foundation for community design in South End. The principles are statements and goals that are achieved through specific dimensions, materials, and standards described in details in later sections.



Building Length and Proportions

Long, uninterrupted facades have a negative impact on the public realm and should be avoided. They offer less visual interest and variety for pedestrians, diminish available natural light and sky views, discourage through-block pedestrian connectivity, and limit valuable retail space.



Façade/Material Detailing

To encourage the good design of new buildings, facades should be detailed to avoid a monolithic appearance. Strategies to accomplish this include a clear delineation between the first floor base and the upper stories with changes in building materials and architectural style. Horizontal and vertical articulation enhance blank walls which raises the quality of building design.

Ground Floor Activity and Uses

Streets that include active uses such as retail shops and restaurants on the ground floor are perceived as being safer and more interesting, thus encouraging more pedestrian activity throughout the neighborhood and providing an important neighborhood amenity. Depending on the type of street and frontage, there are varying levels of preferred uses and designs.

Ground Floor Design

Large, transparent storefront windows provide a sense of connection between the public realm and the merchandise or activity inside. They also provide a source of lighting of the sidewalk at night. This connection encourages pedestrian activity along the frontage sidewalk.

Ground floor transparency should include visibility into interior spaces. This improves the connection between the sidewalk and the shop. High quality materials should also be used on the ground floor to withstand the wear and tear of a high pedestrian traffic environment. Finally, above ground utilities should not be located between the building and the primary frontage, as they intrude into the pedestrian space.

Top to bottom / 1 Ground floor transparency exceeding 75%, Birmingham, MI / **2** Ground floor minimum tenant space height, Birmingham, MI / **3** Quality ground floor building materials (masonry and stone), Birmingham, MI

Entrances

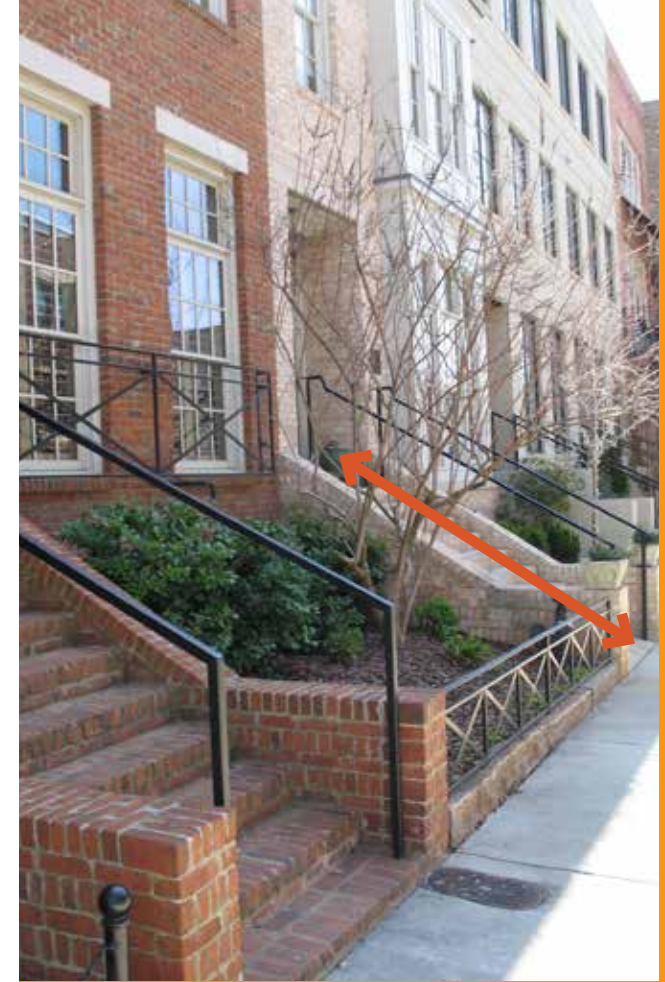
Prominent and easily discernible entrances provide pedestrians with a clear sense of direction and connection with retail spaces. The more prominent the street, the more frequent the entrances into the building should be. Multi-family residential development should provide direct connections to the sidewalk for ground floor units on most street types. Raised stoops and entries provide a sense of privacy for residential occupants and differentiate them from commercial entries. Stoops should also be designed as primary entrances and not as back porches.

Parking and Driveways

Vehicular movement and parking should be located so as to not negatively impact the pedestrian environment, improve aesthetics, and encourage the use of transit and other alternative transportation including autonomous and shared vehicles. Minimizing parking includes wrapping the ground floor of structured parking with active uses and on specific streets wrapping all floors of parking structures with active uses.

Trees and Landscaping

Trees and landscaping are all critical elements of the streetscape and should be selected and designed based on the appropriate context. When on-street parking is provided and commercial/high density residential uses are adjacent, trees in tree pits with grates are more appropriate than planting strips or curbed planters, as they provide more space for programming, outdoor dining and streetscape furniture.



Top to bottom / 1 Raised stoop entries for housing at Glenwood Park, Atlanta, GA / **2** 'Bookend' apartment concealing parking deck beyond, Greenville, SC

General Guidelines for all Sites + Buildings



Top to bottom / 1 Apartments with mid-block break at Lindbergh Station, Atlanta, GA / **2** Facade detailing with vertical proportions, Ann Arbor, MI / **3** Delineation between ground level and upper level floors at National Harbor, Alexandria, VA

BUILDING LENGTH AND PROPORTION

- 1. Maximum Building Face Length:** No building shall exceed 250 feet in block face without a break in the facade. Covered driveway accesses to garages are not considered acceptable breaks.
- 2. Vertical Proportions:** Buildings should be vertically proportioned so that the height of each bay should be taller than it is wide.
- 3. Long Facades:** When larger buildings are longer than 150 feet, the building should be architecturally divided into smaller increments. Window arrangement and size variation, vertical pilasters or other architectural elements should help create this effect. An over emphasis of this articulation, either in trying to make a larger building look like a series of significantly different small buildings or by extreme variation in surface plane should be avoided.

FACADE & MATERIAL DETAILING

- 1. Delineation Between First / Base Floor and Upper Floors:** The area where the first floor commercial base meets the second floor should be clearly defined with visual delineation.
- 2. Wall Depth / Material Detailing:** The design quality of buildings is typically impacted by the perceived “depth” of the facades. Walls that have different materials and

elements that occur in the same plane will appear flat and lifeless and should be avoided.

a. Larger facades: Facades over 50 feet in length shall be divided into shorter segments by means of structural modulation, repeating window patterns, changes in materials, canopies or awnings, varying roof lines and/or other architectural treatments.

b. Facade Articulation: Building elevations shall be designed with vertical bays or other articulated architectural features which shall include a combination of at least three of the following:

- » exterior wall offsets
- » columns
- » pilasters
- » change in materials or colors
- » awnings
- » arcades
- » other architectural elements

c. Blank Wall Detailing: Building elevations and site walls greater than 5 feet in height shall not have blank wall expanses greater than 20 feet in any horizontal or vertical direction. For blank walls greater than 10 feet, architectural features such as, but not limited to, banding, medallions or similar design

features, or materials will be provided to avoid a sterile, unarticulated blank treatment of such walls.

3. **First Floor Building Façade Materials:** High quality, durable finish materials should be used on the first floor street façade of buildings. This may include materials such as face brick and stone. Utility, decorative scored, or split-faced block are not appropriate. Split face block may be considered at the base up to no more than 2 ½ feet above the sidewalk. Simulated stucco/EIFS is not durable enough for use on the first floor.
4. **Storefront Window Proportions:** Windows should be large glazed panels, if possible, with smaller transom units above. Windows should fill most of the height of the first or base floor, to at least 10 feet above sidewalk grade. A series of narrow, vertical windows are typically not appropriate. Long groupings of storefront windows should typically have intermediate piers that help incorporate the commercial base with the massing above, ensuring the building does not appear “top-heavy or unsupported.”

ACCESS

1. **Parking Access:** Access to off-street parking including both surface lots and structured parking facilities should be from the least prominent, least pedestrian street. Parking access should not be located in the middle of a building and should instead be located to the side or rear if possible. The creation of new sidewalk curb cuts shall be avoided whenever an alternative point of access is available or can be created. Shared access agreements are strongly encouraged.
2. **Residential Parking Access:** Access to off-street parking areas for individual lots from the fronting street is prohibited. Such access should be from a low volume side street, rear alley or lane only. Garage doors for off-street parking areas facing public streets are prohibited.
3. **Drive-Thrus:** Drive-thrus shall not be allowed from any frontage.

RIGHT OF WAY ENCROACHMENTS & UTILITIES

4. **Extensions Into the Public Right of Way:** Canopies, awnings and other projecting elements towards the top of the base floor elevation are encouraged to help engage the street, define the building in a three dimensional manner, and provide shelter from adverse weather. Awnings should not be a vinyl material nor be back lit.
 - a. Minimum Projection (if provided): 3 feet
 - b. Minimum Clearance above sidewalk: 8 feet
5. **Building Utilities:** Building utilities (e.g., exhaust vents, air intakes, grease trap connections, meter banks, utility meters) shall not be placed on any principal pedestrian frontage (public street or rail-trail).
6. **Site Utilities:** Site utilities (e.g., transformers, mechanical and electrical equipment, dumpsters, backflow preventers, meter banks) shall not be located along any pedestrian frontage unless placed in an underground vault.

Street Standards

Signature Streets

Signature Streets are "complete streets" with high traffic volumes that are also comfortable and interesting places for pedestrians and cyclists. In South End, signature streets include: South Boulevard, South Tryon Street, East/West Boulevard and Remount Road.

New development on Signature Streets should have active ground floor flexibility that includes residential lobbies, restaurants, shops, and offices.

Main Streets

Main Streets are retail priority streets with 18 foot wide sidewalks adequate for outdoor dining, on-street parking, and amenity space for trees in tree grates and street furnishings.

Main Streets are expected to have high quality ground floor design standards with a mix of uses on upper floors.

Bike facilities on Main Streets are integrated into slow moving traffic in accordance with the Urban Street Design Guidelines.

Transition Streets

These streets are in areas where land uses are transitioning from lower/moderate density residential uses to more intense transit-oriented development. In these areas the sidewalks are still wide to accommodate increased pedestrian volumes. However, there are also additional buildings setbacks so that new development fits in with existing surroundings. Also encouraged are planters adjacent to on-street parking to provide street trees and additional landscaping.



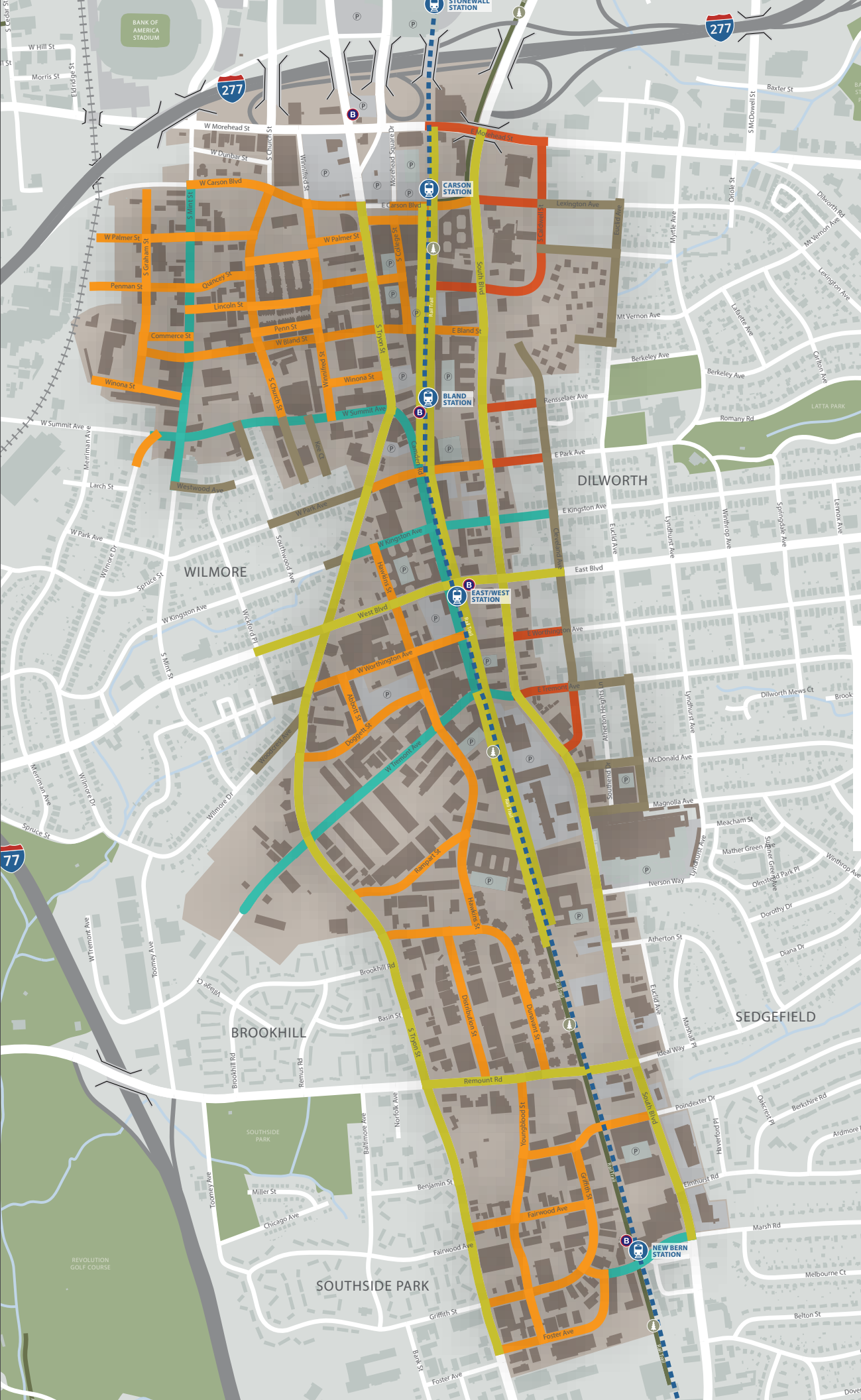
Mixed Use Streets

Mixed use streets are in areas closest to future transit stations and/or in areas that are likely to develop with office and higher density residential uses. Tree grates and wide sidewalks are designed for large maturing trees on Mixed Use Streets. Sidewalk widths are designed for more pedestrian activity and volumes than would be found in lower density residential areas.

Ground floor uses on Mixed Use Streets vary from residential buildings to retail and office. Ground floor design should accommodate the variety.

Neighborhood Streets

Along neighborhood streets residential development is built closer to the street and is typically higher density than adjacent single family neighborhoods. Neighborhood streets include townhouses, duplexes, and small apartment buildings that help to transition from higher density transit areas to predominately single family neighborhoods. Given the lower intensity and density of neighborhood streets, planting strips are appropriate between the sidewalk and curb. On-street parking is encouraged given the close proximity to the transit station.



Street Types

- » The street regulating plan presented on this page ties required street sections to specific blocks and corridors in accordance with the Charlotte Urban Street Design Guidelines (USDG).
- » The Street map ties to both the public realm standards listed and the streetscape. Streets shown and classified update the South End Station Area Plan and the New Bern Station Area Plan to meet the following standards.

- Signature Street
- Main Street
- Mixed-Use Street
- Transition Street
- Neighborhood Street
- Rail Trail

Street Frontages

	SIGNATURE STREETS	MAIN STREETS	MIXED USE STREETS	TRANSITION STREETS	NEIGHBORHOOD STREETS
GROUND FLOOR DESIGN					
MIXED USE/COMMERCIAL FRONTAGES					
Minimum Ground Floor Transparency: The first floor of all buildings must include transparent windows and doors (not screened by any opaque material) arranged so that the uses are visible to a depth of 20 feet along the street frontage between 2 feet and 10 feet measured from the sidewalk grade.	75% of width	75% of width	60% of width	60% of width	N/A
Minimum Ground Floor Height for Commercial/ Mixed Use Ground Floor Buildings. Floor Height shall be measured from finished floor to finished floor.	17 ft	17 ft	17 ft	17 ft	N/A
Ground Floor Uses & Activity	Active, occupiable space including residential, commercial, and office uses	Active, occupiable limited space to commercial uses (retail, restaurants, galleries and entertainment venues)	Active, occupiable space including residential, commercial, and office uses	Active, occupiable space including residential, commercial, and office uses	Active, occupiable space including residential, commercial, and office uses
Minimum Tenant Space Depth. All built space must be built with utility connections.	20 ft	20 ft	20 ft	N/A	N/A
Maximum Entrance Height from sidewalk grade	3 ft	0 ft	5 ft	5 ft	N/A
Maximum Ground Floor Unit Entrances/Operable Door Spacing: All ground floor commercial units shall provide entrances facing the street and include direct pedestrian connections to sidewalks. The main entrance shall not be set back more than five feet from the required setback, unless a public seating area or plaza is provided in front of the building.	50 ft	50 ft	100 ft	100 ft	N/A
RESIDENTIAL FRONTAGES					
Porches and Stoops: Usable porches and stoops shall form a predominant feature of the building design and be located on the front and/or side of the building. Usable front porches should be covered and be at least 6 feet deep. Stoops and entry-level porches may be covered but should not be enclosed.	N/A	N/A	Raised entries: Residential entries within 15 ft of a sidewalk must be raised from the average sidewalk grade a minimum of 2 ft. Small gardens, patios, and other horizontal separation may be used as an alternative.	Required	Required

	SIGNATURE STREETS	MAIN STREETS	MIXED USE STREETS	TRANSITION STREETS	NEIGHBORHOOD STREETS
STRUCTURED PARKING FACILITY DESIGN					
Street Frontage: All parking on all streets in South End must be screened and wrapped with active uses on the ground floor.	All above ground parking facilities should be set back 30 feet from the sidewalk line and have occupiable building space between the parking deck and the street on all floors for 100% of the frontage.	All above ground parking facilities should be set back 30 feet from the sidewalk line and have occupiable building space between the parking deck and the street on all floors for 100% of the frontage.	Parking is allowed above the ground floor, however all parking structures shall have ground floor active uses that meet the Ground Floor Design for mixed use buildings for 100% of the frontage.	Parking is allowed above the ground floor, however all parking structures shall have ground floor active uses that meet the Ground Floor Design for mixed use buildings for 100% of the frontage.	All above ground parking facilities should be set back 30 feet from the sidewalk line and have occupiable building space between the parking deck and the street on all floors for 100% of the frontage.
Screening: All openings and parking that is not wrapped with active uses must be designed so that vehicles are not visible from the sidewalk.	Required	Required	Required; Parking located above the ground floor shall be screened with louvers and grillwork.	Required; Parking located above the ground floor shall be screened with louvers and grillwork.	Required
STREETSCAPES AND SETBACKS					
Streetscape	10 ft sidewalk 6 ft tree grate	12 ft sidewalk 6 ft tree grate	10 ft sidewalk 6 ft tree grate	10 ft sidewalk 6 ft raised planter	8 ft sidewalk 8 ft planting strip
Building Setback from Back of Curb	East/West Boulevard: 24 ft All others: Back of Sidewalk per Street Section	Back of Sidewalk per Street Section	Back of Sidewalk per Street Section	20 ft	24 ft minimum

Street Sections

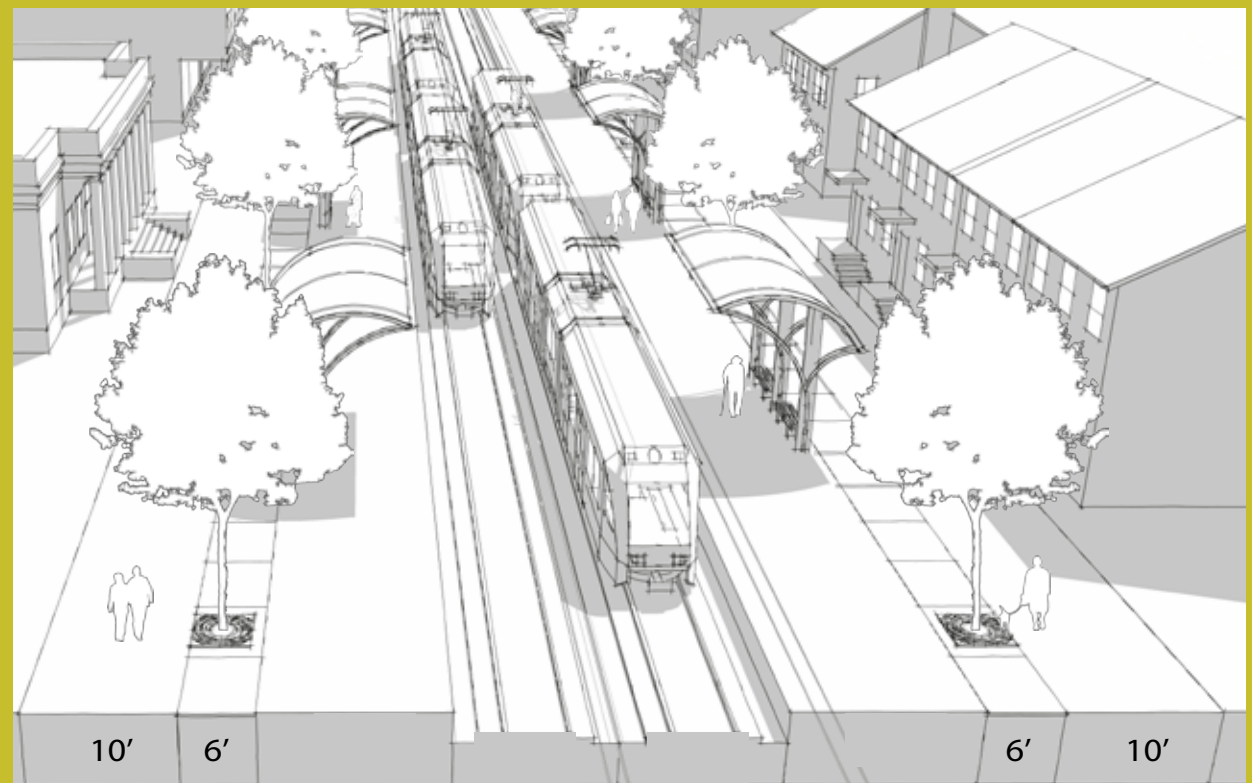
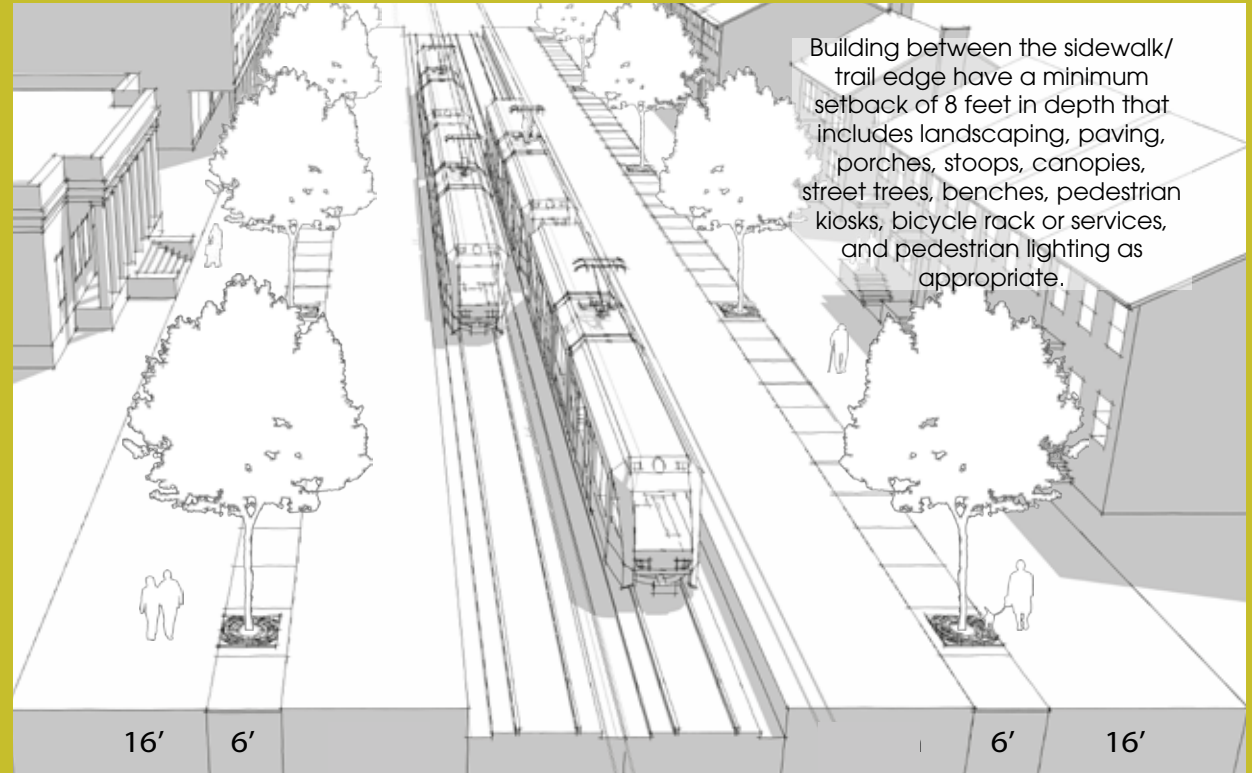
Rail Trail / 1 Standard Cross Section

A wide walkable, bikeable trail connecting South End and Uptown. 16 foot width gives the trail the width necessary to accommodate current foot and bike traffic, while including additional space for growth. The tree grates shown can also be interspersed with low landscaping when appropriate and at the discretion of the review team.

Rail Trail / 2 Light Rail Station Platform Cross Section

Width for the trail and platform increase needed space as one approaches the light rail platform. Widening the trail to 10 feet allows for passing for different user types, while also accommodating the typical platform traffic.

RAIL TRAIL



REMOUNT ROAD: SOUTH BOULEVARD TO SOUTH TRYON STREET



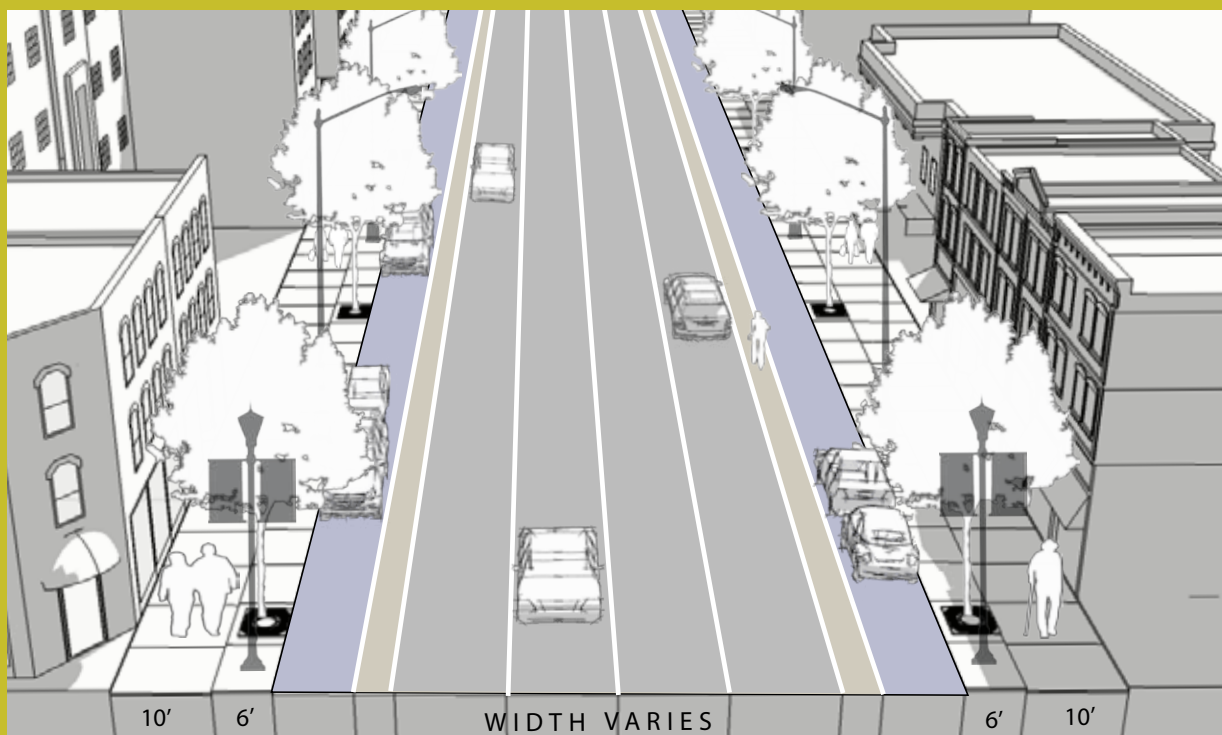
Remount Road

A 16 feet wide sidewalk area gives the width necessary to accommodate pedestrians and provide space for outdoor dining and other programming. A single travel lane in each direction is paired with a bike lane and on street parking. The tree grates shown can also be interspersed with low landscaping when appropriate and at the discretion of the review team.

East/West Boulevard

A 16 feet wide sidewalk area gives the width necessary to accommodate pedestrians and provide space for outdoor dining and other programming. Two travel lanes in each direction are paired with a bike lane and on-street parking. The tree grates shown can also be interspersed with low landscaping when appropriate and at the discretion of the review team.

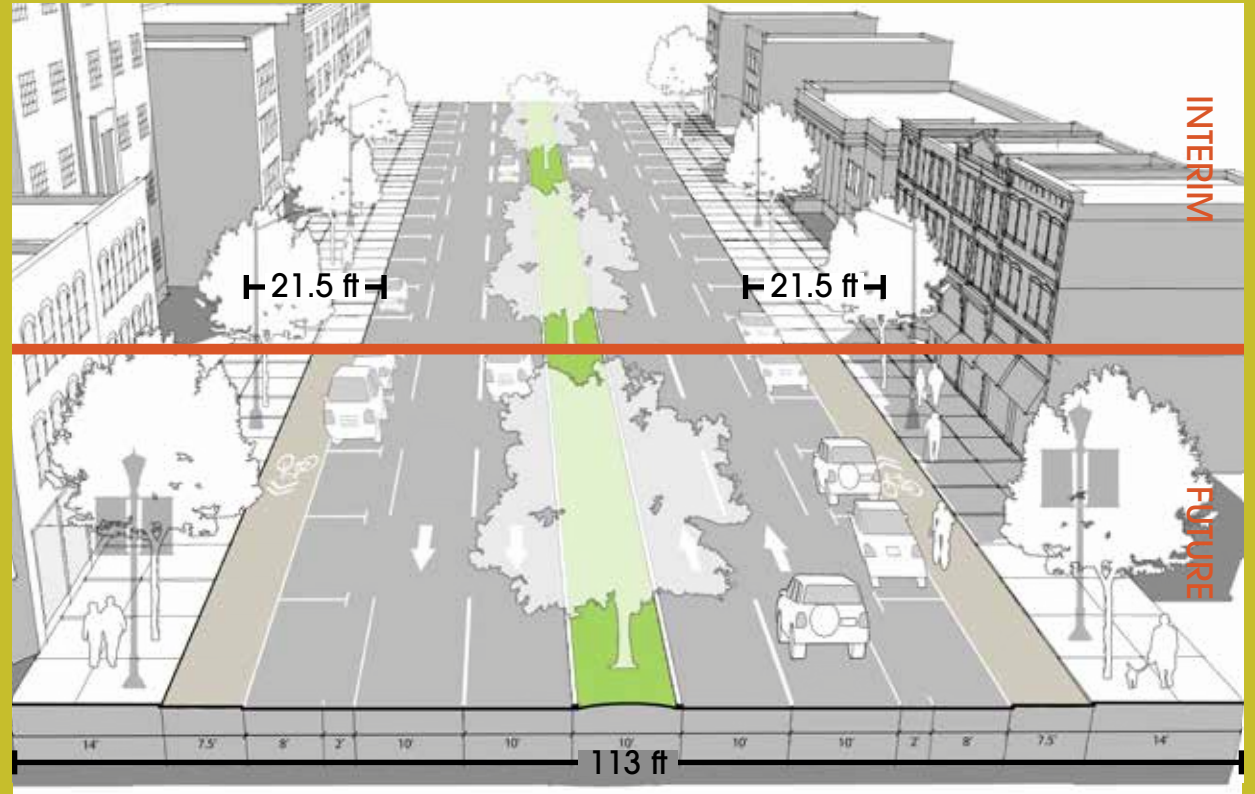
EAST/WEST BOULEVARD



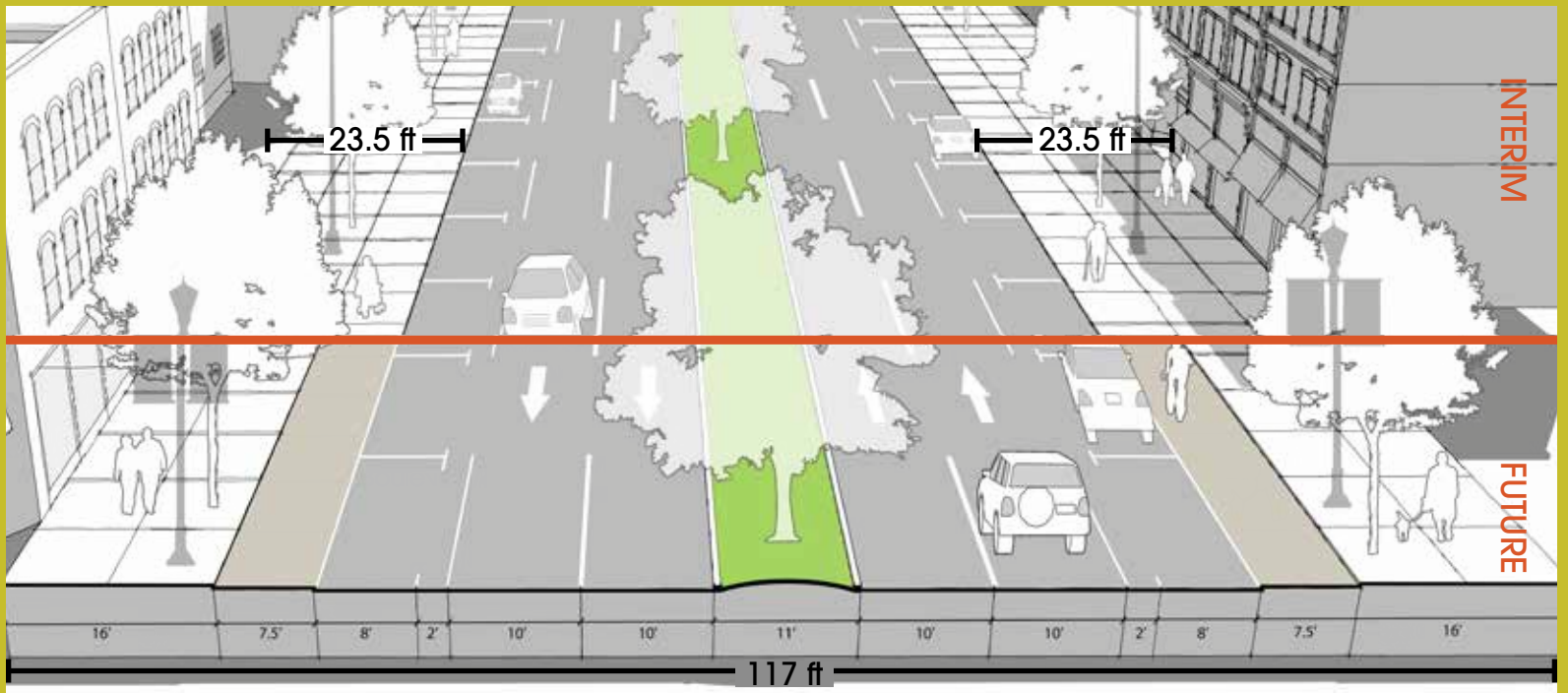
SOUTH BOULEVARD SEGMENT 1: CARSON BOULEVARD TO IVERSON WAY

South Boulevard/ 1 Segment 1 + 2

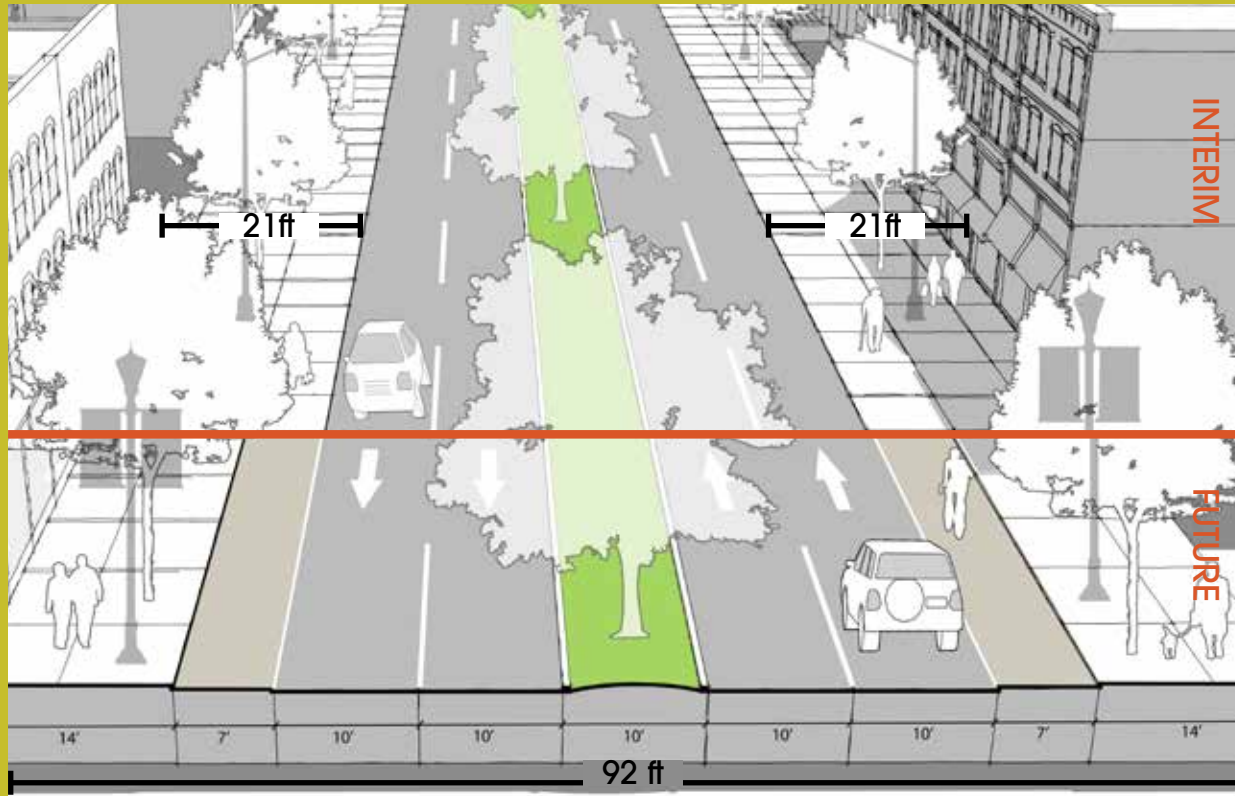
In Segment 1, a wide streetscape of 21.5 ft includes space for a future separated bike lane. Once enough contiguous blocks are built out for a viable bike lane, the sidewalk area will be reduced to 14 ft. Segment 2 contains a wider 23.5 ft. streetscape with a future separated bike lane reducing the sidewalk area to 16 ft. On street parking is included on both segments



SOUTH BOULEVARD SEGMENT 2: IVERSON WAY TO CLANTON ROAD



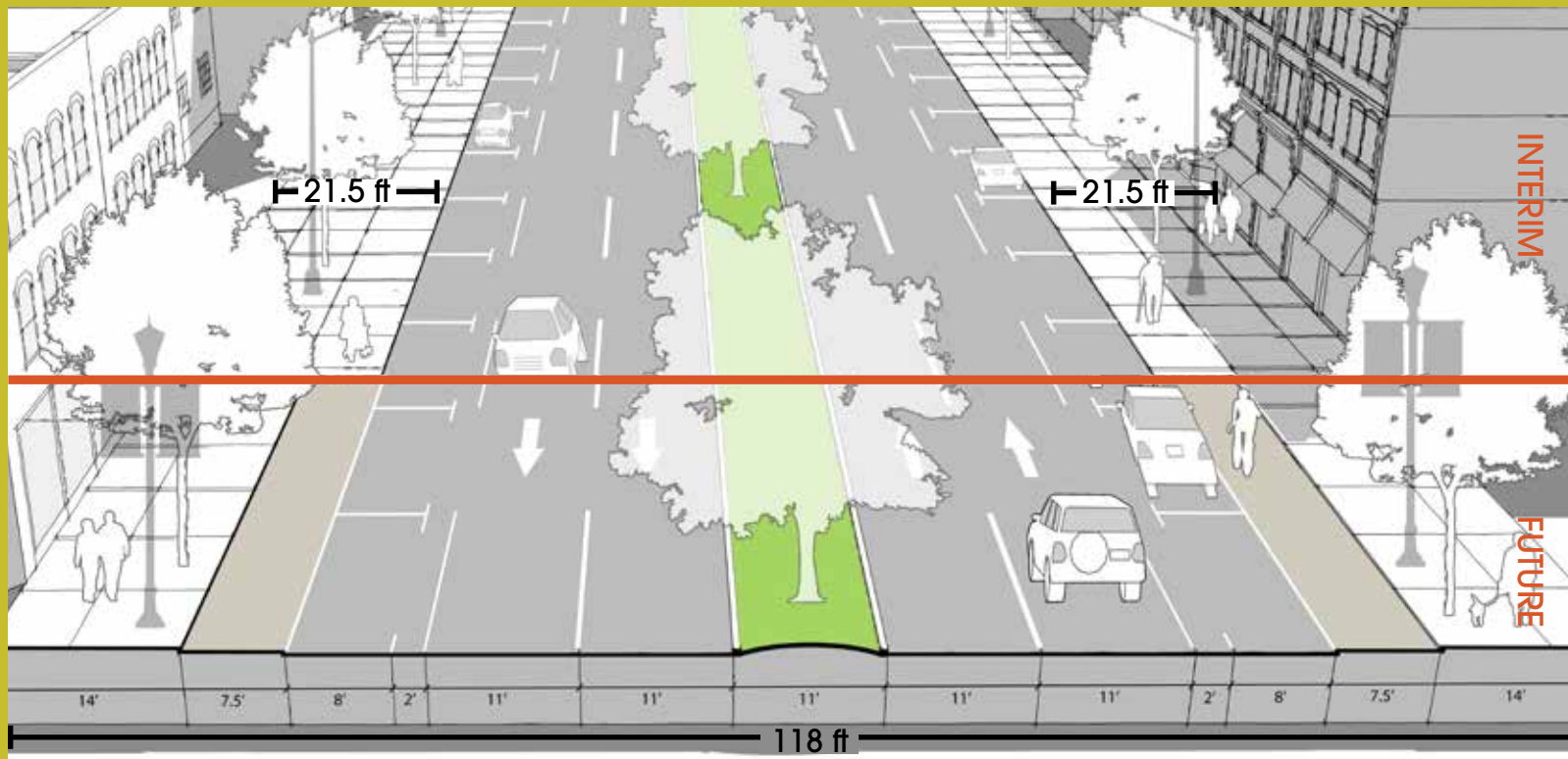
SOUTH TRYON STREET SEGMENT 1: CARSON BLVD TO TREMONT AVE.



South Tryon Street/ 2 Segment 1 + 2

In Segment 1, a wide streetscape of 21 ft includes space for a future separated bike lane. Once enough contiguous blocks are built out for a viable bike lane, the sidewalk area will be reduced to 14 ft. In Segment 2 a wider 21.5 streetscape with a future raised bike lane reducing the sidewalk area to 14 ft. Segment two includes on-street parking.

SOUTH TRYON STREET SEGMENT 2: TREMONT AVE TO CLANTON DRIVE

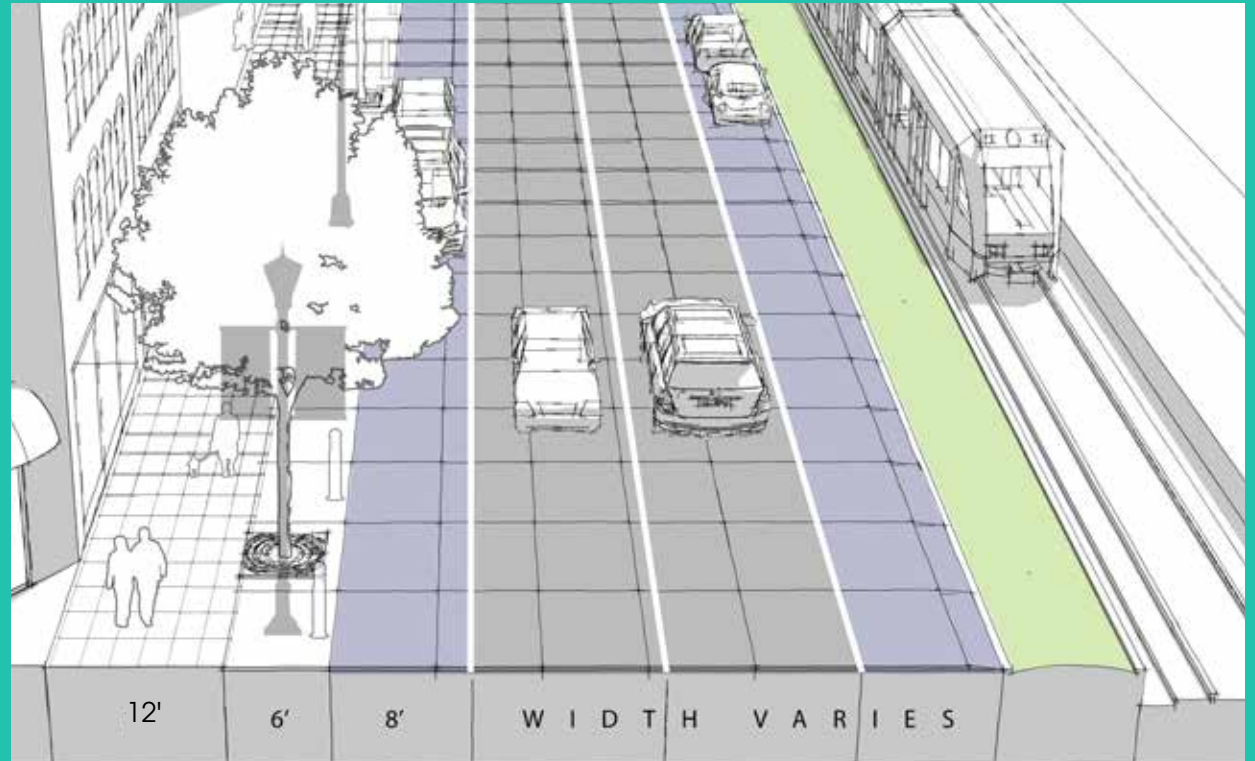


Camden Road

The Main Street of South End with the light rail line on one side and a festival street to the face of buildings on the other side.



CAMDEN ROAD

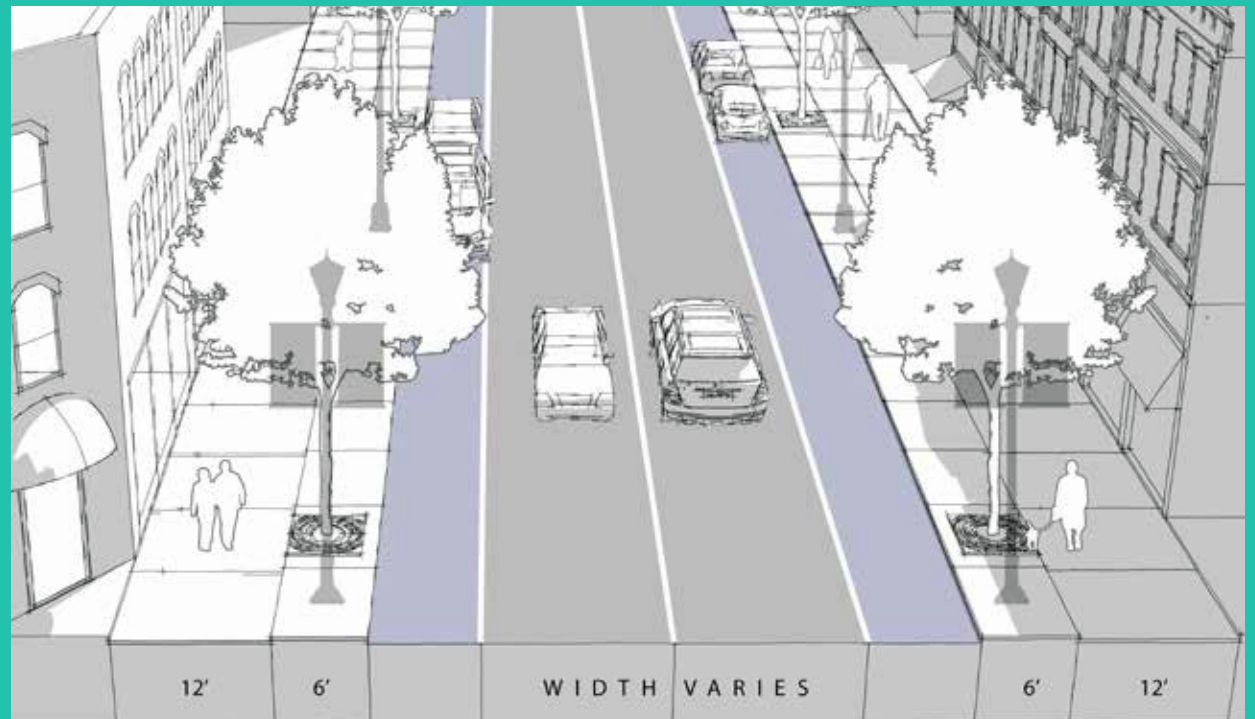


Main Street

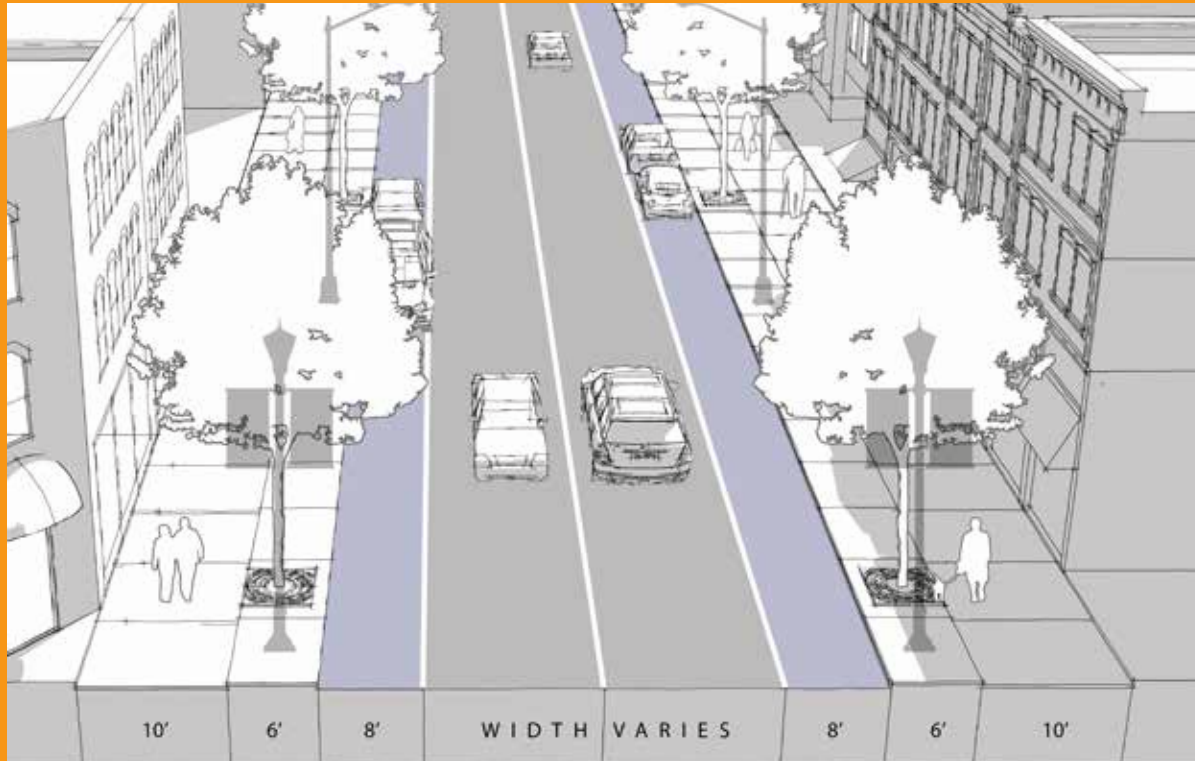
Shared traffic with bikes and cars, on-street parking and an 18 foot sidewalk comprises the Main Street section. Tree grates that are designed to be flush with the sidewalk and are prescribed in the Charlotte Land Development Standards are typical.



MAIN STREET



MIXED USE STREET



Mixed Use Street

A mix of uses, wide sidewalks, and slower automobile traffic are characteristics of a mixed use street. The streetscape is 16' feet wide and on-street parking is expected with two travel lanes. Bicycle facilities are appropriate on select mixed use streets guided by the Charlotte Bikes Bicycle Plan.



Vancouver, CA / 1 A mixed use street example in Vancouver, CA.

Transition Street

Transition Streets accommodate both residential and mixed use buildings. A 16 ft wide streetscape with tree planters, on-street parking, and a wide sidewalk allow a range of uses. At the back of the sidewalk an additional 4 ft setback provides a transition to lower intensity development. Bicycle facilities are appropriate on select transition streets guided by the Charlotte Bikes Bicycle Plan.

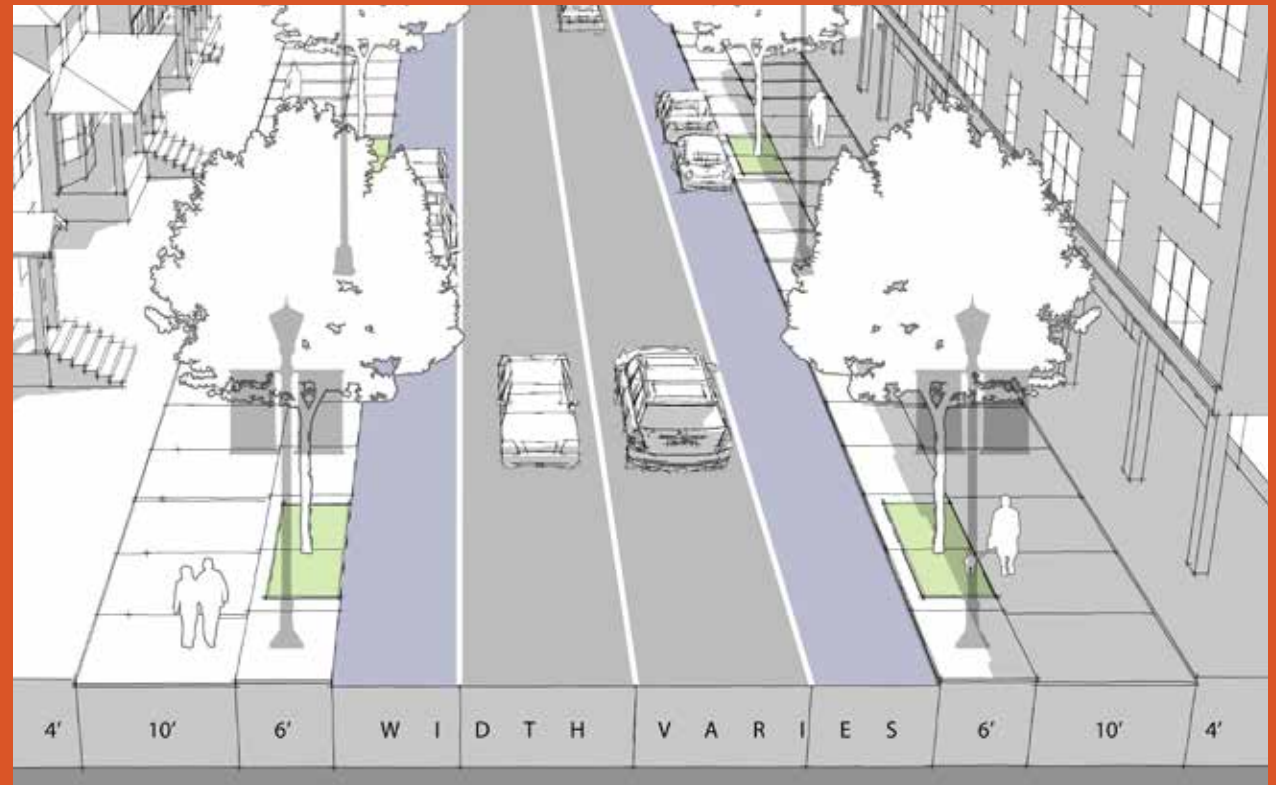


Atlanta, GA / Townhouses

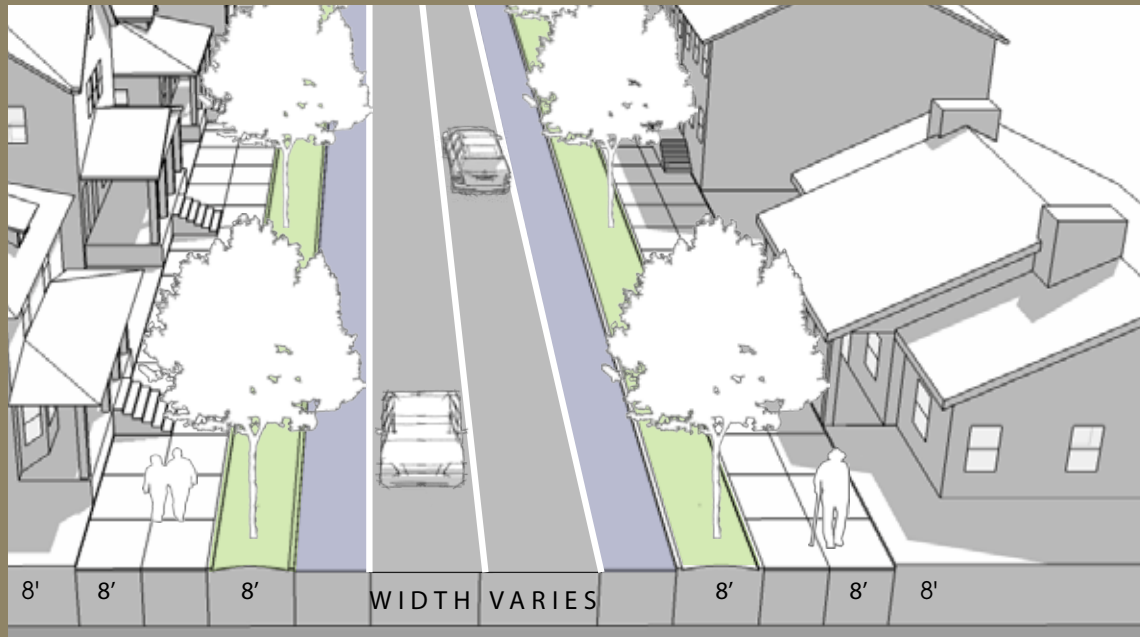


Charlotte, NC / Raised Tree Planter

TRANSITION STREETS



NEIGHBORHOOD STREETS



Neighborhood Streets

An 8 ft planting strip with an 8 ft sidewalk and an additional 8 ft setback accommodates the residential neighborhood. Bicycle facilities are appropriate on select neighborhood streets guided by the Charlotte Bikes Bicycle Plan.



Neighborhood Streets / Charlotte, NC

Acknowledgements

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