



Steering Committee Meeting #3

5 March 2020

Meeting Summary

OVERVIEW

The third Steering Committee for the Charlotte Center City 2040 Vision Plan convened on March 5th, 2020. The Committee is an advisory group composed of a diverse group of distinguished leaders in Charlotte’s public, private, and nonprofit sectors who are tasked with providing direction on the planning process and reviewing draft deliverables at key milestones. The Steering Committee is chaired by Jennifer Appleby, President and Chief Creative Officer of Wray Ward, and Clay Armbrister, President of Johnson C. Smith University. The purpose of this third meeting was to provide updates on the project, community engagement efforts and Plan Framework as well as present ideas and concepts for the Vision Plan “Focus Areas”.

INTRODUCTION

Jennifer Appleby, President and COO of Wray Ward, and Steering Committee Co-Chair, opened the meeting and asked attendees to introduce themselves. Michael Smith, President of Charlotte Center City Partners (CCCP), welcomed participants to Johnson C. Smith University on behalf of Co-Chair Clay Armbrister who could not be in attendance.

Michael Smith then introduced Chris Beynon, Principal of MIG, who reviewed the meeting agenda and objectives. Next, Ellie Fiore, MIG Project Manager, provided project updates and described changes made to the 2040 Vision Plan Framework based on Steering Committee and community input. Next, Chris Beynon presented preliminary ideas for five key Focus Areas and facilitated a discussion of each. Each Focus Area is a part of Center City that will be addressed in detail in the Vision Plan.

DISCUSSION SUMMARY

This document summarizes the information and ideas covered in the meeting, organized by Focus Area. The project team will use the feedback collected during this session to refine the Focus Area

concepts and advance recommendations for the Draft Vision Plan. An image of the graphic notes recorded at the meeting is included at the end of the document.

FOCUS AREA COMMENTS

Overarching Comments

- Ensure long-term thinking throughout the plan.
- Demand that affordability is a key element of any big move and major investment.
- Look for K-12 education opportunities in all projects. Think about how to work with CMS.
- Address the North End, between Graham and 277 and advance applied innovation corridor.
- Infuse arts and culture throughout all Focus Areas, including artist housing and support. The New Orleans Musician's Village is a good example.

Cedar Yards

- Connect this area to recommendations for the Freeway Cap.
- Consider what interchange improvements are planned or needed; consider mode shift towards transit and less driving.
- Retain and build upon the great buildings and character that exist in the neighborhood.
- Protect and enhance the neighborhood identity.
- Look for opportunities to infuse arts and music into the new neighborhood.
- Address how this will impact Third Ward homes and residents, including potential displacement.
- Balance density and scale and ensure transitions between neighborhoods.
- Consider three scenarios based on potential stadium locations.
 - Current location.
 - Alternate location within the loop.
 - Location outside the loop.
- Create a new community destination here such as a signature park or public space.
- Ensure connections and access to adjacent neighborhoods and destinations.

Medical School Opportunity

- Think big! We can create a wellness district that provides a holistic healthy environment for all.
- Incorporate other educational opportunities, arts and business.
- Become a center of knowledge, health and innovation.
- Consider impacts to existing neighborhoods.
- Be intentional about affordability. Affordable and senior housing must be included.
- Learn from the New Orleans example.
- Tie in services including a free clinic.
- Include opportunities for learning and skill-building at all levels.

- Emotional and social learning.
- Wellness school for all ages.
- Address nutrition and food deserts:
 - Partner with culinary programs.
 - Provide a test / commissary kitchen for small businesses.
- Incorporate water and green / living streets.
- Infuse technology into health care and learning.
- Look at the planned medical campus in Austin as an example.
- Are there other possible locations for the medical school such as North Tryon / the North End?

Silver + Blue Line Crossing

- This will be the biggest regional transit connection and a major new dense urban node.
- Consider the resources needed to address grading (e.g., underground freeway).
- What happens around the station? Uses should include residential, parks and retail.
- Design a signature destination that is a place to visit, not pass through.
- What is the first impression?
- Design and plan for long-term growth.
- Infuse history through the design and tell our story.
- Discovery Place is expanding and needs green space –this could become part of the concept or programming.
- Look at examples including Hudson Yards, Denver, Sacramento, London (museum), Berlin.

East Trade and Government Center

- Activate Trade Street and the civic uses to the south.
- Leverage streetcar investment.
- This should be an east-west economic development corridor.
- Improve connections to the Second Ward.
- Significant amounts of affordable housing must be provided where City or other public property is repurposed.
- Improve connections from JCSU to CPCC.
- Infill and transportation of this corridor can happen soon.
- Spectrum Center and CTC draw people to the area, but there is opportunity for adding more destinations and attractions.
- Add activity after working hours to the Government District.
- Consider taking cars off some blocks to create active green streetscapes and other spaces.
- Make East Trade a Great Street.

Tryon Street

- Tryon Street should be a pedestrian-focused place.
- Allow flexibility in design and use along Tryon Street.
- Consider limited or eliminating cars on weekends.

- Tryon Street should be a place you want to be.
- Remove on-street parking.
- Create a more organic and less institutional environment, consider wood materials and grass.
- Add cool lighting treatments.
- Provide shelter and spaces for homeless residents.
- Tryon should be a real cultural corridor.
- Make it Shout! Everyday.
 - Bring art outside through projections and pop-ups along Tryon.
- Add personality and soul.
- This will require building owner cooperation.
- Re-asses the use of the street right-of-way.
 - Parklets.
 - Green Spaces.
 - Activity.
- Look at Broadway in New York and Chicago's Magnificent Mile as examples.

The graphic summary is included on the next page.



STEEERING COMMITTEE #3
MARCH 5, 2020
R.A.B.A.
KATIAH

LONG TERM THINKING!

DEMAND AFFORDABILITY WITH EACH BIG MOVE

K-12 EDUCATION IN ALL PROJECTS - WORK-W OMS

ADDRESS NORTH END!
GRAHAM - 2TH
ADVANCE APPLIED INNOVATION CORRIDOR

ARTIST HOUSING!
SUPPORT
EX: MUSCHAY'S VILLAGE - HOVA

ARTS - CULTURE THROUGHOUT

CEDAR YARDS

- CONNECT TO FWY CAP
- INTERCHANGE IMPROVEMENT
- SHIFT TOWARDS TRANSIT, ETC.
- INFUSE ARTS + MUSIC - NEW N HOOD
- RETAIN CHARACTER
- ADDRESS EXISTING HOMES
- PROTECT + ENHANCE IDENTITY
- BALANCE DENSITY + SCALE
- THIRD WARD DISPLACEMENT?
- CONSIDER 16 STADIUM STAYS
- NEW DESTINATION HERE!
STADIUM OUTSIDE LOOP
- THREE SCENARIOS?
STADIUM OUTSIDE LOOP
- CONNECTIONS + ACCESS

WELLNESS
HOLISTIC HEALTHY ENVIRONMENT FOR EVERYONE!
REINFORCE HEALTH INNOVATION
EPO SYSTEM

MEDICAL SCHOOL OPP

- OTHER EDUCATION OPPS
ARTS / BIZ
- IMPACTS TO N HOODS
- AFFORDABLE HOUSING
LEARN FROM NECA
SENSE HOUSING
- BE INTENTIONAL ABOUT AFFORDABILITY
- TIE IN SERVICES (OFFICE CLINIC)
- HOLISTIC HEALTH
SMALL BUILDINGS
- PARTNER W/ CULINARY PROGRAMS - ARTISTS
FOOD DESERT
TEST HYPERIN
- SMALL BUSINESS
- WATER + GREEN LIVING STREETS
- WELLNESS SCHOOL
INFUSE TECH INTO HEALTH + LEARNING
- EX AUSTIN
- OTHER LOCATIONS?
NORTH SIDE
PARKING

EMOTIONAL + SOCIAL LEARNING - TIE TO ARTS + INNOVATION

OLIVER - BLUE

- CONSIDER RESOURCES NEEDED
- MAJOR NEW NODE -> DENSITY
- RESIDENTIAL + PARKS + RETAIL
- BALANCE STONEWALL / SOUTH END
- DON'T ADDRESS NORTH END
- BIGGEST CONNECTION!
- PLACE TO VISIT / SIGNATURE
- WHAT HAPPENS AROUND STATION?
- DESIGN A DESTINATION
- WHAT'S THE FIRST IMPRESSION?
- STADIUM LOCATION?
- DESIGN + PLAN FOR GROWTH
- INFUSE HISTORY, TELL OUR STORY
- DISCOVERY PLACE NEEDS GREEN SPACE - PART OF THE PLACE

EX: HUDSON YARDS
DENVER
CAMARON
LEON
REBLAN

E TRADE + GOV'T CENTER

- CIVIC USES TO SOUTH - ACTIVATE TRADE
- LEVERAGE STREETCAR INVESTMENT
- EAST - WEST ECONOMIC DEVELOPMENT
- CONNECT TO SECOND WARD
- CITY PROPERTY RE USE MUST ↑ ALL
- CONNECT TO CPOC -> JCSU
- CAN HAPPEN SOON!
- SPECTRUM CENTER + CTC DRAW PEOPLE - NOW PROVIDE MORE
- GOVERNMENT DISTRICT - ADD ACTIVITY AFTER HOURS
- TAKE CARS OFF -> ACTIVE + GREEN SPACES / STREETSCAPE
- GREAT STREETS + PLACES



TRIXON STREET

- FLEXIBLE TREATMENT
- NO CARS ON WEEKENDS?
- A PLACE YOU WANT TO BE
- REMOVE ON-STREET PARKING
- MORE ORGANIC - WOOD GRASS NOT INSTITUTIONAL
- COOL LIGHTING TREATMENTS
- SHELTER + SPACE FOR HOMELESS
- A REAL CULTURAL CORRIDOR
- BRING ART OUTSIDE!
PROJECTIONS
PO-UPS
- PERSONALITY + SOUL
- BUILDING OWNER COOPERATION
- REASSES RIGHT OF WAY
PARKLETS
GREEN SPACES
ACTIVITY
- PEDESTRIAN - FOCUSED PLACE

EX: BROADWAY NIE
EX: MAGNIFICENT MILE - CAL

SHOUT! EVERYDAY