CONTENTS

SETTING THE SCENE
ACTIVATION - TACTICAL URBANISM
UNIVERSITY CITY SQUARE
UNIVERSITY CITY CORRIDOR
After a series of workshops in Charlotte ending in an open house presentation the team continued its collaboration to refine the initial ideas and visualizations.

**PROJECT TIMELINE**

**SETTING THE SCENE**

- Gathering Data
- Needs Assessment
- Review of existing conditions and documents
- UDO analysis
- Goals and Aspirations
- Stakeholder Engagement
- Listening Sessions
- Findings
- Development Scenarios
- Place-making
- Project Phasing and Early Activation
- Building Consensus
- Visualization
- Documentation
GOALS AND ASPIRATIONS
SETTING THE SCENE

This report outlines the potential redevelopment of University City Square as a key, central public space and redevelopment opportunity for University City and for the University.

The images to the right exemplify potential project outcomes and provide precedents for University associated public spaces.
This report represents the Legacy Project Charrette that was undertaken as part of the Congress for the New Urbanism’s 2023 Congress in Charlotte.

The images to the right outline several of the events and impacts on the site and project. The team held a site visit with numerous stakeholders, held several workshops with various stakeholder groups, and worked through a series of options for the planning and design of the Square.
The design team conducted various information gathering endeavours, listening sessions and open house presentations to seek feedback from a wide range of stakeholders.

This page states what we heard during those sessions: the key findings.

In addition to the public engagement session the team performed internal work session while collaboration with CNU representatives and University City Partners.
GREATER CONTEXT

SETTING THE SCENE

The site sits in a critical position, as a sort of crossroads between the University and University City.

Key elements of the area include the Boardwalk, a major public asset, the Atrium Health campus, the UNC Charlotte Athletics complex, and connections to the main campus and the Greenway.
An initial observation on the site context was the potential for a linear connection between the lake, the University and Tryon Street developments.

City Square sits at the intersection of several key assets in the vicinity. It has the potential to create a gateway from University City into the Campus, providing a potentially strong connector between the two areas.
UNIVERSITY CITY - EXISTING CONDITIONS

SETTING THE SCENE

There is ample area for redevelopment on the existing site, and the current development provides several key supporting assets for the broader community, including the Food Lion and several of the businesses in the two existing out-parcels.
UNIVERSITY CITY - INITIAL PROPOSAL

SETTING THE SCENE

The first move is to create an internal network of streets, or ways, that provides a development framework for the site. This leads to a direct and strong connection between the University campus and the newly framed redevelopment project.
SETTING THE SCENE

In the early stages of the project, the introduction of a temporary but well-programmed public square will not only announce the coming transformation of the site, but also provide a way to drive activity and interest from the very early days of the effort. This is a key component to the redevelopment program for the site, as it will allow a number design and programmatic elements to be tested, adapted, and eventually adopted into the build-out of a permanent public space.
TACTICAL URBANISM

ACTIVATION
“Tactical Urbanism” is an approach to neighborhood building that uses short-term, low-cost, and scalable interventions and policies to catalyze long term transformation.

At University Square, the use of early, tactical program and design interventions should be used to provide a strong foundation for the long-term transformation of the site.

The use of programming and events within an appealing and fun public setting is critical to changing the University City community’s perception of the site. It will also serve as a catalyst for modifying how and why people visit and engage with the University of Charlotte and its adjacent surroundings. As a development tool, it will start framing the idea of a new ‘Main Street’ for the area and allow lightweight and relatively low cost market testing to ensure long-term designs and supporting programs are successful in the mid to long-term.
Tactical Urbanism is an iterative process that allows for small projects to grow into larger ones. The success of the methodology relies on defining clear goals and metrics for success against which to measure and evaluate project outcomes. If any component of the project's performance is lacking, the very nature of the temporary materials used allows for changes to be made quickly. The result is a project delivery process that is flexible and responsive to real-world social, economic, and political conditions.

Tactical Urbanism has evolved to include three distinct project types: demonstration, pilot, and interim design. Each of the types may be deployed for specific reasons and includes specific materials, community engagement, evaluation, and implementation techniques.

The University Square project proposes to lead with a phased, tactical public space that will grow alongside the large development, diversifying how and why the public accesses what will become a dynamic destination for the larger community.

Not all projects need to begin with a demonstration project and progress through the various types before arriving in a capital-intensive construction project, although many do follow that trajectory.
CASE STUDY - GREAT (INTERIM) PUBLIC SPACES

ACTIVATION - TACTICAL URBANISM

When considering the introduction of the square, it's important to create a space of appropriate size and scale. Getting this right will help the public space feel safe, comfortable, and inviting for people of all ages and backgrounds. The benefits of taking a tactical approach will be that the size of the square can be grown or shrunk depending on the success and continued growth of the larger University City Square development.

The images to the right showcase a range of early activation spaces and are accompanied by scale comparison overlaid on the existing University City development site. The project team's initial thinking is that an approximately 30,000 square foot public space will be appropriate in the initial project phase but could grow over time as needed to accommodate larger events/activities that track alongside the growth of future development.
CASE STUDY - GREAT PERMANENT PUBLIC SPACES

ACTIVATION - TACTICAL URBANISM

A successful temporary square with a range of programs will provide the foundation for a permanent, beloved community public space.

The images to the right demonstrate permanent, central squares embedded within emerging or recently completed redevelopments of similar type and size as the current University City site. Like the previous page, each example is overlaid onto the site and reinforces the project team’s initial thinking about the dimensional characteristics inherent to a temporary and permanent square.

Director’s Park | Portland, OR
Mosaic | Fredericksburg, VA
Hazelwood Green | Pittsburgh, PA
Beacon Park | Detroit, MI

128’ x 200’ (25,600 sq. ft.)
Irregular (35,000 sq. ft.)
240’ x 350’ (84,000 sq. ft.)
Irregular (53,000 sq. ft.)
In its temporary or permanent form, the square seeks to preserve existing pedestrian desire lines, increase shade, add diverse seating options, use bright and bold colorways, and embed a flexible open space that can accommodate a diverse range of active and passing programming.
This rendering showcases how a temporary public space can deliver a range of passive and active programming, like pickleball, gardening, public art, seating, community lawn with outdoor screenings, and food trucks can be accommodated within the proposed footprint of the square.
DEVELOPMENT SCENARIOS

UNIVERSITY CITY SQUARE

ONE
UNIVERSITY ACTIVITY HUBS

TWO
UNIVERSITY GATEWAYS

THREE
LAYERED COMMONS

VACANT BUILDING
RETAIL
FOOD LION
STARBUCKS
RETAIL
In the early stages of the project, an early activation scheme, centered around a new square, is presented as a way to announce the coming transformation of the site, as well as provide a way to drive activity and interest from the very early days of the effort. This is a key component to the redevelopment program for the site.

EXISTING PARKING: 659 SPACES
# DEVELOPMENT SCENARIOS

## UNIVERSITY CITY SQUARE

## ONE

### Scenario 1

<table>
<thead>
<tr>
<th>Building</th>
<th>Uses</th>
<th>Ground Level</th>
<th>Mid Levels</th>
<th>Upper Levels</th>
<th>Upper Total</th>
<th>Total Required Parking</th>
<th>Provided Parking</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Residential</td>
<td>Residential</td>
<td>47,888</td>
<td>58,146</td>
<td>174,438</td>
<td>174</td>
<td>25,404</td>
<td>25,051</td>
<td></td>
</tr>
<tr>
<td>2 Food Lion</td>
<td>Residential</td>
<td>30,097</td>
<td>30,097</td>
<td></td>
<td>30,097</td>
<td>50,741</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>3 Hospitality</td>
<td>Hospitality</td>
<td>29,350</td>
<td>8,570</td>
<td>1,850</td>
<td>1,850</td>
<td>146,520</td>
<td>146,520</td>
<td></td>
</tr>
<tr>
<td>4 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>5 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>6 Residential</td>
<td>Residential</td>
<td>25,404</td>
<td>-</td>
<td>45,222</td>
<td>45,222</td>
<td>185,768</td>
<td>185,768</td>
<td></td>
</tr>
</tbody>
</table>

**Total:**

- Residential: 180,986
- Food Lion (Exist): 51,432
- Hospitality: 19,644
- Office: 19,644
- Total: 218,817

### Scenario 2

<table>
<thead>
<tr>
<th>Building</th>
<th>Uses</th>
<th>Ground Level</th>
<th>Mid Levels</th>
<th>Upper Levels</th>
<th>Upper Total</th>
<th>Total Required Parking</th>
<th>Provided Parking</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Residential</td>
<td>Residential</td>
<td>47,888</td>
<td>58,146</td>
<td>174,438</td>
<td>174</td>
<td>25,404</td>
<td>25,051</td>
<td></td>
</tr>
<tr>
<td>2 Residential</td>
<td>Residential</td>
<td>30,097</td>
<td>30,097</td>
<td></td>
<td>30,097</td>
<td>50,741</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>3 Office</td>
<td>Hospitality</td>
<td>29,350</td>
<td>8,570</td>
<td>1,850</td>
<td>1,850</td>
<td>146,520</td>
<td>146,520</td>
<td></td>
</tr>
<tr>
<td>4 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>5 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>6 Food Lion (Exist)</td>
<td>Residential</td>
<td>51,432</td>
<td>-</td>
<td>45,222</td>
<td>45,222</td>
<td>185,768</td>
<td>185,768</td>
<td></td>
</tr>
</tbody>
</table>

**Total:**

- Residential: 218,817
- Food Lion (Exist): 51,432
- Hospitality: 19,644
- Office: 19,644
- Total: 317,408

### Scenario 3

<table>
<thead>
<tr>
<th>Building</th>
<th>Uses</th>
<th>Ground Level</th>
<th>Mid Levels</th>
<th>Upper Levels</th>
<th>Upper Total</th>
<th>Total Required Parking</th>
<th>Provided Parking</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Residential</td>
<td>Residential</td>
<td>47,888</td>
<td>58,146</td>
<td>174,438</td>
<td>174</td>
<td>25,404</td>
<td>25,051</td>
<td></td>
</tr>
<tr>
<td>2 Food Lion+Office</td>
<td>Residential</td>
<td>30,097</td>
<td>30,097</td>
<td></td>
<td>30,097</td>
<td>50,741</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>3 Office</td>
<td>Hospitality</td>
<td>29,350</td>
<td>8,570</td>
<td>1,850</td>
<td>1,850</td>
<td>146,520</td>
<td>146,520</td>
<td></td>
</tr>
<tr>
<td>4 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>5 Office</td>
<td>Office</td>
<td>29,350</td>
<td>-</td>
<td>29,350</td>
<td>29,350</td>
<td>146,750</td>
<td>146,750</td>
<td></td>
</tr>
<tr>
<td>6 Residential</td>
<td>Residential</td>
<td>25,404</td>
<td>25,051</td>
<td>150,102</td>
<td>150,102</td>
<td>125,573</td>
<td>125,573</td>
<td></td>
</tr>
</tbody>
</table>

**Total:**

- Residential: 177,385
- Food Lion Office: 51,432
- Hospitality: 19,644
- Office: 19,644
- Total: 251,514

## TWO

## THREE
DEVELOPMENT SCENARIOS
UNIVERSITY CITY SQUARE

ONE

The program placement and development sequence for scenario one frame the central University City Square while strengthening the linear connection to the University and existing greenway system.

Development Data

<table>
<thead>
<tr>
<th>Uses</th>
<th>GSF</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>180,986</td>
<td></td>
</tr>
<tr>
<td>Food Lion</td>
<td>30,097</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>525,228</td>
<td>525</td>
</tr>
<tr>
<td>Office</td>
<td>293,600</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>117,170</td>
<td>130</td>
</tr>
</tbody>
</table>

Parking Demand: 1,916 Spaces
Parking Provided: 625 Spaces
In phase 1, a 6-story multi-family building with ground floor retail shops will be built and create opportunities for existing retail tenants to relocate. The temporary plaza set up of the pre-phase continues its activation programs.

In phase 2, the existing retail building will be demolished to build a new Food Lion building that will be occupied by the existing Food Lion tenant. A grand stair will create opportunities to draw pedestrians into the site and connect them with the activities in University City Square.

In phase 3, the temporary plaza will transform to permanent University City Square with new small retail shops and canopy structures. A hospitality building will complete this phase.

In phase 4, after the existing Food Lion building was demolished the eastern portion of the site provides opportunities for residential and commercial developments in respond to market needs.
DEVELOPMENT SCENARIOS

UNIVERSITY CITY SQUARE

### Development Data

<table>
<thead>
<tr>
<th>Uses</th>
<th>GSF</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>167,385</td>
<td></td>
</tr>
<tr>
<td>Food Lion</td>
<td>51,432</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>517,518</td>
<td>517</td>
</tr>
<tr>
<td>Office</td>
<td>293,500</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>117,170</td>
<td>130</td>
</tr>
</tbody>
</table>

Parking Demand: 1,924 Spaces
Parking Provided: 905 Spaces

The University City Square as central gathering place and its adjacent open space nodes create distinct connections to nature and urban activities along North Tyron.

### University Gateways

The University Gateways project includes the following areas:

1. University City Square
2. Retail Pavilion
3. Food Lion
4. Grand Stair
5. Hospitality
6. Multi-Family Residence
7. Commercial Development
8. University Connector
In phase 1, a 6-story multi-family building with ground floor retail shops will be built and create opportunities for existing retail tenants to relocate. The temporary plaza set up of the pre-phase continues its activation programs.

In phase 2, the existing retail building will be demolished to build a 7-story multi-family building with retail space on the ground level. A grand stair will create opportunities to draw pedestrians into the site and connect them with the activities in University City Square.

In phase 3, the temporary plaza will be transformed to the permanent University City Square with new small retail shops and canopy structures. A 6-story commercial building will frame the square and define an urban edge along North Tyron.

In phase 4, a commercial and a hospitality building will be developed. In this scenario, the existing Food Lion will remain in its existing location.
DEVELOPMENT SCENARIOS

UNIVERSITY CITY SQUARE

THREE

To become an integral part of the existing urban fabric each scenario thoughtfully responds to the context and existing connections.

Development Data

<table>
<thead>
<tr>
<th>Uses</th>
<th>GSF</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>177,385</td>
<td></td>
</tr>
<tr>
<td>Food Lion</td>
<td>30,097</td>
<td>790</td>
</tr>
<tr>
<td>Residential</td>
<td>790,338</td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>293,360</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>84,000</td>
<td>130</td>
</tr>
</tbody>
</table>

Parking Demand: 2,507 Spaces
Parking Provided: 983 Spaces
DEVELOPMENT SCENARIOS
UNIVERSITY CITY SQUARE

THREE

PHASE 1
In phase 1, a 6-story multi-family building with ground floor retail shops is built and ready for the existing retail tenants to move in. The temporary plaza set up in the pre-phase keeps running with activation programs.

PHASE 2
In phase 2, the existing retail building will be demolished. In its place a new commercial building with space for Food Lion will be build. The new grocery store will be visible and accessible for pedestrians from North Tyron St. A grand stair will draw pedestrians into the site and connect them with the activities in University City Square.

PHASE 3
In phase 3, the temporary plaza will transform to permanent University City Square with new small retail shops and canopy structures. A commercial building will complete this phase and anchor the entry of North Tyron Street.

PHASE 4
In phase 4, after the existing Food Lion building was demolished the eastern portion of the site provides opportunities for residential and commercial developments in respond to market needs.
Creating a welcoming and visually appealing arrival moment to University City Square to signal the transition into the new public realm which focuses on the overall pedestrian experience with clear wayfinding, comfortable paths, and attractive streetscapes.
The University City Square is a central plaza encouraging social interaction, physical activity, and cultural experience - all to foster a sense of community.
CONNECTIVITY
UNIVERSITY CITY SQUARE

With its central location and activities University City Square becomes the crossways of this development and greater neighborhood. Its residence, visitors – all user groups will experience the place actively or in passing.
The building placement and design allow for attractive views to and from the University City Square to promote its visibility and diverse activities.
ACTIVITY
UNIVERSITY CITY SQUARE

An active and vibrant place sparks community engagement, social and cultural exchange as well as economic opportunities.
Thoughtfully placed recreational elements on the University City Square and adjacent open spaces will enhance the quality of life for residents, attract visitors and contribute to the overall vibrancy of the new development and beyond.
The grand stair creates a gateway to the University City Square, and a memorable urban space providing resting areas as well as opportunities for people to gather or enjoy the views.
A wide range of furniture arrangements, from traditional seating, lounging to playful elements, will be placed to activate and increase the usability of the central open space while also completing the architecture and landscape character.
A pedestrian oriented streetscape with a focus on street trees and greenery will attract residents as well as visitors to this walkable and sustainable neighborhood.
UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

UNIVERSITY CITY CORRIDOR

$100 MILLION INVESTMENT IN EXCELLENCE

NINER CULTURAL CENTER

$100 MILLION INVESTMENT IN EXCELLENCE

NINER ECONOMIC CENTER

INSTITUTE CIRCLE

NINER SOCIAL CENTER

AN ENGINE FOR GROWTH

A MEETING PLACE FOR THE NINER NATION

UNIVERSITY CITY CORRIDOR
UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

UNIVERSITY CITY CORRIDOR