CHARLOTTE

NEIGHBORHOOD & BUSINESS SERVICES

# Urban Land Institute
# Technical Advisory Panel Final Report
# West Trade Street / Beatties Ford Road Corridor

## Economic Development Committee
## November 23, 2010

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# Introduction

- June 7 – 10: Urban Land Institute (ULI) Technical Advisory Panel (TAP)

- Five members
  - Leigh Ferguson
    - Senior Developer, Bayer Properties, Birmingham AL
  - Dan Fulton
    - President, Fulton Research, Fairfax VA
  - Warren Whitlock
    - Program Director, New York State DOT, Albany NY
  - Bill Gilchrist
    - Architect, AECOM, Atlanta GA
  - Candace Damon
    - Vice Chair, HRA&A Advisors, New York, NY

# Financial Partners

- City of Charlotte
- Johnson C. Smith University (JCSU)
- Johnson & Wales University (J&W)
- Charlotte Center City Partners
- Bank of America
- ULI Foundation

# Charge

- Develop a plan that relates Johnson C. Smith University (JCSU) facilities to the neighborhoods and Center City Charlotte
- Determine the appropriate role for the public sector to assist with redevelopment
- Determine the most appropriate way to encourage private development activity
- Decide how to protect the surrounding communities from the impact of this growth
- Develop a prioritized implementation action plan

# Study Area

Beatties Ford / West Trade Corridor

Graham Street/Gateway Station to Brookshire Freeway

# Key Findings

- Corridor market demand can support 2,100 new residential units in next decade
- Area has strong leadership and well defined vision for itself
- Land control and partners  in place
- Transit in form of streetcar will have far-reaching effects
- Proximity to Uptown is key market driver

# Summary of Recommendations

- Act on the Development Program
- Improve the West Trade Street/I-77 Underpass
- Create an Academic Center of Excellence
- Identify and Enhance Cultural Elements
- Establish a Formula for Financing and Governance

# Act on the Development Program

- JSCU is the lead driver of the revitalization plan
  - Should include off-campus development to help create a critical mass for retail services serving students and adjacent neighborhood residents
  - JCSU Bookstore/Coffee shop located on the corner of West Trade and West Fifth Streets could serve as a catalyst for additional development along the corridor
- Improve the public realm along the corridor
  - Streetscape
  - Public art
  - Wayfinding
  - Interchange re-design

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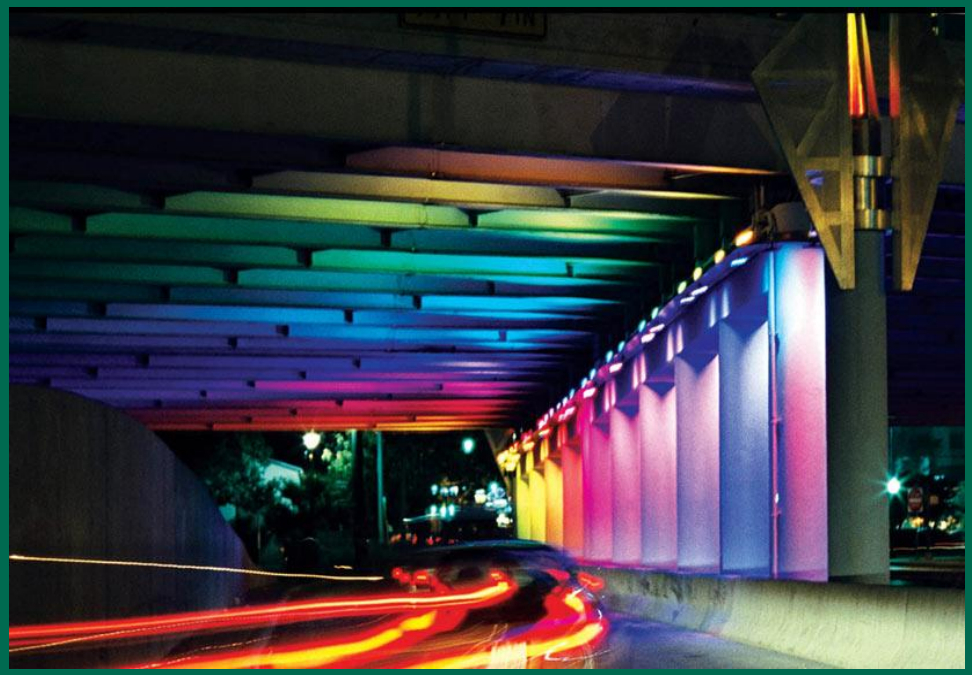
# Improve the West Trade Street/I-77 Underpass

- Long-term pedestrian improvements
- Interim public art steps in development



# Create an Academic Center of Excellence

- Identify sites adjacent to the West Trade Street Corridor for future location of an elementary or middle school
  - Would serve as a Center of Excellence and provide a high-level educational environment for local youth
  - Solidifies JCSU role in neighborhoods as a leader in education
  - Positions education as a driver of future development

# Identify and Enhance Cultural Elements

- Build upon rich African-American History
- Redevelop the Samuel R Pharr building as a performing arts center
  - Programmed through JCSU's Visual and Performing Arts Center
  - Provides physical and emotional link between Biddleville and Uptown Charlotte
- Employ regular and focused recognition of corridor's African American Heritage through:
  - Monuments
  - Historic Markers
  - Tours

# Establish a Formula for Financing and Governance

- Create a specific financing plan for catalyst bookstore project
  - Gap financing strategy needed
- Develop governance model/project management that includes representatives from
  - City
  - JCSU
  - Charlotte Center City Partners
  - Charlotte Mecklenburg Development Corporation (act as development agent)

# Next Steps

- JCSU exploring joint development of bookstore project at Two Way site
  - EPA grant for Phase I evaluation underway
  - Pending grants for Phase II evaluation
  - Developing construction cost estimates and financing models
- Presentation to Committee when more details are known
- Staff in exploratory discussions for retail and student housing