MSD 5 - UNIVERSITY CITY
Tomorrow’s Urban Center
Mission

University City Partners creates, develops, sponsors and supports projects, programs and initiatives that **build and sustain the economic vitality of University City.**
FY 19 MSD Funding

- City of Charlotte: $752,149.00 (65%)
- Sponsorships/Contributions: $180,000.00 (16%)
- Contribution from Capital Reserve: $130,000.00 (11%)
- 501c3: $96,750.00 (8%)

**Total Funds Available**: $1,158,899.00
FY19 Work Program Allocation

- Administrative: $220,872.43 (19%)
- Events: $279,919.95 (24%)
- Planning & Development: $403,825.70 (35%)
- Economic Development: $99,304.91 (9%)
- Marketing: $154,976.01 (13%)
FY19 Success and Impact
ECONOMIC DEVELOPMENT

7.1% Vacancy Rate
Light Rail Impact = 39 parcels in “active” status
FY19 Success and Impact
ECONOMIC DEVELOPMENT

Significant Organic Business Growth
FY19 Success and Impact
ECONOMIC DEVELOPMENT

New Hotel / Conference Center at UNC Charlotte
Clean Streets, Clean Community
Litter Management Program

FY19 Success and Impact
ECONOMIC DEVELOPMENT
FY19 Success and Impact
PLANNING & DEVELOPMENT

Ucity Vision
FY19 Success and Impact
PLANNING & DEVELOPMENT

UCity Library - New Site
FY19 Success and Impact
PLANNING & DEVELOPMENT

Parks Advocacy
Thoroughfares Transportation Study
FY19 Success and Impact

PLANNING & DEVELOPMENT

New CMPD Precinct
FY19 Success and Impact
PLANNING & DEVELOPMENT

URP Area Plan Advancement
FY19 Success and Impact
PLANNING & DEVELOPMENT

Wayfinding – Design + Locations
FY19 Success and Impact
MARKETING & COMMUNICATIONS

UCity Brand Update
FY19 Success and Impact
MARKETING & COMMUNICATIONS

UCity Wine Fest
Healthy UCity Race Series
Charlotte KidsFest
FY19 Success and Impact
MARKETING & COMMUNICATIONS

Community Safety Collaborative
Developing FY20 Budget
Board and Board Committee Input
Engaging Our Municipal Partners
Ongoing Focus Group Meetings & Surveys
Business Retention Meetings
Stakeholder Meetings **UNC Charlotte & Atrium
Public Presentations & Neighborhood Engagement
UCP Communication Tools
FY 20 Budget Needs

City of Charlotte: $1,081,000.00 (84%)
Sponsorships/Contributions: $31,500.00 (2%)
501c3: $100,000.00 (8%)
Contribution from Capital Reserve: $75,000.00 (6%)

TOTAL FUNDS AVAILABLE: $1,286,500.00
Program of Work

FY20 PRIORITIES
FY20 Priorities

Create strong centers

- Build parks & libraries as anchors
- Develop mix of housing
- Invest in public realm
  - Wayfinding Signs – 7 to 10 signs
- Convene community through placemaking, events, programs and civic activities
FY20 Priorities

Enable transportation that aligns with community vision

• Traffic study w/ UNC Charlotte & DOTs, build grid
• Expand trails, MU Trails, bike lanes, sidewalks
• Re-think interchanges
• Increase access in University Research Park
• Improve arterials visually & functionally
FY20 Priorities

Sustain and grow business

• Continue to build data resources for CRE industry
• Inform/facilitate redevelopment
• Retain, grow and recruit business to support UCity vitality
• Execute Clean Streets, Clean Community
FY20 Priorities

Strengthening safe communities
• Community Safety Collaborative
• Advocate and secure adequate resources
• Communicate intentionally to influence perception
• Use of technology and cameras
FY20 Priorities

New initiatives

• Community Safety Collaborative
• University City brand assessment + value proposition
• Wayfinding signs install
• Clean streets, clean community
• Communicate intentionally to Influence perception BRAND + SAFE COMMUNITY
• Scenario planning for transportation
Program of Work
FY20 PRIORITIES