Silver Line TOD Study

City Council
Transportation, Planning & Environment Committee

October 26, 2020
Silver Line light rail design and environmental

Transit Oriented Development Pilot Program Grant

Rail Trail study in conjunction with design and environmental
Lessons learned from BL/BLE
Displacement/gentrification pressure increases with light rail
Upfront conversations about equity are required
Proactively engage affordable housing partners
TOD education strategy
Expanded TOD Team

- Co-managed by CATS & Charlotte Planning, Design and Development
- CDOT
- Charlotte Douglas Int’l Airport
- Economic Development
- Housing and Neighborhood Services
- Mecklenburg County
- Gaston County
- Towns of Matthews, Stallings and Indian Trail
1. Goals and Scope
2. What is TOD?
3. Deliverables
4. Outreach & Education
5. Work To-Date
6. Initial Findings/Big Ideas
7. Schedule & Key Next Steps
STUDY GOALS & SCOPE
STUDY GOALS

What place do we want to be?
- Diverse corridor = diverse TOD forms
- Station area types
- Station area plans for focus areas

How ready is the Corridor for TOD?
- Market and affordable housing assessment
- Employment and other land uses

What improvements do we implement to access transit and enable TOD?
- New sidewalks, bike facilities, roadways
TOD STUDY SCOPE

Community Education & Engagement
• Conduct outreach and education to key stakeholders and communities along the corridor
• Understand lessons learned from the Blue Line/BLE
• Community educate about affordable housing and TOD basics

TOD Readiness/Market Study
• Assess TOD readiness based on market, affordable housing, and infrastructure factors
• Identify potential locations and opportunities for TOD
• Develop affordable housing strategies to integrate into key station areas

Station Area Planning
• Support & coordinate the alignment and station alternatives evaluation and selection
• Develop guidance for Station Area Types and support revisions to the Urban Design Framework
• Develop Station Area Plans for 7 demonstration station areas

Implementation Strategy
• Outline key infrastructure for all station areas & Corridor Preservation Strategies
• Develop TOD implementation plan
Success of transit is more than just designing for the train....
TOD IS ABOUT

Leveraging transit to support our communities

- Mobility & Access
- Land Use
- Community Design
- Equity
HOW CAN TOD PLANNING ACHIEVE THIS?

Enhance Connectivity

Enhance the existing transportation network to promote good walking, bicycling, and driving connections to transit.

Encourage Transit Supportive Development

Focus a mix of complementary, well integrated land uses within walking distance of the transit station.

Enhance Community Identity

Use design to enhance community identity around station areas and to make it an attractive, safe, and walkable place.

Expand Opportunities

Optimizing access to transit to enhance economic mobility and access to jobs; increase affordable housing and neighborhood amenities.
EQUITABLE TOD IS MORE THAN ABOUT HOUSING

Affordable Housing

Access for All

Business Retention
DELIVERABLE: MARKET ASSESSMENT

- Assess TOD Market Readiness
- Identify potential catalytic TOD sites/station areas
- Develop corridor preservation strategies
DELEVERABLE: STATION TOD CONCEPTS

- Station Location/Alignment Alternatives Criteria
- Station Location Alternatives Screening
- Station Area Concepts for All Stations - what to enhance, preserve/protect, or change
- Station Area TOD Plans for 7 Demonstration Station Areas
- Station Area Typology Manual
- Tools to get TOD ready for other Jurisdictions
DELIVERABLE: AFFORDABLE HOUSING ASSESMENT

- Corridor Screening for affordable housing opportunities
- Strategies for retaining affordable housing and addressing residential displacement
- Detailed Affordable Housing assessment for demonstration station areas
DELIVERABLE: OUTLINE CAPITAL INVESTMENTS

- Multimodal infrastructure
- Parks and open spaces
- Preservation of affordable housing opportunities
- Potential joint-use developments
LEVERAGE EXISTING CHANNELS

- 2040 Comprehensive Plan
- Silver Line TOD Project Audience
- Silver Line Project Development/Engineering
- Connect Beyond Regional Transit Plan
- Silver Line Rail/Trail Study
- Other Local Area Planning Efforts

Silver Line TOD Project Audience
### Purposeful Engagement for All Stakeholders

<table>
<thead>
<tr>
<th>Audience Type</th>
<th>Organizations Engaged</th>
<th>Outreach Activities</th>
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<tbody>
<tr>
<td><strong>Partner Agencies</strong></td>
<td>• CATS • CDOT • Airport • Mecklenburg County Parks &amp; Rec • NCDOT • Economic Development • Planning, Design &amp; Development • Housing &amp; Neighborhood Services</td>
<td>• Stakeholder interviews (March 2020) • Urban Design Workshops (May 2020) • Core Team and Project Management Team (on-going) Engagement/Meetings (Summer 2020) • TOD Lessons Learned Workshop (October 2020) • ULI TOD Education Coordination (Spring 2021) • Station Area Workshops (Spring 2021)</td>
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<td><strong>Other Jurisdictions</strong></td>
<td>• Town of Matthews • City of Belmont • Town of Stallings • Town of Indian Trail • Gaston County • City of Gastonia</td>
<td>• Stakeholder interviews (March 2020-Present) • Urban Design Workshops (May 2020) • ULI TOD Education Coordination (Spring 2021) • Core Team and Project Management Team Engagement/Meetings (Summer 2020)</td>
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<td><strong>Developers/ Business Community</strong></td>
<td>• Profitt Dixon (Entertainment District) • Crossland Southeast • Ascent Real Estate (Affordable Housing Developer) • Beacon Development (Cedar Hill) • Beauxwright (The Foundry) • Pipe &amp; Foundry</td>
<td>• Stakeholder interviews (March 2020-Present) • Coordination (on-going) • ULI TOD Education Coordination (Spring 2021)</td>
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# Purposeful Engagement for All Stakeholders

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<th>Audience Type</th>
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<tbody>
<tr>
<td>Stakeholders</td>
<td>Center City Partners</td>
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<tr>
<td></td>
<td>Belmont Abbey</td>
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<tr>
<td></td>
<td>Central Piedmont Community College</td>
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<td></td>
<td>Novant Hospital- Matthews</td>
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<td>CRVA</td>
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<td></td>
<td>Atrium Hospital</td>
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<td>• Stakeholder interviews (March 2020-Present)</td>
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<td>• Urban design briefings (Summer 2020)</td>
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<td>Public/Residents</td>
<td>Community Associations/HOAs</td>
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<td>Local Business &amp; Property Owners</td>
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<td></td>
<td>Senior populations</td>
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<td></td>
<td>Limited English populations</td>
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<tr>
<td></td>
<td>Commuters</td>
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<td></td>
<td>Workers/Local employees</td>
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<td></td>
<td></td>
<td>• Support round 1 &amp;2 of the Design Team’s public engagement meetings</td>
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<td>• Round 3 of Public meetings in January 2021</td>
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<td>• Education materials on TOD tailored to the various community contexts</td>
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<td>• Community engagement for station area planning in Spring 2021</td>
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TAILORED OUTREACH ACTIVITIES FOR EACH PLACE

WILKINSON CORRIDOR Community Issues:
- Preserve and expand affordable housing
- Ped/bike connectivity
- Challenging market for development
- Impacts to properties

WILKINSON CORRIDOR Engagement Strategies:
- Focused Discussions with major land owners
- Pop Up Meeting at Community Site (Walmart, Grocery Store etc.)

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- Preserve and expand affordable housing
- Ped/bike connectivity
- Challenging market for development
- Impacts to properties

BELMONT/GASTONIA Engagement Strategies:
- Virtual Workshops/Online engagement
- Coordination with the Abbey
- Coordination with Connect Bound

AIRPORT Engagement Strategies:
- Stakeholder Interviews/workshops
- Coordination with Airport Planning Efforts

AIRPORT Engagement Strategies:
- Access to Employment
- Airport Friendly Development
- Park & Ride Connections

UP TOWN Community Issues:
- Ped/bike connectivity
- High density development
- Traffic Impacts
- Placemaking

UP TOWN Engagement Strategies:
- Focused discussions w/ developers
- Virtual Engagement

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- High density development
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UP TOWN Engagement Strategies:
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- Virtual Engagement

Silver Line
WORK TO DATE

- 8-Day Urban Design Workshop
- Developed Preliminary TOD Scenarios for Alignment Alternatives
- TOD Metrics for all Alignment Alternatives
- Corridor-wide existing conditions assessment
- Corridor-wide Affordable housing & market assessment in progress
## INITIAL FINDINGS

<table>
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<tr>
<th>KEY FINDING</th>
<th>WHAT DOES IT MEAN?</th>
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<tbody>
<tr>
<td>Corridor has a variety of character and opportunities</td>
<td>Different levels of maturity (city/town maturity)</td>
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<td>Engagement approaches need to be tailored &amp; equitable</td>
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<td>Strong community desire for equity &amp; affordable housing</td>
<td>Need to preserve existing affordable communities</td>
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<td>Value preserving small businesses</td>
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<td>Strong support for bike/ped and trail connections (2TOD)</td>
<td>Close coordination with the Rail Trail Team</td>
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<td>Pedestrian &amp; Bicycle Investments are crucial to TOD success</td>
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<td>TOD is going to be different from South End</td>
<td>Expectations need to be managed: TOD will be more modest &amp; incremental</td>
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<td>Many infrastructure challenges along the corridor</td>
<td>Infrastructure Investment provides increased connectivity, mobility, job access, health, etc.</td>
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<td>Corridor of opportunity—need infrastructure investment even without transit</td>
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<td>Transit investment can create some significant TOD in pockets</td>
<td>Investment package must come with transit</td>
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SCHEDULE & KEY NEXT STEPS

- **January 2020**: Project Kick-off
- **March 2020**: Stakeholder Interviews/Round 1 Public Engagement
- **September 2020**: Market/Affordable Housing Assessment Completed
- **May 2020**: Urban Design Workshops
- **September 2020**: Market/Affordable Housing Assessment Completed
- **September 2021**: Outline Capital Investments
- **March 2021**: MTC Adoption of Refined Alignment
- **August 2021**: Station Area TOD Concepts
- **March-July 2021**: TOD Lessons Learned Workshop & Public Engagement/ Education on TOD
- **September – November 2021**: Implementation & Corridor Preservation Strategy Development
- **October 2020**: TOD Lessons Learned Workshop
- **March 2021**: TOD Lessons Learned Workshop
- **September 2021**: TOD Lessons Learned Workshop
- **December 2021**: Final Silver Line TOD Plan
- **Alignment Refinement Coordination with the Design Team**
Thank you!