

# PROJECT SOUTH END CHARLOTTE, NC INTERCITY TRIP

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# Charlotte, NC, “South End” Recap

- AREA HISTORICALLY WAS UTILIZED FOR TEXTILE MILLS, ABANDONED
- ADJACENT TO LIGHT RAIL SYSTEM AND WALKING TRAIL
- UNDER-UTILIZED SPACE
- 2 MILES FROM UPTOWN
- MOST TOWNS BUILD ALONG THEIR RIVERS AND SINCE CHARLOTTE DOESN'T HAVE A RIVER, THEY USE THE LIGHT RAIL SYSTEM AND TRAIL AS THEIR “RIVER” OF DEVELOPMENT
  - DEVELOPMENT HAPPENED AROUND THE LIGHT RAIL SYSTEM





# BEST PRACTICES

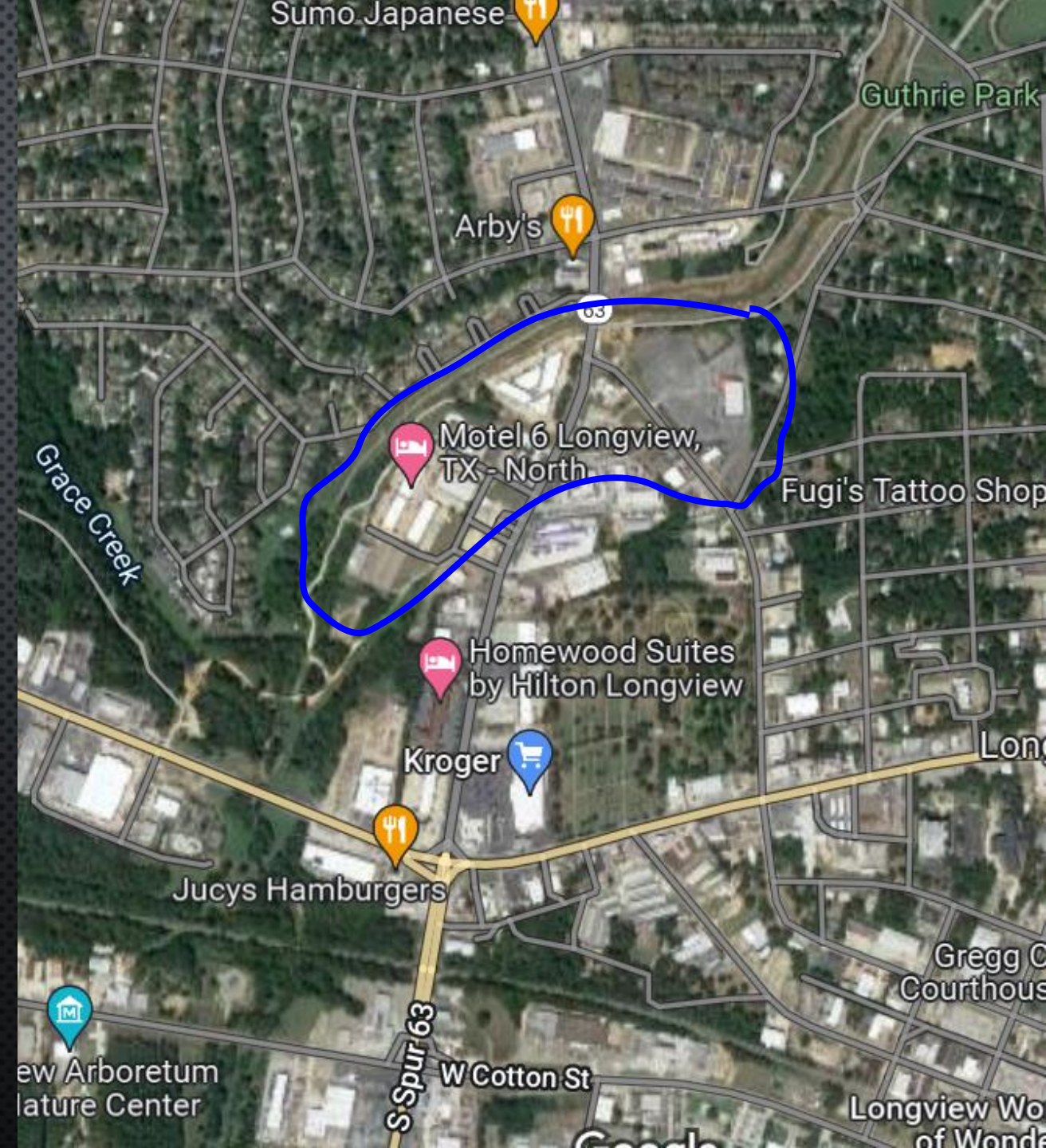
- LIGHT RAIL AND WALKING TRAIL WAS CRITICAL TO THE SUCCESS
- CONTINUOUS BUY-IN FROM THE COMMUNITY (MONTHLY MEETINGS)
- CONVENIENCE FOR ACCESSIBILITY AS THEY DON'T HAVE TO OWN A CAR (OFFICES, RETAIL, FOOD, SOCIAL)
- LIGHT RAIL ATTRACTED DEVELOPMENT
- 50/50 SPLIT OF PUBLIC AND PRIVATE (PRIVATE MONEY FOLLOWS PUBLIC MONEY)
- MICRO-RETAIL AND MICRO-HOUSING AVAILABLE FOR AFFORDABILITY





# “OUR” LONGVIEW MIDTOWN

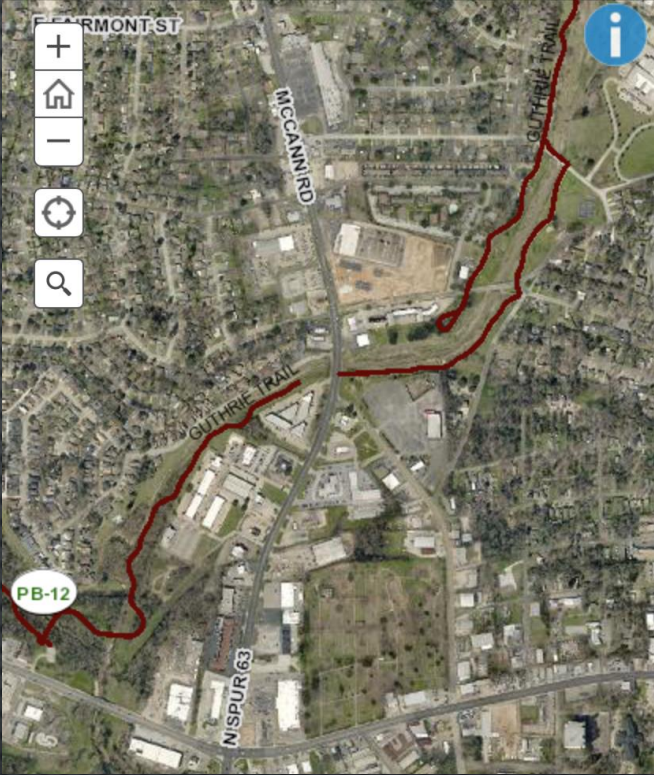
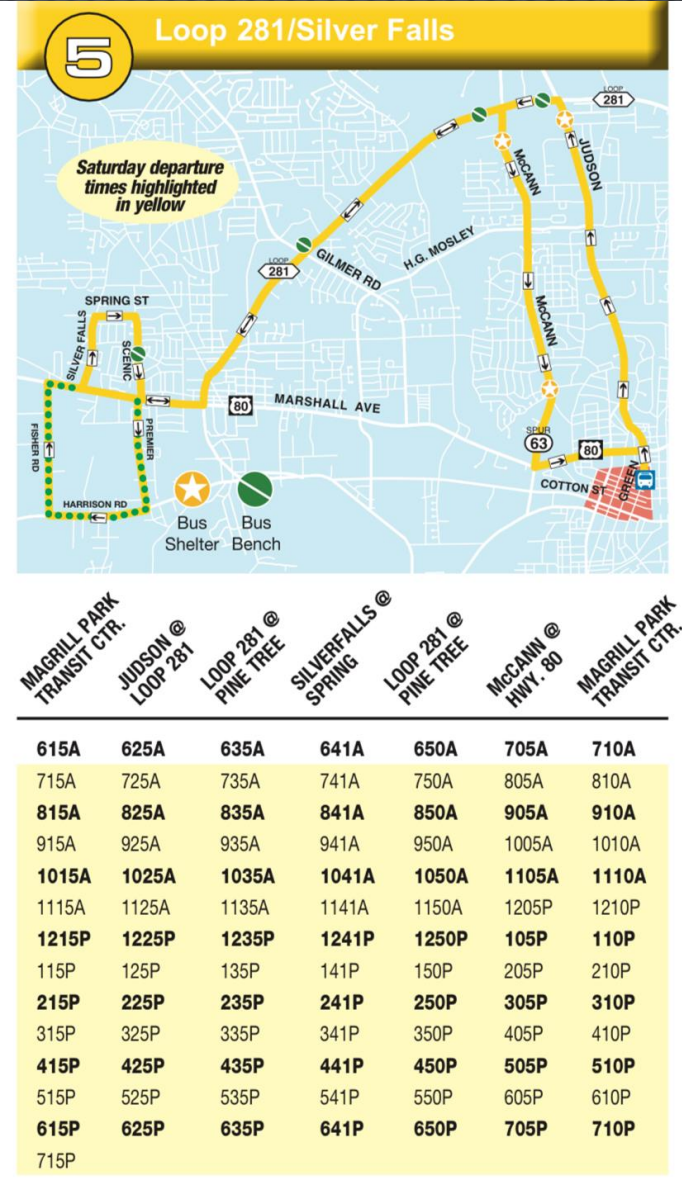
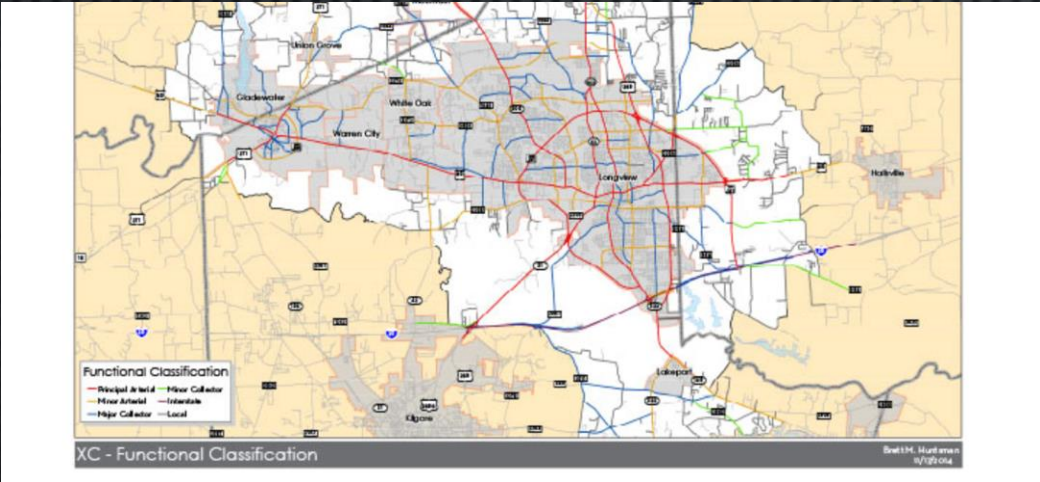
- WE HAVE A TRIPLE THREAT OPPORTUNITY
- OUR “RIVER” IS THE WALKING TRAIL AND TRANSIT ROUTE
- WE HAVE UNDERUTILIZED BUILDINGS AND OPEN SPACES
- MANY OF THE IDENTIFIED OPPORTUNITIES ALREADY EXIST IN THIS AREA





# LOCATION TRIPLE THREAT

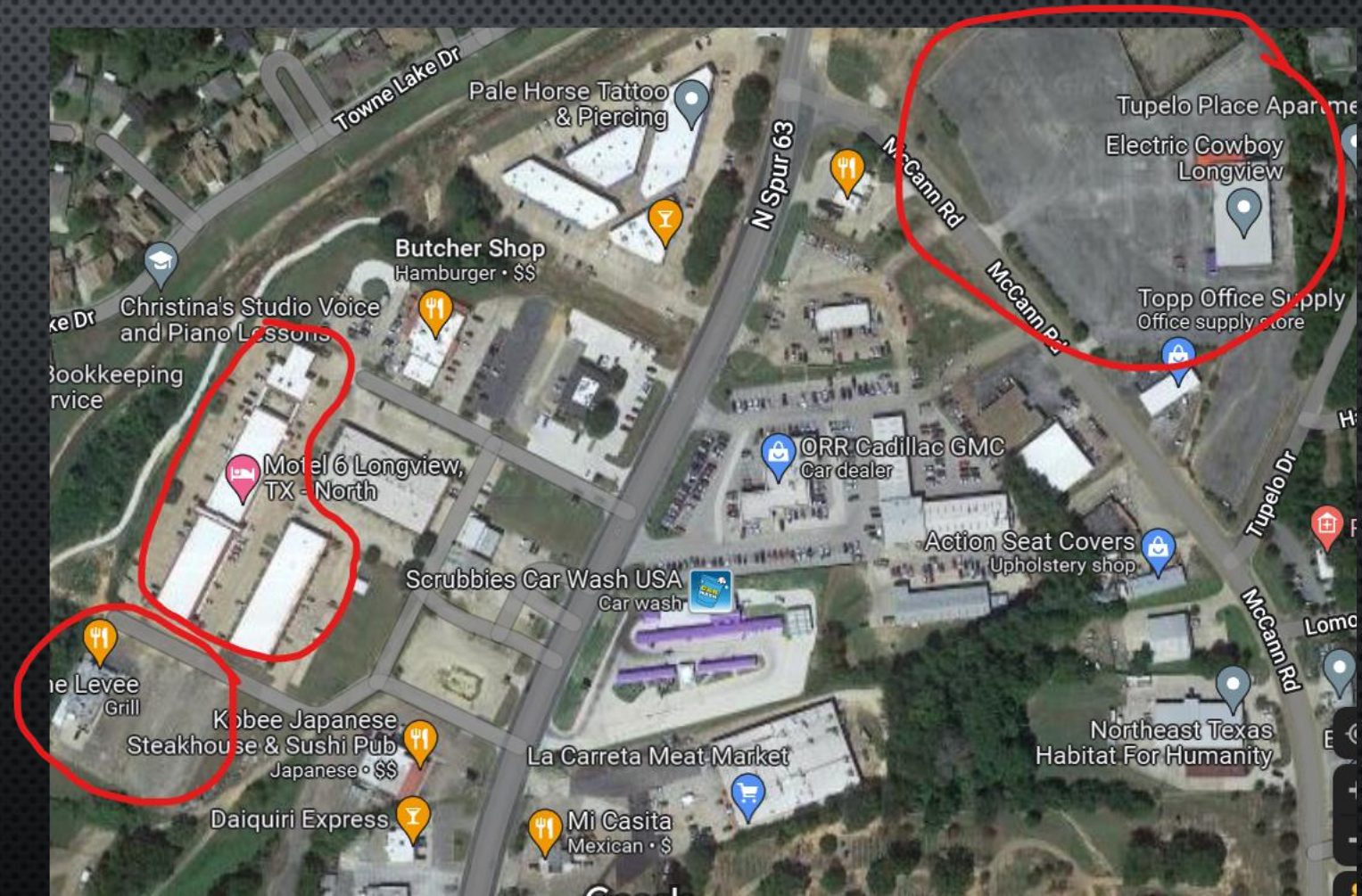
- Trail – follows walking trail
- Traffic – Main traffic arteries into Longview
- Transit (Bus) – established transit stop





# UNDERUTILIZED AREAS

- LEVY
- ELECTRIC COWBOY
- MOTEL 6





# Opportunities

- MICRO-RETAIL:
  - OLD MOTEL 6 CAN BE REPURPOSED AS MICRO RETAIL SPACE
  - ALL ROOMS HAVE WATER/PLUMBING
  - WALLS CAN BE REMOVED FOR SPECIFIC LARGER LOCATIONS
- FOOD TRUCKS: LEVY PARKING LOT OR ELECTRIC COWBOY PARKING LOT
- PARKING: PLENTY OF PARKING OPPORTUNITY TO LEVERAGE AT LEVY, ELECTRIC COWBOY, AND MOTEL 6.
- ESTABLISHED RETAIL: TOWNE LAKE PLAZA SHOPPING CENTER
- OFFICE SPACE AVAILABLE BETWEEN MOTEL 6 AND VALVOLINE
- HOUSING: PARKSIDE APARTMENTS AND TOWNE LAKE VILLAGE HOUSING





# CLOSING

- MUCH OF THE BASIS OF THE VISION FOR CHARLOTTE STARTED WITH A STUDY OF THE AREA, IF LONGVIEW WANTS CONFIDENCE IN NEED AND LOCATION FOR SOMETHING LIKE CHARLOTTE'S SOUTH END, WE RECOMMEND COMMISSIONING A SIMILAR STUDY.
- PRIORITIZATION WITH OTHER PROJECTS (AMPHITHEATER)
- INCORPORATE FUTURE PLANS IN THE OFFICIAL LONGVIEW PLAN FOR FOCUS AND VISION
- QUESTIONS









Additional Info If Needed



1

## Continue development of the Rail Trail



Move. Connect. Network.



Celebrate Public Space



2

## Finish the conversion of South Boulevard into South End's "Main Street"



Move. Connect. Network.



3

## Implement new regulations to ensure a high quality public realm



Move. Connect. Network.



Celebrate Public Space



4

## Attract cultural facilities and venues



Never Stop Experimenting



Celebrate Public Space





# Lessons They Learned

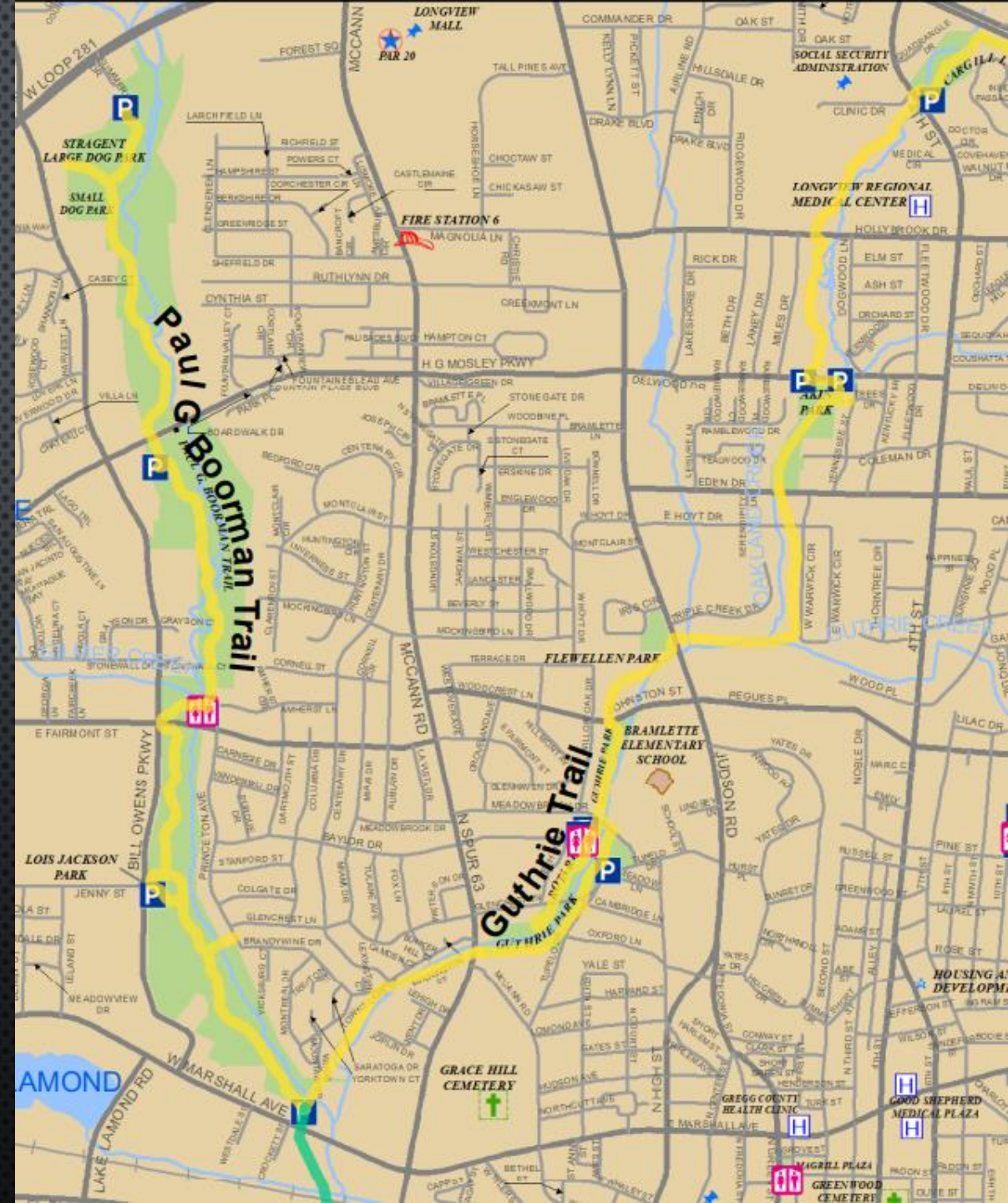
- GENTRIFICATION RAISES THE PROPERTY VALUES.
  - ARE YOU GOING TO PRICE PEOPLE OUT OF THEIR HOMES? THIS IS HAPPENING IN SOUTH END.
  - ARE YOU PRICING SMALL LOCAL ENTREPRENEURS OUT OF THE AREA? THIS IS HAPPENING IN SOUTH END.
- PEOPLE WILL SPECIFICALLY TRAVEL TO A LOCATION WHERE A UNIQUE OFFERING IS AVAILABLE, SO YOU WANT TO BALANCE YOUR MIX OF UNIQUE AND COMMON FRANCHISES.
- BEAUTIFICATION MAINTENANCE (WHO IS RESPONSIBLE)?
- CAREFUL NOT TO WIPE OUT HISTORY FOR ALL-NEW DEVELOPMENT
- FOCUS ON PLANNING AND FOLLOW-THROUGH.





# TRANSFERRING CONCEPT TO LONGVIEW

- OUR ACTIVELY EXPANDING WALKING TRAIL SYSTEM COULD BE OUR “RIVER” FOR DEVELOPMENT IN THE APPROPRIATE CIRCUMSTANCES
- UNDERSTAND THAT THE SPACE NEEDS TO HAVE A COMBINATION OF AVAILABLE SPACE, HOUSING, ACTIVITIES, FOOD, RETAIL, AND ACCESSIBILITY TO BE SET UP FOR SUCCESS
- LEVERAGE EXISTING RESOURCES AS MUCH AS POSSIBLE
- RECOGNIZE THE CHALLENGES (RESEARCH NEEDS, FUNDING, PRIORITIZATION)





# LONGVIEW WATCH-OUTS

- LACK OF THOROUGHLY RESEARCH-BACKED DATA TO IDENTIFY APPROPRIATE NEEDS AND LOCATION TO INSTILL CONFIDENCE IN NECESSARY PARTNERS AND COMMUNITY
- PRIORITIZATION IS KEY (AMPHITHEATER POSSIBILITY, MOBBERLY WORK)
- ALIGNMENT WITH OTHER KEY INITIATIVES (LEVERAGE EXISTING MOMENTUM INSTEAD OF DISTRACTING)
- BE PURPOSEFUL AND SENSITIVE TO NEEDS OF POTENTIALLY DISPLACED PEOPLE (ONE LOVE LONGVIEW)
- NO OBVIOUS HISTORY IN THIS PARTICULAR AREA TO HIGHLIGHT OR EMPHASIZE, BUT WE NEED TO BE CAREFUL NOT TO WIPE-OUT POTENTIAL HISTORY IF ANY EXISTS
- DETERMINE STAFFING NEEDS AND RESPONSIBILITIES FOR COMMUNITY ENGAGEMENT REPRESENTATIVE FOR THE AREA



# Other Miscellaneous Needs:

- MORE KID-FRIENDLY PLAY SPACES CLOSER TO DEVELOPMENT
- CLEAN, ACCESSIBLE BATHROOMS
- LIGHTING
- PET NEEDS (PARK AREA, FRIENDLY DOG GATHERING OPTIONS)
- BIKE NEEDS (BIKE RACK AND SERVICES)





# FUNDING

- WHAT ARE THE NEEDS?
  - DELIBERATE CONNECTION BETWEEN TRAIL AND DEVELOPMENT SPACE—IS THIS CITY OR PRIVATE RESPONSIBILITY?
  - DEVELOPMENT INTEREST IN REPURPOSING MOTEL 6 AND INVESTING INTO FOOD TRUCK STRUCTURE
  - DEVELOPMENT OF GATHERING SPACE WITH SHADE THAT IS ATTRACTIVE FOR PEOPLE TO MEET
  - CLEAN, WELL MAINTAINED BATHROOMS
  - LIGHTING
  - BEAUTIFICATION (MURALS AND GREENERY)
- POTENTIAL CONTRIBUTING PARTNERS
  - ESTABLISHED RETAIL AND HOUSING OWNERS
  - TOP LOCAL EMPLOYERS LOOKING TO ATTRACT AND RETAIN TALENT

