



NORTH TRYON



PLAN

Thank you to all the sponsors of the North Tryon Vision Plan





# **NORTH TRYON**

## VISION PLAN

*Prepared by*

**MIG, Inc.**

**March 2016**

## how to use this document

The **North Tryon Vision Plan** is complemented by a companion **Implementation Plan** available under separate cover.

While the Vision Plan focuses on **what** is envisioned for North Tryon, the Implementation Plan provides **strategies** to ensure the vision is fully realized, goals are met and the guiding principles are followed. With consensus around the vision articulated in this document, efforts should now shift to using the Implementation Plan as a guide for regulatory and other policy changes; renovations and redevelopment of anchor institutions; recruitment of new investors, tenants and residents; design and curation of the

ground floor experience; overall design intent and character; infrastructure enhancements; phased construction strategies; and shared parking supply and management.

The Vision Plan was made possible through the collective efforts and continued coordination of key stakeholders and partners. Implementation of the vision – and creating one of the premier urban neighborhoods in North America – will require even greater collaboration among these and new stakeholders and partners for years to come.



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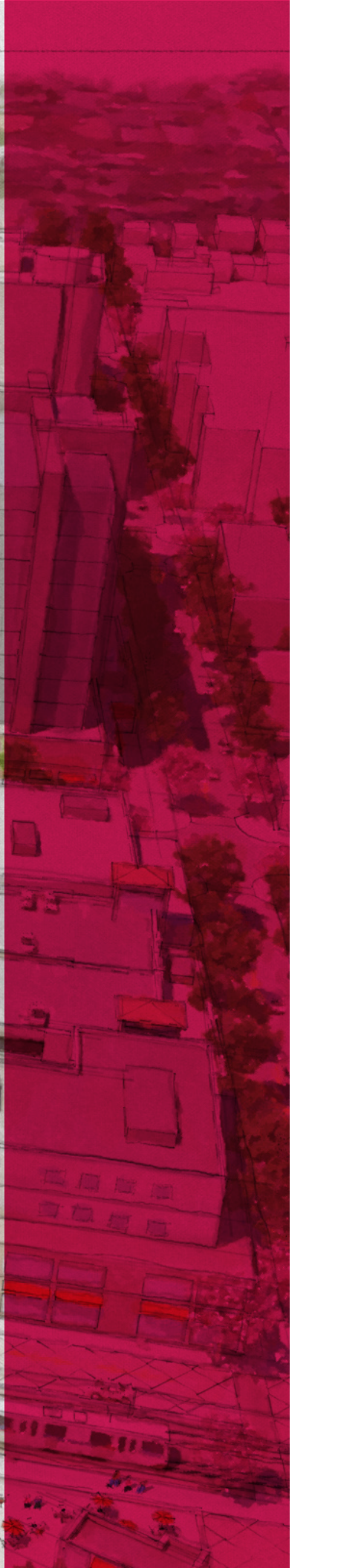
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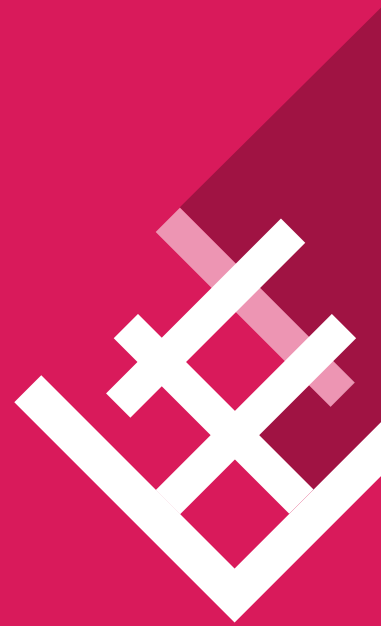
## ACKNOWLEDGMENTS











# part 1

## introduction

# 1

## INTRODUCTION

# An exciting time for Uptown Charlotte

As we advance further into the so-called “urban century,” the need to **think and act globally while also cultivating and celebrating everything that is local** becomes increasingly important. A district within Charlotte’s First and Fourth Wards, North Tryon is poised to **advance Charlotte’s urban aspirations while providing a level of intricacy and nuance** yet to be realized in the urban core. With a foundation of assets in close proximity that rivals the best districts in major cities across the country, North Tryon has the potential to be **bold and contemporary while fostering authenticity and equity** in all respects. That foundation is galvanized by the many local institutions and partners who have come together to ensure that North Tryon, Uptown and Charlotte are positioned for rich, sustained success for decades to come.

The North Tryon Vision Plan centers on creating a district that will attract, retain and strengthen **creative industries, innovative arts and cultural and educational institutions**. Together, these forces will advance the **economy and jobs of the future**. Strategically positioned in the heart of Charlotte, North Tryon will connect the thriving core of Uptown to the countless opportunities of the North End and Applied Innovation Corridor, as well as link together the unique and diverse First and Fourth Wards.

A re-envisioned North Tryon can be the linchpin at the center of it all – providing not only **a range of daily services and amenities but also once-in-a-lifetime experiences**.

**1** *Previous Page:* A rendering of proposed massing in the North Tryon district shows new, high-density development with varied heights and architecture. The red awnings indicate key locations for street-level retail.

**2** The North Tryon district encompasses portions of First and Fourth Wards and represents the largest and most exciting development opportunity remaining in Uptown









## AN UNPARALLELED OPPORTUNITY

Uptown Charlotte is the heart of an exciting, dynamic city center and a thriving region. While many parts of Uptown and Tryon Street are enjoying great success, several areas remain largely underutilized and underdeveloped. Encompassing approximately 50 square blocks of Uptown, North Tryon contains the **greatest concentration of arts and cultural institutions in the entire region**. Between Mecklenburg County's Hal Marshall site, Levine Properties' land holdings, and several large, vacant parcels, North Tryon also represents the **largest and most exciting development opportunity** remaining in Uptown.

**It is critical that the community band together to get it right.** The market has been hot and development in Uptown has been changing the city landscape at a rapid pace. Yet many feel that the result is catering to a relatively narrow audience. There is a sense among many stakeholders that Uptown does not reflect the diversity of the larger Charlotte community. While

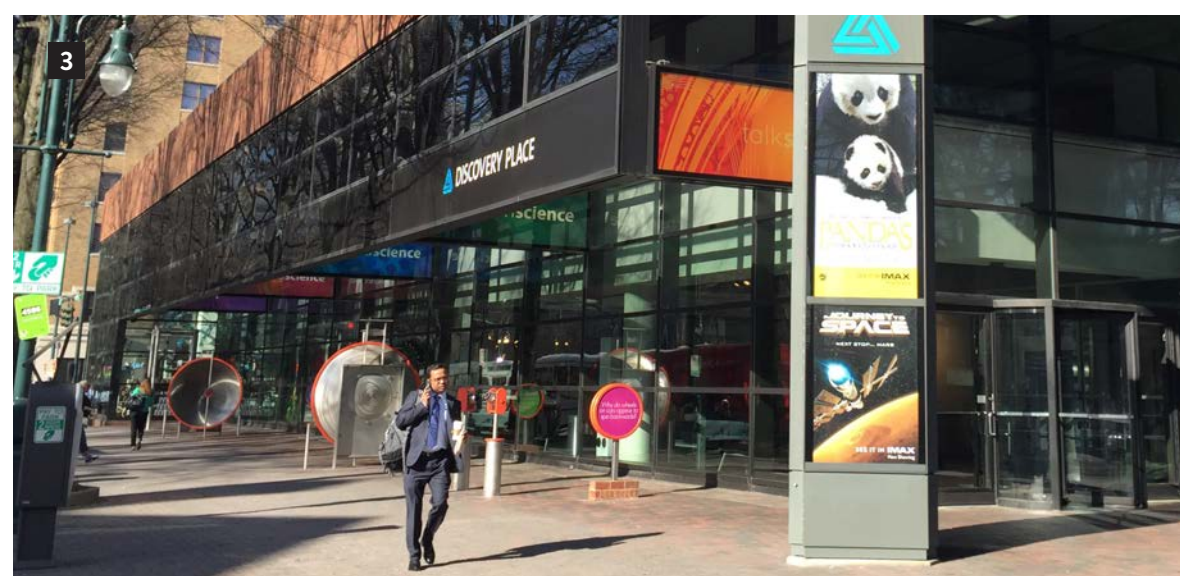
the recent addition of new housing in Uptown should be celebrated, stakeholders express an interest in ensuring that the North Tryon area provides live, work, play, support and learning opportunities for a **broad range of ages, incomes, cultures and abilities**.

Unfortunately, the concentration of residents and mix of housing options in First and Fourth Wards, which flank the North Tryon area, are not well connected with the rest of Uptown. Residents have relatively few local services and amenities. While Charlotte is currently the second fastest growing large American city for Millennials and boasts an expanding population of this coveted generation (Millennials comprise 17.5% of the City's total population), a majority of these young and creative new residents are drawn to

**1** Uptown is the thriving employment hub of Charlotte

**2** North Tryon has an impressive bounty of arts, science and cultural institutions and organizations proximal to one another

**3** Discovery Place and other institutions are major attractions and destinations helping to anchor the southern edge of North Tryon



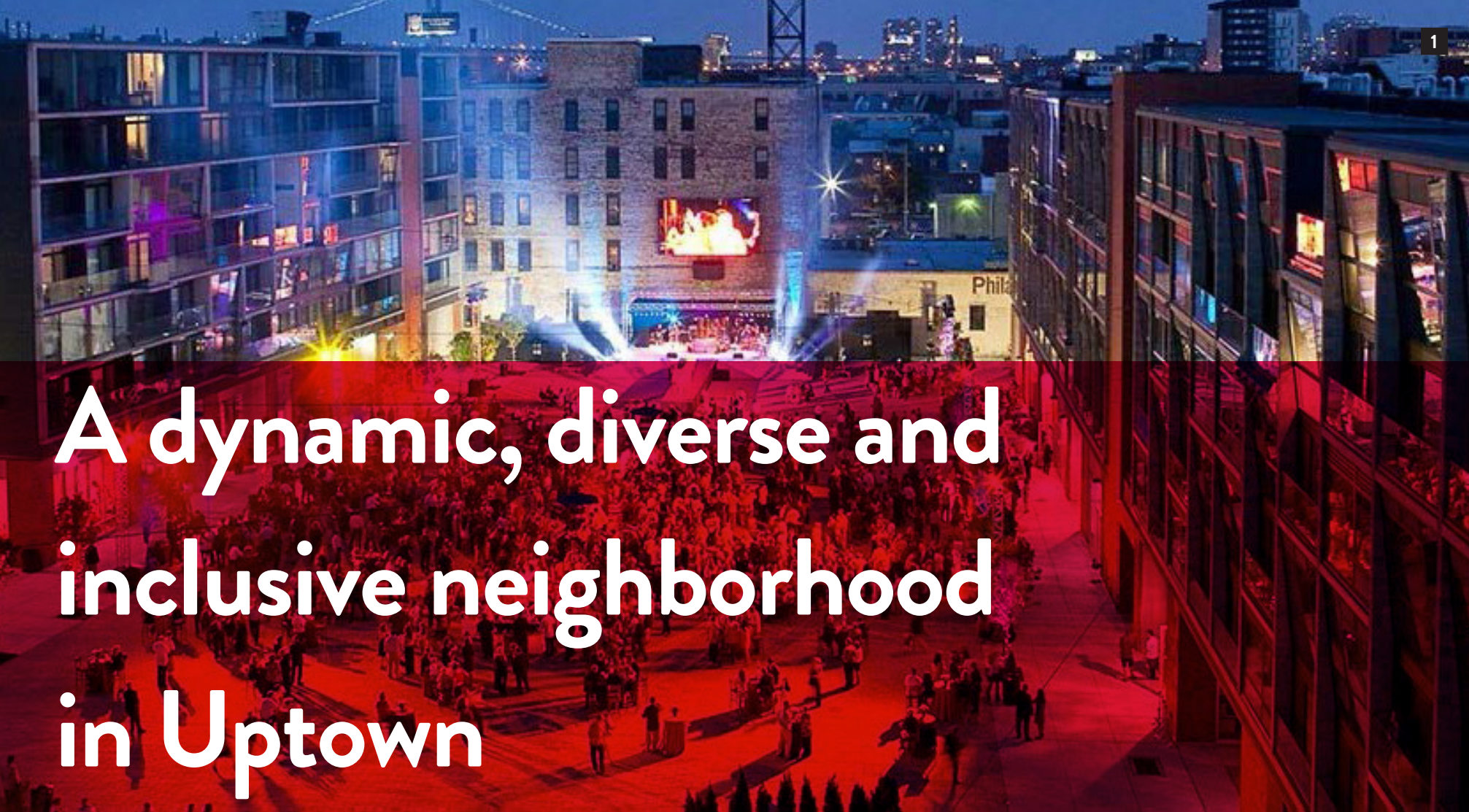
# The Vision for North Tryon addresses the goals of the Charlotte Center City 2020 Vision Plan

## 2020 VISION GOALS

- 1 Urban Design and Sustainability
- 2 Regional Economic Engine
- 3 Lifelong Learning
- 4 Premier Arts, Cultural and Entertainment Destination
- 5 Walkable, Full-Service Neighborhoods
- 6 Interconnected Natural and Recreational Amenities
- 7 Thriving Retail and Restaurants
- 8 Multidimensional Transportation System







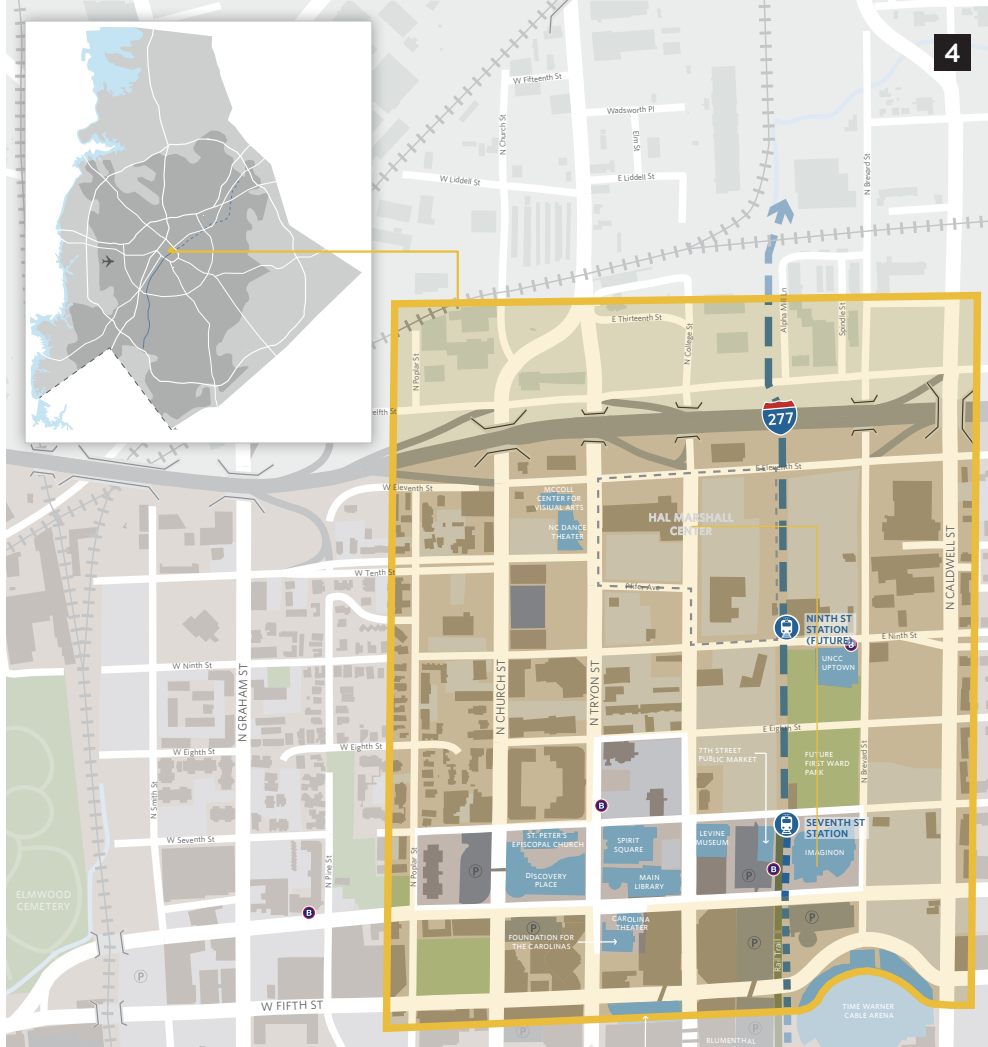
# A dynamic, diverse and inclusive neighborhood in Uptown



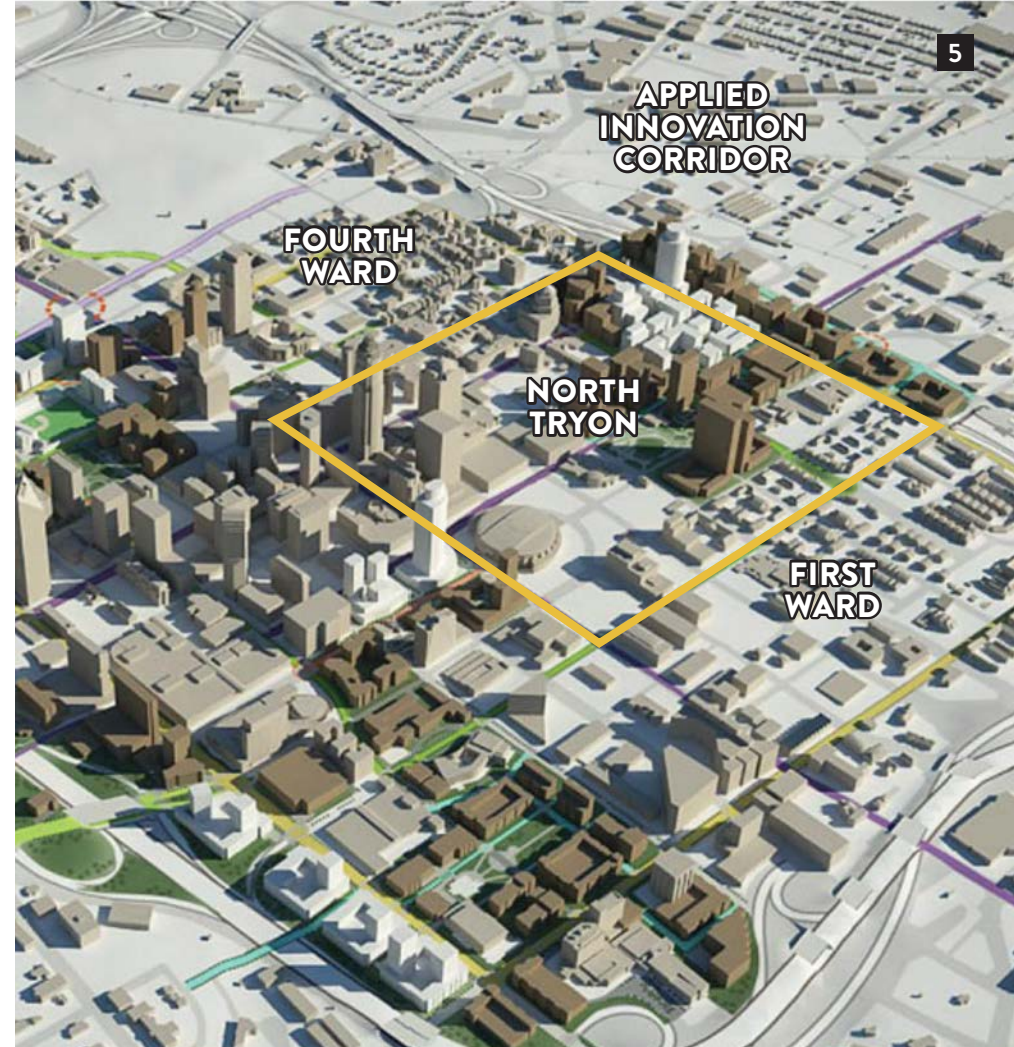
6 | NORTH TRYON VISION PLAN







4



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- 1 The Piazza at Schmidts Apartments is programmed and activated on a regular basis Philadelphia
- 2 The Skyhouse apartment developments are adding new housing into North Tryon but other housing types and formats are still needed to cater to a broader audience
- 3 Engagement activities in North Tryon should take advantage of the district's existing and planned gathering spaces and capitalize on the activities of its institutions to attract participants and demonstrate local character
- 4 North Tryon Vision Study Area
- 5 North Tryon straddles First Ward and Fourth Ward within Uptown Charlotte and is separated from the Applied Innovation Corridor by I-277/Brookshire Freeway

the unique flavor, accessibility and relaxed nature of other nearby Center City neighborhoods. Currently, places like NoDa, Plaza Midwood and South End have more buzz and vibe. These areas are attracting not only Millennials, but families and Baby Boomers as well while providing new and creative housing, businesses, shops, restaurants, and art and performance scenes. North Tryon provides one of the last remaining opportunities to cultivate **a dynamic, complete and inclusive new Uptown neighborhood.**

The need to differentiate North Tryon from existing Uptown offerings does not stop at housing or employment. South Tryon, with The Levine Center for the Arts and nearby attractions, is a major destination that provides a high quality arts and

cultural experience. North Tryon can complement South Tryon while contributing something a bit different. The area should encourage residents, workers and visitors to **actively participate in arts, culture and other creative offerings.** North Tryon should be a place where all community members can play an **active, participatory role in an ever-evolving, surprising, dynamic experience.**

## THE STAGE IS SET

The Center City 2020 Vision Plan, completed in 2011, provides the blueprint for change and growth in Uptown and the surrounding neighborhoods through 2020 and beyond. The plan identifies **six priority focus areas** for future planning, design, investment

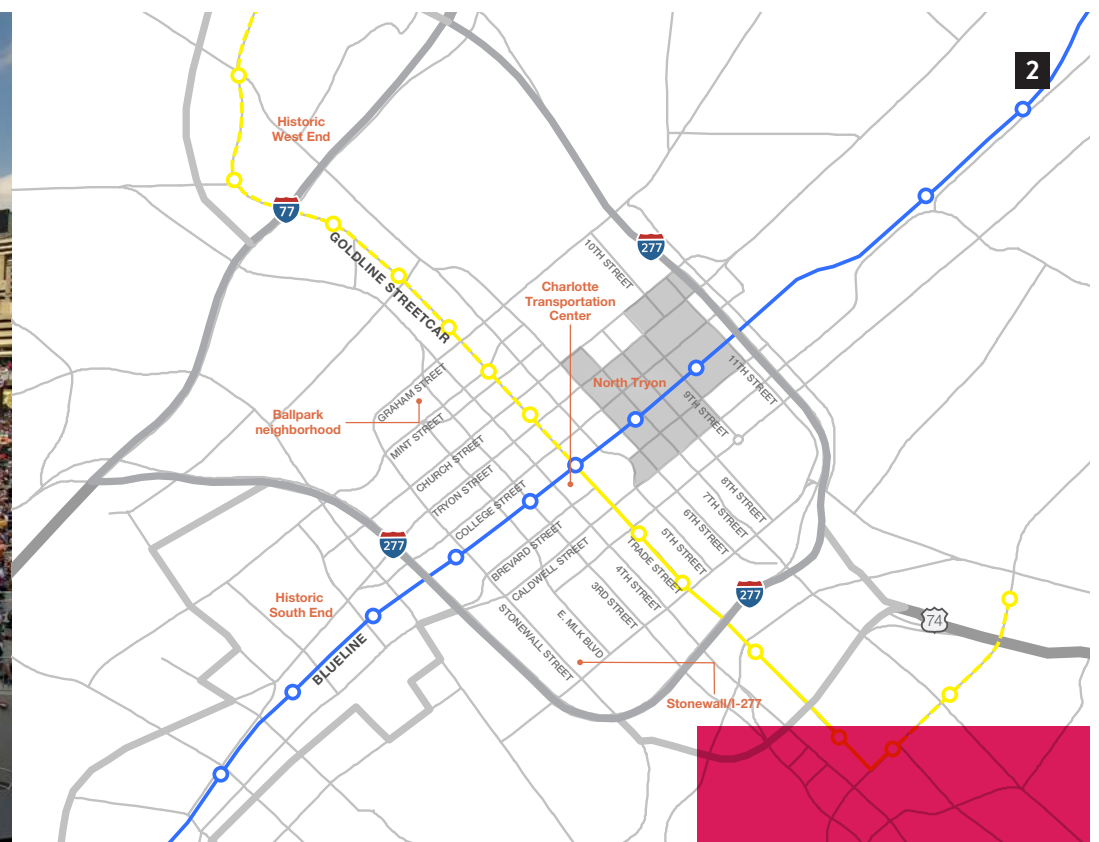


and development. Of those focus areas, North Tryon arguably has the greatest existing assets and the most exciting opportunities. The district boasts an **impressive bounty of cultural and educational institutions and organizations.** Their proximity creates an abundance of untapped opportunities that can be capitalized upon with initiatives such as **co-location, cross-programming and resource-**

in new energy into Uptown; the 7th Street Public Market, which has become a much-loved craft food and drink destination; the City's **bike share program, Charlotte B-cycle**, that has helped make North Tryon more accessible; the recently completed **First Ward Park** and the **Blue Line Extension**, which will connect North Tryon to UNC Charlotte's main campus; and new housing developments, such as the two Skyhouse

**1** Uptown is rapidly evolving with several projects being implemented such as the new BB&T Ballpark and Romare Bearden Park that were recently completed in the Third Ward. North Tryon provides one of the last remaining opportunities to cultivate a dynamic, inclusive neighborhood in Uptown

**2** North Tryon has the greatest assets and opportunities among the six priority focus areas identified in the Center City 2020 Vision Plan that was completed in 2011



**sharing** to take North Tryon to a new, inspiring stage of development.

Many projects identified in the 2020 Vision Plan have been successfully implemented in North Tryon. These include the **University of North Carolina (UNC) Charlotte Center City building**, which brought

Uptown towers and several Levine Properties mixed use projects, that are transforming the city skyline and setting the stage for a new neighborhood.

**3** First Ward Park, flanked by UNC Charlotte Center City and ImaginOn, is a key asset that provides the type of community park space that North Tryon and First Ward have needed for years



## NORTH TRYON PLANNING PROCESS

The ideas in the North Tryon Vision Plan were built from **casting the net far and wide to involve a broad range of stakeholders**. The planning process began in late summer of 2014 and concluded in fall of 2015. Meaningful stakeholder engagement was critical to the success of the overall effort, beginning with the foundation provided by the critical input and review of the Steering Committee. The committee included representation from the arts, science and learning institutions of North Tryon, City of Charlotte, County of Mecklenburg, Charlotte Center City Partners (CCCCP), Foundation For The Carolinas (FFTC), property owners, business leaders, residents, real estate professionals, developers, community advocates and faith-based leadership. In addition to the Steering Committee, the broader community was engaged through a series of workshops and focus groups.

During the **Discovery Phase** of the project, specific activities included an extensive series of stakeholder interviews, focus groups, happy hours and networking



# Premier public space



events, as well as tours of the planning area and anchor and partner institutions. During the **Dialogue Phase**, a Thought Leader Symposium helped fuel creative thinking and big ideas at a multi-day stakeholder charrette. Next, the **Design Phase** focused largely on more intimate meetings with key stakeholders to refine and strengthen key big ideas and supporting concepts. The final stage, **Delivery**, provided an opportunity for project participants and the broader community to provide feedback and input at a workshop on the North Tryon Vision Plan and Implementation Plan.

Building from this foundation of input and the planning team's expertise, the resulting vision and goals weave together a complex, rich fabric of ideas and strategies. These concepts aim to establish and grow something new for the Charlotte landscape and **create a great urban district like no other in the country.**



# the planning process - - - - -

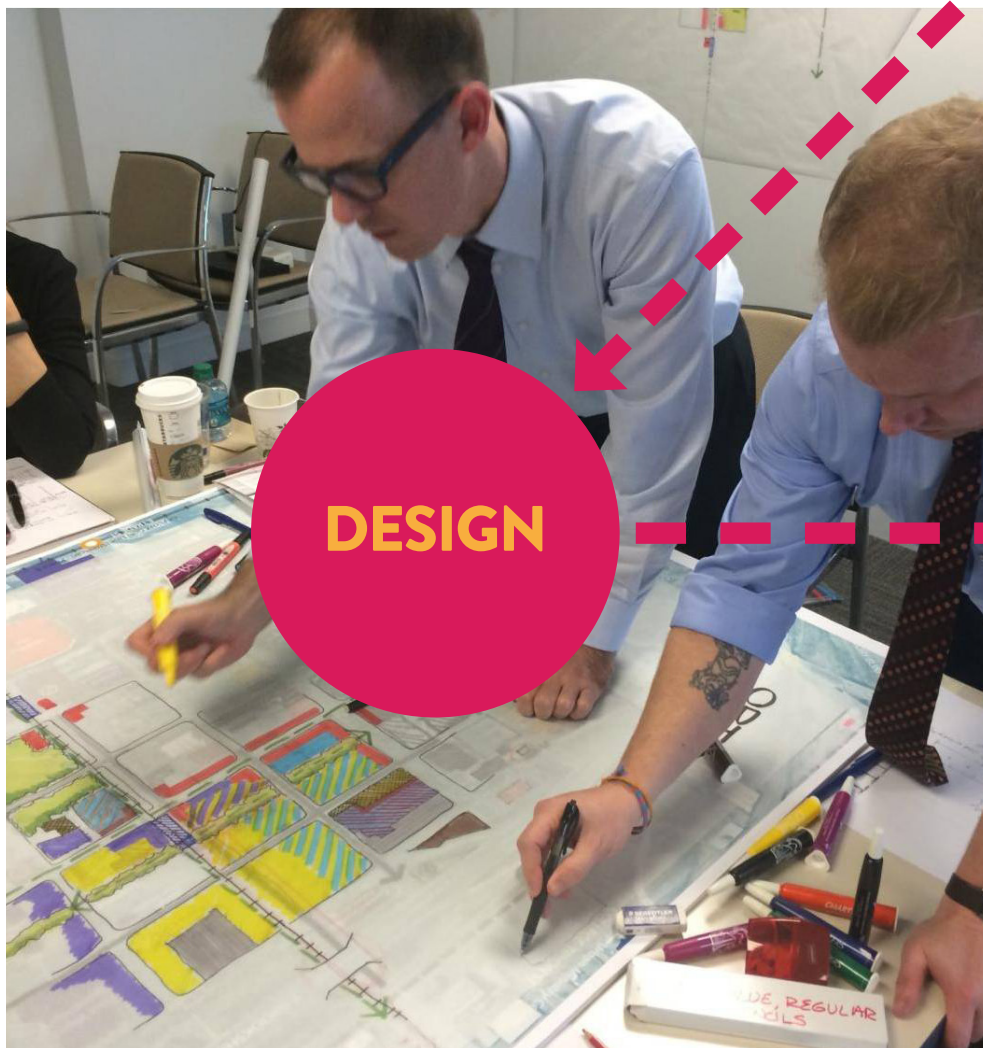
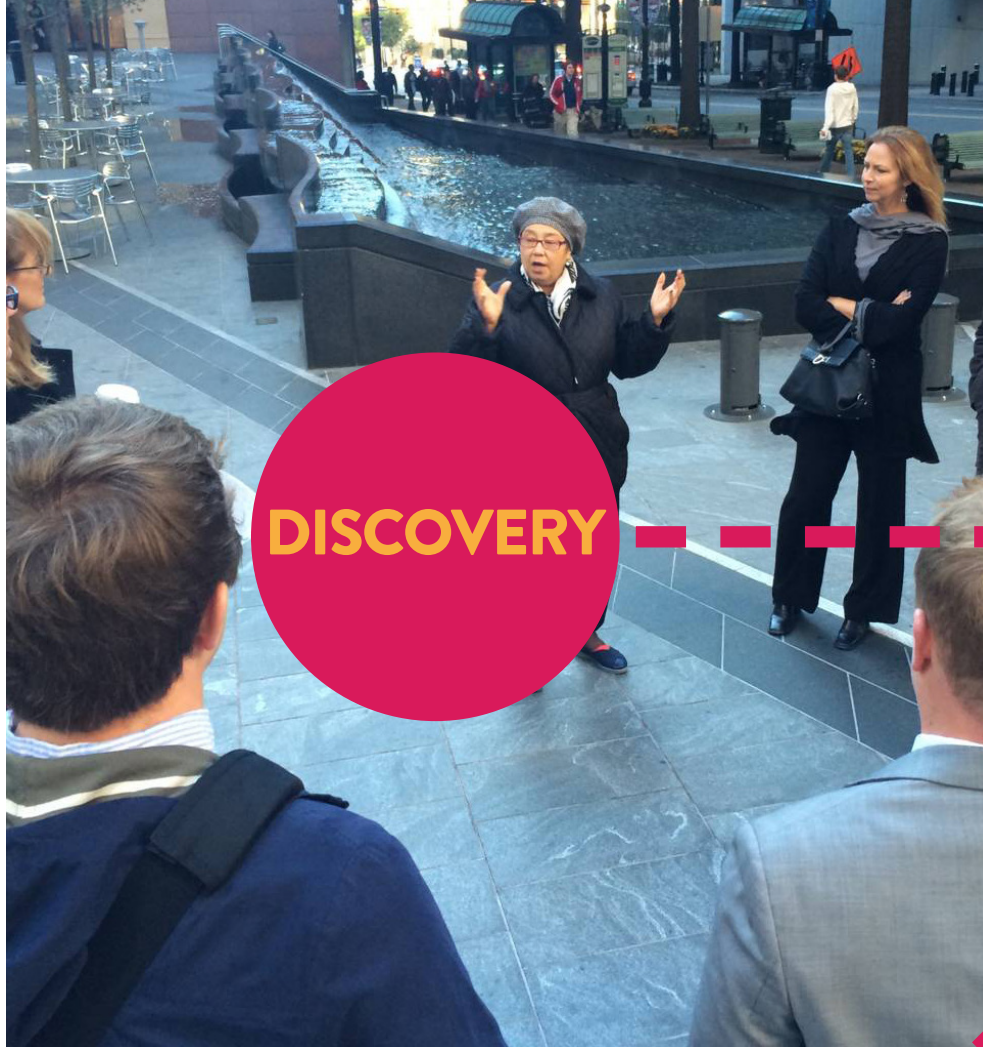
**DISCOVERY** A thorough analysis of existing conditions was conducted to understand North Tryon's assets, issues and opportunities and to build a strong foundation for the Vision Plan.

**DIALOGUE** National thought leaders were brought together at a multi-day stakeholder charrette to spark creative thinking and big ideas for North Tryon.

**DESIGN** The planning and design team collaborated with key stakeholders to refine the big ideas and concepts that build upon current efforts of Center City while pushing further to unleash untapped potential of North Tryon.

**DELIVERY** Project participants and the community provided feedback on the Vision and Implementation Plans at a community workshop.













# part 2

## north tryon vision

# 2

## NORTH TRYON VISION

North Tryon is...

where curiosity begins.  
Knowledge is advanced.  
Innovation lives.

North Tryon is an authentic neighborhood known for its host of **cultural institutions and diverse learning environments; it is where curiosity begins**. North Tryon is an **intricate urban mosaic** of world-class institutions, mixed-income housing, ground floor retail and restaurants, entertainment, recreation, parks and plazas forged through the cooperation of key **public, private and non-profit partners**. The district is linked together by **great streets, transit connections and pedestrian and bicycle pathways**. North Tryon is a place where **knowledge is advanced** by entrepreneurs, artists, performers, students, residents and visitors. A diverse array of people that

interact and share experiences due to the carefully crafted, yet flexible curation of place - one which unifies centers of education, technology, arts, culture and entertainment. The neighborhood is a reflection of the great minds, hearts and spirits of the people who **work, make, learn, live, play and engage** in the area every day. North Tryon is where **innovation lives**.

**Work, make, learn,  
live, play, engage.**

**1** *Previous Page:* Proposed 8th Street design accommodates open and inviting ground-floor activity that spills out onto the sidewalk. Different pavers can be used to enhance important intersections. 8th Street will connect the new Blue Line station and First Ward Park to Tryon Street.

**2** The Pool is an interactive art installation by artist Jen Lewin that encourages play and collaborative movement between users.  
*Austin, Texas*



A critical aspect of the North Tryon vision is to increase and diversify the number and type of people, places and activities that define the area. A broader mix of uses will help **activate and create a place that is welcoming to all** as well as financially support the district's development and ongoing maintenance. Public investment in the district must be leveraged to maximize benefits while supporting and enhancing existing businesses and helping to attract additional employers and jobs. Residential development is also important to support existing businesses and destinations, attract new businesses and make the area more vibrant around the clock and throughout the week.

With several key assets developed or already in place, targeted improvements to the North Tryon area have the potential to be both powerful and transformative. An important element of the vision is to **creatively integrate land use, architecture, urban design and programming with functional yet attractive infrastructure** including transportation, parking, utilities and public realm improvements.



## goals

Through the planning process, stakeholders helped develop a set of six goals that provide more specific direction for North Tryon's future.



# work

## JOBS AND ECONOMIC VITALITY

Attract and grow diverse businesses and industry sectors to provide a wide spectrum of jobs and foster economic vitality.



North Tryon should incorporate more flexible, customized, tech-friendly employment venues and spaces to create a diverse business mix with different types of office and commercial spaces.

*Denver, Colorado*



While North Tryon Street will continue to be most attractive to larger-scale office developers and tenants, finer-grained development is critical to making the district more walkable, visually interesting, and friendly to local, non-chain retailers and service providers.

*Washington, D.C.*



Pop-up shops, food carts, studios, galleries and other enterprises provide employment opportunities while also activating edges of undeveloped parcels and parking lots.

*Portland, Oregon*

# make

## CREATIVE AND FLEXIBLE DESIGN

Create a wide range of platforms and avenues for invention, experimentation, innovation and entrepreneurship.



In North Tryon, the maker culture should be poised to publicly exhibit the talents and energies of the entire community with a range of building types and programming opportunities that invite people inside, ask them to roll up their sleeves, and interact with technical experts and artists.

*Fort Worth, Texas*



A tremendous opportunity for North Tryon lies in stitching together the Uptown core and the emerging North End by providing customizable spaces for co-working, office sharing and making.

*San Francisco, California*



There is room to expand and extend the maker spirit of the 7th Street Public Market which showcases artisanal food and craft beverages.

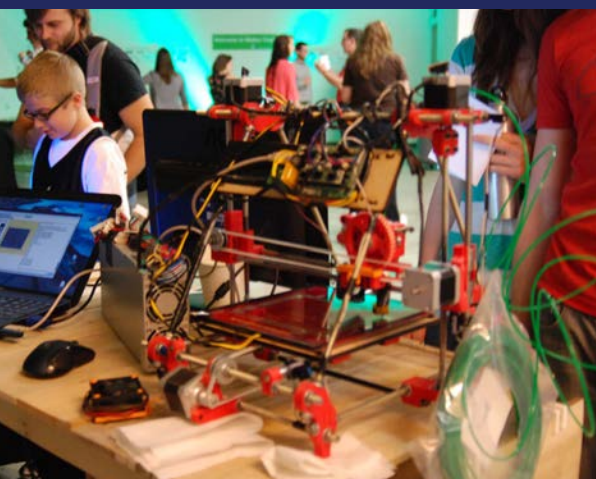
*Florence, Italy*



# learn

## LEARNING LABORATORY

Cultivate an environment, anchored by new and existing collaborative partners, that encourages lifelong learning with formal and informal educational opportunities.



New and existing collaborative partners in North Tryon can play an important role in cultivating an environment that encourages lifelong curiosity and also can offer various educational opportunities for all ages.

*Chicago, Illinois*



New development should include innovative learning environments that engage users of all ages.

*Stockholm, Sweden*



UNC Charlotte Center City offers more formal educational opportunities in North Tryon and anchors First Ward Park. UNC Charlotte should capitalize on its unique location near the park to host networking and educational events.

# live

## DIVERSE AND INCLUSIVE NEIGHBORHOODS

Provide a range of housing, services, retail and amenities throughout the area to ensure North Tryon is a diverse and inclusive neighborhood accessible to all.



Building more mixed-use developments with active ground floor uses near transit stations cultivates a sustainable, diverse and inclusive neighborhood environment in North Tryon.

*Vancouver, British Columbia*



North Tryon will be a neighborhood for all walks of life: a livable place for families, millennials, boomers and other Charlotteans. The public realm is the stage for residents and visitors to gather, celebrate, perform and play.

*Philadelphia, Pennsylvania*



The presence of nearby services, shops, retail, grocery, amenities and great transit access are needed to fully support residents in North Tryon.

*Denver, Colorado*



# play

CURATED AND SPONTANEOUS  
EXPERIENCES AND PROGRAMMING

Provide curated and spontaneous experiences and programming for all ages through creative architecture and public realm design, formal and informal recreation, events, festivals and performances.



The various educational and arts institutions in North Tryon should provide events for young people and families that spill out onto surrounding streets.

*Vancouver, British Columbia*



Streets in North Tryon should provide opportunities to incorporate play elements such as outdoor exhibits, sculptures, interactive equipment and movable seating to engage all ages.

*Fremont, California*



Streets, paseos and alleys can host special events with additional seating, overhead shade, inviting food and drink vendors and hosting performances.

*Austin, Texas*

# engage

CIVIC PARTICIPATION  
AND DIALOGUE

Create opportunities for Charlotteans to engage in civic affairs, make investments in their community and cultivate future leaders.



Events and festivals should take advantage of the district's existing and planned gathering spaces and capitalize on the activities and talent pool of its performing arts institutions.

*Sabadell, Spain*



Engagement programming should strive to bring together a broad mix of ages, incomes, abilities and cultures to foster civic participation and everyday socializing.

*Austin, Texas*



Many opportunities to host civic-minded, community speaker series, such as TEDx Talks, are possible at local venues like the Carolina Theatre.

*London, England*





# guiding principles

The following principles establish a higher-order decision-making framework for North Tryon. Planning the district's growth from what is in many areas a blank slate offers increased influence over site design and the ability to coordinate initiatives. However, the current lack of urban fabric, particularly in the district's north and east portions, also poses a challenge for **creating an environment that feels organic, eclectic and authentic**. The desired feeling of urban grittiness expressed by many stakeholders doesn't develop overnight. True authenticity and fine-grained, human-scaled places take time to evolve and develop their desired character and patina.

Nine key principles  
will help to  
successfully guide  
and propel the  
district forward

## INCLUSIVE

With expanded light rail service, improved bike connections and a walkable urban fabric, North Tryon can provide **affordability, choice and accessibility**. Providing **mixed income and mixed tenure housing** at various price points, and capitalizing on City- and County-owned parcels to build affordable housing, are key to building an inclusive North Tryon. By promoting **finer grained development**, North Tryon will be accessible to small-scale investors and developers who cannot always compete on projects in Uptown. **Leveraging publicly-owned assets for community amenities** will also foster inclusivity.



North Tryon will be more inclusive by offering cultural programming that connects neighbors and organizations to each other.

*Charlotte*



Finer grained development patterns, like smaller block sizes used in Portland, add a diversity of building types and allow a wider range of investors and developers to compete on projects in North Tryon.

*Portland, OR*

## AUTHENTIC

North Tryon should **develop character over time to prevent feeling too contrived**. To achieve a sense of authenticity without waiting decades, North Tryon stakeholders can program the public realm and fill vacant spaces with temporary uses to **build buzz for future development**. Long term, stakeholders can address authenticity through block sizes, design standards, mixed uses within blocks, and using multiple designers and builders. Planners and stakeholders should plan to allow North Tryon to be **shaped by changes in market demand and consumer preferences**.



Small and varied block sizes, carefully crafted street design standards, and mixed uses within blocks can give a sense of urban authenticity.

*Boston, MA*



Allowing certain blocks to fill in with temporary uses while consumer preferences are being established will result in a distinctive collection of local businesses and services that provide a unique environment unavailable elsewhere in Uptown or Center City.

*New York City*

## FLEXIBLE

**New spaces should be more flexible** and support rapid prototyping of various programs and events. Interim **uses such as parks, space for urban agriculture, parklets, temporary pop-up uses, and food carts or container developments** in small infill lots can support neighboring businesses and activate North Tryon prior to major redevelopment. Another strategy involves building a portion of the project first based on current market conditions and adding additional floors later as the market evolves to support more uses and tenants.



New development should be designed to be more flexible such as this live-work space with high ceilings that can be converted from a residential use to retail when the market grows to support it.

*Alberta Arts District, Portland, OR*



Temporary uses such as pop-up shops, food carts and container developments with modest infrastructure improvements can activate vacant lots prior to these areas being developed.

*New York City*



## SUSTAINABLE

North Tryon must be a **model of sustainability and a “future-ready neighborhood”** that preserves, showcases and leverages Charlotte’s assets. All projects should embrace a triple bottom line approach that emphasizes **people, planet and profit in equal consideration**. With so much development potential in North Tryon, there is a significant opportunity to explore **net-zero energy building designs, district-scale solutions to energy, stormwater infrastructure, transportation and parking management systems**. Over time, North Tryon will see the long-term benefits of these sustainable strategies in the form of cost savings, system reliability and other economic and environmental gains.



District-scale stormwater management systems that coordinate across several properties should be employed to minimize environmental impacts and the heat island effect.

*Portland, OR*



New development should integrate stormwater features and other sustainable elements in the public and private realms.

*Seattle, WA*

## VARIED

North Tryon is envisioned to have a **true mix of uses**, with a range of residential housing types, various office types, hotels, civic and institutional anchors, retail and entertainment, and urban parks and plazas. Anchor tenants should vary **within the district and within blocks** to bring about **diversity in form and function**. This will add a variety of employment, retail and hospitality energy to the area. **Including smaller tenants** that provide a unique environment and seeking the right mix of businesses will be critical to cultivating variety.



Curated anchors and tenants will bring in a mix of businesses that cater to those working in, living in and visiting North Tryon.

*San Francisco, CA*



A wide mix of uses ranging from residential housing, offices, hotels, retail with parks and open space in various sizes and formats is envisioned in North Tryon.

*Philadelphia, PA*

## CONNECTIVE

The public realm, including streets, parks, plazas, open spaces and other elements, should **seamlessly connect** North Tryon’s existing **cultural and educational institutions to residential and commercial areas**. North Tryon will be a mixed-use, transit-oriented district with development focused along streets and near existing and future transit stations. **A nuanced hierarchy of streets with varying widths and amenities** will play different roles that range from arterials supporting **smooth flow of traffic to mid-block promenades, alleys and paseos** that enhance walkability throughout the district.



A nuanced street hierarchy which features elements such as pedestrian alleys, paseos and mid-block promenades will enhance walkability and connectivity throughout North Tryon.

*Seattle, WA*



Connectivity will be enhanced when transit is readily accessible by surrounding users from residences and other destinations such as restaurants, offices, parks and plazas.

*Pearl District, Portland, OR*



## GRANULAR

Small development parcels with articulated facades, mid-block promenades and plazas will create fine-grained, human-scaled places. Breaking down large footprints to introduce **mid-block promenades, alleys, paseos, community gardens, plazas and courtyards** will **increase walkability and connectivity**. Furthermore, smaller fine-grained uses offer **affordable options for individuals, organizations and firms** who are willing to trade size for a better location and attractive amenities.



Designating pedestrian-only alley spaces and mid-block promenades will create opportunities for finer-grained, human-scaled spaces in North Tryon that support gatherings and a festival-type atmosphere.

*Austin, TX*



Small development parcels and an assortment of mid-block paseos, promenades, alleys and courtyards provide a granular walking experience.

*Portland, OR*

## COLLABORATIVE

Building on Charlotte's history of successful public-private partnerships, the collaboration and cooperation marking the planning process for North Tryon's vision has become an integral aspect of the vision itself. From future development agreements for **shared parking, meeting and event space, and other facilities to joint programming and coordination for public spaces and events**, collaboration is essential to realizing the vision for North Tryon. While partnership could simply be viewed as an implementation tool to limit the risk of any single entity or to help expedite delivery of a specific development, **sharing and collaboration must drive the vision and implementation for North Tryon.**



Joint efforts by local governments and businesses are needed to implement demand management programs such as car sharing, pedestrian and bicycle facilities and vehicle trip reduction programs.

*Montreal, Québec*



Successful public-private partnerships among North Tryon's philanthropic community, its business leaders, its public officials, and residents are essential to activating public spaces and implementing a shared vision.

*Houston, TX*

## ACTIVE

Ground floors should be designed and built to house retail, when and where appropriate. These spaces should also be flexible enough to eventually convert to retail. Regardless of use, ground floor space must work **symbiotically with the surrounding sidewalks and public spaces** to provide experiences that are active, engaging, safe and comfortable. **Curating and managing ground floor tenants** with easements, discounts for pop-up retailers and longer-term leases, shared management and other strategies will allow the City, County and private sector to cultivate a broad mix of uses.



Public plazas and sidewalks should be extensions of the great cultural institutions in North Tryon by hosting events, festivals and other programs.

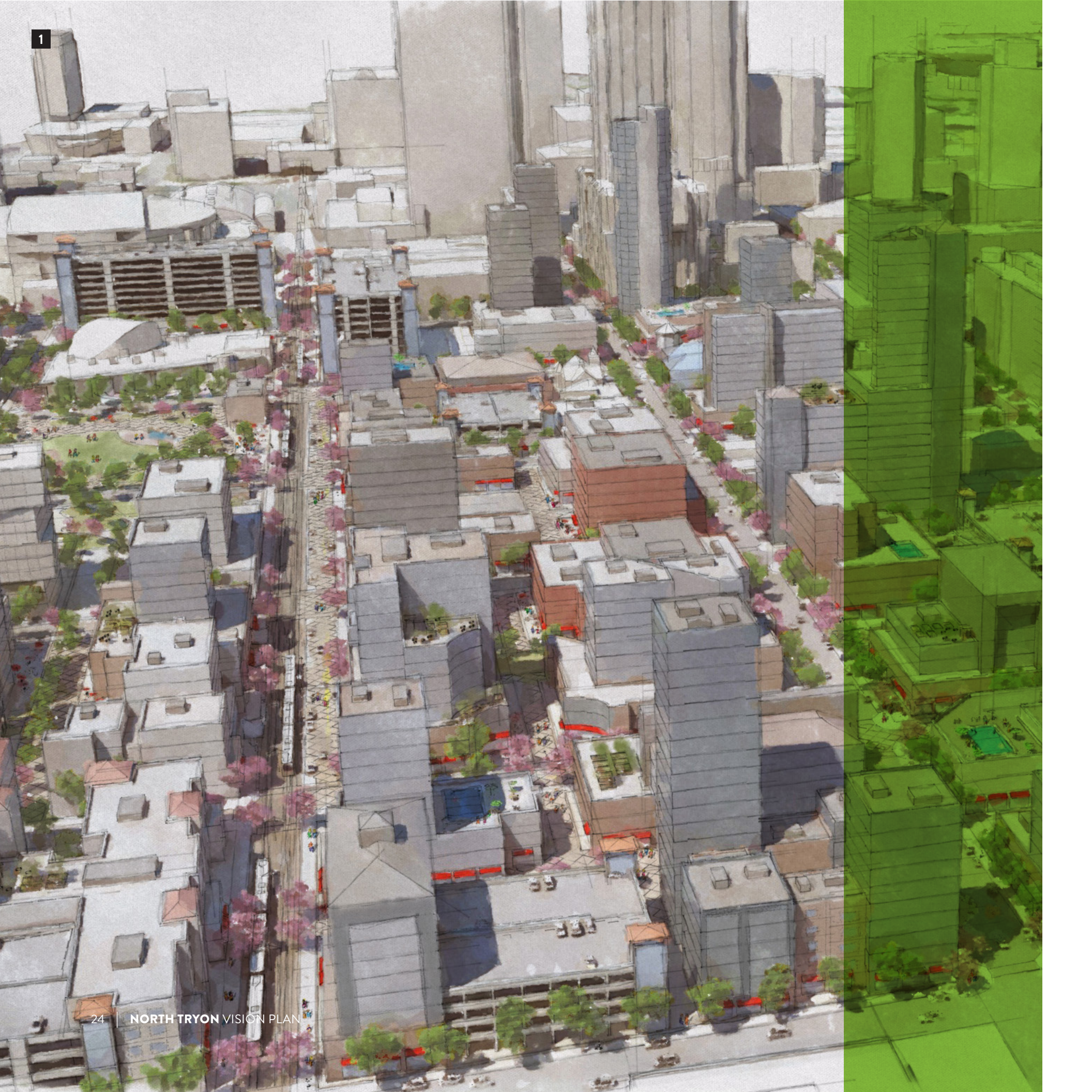
*Manchester, United Kingdom*



Well-designed sidewalk spaces with street furniture support active ground floor uses such as restaurants and retail.

*San Francisco, CA*









# part 3

## recommendations

# 3

## RECOMMENDATIONS

The North Tryon Vision Plan provides the blueprint for how North Tryon will emerge as a great urban district in the coming years.

Part 3 addresses key framework elements such as land use, building form, height and massing; integrates great urban spaces; ensures strong connections throughout the area; and outlines an approach to parking and transit connectivity

to support economic development and a truly pedestrian-oriented environment. Nine catalyst sites are identified from the planning process. Each catalytic project has the potential to be transformative and most will require participation between multiple partners, land owners and institutional stakeholders.

### KEY FRAMEWORK ELEMENTS

A suite of **supportive design elements and development parameters** must be strategically integrated and observed throughout North Tryon. These elements will help to create a **holistic, thriving, and activated urban environment**. While the list of potential design elements is vast, the most important ones for North Tryon include:

- **Diversity** of land use, building height and massing
- **Architectural** design
- **Role of streets** as connectors
- Hierarchy of well-programmed and **activated parks and plazas**
- **Pedestrian linkages** via promenades, paseos and alleys
- Destination and locally-serving **retail**
- Shared and coordinated **parking**

### DIVERSITY OF LAND USE, BUILDING HEIGHT AND MASSING

At the highest level, North Tryon will be a **premier mixed use, transit-oriented district** with the greatest intensity of development focused along Tryon Street and near existing and future Blue Line stations.

It is expected that Tryon Street will continue to be most attractive to large scale office developers and tenants. While market demand should be leveraged in this regard, it is critical that new mid-rise and high-rise towers contribute to the skyline and do not take on a monolithic feel with large floor plates and minimal articulation or aesthetic interest. Importantly, the ground floor of all new development along North Tryon Street should engage the street by including well-designed ground floors with restaurants, shops and other active commercial uses.

**1** *Previous Page:* A bird's eye view perspective rendering of North Tryon shows high density along Tryon Street and the Blue Line Extension. A robust pedestrian network provides immense connectivity to and through each catalyst site.

**2** New towers in North Tryon will contribute to the skyline and the street experience of Charlotte supporting mix-use tenants, varied building orientation, materials, finishes, and ground floor treatments  
*Vancouver, British Columbia*

**3** A "point tower" strategy will characterize development at the Hal Marshall site, where podiums create activated ground floors and have structural capacity and vertical infrastructure to support the addition of towers in the future  
*Tampa, Florida*





**4** Use of finer-grained development moving away from Tryon Street means buildings with fewer stories, façade articulation with greater variation, and entrances and furnishings at ground level that distinguish private and public space

*Denver, Colorado*

**5** Mid- to high-rise residential and office tower development in North Tryon should be broken up with periodic insertion of finer-grained projects and supportive street environments that encourage walking and bicycling

*Vancouver, British Columbia*

The scale of development should generally step down when moving away from Tryon Street and toward the First and Fourth Wards. Smaller floor plate towers atop pedestrian-friendly podium development is encouraged throughout the district. The construction of podiums in the near term with the structural capacity and vertical infrastructure to support the addition of towers in the future can help North Tryon test and grow market demand while activating the area in the shorter term. This “point tower” approach is envisioned as the predominant development form for redeveloping the County-owned Hal Marshall site. The design of ground floors throughout the district should provide for **maximum flexibility** as well as the option to convert to retail and restaurant uses as the market warrants. **Fine-grain development** is encouraged through the creation of small development parcels, small-scale ground floor spaces, and articulation of individual store fronts.



## ARCHITECTURAL DESIGN

Encourage and promote the highest standards of architectural design to protect the integrity of the skyline and to enhance the pedestrian experience. New developments should use a variety of high-quality materials, architectural styles and features. All developments should strive to elevate the architectural design present in the North Tryon district.

## ROLE OF THE STREETS AS CONNECTORS

The width, role and context of the streets connecting to and through North Tryon create **unique opportunities for each street, block and intersection.**

### North-South Connections

**Tryon Street** should continue to provide the premier address that it embodies heading south through the rest of Uptown’s core. Curb extensions, parklets (conversion of curbside parking spaces into vibrant community spaces), and mid-block crossings will help to make Tryon Street distinct and highly programmable. The block of Tryon Street between 6th Street and 7th Street should have the most flexibility and be designed in a manner to facilitate festivals and events on a regular basis. It should be designed as a flexible extension of the new Spirit Square Plaza.

The other existing north-south streets through North Tryon tend to have wider overall profiles and play important roles in moving traffic to and through the district. **Church Street, College Street, Brevard Street**

**and Caldwell Street** should be targeted for “Complete Street” enhancements: calming treatments that still allow for necessary traffic movement, but at a slower speed and pedestrian-friendly, aesthetically pleasing crossings. Brevard Street and Caldwell Street provide opportunities for separated bicycle facilities (e.g., bike lanes, cycle tracks or multi-use pathway), generous sidewalks and landscaping. New development along all of the north-south streets should include flexible ground floor design with a particular emphasis on developing engaging corner entries and active intersections.

**Market Street** is a new street that will be constructed between 7th Street and 9th Street immediately west of the Blue Line light rail line. This street will provide pedestrian, bicycle and auto connectivity between ImaginOn, 7th Street Public Market, Google Fiber, First Ward Park, UNCC Center City, the Levine Properties redevelopments and the Hal Marshall site. A thoughtful and pedestrian-oriented blend of new retailers, small shops, boutique offerings and a broad variety of restaurants will enliven the streetscape that supports the redevelopment of adjoining office, hotel, residential, and university and corporate campus offerings. The street can be closed to auto traffic during special events such as food truck rallies, art-in-the-park weekends and other community programming. Water, electricity and other infrastructure needs for such special events should be incorporated into the street design. The Rail Trail will be incorporated into the Market Street cross section to extend northeast from the 7th Street Station to the Ninth Street Station and beyond into the North End.



**1** Existing design of Tryon Street provides parallel parking and one travel lane in each direction

**2** Tryon Street today hosts processions and parades in Charlotte







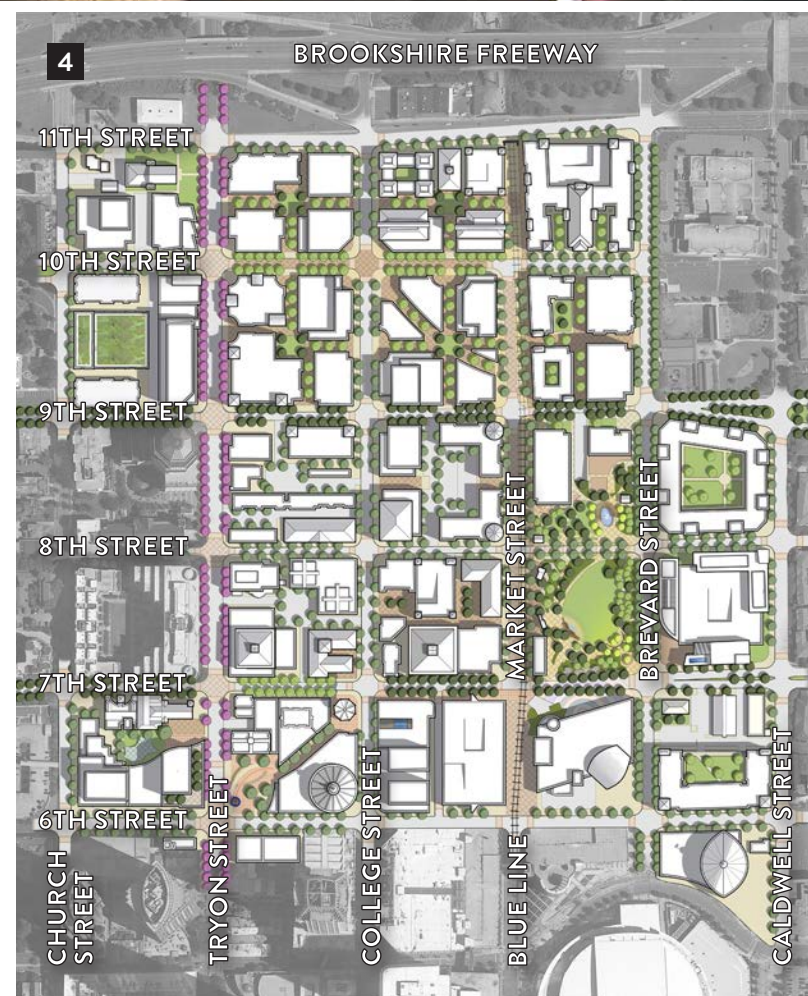
**3** Proposed Tryon Street design allows the street to close to vehicles during special events and can act as an extension of the new Spirit Square plaza

**4** Illustrative plan of North Tryon

### East-West Connections

The east-west streets provide the threads that will ultimately **tie together North Tryon's diverse mix of uses and link together the First Ward and Fourth Ward**. The smaller profile of the east-west streets naturally moderates traffic and provides a more pedestrian-friendly slow speed environment that will attract neighborhood-serving businesses and residents less interested in the signature address of Tryon Street.

**6th Street** should be improved with more formal gateway and identity features, prominent and efficient pick-up and drop-off facilities serving existing and future hotels, the Carolina Theatre, Discovery Place, the new Main Library and ImaginOn. 6th Street is an ideal corridor for a concentration of hospitality uses.





**7th Street/Play Street**, along with the diagonal pedestrian promenade envisioned for the block currently occupied by Spirit Square and the Main Library, will provide an even stronger link between the cultural institutions and the First Ward and Fourth Ward parks and neighborhoods. While 7th Street should continue to carry traffic, it will prioritize the pedestrian, incorporate experiential and interactive play elements and exhibits, and allow for temporary closure of the street for festivals and events on weekends. Through improvements and eventual development of the 7th Street Play Street concept, neighboring institutions will find a venue where they can better engage with the street through programming, active shops, restaurants, the exposure of rehearsal spaces, construction shops and other elements.

The Play Street concept builds on the success of the anchor institutions which attract thousands of families to North Tryon each year. The immersive and interactive

experience in both the design of the street and adjacent development will characterize the experience of walking along 7th Street. At a base level, the street will establish a physical link between its numerous neighboring institutions, with interactive streetscape elements that engage all ages to be a part of the North Tryon experience. As the interface between the public and private realm, 7th Street Play Street will reveal and showcase the offerings and inner workings of the museums, libraries and performing arts institutions, thus redefining the role the street plays in North Tryon and Charlotte.

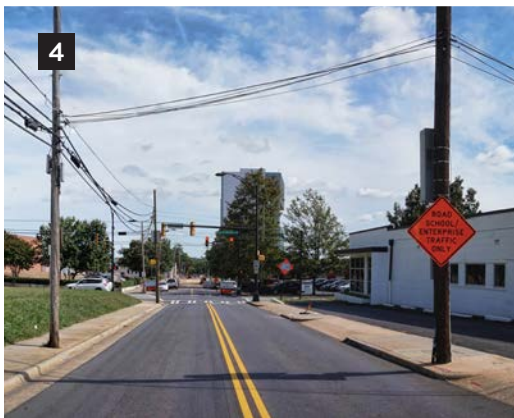
Most importantly, the notion of play along 7th Street is not just for children and youth; play becomes a language for people of all ages and abilities to better understand the neighborhood, culture, history and greater region. Play experiences that invite users to climb, draw, and take part of all kinds of physical and mental challenges along 7th Street will forge a connection between First

**1** Existing view down 8th Street along the Blue Line rail at the edge of First Ward Park with adjacent surface parking lots

**2** Rendering of the proposed 8th Street, shown below, will function as smaller-scaled sightseeing/arts strolling street that establishes a quiet pedestrian link to the Fourth Ward. Neighborhood-serving “main street” development will be focused between First Ward Park and Tryon Street







**3** Proposed 9th Street design will function as the northern portion of the Ward Loop with facilities for pedestrians and bicycles traveling to transit corridors and open space destinations

**4** Existing view down 9th Street toward the UNC Charlotte building at College Street

and Fourth Ward Parks, two important open space assets.

Key elements include interactive streetscape art and installations, playful lighting treatments, movable and artfully branded seating options, guided tours and scavenger hunts, a rotating resident ‘play’ artist and street art classes, curbside check-out library, and branded play features. The Play Street takes advantage of every nook and cranny of the street for programming purposes, curating a variety of experiences, events, and learning opportunities where people can investigate and contribute.

**8th Street** runs through First Ward Park and is naturally a slower street with less traffic because it begins at McDowell and includes two pedestrian and bicycle-only segments in the Fourth Ward. With two light rail stations just a block away and the new Market Street and Rail Trail connections, 8th Street provides the opportunity

to create a strolling street with dining and restaurants and the feel of other popular streets in Center City neighborhoods outside the freeway loop. Development along 8th Street should be stepped back from the street edge on upper floors to contribute to the intimacy of the space. The initial focal point for neighborhood main street development along 8th Street should be between Tryon Street and First Ward Park as a part of the Hall House block and Levine Properties redevelopments.

**9th Street** is designated as the northern portion of the Ward Loop, described in the 2020 *Vision Plan* as a ring of pedestrian and bicycle-friendly streets connecting the four wards, the ward parks and multi-modal transit corridors. Right-of-way constraints make consistent landscaping gestures and dedicated facilities impossible at certain pinch points. Still, the redevelopment of the Hal Marshall site opens up exciting opportunities to realize the Ward Loop and express its intent in creative





ways while connecting the wards, UNC Charlotte Center City, a new grocery store along Tryon Street, the Skyhouse towers and new creative office and maker spaces.

**10th Street** does not currently exist between Brevard and Tryon Street. As part of their redevelopment plans, Levine Properties and the County have committed to constructing 10th Street to provide key infrastructure through a relatively large area. 10th Street will become a major East-West connector that will create a pedestrian-friendly travel way between the First and Fourth Ward neighborhoods.

## A HIERARCHY OF WELL-PROGRAMMED AND ACTIVATED PARKS AND PLAZAS

Parks and plazas are **essential to the livability** of the North Tryon area.

**First Ward Park is a premier public space** that provides the community park that North Tryon and the First Ward have needed for years. The park provides an urban oasis anchored by UNC Charlotte Center City to the north, ImaginOn and the 7th Street Public Market to the south, and Google Fiber and Market Street to the West. The park **will enjoy unparalleled transit connectivity** in Charlotte with two Blue Line stations just across the street. First Ward Park will be complemented by an urban plaza at the corner of Tryon Street and 6th Street on a portion of the site currently occupied by the Main Library. The plaza – called the **new “Spirit Square”** – will provide a contiguous, flexible and well-appointed urban plaza that this portion of Uptown has sorely lacked.

Between **St. Peters Episcopal Church and Discovery**

### critical park & plaza sites

- First Ward Park
- New Spirit Square plaza
- St. Peters Episcopal Church and Discovery Place
- 7th Street Play Street
- Adjacent to new Blue Line 9th Street Station
- Along the new 10th Street, 9th Street Ward Loop extension and other linear connections

**1** Rendering of the proposed 10th Street, which will function as smaller-scaled sightseeing/ arts strolling street that establishes a quiet pedestrian link to the Fourth Ward. Neighborhood-serving “main street” development will be focused between First Ward Park and Tryon Street

**2** Existing view down 10th Street along the Blue Line at the edge of First Ward Park with adjacent surface parking lots





3



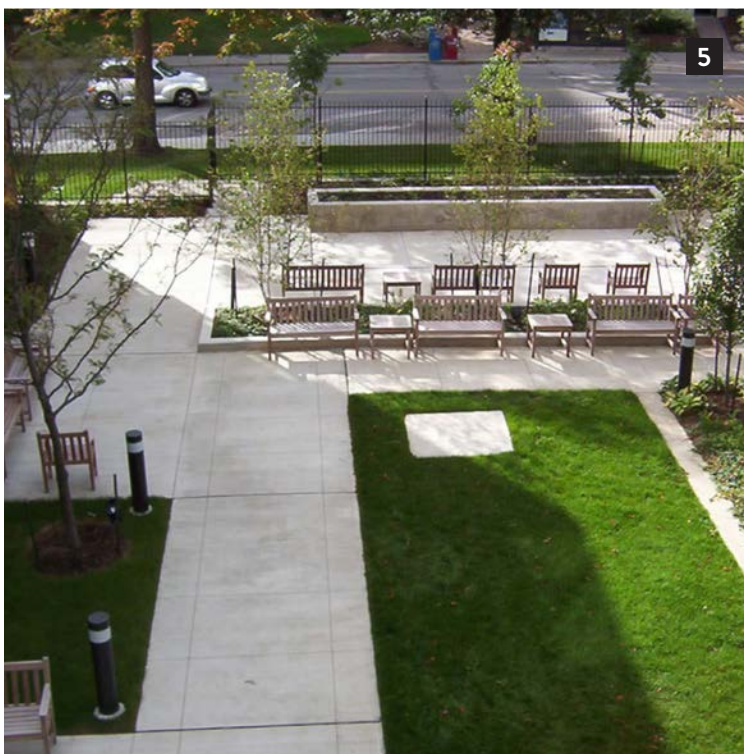
4

**3** Street design addresses the activity of pedestrians as well as vehicles. Pedestrian lingering is encouraged with activated ground floors, street level entrances, movable seating, street trees, hardscape treatment, landscaping and distinctive lighting

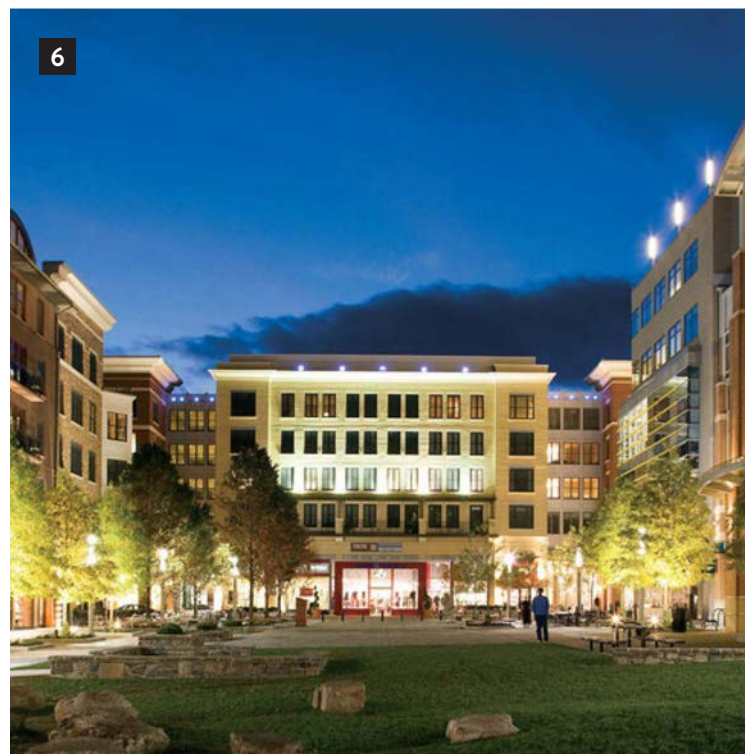
*2nd Street District, Austin, Texas*

**4** Streets can be designed to perform a biofiltration function with addition of urban stormwater swale facilities that also provide visual interest, street shade and urban wildlife habitat

*Seattle*



5



6

**5** Private open space for residential buildings can support activities such as bocce, gardening, gathering areas and meditation space while providing street side visual interest to passersby

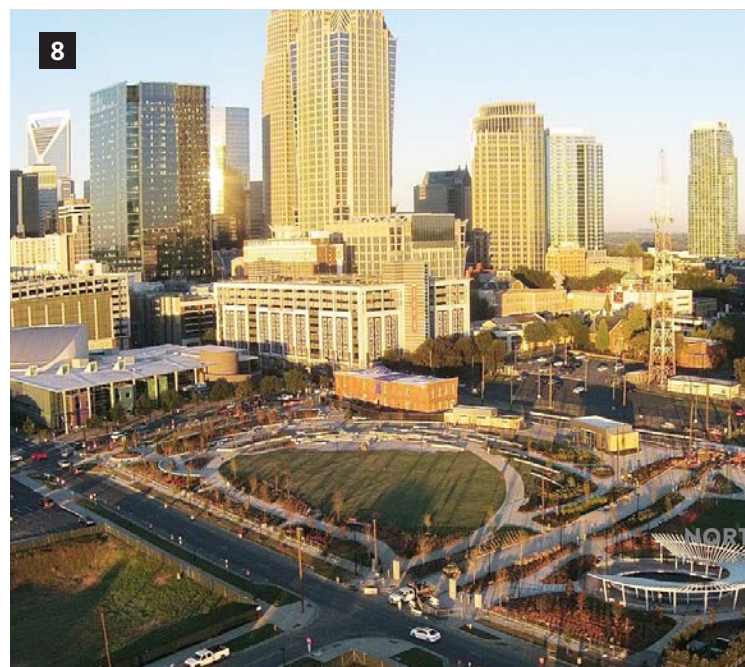
*Toronto, Ontario*

**6** Parks and plazas with lighting, street furniture, adequate shade/solar exposure, entrances that open onto the park, good sight lines, and a sense of enclosure are inviting and safe any hour of the day

*Rockville, MD*



7



8

**7** The transition area between park and building is particularly suited for movable seating and shade trees that serve needs of park user as well as adjacent retail and restaurants

*Portland, OR*

**8** First Ward Park is proving to be a catalytic development force in North Tryon and fills a much needed open space need in the district



**Place**, there is yet another opportunity for a shared plaza where conversations, outdoor performances in conjunction with McGlohon Theatre and art/science/community service exhibits can activate the space on a rotating basis.

Further north at the Hal Marshall site, **a plaza near the Blue Line 9th Street Station** will provide needed respite in high-traffic area. Similar gathering and resting spaces along linear connections throughout the district will make walking and bicycling between destinations more comfortable.

## PEDESTRIAN LINKAGES VIA PROMENADES, PASEOS AND ALLEYS

Another key element of the vision articulated in the Key Framework Elements is the inclusion of mid-block

promenades and paseos.

**Pedestrian promenades and paseos** are a broad category of publicly- and privately-owned pedestrian-oriented streets or **alleys** with human-scaled buildings that can host a mix of restaurants, cafes, outdoor seating, entertainment venues and shops. Promenades and paseos increase pedestrian connectivity and provide opportunities for fine-grained supporting uses in the form of parklets, community gardens, plazas and courtyards. The variety of activities and offerings along them make paseos destinations in themselves. Supportive improvements include special paving, pedestrian furnishings, shade tolerant landscaping, public art, pedestrian-scaled lighting, and directional or orientation signage. Traditional service-oriented alleys can be retrofitted into attractive paseos to support a high volume of foot traffic.

### critical sites

- New Spirit Square plaza, the mid-block promenade across Tryon Street at Spirit Square complex
- Alley between Levine Museum of the New South and 7th Street Public Market
- Hal Marshall site
- Blue Line 9th Street Station
- Charlotte Rail Trail



**1** A pedestrian alley supports opportunities for artful awnings, signage, overhead shade treatment and façade design that emphasizes the human-scale qualities of the built environment

*Agueda, Portugal*





**2** Pedestrians are apt to use an area that was once designated for cars for strolling, shopping, window gazing, or simply hanging out  
*Seoul, South Korea*

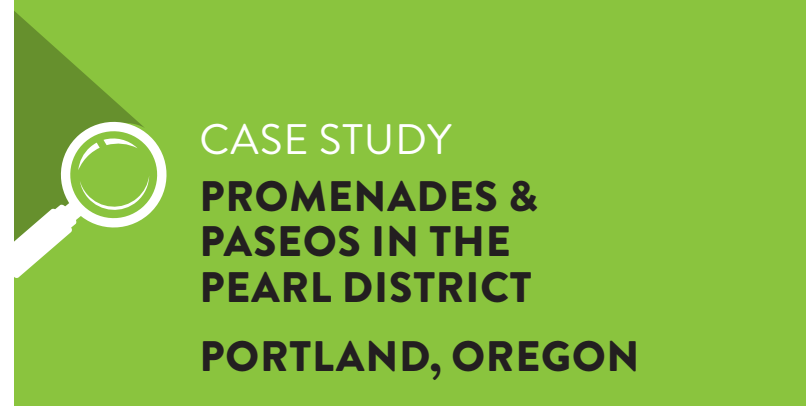
**3** Mid-block promenades establish public pedestrian connections between buildings and should include landscaping, hardscape treatments, seating and trash receptacles  
*Portland, Oregon*

Currently, North Tryon is characterized by large blocks, fast moving traffic, relatively unfriendly pedestrian infrastructure, and a general lack of bicycle infrastructure. The streetscape improvements described and illustrated in the Development Framework are intended to calm traffic and provide safer facilities for all modes of traffic. **Well-lit mid-block promenades, paseos and pedestrian alleys** will play an important role in breaking down the large blocks that detract from the walkability of North Tryon. With as-needed **mid-block crossings** as part of the mix, these features make pedestrian comfort one of the highest priorities in the district. Active ground floor development will also help to provide “eyes on the street” and reduce the perceived distance between destinations.

## DESTINATION AND LOCALLY-SERVING RETAIL

**Retail is a critical element of the North Tryon Vision Plan recommendations** and reflects anticipation that many new residents will soon call the district home.

Retail investment that specifically adheres to the Vision’s guiding principles – **inclusive, authentic, flexible, sustainable, varied, connective, granular,**



Portland, Oregon is often touted for its small, 200-foot long blocks and tight street grid. Portland’s walkability and pedestrian-friendly treatment of most ground floors are a direct result of the City’s denser pattern of streets, blocks and intersections. One of the City’s original industrial areas was developed north of the Central Business District near the Willamette River where rail spurs and access roads were constructed instead of the regular street grid pattern.

Over the past two decades this area has redeveloped into the Pearl District: a popular high-density, mixed-income neighborhood where more than a quarter of all housing is affordable. A community plan, urban renewal plan, assessment district, tax increment financing, and zoning incentives were all used to create this successful neighborhood. While much of the area has been retrofitted with the intimate 200-foot grid pattern, not all of those new connections are conventional streets. Many links in the network have been developed as paseos and pedestrian-oriented alleys with little or no vehicular access.

The integration of these paseos helps the area capture the walkability and connectivity of the tighter street grid and provides opportunities for public gathering, green spaces, and courtyards. Many residences and a growing number of businesses are choosing to locate along and orient to these great pedestrian spaces.





## CASE STUDY

### SECOND STREET AUSTIN, TEXAS



Austin's Second Street District is a six-block infill and redevelopment project located along the south edge of downtown Austin, Texas. The City's vision for the project is broad: to enhance the identity and image of downtown as a civic and cultural destination for residents, visitors, and businesses while preserving and enlivening Austin's sense of place. The City has leveraged its ownership of five of the six blocks in the Second Street District. Its goal for the area is to develop 168,000 square feet of ground-level destination retail.

Perhaps the greatest opportunity is represented by nearby residents on all sides of the central business district who want to shop downtown but cannot find the products and services they want today. The City developed a vision plan and invested in the public realm through its Great Streets program which played a big role in attracting retailers and investors to the area.

The City worked with developers to provide financial incentives and other resources to 1) attract tenants that provide a leasing attraction for other, non-incentivized operators; 2) build momentum or accelerate the pace of leasing; and 3) create enough critical mass of retail to begin to attract additional shopping expenditures. The City successfully curated a critical mass of active retailers through participation in ground leases, subleases, funding for the construction of flexible ground-floor retail shells, Disposition and Development Agreements and management agreements.

**collaborative and active** – will do much to change the daily experience of living and working in North Tryon. Currently, retail offerings are sporadically located and extremely sparse. The 7th Street Public Market offers the best selection of smaller-scaled, food-focused retailers in a high quality shopping and browsing environment, but it is a veritable diamond in the rough.

The influx of North Tryon residents in years to come will demand a **comprehensive retail presence** that caters to a diverse group of urban dwellers and workers. Retail development must strive to be **walkable, conveniently clustered, located along well-designed, activated ground floor units, and include both mainstream staples and locally-made** products. Some portion of the retail mix should strive to reflect the talents and passions of the local and regional population. To attract a wide range of diverse retailers, leasable units must come in many formats and price ranges. In the short term, retail development must achieve a balance of supply and demand to sustain itself, but should also anticipate that the district will begin to attract customers from beyond its boundaries **as it evolves into a distinct retail destination within Charlotte.**

#### critical sites

- Tryon Street
- Market Street along Blue Line Extension
- 7th Street Play Street
- 8th Street





1



2

**1** Retail spaces in North Tryon should include diverse, smaller units with adequate sidewalk space for spill over activities and outdoor dining

*Oakland*

**2** Wide sidewalks allow pedestrians to pass through but also support the needs of retail establishments and restaurants who want to offer outdoor display or dining space

*2<sup>nd</sup> Street District, Austin*



3



4

**3** To create a distinctive retail experience in North Tryon, urban design of retail spaces should include artful, non-conventional materials such as these units inspired by shipping containers

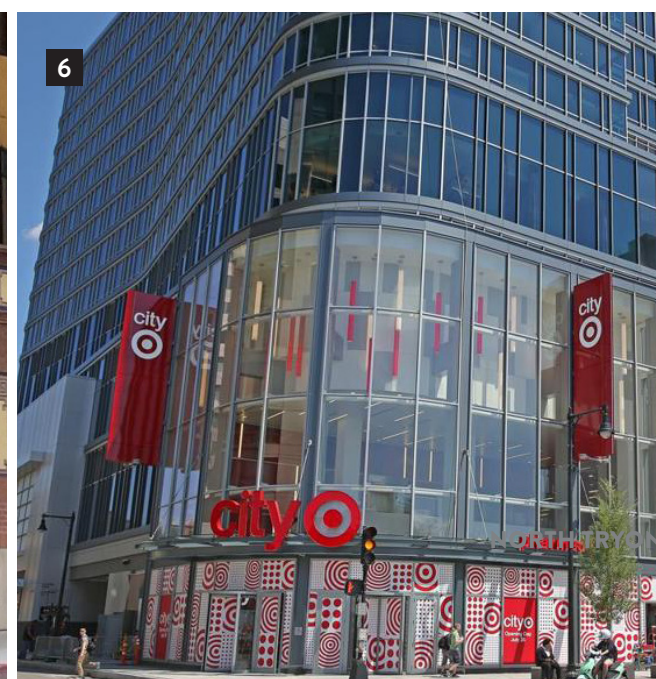
*London, England*

**4** Retail inserted into plazas and parks can take on many forms. Here, retail and food service opens up to its surroundings and provides maximum building transparency

*Auckland, New Zealand*



5



6

**5, 6** The North Tryon retail mix will also include mainstream retailers who adapt their buildings to fit in better with an urban context

*Berkeley; Washington D.C.*





## SHARED AND COORDINATED PARKING

A priority for North Tryon is to provide the **right balance of parking facilities** so that garages and remaining surface lots are fully utilized and optimized.

The desire to transform the district with new development and enhance streets with finer-grained development while supporting needs of existing tenants hinges on the ability to provide convenient and adequate parking throughout the district.

Anchor institutions and other planning partners should pool resources and share parking facilities, but they first need to collect and analyze data to understand baseline conditions.

### critical sites

- Existing structured parking at 7th Street
- Underground structure located at the new Spirit Square and Hall House sites
- Hal Marshall site
- First Ward Urban Village at 11th Street
- 3-4 levels of parking with retail wrapped edge near UNC Charlotte

**1** Structured parking should contribute to the public realm with designs that allow for activated ground floors and artful façade treatments

*Santa Monica*

**2** Dynamic signage directing drivers to the nearest garages with capacity will help manage a coordinated, shared district parking strategy for North Tryon

*San Jose*





## CASE STUDY

### SFPARK DEMAND-BASED PARKING MANAGEMENT SYSTEM, SAN FRANCISCO, CALIFORNIA



A comprehensive **district-wide parking provision and management strategy** should be commissioned for North Tryon that will include existing parking demand data and facilities evaluation. The study should examine shared structured (above and/or below grade) parking solutions and must include provisions for enhanced signage and wayfinding, technological assistance and other elements to manage demand for vehicular use and encourage walking, biking, transit, and use of shuttle buses. The overall supply of parking needed to accommodate demand can be reduced by sharing a portion of parking spaces among uses that have complementary schedules. In addition, the provision of parking below grade creates additional space for active uses and opportunities for finer grained development that is not dependent on optimal floor plates of a parking structure.

**3, 4** Bold, graphic focused wayfinding design for parking garage interiors can transform the experience being inside of them from dull to playful

*Melbourne, Australia*

**5** Structured parking facilities can employ strategies to help activate the street after dark using dynamic lighting design

*Santa Monica*

Boosted by a \$19 million federal grant, the San Francisco Municipal Transportation Agency (SFMTA) launched the SFpark program in spring 2010 to reduce traffic congestion on local streets. Drivers circling to look for parking were widely believed to contribute to this traffic congestion problem.

SFMTA uses a demand-based approach to adjust the cost of a spot to meet demand: rates fall on streets with a number of open spots, for instance, while they rise on packed blocks. Sometimes that means paying more for parking, but it also means fewer cars circling for a spot, and therefore less congestion in downtown San Francisco. Using wireless sensors spread across eight city neighborhoods, SFpark reviews the availability and pricing of some 18,500 street and garage spots and feeds this information to drivers in real time (primarily through the SFpark app, but also through text messages).

These features have become key aspects of the city's parking management system and have helped with parking availability and finding parking spaces easily in Downtown and other commercial areas of San Francisco.



➤ Institutional players such as Discovery Place, Carolina Theatre, Main Library, Spirit Square, Levine Museum of the New South, Hal Marshall, Hall House, McColl Center and Charlotte Ballet are all critical catalyst sites for North Tryon. Levine Properties and Bank of America also have major projects in the district

# catalyst sites and focus areas

The North Tryon vision framework provides the **overarching blueprint for how North Tryon will emerge as a great urban district in the coming years.**

A series of **focus areas and catalytic development opportunities** identified during the planning process are explored below. The framework also focuses on key elements such as land use, building form, height, and massing; integrates great urban spaces; ensures strong connections throughout the area; and outlines the approach to parking and transit connectivity to support economic development and a truly pedestrian-oriented environment.

While the large scale of the North Tryon district allows for many development opportunities, it also presents challenges related to phasing, market development, market maturity, funding and coordination. A set of catalytic projects is outlined to **target initial investments in the most strategic locations**, carve the district into manageable areas with distinct development objectives and provide guidance in implementation.

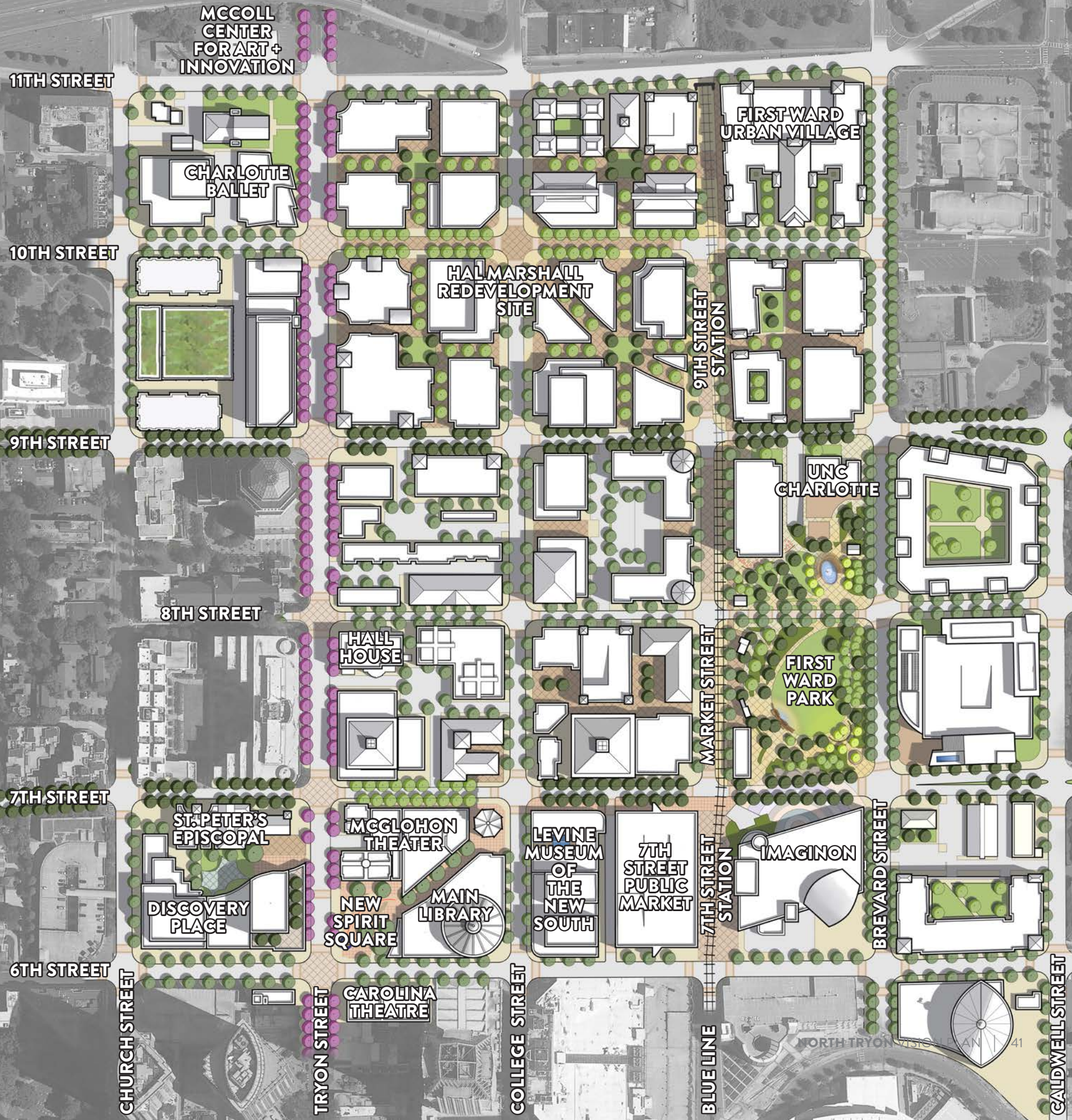
These opportunities include:

- **New Spirit Square and Partner Institutions**
  - *Main Library*
  - *Spirit Square and McGlohon Theater*
  - *Carolina Theatre*
  - *Discovery Place*
  - *St. Peter's Episcopal Church*
  - *Levine Museum of the New South*
  - *Hall House and Bank of America Site*
- **Levine Properties**
- **Hal Marshall**
- **Charlotte Ballet and McColl Center for Art + Innovation**

## key vision elements

- Programming partnerships between Discovery Place, St. Peter's Episcopal Church, Charlotte Mecklenburg Main Library, Spirit Square, McColl Center, Charlotte Ballet, McGlohon Theater, Levine Museum of the New South and Foundation For The Carolinas/Carolina Theatre
- Discovery Place stays in current location - expands, renovates and redevelops
- New public plaza developed ("Spirit Square") at North Tryon Street and 6th Street in conjunction with a redeveloped Main Library
- Main Library is redeveloped with a restored McGlohon Theater entrance and lobby with office and/or residential tower on a portion(s) of the site
- Levine Museum of the New South remains and the site is redeveloped in conjunction with Spirit Square
- Shared underground district parking garage constructed on the blocks bounded by College, Tryon, 6th and 8th Streets
- All new and redeveloped street frontages designed to be more permeable, accessible, active, transparent and well-integrated
- Carolina Theatre lobby and auditorium is renovated to include a strong relationship to Spirit Square and a new theater-serving café(s)









## CASE STUDY

### CREATIVE VILLAGE ORLANDO, FLORIDA



Creative Village builds upon the success of Orlando's digital media industry by transforming the former Amway Arena site into a 68-acre mixed-use, transit-oriented, urban infill neighborhood in the heart of the city. When complete, the neighborhood will include a diverse mix of uses including up to 1,200,000 square feet of office/creative space, over 500,000 square feet of education space (secondary and higher education), 1,500 mixed income residential units, 150,000 square feet of retail/commercial space and 225 hotel rooms.

Creative Village is a public-private partnership between the City of Orlando and the Master Developer, Creative Village Development, LLC, a joint venture between Bank of America Community Development Corporation and a local team led by Ustler Development, Inc. Once completed, it will be the largest transit-oriented development and sustainable LEED-ND development in Florida.

### NEW SPIRIT SQUARE AND PARTNER INSTITUTIONS

When embarking on a large scale revitalization effort, it is critical to begin with investing in existing assets. North Tryon's greatest existing assets are the many **arts, culture and education institutions clustered along Tryon Street and 7th Street**. Individually, investment in one of these facilities may be able to increase the number of visitors to the district.

When planned and developed in concert and linked together with great plaza spaces, streets, parks and promenades, the **collective investment** in the various institutional anchors will be transformative.

A shared desire between stakeholders to revitalize the existing Spirit Square and Main Library block presents an opportunity for an urban awakening in North Tryon. In conjunction with a redeveloped Main Library, the new Spirit Square plaza will be developed at the corner of Tryon and 6th Streets and will play an important role in providing a new outdoor venue where neighboring arts, culture and education institutions can host programming, performances and exhibits. The new Spirit Square plaza will extend improvements across Tryon and 6th Streets and be able to host special events that occasionally spill into Tryon Street with temporary closures. Stakeholders

have expressed interest that the plaza design and Main Library redevelopment allow for a diagonal cut through across the block. This will establish a key pedestrian connection between Discovery Place, St. Peter's Episcopal, McGlohon Theater, Carolina Theatre, the current Levine Museum location, the potential 7th Street Play Street and the Hall House/Bank of America site. All redeveloped and new street frontages associated with the new Spirit Square plaza space will be designed to be more permeable, accessible, active, transparent and well-integrated with adjacent development.

Spirit Square's partner institutions have each developed a set of physical and programmatic directions to integrate their efforts into the broader goals for North Tryon. Their efforts are described in the following pages.



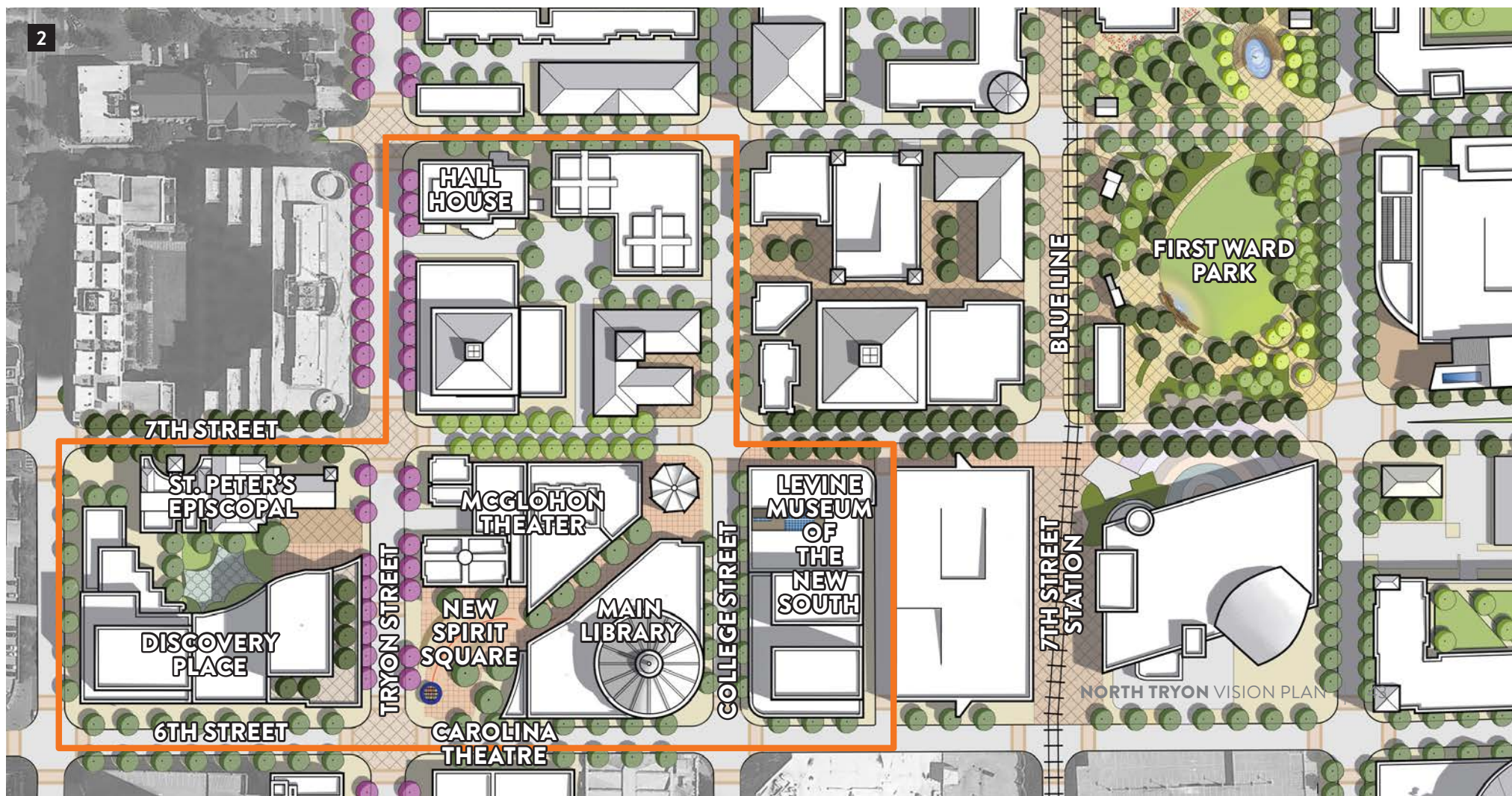
1 Aerial view of the renovated Fountain Square has spurred investment of over \$125 million in additional private investment in the Fountain Square District, and continues to serve as a catalyst for new residential, retail and restaurant development in the region

*Cincinnati*

2 Focus areas and Catalytic Development opportunities for the New Spirit Square and partner institutions



1



2



CATALYST SITE

# MAIN LIBRARY

FOCUS

**The Charlotte Mecklenburg Library creates a community of readers and empowers individuals with free access to information and the universe of ideas.**

EXISTING CONDITIONS

- Size: 157,000 square foot building
- Access to Blue Line 7th Street Station, adjacent parking decks
- Observations/Needs:
  - *Very book-centric in its design features*
  - *Uninviting entrance along 6th Street*
  - *Relatively few meeting spaces that are flexible and can facilitate 21st Century exchange*
- Details:
  - *Extensive collection of genealogical records and historical resources at the Robinson-Spangler Carolina Room*
  - *Current circulation is 10% digital*
  - *User mix includes Center City residents, workers, visitors and homeless/transient populations*

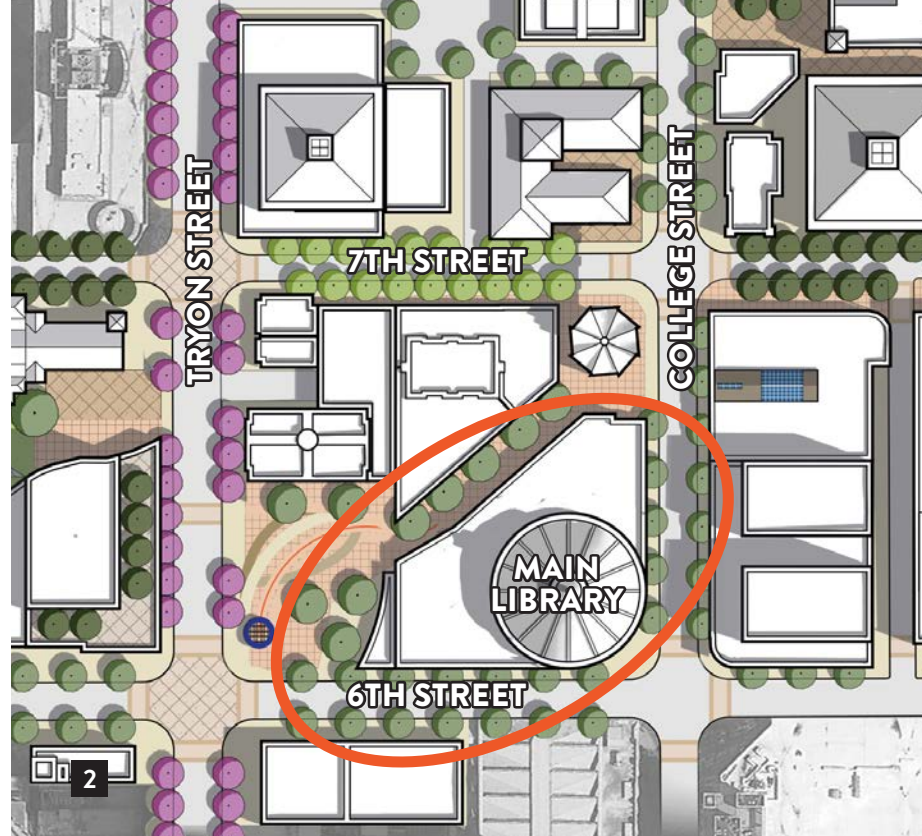
PROPOSED PHYSICAL DIRECTION

- Main Library included in redevelopment of the site in conjunction with Spirit Square
- Create a new public plaza and pedestrian promenade through the Library/Spirit Square site to make the block more permeable to pedestrian access
- Include flexible, programmable plaza at corner of 6th and Tryon
- Develop a mid- to high-rise tower on portion of site
- Include ground floor retail and services at street front
- Create warm, inviting spaces with energy, color and natural light
- Provide reservable meeting, working and study spaces
- Connect interior spaces to outside and exterior spaces to inside
- Expand space for the Robinson-Spangler Carolina Room
- Partner in shared parking in new underground or structured parking deck

PROPOSED PROGRAMMATIC DIRECTION

- Collaborate with institutional neighbors and other partners to reinforce key strategic priorities and neighborhood brand
- Serve as a “student union”-like information and services hub for North Tryon
- Create a shared ticketing office for all County events. Sell tickets to all venues and events in Mecklenburg County. Include a discounted passport option that includes bundled tickets to popular destinations/events
- Develop genealogy programs in conjunction with Genealogy Society that connect people with family research resources at the Main Library





**1** Existing Main Library main entrance on 6th Street

**2** Main Library site plan

**3** Rendering of Main Library entrance at 6th and College Streets

*Credit: Snøhetta - for illustrative purposes only*





# SPIRIT SQUARE, MCGLOHON THEATER AND CAROLINA THEATRE

## FOCUS

**To present the best in the performing arts, and, in partnership with others, share and employ the arts as a major catalyst to strengthen education, build community cohesiveness, advance economic growth and facilitate cultural expression in the Charlotte region.**

## EXISTING CONDITIONS

- Size: McGlohon Theater (fronts Tryon Street) seats 730; Duke Energy Theater (fronts 7th Street) seats 182; Carolina Theatre (fronts Tryon Street) is approximately 36,000 square feet with 900 seats
- Spirit Square tenants: Community School for the Arts, Knight Gallery, WFAE satellite studio, classrooms, art studios
- McGlohon Theater restored in 1980
- Carolina Theatre owned by Foundation For The Carolinas

- \$36 million raised for Carolina Theatre renovations with \$39 million goal
- Parking: Available nearby at the 7th Street Station, Hearst Tower and 5th/3rd decks

## PROPOSED PHYSICAL DIRECTION

### Redevelop entire Spirit Square site, with restored McGlohon Theater

- Plan, design and construct site in conjunction with Main Library redevelopment and potential new Spirit Square plaza to make block more permeable to pedestrian access.
- New entrance, lobby and any restoration needed for McGlohon Theater
- Active ground floor uses, restaurants and retail along Tryon, 6th and along diagonal route through new Spirit Square plaza

### Adapt Carolina Theatre plans to make additional physical connections to the new Spirit Square plaza and Main Library

- New lobby and renovated auditorium for Carolina Theatre

- Boutique hotel or other use above theatre lobby
- Create direct access to Luski-Gorelick Center for Philanthropy/Foundation For The Carolinas
- Underground and/or structured parking under Spirit Square

## PROPOSED PROGRAMMATIC DIRECTION

- Partnership opportunities at Spirit Square with area non-profits to include:
  - *Education opportunities and classes*
  - *Rehearsal space and performances*
- Program and activate existing/new Spirit Square plaza space and 7th Street Play Street with outdoor reading hours, scavenger hunts, and urban discovery/wildlife walks
- Program Carolina Theatre with a community and civic-minded speaker series, forums, lectures, films and town hall style meetings
- Use a collaborative programming approach that lends to continuous use of theatre space
- Advertise theatre as a unique venue for performing artists, comedy festivals and cultural arts performance





**1** Rendering of Carolina Theatre facade

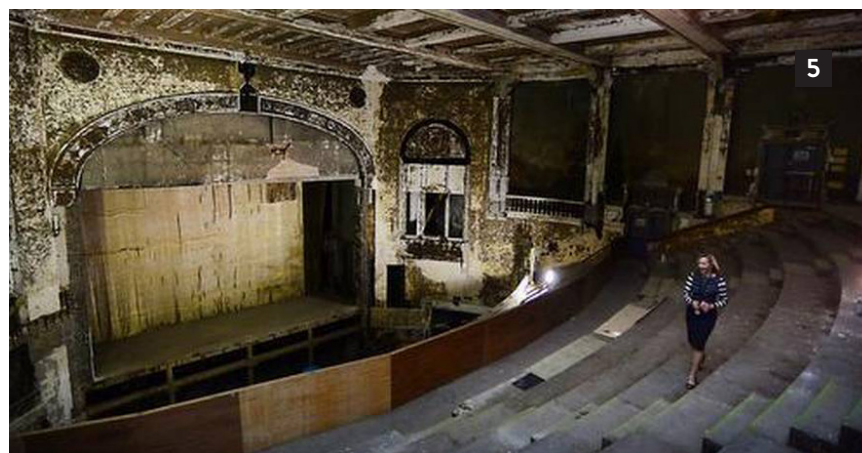
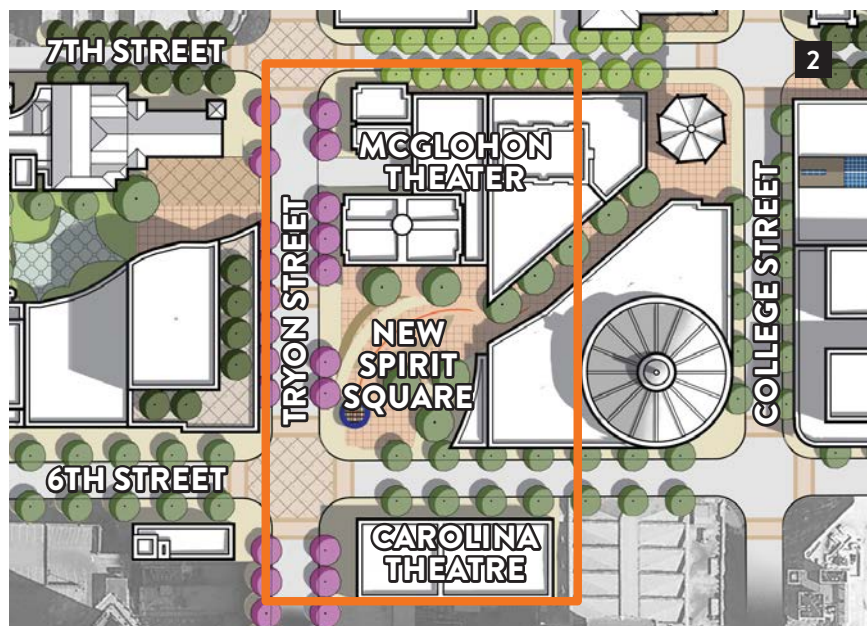
*Credit: Westlake Reed Leskosky*

**2** McGlohon Theater, new Spirit Square plaza and Carolina Theatre site plan

**3** Existing view down 7th Street toward College Street

**4** Proposed 7th Street/Play Street design will provide for temporary closure of the street for festivals and weekend events

**5** Existing Carolina Theatre auditorium





# DISCOVERY PLACE

## FOCUS

**Discovery Place is a hands-on-learning science, technology, engineering and mathematics museum in a fun, informal setting with an IMAX theater.**

## EXISTING CONDITIONS

- Size: 160,000 square foot building
- Parking: Adjacent dedicated structured parking deck disconnected from two of three entrances
- Observations/Needs:
  - *Multiple entrances, but most frequently-used entrance does not front Tryon Street*
  - *Building is difficult to navigate and inadequate for mission and audience*
  - *Need for additional exhibit, education and event space*
  - *Limited building permeability and visibility of exciting offerings inside; limited natural light and outdoor space*
  - *Broad audience diversity*
- Details:
  - *Monthly young professional program features science and bar service; growing adults-only attendance*

## PROPOSED PHYSICAL DIRECTION

**Discovery Place stays in current location and expands, renovates/ redevelops**

- Renovate Tryon Street frontage and façade to make more permeable, accessible and transparent to pedestrians and address need for additional indoor and outdoor facilities to serve growing audience
- Create a visual and programmatic link across Tryon Street to new public space on Library/Spirit Square site; permeable pedestrian access
- Create science and spirituality courtyard/plaza and cafe along Tryon Street with St. Peter's Episcopal Church that incorporates play elements
- Address future parking needs
- Partner in shared parking in new structured parking deck on library block and CHA/BofA redevelopment block
- Envision purpose and use of two-block campus to meet current and future educational and audience needs
- Close Tryon Street to vehicular traffic to create a large gathering space for special events and performances

## PROPOSED PROGRAMMATIC DIRECTION

- Develop programming to expand beyond building's footprint and activate new public space on Library/Spirit Square site with pedestrian circulation and amenities
- Add movable tables and chairs and outdoor exhibits/sculpture to Tryon Street frontage to encourage people to linger and explore
- Explore connection of Bank of America STEM Center/Discovery Place Education Studio to magnet school
- Explore feasibility of building expansion and commercial development over/on top of Discovery Place on Church Street
- During Tryon Street special events that close the street, provide additional seating, overhead shade, food and drink vendors, curated performers and musical entertainment





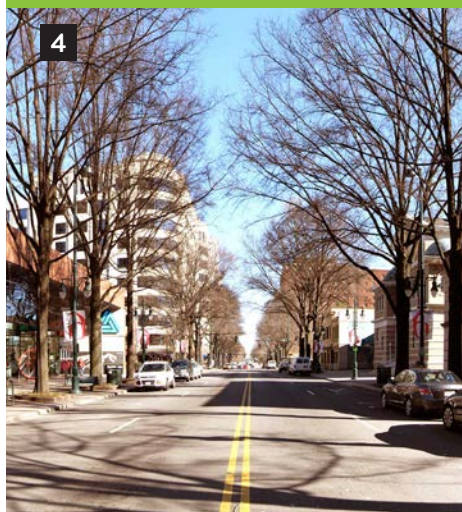
**1** Conceptual rendering of facade enhancement at Discovery Place

*Credit: Snohetta - for illustrative purposes only*

**3** Discovery Place site plan showing proximity to proposed new Spirit Square plaza

**2** Proposed Tryon Street with new Spirit Square plaza at right and renovated Discovery Place exterior at left

**4** Existing view along Tryon with Discovery Place entrance at left





# HALL HOUSE AND BANK OF AMERICA BLOCK

## OVERVIEW

**The block bounded by Tryon Street, College Street, 7th Street and 8th Street is a critical site in the overall puzzle of North Tryon's revitalization. The block, home to the Charlotte Housing Authority's Hall House and an Uptown Police Station, lies near the heart of the district and will play an important role in realizing the envisioned futures for shared amenities, inclusivity and each of the adjacent street edges.**

## CHARLOTTE HOUSING AUTHORITY FOCUS:

To develop, operate, and provide quality housing in sustainable communities of choice for residents of diverse incomes.

## EXISTING CONDITIONS

### Hall House

- Size: 12-story brick 'Barringer Hotel' building on a 2.2 acre parcel, built in 1940
- 191 units (50 efficiencies, 140 one-bedrooms, 1 two-bedroom units)
- Owned by Charlotte Housing Authority

### Bank of America Site

- Size: 1.3 acre site
- 2-story police station
- Surface parking lot

## PROPOSED PHYSICAL DIRECTION

**Hall House plans are adjusted to incorporate and leverage development partnership with Bank of America**

- Mixed-use development including office, residential, retail and cultural facilities
- Re-orient project so that it helps to activate the street edges and does not focus retail, lobbies and other activity generators internally
- Explore opportunities to augment the pedestrian realm on 8th Street
- Contribute to underground parking structure for Hall House/Bank of America block and new Spirit Square and redeveloped Main Library block
- Restore historic structure

## PROPOSED PROGRAMMATIC DIRECTION

- Boutique hotel
- Mix of market rate and affordable housing, office and retail
- Participate in shared parking solution
- Consider Bank of America site as a location for a combined creative office space, maker space and co-working development, as well as affordable housing

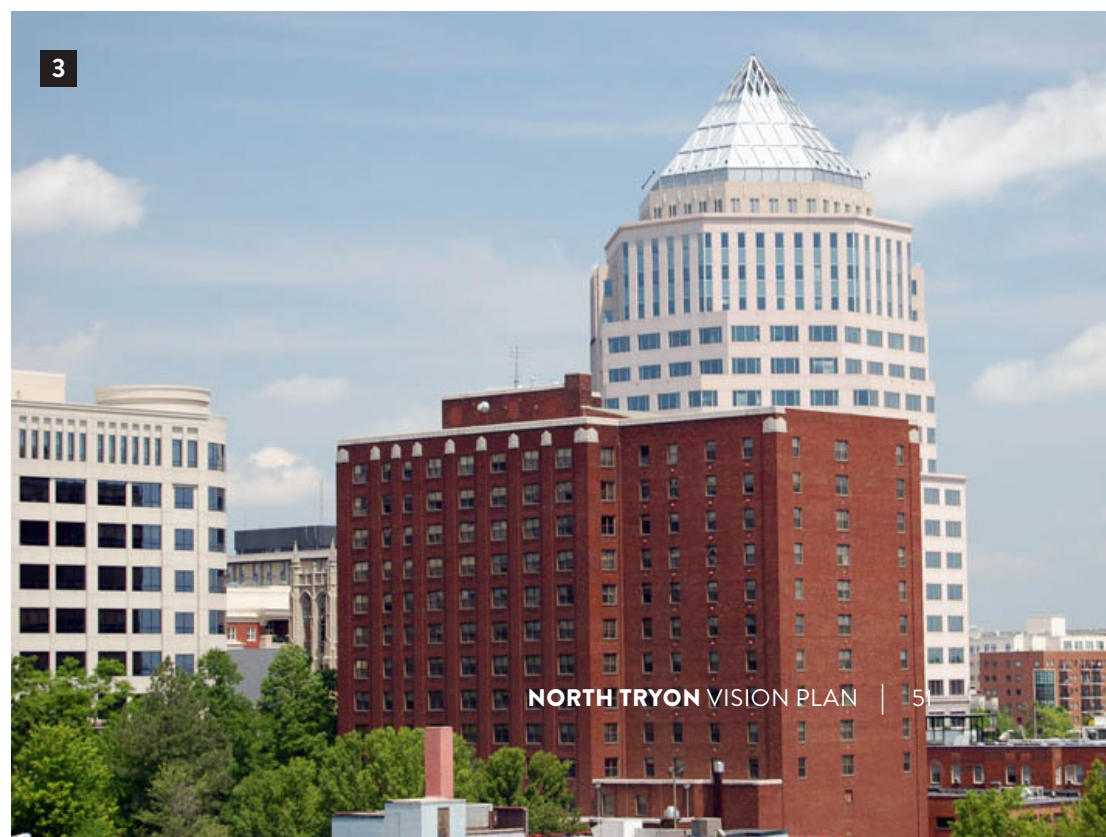
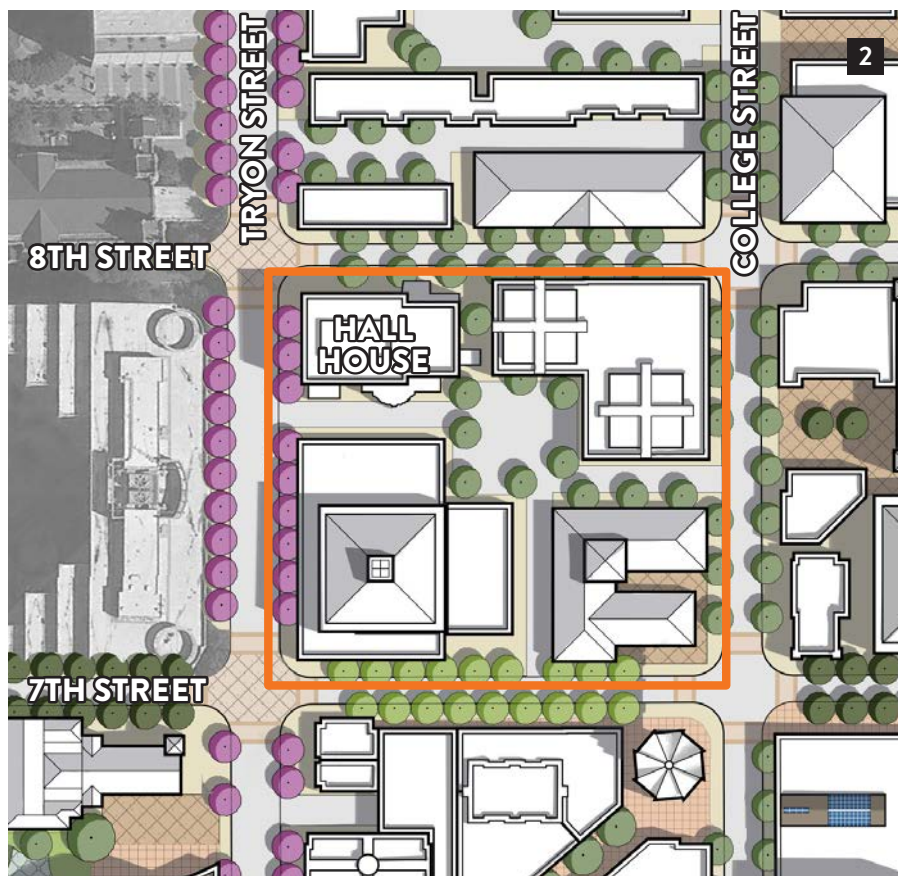


**1** Rendering of Bank of America site at 7th and College Streets

*Credit: Snøhetta - for illustrative purposes only*

**2** Centrally located in the North Tryon district, the CHA Hall House and Bank of America site shares frontage with the proposed 7th Street Play Street

**3** Existing Hall House with 525 North Tryon building in the background





# LEVINE MUSEUM OF THE NEW SOUTH

## FOCUS

**The Levine Museum of the New South (LMONS) presents the diverse history of the U.S. South since 1865, with a focus on Charlotte and the surrounding Carolina Piedmont. LMONS tells the stories of those who have shaped the region's history and those who are continuously reinventing the South today. LMONS exhibits and programs tackle tough and relevant issues, raise important questions, spark community conversation and provide historic context to contemporary challenges.**

## EXISTING CONDITIONS

- Size: 40,000 square foot building
- Built: renovated in 2001
- Observations/Needs:
  - *Façade turns its back on College Street and neighbors*
  - *Building isn't energy efficient*
  - *Better configured space needed (not necessarily more space)*
- Parking:
  - *Designated parking at the 7th Street Station deck*

## PROPOSED PHYSICAL DIRECTION

### **LMONS stays in current location and renovates/redevelops**

- Address street frontages on College and 7th to be more permeable, accessible and transparent to pedestrians
- Consider a public-private partnership option at existing site with LMONS as anchor of a mid-rise or high-rise development
- Expand square footage by up to 10,000 square feet

## PROPOSED PROGRAMMATIC DIRECTION

- Use history as a catalyst for civic engagement and dialogue
- Organize, co-market and co-host conferences, films, panel discussions, cultural celebrations and/or speaker series with community partners and neighboring institutions - share costs of attracting patrons, organizing/hosting events and fundraising
- Collaborate with the Charlotte-Mecklenburg Library's Robinson-Spangler Carolina Room for local history programs
- Use programming to target young adults, teens and new communities
  - *Exhibits that showcase Charlotte's ethnic diversity*
  - *Food truck tours*
  - *Interactive displays*

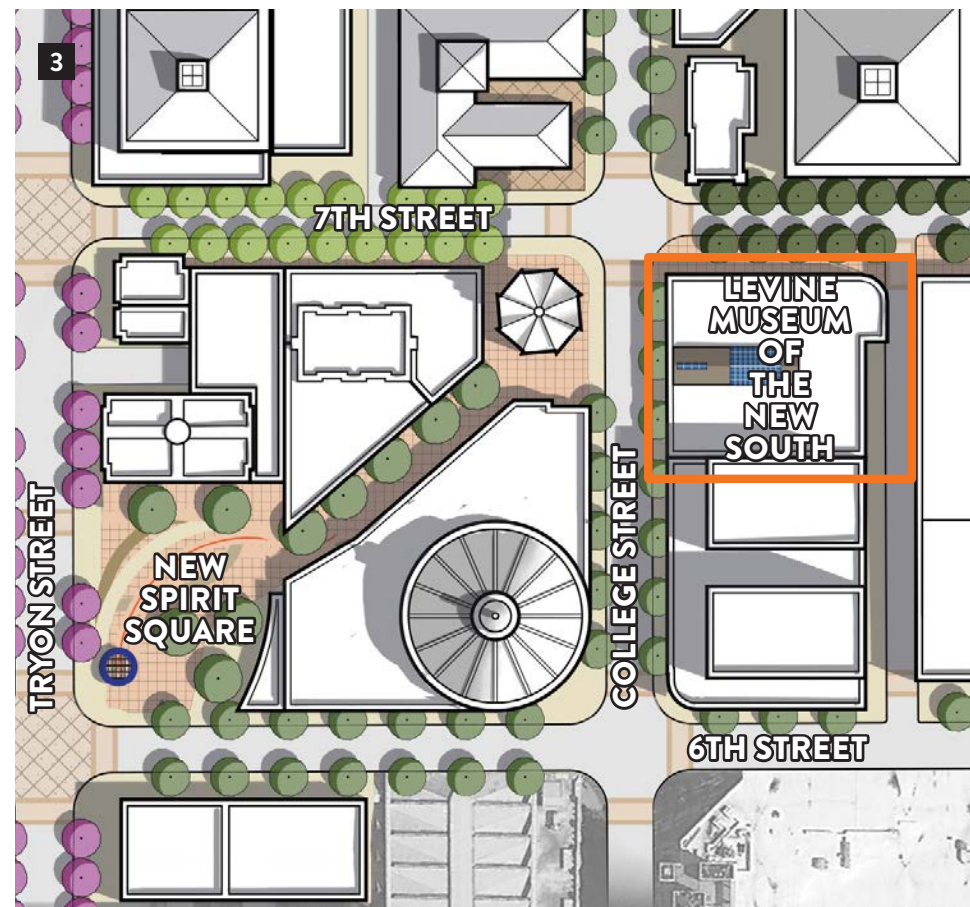


**1** Rendering of proposed Levine Museum of the New South along College and 7th Streets

*Credit: Snøhetta - for illustrative purposes only*

**2** Located at a prime intersection in Uptown, the entrance to the existing Levine Museum of the New South is situated mid-block adjacent to a parking structure

**3** Levine Museum of the New South site plan showing proximity to Main Library, proposed 7th Street/Play Street and new Spirit Square plaza





# LEVINE PROPERTIES

## FOCUS

**Another major focus area of North Tryon includes the significant property holdings of Levine Properties. With First Ward Park at its center, proposed development will include a mix of office, housing, parking, educational facilities and hospitality.**

First Ward Park, centrally located among Levine Properties' land holdings, has quickly become a destination for many types of users including school children at recess, strolling Uptown office workers, local lunch goers, UNCC Center City students and people visiting nearby cultural institutions and civic destinations like ImaginOn, Google Fiber, Levine Museum of the New South, Spirit Square, McGlohon Theater and Discovery Place. The park will extend its impact and reach onto the adjacent properties via paseos and articulated public spaces that draw park-goers into shops and restaurants across the street.

Surrounding First Ward Park, the planned First Ward Urban Village is poised to transform surface parking lots into a pedestrian-centric mixed-use development that will include market rate apartments and workforce housing, a blend of new retailers, small shops, boutique offerings and a broad variety of restaurants. These elements will enliven the streetscape that supports the development of adjoining office, hotel, residential, and university and corporate campus offerings.

Pedestrian-level retail and restaurants will be provided throughout the redevelopment with a particular focus on the edges of First Ward Park and along Market Street. Retail at the ground floor – of hotels, residences and office buildings – will activate the First Ward Urban Village streetscape.

Levine Properties' redevelopment of their First Ward property is critical to cultivating the live-work-play environment that is driving the vision for North Tryon. Young professionals seeking an enriching lifestyle in an urban environment will find a transit-oriented neighborhood within First Ward Urban Village with all the office, residential, retail and hospitality amenities they expect.

The Blue Line Extension, along with the stations at Seventh Street and Ninth Street, bolster easy connectivity to points North and South of the Uptown area. Quick access to North Tryon's retail, restaurants, civic areas and office developments will be a huge draw for those living outside of Center City. Structured parking decks will be provided not only for the new developments but also to support the commuting public and UNCC Center City.

## PROPOSED PHYSICAL DIRECTION

- An integrated mix of housing types and ownership/rental opportunities
- Mid-block promenades that create breaks between buildings and opportunities to insert retail and commercial with connections to First Ward Park
- Retail spaces along Market Street/Blue Line in a variety of formats, sizes, price points and layouts
- Demonstrate the goals for transit supportive mixed use development envisioned for the rest of North Tryon



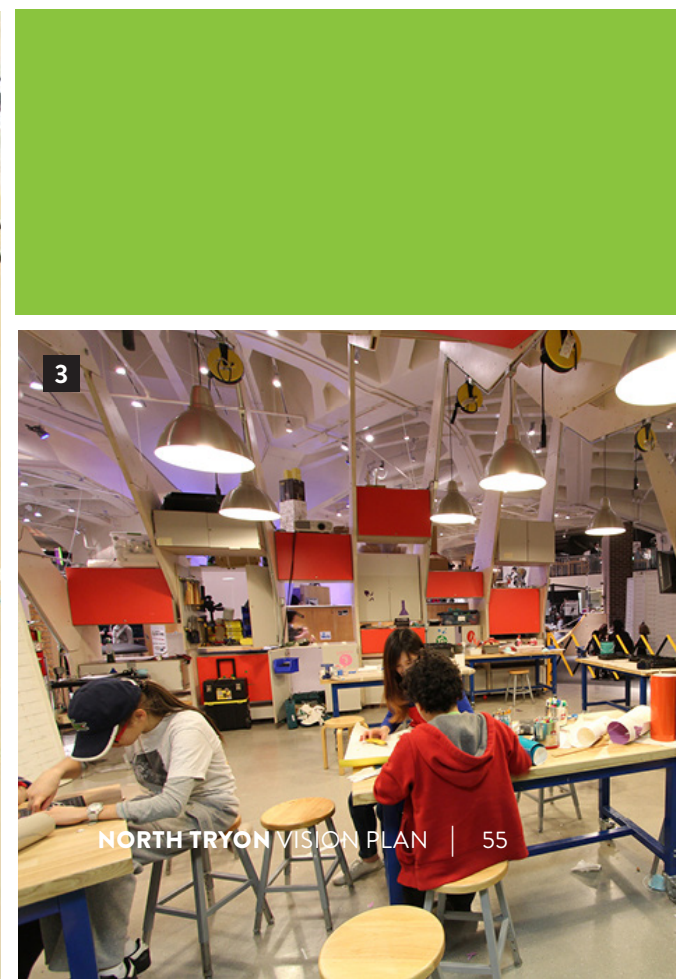
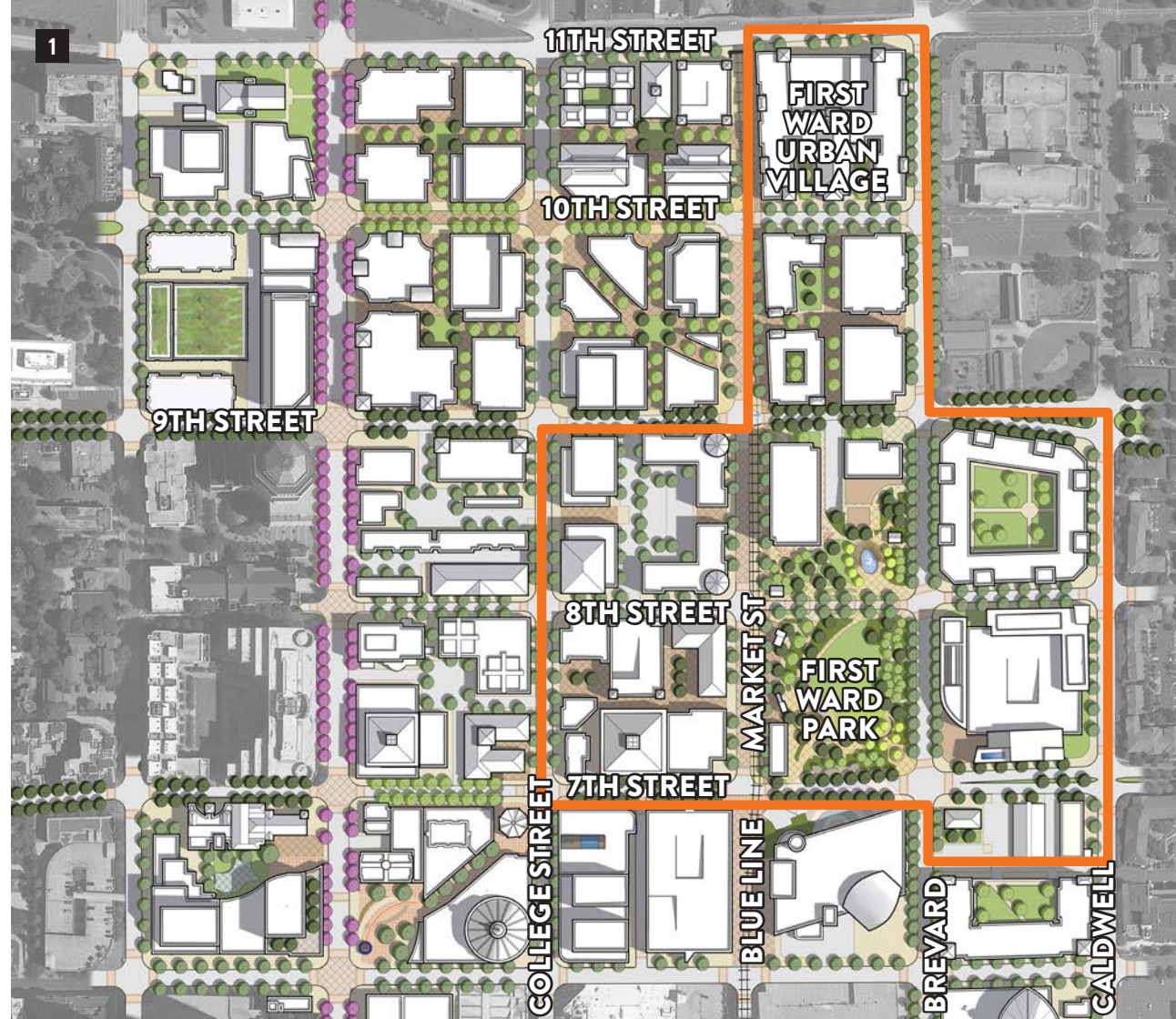
**1** Levine Properties holdings are concentrated around First Ward Park and include planned development opportunities like First Ward Urban Village, Market Street, Google Fiber and other parcels currently used as surface parking

**2** Curated retail tenants will bring in a mix of businesses that cater to those working, living and visiting North Tryon

*San Francisco*

**3** Maker spaces can include studio-type, collaborative work spaces that facilitate team problem solving and experimentation

*New York Hall of Science*





# HAL MARSHALL

## FOCUS

**The Mecklenburg County-owned Hal Marshall site provides a tremendous opportunity to achieve many of the Vision Plan goals. With the relocation of staff and services from both the Hal Marshall Building and Annex, the County hopes to spur a walkable mixed-use development while seizing the opportunity to provide something that would otherwise not be possible without public sector involvement.**

Proposed development aims to stitch together vacant land between First and Fourth Wards and better connect North Tryon to the Central Business District and the North End/Applied Innovation Corridor.

Opportunities at Hal Marshall should leverage the amenities and resources of neighboring development along First Ward Park, proposed Market Street retail, and adjacent Levine Properties. The 9th Street Station area will be an anchor for the Hal Marshall site and should include active ground floors and a fine-grained scale of development.

A public gathering area, plaza or park on the west side of the 9th Street Station will be an important feature of the public realm and should be activated by a mix of land uses and a new institutional anchor. Given the impact of light rail in Charlotte's South End, the new 9th Street Station is positioned to bring transformational change to the area.

A stronger transit linkage will stimulate new development and better connect existing destinations spread throughout the district (e.g. the McColl Center for Arts + Innovation and Charlotte Ballet) to the core along 6th and 7th Streets.

## EXISTING CONDITIONS

- Size: Underutilized 12-acre site
- Location: Generally bound by 9th, 11th and Tryon Streets and the Blue Line light rail extension

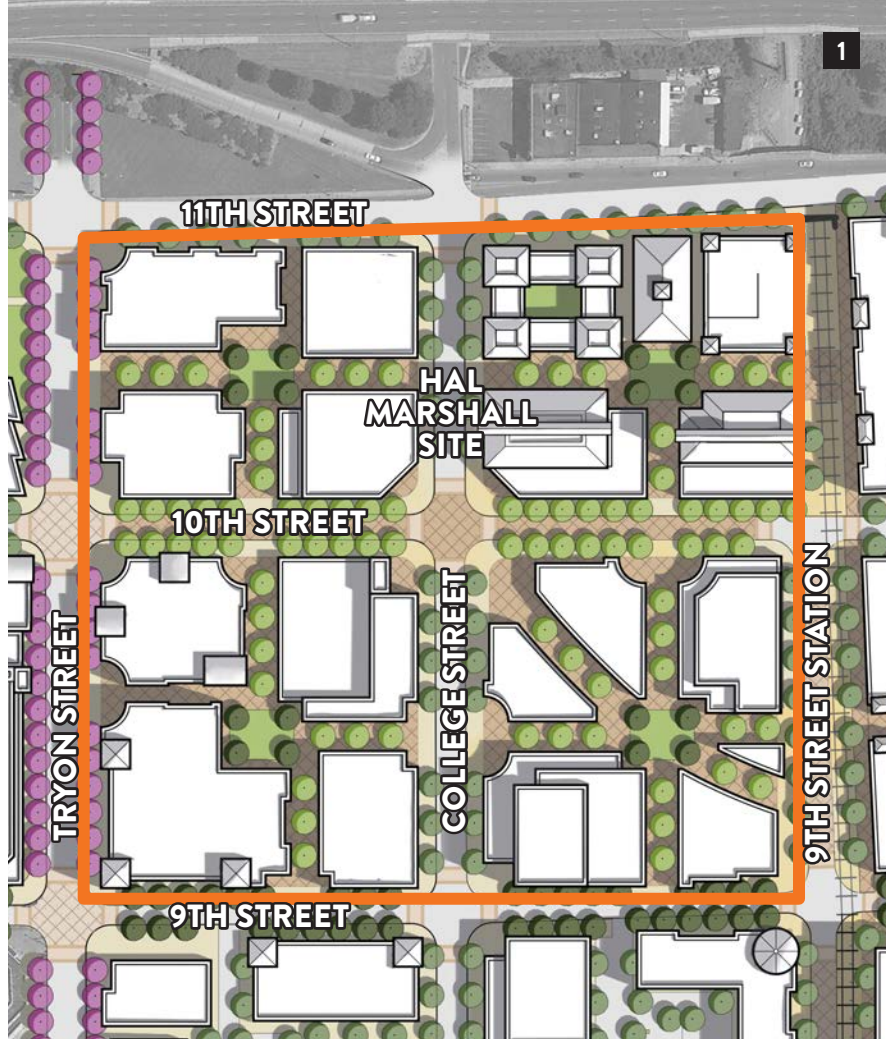
## Observations/Needs:

- Site under public ownership
  - Large amount of surface parking
- ## Details:
- Currently houses County offices and services in process of relocating remaining employees from the site

## PROPOSED PHYSICAL DIRECTION

- 10th Street extended through the site between Brevard Street and Tryon Street
- Pedestrian promenades, paseos, access drives, alleys to divide the typical Uptown block pattern into a more intimate network
- Strong walking and biking connections to and from the new Blue Line 9th Street Station
- Podium development with flexible ground floor spaces for residences, locally serving retail and creative office and maker spaces
- Slender office towers along Tryon Street and narrow residential point towers toward the 9th Street Station
- A mix of residential options including affordable/workforce housing, rental and ownership opportunities
- Housing options should include apartments, condominiums and townhouses





**1** The Hal Marshall redevelopment site encompasses four blocks of mixed-use development with a re-established 10th Street and multiple mid-block promenades designed to improve pedestrian connectivity

**2** Pedestrian-oriented storefronts with a variety of exterior treatments create unique strolling

**3** Streetcar line adjacent to residential towers  
*Seattle*

**4** Existing parking lot at the Hal Marshall site



## CASE STUDY

### POINT TOWERS VANCOUVER, BRITISH COLUMBIA



Popularized in Vancouver, British Columbia, point towers are small floor plate towers set back from the street on low podiums with retail or townhouses at the base. Podiums occupy nearly the entire development parcel, define the street edge, and add activity and vibrancy. Towers generally range from 15-40 stories with spacing guidelines aimed to give residential tenants privacy and retain views. Sometimes there are as few as four units per floor and predominate building materials are steel and glass.

‘Mid-rise’ point towers, which max out at 14 stories, allow a wider range of opportunities to articulate the building façade with more color, wood detailing, screening strategies, window and entry fenestration, and use of living walls.



# CHARLOTTE BALLET AND MCCOLL CENTER FOR ART + INNOVATION

## FOCUS

**The block bounded by Tryon, Church, 11th and 10th Streets links the Hal Marshall site to the 4th Ward neighborhood. Adjacent to the two Skyhouse towers, the last developable parcel located behind Charlotte Ballet is an important opportunity to create neighborhood-oriented mixed use as well as provide additional space for the art and cultural programs, housing and retail. Future development should emphasize the creation of uses, spaces and programs that can generate revenue to help financially sustain the organizations.**

## EXISTING CONDITIONS

### Charlotte Ballet

- Dance studios
- Performance space
- Administrative offices

### McColl Center

- Artist studios
- Gallery space
- Production & fabrication shop
- Administrative offices

## PROPOSED PHYSICAL DIRECTION

- Provide new housing for artists-in-residence (for Ballet and McColl), visiting scholars and creatives
- Provide shared gallery space and studios for both visual and performing arts
- Create new dance studios and multipurpose spaces
- Shared shop space for scenery and visual artists
- Move Ballet and McColl administrative offices out of current buildings into upper levels of new development
- Create shared parking for current and future uses

## PROPOSED PROGRAMMATIC DIRECTION

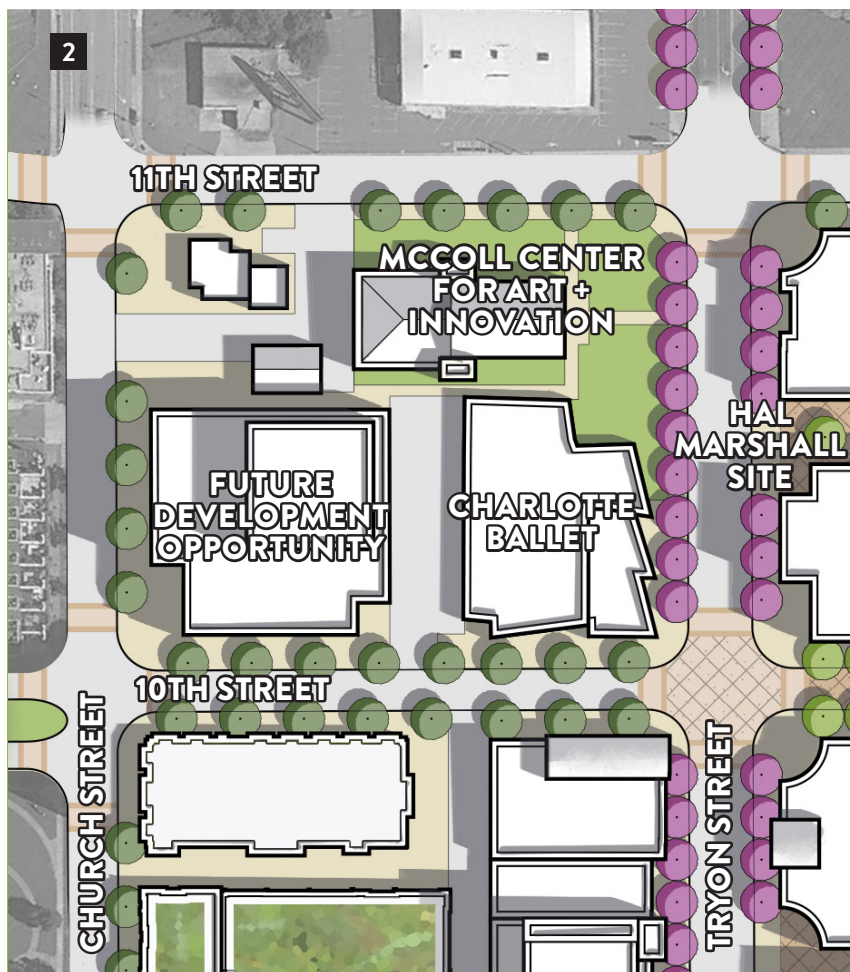
- Recruit and accommodate a new art or design school
- Animate the street level with cafes, shops and frequently programmed public space
  - *Convert existing Ballet offices now located on Tryon Street into revenue-generating retail space after creating office in new development*
  - *Consider converting existing McColl Center gallery into retail space*
  - *Restore and convert the McColl Center 'manse' building (located at the corner of Church and 11th Streets) into a café or restaurant*
- Convert the parking lot at the rear of the McColl Center into a revenue-generating outdoor event space to be shared with Ballet



1 Existing Tryon Street entrance to the McColl Center for Art + Innovation

2 Charlotte Ballet and McColl Center for Art + Innovation site plan showing proximity to the Hal Marshall site

3 Charlotte Ballet existing Tryon Street frontage





# acknowledgments

## Community Team

### STEERING COMMITTEE

- Robert Bush

*Arts and Science Council*
- Charles Bowman

*Bank of America*
- Tom Gabbard

*Blumenthal Performing Arts Center*
- Michael Smith

*Charlotte Center City Partners*
- Kati Hynes

*Charlotte Chamber of Commerce*
- Fulton Meachem

*Charlotte Housing Authority*
- Lee Keesler

*Charlotte Mecklenburg Library*
- Ron Carlee

*City of Charlotte*
- Catherine Horne

*Discovery Place*
- John Beatty

*Dunhill Hotel*
- Michael Marsicano

*Foundation For The Carolinas*
- Susan Patterson

*Knight Foundation*
- Emily Zimmern

*Levine Museum of the New South*
- Daniel Levine

*Levine Properties*
- Dena Diorio

*Mecklenburg County*
- Leslie Johnson

*Mecklenburg County*
- Rachel Russell

*Grubb Properties*
- Marc Brambrut

*Novare*
- Cassie Zingery

*Parkway Properties*
- Bryan Delaney

*Skookum Digital Works*
- The Rev. Ollie V. Rencher

*St. Peter's Episcopal Church*
- Chancellor Philip L. Dubois

*UNC Charlotte*

### CHARLOTTE CITY COUNCIL

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- Ella B. Scarborough

*At-Large*
- Dena Diorio

*County Manager*



## PROJECT TEAM

Ed McKinney  
*Charlotte-Mecklenburg Planning  
Department*

Cheryl Myers  
*Charlotte Center City Partners*

Laura Smith  
*Foundation For The Carolinas*

Erin Gillespie  
*Charlotte Center City Partners*

Dylan McKnight  
*Charlotte Center City Partners*

Grant Meacci  
*Charlotte-Mecklenburg Planning  
Department*

Bridgette Todd  
*Foundation For The Carolinas*

## Consultant Team

### MIG, INC.

Daniel Iacafano  
Chris Beynon  
Jay Renkens  
Rachel Edmonds  
C.J. Davis  
Mathangi Murthy  
Ed Canalin  
Roxanne Evanoff

### SNØHETTA

Michelle Delk  
Nick Anderson





**NORTH TRYON**  
VISION PLAN