

1

Grow By Design

- Encourage density
- Pay attention to the details
- Bake in amenities

2

Expand the Mix

- Support entrepreneurship
- Curate vibrant shopping & entertainment
- Attract a daytime population

3

Pursue Affordability

- Encourage mixed-income housing
- Preserve & provide affordable workspaces

4

Celebrate Public Space

- Continue developing the Rail Trail
- Construct many & varied public spaces
- Attract & support cultural and entertainment venues

5

Move. Connect. Network.

- Put people first
- Connect all modes
- Embrace the mobility revolution

6

Never Stop Experimenting

- Encourage spontaneity
- Embed art into everything
- Be creative

7

Manage our Common Resources

- Organize parking as a public resource
- Preserve valuable building stock
- Prepare for the future

Adaptable

Older buildings are key to nurturing creativity and innovation. New buildings should be designed for maximum flexibility and change of use to ensure future resilience and sustainability.

Authentic

Experiences of living, working, and playing in South End should be genuine, memorable, and linked to local culture.

Beautiful

The environment should be visually attractive and welcoming. Well-designed buildings activate the edges of public spaces that encourage activity and make one want to linger.

Connective

South Boulevard and South Tryon Street will become seams that unite the neighborhoods to the east and west so South End can become their Main Street

Creative

Activism, innovation, and experimentation in the arts, business, entertainment, and infrastructure should permeate the whole neighborhood.

Dynamic

Residents, workers, and visitors enjoy walkable neighborhoods in South End with lively, 18-hour activity especially focused along the Rail Trail.

Inclusive

South End should be open and accessible to citizens and groups from all walks of life and cultures.

Mobile

A highly-integrated transportation system should encourage mobility without the need for car ownership, promoting healthy living.

Safe

Residents and visitors alike will feel safe at all times with well-lit spaces and plenty of neighbors keeping an eye out for each other.

VALUES

GOALS

**PLAN FRAMEWORK**

South End is a people-first, walkable, urban district of vibrant neighborhoods, built along light rail transit, and fueled with energy and innovation from some of Charlotte's most diverse and creative people.

**GOALS**

Grow by Design → Expand Our Mix → Pursue Affordability → Celebrate Public Space → Move. Connect. Network. → Never Stop Experimenting → Manage Our Common Resources

**CORE VALUES**

Adaptable, Authentic, Beautiful, Connective, Creative, Dynamic, Inclusive, Mobile, Safe

**FOCUS AREAS**

South Boulevard, South Tryon Street, Gold District, Camden, Distribution/New Bern

The full plan can be downloaded here:  
[historicsouthend.com/live/south-end-vision-plan](http://historicsouthend.com/live/south-end-vision-plan)

[www.stantec.com](http://www.stantec.com)

[www.historicsouthend.com](http://www.historicsouthend.com)

[www.charlottecentercity.org](http://www.charlottecentercity.org)

[www.charlottenc.gov](http://www.charlottenc.gov)

**SOUTH END VISION PLAN**

Over the past ten years, South End has grown into one of Charlotte's most dynamic locations. From a history as a neglected industrial and commercial part of town in the 1980s, the area was reinvented as a low-cost haven for artists and other creative people in the 1990s and early 2000s.

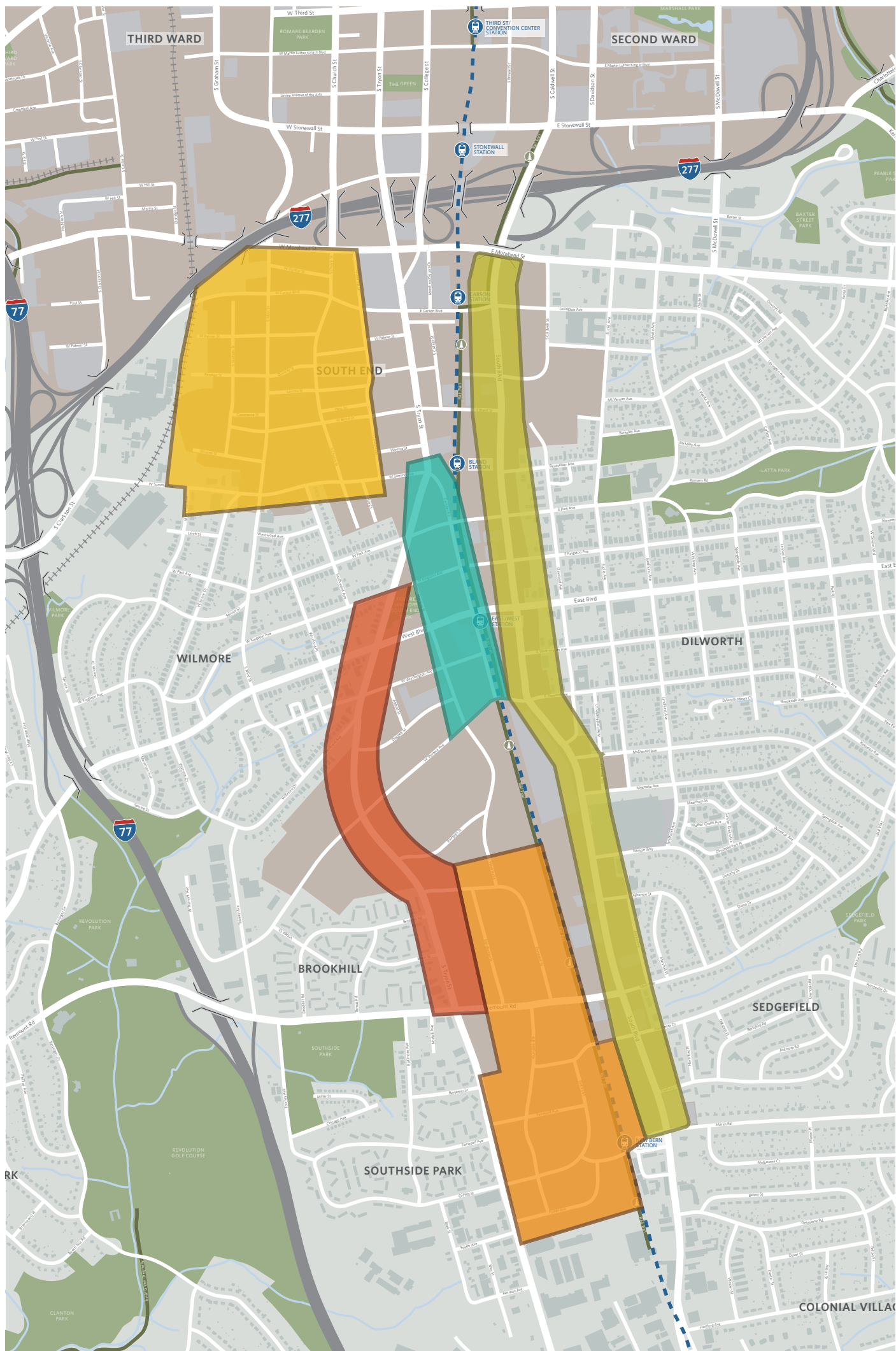
This plan provides a refreshed and compelling vision with urban design guidelines, strategies, and tools to help achieve the high-quality development that preserves the distinct character of the neighborhood.

The purpose of this plan is to establish a community-driven vision for the ongoing development of South End while defining more specific visions for focus areas. Additionally, it informs the City's comprehensive zoning ordinance revision with a toolbox of design standards to guide development and redevelopment activity.

**SOUTH END VISION PLAN**

**SOUTH END VISION PLAN**





# FOCUS AREAS



## South Boulevard

- Complete the recently adopted streetscape from Carson Boulevard to New Bern Street
- Create a continuous, vibrant, ground-floor environment with enhanced streetscape and widened sidewalks
- Incorporate new development and adaptively reused buildings on both sides to bring new homes and workplaces to the area
- Break down the super-blocks



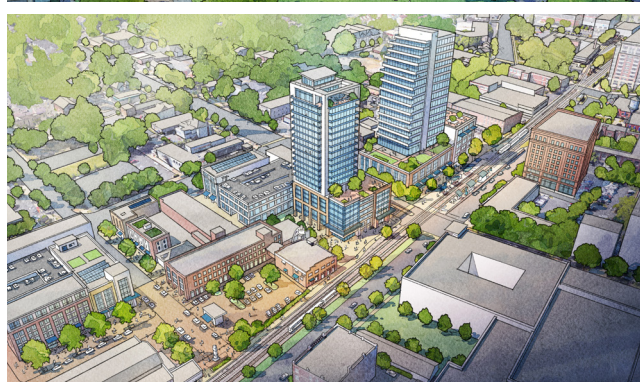
## South Tryon Street

- Develop South Tryon Street as a new office corridor
- Complete adopted streetscape from Carson Boulevard to Remount Road
- Incorporate new development and adaptively reused buildings on both sides to bring new homes and workplaces to the area
- Establish a continuous, vibrant, ground-floor environment with a mix of retail types, such as shopping, entertainment, and dining establishments at varying price points
- Complete and expand Wilmore Centennial Park



## Gold District

- Begin new investment on Mint Street
- Vary new development massing and encourage height to maximize its location
- Create a new public square bound by Graham, Bland, Mint, and Commerce Streets
- Encourage a continuous, vibrant, ground-floor environment along Mint, Summit, Morehead, and South Tryon Streets
- Locate the Gold District Museum adjacent to the Rudisill Gold Mill and incorporate the mine shaft that is said to exist in the area



## Camden

- Convert Camden Road to a curbside festival street with brick pavers between South Tryon Street and Tremont Avenue
- Encourage significant housing and employment density
- Use art and LED lighting to celebrate the water tower, a key South End landmark
- Continue Hawkins Street's function as a service street for the buildings along Camden Road, where the roads are parallel



## Distribution | New Bern

- Establish a fund and other strategies to preserve the utilitarian structures for use as new business incubators
- Consider tools that protect against over-development, such as reducing height, density, and FAR
- Install bike boulevards to expand safe biking alternatives
- Convert Remount Road into a walkable, bike-friendly, mixed-use corridor
- Investigate and encourage the use of local energy collection and storage

# TOP 10 INITIATIVES

Each initiative is a direct outcome of one or more of the goals that drive the vision

1

## Continue development of the Rail Trail



Move. Connect. Network.



Celebrate Public Space



6

## Construct the Wilmore Centennial Park and other green spaces



Celebrate Public Space



2

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



Move. Connect. Network.



7

## Construct a new crossing and transit station near Hawkins and Rampart Streets



Move. Connect. Network.



3

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



Move. Connect. Network.



Celebrate Public Space



8

## Require greater densities at the station areas



Grow By Design



4

## Attract cultural facilities and venues



Never Stop Experimenting



Celebrate Public Space



9

## Manage parking as a district



Manage Our Common Resources



5

## Preserve and provide affordable workplaces



Expand Our Mix



10

## Embed art into everything



Never Stop Experimenting

