



SOUTHPARK FORWARD

2035 Vision Plan

Charlotte, NC
Published April 2024



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Acknowledgments

The SouthPark Forward 2035 Vision Plan is the result of more than a year of work by SouthPark Community Partners, LandDesign, and Nelson\Nygaard. It stands on the foundation of years of planning, investment, and leadership by SouthPark stakeholders who are steadfast in their commitment to this thriving community.

The project team wishes to express its gratitude to the hundreds of people who participated in the planning process through interviews, focus groups, community meetings, and online surveys. We extend particular thanks to the SouthPark Community Partners Board of Directors, SouthPark Association of Neighborhoods, City of Charlotte, and Mecklenburg County for their partnership in the development of this plan.

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**S O U T H P A R K
C O M M U N I T Y
P A R T N E R S**



Table of Contents

INTRODUCTION	9
The Purpose.....	10
Historical Context.....	12
Study Area	14
The Vision	16
Guiding Principles.....	18
Key Framework.....	20
PREVIOUS STUDIES	25
2016 ULI Study	26
2018 CNIP.....	27
2019 Loop Framework.....	30
ANALYSIS	35
Parks + Open Space.....	36
Pedestrian Network.....	38
Bicycle Network	40
The Loop Opportunities	42
The Loop Constraints	44
Street Network.....	46
Traffic.....	48
Parking Inventory	50
CATS Bus Network	52
Residential Density	54
Retail Density	56
Office Density	58
Mixed-Use Density.....	60
The Future of Retail.....	62
Community Engagement.....	64

KEY FRAMEWORK	71
01 PLACES	72
1.1 Places to Gather	76
1.2 Places to Play + Learn	86
1.3 Places to Venture	94
02 CONNECTIONS	106
2.1 SouthPark Loop.....	110
2.2 Greenway to Greenway	112
2.3 X-CLT SouthPark Circuit	114
2.4 Permeating SouthPark Mall.....	118
2.5 Living Ends	122
2.6 Connections In + Out	126
03 MOBILITY	128
3.1 Park Once Place	132
3.2 Regional Multimodal Destination	148
ACTION PLAN	157
Defining the Projects.....	158
Action Plan Table.....	159
Phasing	164
Funding	168
APPENDIX	175



SouthPark Forward 2035 Vision Plan INTRODUCTION

For the better part of the last decade, SouthPark stakeholders have desired a dedicated organization to focus on economic development and quality of life in this thriving place.

In 2022, SouthPark Community Partners was established to meet this need. SouthPark Community Partners' mission is to lead the advancement of SouthPark by driving economic vitality, creating memorable experiences, and ensuring an extraordinary quality of life. Developed with a consultant team from respected firms LandDesign and Nelson\Nygaard, the SouthPark Forward 2035 Vision Plan is part of SouthPark Community Partners' work to ensure SouthPark is well positioned for the future.

The following pages offer bold recommendations and an action plan to implement them—driving SouthPark forward so it lives up to its promise as an economic engine for the entire Charlotte region.

THE PURPOSE



WHAT IT IS

The **SouthPark Forward 2035 Vision Plan** is a tool for a more walkable and energetic SouthPark, a blueprint to inspire and shape future investment in SouthPark's commercial core. Anchored in the community's values and aspirations, the plan lays out big ideas that business, government, and public-private partnerships can execute by 2035. SouthPark Community Partners will use this plan to spark conversations about shared progress and to lead projects and programs that take SouthPark into the future.

WHAT IT INCLUDES

This plan focuses on the one-square-mile SouthPark Municipal Service District and includes specific recommendations for initiatives that the public and private sectors can implement. These recommendations emerged from robust community engagement, technical analysis, and review of prior studies.

WHY IT IS NEEDED

SouthPark has a 50-year legacy of success, thanks to visionary leadership and strategic investment that led it to become a regional destination and thriving economic center enveloped by some of Charlotte's best neighborhoods. Today, SouthPark's commercial core is evolving from a suburban collection of shopping centers to a more urban, walkable, mixed-use district that serves a variety of stakeholders.

SouthPark's future vibrancy depends on its continued ability to attract investment, jobs, and talent.

To remain competitive, our community must be intentional about SouthPark's next chapter, leveraging public and private investment to advance a comprehensive vision that benefits our entire community.

Introduction

HISTORICAL CONTEXT

1920

SouthPark is farmland concentrated around the "Sharon" community.

1930s

Automobile invention reduces travel time between Sharon and downtown Charlotte and attracts homeowners to the area.

1940s

Shopping malls become popular following the end of World War II.

1960s

The Belk and the Ivey families make plans to develop a mall at the intersection of Fairview Road and Sharon Road.

1970s

SouthPark Mall opens in 1970.

1980s and 1990s

Major corporations move into the area including National Gypsum, Coca-Cola Consolidated, and Nucor.

Phillips Place opens, bringing mixed-use development to SouthPark.

2000s

Symphony Park opens.

SouthPark's mixed-use evolution continues with the opening of Piedmont Town Center, Morrison, and Apex SouthPark.

Today

SouthPark is a hub of business, retail, residential, and public spaces.

While SouthPark today is a bustling hub of businesses and residents, it wasn't too long ago that the area was pastureland.

Farms sat along both sides of Sharon Road until the early 20th century. Following the end of the Civil War, formerly enslaved people worked as tenant farmers and sharecroppers, and with the support of Sharon Presbyterian Church, they built their own church, St. Lloyd Presbyterian, on what is now Colony Road. It served as a social center, providing spiritual guidance and an opportunity for developing black leadership.

In the 1920s, former North Carolina governor Cameron Morrison bought 3,000 acres of land and built a dairy farm and estate, which he named Morrocroft. The invention of the automobile made this area even more attractive to homeowners as it became possible to reach Uptown in 15 minutes, instead of the hour it would take on horseback or by wagon. Morrison and his heirs sold the farmland over the years, and residential neighborhoods were built nearby.

However, the spark that led to the township's transformation from pasture to popular living and work destination was SouthPark Mall.

Shopping malls became popular following the end of World War II, and in the 1960s, two prominent Charlotte families, the Belks and the Iveys, made plans to develop a mall on a piece of pastureland at what is now the intersection of Fairview Road and Sharon Road. Some were skeptical of the mall's potential success given its relatively remote location. However, when SouthPark Mall opened in February 1970, people flocked to it. The mall, which was anchored by Sears and the locally owned Belk and Ivey's department stores, garnered a reputation as being the most upscale enclosed mall between Washington, D.C., and Atlanta. Designed after, and inspired by, NorthPark Mall in Dallas, TX, SouthPark Mall also had an outparcel with movie theaters, a supermarket, and convenience stores.

SouthPark Mall was so successful that it spurred development of the community that would become its namesake. More neighborhoods sprouted, and major corporations established offices and headquarters nearby. The National Gypsum Company, for example, moved into its headquarters to Rexford Road in 1977, where it remains today.

Office development in the area boomed during the 1980s and 1990s as companies continued to move into the area. Coca-Cola Consolidated, the largest Coca-Cola bottler in the U.S., moved into a building near Rexford Road in 1986, and in 1999 purchased a second building across the street, both of which make up its corporate headquarters. Steel giant Nucor moved its corporate offices near the mall in 1991 and now owns two buildings, also on Rexford Road.

SouthPark Mall, meanwhile, grew and evolved over the years, adding more luxury retailers, and has remained an economic anchor for the community. In the early 2000s, the outparcel at the corner of Barclay Downs Drive and Carnegie Boulevard was converted into Symphony Park, an outdoor concert venue.

Following the mall's opening, SouthPark attracted more trendsetting projects. When Phillips Place, an upscale mixed-use village off Fairview Road, was developed, the idea of having restaurants, shops, and a hotel together and stacking residences on top was so forward-thinking the City of Charlotte didn't have a zoning classification to handle the request at the time. Phillips Place won national acclaim for its pedestrian-friendly design as an urban village organized around a main street with a hotel on one end and cinema on the other.

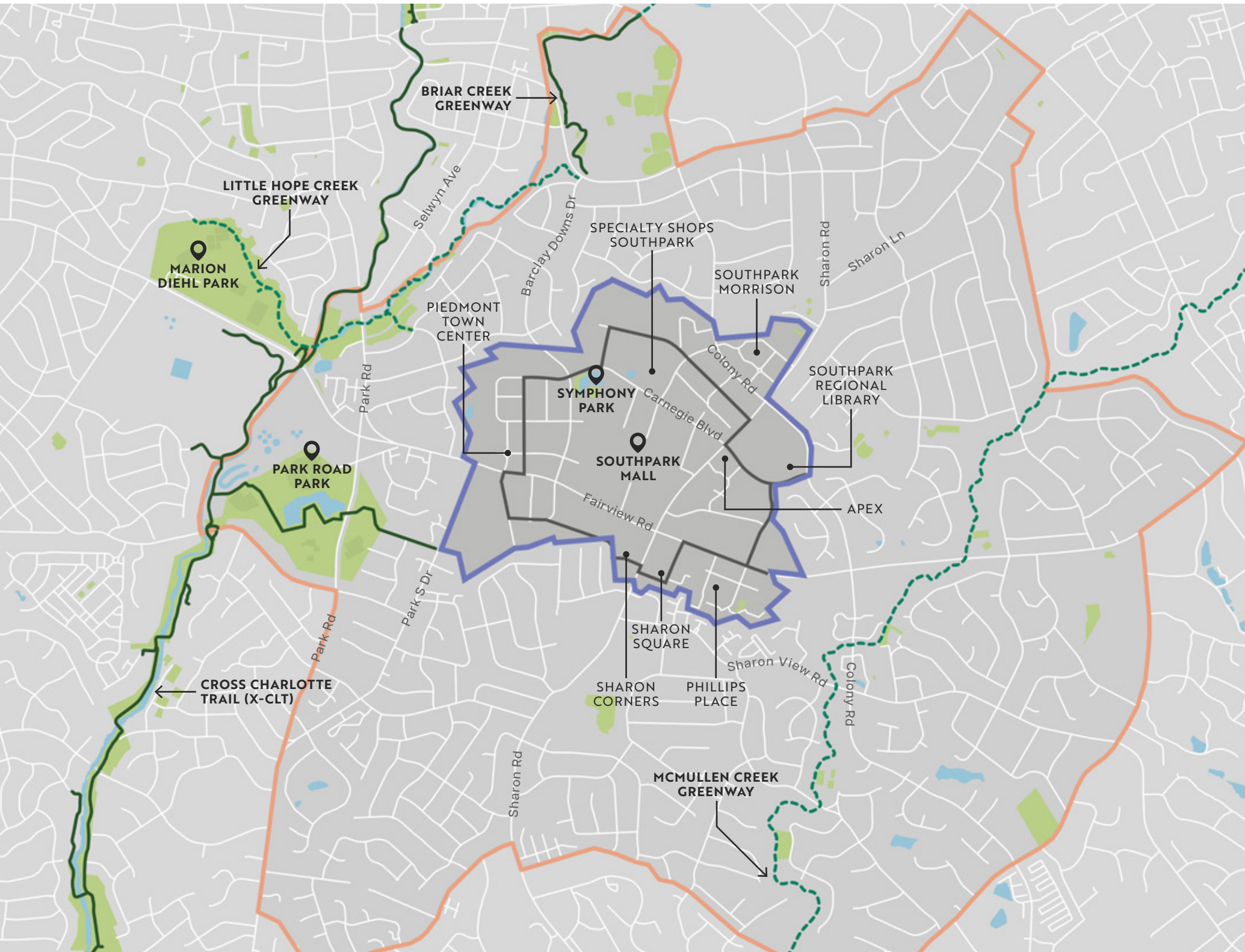
In the first two decades of the 2000s, SouthPark's mixed-use evolution included the opening of Piedmont Town Center, Morrison, and Apex SouthPark.

Meanwhile, the entire SouthPark area continues to attract residents and developers who have built or announced increasingly ambitious projects, furthering the area's transformation from suburban town to active urban center.



Introduction

STUDY AREA



The SouthPark Forward 2035 Vision Plan focuses on the SouthPark Municipal Service District (MSD-6) as defined on this map. The one-square-mile MSD comprises the commercial core of SouthPark, and today is home to approximately 1,000 businesses employing more than 32,000 people. In 2023, there were 18 million non-work visits to the MSD. More than 6,200 people live within the MSD, and there are roughly 100,000 people who live within a three-mile radius. While the project team recognizes “SouthPark” may mean different things to different people, the recommendations in this plan focus on projects fully within or directly connected to the MSD.

This plan builds off the vision for the Loop: a three-mile urban trail envisioned by the community in partnership with the City of Charlotte. The Loop connects SouthPark’s experiences and will serve as a vibrant, inclusive community center that meets the needs of an urban district nestled in a suburban area. Its foundation as a pedestrian-centered initiative and a collection of active gathering spaces will prove to be crucial for SouthPark’s future.

MAP LEGEND

- **CNIP BOUNDARY:**
City of Charlotte 2018 Comprehensive Neighborhood Improvement Program (CNIP) SouthPark area
- **MSD BOUNDARY:**
SouthPark Municipal Service District (MSD) service area
- **EXISTING GREENWAY**
- - - **FUTURE GREENWAY**
- **SOUTHPARK LOOP**

Introduction THE VISION

In 2035, SouthPark is a walkable, energetic community where people connect and businesses thrive.

SouthPark is evolving from a collection of distinct centers to a cohesive mixed-use destination – home to extraordinary neighborhoods, the region’s best shopping, and a vibrant employment hub.

A clean, safe, and consistent pedestrian network paired with innovative mobility strategies will better connect people and places. Existing and future open space will spur new recreational and entertainment offerings that will further curate a connected SouthPark experience.

These enhancements will become the foundation for placemaking opportunities that will expand amenity offerings for workers, residents, and visitors, making SouthPark more inviting, inclusive, and accessible for all.



Introduction

GUIDING PRINCIPLES

These community values are the foundation of the SouthPark Forward 2035 Vision Plan. They serve as a guide to ensure the recommendations in this plan meet our highest aspirations for SouthPark.

WELCOMING

A lush, inviting, and safe community for all.



EXPERIENTIAL

Dynamic programming that surprises and delights.



BELOVED

A premier destination to create cherished memories.



ACCESSIBLE

A regional destination with inclusive public places.



CONNECTED

Physical, functional, and emotional connections bring people together.



ENDURING

A business environment that nurtures sustained jobs and opportunities.



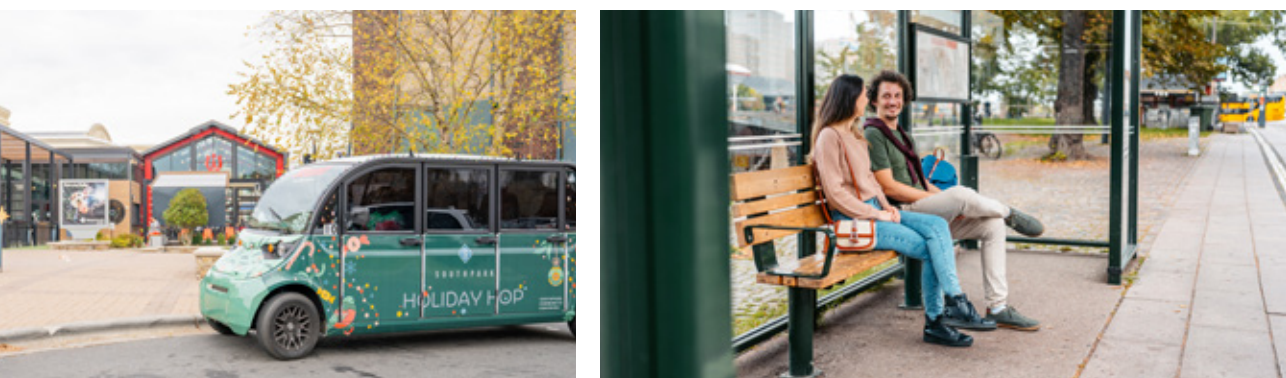
Introduction

KEY FRAMEWORK

The recommendations in this plan are organized into three key framework areas: Places, Connections, and Mobility. These thematic areas represent the greatest opportunities to affect transformational change in SouthPark—and they reflect the top priorities articulated by the community throughout the planning process.



PLACES



MOBILITY



CONNECTIONS

1 | PLACES

Creating space for the community to gather, play, learn, and venture.

- 1.1 Places to Gather
- 1.2 Places to Play + Learn
- 1.3 Places to Venture

2 | CONNECTIONS

Improving conditions for pedestrians and cyclists.

- 2.1 SouthPark Loop
- 2.2 Greenway to Greenway
- 2.3 X-CLT SouthPark Circuit
- 2.4 Permeating SouthPark Mall
- 2.5 Living Ends
- 2.6 Connections In + Out

3 | MOBILITY

Expanding transportation options to become a more accessible and inclusive place.

- 3.1 Phase 1: Park Once Place
- 3.2 Phase 2: Regional Multimodal Destination

Introduction: Key Framework

A MIXED-USE FUTURE

A. Domain Northside

Austin, TX

Fig. 01 | Photo courtesy of austintexas.org

B. Cherry Creek North

Denver, CO

Fig. 02 | Photo courtesy of Trip Advisor

C. North Hills

Raleigh, NC

Fig. 03 | Photo courtesy of visitnorthhills.com

D. Domain Northside

Austin, TX

Fig. 04 | Photo courtesy of domainnorthside.com

The upcoming decade presents transformative redevelopment opportunities on sites throughout SouthPark. As these locations evolve, the SouthPark Forward 2035 Vision Plan recommends a transition from single-use sites that serve one purpose to dynamic, mixed-use properties where a variety of functions complement one another. Future development in SouthPark's commercial core should prioritize active ground floors, public space, walkability, and high-quality design. While the heart of SouthPark can accommodate additional density and intensity, projects should scale appropriately as they meet the edges of the commercial district and adjacent single-family neighborhoods.



B



C



A



D



SouthPark Forward 2035 Vision Plan PREVIOUS STUDIES

Since the 1990s, Charlotte's leaders have understood the need to transform SouthPark from a suburban mall district into a dynamic urban center. SouthPark is one of the city's most studied areas, though many of these studies focused narrowly on topics such as public infrastructure or land use. A landmark Urban Land Institute study in 2016 led to crucial studies by the City of Charlotte through its Comprehensive Neighborhood Improvement Program (CNIP). These prior efforts form the foundation for this plan.

Previous Study 2016 ULI STUDY

In 2016, the City of Charlotte invited the Urban Land Institute to conduct a study of the SouthPark area focused on economic development, community design, mobility, and neighborhood relationships. The ULI report sought to “address the future of SouthPark as an evolving and thriving mixed-use activity center, suggest ways to make public and private investment to maintain the center’s relevance, and establish goals” to implement the panel’s recommendations. A panel of experts conducted interviews with community leaders, as well as an on-the-ground analysis. The report recommended 10 strategies to support a strong and vibrant SouthPark. Some of these recommendations, such as the creation of a SouthPark municipal service district and establishing a stronger identity, have been accomplished or are currently underway. Other strategies—focused on green space, mobility, and walkability—are the foundation for this Vision Plan.

ULI STUDY RECOMMENDATIONS:

Envisioning a More Walkable, Multimodal Future for SouthPark

Create a Shared Vision

Speak with One Voice

Take Small Steps that Add Up to Big Changes

Create a Stronger Identity and a Heart and Soul

Design for People, Not Cars

Connect People and Places

Create a SouthPark Partnership

Use Public/Private Partnerships and Funding

Raise the Bar and Expect Better

Build Housing for Everyone

Previous Study 2018 CNIP

The City of Charlotte’s Comprehensive Neighborhood Improvement Program (CNIP) included a focus on SouthPark in 2018. This planning study established seven guiding principles for implementing the community’s vision for the public realm:

Support an Evolving Mixed-Use Activity Center

Improve Bicycle + Pedestrian Access from Neighborhoods

Create a Park Once Environment

Increase the Quantity + Quality of Green space

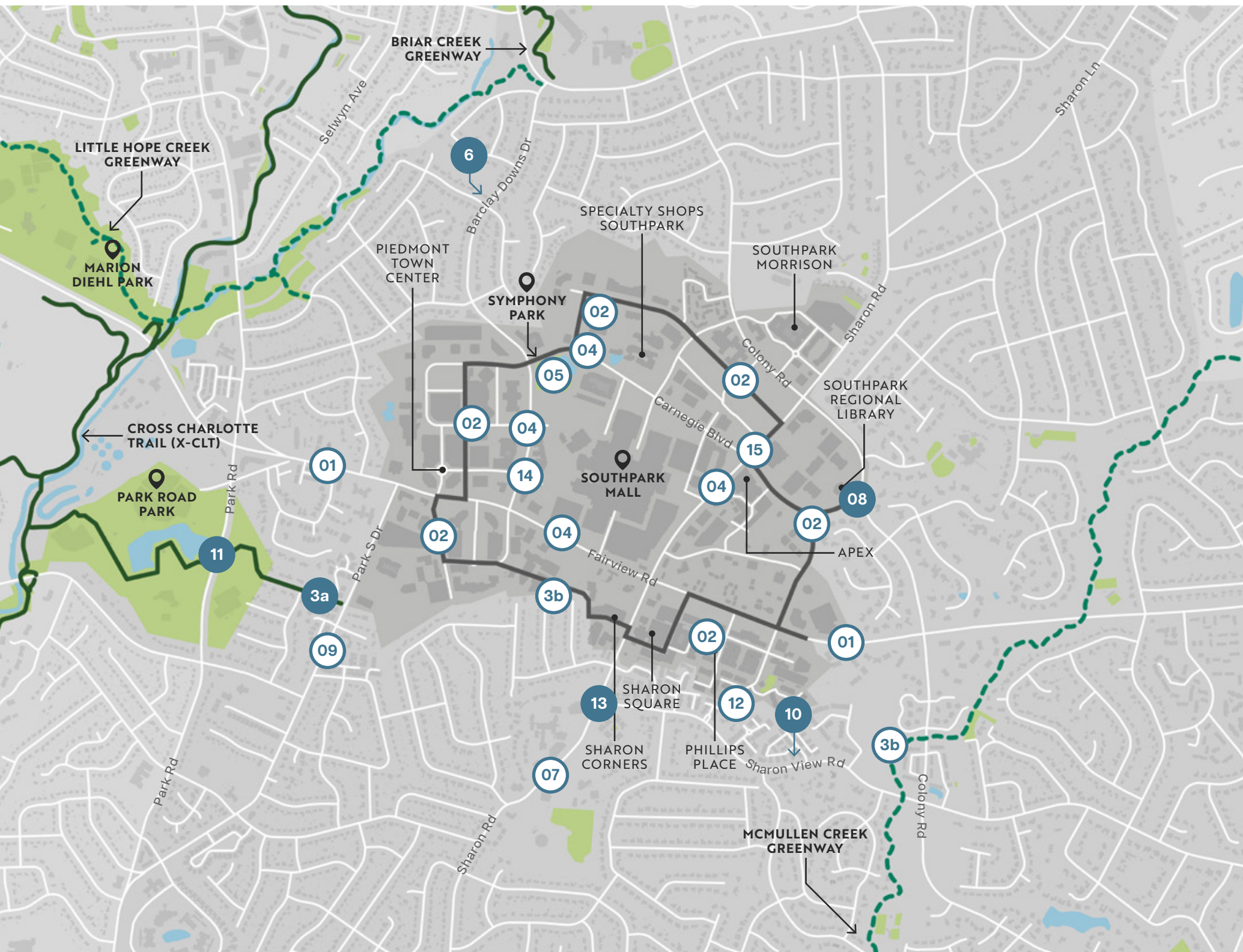
Support Economic Vibrancy + Strong Sense of Place

Leverage Public + Private Investments

Capitalize on Strategic Partnerships



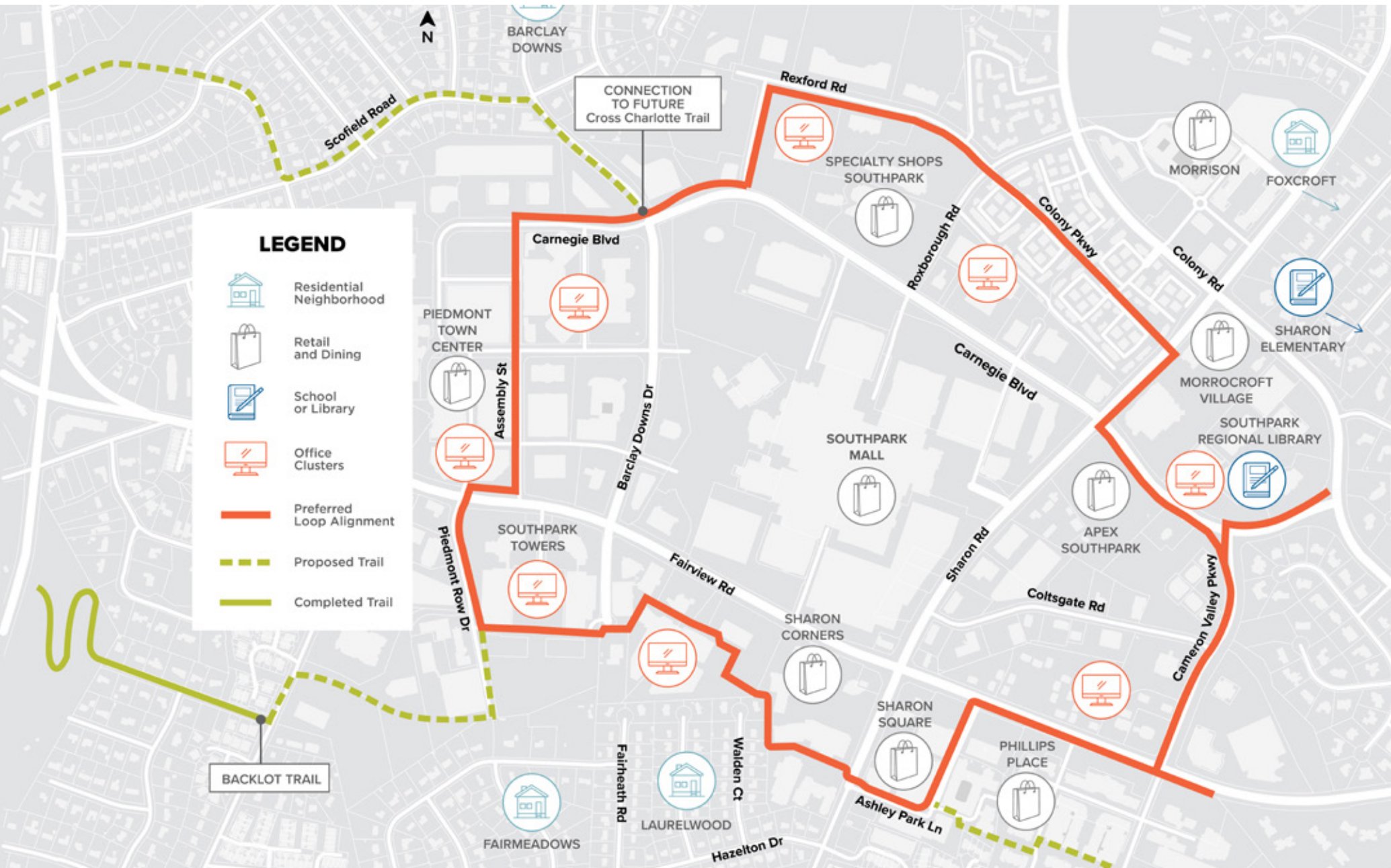
Previous Study 2018 CNIP



Through a robust public engagement and technical analysis process, the CNIP planning team developed a prioritized list of projects for advancement. Some of these projects have been designed, funded, or implemented. The SouthPark Association of Neighborhoods (SPAN) has been essential to the successful implementation of CNIP recommendations. However, despite these achievements, many of the CNIP priorities require additional public and private funding to be implemented.

- | | |
|---|---|
| 01 Fairview Trail | 12 Phillips Place to Sharon View Neighborhoods Street Connection |
| 02 Cultural Loop | 13 Sharon Road and Sharon View Road Intersection Enhancements |
| 3a Backlot Trail Phase 1 | 14 Barclay Downs Street Conversion, Morrison Boulevard to Fairview Road |
| 3b Backlot Trail Future Phases | 15 Pedestrian Crossing Opportunities on Morrison Boulevard between Barclay Downs Drive and Sharon Road |
| 04 SouthPark Loop | |
| 05 Symphony Park | |
| 06 Barclay Downs Sidewalk | |
| 07 Sharon Road Sidewalks | |
| 08 Morrison Boulevard and Colony Road Intersection Enhancement | |
| 09 Park South Drive Complete Street Upgrades, Fairview Road to Park Road | |
| 10 Sharon View Road Complete Street Upgrades, Sharon Road to Colony Road | |
| 11 Park Road Signalized Mid-Block Pedestrian Crossing | |
-
- MAP LEGEND**
- Complete/In Progress
 - Incomplete
 - Existing Greenway
 - Future Greenway
 - SouthPark Loop

Previous Study 2019 LOOP FRAMEWORK



The Loop, a three-mile multiuse urban trail, was among the most popular recommendations of the CNIP plan. In 2019, the City of Charlotte developed a Loop Framework Plan that included branding guidelines, standard cross sections, and opportunities for parks and public space. Developers have constructed Loop segments adjacent to The Colony and Apex SouthPark projects, and the City has commitments for Loop segments tied to future development at a number of sites along the alignment. SouthPark Community Partners is championing this project, with a focus on building the first contiguous mile of Loop trail. Additional public and private support will be essential to achieving the vision set out in the Loop Framework Plan.



The SouthPark Loop

Previous Study 2019 LOOP FRAMEWORK

By leveraging a mix of elements such as wayfinding signage, lighting, furniture, public art, and landscaping, the Loop will maintain a consistent brand and unique sense of place for the area.

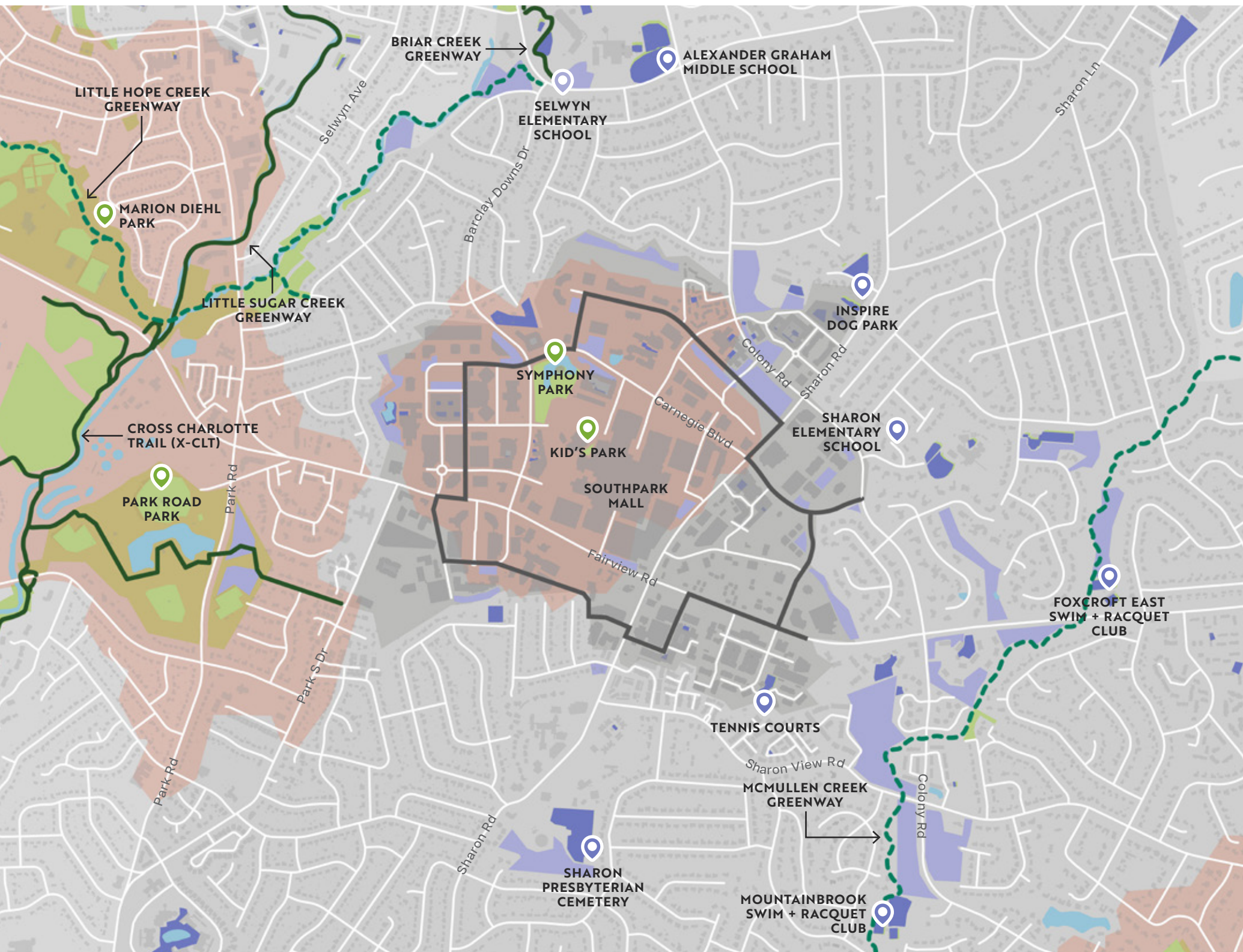




SouthPark Forward 2035 Vision Plan ANALYSIS

After reviewing the prior studies, the project team conducted a detailed technical analysis of current conditions in SouthPark, including land use and zoning; pedestrian, bike, street, and transit networks; parking; and walksheds. The team also conducted six months of public engagement, that included touchpoints with more than 500 community members.

Analysis PARKS + OPEN SPACE



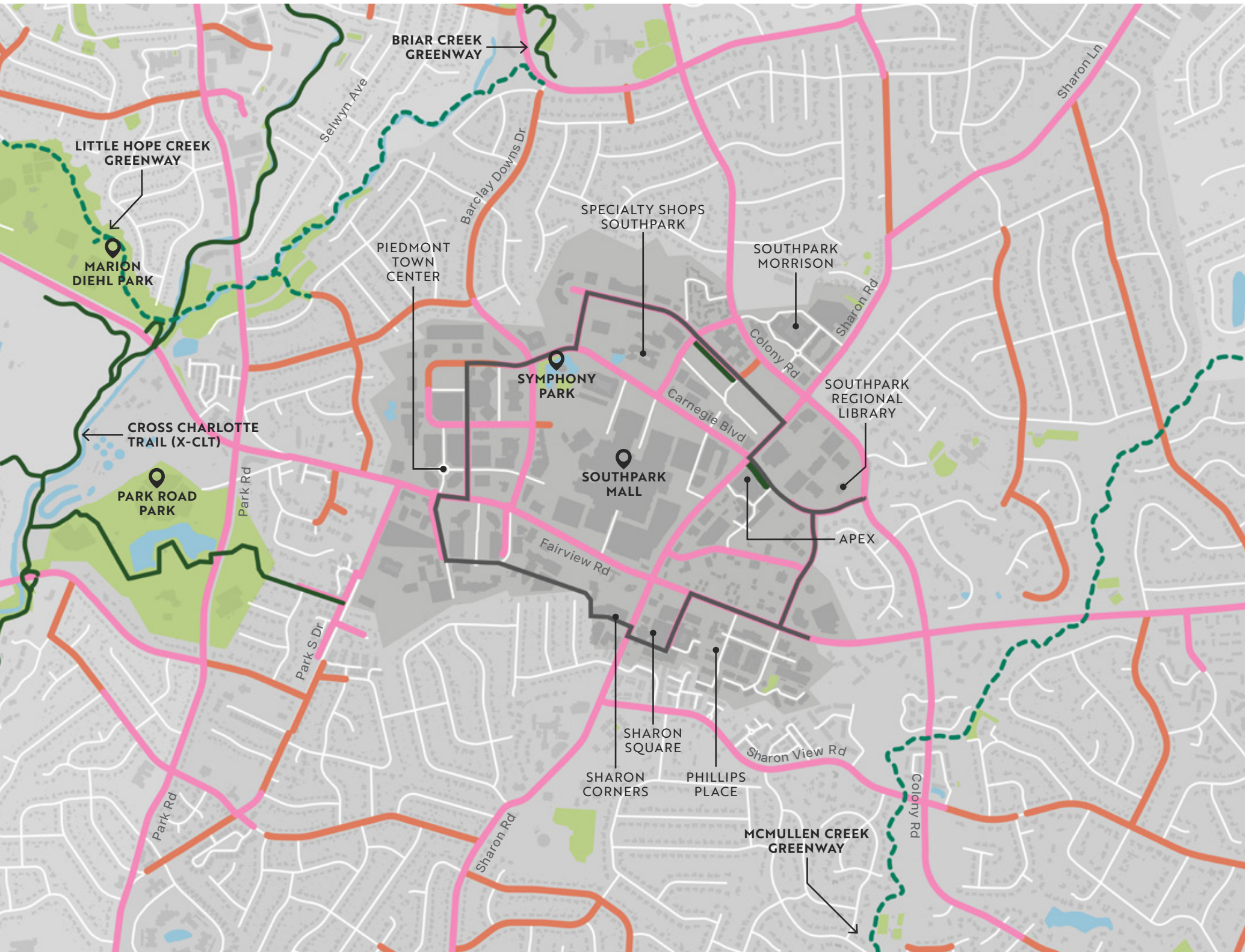
MAP LEGEND

- EXISTING GREENWAY
- FUTURE GREENWAY
- SOUTHPARK LOOP
- 10-MINUTE WALK TO PUBLICLY ACCESSIBLE ACTIVE PARKS
- PUBLICLY ACCESSIBLE ACTIVE PARKS
Publicly and privately-owned activated parks accessible and intended for public use. Amenities may include sports fields, event space, playgrounds, or bike trails.
- LIMITED ACCESS PARKS
Parks that are accessible to specific populations but not the public. Examples include school sports fields, private swim and tennis clubs, golf courses, and apartment building courtyards.
- PASSIVE OPEN SPACES
Publicly and privately-owned open spaces with limited or no activating amenities. Limited amenities may include benches, water fountains, landscaping, and walking paths.

INVESTMENT IN ACTIVATED PARKS IS NEEDED

In SouthPark, activated parks like Park Road Park, rich in recreational opportunities, are poised to welcome Cross Charlotte Trail (X-CLT) users into the district, yet fall just outside the district's mixed-use core. Within the MSD, access to active parks, such as tennis clubs and swimming pools, is often restricted to private residential areas, leaving publicly-accessible spaces like Symphony Park as rare gems. Despite its central location and successful events that draw thousands, Symphony Park lacks amenities to keep it activated throughout the year. The eastern side of SouthPark faces a notable deficiency in accessible, active park spaces, despite a growing residential population. Addressing this shortfall by enhancing existing, and unlocking new, public green spaces is crucial for SouthPark's future.

Analysis PEDESTRIAN NETWORK



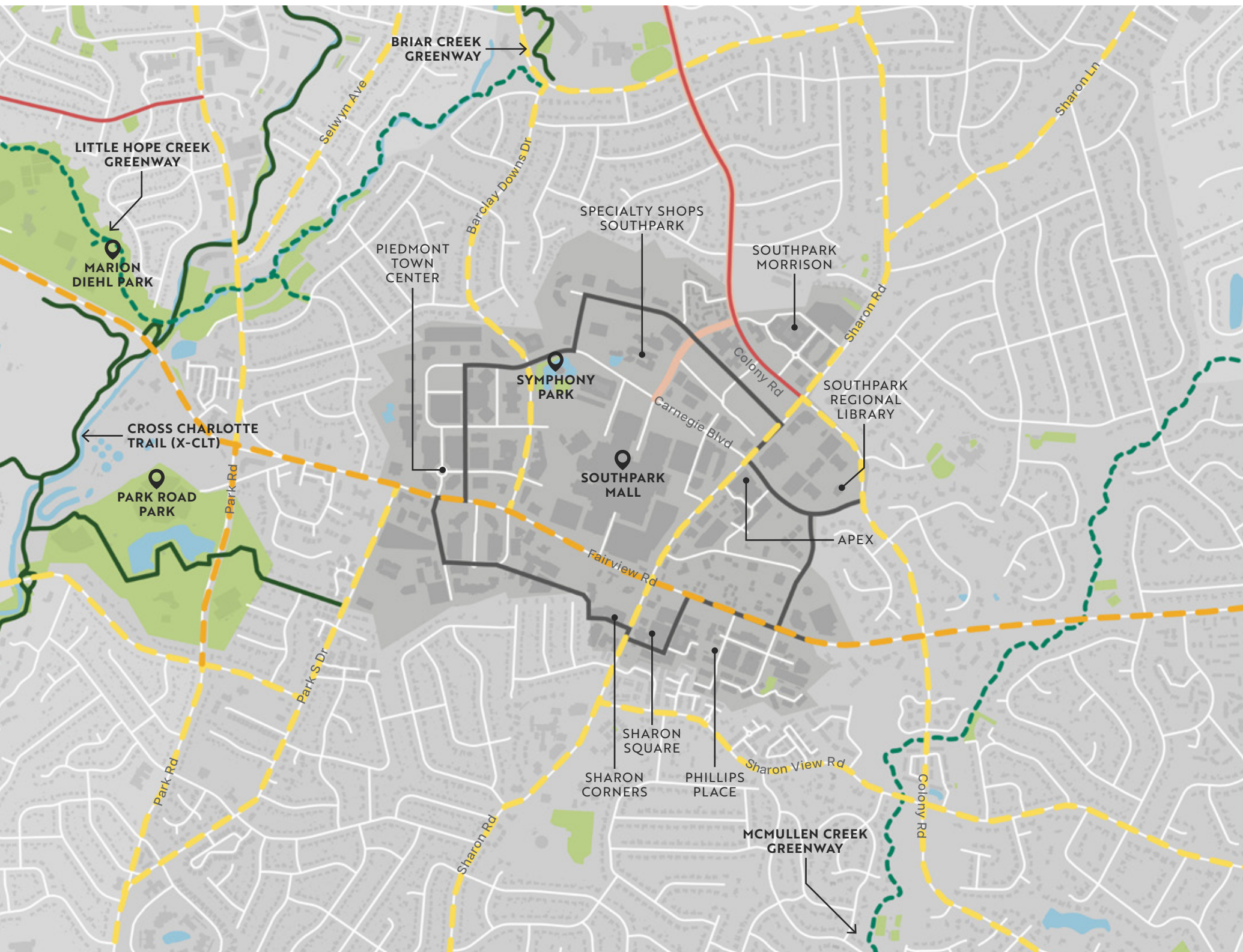
MAP LEGEND

- PUBLIC SIDEWALK (TWO SIDES)
- PUBLIC SIDEWALK (ONE SIDE)
- EXISTING GREENWAY
- - - FUTURE GREENWAY
- SOUTHPARK LOOP

WALKABLE ENVIRONMENTS ARE SILOED

In SouthPark, high-quality pedestrian zones are isolated, forming desirable yet disconnected 'pods'. These pods, while boasting the highest property values because of their walkability, remain largely unreachable on foot due to a broader pedestrian network that is disjointed and uninviting. The majority of people travel to these areas by car since alternate pathways from residential neighborhoods are riddled with dead ends, and the longer paths that follow arterial roads are characterized by narrow sidewalks that offer minimal separation from traffic and provide scant shade, art, or engaging architecture.

Analysis BICYCLE NETWORK



MAP LEGEND

- BICYCLE LANE
- SIGNED BICYCLE ROUTES
- - - FUTURE BIKE LANES PER CHARLOTTE STREETS MAP
- - - FUTURE SHARED-USE PATHS PER CHARLOTTE STREETS MAP
- SOUTHPARK LOOP

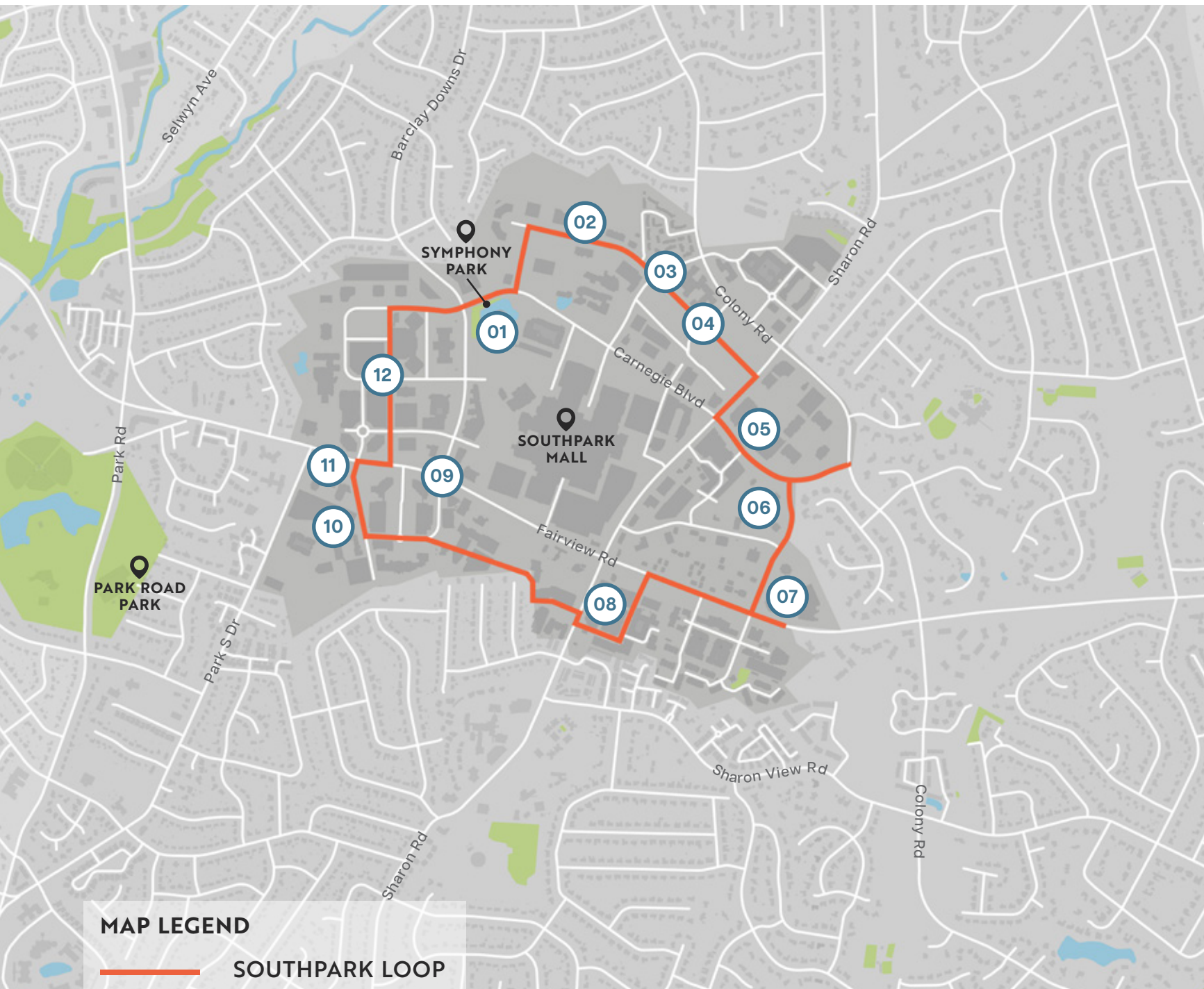
BIKE ROUTES ARE MISSING

SouthPark's bicycle infrastructure is essentially non-existent. Those who wish to bike within, into, or out of SouthPark must brave dangerous arterial streets, since the quiet residential streets of SouthPark's neighborhoods are characterized by dead-ends with poor network connectivity. Despite the regionally connected Cross Charlotte Trail's proximity, SouthPark residents have no good route to it, and visitors have no good route from the trail into SouthPark. The double-edged sword of a fragmented network design and the absence of protected bike routes discourages cycling for even short trips, leading to an increased reliance on cars.

Analysis

THE LOOP OPPORTUNITIES

Public-private partnerships have delivered some segments of the Loop, and SouthPark's existing tree canopy and amenities offer opportunities to advance the vision for this three-mile urban trail.



01 Symphony Park



02 Tree Coverage



03 Built Loop



04 Public Amenity



05 Built Loop



06 Open Space



07 Tree Lined Sidewalk



08 Retail Along Loop



09 Heritage/Focal Tree



10 Outdoor Amenity



11 Public Hardscape

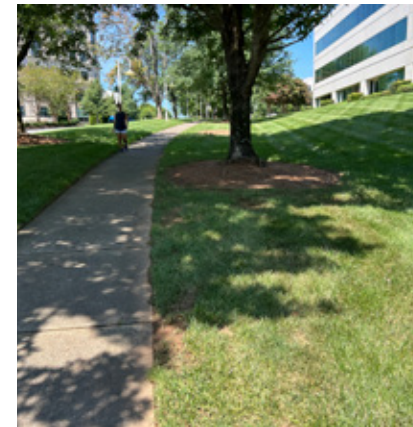
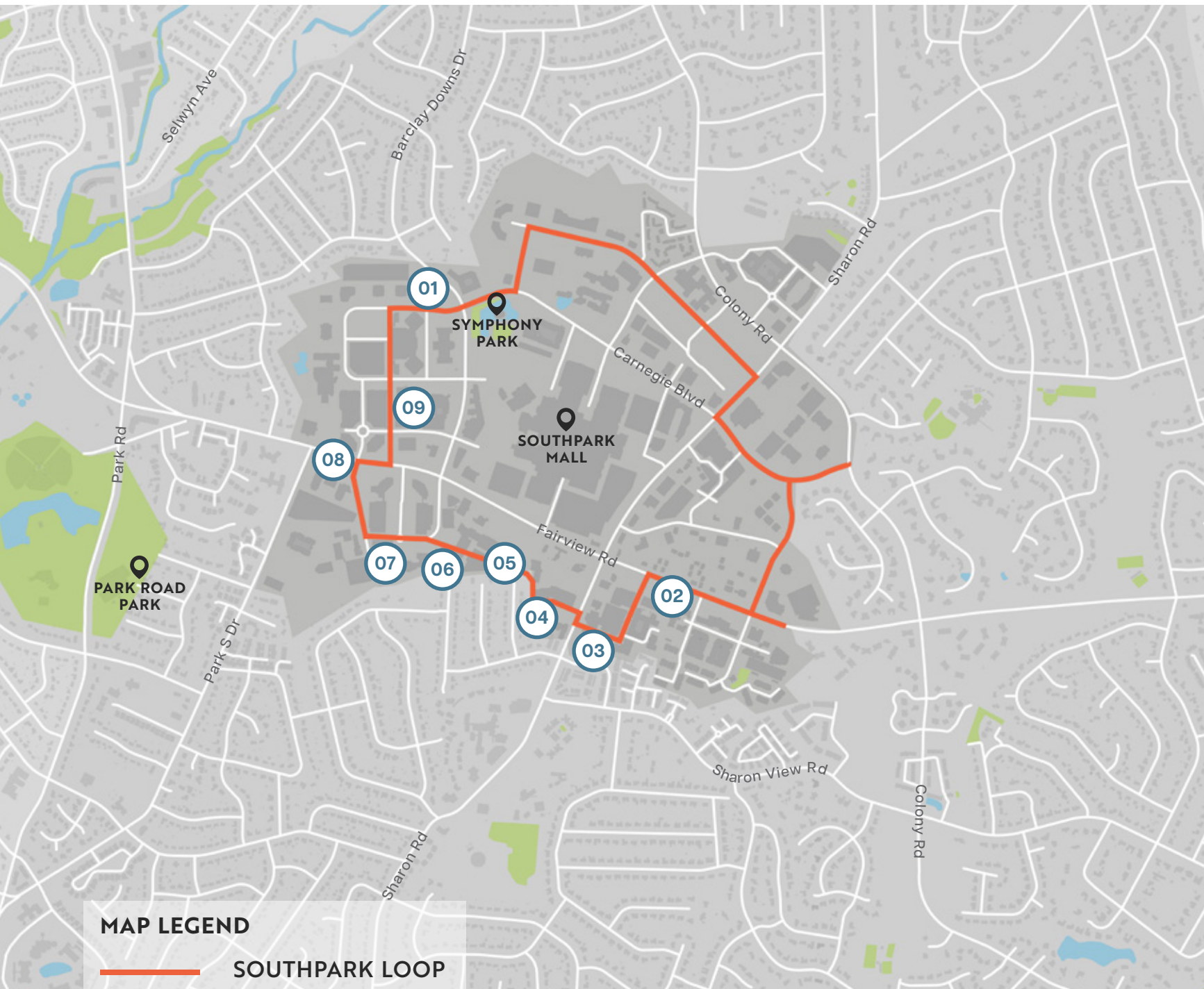


12 Adjacent Open Space

Analysis

THE LOOP CONSTRAINTS

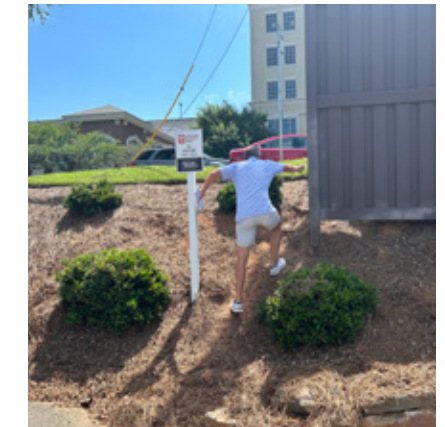
The Loop alignment, particularly sections on the southern side of SouthPark parallel to Fairview Road, includes a variety of barriers to a desirable pedestrian experience.



01 Steep Sidewalk



02 No Shade



03 Steep Bank



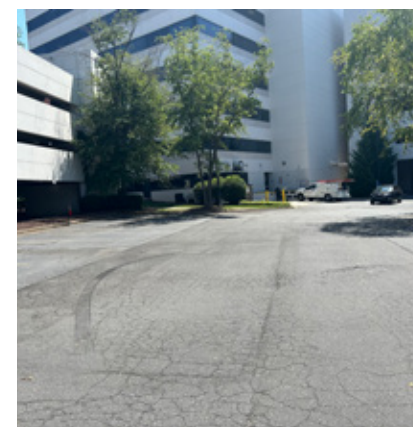
04 Through Loading Zone



05 Existing Stairs



06 Through Parking Lot



07 Through Parking Lot

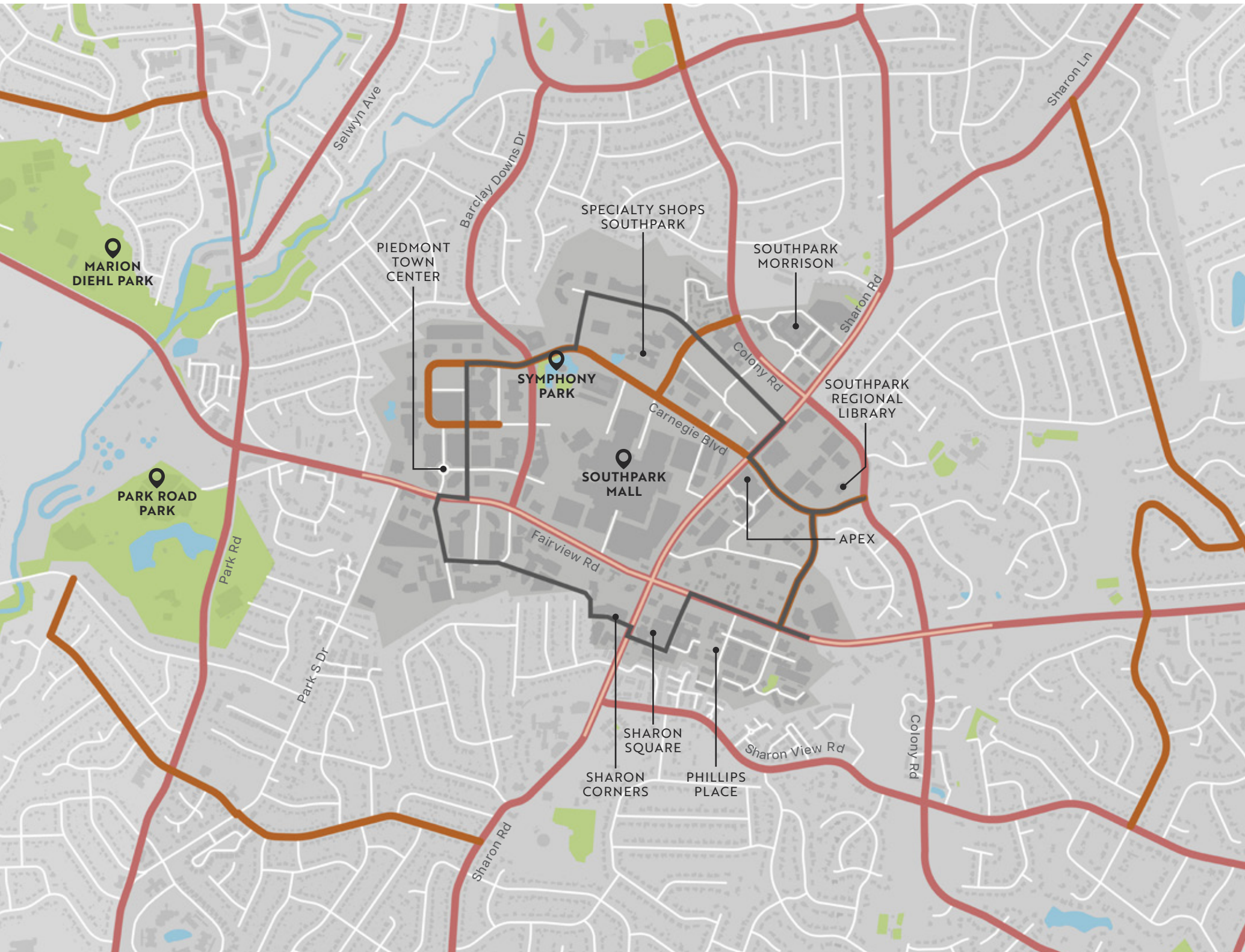


08 Road Striping



09 Parking Decks

Analysis STREET NETWORK



MAP LEGEND

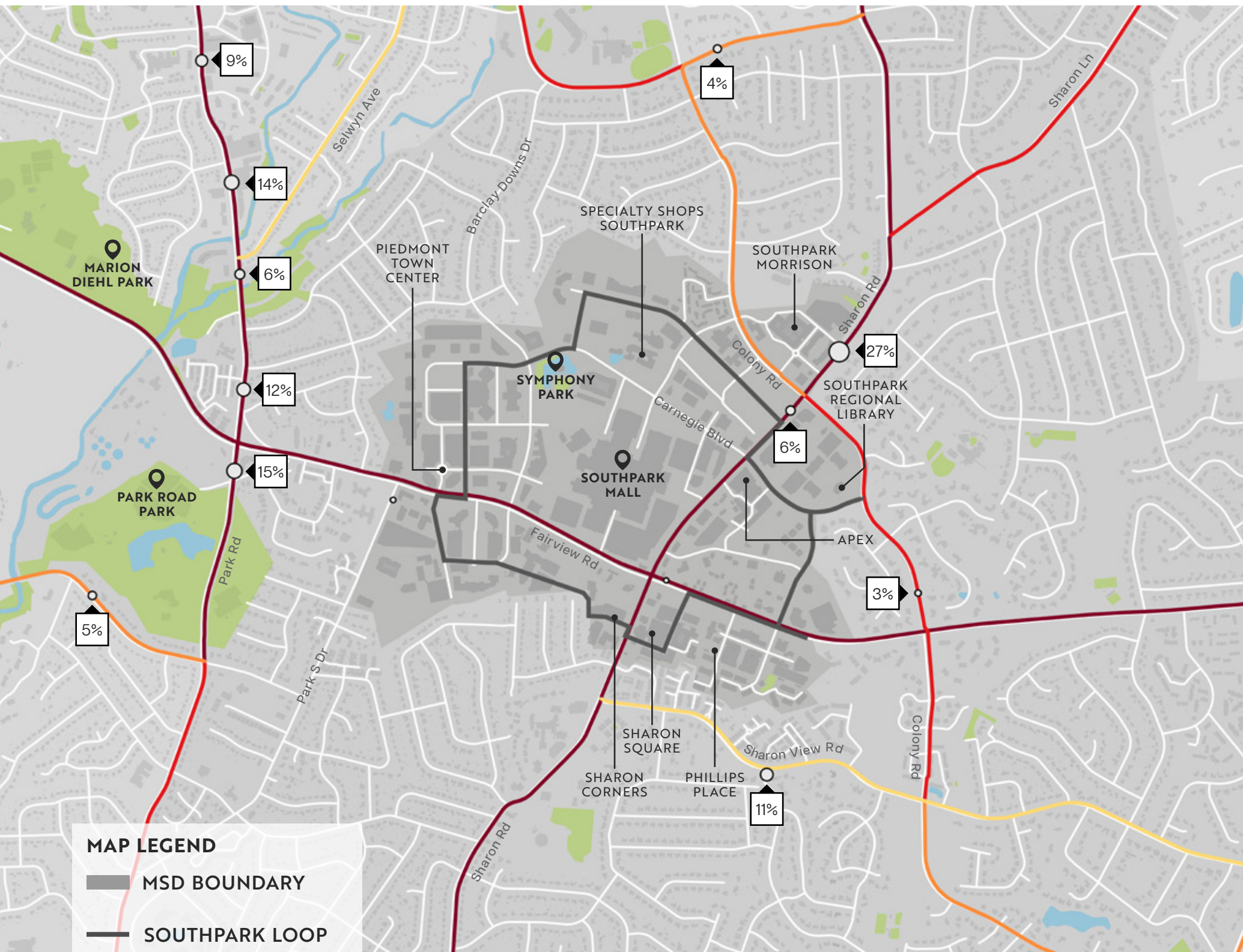
- > 5 LANES
- THOROUGHFARE
- COLLECTOR STREET
- SOUTHPARK LOOP

BLOCKS ARE BIG AND STREETS ARE DISCONNECTED

SouthPark's street network lacks a typical urban grid, forcing longer travel distances and exacerbating congestion, especially at the extensive 8x8 lane intersection of Sharon Road and Fairview Road. Unlike the 400 to 600-foot-long blocks of Charlotte's historic streetcar suburbs, SouthPark's blocks stretch 1,000 to 2,000 feet, impeding both vehicular and pedestrian movement.

This oversized layout fosters a car-dependent environment since trip lengths are substantially longer than straight-line lengths, and the resulting traffic is unappealing for those who would still consider walking or biking.

Analysis TRAFFIC

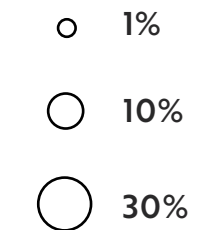


AVERAGE DAILY TRAFFIC VOLUME (IN VEHICLES)



CHANGE IN TRAFFIC VOLUME

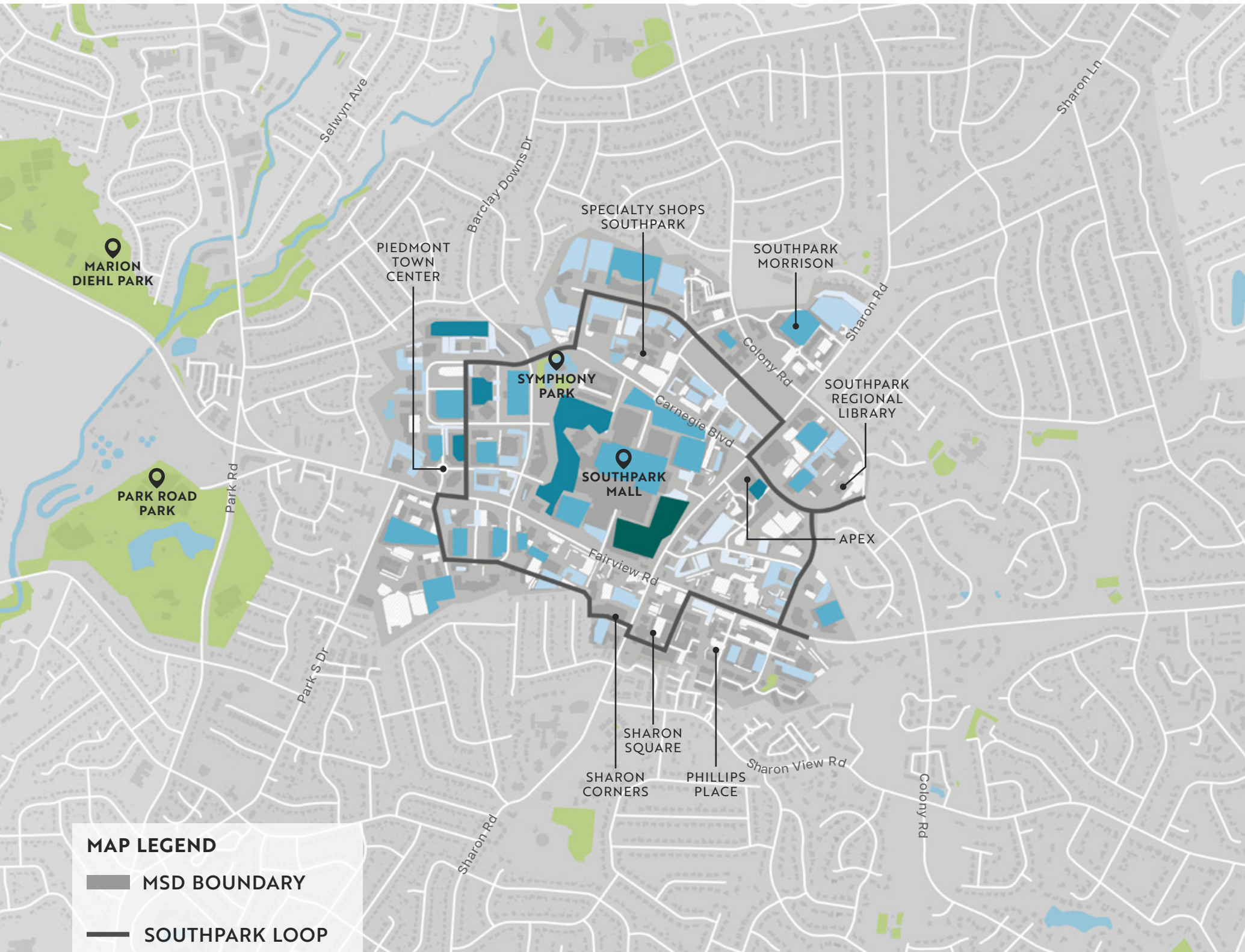
Percent Change, 2012 - 2022



VEHICLE VOLUME IS RELATIVELY STABLE

The roads in SouthPark are well-traveled and well-used. During peak time periods, the roadways can see congestion or modest delays at traffic lights. However, an analysis of traffic volumes between 2012 and 2022 shows that year-over-year daily volumes have not increased uniformly. In the last decade, as development has become more dense, at most intersections traffic has only moderately increased.

Analysis PARKING INVENTORY



DATA LEGEND

- 1-99 SPACES
- 100-499 SPACES
- 500-999 SPACES
- 1,000-1,999 SPACES
- 2,000+ SPACES
- NO DATA AVAILABLE

MAP LEGEND

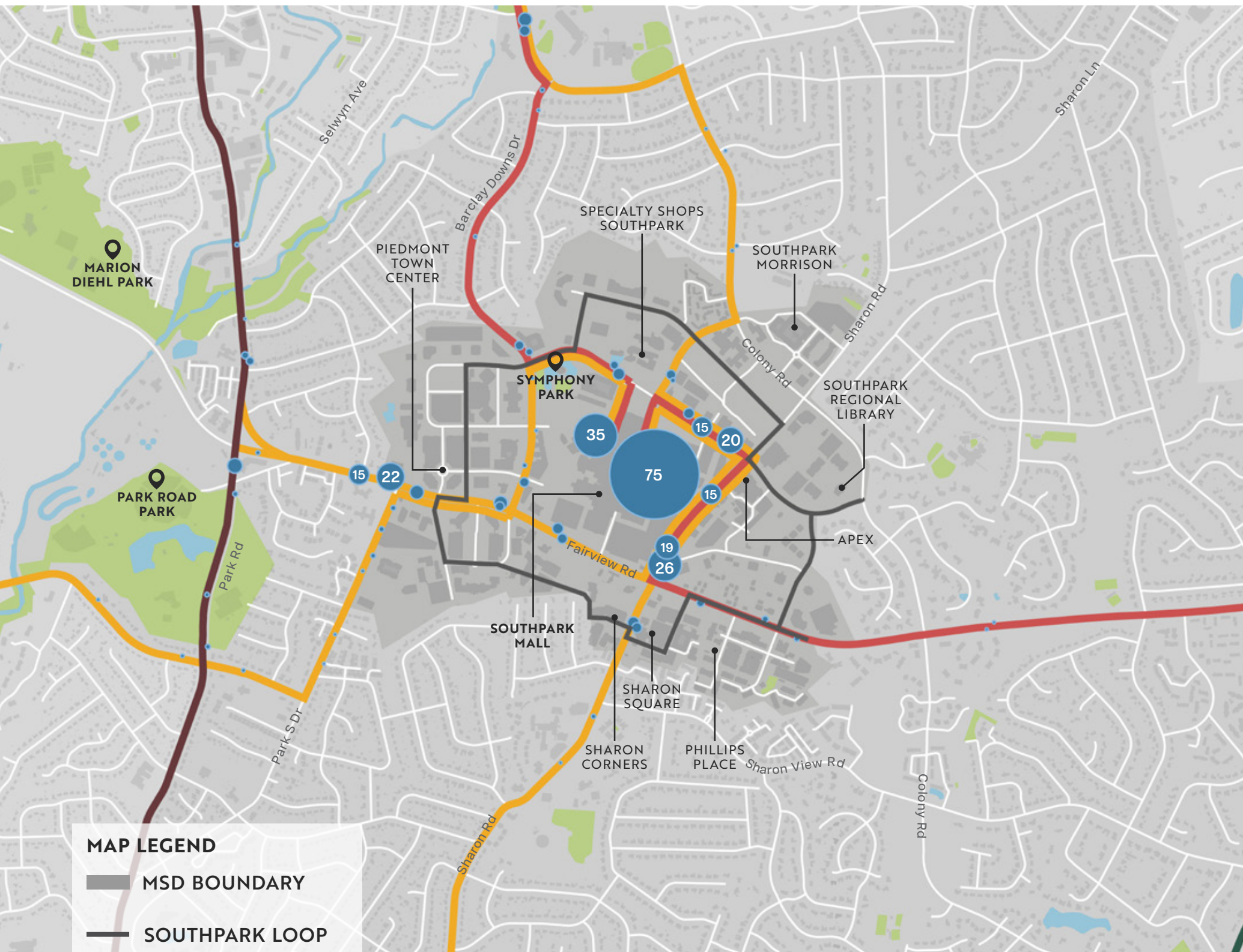
- MSD BOUNDARY
- SOUTHPARK LOOP

PARKING LOTS ARE PREVALENT

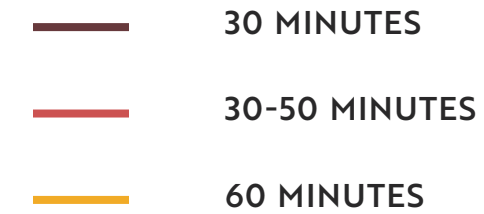
There is ample parking across SouthPark. An inventory of the largest parking areas has accounted for more than 30,000 parking spaces within both surface parking lots and structured parking garages. Parking lots cover around 4.3 million square feet, making up 16% of the MSD area. As a comparison, Uptown Charlotte's parking lots cover about 18% of the land. Parking structures in SouthPark cover additional space within the MSD area (around 2 million square feet).

While retail business owners, shoppers, and employers often cite SouthPark's abundance of parking as an asset, it does encourage driving to and from SouthPark as well as from one point to another point within SouthPark. Existing surface parking provides space for future development sites, which would support more efficient land development for the future.

Analysis CATS BUS NETWORK

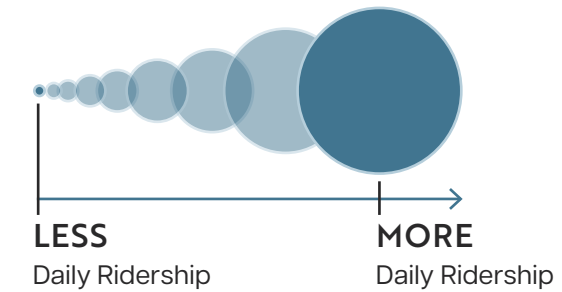


TRANSIT FREQUENCY



AVERAGE DAILY RIDERSHIP

August 2022-2023 Number of People Getting On and Off

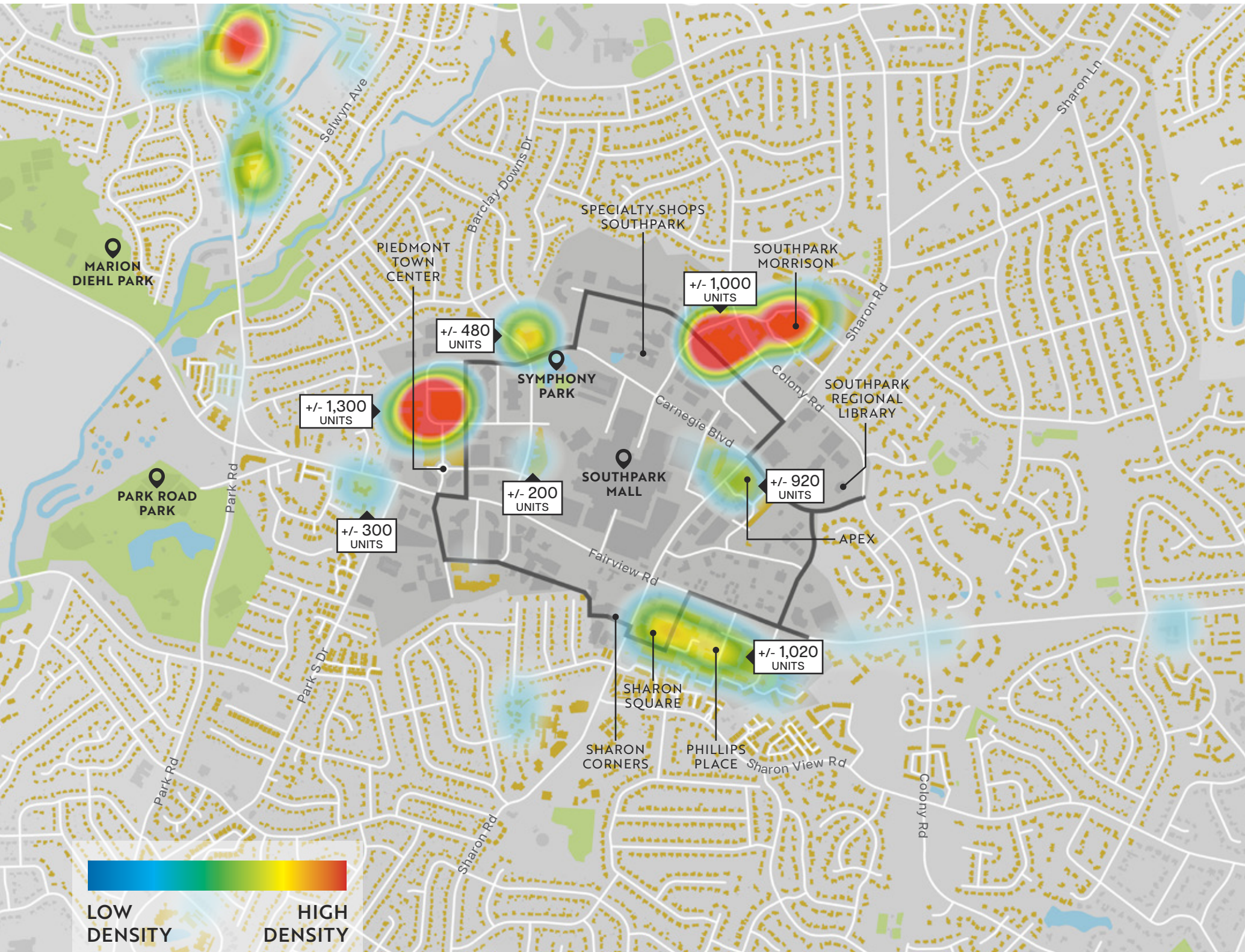


SOUTHPARK IS WELL-SERVED BY BUS TRANSIT

The SouthPark area is well-served by transit operating at 30-to-60-minute frequencies along the roads immediately within the center. SouthPark Mall houses the SouthPark Community Transit Center (CTC) in its structured parking area at the ground floor. Five bus routes either serve the SouthPark CTC or the immediately surrounding roadways. Four additional bus routes operate within one mile of the MSD, and two bus routes connect SouthPark to the LYNX Blue Line light rail.

A total of 63 bus stops are located within the MSD boundary, and an estimated 200 passengers board buses daily at those stops. SouthPark Mall is the stop with the highest ridership in the area, followed by a few stops at major intersections such as Fairview Road and Sharon Road, and Fairview Road and Park South Drive. Bus ridership has grown between 2020 and 2023, showing increasing demand and continued need for transit by residents, employees, and visitors of the area.

Analysis RESIDENTIAL DENSITY



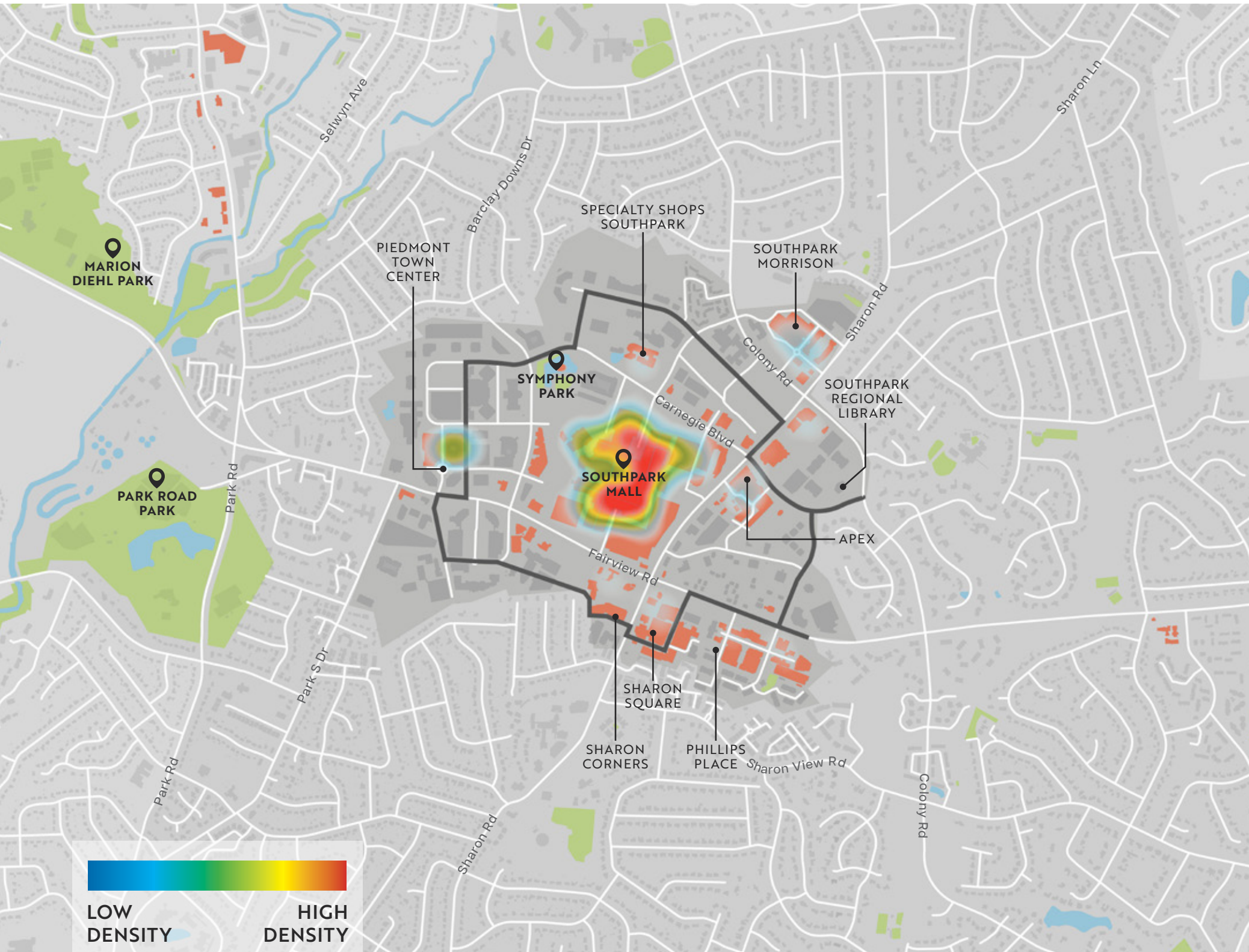
MAP LEGEND

- RESIDENTIAL BUILDINGS
- SOUTHPARK LOOP

HIGH DENSITY RESIDENTIAL IS ISOLATED

At approximately 4,500 units combined, the high density residential multifamily buildings near Piedmont Town Center, Morrison, Apex, and Phillips Place provide as much housing capacity as the surrounding single family residential neighborhoods.

Analysis RETAIL DENSITY



MAP LEGEND

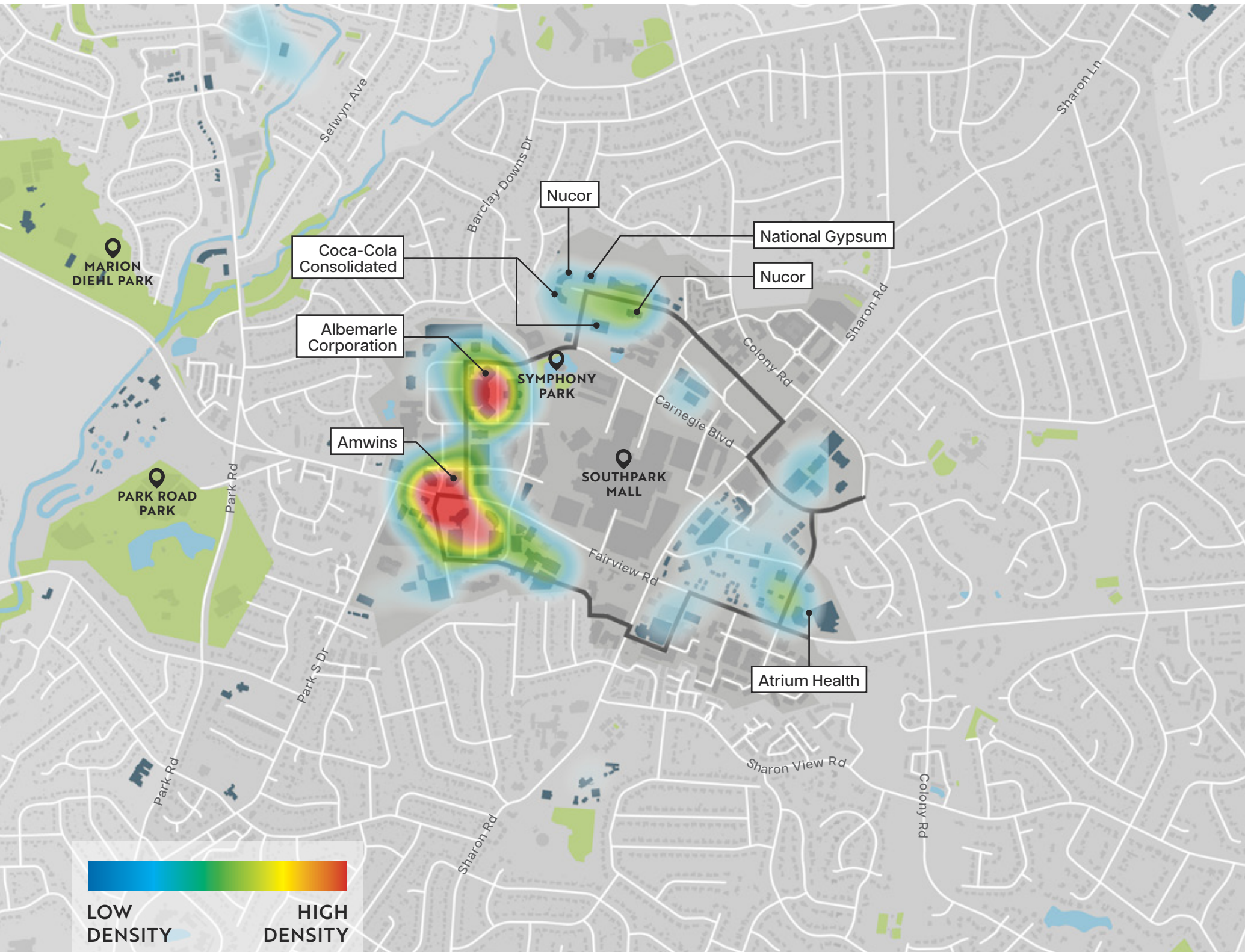
- RETAIL BUILDINGS
- SOUTHPARK LOOP

THE MALL IS STILL SOUTHPARK'S RETAIL ANCHOR

At 1.7 million square feet, SouthPark Mall represents more than half of all retail floor area in SouthPark. Additional significant nodes of retail density can be found at Piedmont Town Center, Morrison, Apex, Phillips Place, Specialty Shops, Sharon Corners, and Sharon Square.

Analysis

OFFICE DENSITY



MAP LEGEND

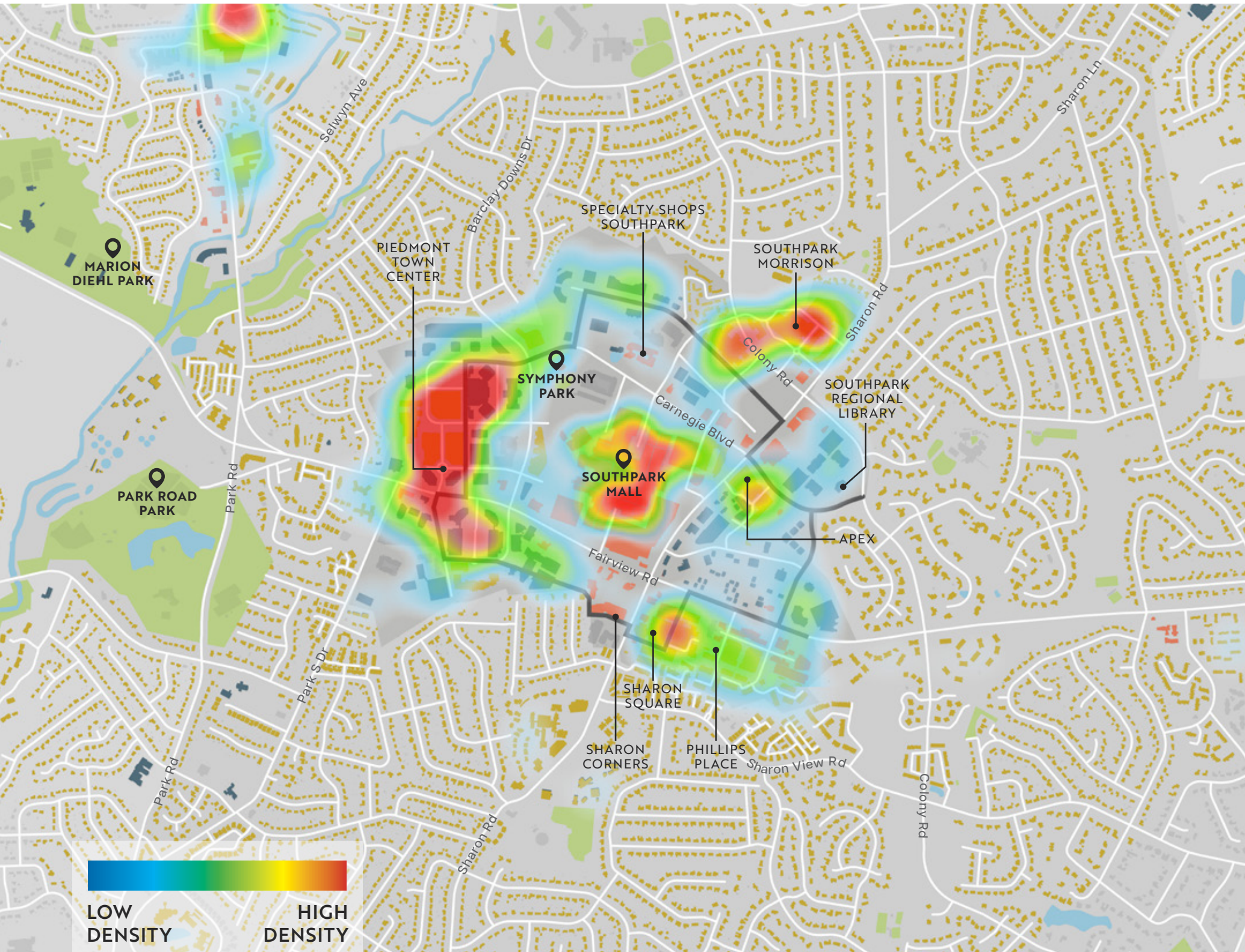
- OFFICE BUILDINGS
- SOUTHPARK LOOP

OFFICE DENSITY IS MIXED, BUT CONCENTRATED NEAR PIEDMONT TOWN CENTER

SouthPark is home to 5.6 million square feet of office space. The highest office densities in SouthPark are concentrated in the areas around Piedmont Town Center and Capitol Towers. The Rexford Road office buildings and office condos along Fairview Road near Cameron Valley Parkway provide secondary office density.

The changes in office occupancy and increased prevalence of remote work instigated by the COVID-19 pandemic have had profound effects on central business districts around the world. This change in behavior created opportunities for more suburban office nodes like SouthPark. However, SouthPark's lack of newly built office product may create a competitive disadvantage as companies participate in the "flight to quality" seen in commercial real estate in Charlotte and throughout the nation.

Analysis MIXED-USE DENSITY



MAP LEGEND

- OFFICE BUILDINGS*
- RETAIL BUILDINGS*
- RESIDENTIAL BUILDINGS*
- SOUTHPARK LOOP

*Many of these buildings are vertically mixed-use

MIXED-USE DENSITY EXISTS IN PODS

Creating a mixed-use density map by integrating residential, retail, and office data together reveals key areas where living, shopping, and working spaces converge, such as Piedmont Row and Sharon Square, enhancing walkability. However, despite these hubs promoting pedestrian movement within, they function as isolated pods, divided by arterial roads and parking lots, which deter walking between them.

Analysis

THE FUTURE OF RETAIL

The Domain | Austin, TX



RETAIL EVOLUTION

As the premier shopping destination between Washington and Atlanta, SouthPark’s economic vibrancy is closely tied to the health of its retail centers, particularly SouthPark Mall.

Since opening in 1970, SouthPark has positioned itself as an upscale mall. Today, it is owned by Simon Property Group, and is among the company’s top-tier assets. A greater emphasis on luxury brands—recent additions include fashion houses Gucci, Saint Laurent, and Alexander McQueen—has solidified SouthPark Mall’s competitive advantage over other malls in the Carolinas. Many of its tenants are market- or region-exclusive locations. The recent upgrade of the West Plaza area and playground, including the addition of Suffolk Punch Brewing in a former chain restaurant space, emphasizes SouthPark Mall’s desire to create memorable experiences for its customers. Simon Property Group remains deeply committed to SouthPark and continues to invest in the center.



Suffolk Punch Brewing | Charlotte, NC

Buckhead Village | Atlanta, GA



Other retail centers in SouthPark have also doubled down on luxury brands and experiential offerings. Phillips Place has begun a \$50 million transformation and has attracted brands such as RH and Ralph Lauren. Specialty Shops, Morrison, and Apex also are home to unique concepts that attract customers from across the city and region. **The SouthPark district boasts a retail vacancy rate that is extraordinarily low—less than 1% at the time of publication.**

Around the world, however, the retail sector is facing headwinds from changing consumer behavior and expectations, which began to emerge during the COVID-19 pandemic. Many traditional shopping malls and department stores have struggled to adapt to shoppers’ desire for experience-first choices. **With online shopping offering convenience and choice, brick-and-mortar retail centers must create a sense of place, offering experiences customers cannot find elsewhere.**

It is imperative that SouthPark differentiate itself in this way and not rest on the past success that has led to its market-leading position today. Future-proofing the district requires continual evolution in retail concepts, a focus on placemaking and programming, and a recognition that the cohesive experience within SouthPark will drive continued customer loyalty to the district as a whole—which is essential to the success of individual stores and centers.



Citizens Market | Atlanta, GA
Photo courtesy of Phipps Plaza

Analysis COMMUNITY ENGAGEMENT



In addition to building upon prior studies, this plan reflects several months of dialogue with a broad range of SouthPark stakeholders. The project team sought to understand the community’s values and aspirations—recognizing that there are many perceptions of SouthPark’s geographic boundaries and that the 3.5 million people who spend time in SouthPark each year come for a wide variety of reasons.

FOCUS GROUPS AND INTERVIEWS

SouthPark Community Partners conducted more than a dozen focus group sessions, including panels of commercial property owners; representatives of the SouthPark Association of Neighborhoods; arts, economic development, and hospitality leaders; SouthPark small business owners; high school students; and residents of two senior living communities. The team also conducted individual interviews with major employers, City and County staff, and prominent developers.

500+ Community Touch Points

260 Online Survey Responses

144 Comment Cards

12 Focus Groups

20+ Interviews

“SouthPark would be on the shortlist of anyone thinking of opening a business in Charlotte.”

—Charlotte CEO

“SouthPark is a cultural desert.”

—Arts organization leader

“Make it a spot that people go out to and can park at one place and walk around to watch a game, go on a date, be with family, work out.”

—Online survey respondent

ONLINE AND IN-PERSON SURVEYS

In the fall of 2023, SouthPark Community Partners conducted outreach to the public through an online survey and a live activation during a “SouthPark After Five” concert at Symphony Park. These overlapping activities offered opportunities for residents, workers, and visitors to provide their opinions about SouthPark today and their hopes for its future.

Participants of both activities included residents, workers, business owners, and casual visitors.

About two-thirds of online survey respondents identified as SouthPark residents, and most of those said they live outside the MSD boundary. This group of stakeholders, compared to other community members who participated, were disproportionately concerned about traffic, public safety, and the potential impacts of future development in the greater SouthPark area.

However, the broad themes expressed by survey respondents echo sentiments expressed throughout the engagement process.

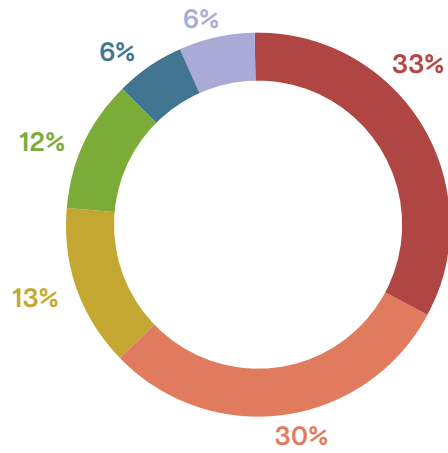
Eight out of 10 respondents said they would walk to and within SouthPark more frequently if doing so were more convenient, safer, and more enjoyable.



More than a third of online survey respondents rate SouthPark’s current walkability as “very poor” or “poor.”

Analysis

COMMUNITY ENGAGEMENT



The community wants to prioritize public space and connectivity as SouthPark matures.

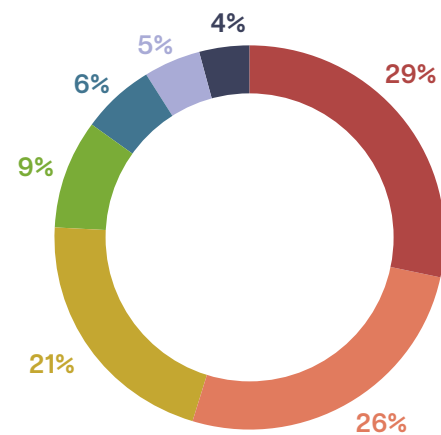
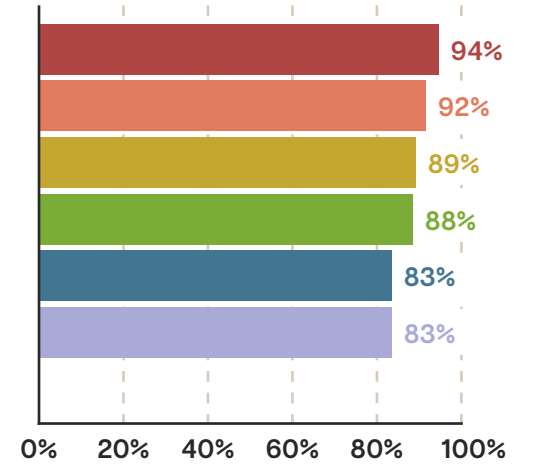
What is most important to you as SouthPark grows?

- Parks, plazas, and open space
- Trails and greenway connections
- Other
- Access to convenient parking
- New transportation options
- Interesting design and architecture

Online survey respondents overwhelmingly desire cleanliness, safety, open space, and connectivity.

Percent of respondents who rated these priorities as “very important” or “important” to SouthPark’s future:

- Keep SouthPark clean and beautiful
- Enhance safety and security
- Preserve the tree canopy
- Enhance walkability and bikeability
- More parks, plazas, and open space
- Trail and greenway connections to surrounding areas



People want SouthPark to include better options for walking and biking, and a vibrant mix of experiences.

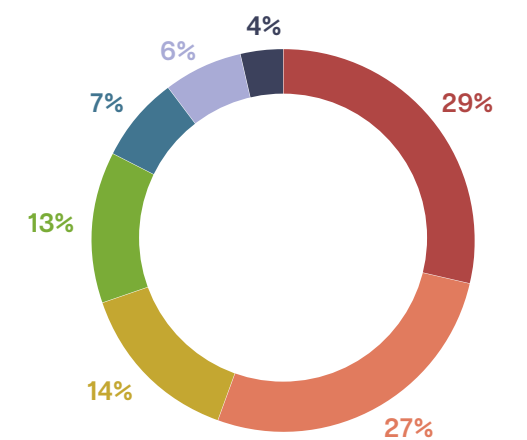
Pick the phrase that best describes your hopes for SouthPark 10 years from now:

- Walkable and bikeable
- Home to unique businesses and experiences
- Vibrant community center
- Affordable and inclusive
- Retains the character of the past
- Easy to navigate by car
- Other

The community wants to create new public space for a wide variety of uses.

How would you most like to use future open space in SouthPark?

- Community events and programming
- Outdoor dining/patios
- Recreation, sports, and fitness
- Play space for children
- Public art
- Dog parks
- Other



Analysis

COMMUNITY ENGAGEMENT

Four consistent themes emerged throughout several months of stakeholder outreach. These highly engaged and informed groups all agreed on the following desires:

- Enhanced walkability from start to finish
- Active and quality parks, plazas and open space
- A park once environment
- And a clean, safe, and beautiful destination

No matter the background, use-case, or incentive, these ideas kept re-emerging from members of the community and in turn have informed the concepts and recommendations included in this plan.

Enhanced walkability from start to finish

From exploring the commercial core to traveling to and from neighborhoods and trails, stakeholders cared deeply about advancing walkability in and around SouthPark. There were many shared experiences when discussing the challenges of crossing SouthPark's major intersections and navigating disjointed pathways in and out of neighboring communities, parks, and trails.

Across the board, **walkability arose as such a firm desire that most people assumed it was a given for the district's future success** due to the promise of the Loop and the close proximity of SouthPark's retail and corporate destinations.



Active and quality parks, plazas, + open space

When comparing SouthPark to other great destinations, stakeholders frequently cited SouthPark's lack of public space. However, they made it clear that parks, plazas, and open space alone would not suffice. Any new or updated community destinations need to feature two elements to drive utilization: high quality amenities and consistent programming. The team heard from Gen Z and senior participants, in particular, that these components were necessary to drive a sense of community in SouthPark beyond its existing reputation as a retail and corporate hub.

Through events like SouthPark After Five and the Charlotte Symphony's Summer Pops series, SouthPark's main green space, Symphony Park, has showcased its potential as a neighborhood gathering destination when programmed with events connected to the community surrounding it. Focus group participants regularly referenced SouthPark After Five because it provided reliable entertainment at a consistent time, drawing 25,000+ visits in 2023. The success of these programs speaks to the intense demand in SouthPark for programmable public space.

Park once environment

Parallel to the desire for a more walkable area was the idea of curating a park once environment throughout SouthPark. Two factors drove this concept:

- SouthPark's urban landscape is surrounded by 40+ neighborhoods, meaning many community members flock to SouthPark to shop, eat, exercise, and relax. Stakeholders crave the ability to spend a day in the neighborhood, where exploring and navigating between retail nodes is easy and doesn't require a vehicle.
- More than 32,000 people work in SouthPark, and there's a clear demand for simple, quick, and safe connections that get employees across the district for a wide range of daytime needs. With popular meeting spots, lunch destinations, and retail scattered throughout SouthPark, many employees are making 1-2-minute intra-district drives, many of which could be replaced by different modes of travel.

Clean, safe and beautiful destination

At the core of these discussions was the demand for SouthPark to be a clean, safe, and beautiful destination. **Exceeding baseline expectations of clean streets, a well-manicured public realm, and strong public safety is essential for SouthPark business leaders and residents.** Additionally, stakeholders consistently expressed a desire for high quality public art and investments in landscaping and beautification to enhance the public realm.



SouthPark Forward 2035 Vision Plan KEY FRAMEWORK

The recommendations in this plan are organized into three key themes: **Places, Connections, and Mobility**. This framework recognizes the importance of a layered approach to SouthPark's future. The focus areas identified in the **Places** pillar serve as central hubs in an interconnected network. Improving walkability and bikeability, **Connections** build physical and emotional linkages on both a neighborhood and regional scale. Innovations in the **Mobility** category ensure that as SouthPark grows, it's always easy, safe, and pleasurable to get around.

Beyond the catalyst projects identified in the following section, the SouthPark Forward 2035 Vision Plan also includes additional recommendations to ensure future vibrancy. These initiatives, including public safety programs and improvements to the street network, can be found in the Action Plan that begins on page 157.

1 | PLACES

- 1.1 Places to Gather
- 1.2 Places to Play + Learn
- 1.3 Places to Venture

2 | CONNECTIONS

- 2.1 SouthPark Loop
- 2.2 Greenway to Greenway
- 2.3 X-CLT SouthPark Circuit
- 2.4 Permeating SouthPark Mall
- 2.5 Living Ends
- 2.6 Connections In + Out

3 | MOBILITY


- 3.1 Park Once Place
- 3.2 Regional Multimodal Destination

Key Framework PLACES

- 1 | Places
- 2 | Connections
- 3 | Mobility



Map Legend:

-  SouthPark Loop
-  Gateway



CREATING COMMUNITY THROUGH PUBLIC SPACE

Public space is the heart of a community. It's where we celebrate, relax, and make memories with loved ones. Public space facilitates stronger bonds among people, strengthening the community one relationship at a time, and access to an open space network of parks and trails ranks among the top amenities both residents and business owners desire. This plan identifies opportunities to expand the open space network throughout SouthPark, creating a variety of spaces to gather, recreate, and explore.

1.1 Places to Gather

Whether through road races, charity events, or community concerts, Symphony Park is where the community comes together in SouthPark. Envisioning this part of the district as a hub for major events creates an opportunity to nurture the soul of the neighborhood.

1.2 Places to Play + Learn

Anchored around the popular SouthPark Regional Library, this pocket of SouthPark speaks to families who seek opportunities to spend time creating memorable experiences together.

1.3 Places to Venture

A linear park along Fairview Road and adjacent to SouthPark Mall creates moments of surprise and delight, re-purposing under-utilized space and creating unique opportunities for placemaking.

1.1 Key Framework PLACES TO GATHER

This focus area builds upon Symphony Park’s significance as a community gathering place, calling for a reimagined park, enhanced streetscape, and connections to nearby residents and workers. It also calls for improvements along Carnegie Boulevard to facilitate street festivals, the addition of public art, and preserving the tree canopy along Rexford Road.

Resident Walkability:
8,151 Households WITHIN 1 MILE WALK



- 1 **ENHANCED SYMPHONY PARK**
Reimagined park with permeable frontage integrated with the Loop, creating better views, greater flexibility for programming, and enhanced pedestrian access.
- 2 **MAIN FESTIVAL STREET**
Linear park streetscape spans from Coca-Cola Plaza to SouthPark Drive with outdoor congregation areas.
- 3 **SECONDARY FESTIVAL STREET**
Enhanced streetscape to extend to Sharon Road intersection.
- 4 **GREEN SPACE ACTIVATION**
Opportunities for nearby property owners to connect to public realm improvements by activating green spaces on their sites.
- 5 **SIGNATURE PUBLIC ART**
Opportunity to create SouthPark entrance.
- 6 **MULTI-USE PATH**
Public art opportunity and vibrant wayfinding connection to the Loop.
- 7 **MOBILITY HUB**
Creates connections outside of SouthPark for everyday and special event use.
- 8 **TREE CANOPY**
Preserve sense of serenity along Rexford Road by retaining and enhancing the tree canopy.
- 9 **POCKET PARK**
Opportunity to convert under-utilized surface parking to small pocket park concurrent with future development.

Map Legend:

- SouthPark Loop
- - - Gateway
- ☀ Wayfinding Signage
- ⊙ Public Art





Places to Gather SYMPHONY PARK

Symphony Park is the premier destination on the Loop, and a well-tested example of SouthPark's community gathering potential. The current design of the park, however, does not maximize the site's utility for regular programming, and is only episodically used. A future public-private partnership to renovate the park would create a space oriented for daily use.

Rendering courtesy of City of Charlotte



These conceptual renderings of a reimagined Symphony Park include a direct connection to the Loop along Carnegie Boulevard, a more flexible water feature, and landscape architecture that invites a wide range of uses and more consistent programming. Additional work is required to finalize a formal design approach, which would involve a coalition of partners from the public and private sectors.

Rendering courtesy of City of Charlotte



1.1 Places to Gather CASE STUDY



A. Activation Zone

- Canal Corridor, King's Cross
- London, UK
- Public enjoying urban green space integrated along a canal corridor.

Fig. 05 | Photo courtesy of John Sturrock, Townshend Landscape Architects

B. Main Street

- Asana Deep Ellum
- Dallas, TX
- Renovated storefront entry experience that captures interest and reflects the character of the neighborhood.

C. Secondary Streetscape

- Grant Park Farmers Market
- Atlanta, GA
- Flexible urban space hosting a lively farmers market in the heart of the city.

Fig. 06 | Photo courtesy of Grant Park Farmer's Market

D. Main Street Event Opportunities

- Ponce City Market
- Atlanta, GA
- A vibrant and approachable farmers market situated along Atlanta's BeltLine Eastside Trail.

Fig. 07 | Photo courtesy of Jamestown Ponce City Market

E. Greenspace Activation

- Symphony Park
- Charlotte, NC
- A conceptual rendering of potential improvements to the 7.5-acre Symphony Park adjacent to SouthPark Mall.

Fig. 08 | Rendering courtesy of City of Charlotte

Key Framework PLACES TO PLAY + LEARN

SouthPark is one of Charlotte's most desirable neighborhoods for families, and the existing amenities for children around the SouthPark Regional Library, the county's second-busiest branch, offer a strong foundation from which to build. This area calls for a new connection to Sharon Elementary School, a half-acre pocket park on Cameron Valley Parkway, and enhanced public space for preservation and reflection at the historic St. Lloyd Presbyterian Cemetery site off Colony Road.

Resident Walkability:
7,253 Households WITHIN 1 MILE WALK



- 1 POCKET PARK**
A half-acre green space can be enhanced with furniture, landscaping, and public art to create a new place for employees and visitors to enjoy the outdoors.
- 2 ACTIVITY ZONE**
Connecting public space at The Colony and SouthPark Regional Library via the Loop.
- 3 PUBLIC ART**
Opportunity to create SouthPark entrance.
- 4 LIBRARY BOOK WALK**
Utilize open space around library site for outdoor educational programming.
- 5 THE LOOP**
Add a connecting node along the Loop with seamless integration to pocket park.
- 6 SCHOOL CONNECTION**
Connect Sharon Elementary School to the Loop network.
- 7 ST. LLOYD CEMETERY**
Develop a new public space featuring art, history, and a space for quiet reflection on the site of an historic African American cemetery.

Map Legend:

-  SouthPark Loop
-  Gateway
-  Public Art

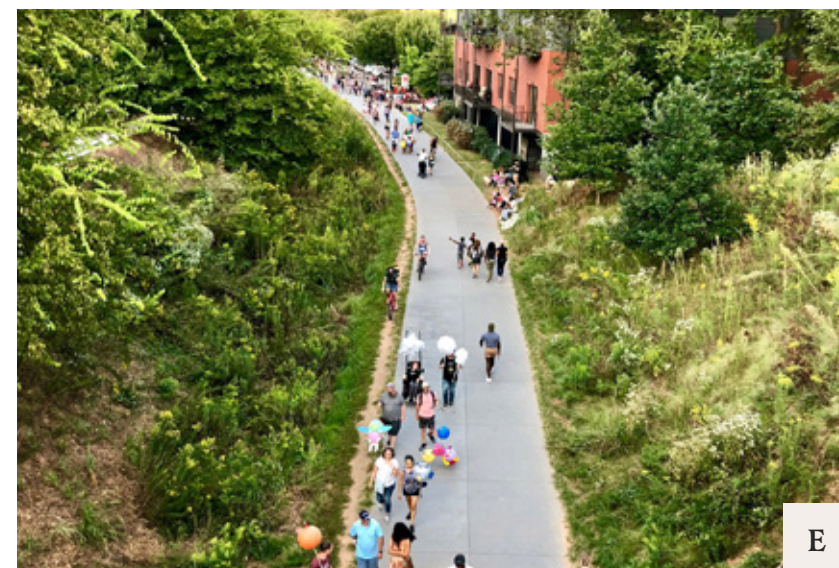
1.2 Places to Play + Learn
CURRENT CONDITIONS



1.2 Places to Play + Learn
CONCEPT AFTER



1.2 Places to Play + Learn CASE STUDY



A. Activation Zone

- Bell Tower Green
- Salisbury, NC
- A three-acre park that has entertainment areas for community engagement; play spaces, lush lawn, and amphitheater.

B. Temporary Activation Zone

- Bonafacio Global City East SuperBlock
- Manila, PHIL
- An inviting urban green space introduced into a densely populated urban core to provide spaces for civic activity.

Photo courtesy of David W. Almy

C. Entry Monumentation

- Northgate Station Central Park
- Seattle, WA
- A newly introduced public park and shaded seating area built to accompany an urban shopping center.

Photo courtesy of Meghan Montgomery

D. Library Book Walk

- The Boro Park and Streetscapes
- Tysons, VA
- A fun and vibrant urban park that integrates office and open space, resulting in a public realm where people want to gather

E. Trailway

- Atlanta BeltLine
- Atlanta, GA
- A lush section of multi-use pedestrian trails along the 22-mile BeltLine trail network.

Fig. 09 | Photo courtesy of Atlanta Magazine

Key Framework PLACES TO VENTURE

To enhance walkability—and to soften the challenging built environment at SouthPark’s main intersection of Sharon Road and Fairview Road—people on the street are essential. A linear park abutting SouthPark Mall, including opportunities for creative placemaking and activations on underutilized structured parking, can spark new activity along this busy thoroughfare.

Resident Walkability:
9,665 Households WITHIN 1 MILE WALK



- 1 ACTIVATION ZONE**
Underutilized green space to be activated with a linear park and multi-use path.
- 2 TEMPORARY PLACEMAKING**
The existing parking deck edge is an opportunity for activities such as temporary programming, art, or café tables.
- 3 JEWEL BOX**
Restaurant and retail opportunity with outdoor dining at the corner of Fairview Road and Sharon Road.
- 4 BEAUTIFICATION**
Use landscaping, wildflowers, or other natural elements to create an arboretum-like experience.
- 5 SIGNATURE PUBLIC ART**
Opportunity to create SouthPark entrance.

Map Legend:

-  SouthPark Loop
-  Gateway
-  Wayfinding Signage
-  Public Art



1.3 Places to Venture
CONCEPT AFTER





1.3 Places to Venture
CONCEPT AFTER



1.3 Places to Venture CASE STUDY



A. Activation Zone

- UTS Alumni Green
- Sydney, AUS
- Table tennis and seating programmed into a sun-filled open turf platform.

Fig. 10 | Photo courtesy of aiadallas.org

B. Jewel Box

- Ladybird Grove and Mess Hall
- Atlanta, GA
- Located along the BeltLine Eastside Trail and serves as a signature destination.

Fig. 11 | Photo courtesy of Ashley Wilson

C. Activity Zone

- The Shops at Clearfork
- Fort Worth, TX
- Programmed with outdoor seating, play features, flex lawn for different events and seasons

Fig. 12 | Photo courtesy of Simon Property Group

D. Linear Park

- Klyde Warren Park
- Dallas, TX
- Urban public park that connects Pearl St to Paul St, creating a central gathering space.

Fig. 13 | Photo courtesy of aiadallas.org

E. Interactive Elements

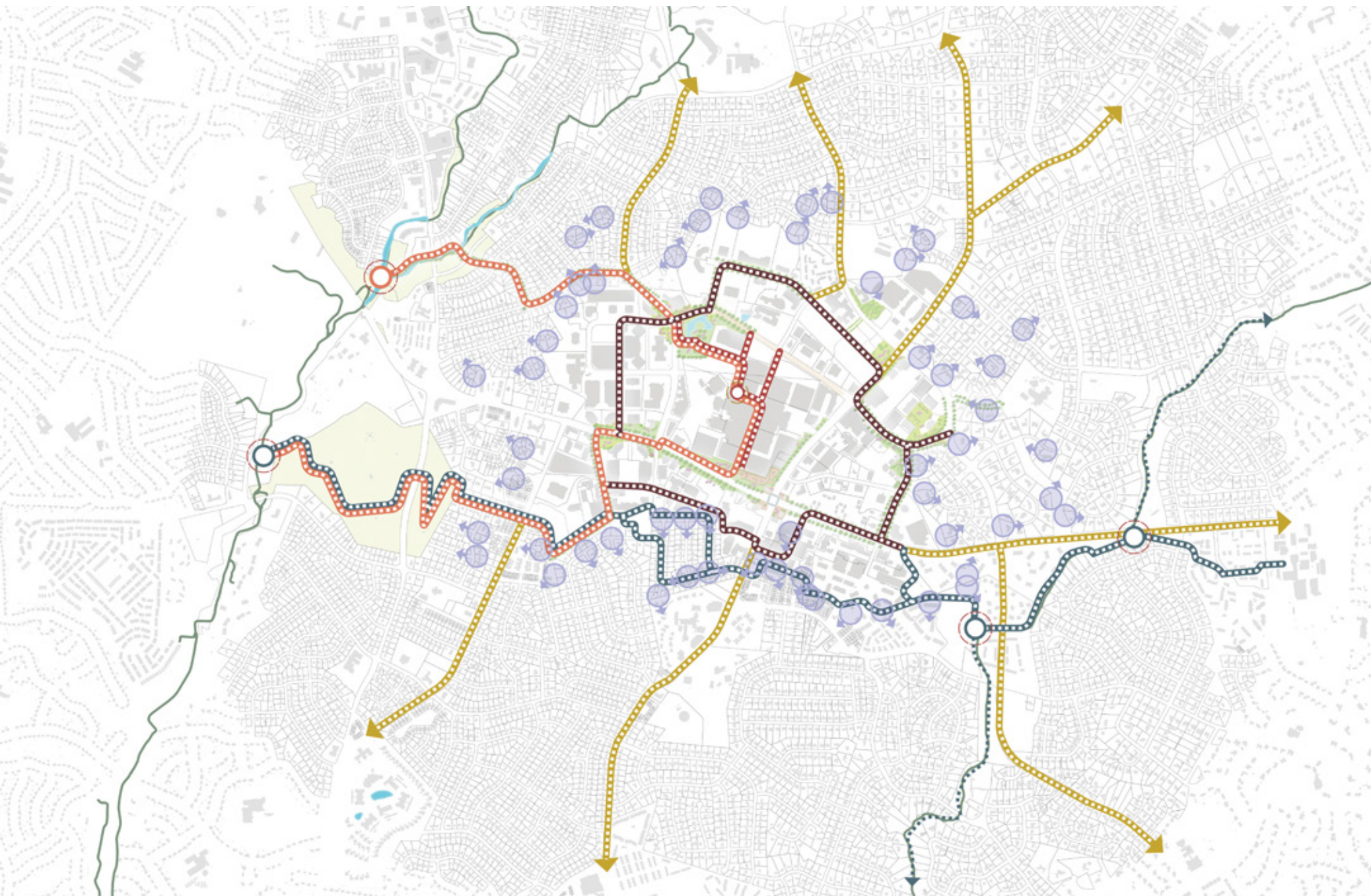
- The Lawn on D
- Boston, MA
- Play elements invite visitors to engage with a flexible urban space servicing Boston's Seaport neighborhood.

Photo courtesy Christian Phillips

Key Framework CONNECTIONS







- 1 | Places
- 2 | Connections
- 3 | Mobility





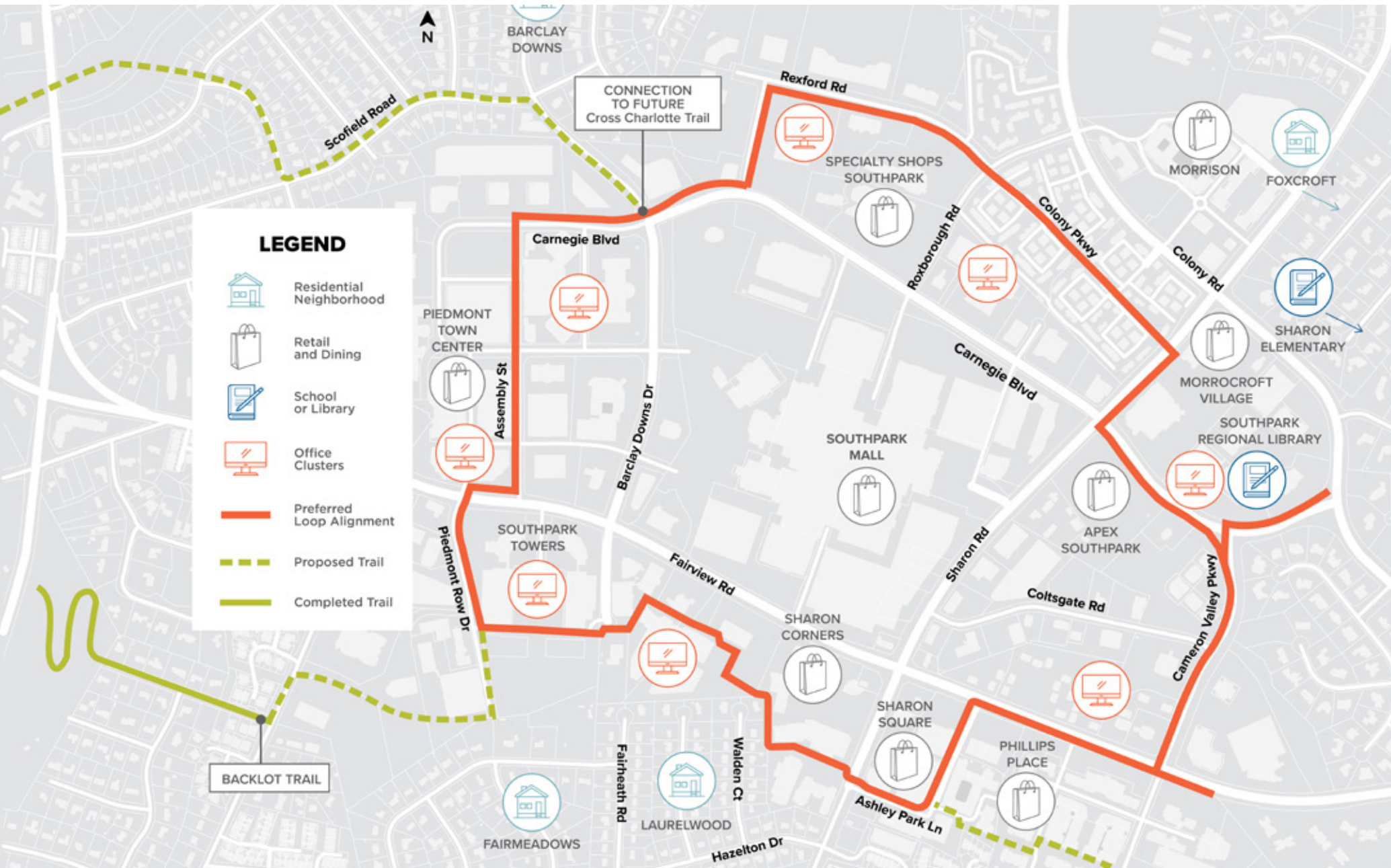
EVOLVING SOUTHPARK'S TRANSPORTATION NETWORK

The 1970s development of SouthPark, with its expanded roads and vast shopping mall parking, cemented a car-first precedent for the district that continued for decades. Today, SouthPark is known as a place to drive to and around. Evolving this experience by building better connectivity options will make active mobility not just possible but preferred. To realize this transformation, this plan proposes six strategic initiatives:

- 
SOUTHPARK LOOP
 Connect SouthPark's destinations through an urban trail.
- 
GREENWAY TO GREENWAY
 Unite the Cross Charlotte Trail (X-CLT) to McMullen Creek Greenway via the Backlot Trail.
- 
X-CLT TO SOUTHPARK CIRCUIT
 Establish SouthPark as a trail oriented destination on the Cross Charlotte Trail (X-CLT).
- 
PERMEATING SOUTHPARK MALL
 Break up the SouthPark superblock.
- 
LIVING ENDS
 Open up dead ends between SouthPark's neighborhoods and mixed-use core.
- 
CONNECTIONS IN + OUT
 Welcome all modes through complete street retrofits.

Connections SOUTHPARK LOOP

With the promise of connecting SouthPark’s experiences, the Loop will ensure SouthPark continues its maturation as a great destination for businesses, residents and visitors. Through broad community partnerships and investments by private and public sector partners, the Loop has built momentum, particularly throughout a one-mile segment of its alignment that spans Cameron Valley Parkway through Rexford Road and Coca-Cola Plaza.






Completing the first contiguous mile of the Loop, from Cameron Valley Parkway to Symphony Park, will be key in showcasing the potential of this catalyst project. This initiative will connect the two completed Loop segments along Apex SouthPark and The Colony and tie into Highwoods’ and the City of Charlotte’s planned intersection improvements along Cameron Valley Parkway and Carnegie Boulevard.

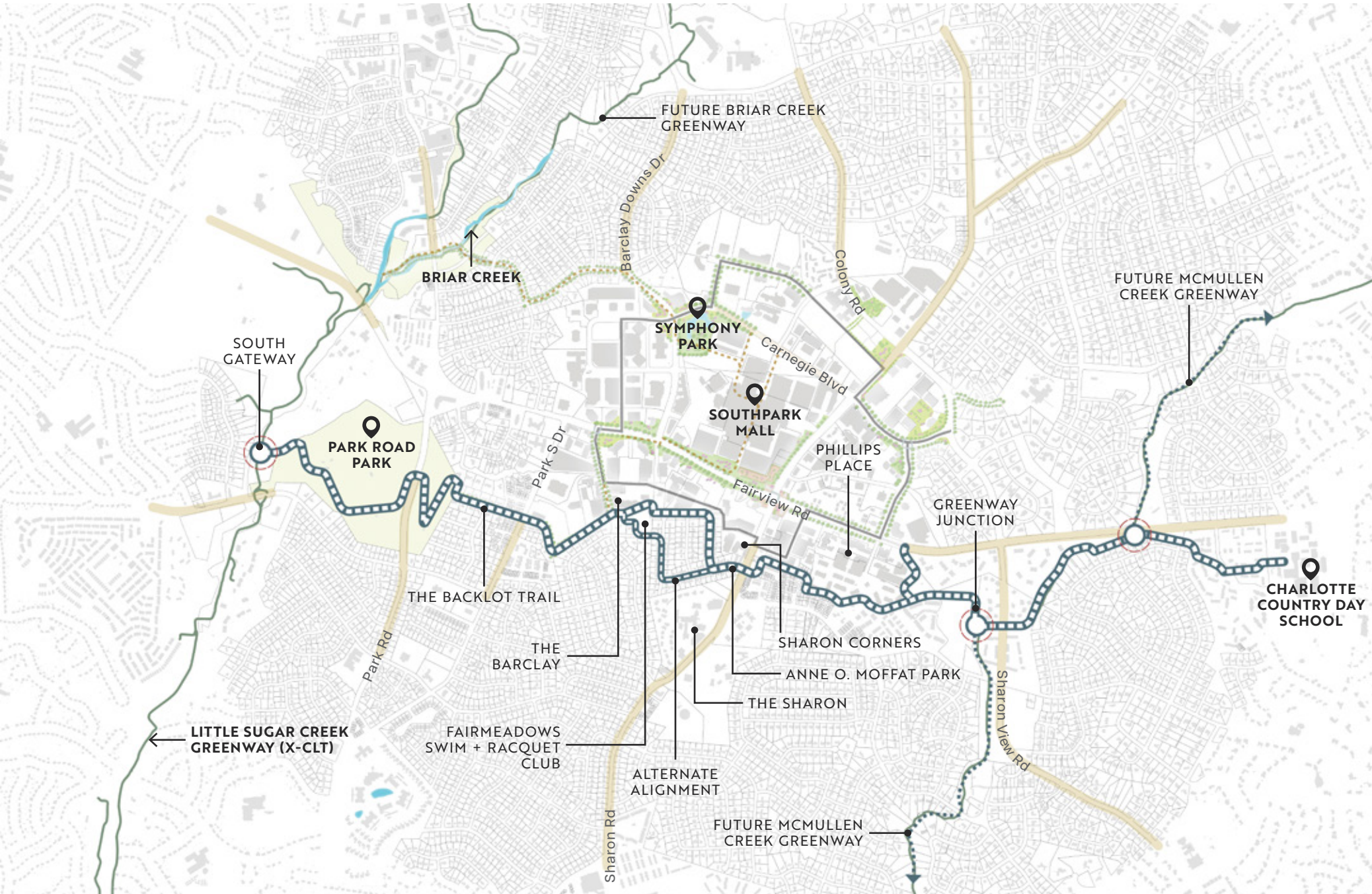
This effort, along with completing the remaining two miles, will require easements along the alignment, and private and public funding to complete design, engineering, and construction work. As this first mile comes into focus, SouthPark Community Partners will continue bringing the Loop to life across the entire three-mile path via wayfinding, public art, furniture and creative programming.



Connections GREENWAY TO GREENWAY

Map Legend:

-  SouthPark Loop
-  Backlot Trail Alignment
-  Trail Connections



Offering a tranquil, nature-focused alternative to the vibrant SouthPark Loop, the Backlot Trail will connect the Cross Charlotte Trail to the future McMullen Creek Greenway, forming an integrated regional trail network. This pathway enriches neighborhoods south of Fairview Road with direct, active transport routes to key destinations such as Park Road Park, the Park Road Tennis Center, Fairmeadows Swim and Racquet Club, Phillips Place, Sharon Corners, Sharon Square, and Charlotte Country Day School.

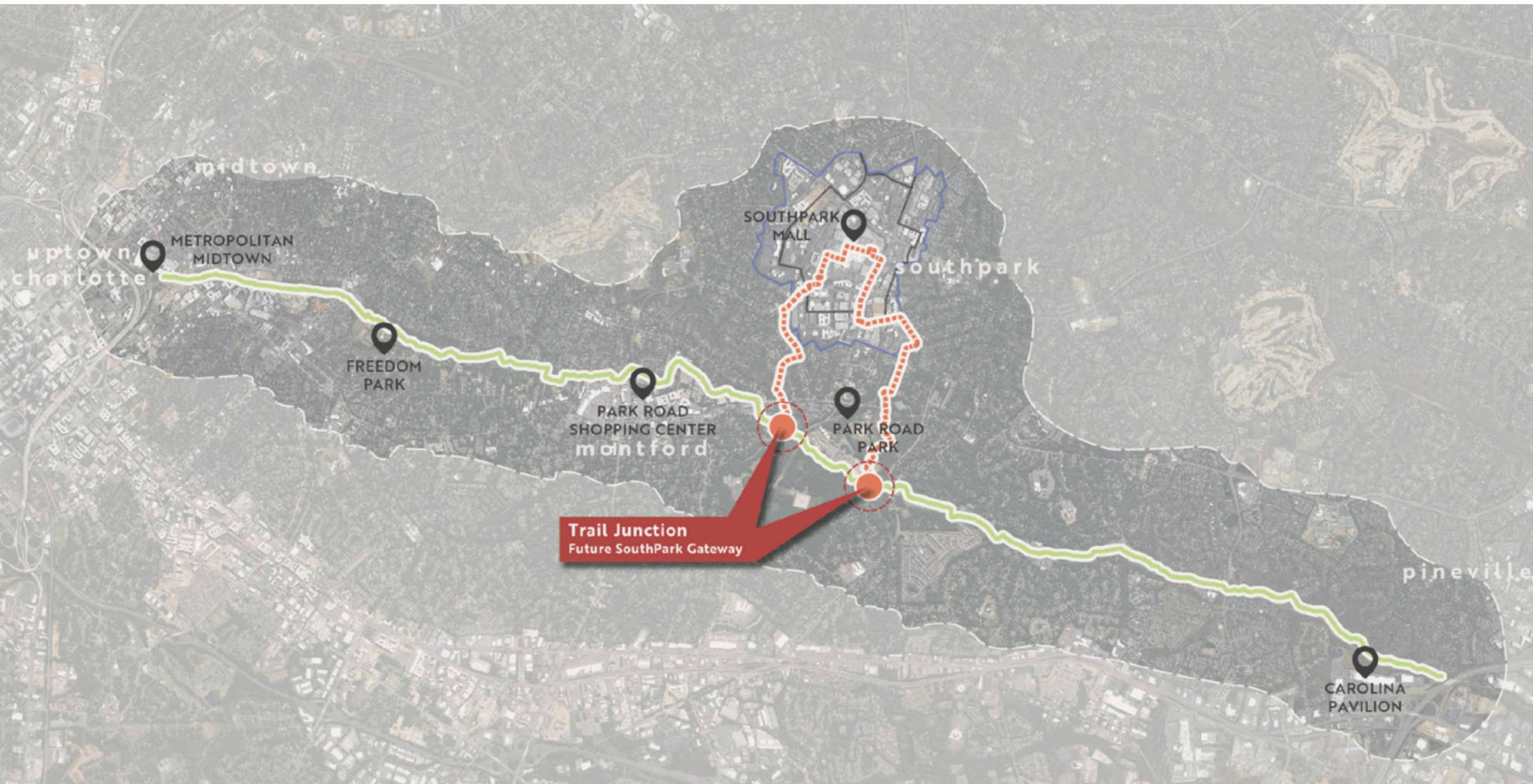


In October 2023, the first phase of the Backlot Trail, funded through the City's CNIP program and running from the Cross Charlotte Trail to Park South Drive, opened. The Backlot Trail is a major priority for the SouthPark Association of Neighborhoods.

Fig. 15 | Photo courtesy of Partners for Parks

X-CLT SOUTHPARK CIRCUIT

SouthPark, just 10 minutes by bike from the Cross Charlotte Trail, is closer than many cyclists realize. Popular destinations including Park Road Shopping Center, Carolina Pavilion Shopping Mall, Freedom Park, and Metropolitan Midtown are all within a 30-minute bike journey.






Map Legend:

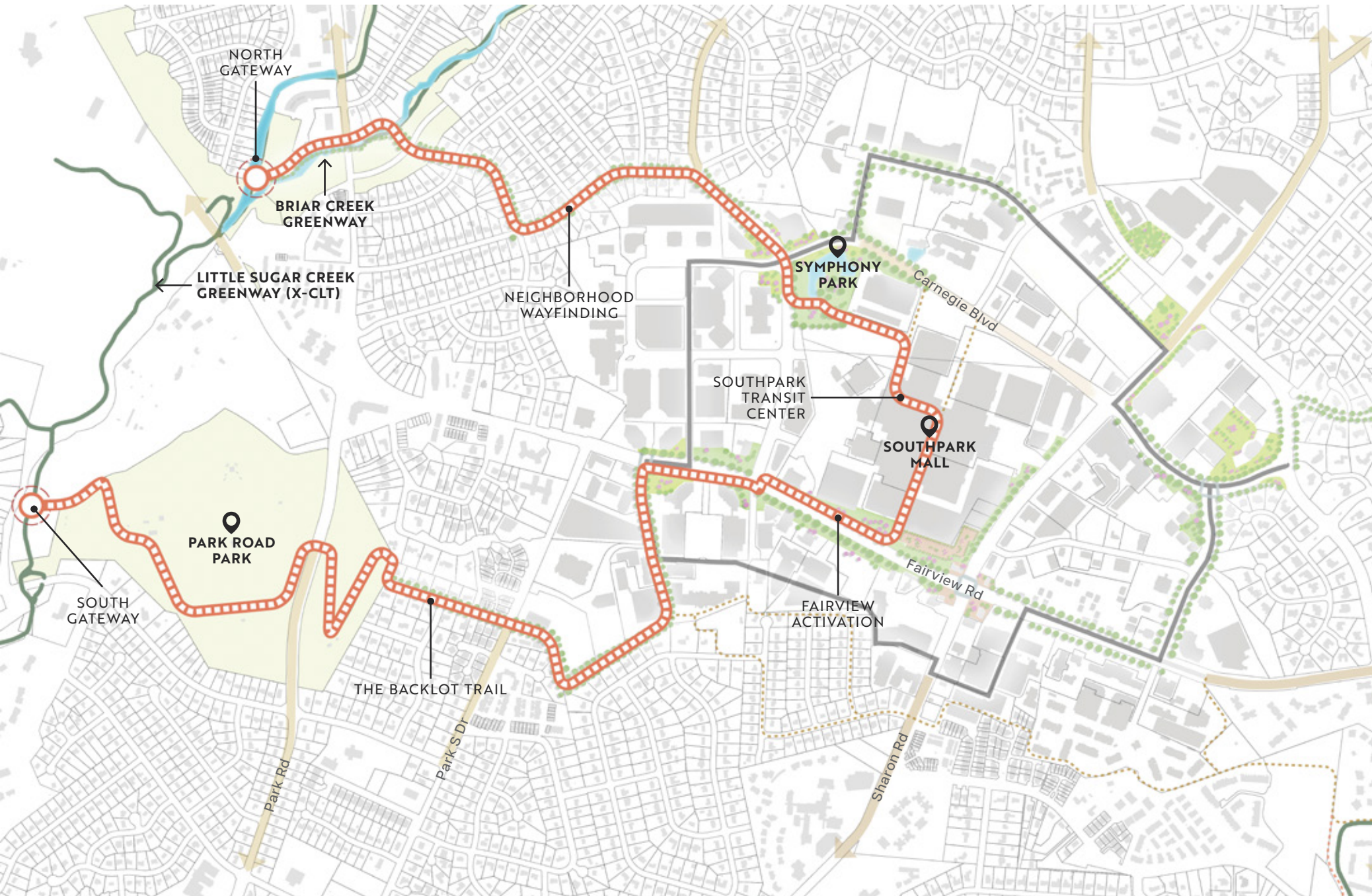
- Little Sugar Creek Greenway (X-CLT)
- - - Future X-CLT Southpark Circuit (+/- 4 Miles)
- MSD Boundary
- SouthPark Loop

Total *(Connection to X-CLT)*
11,335 Households
 within a 30-minute bike ride of Symphony Park via the Cross Charlotte Trail.

Connections X-CLT SOUTHPARK CIRCUIT

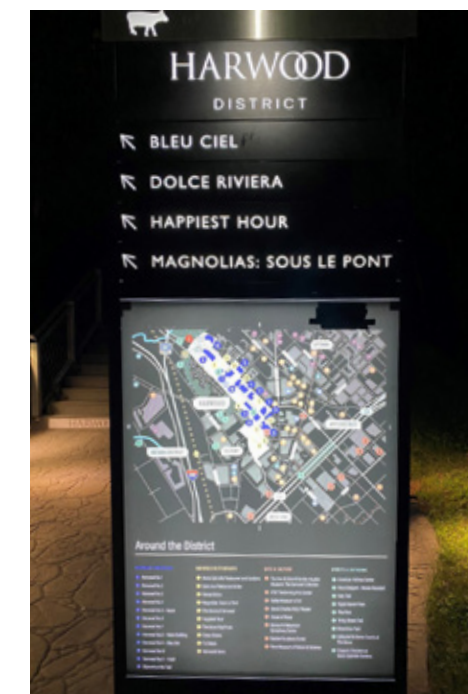
Map Legend:

-  SouthPark Loop
-  X-CLT SouthPark Circuit Alignment
-  Trail Connections



SouthPark is poised to become a trail-centric hub, marked by distinct gateways, user-friendly amenities, and clear signage. The Cross Charlotte Trail-SouthPark Circuit will solidify this connection, featuring northern and southern eye-catching gateways that guide runners and walkers directly into SouthPark’s heart.

This circuit incorporates parts of the Backlot Trail, Park Road Park, the SouthPark Loop, Fairview linear park, and a SouthPark Mall through routes linked to the SouthPark transit center. Additionally, it includes Symphony Park, a dedicated path along Barclay Downs Drive, and serene residential streets, culminating in a connection to the Briar Creek Greenway and looping back to the Cross Charlotte Trail. This design creates a figure-eight path that intersects the SouthPark Loop, enhancing travel options both within SouthPark and to the Cross Charlotte Trail.






Gateway from Katy Trail to Harwood District

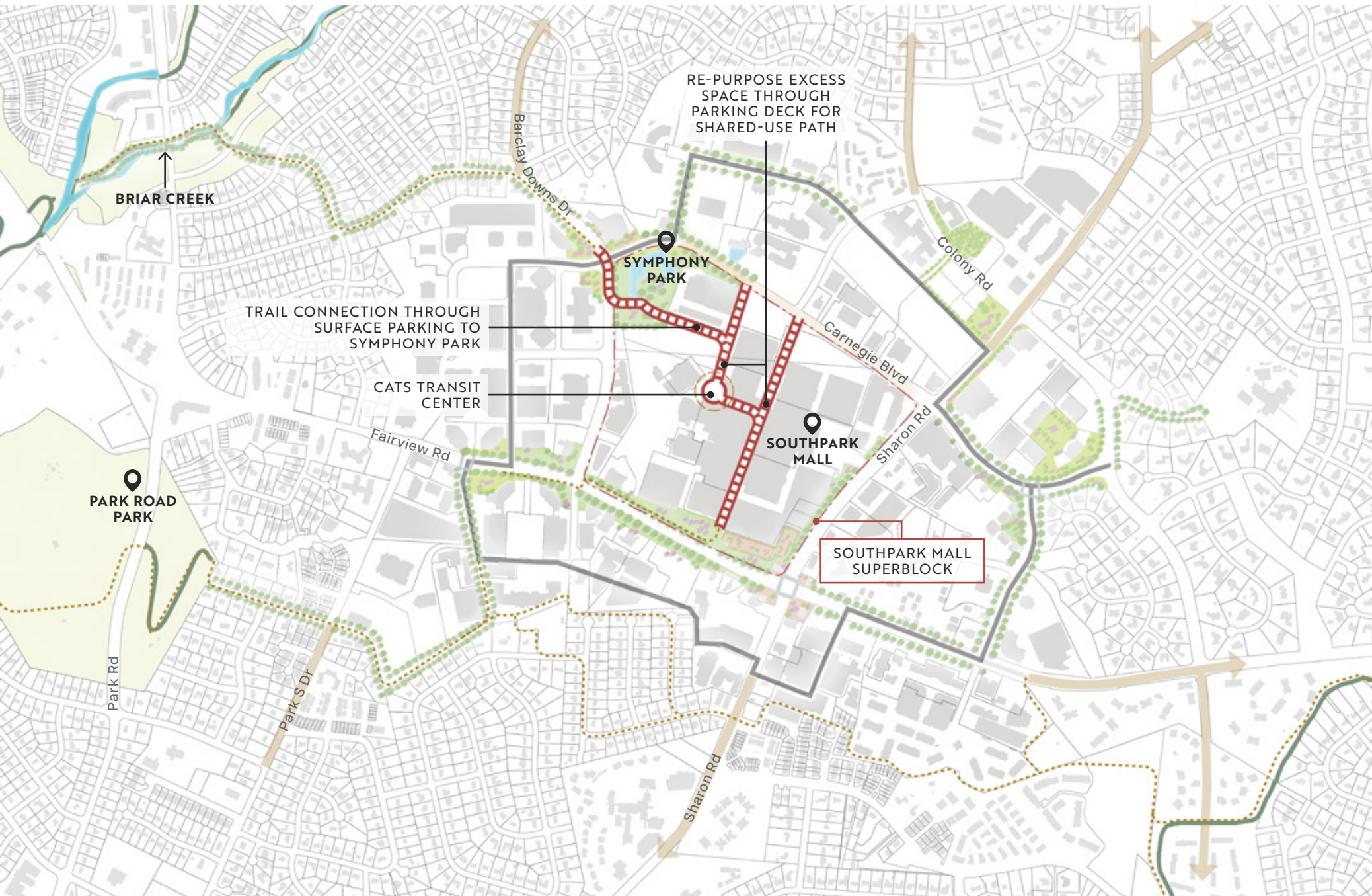
Dallas, TX

This signage on the Katy Trail illustrates the kind of gateway that could entice X-CLT users into SouthPark through branding and wayfinding.

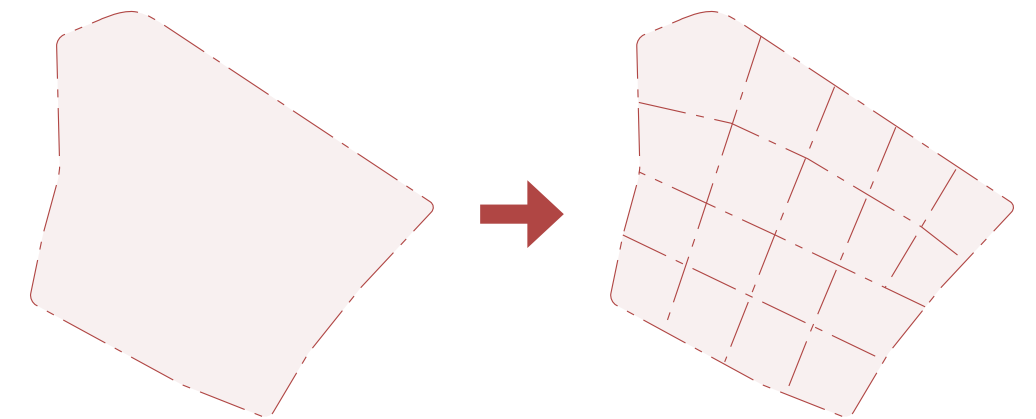
Connections PERMEATING SOUTHPARK MALL

Map Legend:

-  SouthPark Loop
-  Permeating SouthPark Mall
-  Trail Connections



The SouthPark Mall superblock, a barrier to network connectivity, compels inter-SouthPark trips out to Fairview Road, Sharon Road, Barclay Downs Drive and Carnegie Boulevard, lengthening and discouraging travel for pedestrians and cyclists. Transforming part of the parking deck below the mall into a multi-use trail would halve distances between Carnegie Boulevard and Fairview Road, and could integrate with the CATS SouthPark Transit Center, allowing seamless transitions between buses, bikes, and other modes of travel. Features like improved lighting, vehicle separation, art, direct mall access, bike rentals, and storage would turn this space into a dynamic, multimodal artery at the district's core.



SouthPark's Superblock

If the SouthPark superblock was subjected to current subdivision regulations, it would be made of 18 separate blocks forming a multimodal grid of connectivity.



A



B



D



C



E

PONCE CITY MARKET:
ATLANTA BELTLINE
CONNECTION THROUGH
PARKING DECK

Fig. 14 | Photo courtesy of
S9 Architecture

A. Pedestrian Crossing

Playful murals help emphasize pedestrian safety.

B. Bike Valet Parking

Allows retail connections for cyclists coming from the BeltLine.

C. Greenway Access

Wayfinding and lighting create cohesive bike-accessible connections.

D. Wayfinding




User friendly indoor and outdoor directional signage.

E. Clever Art

Graphic way to communicate bikes and pedestrians come first.

Connections LIVING ENDS

Map Legend:

-  SouthPark Loop
-  Living End Opportunities
-  Trail Connections



SouthPark’s dead-end streets force residents to navigate busy, high-speed roads for longer distances to access the district’s core. This disconnect discourages walking and biking, since people are less likely to choose active transportation modes as travel time increases and comfort diminishes. While transforming every dead end into a complete street network isn’t feasible, “living ends” offer a solution. These are formalized multi-use paths providing safe and convenient pedestrian and bike links from residential areas through former dead ends to other network connections.






EXISTING LIVING ENDS IN CHARLOTTE

- A. Pineburr Road to McAlpine Creek Greenway Living End
- B. Arnor Lane to Cross Charlotte Trail Living End
- C. Cross Trail Drive to Little Sugar Creek Greenway Living End
- D. Ranier Avenue to E 8th Street Multi-use Path Living End

Connections LIVING ENDS





Map Legend:

-  SouthPark Loop
-  Living End Opportunities
-  Trail Connections



Linking SouthPark’s residential neighborhoods to the commercial core is an idea the project team heard frequently from members of the SouthPark Association of Neighborhoods, who seek more convenient routes to SouthPark’s shopping and dining destinations.

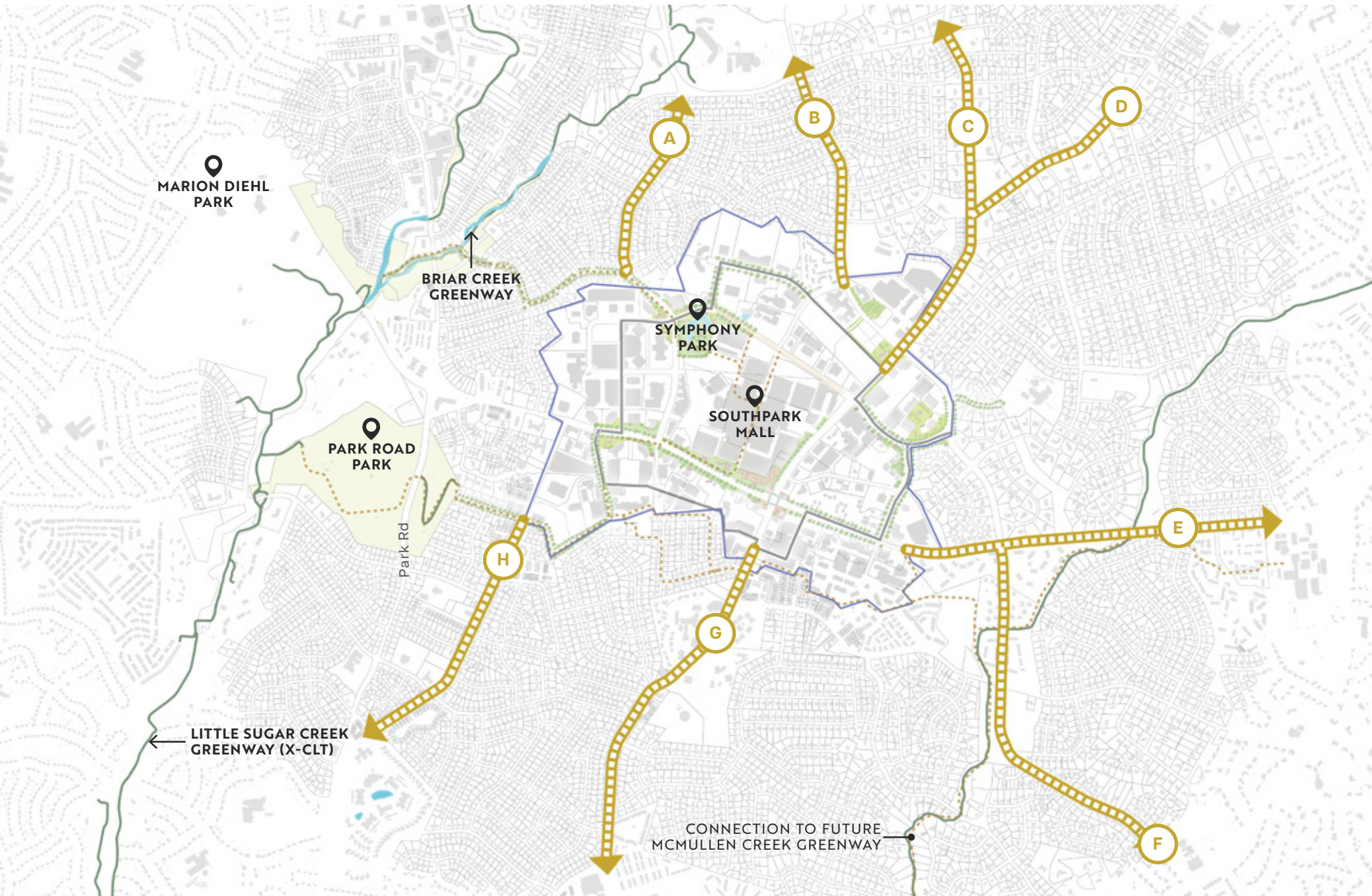
In this example, what today is a 37-minute walk from a nearby residential street to a bakery at Piedmont Town Center could become a 13-minute trip with the addition of a living end connection.

-  **A START: FAIRHEATH ROAD DEAD END**
-  **B END: TOUS LES JOURS**
-  **C CURRENT WALKING TIME: 37 MINUTES**
-  **D WALKING TIME WITH LIVING END: 13 MINUTES**

Connections CONNECTIONS IN + OUT

Map Legend:

-  SouthPark Loop
-  MSD Boundary
-  Complete Street Opportunities
-  Trail Connections



Complete streets, accommodating cars, active mobility, and transit, are vital for cohesive urban travel. The 2018 CNIP study highlighted this, recommending transformations of key roads including Park South Drive and Barclay Downs Drive. All arterial roads leading into SouthPark should evolve into complete streets, boosting active transportation options for everyone. These upgrades, often feasible within existing public rights-of-way, can avoid extensive property acquisition and typically require simple changes like re-striping, without major curb or drainage modifications.









-  A Barclay Downs Drive Bikeway Improvements
-  B Colony Road Sidewalk Improvements
-  C Sharon Road Bikeway and Crossing Improvements
-  D Sharon Lane Bikeway Improvements
-  E Fairview Road Shared Use Paths
-  F Colony Road Bikeway Improvements
-  G Sharon Road Bikeway and Sidewalk Improvements
-  H Park South Drive Bikeway and Sidewalk Improvements



Fig. 16 | Photo courtesy of National Complete Streets Coalition

Key Framework MOBILITY

- 1 | Places
- 2 | Connections
- 3 | Mobility



CREATE A MOBILITY INNOVATION DISTRICT

As SouthPark evolves into a walkable, denser, mixed-use, and compact place, it has the opportunity to empower new ways of moving around. This plan recommends establishing Charlotte’s first-ever Mobility Innovation District in SouthPark to create new options for attractive, safe, comfortable, and easy transportation to and within the neighborhood. A Mobility Innovation District pairs physical changes, such as safer streets and mobility hubs, with programs and incentives that promote ways to get to and around SouthPark in addition to driving. Innovations tested in SouthPark can scale to the rest of Charlotte and beyond.

Becoming a Mobility Innovation District requires changes that will take time, although some can and should be initiated in the near term. Some changes are local, and largely in control of SouthPark stakeholders. Others extend beyond the district and require collaboration with external partners that implies a longer timeline.

The necessary changes fall in two distinct phases: SouthPark will first become a **park once place**, and then will more gradually evolve into a **regional multimodal destination**.



PHASE 1

PARK ONCE PLACE

SouthPark will provide easy and joyful ways for people to get around and within SouthPark without driving between destinations.

- Changes within the SouthPark MSD
- Shorter-term actions to create change
- Changes require less coordination with others
- First/last mile transit connections

PHASE 2

REGIONAL MULTIMODAL DESTINATION

People traveling to SouthPark choose to ride convenient transit, bike safely and confidently, and otherwise arrive without always driving themselves.

- Changes between SouthPark and surrounding area
- Longer-term or more complex actions
- Requires actions by others
- Regional transit connections

The creation of a Mobility Innovation District should focus on three key elements of transformative change:

Physical Improvements

Transforming the district’s mobility infrastructure from one that has emphasized ample free parking at each destination to one that favors multimodal access and circulation.

Programs + Policies

Ensuring that these align with and help advance the physical transformation of the district’s mobility infrastructure and amenities.

Management + Operations

Supporting the above elements by leveraging, promoting, and maintaining through coordinated and strategic management and operations at the district level.

Mobility Phase 1 SOUTHPARK AS A PARK ONCE PLACE

Most people today drive to SouthPark and park as close to their destination as possible. If they have multiple destinations, they might drive between them or they might choose to leave the district entirely. When arriving to a future “park once” SouthPark, people who still choose to arrive by car can get between SouthPark destinations by walking, rolling on scooters or bikes, or riding circulating shuttles. This helps relieve congested traffic, reduce stress from driving, and retain more business within SouthPark. It will also set the stage for more compact development and allow for more land area for future development.

The first step in enhancing mobility options for SouthPark stakeholders is to support the evolution of SouthPark as a park once place by making walking, rolling, and riding transit more convenient.



Mobility Phase 1: Park Once Place PHYSICAL IMPROVEMENTS OVERVIEW

Improve, expand, and complete walking and biking networks

Implement mobility hubs across SouthPark

Launch a neighborhood shuttle service



Mobility Phase 1: Park Once Place PHYSICAL IMPROVEMENTS



IMPROVE WALKING + BIKING CONNECTIONS

Bicycle and pedestrian connections should be improved throughout SouthPark to ensure a safe and comfortable walking and biking experience.

Although most major roadways in SouthPark have sidewalks, larger development blocks, such as SouthPark Mall, extend the travel distance from one place to another.

- Formalizing connections and creating short-cuts through or between large properties such as the mall could help to reduce walking and/or biking distances in SouthPark and help to validate alternative transportation as viable modes of travel within the district.
- Connections proposed in Key Framework 2: Connections of this report and shown on the map on page 108 illustrate the walking and biking network improvements proposed within SouthPark.

Refer to page 150 for the second phase of recommendations in this category.



PROVIDE MULTIMODAL WAYFINDING

SouthPark should deploy a district wayfinding strategy that helps to connect major employment, residential, or shopping centers to each other. Wayfinding should be integrated and branded with larger placemaking interventions such as parks, open space, or mobility hubs, but signage and wayfinding elements should also extend beyond a specific place to help formalize walking and biking routes.

- Providing coordinated, mode-specific signage throughout the district will make it easier for pedestrians and cyclists to assess their route options, and also raise the visibility of these routes and these mobility options to others within the district.



Minneapolis Wayfinding at a Mobility Hub | Photo courtesy of Shared Use Mobility Center

3.1 Mobility Phase 1: Park Once Place PHYSICAL IMPROVEMENTS



IMPLEMENT MOBILITY HUBS

A mobility hub provides a welcoming environment that enables travelers of all backgrounds to access multiple transportation options and supportive amenities.

Mobility hubs offer a safe, comfortable, convenient, and accessible space to seamlessly transfer across different travel modes.

Mobility hubs combine points of access to distinct components of the local and regional multimodal network, often including services and programs that operate independently of each other – the placement of a bike rack and a bus stop, for example – to facilitate seamless transfers between these services and programs that, when effectively combined, reduce travel dependence on personal vehicles.

- SouthPark Community Partners could function as a mobility hub manager, an entity to manage the network of district wide hubs to ensure coordinated mobility options and an inclusive, safe, and exceptional user experience.

Refer to page 150 for the second phase of recommendations in this category.



3.1 Mobility Phase 1: Park Once Place MOBILITY HUB CASE STUDIES

Mobility hubs have been operating in some form around the country for decades, but the work to better coordinate mobility amenities and community building at mobility hubs is new. Mobility hubs can exist in both ultra-urban contexts, connecting high-capacity transit with frequent bus service in major centers of high density, but mobility hubs can also provide an important service in less dense suburban conditions. Suburban mobility hubs, located in small neighborhood areas may be more auto-oriented, but they provide important connections to regional transit options or local bus routes. Users typically access these hubs through nearby park-and-ride lots, carshare, bikeshare, or drop-off.



A. Minneapolis Mobility Hub

Minneapolis's mobility hub at Penn and Lowry includes a bus stop shelter, seating, bike parking, car parking, wayfinding, and public art. The landscape furniture components are color-coordinated and match other mobility hubs implemented across the City.

Fig. 17 | Photo courtesy of minneapolismn.gov



B. Orlando's Robinson ReCharge Mobility Hub

Orlando's mobility hub near downtown features EV chargers one block away from the SunRail Central station. Pairing transit with EV chargers provides vehicle owners with greater mobility and flexibility.

Fig. 18 | Photo courtesy of ouc.com

Mobility Phase 1: Park Once Place

WHAT IS A MOBILITY HUB?



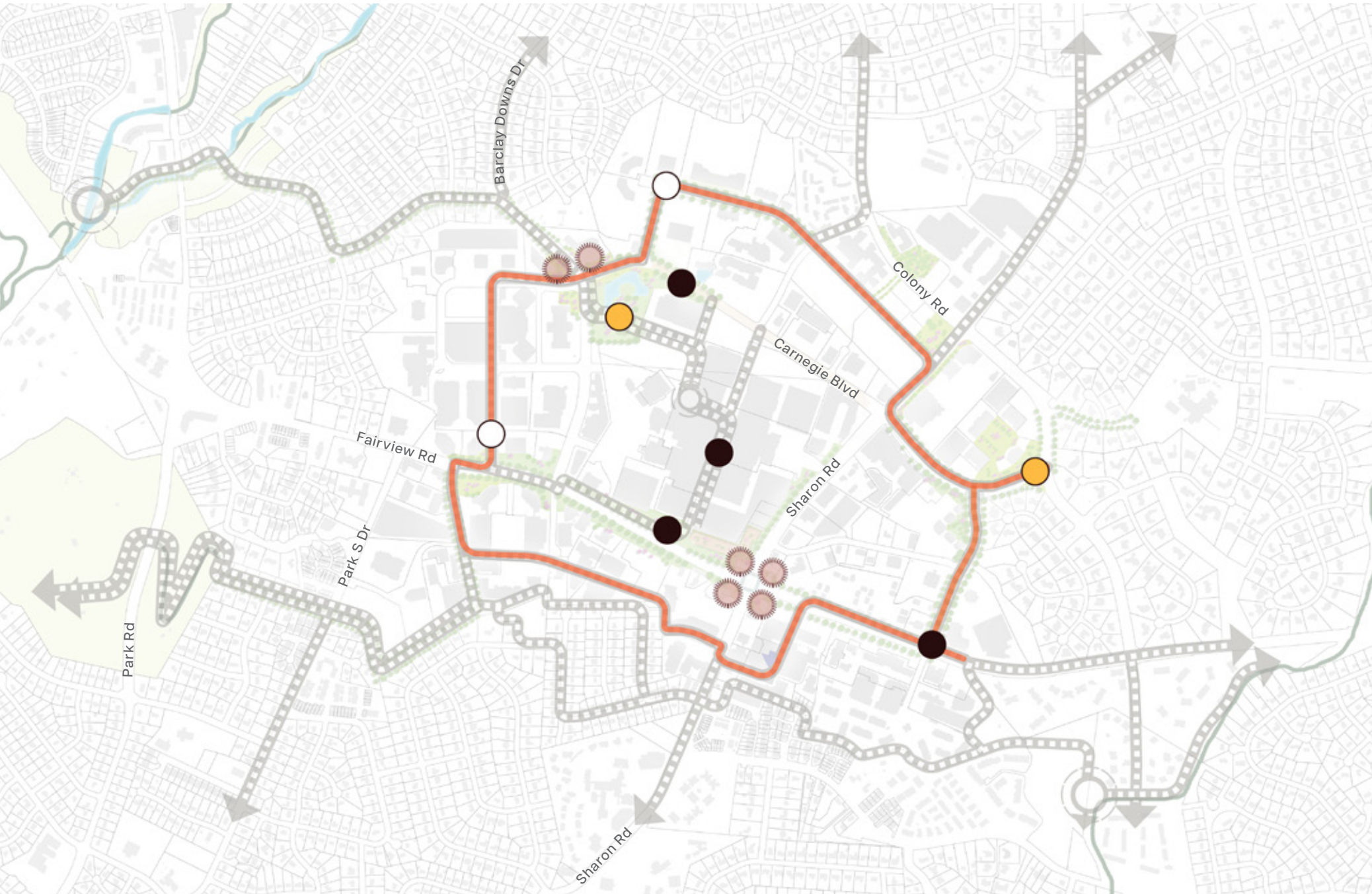
Phase 1: Park Once Place Mobility Hub Components

- 01 Transportation Information Kiosks
- 02 EV Charging Infrastructure for Personal Vehicles, Shared Vehicles, and Micromobility
- 03 Short-Term Bike and Micromobility Device Parking and Repair Stations
- 04 Waiting Areas and Amenities, and Pick-Up/Drop-Off Zones for Ride-Hail, Shuttles, Kiss-and-Ride, Transit, or On-Demand Transit
- 05 Curbside Pick-Up/Drop-Off Zones for Ride-Hail, Shuttles, Kiss-And-Ride, Transit, or On-Demand Transit
- 06 Bikeshare Stations

Phase 2: Regional Multimodal Destination Mobility Hub Components

- 07 Dedicated Carshare Parking
- 08 Long-Term, Secure Bike and Micromobility Device Parking
- 09 Loading Zones for Urban Freight and Common Carrier Package Pickup
- 10 Package Pick-up and/or Drop-off Center

More information about mobility hub components can be found in the Appendix.





Mobility hubs are generally in three types of locations:




- 1) Anchored at the confluence of multiple, often high-capacity transit services.
- 2) Co-located with institutional or entertainment anchors.
- 3) Opportunity sites where added infrastructure and services could better meet existing, and encourage new, demand for active transportation and transit.

Preliminary locations for mobility hubs in SouthPark include SouthPark Mall (preferably off Carnegie Boulevard, near Symphony Park), SouthPark Regional Library, Phillips Place, Piedmont Town Center (near Assembly Street), or on Rexford Road. For SouthPark, mobility hubs should focus on locations with parking and current transit service to allow for multimodal transportation.

CONNECTIONS:

-  WALKING + BIKING ROUTES
-  SOUTHPARK LOOP

MOBILITY HUBS:

-  ANCHORED WITH TRANSIT
-  CO-LOCATED WITH INSTITUTIONAL OR ENTERTAINMENT ANCHORS
-  OPPORTUNITY SITES OR OTHER WAYFINDING OPPORTUNITIES

WAYFINDING:

-  PROMINENT WAYFINDING WITH PUBLIC ART

Mobility Phase 1: Park Once Place PHYSICAL IMPROVEMENTS

IMPLEMENT A NEIGHBORHOOD SHUTTLE

Throughout the engagement phase of this planning process, SouthPark stakeholders frequently expressed the desire for a district-wide shuttle service. In 2023, SouthPark Community Partners tested a free, on-demand shuttle service during the holiday shopping season. Many of Charlotte's peer cities, including Dallas, Atlanta, and Tampa, offer some kind of shuttle service in their business districts.

A high-frequency circulator, shuttle, or on-demand service offers an additional option for connecting many destinations around SouthPark, beyond walking and biking, and in a way that is not as traffic-intensive as single-occupancy vehicles or trips. A circulator can afford visitors the flexibility to park once and visit shops and restaurants or head to lunch without a vehicle from their office building. A shuttle bus connecting SouthPark to nearby light rail stations can help to further support a multimodal and connected SouthPark (see Regional Multimodal Destination).

- SouthPark's new shuttle should be fare-free, as requiring payment on board the vehicle would reduce performance by adding wait times and limit entry for some users.
- Short headways such as 10-15 minute frequency would help make a shuttle service competitive with walking, biking, and driving.
- A strong brand will increase the visibility of the service and make it more appetizing for customers that may not typically use transit.
- Mobility hubs should serve as transit stops, when possible, with enhanced signage, seating, and other amenities for rider comfort.
- Prior to launch of such a service, a feasibility analysis or study should be performed to determine level of demand and recommend preferred stops, frequency, and vehicle type.

Refer to page 150 for the second phase of recommendations in this category.



SouthPark Holiday Hop Shuttle
Charlotte, NC



Fig. 19 | Culver City Downtown Circulator
Culver City, CA



Fig. 20 | CapMetro Shuttle
Austin, TX

Autonomous Shuttles

Cities, public agencies, and the private sector have invested resources into thinking through the implications of autonomous vehicles (AV), and while far from ready for widespread adoption, momentum around the technology is building. Research, development, and testing continue, but technology for completely self-driving vehicles is not ready for free-range use across urban areas. Some cities, however, have already been piloting all-electric AV shuttles along fixed routes in discrete neighborhoods or downtown districts. Ridership data and long-term feasibility of these pilots are still being reviewed, but most data on AV operations indicate that AVs currently work best in controlled roadway environments.

In North Carolina, AV operations are regulated at the state level, so City approval around AV use is not required. In the future, if public support and funding continue to advance the technology, SouthPark should be prepared to adapt to take advantage of the opportunities that AVs can provide.



Fig. 21 | Public Shuttle
Decatur, GA

Recommendations

SouthPark could explore options to operate a fixed-route AV circulator instead of a driver-operated shuttle. However, until technology advances, operational costs for an AV shuttle include a full-time vehicle attendant. As SouthPark begins to implement mobility hubs, amenities included can support the possibility of AVs in the future, such as AV priority pick-up and drop-off zones and EV charging infrastructure.



PROVIDE PUBLIC TRANSPORTATION INCENTIVES

Provide public transportation incentives like discounted transit passes or free daily passes to any employee, resident, or visitor of SouthPark. These passes could be obtained from CATS and facilitated through SouthPark Community Partners for greater discounts.

IMPLEMENT A NEIGHBORHOOD BIKESHARE PROGRAM

Bikeshare programs help to simplify travel by offering point-to-point transportation by bicycle. Members of a bikeshare program can “check out” a bike at one location and “drop off” the bike at a different location. A bikeshare program in SouthPark could reduce automobile travel within the area, since errands or lunch trips could be completed through a quick, alternate mode.

- A small-scale bikeshare program can be operated by a third party or implemented by a local organization, such as SouthPark Community Partners.
- Prior to launch of such a service, a feasibility analysis or study should be performed to better determine demand for this service either with a consultant and/or directly through a vendor.

EXPLORE OTHER BIKESHARE PROGRAMS

An e-bike library or ‘lease-to-own’ bike program are other potential mobility assistance programs that SouthPark Community Partners could offer. E-bike libraries offer daily, weekly, or monthly rental opportunities to residents or employees of an area; this could help residents try out biking to see if the option works for their mobility needs.



ESTABLISH SHARED PARKING DISTRICTS

An additional study on parking utilization patterns, or a demand/supply analysis to estimate parking generation rates based on the land uses and intensities, will bring the community closer to deploying shared parking districts and identifying redundant parking areas. Once excess parking supply locations can be identified, land can be freed up for development. Building on preliminary findings from this study, shared parking agreements between individual land owners are the first step to the development of a larger shared parking district.

What About Automated Parking?

Automated Parking Systems (APS) are gaining popularity as a way to more efficiently store vehicles. Using technology and methods such as robotic technology, these parking systems can minimize the area needed to park cars. APS systems work somewhat like traditional valet parking in that a driver pulls their vehicle onto a rail or into a “transfer pod” and then exits the vehicle before the car is parked in its final location. The driver retrieves their vehicle by swiping their fob or card at a kiosk.

Developers in SouthPark recognize that vehicle use - and thus, vehicle storage - is still necessary for many residents or employees in the area, and so they are looking to these systems as a way to prioritize more building spaces for people while still satisfying patron car storage needs. APS systems can work hand-in-hand with a future multimodal SouthPark and its network of mobility hubs. As more vehicles become stored in this fashion, it becomes less desirable to use a vehicle for a quick errand for lunch or a shopping trip. Pairing mobility hubs and other mobility amenities such as bikeshare, a neighborhood circulator, or wider walking paths can help make the area within SouthPark more walking and biking friendly so that vehicles are used less for short local trips.

Mobility Phase 1: Park Once Place MANAGEMENT + OPERATIONS

ESTABLISH A PATHWAY TO BECOMING A TRANSPORTATION MANAGEMENT ASSOCIATION

Transportation Demand Management (TDM) assessments are now required for medium to higher density developments in specific zoning districts of the City of Charlotte. A TDM assessment will identify programs and measures to reduce vehicle miles traveled as well as the demand for parking.

- With the possibility that future developments in SouthPark may be deploying TDM measures, it makes sense to establish district-wide goals for TDM and standard approaches to meeting the City requirements.
- SouthPark Community Partners can help provide these common goals for the district now by identifying an organization staff person responsible for transportation-related efforts. This will help lay the groundwork for establishing SouthPark Community Partners as a Transportation Management Association (TMA) in the future.

Refer to page 154 for the second phase of recommendations in this category.



What is TDM?

Transportation Demand Management (TDM) provides a suite of tools to support and encourage multimodal transportation choices. To be effective, it requires that people have safe, viable, convenient choices. The program's incentives help users try out new modes and adopt them.

Most common measures include:

- Pre-tax benefits for transit
- Direct commuter subsidies (i.e., reimbursements for transit passes or vanpool costs)
- Parking cash-out
- Daily priced parking
- Employee vanpool program
- First/last-mile shuttles to transit
- Remote work plan and flexible schedules

The most impactful TDM measures include:

- Managing parking supply through pricing
- Providing incentives such as transit passes
- Ride share programs
- Convenient and frequent transit service
- Providing a mix of higher density uses

Impacts from TDM programs are very localized, or specific to areas where they are focused – and most effective when they impact travelers' wallets with either incentives for non-driving or increased parking charges. Furthermore, they are most effective when there is also limited parking supply and most significant impacts occur when tools/incentives are carefully packaged together.

TDM tools and strategies relevant to SouthPark:

SERVICES	INFRASTRUCTURE	PARKING MANAGEMENT	SUBSIDIES	EDUCATION
Transit	Wayfinding	Shared parking	Transit pass discounts	Information kiosks
Shuttles	Transit stop and Pick-up/ Drop-off amenities	Paid parking	Bikeshare membership discounts	General marketing
Microtransit (e.g., on-demand transit)	Bicycle parking	Discount or free carpool parking	Carshare membership discounts	Trip planning assistance
TNCs (e.g., Uber, Lyft)	Bicycle repair stations	Carshare parking	TNC discounts	Resident and employee education and activities
Micromobility (bikes, scooters)	Showers and locker rooms			Websites and apps
Carshare				

Mobility Phase 2 SOUTHPARK AS A REGIONAL MULTIMODAL DESTINATION



Building on the solid foundation of the improved walking, rolling, and transit connections within SouthPark, the Mobility Innovation District should work to improve connections between SouthPark, surrounding Charlotte, and the region to make it equally safe and attractive for people to reach SouthPark without driving. Recommendations for this next stage of growth include physical improvements, programmatic or policy changes, as well as maintenance and operational elements.



Mobility Phase 2: Regional Multimodal Destination PHYSICAL IMPROVEMENTS OVERVIEW

Improve bicycle connections to and throughout the greater SouthPark area

Add mobility hubs to the SouthPark network and enhance existing mobility hubs

Improve transit connections between SouthPark, Uptown, and other key locations



Mobility Phase 2: Regional Multimodal Destination PHYSICAL IMPROVEMENTS

IMPROVE WALKING AND BICYCLE CONNECTIONS

Bicycle and pedestrian connections should connect from SouthPark to other neighborhoods and communities through construction (or completion) of regional trail networks in the area. Additionally, the roadways in SouthPark must be restructured into complete streets with adequate walking and biking accommodations that create safe and comfortable experiences. Closing the connectivity gaps that exist even for a few blocks will greatly support broader use of alternative transportation.

IMPLEMENT MOBILITY HUBS

In the second phase of SouthPark's mobility transformation, mobility hubs should be expanded and enhanced through the addition of elements that aid in mobility for residents, employees, or visitors that need to get around more regionally without their personal vehicle.

IMPROVE TRANSIT CONNECTIONS

Implement a SouthPark-operated shuttle – or improve CATS bus connections – to light rail stations, Uptown Charlotte, and other key destinations. The shuttle could connect people in denser areas of SouthPark to the light rail stations, which would encourage transit use for both residents and employees.



Fig. 23 | Photo courtesy of @CATSRideTransit



Fig. 22 | The Penn Street Trail two-way protected bike lane | Photo courtesy of NV5

Mobility Phase 2: Regional Multimodal Destination PROGRAMS + POLICIES

INTRODUCE CARSHARE PROGRAMS

Carshare programs typically have dedicated parking spaces for their vehicles at popular or prominent locations within a community; a mobility hub is a perfect location for a carshare parking space.

- In order for SouthPark mobility hubs to include this offering, SouthPark Community Partners will need to coordinate with a company, such as ZipCar, interested in siting a car in the district.

ESTABLISH SHARED PARKING DISTRICTS

Shared parking is the co-location of off-street parking in a single location that serves the parking demand for multiple land uses in a mixed-use context.

Shared parking is particularly valuable in walkable, mixed-use centers and helps prevent situations where private lots are full or in high demand only when their associated land uses are busy but are then significantly under-utilized the rest of the time

Fortunately, shared parking districts present opportunities to reduce parking supply needs while providing more destinations with “overflow” parking resources.

Shared parking agreements with adjacent or nearby property owners with under-utilized parking or different peak demands would enable current and new land-uses with demand for more parking spaces to develop without having the cost-burden or land requirement for new parking.

- SouthPark Community Partners can play a vital role in realizing these potential capacity gains by engaging these parties, and actively exploring available options. More information on SouthPark Community Partners’ role is provided in the ‘Management + Operations’ section.

INCREASE SUPPORTIVE AMENITIES

Other key amenities that support active transportation include bike rooms, lockers, and shower facilities. These facilities will help to make bicycling a more reasonable mode of transportation – they can be installed in office buildings by employers or even provided through community centers as a more universal offering for the neighborhood and smaller businesses.

Bike locker in Santa Cruz, CA
Photo courtesy of Nelson\Nygaard



Enterprise carshare in Pennsylvania | Photo courtesy of Nelson\Nygaard



Package Locker in Switzerland | Photo courtesy of Matti Blume

Mobility Phase 2: Regional Multimodal Destination MANAGEMENT + OPERATIONS

MANAGE SHARED PARKING DISTRICTS

Business-to-business shared parking districts are often implemented by municipal government policy to allow and encourage it, with sharing arrangements made between individual facility developers and managers.

- For SouthPark, SouthPark Community Partners will play an important role in connecting property and business owners with shared parking opportunities.
- The organization should identify shared parking opportunities and reach out to the relevant development owners.
- SouthPark Community Partners should help businesses facilitate shared parking agreements and serve as a resource for private-to-private sharing arrangements.

ESTABLISH A TMA

A transportation management association (TMA) helps to organize and manage a district's TDM services and amenities.

- SouthPark Community Partners could serve as a MSD-wide administrative body to help unify area services as new developments in SouthPark begin to incorporate TDM efforts.
- SouthPark Community Partners could help streamline individual development efforts, establish connections with CATS to obtain discounted transit passes, manage the area mobility hubs and services (which could serve as a component of the TDM programs), and assist with shared parking district agreements as a TMA.

Transportation Management Associations Case Studies

A. Portland, Oregon

The Go Lloyd District TMA in Portland, Oregon is a 501(c)(6) non-profit that serves around 4,000 employees across nearly 30 businesses. Five employees of the TMA manage program coordination, employer outreach, and transit benefits administration. The TMA coordinates neighborhood clean-ups, bicycle parking and street light investments, and partners with the City to manage parking revenues from event parking. They also staff a brick-and-mortar transportation store for transit pass sales, bicycling gear, maps and informational brochures.

B. Atlanta, Georgia

Atlanta's Regional TDM Program is Georgia Commute Options (GCO). GCO works with six Transportation Management Associations (TMAs), and those TMAs provide TDM services within specific employment centers of the region. Atlanta's 'Livable Buckhead' TMA launched a "Try Transit campaign" while rolling out a new on-demand service called the BUC. The TMA offered reduced BUC shuttle rates and free passes to use MARTA, the area's transit agency.

Fig. 24 | Photo courtesy of bucride.org





SouthPark Forward 2035 Vision Plan ACTION PLAN

This plan was created as a tool the public and private sectors should use to shape future investment in SouthPark. The more than six dozen recommended projects and programs included within this framework are intended to spark conversation, new ideas, and a shared commitment to excellence.

SouthPark Community Partners will use this action plan to champion these initiatives and ensure the community's vision is fulfilled.

Action Plan

DEFINING THE PROJECTS

A GUIDE TO UNDERSTANDING THE ACTION PLAN TABLE

Key Collaborators refer to the entities expected to significantly influence project implementation, including aspects of project management, funding, or coordination. For projects situated on public property, a greater degree of collaboration with public entities is typically required. Conversely, projects on private property often necessitate increased involvement from private entities. However, it's important to note that neither type of project is exclusive to either public or private collaboration, and both may involve contributions from both sectors, either as minor contributors or as part of an equally contributive public-private-partnership. SouthPark Community Partners will be involved in each project to ensure coordination and alignment; it may directly fund many of the initiatives outlined in this table.

Capital Funds for infrastructure projects include the short-term cost of plan preparation, permitting, land acquisition, and construction, or in the case of programs and policies, application development, initial implementation, staff training, and promotional activities to ensure successful launch and adoption.

Operational Funds cover ongoing annual expenses for infrastructure and programs, including maintenance, service administration, and marketing to ensure functionality, smooth operation, and user engagement. These funds also support staffing, utilities, insurance, and software updates, crucial for sustaining and adapting initiatives over time.

The funding estimates presented in this table are rough estimates intended to spark conversations about project scopes, possible funding sources, and implementation partnerships. These numbers are based on general assumptions rather than detailed plans or current cost data and should be used only for initial discussions.

The projects are intentionally **not ranked by priority**. Instead, energy and resources should flow to the projects that have the greatest momentum, enthusiasm, funding opportunities, and engagement with key collaborators, all of which are expected to evolve with time. The projects that benefit from the greatest sustained attention and enthusiasm are most likely to be successful.

Project Bundling amplifies impact by strategically combining projects, such as connecting parks to greenways, promoting greenways through strategic bikeshare station placement, and encouraging bikeshare use through incentive programs. This integrated approach not only enhances individual projects but also concentrates investment for quick, significant transformation. The Action Plan Table summarizes SouthPark's project bundling opportunities.

ACTION PLAN TABLE

FUNDS KEY: Multiple Fund Keys filled indicates price range

● < \$25,000 ● < \$100,000 ● < \$1,000,000 ● < \$10,000,000 ● > \$10,000,000

PLACES						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
01	Upgrade Symphony Park	Gather	●●●●●	●●●●●	Public Private Partnership	1-6, 18-21, 24, 26-27, 30-31, 33-34, 41-42, 44-64
02	Complete Carnegie Boulevard Festival Street	Gather	●●●●●	●●●●●	Public	
03	Activate Rexford Road Streetscape (including the Loop)	Gather	●●●●●	●●●●●	Public Private Partnership	
04	Activate Rexford Road Tree Canopy and Pocket Park	Gather	●●●●●	●●●●●	Public Private Partnership	
05	Install Barclay Downs and Carnegie Blvd Gateway	Gather	●●●●●	●●●●●	Public	
06	Link Rexford Road to Carnegie Boulevard via Specialty Shops	Gather	●●●●●	●●●●●	Private	
07	Build the Cameron Valley Pocket Park	Play + Learn	●●●●●	●●●●●	Private	7-12, 18, 20-21, 24, 26-27, 35-39, 41-64
08	Activate Colony Future Development Areas	Play + Learn	●●●●●	●●●●●	Private	
09	Activate Charlotte-Mecklenburg Library Area	Play + Learn	●●●●●	●●●●●	Public	
10	Launch Charlotte-Mecklenburg Library Book Walk	Play + Learn	●●●●●	●●●●●	Public	
11	Install Colony Gateway	Play + Learn	●●●●●	●●●●●	Private	
12	Improve St. Lloyd Cemetery Pocket Park	Play + Learn	●●●●●	●●●●●	Private	
13	Activate Fairview Streetscape Zones	Venture	●●●●●	●●●●●	Public Private Partnership	13-15, 18, 20-21, 24, 26-27, 29-30, 35, 37, 39-43
14	Develop Fairview Jewel Box	Venture	●●●●●	●●●●●	Private	
15	Install Fairview Gateway	Venture	●●●●●	●●●●●	Public	
16	Study SouthPark's Emergency Preparedness and Resource Needs	Other	●●●●●		SouthPark Community Partners	
17	Create SouthPark Development Guidelines to Shape Future Redevelopment	Other	●●●●●		SouthPark Community Partners	
18	Install Streetscape Beautification in Medians	Other	●●●●●	●●●●●	SouthPark Community Partners	1-15, 18-19, 24, 42-43
19	Add Streetscape Beautification or Public Art to Enhance Major Intersections	Other	●●●●●	●●●●●	SouthPark Community Partners	
20	Install District-wide WIFI Service	Other	●●●●●	●●●●●	Public Private Partnership	1-15, 51-52

Action Plan

DEFINING THE PROJECTS

ACTION PLAN TABLE

FUNDS KEY: Multiple Fund Keys filled indicates price range

● < \$25,000 ● < \$100,000 ● < \$1,000,000 ● < \$10,000,000 ● > \$10,000,000

PLACES (CONTINUED)						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
21	Install Emergency Callboxes along the SouthPark Loop	Other	●●●●●	●●●●●	Public	3-4
22	Utilize Congress Street for Temporary Festival/Event Closures	Other		●●●●●	Public	2, 5
23	Develop a SouthPark Performing Arts Venue	Other	●●●●●	●●●●●	Private	24, 26
24	Install High Quality Public Art throughout the SouthPark District	Other	●●●●●	●●●●●	Public Private Partnership	1-15, 18-19, 23, 27-30, 32, 44, 51-52
25	Realign CMPD Boundaries so SouthPark is in one Patrol Division	Other			Public	
26	Identify New and Existing Spaces to Incubate Small Retail Businesses	Other	●●●●●	●●●●●	Public Private Partnership	1-15, 23
27	Implement Temporary Placemaking and Programming to Activate Underutilized Spaces	Other	●●●●●	●●●●●	SouthPark Community Partners	1-15, 22-24, 26, 30, 44
CONNECTIONS						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
28	Complete Construction of the SouthPark Loop	SouthPark Loop	●●●●●	●●●●●	Public Private Partnership	1-24, 26-29, 31, 34, 36-37, 39, 41-52, 54-55, 57-64
29	Construct the Backlot Trail	Greenway to Greenway and The X-CLT SouthPark Circuit	●●●●●	●●●●●	Public	24, 27, 31-32, 35, 38-41, 44, 48-50, 57-59, 61
30	Build the SouthPark Mall Parking Deck Trail	Permeating the SouthPark Mall and The X-CLT SouthPark Circuit	●●●●●	●●●●●	Public Private Partnership	1-6, 24, 27, 37, 42, 44-64
31	Install Briar Creek Greenway to Symphony Park Wayfinding	X-CLT SouthPark Circuit	●●●●●	●●●●●	Public	1-6, 18-19, 24, 27, 30, 32-33, 41-42, 44, 47-50, 57-61, 63
32	Install X-CLT to SouthPark Gateways: North and South	X-CLT SouthPark Circuit	●●●●●	●●●●●	Public	24, 29, 31, 44, 49
33	Complete Barclay Downs Bikeway Improvements	Connections In + Out	●●●●●	●●●●●	Public	1-6, 19, 24, 30, 42, 44, 57-58
34	Complete Colony Road Sidewalk Improvements	Connections In + Out	●●●●●	●●●●●	Public	1-6, 18, 19, 24, 44, 59

ACTION PLAN TABLE

FUNDS KEY: Multiple Fund Keys filled indicates price range

● < \$25,000 ● < \$100,000 ● < \$1,000,000 ● < \$10,000,000 ● > \$10,000,000

CONNECTIONS (CONTINUED)						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
35	Complete Sharon Road Bikeway and Crossing Improvements	Connections In + Out	●●●●●	●●●●●	Public	7-12, 18-19, 24, 35-36, 41-42, 44
36	Complete Sharon Lane Bikeway Improvements	Connections In + Out	●●●●●	●●●●●	Public	
37	Complete Fairview Road Shared Use Paths	Connections In + Out	●●●●●	●●●●●	Public	7-12, 18-19, 21, 24, 29, 38, 41-45, 47-50, 58-59, 61
38	Complete Colony Road Bikeway Improvements	Connections In + Out	●●●●●	●●●●●	Public	18-19, 24, 29, 37, 41-44, 57-59, 64
39	Complete Sharon Road Bikeway and Sidewalk Improvements	Connections In + Out	●●●●●	●●●●●	Public	18, 19, 24, 29, 41, 44, 50, 57-59
40	Complete Park South Drive Bikeway and Sidewalk Improvements	Connections In + Out	●●●●●	●●●●●	Public	13-15, 18-19, 24, 29, 41-44, 50, 57-59
41	Build Living Ends (each)	Living Ends	●●●●●	●●●●●	Public Private Partnership	1-15, 24, 29, 33-40, 43-44, 50, 57-59
42	Study Additional Infrastructure Improvements at Major SouthPark Intersections	Other	●●●●●		Public	1-15, 18-19, 24, 29-41, 43-64
43	Create New Streets through Redevelopment to Enhance Street Network (each)	Other	●●●●●	●●●●●	Private	18-19, 24, 41-42
MOBILITY						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
44	Install Interim Multimodal Wayfinding	Park Once Place	●●●●●	●●●●●	Public	1-15, 19, 24, 28-64
45	Install Mobility Hub Component: Transportation Information Kiosk (each)	Park Once Place	●●●●●	●●●●●	Public	
46	Install Mobility Hub Component: EV Charging Stations (each)	Park Once Place	●●●●●	●●●●●	Public Private Partnership	
47	Install Mobility Hub Component: Micromobility Charging Stations (each)	Park Once Place	●●●●●	●●●●●	Public Private Partnership	
48	Install Mobility Hub Component: Short-term Bike and Micromobility Parking (Bike Racks) (each)	Park Once Place	●●●●●	●●●●●	Public	

Action Plan

DEFINING THE PROJECTS

ACTION PLAN TABLE

FUNDS KEY: Multiple Fund Keys filled indicates price range

● < \$25,000 ● < \$100,000 ● < \$1,000,000 ● < \$10,000,000 ● > \$10,000,000

MOBILITY (CONTINUED)						
PROJECTS		ESSENTIAL CHARACTERISTICS				
#	PROJECT NAME	STRATEGY OR PHASE	CAPITAL FUNDS	OPERATIONAL FUNDS	KEY COLLABORATORS	BEST PROJECTS TO BUNDLE
49	Install Mobility Hub Component: Bike Repair Station (each)	Park Once Place	●●●●●	●●●●●	Public	1-15, 19, 24, 28-64
50	Study Feasibility of Neighborhood Bikeshare Program	Park Once Place	●●●●●		Public	
51	Install Mobility Hub Component: Transit Stop Amenities (Shelter, Bench, Trash can, Public Art) (per hub)	Park Once Place	●●●●●	●●●●●	Public	
52	Install Mobility Hub Component: Pick-up/Drop-off Zone + Amenities (Shelter, Bench, Trash can, Public Art) (per hub)	Park Once Place	●●●●●	●●●●●	Public	
53	Implement Public Transportation Incentives	Park Once Place	●●●●●	●●●●●	Public	
54	Study Feasibility of Shared Parking Districts	Park Once Place	●●●●●		Public Private Partnership	
55	Study Feasibility of Neighborhood Shuttle	Park Once Place	●●●●●		Public Private Partnership	
56	Implement Neighborhood Shuttle	Park Once Place	●●●●●	●●●●●	Public Private Partnership	
57	Implement Neighborhood Bikeshare Program and Station Siting	Park Once Place	●●●●●	●●●●●	Public Private Partnership	
58	Implement E-Bike Library	Park Once Place	●●●●●	●●●●●	Public	
59	Install District-wide Digital Information and Wayfinding Kiosks	Park Once Place	●●●●●	●●●●●	Public	
60	Implement Carshare Program and Dedicated Parking Spaces	Regional Multimodal Destination	●●●●●	●●●●●	Private	
61	Install Mobility Hub Component: Long-term Secure Bike Parking (Lockers) (each)	Regional Multimodal Destination	●●●●●	●●●●●	Public	
62	Install Mobility Hub Component: Package Pick-up Center	Regional Multimodal Destination	●●●●●	●●●●●	Private	
63	Install Mobility Hub Component: Transportation Information Kiosk (Enhanced)	Regional Multimodal Destination	●●●●●	●●●●●	Public	
64	Implement and Manage Shared Parking Districts	Regional Multimodal Destination	●●●●●	●●●●●	Public	

Wayfinding at The Ian | Herndon, VA



Wayfinding in the Ballston Business Improvement District | Arlington, VA



Wayfinding in Hickory Union Square | Hickory, NC



Wayfinding in Eastern Market Metro Plaza | Washington DC

Action Plan

PHASING

With available funding limited, a flexible phasing strategy is needed to implement this plan's recommendations. Linear park projects such as the Backlot Trail and Fairview Trail can progress in stages as funds permit. Meanwhile, temporary activations—such as pop-up markets, Food Truck Fridays, or makeshift sports courts in underused parking spaces—can enliven spaces awaiting permanent development. In all cases, stakeholder coordination is paramount for successful project and program implementation. The following strategies outline different phasing approaches applicable to different scenarios.

1. Test, iterate, and activate now

Through tactical reuse of existing space, demonstrations and piloting can be implemented quickly for rapid feedback on what works and what needs adjustments, leading to efficiencies in the final design.



6TH STREET CYCLE TRACK | UPTOWN CHARLOTTE

In 2017, Charlotte tested the 6th Street Cycle Track using temporary materials like traffic cones and hay bales. The findings from this temporary activation informed the final Cycle Track design completed in 2021.

Fig. 25 | Photo courtesy Sustain Charlotte

2. Bank and stage

Some properties within SouthPark are left vacant while awaiting future development. Temporary use of this space for pop-up parks and mobility hubs could keep this space activated and help inform ultimate design.



BALLANTYNE'S BACKYARD

The developers of the Ballantyne Reimagined project opened up a portion of the old golf course area as park space for “Ballantyne’s Backyard,” hosting art festivals, yoga classes, and concerts while the area awaited future development.

Fig. 26 | Photo courtesy goBallantyne.com

Action Plan PHASING

3. Incremental completion

Some projects are too complex to complete at once if funding is limited. Additionally, there are instances where it is more practical to integrate the project into upcoming development. The incremental completion approach offers a solution by enabling the project to be divided into manageable segments, each completed in a distinct phase.



SOUTHPARK LOOP

The completion of the SouthPark Loop's Colony and Apex segments was achieved through private development initiatives, while the City of Charlotte is progressing with other sections as public development projects. This approach allows for the Loop's incremental completion via diverse mechanisms.

4. Build at once

This approach emphasizes the strategic advantage of completing the project in its entirety, rather than in segmented phases. Doing so not only streamlines the allocation of materials, labor, and financial resources but also significantly accelerates the realization of benefits to stakeholders. The "Build at Once" strategy is particularly effective for projects in which the integrated completion of all components is essential for functionality, efficiency, and the delivery of immediate, substantial change.



ROMARE BEARDEN PARK

Transformed from a large parking area, Romare Bearden Park was fully developed in 2013 alongside the concurrent completion of the Truist Field ballpark. This coordinated project significantly revitalized Uptown Charlotte, promptly catalyzing adjacent redevelopment efforts.

Action Plan

FUNDING

SOUTHPARK COMMUNITY PARTNERS MSD ASSESSMENT:

The SouthPark Municipal Service District (MSD) was created, in part, to advance projects and programs similar to the ones articulated in this plan. SouthPark Community Partners will act as the lead champion of the SouthPark Forward 2035 Vision Plan and intends to commit significant capital and operating dollars to advance these recommendations, often in collaboration with public and/or private partners.

CITY OF CHARLOTTE CAPITAL INVESTMENT PLAN (CIP):

The City of Charlotte's CIP prioritizes public infrastructure projects. These projects are funded through city funds, bonds, public-private partnerships, or state and federal grants. Historically, CIP funding has supported the Cross Charlotte Trail, street resurfacing, pedestrian signals, and Comprehensive Neighborhood Improvement Program (CNIP) projects. Projects from this Vision Plan and the SouthPark CNIP study may receive CIP funding, though competition for funds exists among City districts.

UNIFIED DEVELOPMENT ORDINANCE (UDO) BONUS MENU:

Charlotte's UDO outlines zoning district standards for building height and open space. Developers can exceed these standards through the UDO Bonus Menu by adopting voluntary measures like affordable housing, pedestrian infrastructure improvements, or sustainable building practices. While current Bonus Menu options apply city-wide, future UDO amendments might introduce a SouthPark- or MSD-specific Bonus Menu, promoting investments in projects tailored to the SouthPark community's priorities, funded by private development dollars.

CHARLOTTE STREETS MANUAL COMPREHENSIVE TRANSPORTATION REVIEW:

The Charlotte Streets Manual (CSM) is a companion document to the UDO and establishes requirements for the design and approval of new streets, driveways, and roadway infrastructure improvements. The CSM includes the City's Comprehensive Transportation Review (CTR) policy, which outlines the methods for assessing and mitigating the impact of new development on the City's transportation system. Within the CSM, the City provides a list of options for developments to meet pedestrian infrastructure and transportation demand management requirements. While these lists of options are intended to support City-wide transportation goals, a revision to the CSM may include SouthPark-specific options, promoting private investment into SouthPark's most prioritized transportation initiatives.

CORPORATE DONATIONS:

SouthPark hosts an array of Fortune 1000 companies alongside a tapestry of small to medium-sized enterprises, collectively employing over 32,000 dedicated workers. Recognizing the critical importance of nurturing and attracting a diverse and skilled workforce, employers are aware that SouthPark must be a live/work/play urban center with a variety of mobility options. The frameworks outlined in this Vision Plan will bolster the prosperity of all businesses within SouthPark. Consequently, these businesses might find it advantageous to invest in the future of this dynamic urban center through corporate donations, aiding in the realization of these initiatives and ensuring SouthPark's continued growth and success.



Action Plan FUNDING

GRANTS:

While funding is competitive and requires deep coordination across partners, a diversity of funding options is available for mobility-focused measures. Depending on the needs being addressed and the services being integrated by each recommendation, planning, design, implementation, installation, and turnkey costs can vary greatly. Although capital costs can be supported by a range of funding sources, including local sales tax funds, grant awards, economic development funding sources like community development grants or foundation support, many of the projects outlined in this plan also require consideration of operating costs for long-term sustainability. In addition, it is important to keep partnership opportunities in mind, both with respect to eligibility of certain funding sources, as well as the focus or goals of a particular grant program. The table on pages 171-173 provides a full list of potential funding opportunities and the types of applicable projects.

Federal and National-Level Resources

While federal sources expand the resources available to fund SouthPark district improvements, it may be more challenging to seek this funding as many federal grants are competitive, have local match requirements, and require dedicated staff to manage grant administration and reporting requirements. Strategies like collaborative funding applications across many partners and cities and nesting placemaking, connections, and mobility elements into larger project applications can increase the competitiveness of projects. National organizations also fund mobility projects through grant programs such as The PeopleForBikes: Community Grant Program and the Bloomberg Initiative for Cycling Infrastructure. These programs are also highly competitive, but their eligibility requirements may allow more flexibility for SouthPark’s project goals. More information is provided in the table on the following pages.

State, Regional, and Local Resources

Beyond allocating general funds, local communities have several funding sources at their disposal to support capital improvements and ongoing operation and maintenance of programs. Local fees and tax revenue fund the majority of municipal transportation infrastructure and mobility improvements. Charlotte’s CIP program and municipal service district millage are key sources of city-level funding. Additionally, developer contributions and/or fees are also key opportunities for SouthPark project funding. State-level funding opportunities for infrastructure and amenities are limited compared to federal and local opportunities, but NCDOT’s Integrated Mobility Division is a promising resource for future funding support.

FEDERAL OR NATIONAL		
AGENCY	OPPORTUNITY	ELIGIBLE PROJECTS
US DOT	Strengthening Mobility and Revolutionizing Transportation (SMART) Grants Program	Technology and automation projects, e.g., traffic signal improvements, data usage sensors, online mobility dashboards
US DOT	Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants Program	Transit projects, intermodal projects, roadway projects, e.g., transit integration, transit improvements, bicycle and pedestrian infrastructure, shared mobility infrastructure. Mobility hubs would need to be bundled with other improvements.
FHWA	Congestion Mitigation and Air Quality Improvement (CMAQ) Program	Air quality improvement and traffic reduction projects, e.g., signal coordination, intersection improvements, park-and-ride facilities, bicycle and pedestrian infrastructure, transit improvements. Mobility hubs would likely need to be bundled with other air-quality improvement measures.
FHWA	Advanced Transportation Technologies and Innovative Mobility Deployment (ATTIMD) Program	Technology and automation projects, e.g., digital wayfinding, transit information signage, shared mobility dashboards, shared mobility docks
FHWA	Surface Transportation Block Grant (STBG) Program	Transportation alternative projects, e.g., bicycle and pedestrian infrastructure, transit connections, shared mobility infrastructure. Funding flows through NC DOT, mostly to the City and CRTPO.
FTA	Public Transportation Innovation - 5312	Innovative transit projects, e.g., demand-responsive shuttles, digital signage, innovative transit integration; supports research activities to advance transit
FTA	Accelerating Innovative Mobility (AIM) Program	Innovative and equitable transit projects, e.g., multimodal trip platforms, on-demand shuttle systems, real-time transit information
FTA	Emerging Mobility Innovation (EMI) Program	Innovative transit projects and rider experience improvement projects, e.g., transit service improvements, on-demand shuttle service and shared mobility integration, transit stop wayfinding improvements
FTA	Pilot Program for TOD Planning	Transit amenity projects that integrate with land use, e.g., benches and shelters, transit wayfinding, real-time transit information. Provides funds for planning, not implementation.
FTA	Grants for Buses and Bus Facilities Formula Program – 5339(a)	Replacement or purchase of transit vehicles or facilities serving transit (i.e. district shuttle). Eligible parties should be transit operators, or state or local govt transit operators under 5307 or 5311. Eligible recipients may allocate amounts to nonprofit organizations. Funding flows almost exclusively to CATS.
FTA	Low or No Emission Grant Program – 5339(c)	Purchase or lease of zero-emission and low-emission transit buses and acquisition, construction, and leasing of necessary supporting facilities (i.e. district shuttle). Funding flows almost exclusively to CATS.
DOE	Office of Energy Efficiency and Renewable Energy (EERE) Vehicle Technology Funds	Renewable energy planning projects, e.g., mobility hub connectivity improvements, EV charging deployment, community engagement
DOE and US DOT	Joint Office of Energy Transition (JOET) Grant Program	Forthcoming program to fund innovative integrations of technology, electrification, other emissions reduction, and transportation system changes.
Org	PeopleForBikes: Community Grant Program	Capital bicycle infrastructure improvements. Local governments and non-profit organizations are typical recipients.
Org	Bloomberg Initiative for Cycling Infrastructure (BICI)	Cycling infrastructure projects. Most viable applications will bring together government agencies, community members, and other resources.
National Endowment for the Arts	Our Town	This program supports creative placemaking projects that use arts, culture, and design to strengthen communities.
Project for Public Spaces	Community Placemaking Grants	These grants are aimed at transforming key community public spaces by working directly with stakeholders to transform public spaces or co-create new ones.

Action Plan FUNDING

FEDERAL OR NATIONAL (CONTINUED)		
AGENCY	OPPORTUNITY	ELIGIBLE PROJECTS
Bloomberg Philanthropies	Bloomberg Public Art Challenge	The Bloomberg Public Art Challenge funds innovative temporary public art projects in U.S. cities to enhance urban identity and address local issues.
Bloomberg Philanthropies	Asphalt Art Initiative	The Bloomberg Asphalt Art Initiative supports projects that use art to improve street safety and revitalize public spaces, focusing on visual interventions in roadways, pedestrian areas, and vertical infrastructure.
NC State Historic Preservation Office	Historic Preservation Grants	These federal pass-through grants are for historic preservation projects.
NC Division of Parks and Recreation	Recreational Trails Program	The Recreational Trails Program funds trail project grants as well as trail-related safety and education grants.
NC Department of Natural and Cultural Resources	Library Services and Technology Act Grants	These federal LSTA funds are investments that help libraries deliver relevant and up-to-date services to their communities.
STATE AND REGIONAL		
AGENCY	OPPORTUNITY	ELIGIBLE PROJECTS
NC Arts Council	Grants for Organizations and Artists	These grants are designed to promote the arts, improve access to cultural experiences, support arts education, and foster community engagement through the arts.
NCDOT	Integrated Mobility Division (IMD) Multimodal Planning Grant Program (MMPG)	Bike and pedestrian plans and transit connections with a focus on implementation. Municipalities are eligible to apply.
NCDOT	Integrated Mobility Division (IMD) TDM Funding	Grants are provided annually for TDM programs. NCDOT staff should be contacted for more information on support.
CRTPO	State Transportation Improvement Program (STIP)	Transportation projects selected are added to a ten-year work program. CRTPO nominates projects and NCDOT scores them.
CRTPO	CRTPO Discretionary Grants Program	Discretionary grants for bicycle, pedestrian, transit, and roadway capital projects or new planning study projects (i.e., feasibility studies).

LOCAL		
AGENCY	OPPORTUNITY	ELIGIBLE PROJECTS
City	Capital Improvement Programs (CIP)	Any mobility recommendation unless there are local restrictions
City	Charlotte Placemaking Grant Program	Transformative projects throughout the city to create and enhance community vibrancy, safety, and identity
City	Municipal Service District (MSD) or Improvement District	Capital investments and operational expenses for public spaces within a designated area. (SouthPark MSD was formed in 2022, which will help fund projects and programs in the area through a special project tax.)
City	TNC/Ridehail Taxes	Any mobility hub infrastructure or amenity, unless there are local restrictions
City	Shared Micromobility Permit Fees	Varies by jurisdiction, but eligible projects typically include limited bicycle and pedestrian infrastructure and amenities
City	New Developments	Any mobility recommendation unless there are local restrictions. Via TDM program and/or other developer proffers, agreements, or impact fees.
Private	Special Purpose Organization or Foundation	Any project or program category determined during formulation of the organization or entity. Funding comes from dedicated revenue source or private/ membership funds such as: membership fees, service or facility use charges (could include parking fees), program revenue, and donations
Private	Advertising	Any mobility recommendation unless there are local restrictions; in exchange for advertising or brand promotion by advertiser.
Arts and Science Council	Grants for Organizations and Artists	These grants are aimed at enriching the community through cultural development, educational programs, and accessible arts opportunities.



SouthPark Forward 2035 Vision Plan
APPENDIX

Appendix

WHAT ARE DESIRE LINES?

Desire lines represent the intuitive paths that naturally form due to frequent use, highlighting the routes people prefer when traveling between two points. These paths often emerge when there's a more direct route than the one offered by existing sidewalks.

The project team studied SouthPark's pedestrian network by creating "synthetic" desire lines to visualize the most favored routes based on the shortest distances between origins and destinations. These synthetic lines thicken as the distance shortens and as the intensity of land use—like the number of homes, office space square footage, or other relevant measures—increases.

The following maps showcase these synthetic desire lines for various land use connections. For instance, the map illustrating the "Residential to Office" connection reveals the anticipated popular paths for individuals walking from their homes to their office jobs.

By identifying these desire lines, the team gained valuable insights into where pedestrian infrastructure in SouthPark may benefit the most from enhancement for different trip types. When creating "Living Ends" or other shortcuts in the network, it is possible to study how these desire lines will shift to favor the shorter route.



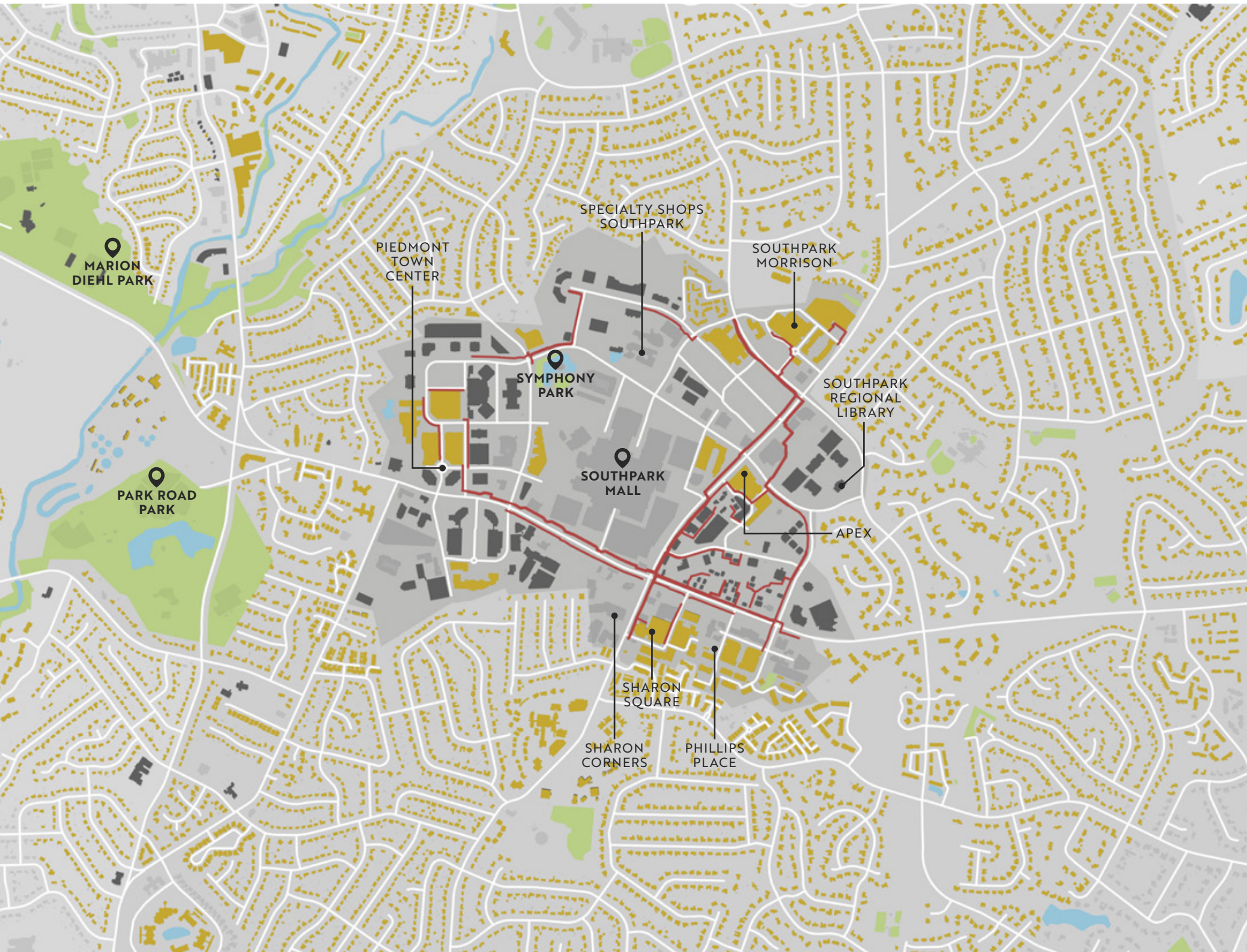
Appendix: Desire Lines OFFICE TO BUS STOPS



MAP LEGEND

- OFFICE BUILDINGS
- BUS STOPS

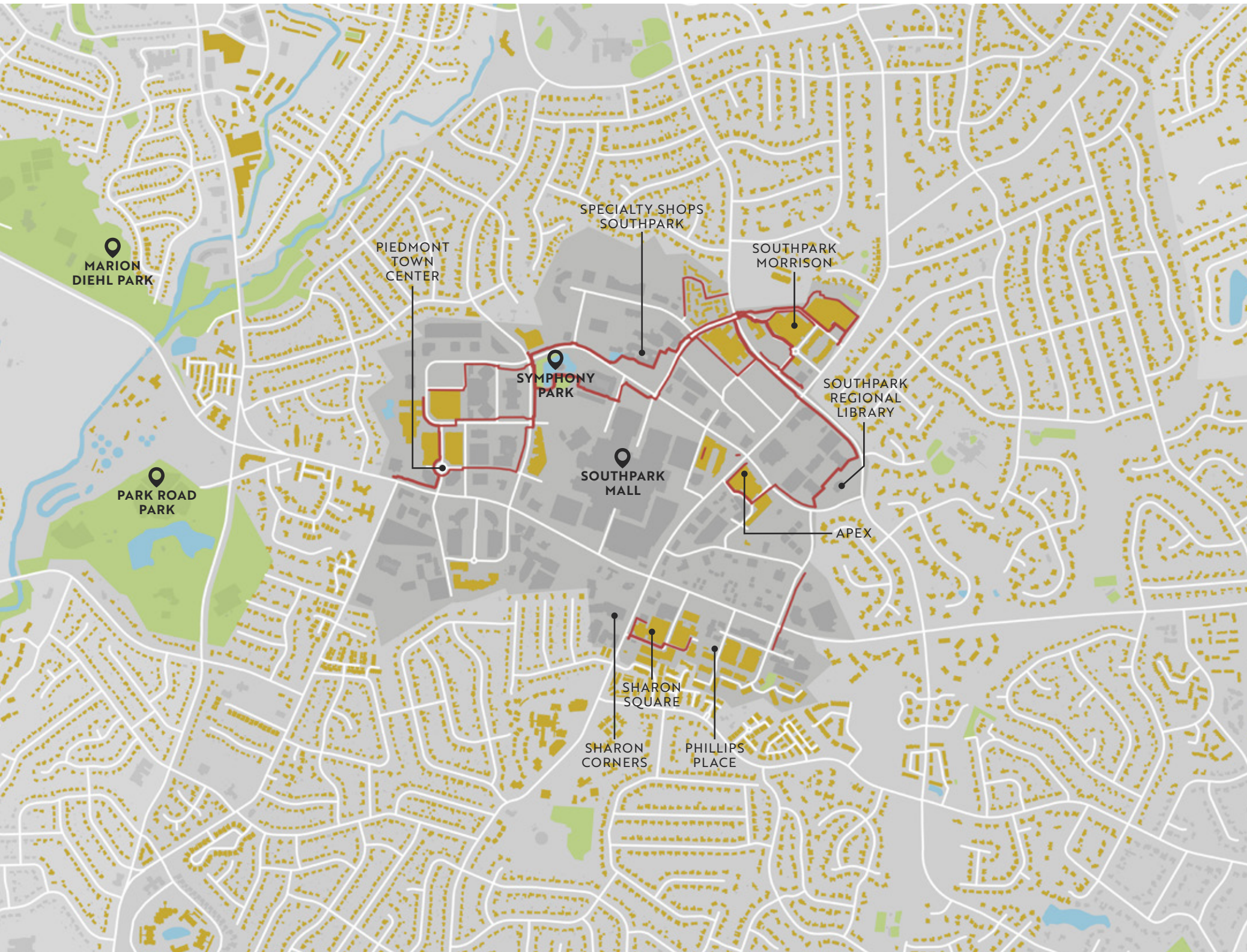
Appendix: Desire Lines RESIDENTIAL TO OFFICE



MAP LEGEND

- OFFICE BUILDINGS
- RESIDENTIAL BUILDINGS

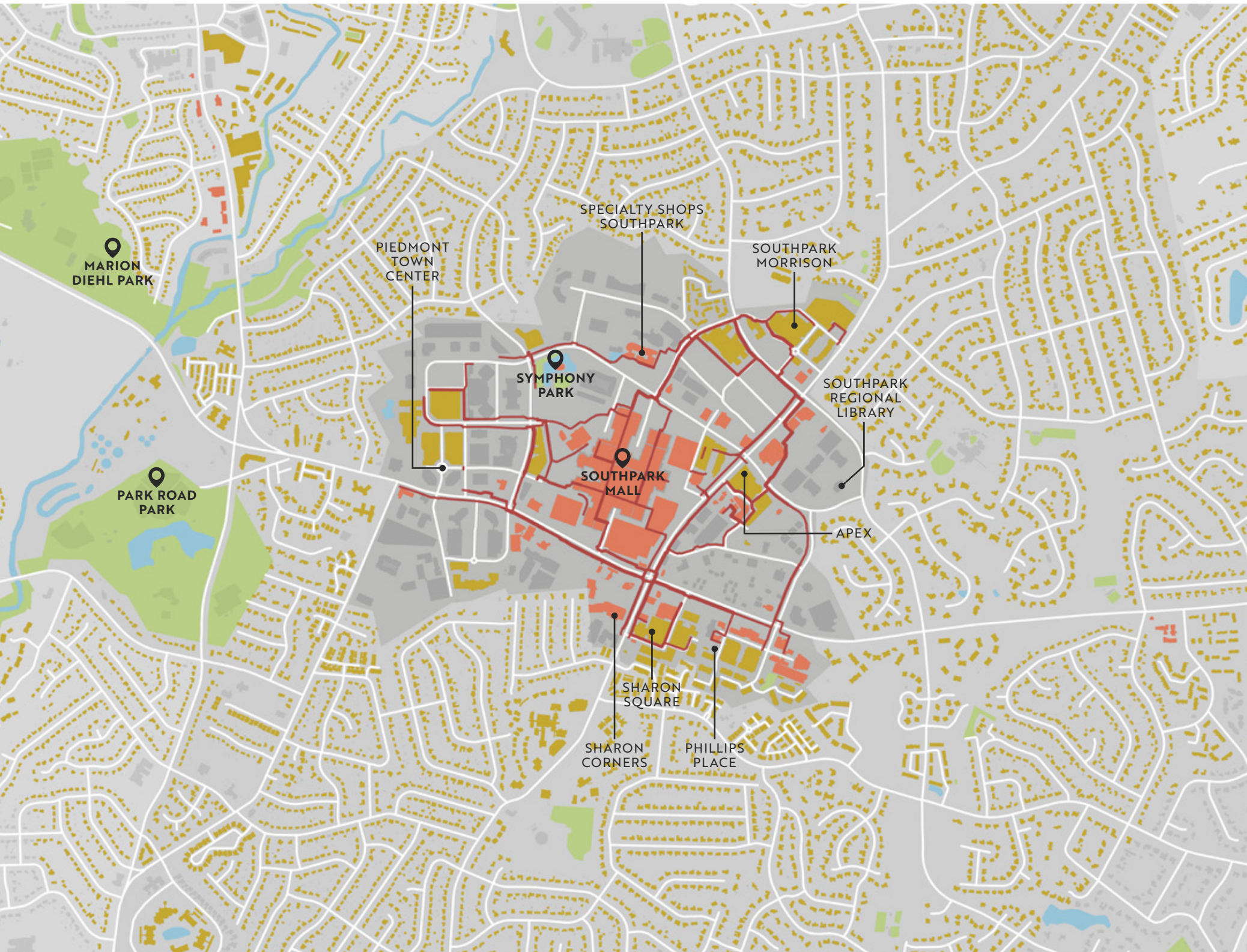
Appendix: Desire Lines RESIDENTIAL TO PARKS



MAP LEGEND

- PARKS
- RESIDENTIAL BUILDINGS

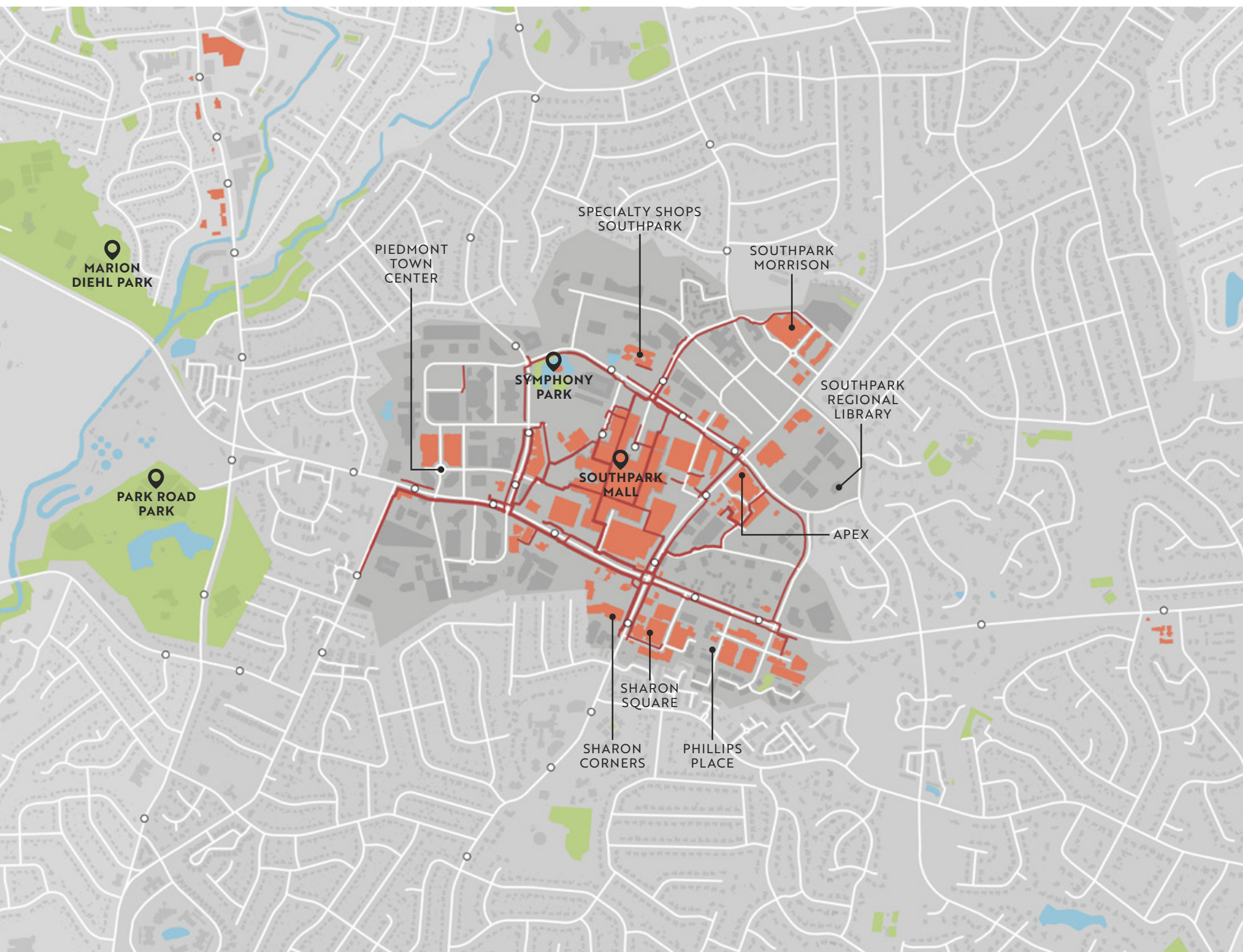
Appendix: Desire Lines RESIDENTIAL TO RETAIL



MAP LEGEND

- RETAIL BUILDINGS
- RESIDENTIAL BUILDINGS

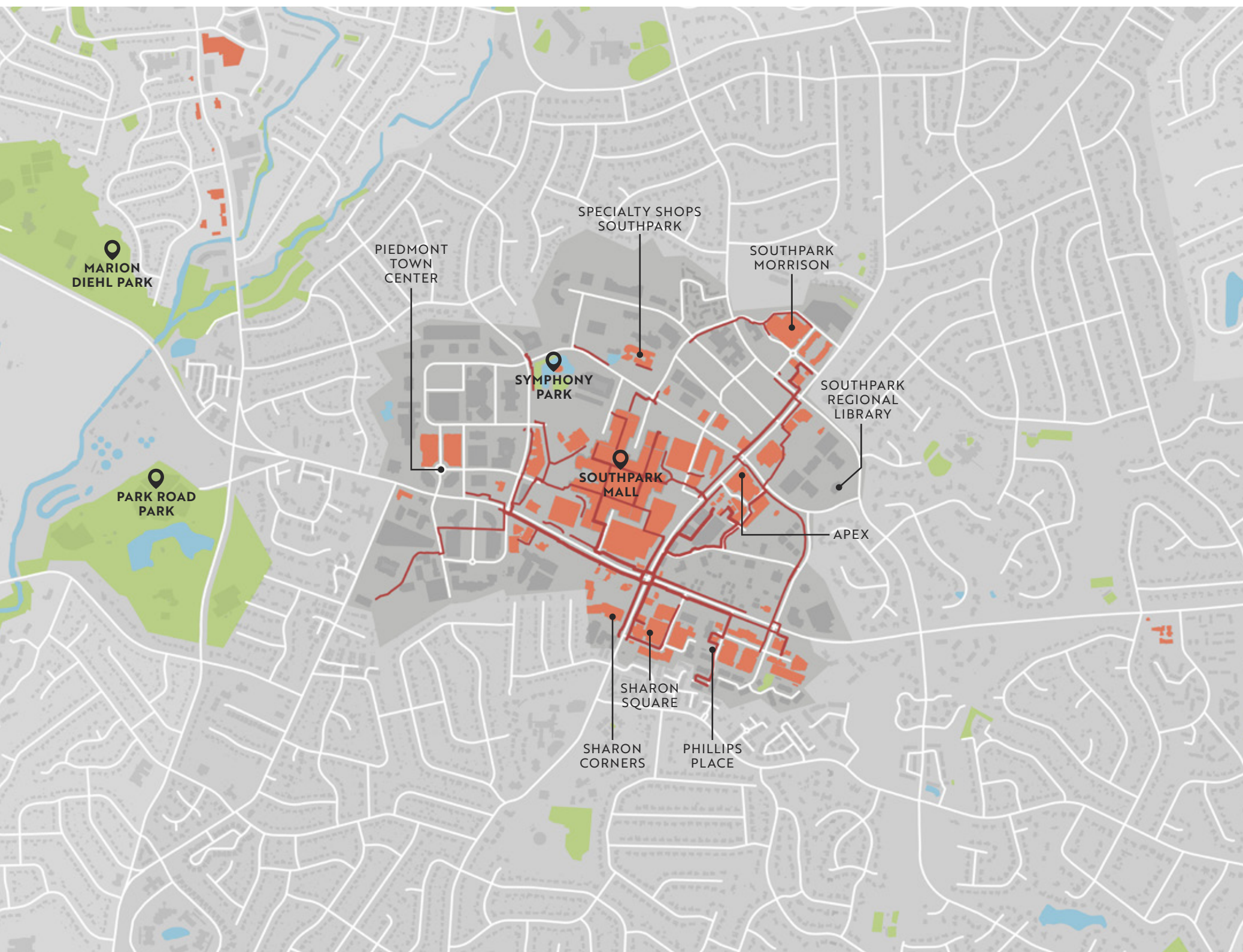
Appendix: Desire Lines BUS STOPS TO RETAIL



MAP LEGEND

- RETAIL BUILDINGS
- BUS STOPS

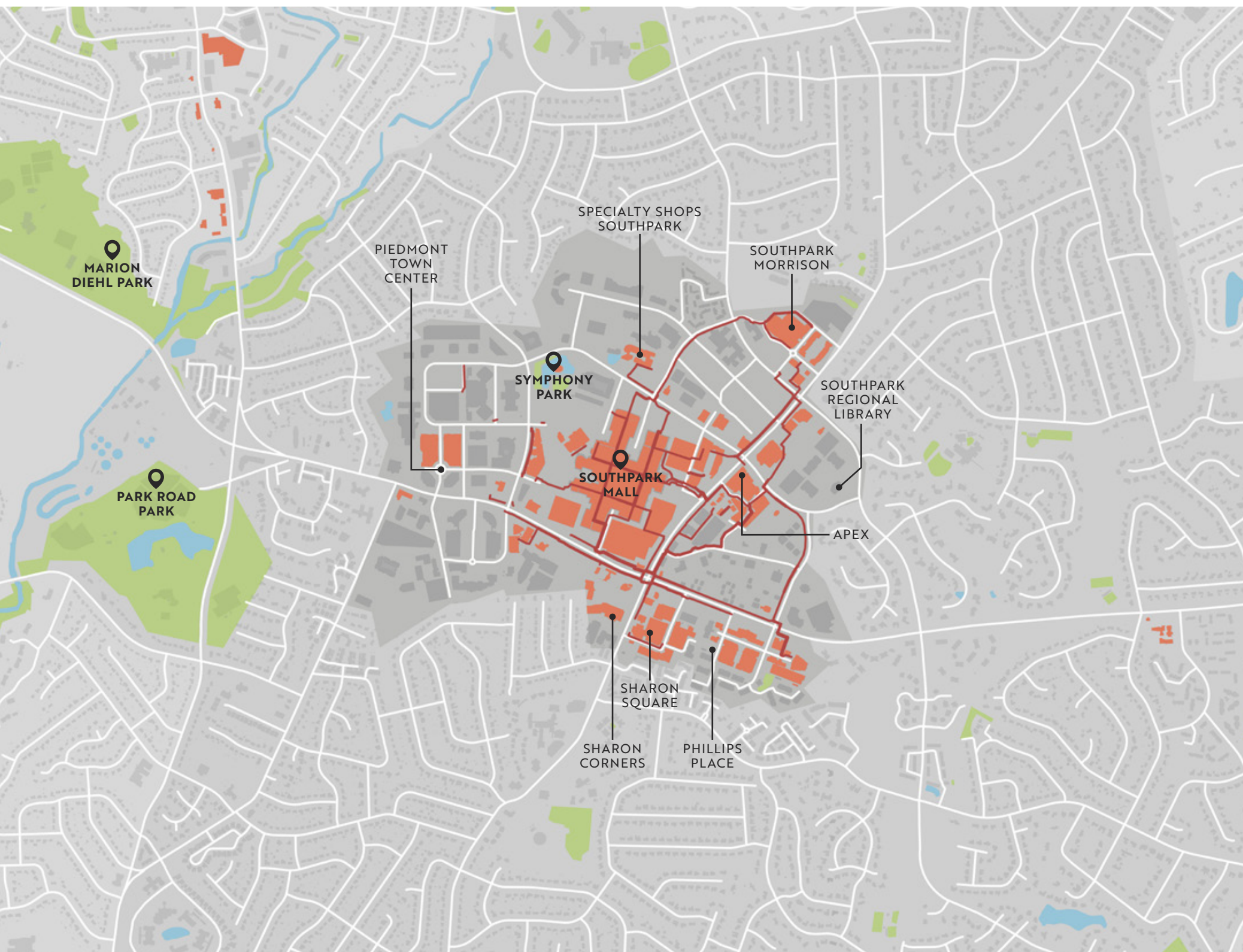
Appendix: Desire Lines RETAIL TO PARKING



MAP LEGEND

● RETAIL BUILDINGS

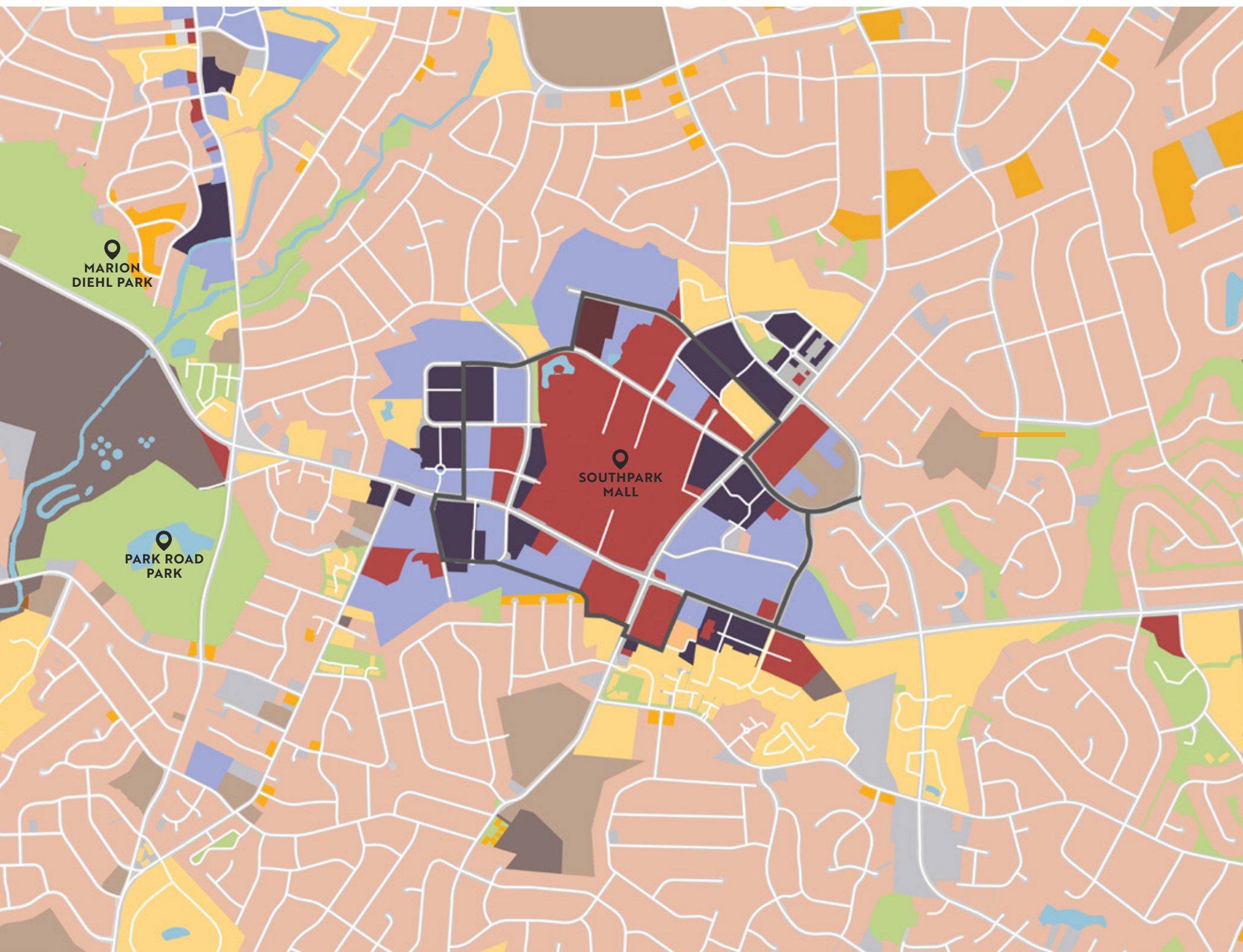
Appendix: Desire Lines RETAIL TO RETAIL



MAP LEGEND

● RETAIL BUILDINGS

Appendix LAND USE ANALYSIS



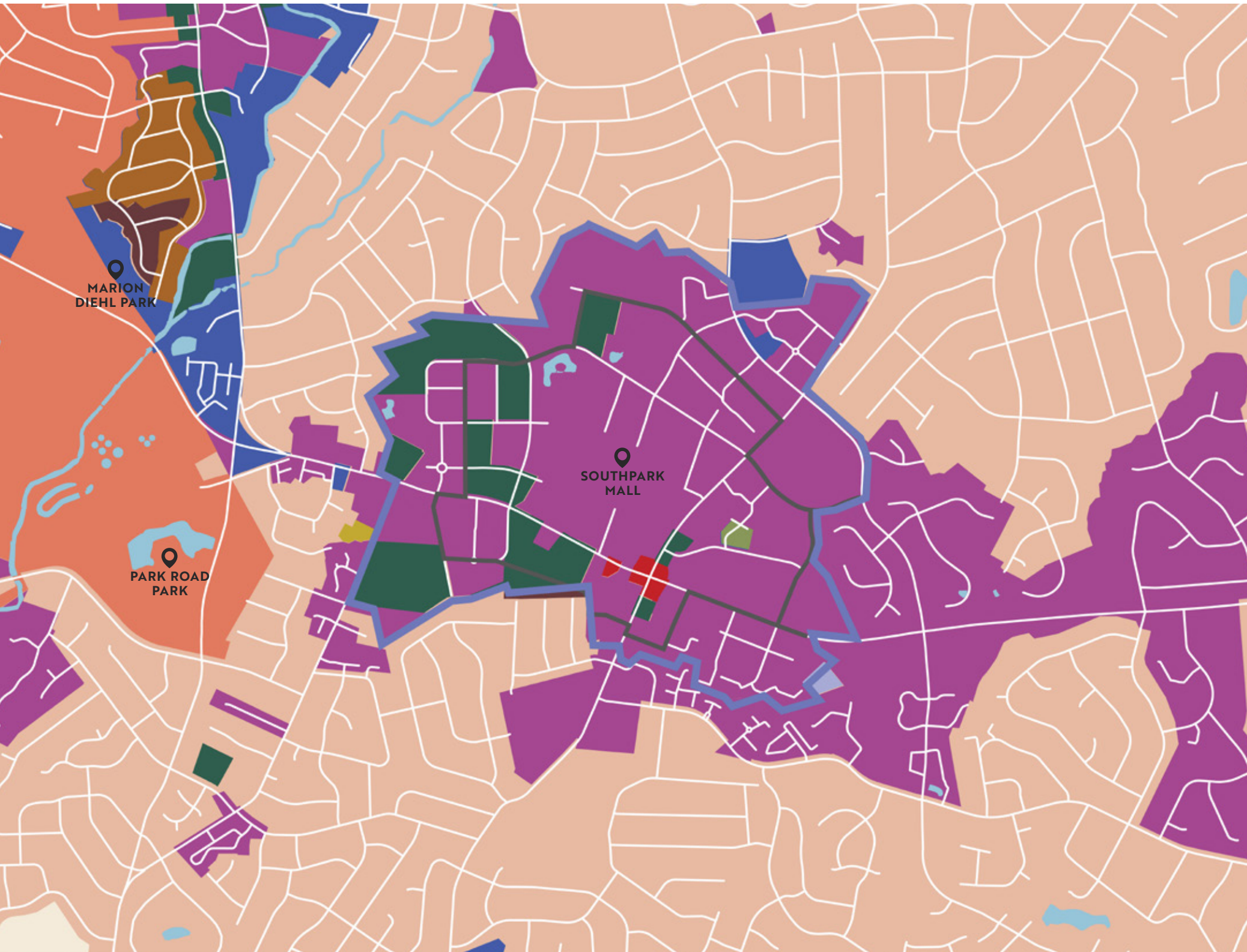
MAP LEGEND

- RETAIL
- OFFICE
- CIVIL / INSTITUTIONAL
- MULTIFAMILY
- SINGLE FAMILY DETACHED
- INDUSTRIAL
- UTILITY
- OPEN SPACE + RECREATION
- MIXED-USE RESIDENTIAL
- VACANT

- MSD BOUNDARY
- SOUTHPARK LOOP

Data provided by the City of Charlotte; last updated March 2021.

Appendix ANALYSIS OF EXISTING ZONING



MAP LEGEND

- Conditional
- N1-A
- N1-B
- N1-C
- N1-D
- N2-A
- N2-B
- N2-C
- RAC
- OFC
- CG
- R-I
- MX-2

- MSD BOUNDARY
- SOUTHPARK LOOP

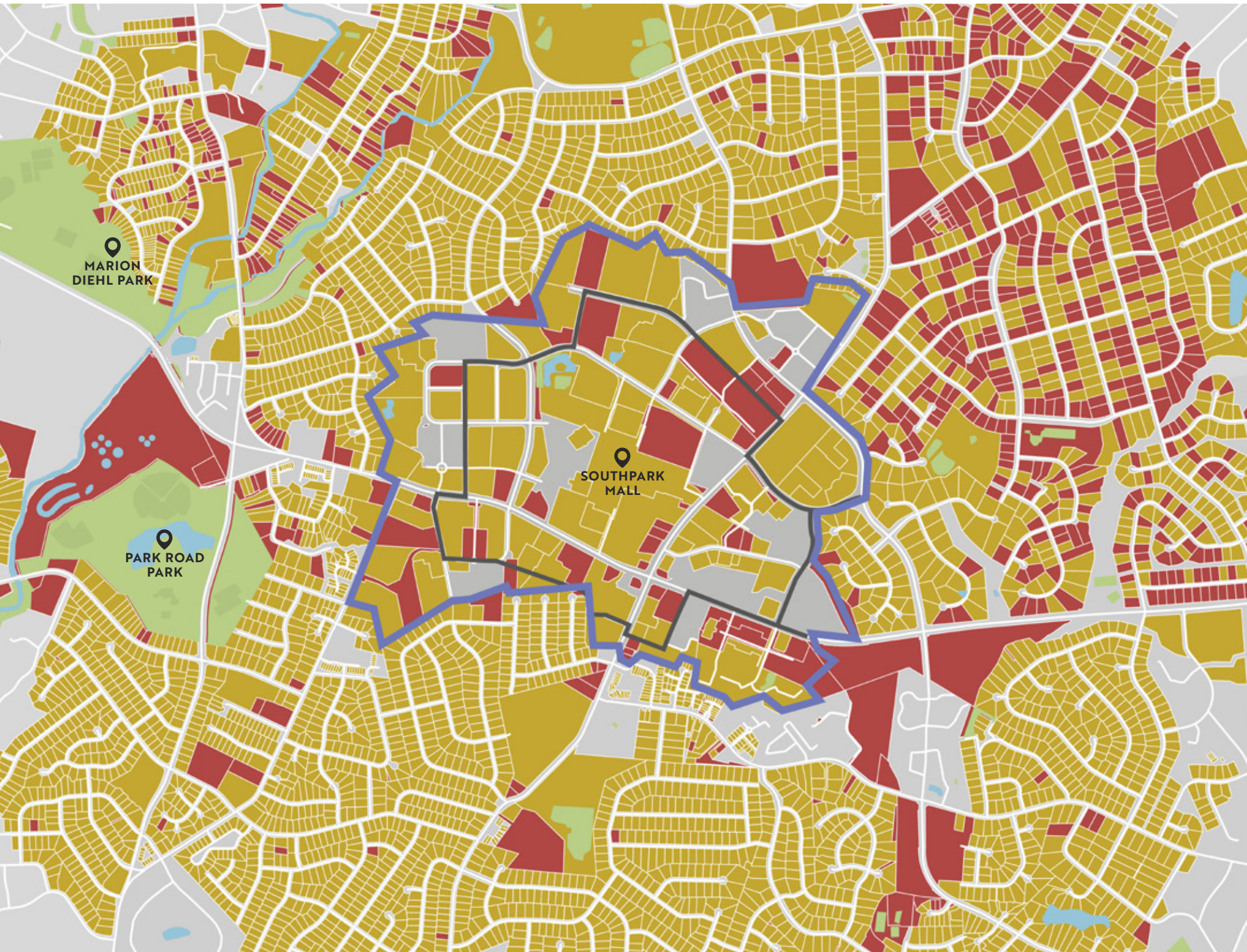
On June 1, 2023 existing zoning districts throughout Charlotte were translated to the new zoning districts defined in the Unified Development Ordinance. As of this publication, the City is engaging in a multi-year process to update zoning designations to align with the 2040 Comprehensive Plan.

Most of the properties in SouthPark’s Municipal Service District are conditionally zoned, meaning the development and use of the properties is subject to ordinance standards as well as any additional rules and conditions agreed upon through a formal rezoning process. For these conditionally zoned districts, the City plans on engaging with the community and making alignment rezoning recommendations during 2025 and 2026.

Data provided by the City of Charlotte Open Data Portal; last updated March 2024.

Appendix

RATIO ANALYSIS OF LAND TO PROPERTY VALUE



MAP LEGEND

- <70% OF TOTAL PROPERTY VALUE
- >70% OF TOTAL PROPERTY VALUE
- PUBLIC OPEN SPACE
- DATA UNAVAILABLE
- MSD BOUNDARY
- SOUTHPARK LOOP

The ratio of land value to the overall property value is a key metric for forecasting the likelihood of future redevelopment. As the land component's value rises relative to the total value of the property, encompassing buildings and other improvements, the chances of redevelopment similarly increases. This metric, combined with other metrics and local real estate knowledge, enables planners to identify areas most susceptible to future private investments, providing a strategic tool for anticipating and guiding urban growth.

Data provided by Mecklenburg County Real Estate Property Tax Records.

Appendix

MOBILITY HUB COMPONENTS

WHAT IS A MOBILITY HUB?

SouthPark mobility hubs could include a variety of elements, described in more detail below. An image of how these elements can work together is found on page 138.

MOBILITY HUB COMPONENTS

Transportation Information Kiosk

Digital kiosks or transit screens could be located within a mobility hub to provide real-time information about bus or shuttle arrival times as well as other transportation services available at the hub or nearby, such as for EV car charging, bikeshare, or carshare. The kiosks can also be used to share general community information about upcoming meetings or events. Some kiosks even have connections to public WiFi or offer charging for personal electronic devices. This small piece of infrastructure can be coupled with transit stop amenities.

EV-Charging Stations

As electric vehicles become more common, more property owners should consider providing charging infrastructure within their parking areas both as an amenity and as an attractor to the business. By coupling EV-charging stations with mobility hubs, automobile owners can charge their vehicle and then use an alternate transportation mode provided at that hub to run a short errand while their vehicle is charging, for instance.

Micromobility Charging Stations

Charging infrastructure can be provided for e-bikes or scooters. Charging infrastructure can be integrated into other mobility hub amenity furniture location.

Short-term Bike Parking

Short-term parking for bicycles should be accommodated at designated mobility hubs to help support first/last -mile transportation. In addition to being a low-cost outdoor furnishing element, bike racks can serve as a neighborhood branding element or even as public art. Additionally, they can help to signal to a community that bikes are a welcome and supported mode of transportation.

Bike Repair Station

A bike repair station can provide air pumps and repair/maintenance tools for personal bicycles. Repair stations are now commonly sold through landscape furniture vendors and can be integrated with other items such as benches and shelters.

Bikeshare Station

Bikeshare programs help to simplify travel by offering point-to-point transportation by bicycle. Members of a bikeshare program can “check out” a bike at one location and “drop off” the bike at a different location. Park Once mobility hubs should include bikeshare stations once SouthPark can stand up a program. More information is provided under ‘Programs + Policies’.

Waiting Area Amenities for Shuttle Stops

If SouthPark Community Partners were to implement a neighborhood shuttle/circulator, the stops should be formalized with amenities such as shelter, seating, lighting, a trash receptacle, signage, and public art. Where applicable, shuttle stops could be co-located with CATS bus stops.

Waiting Area Amenities for Pick-up/Drop-off Zones

A formalized seating area with typical streetscape amenities such as seating, lighting, and shelter can be created within a Park Once mobility hub. The seating area could support people waiting for their car or micromobility device to charge as well as support passengers waiting for a taxi, TNC, or family/friend pick-up. The area should be integrated with shuttle stop or transit stop amenities where applicable.

Waiting Area Amenities for Transit Stops

CATS bus stops adjacent to mobility hubs should be enhanced with shelter, seating, lighting, a trash receptacle, and, when tied to placemaking opportunities, even public art. If SouthPark Community Partners were to implement a neighborhood shuttle/circulator, the stops could be co-located with CATS bus stops. The transit stop amenities should be integrated into other pick-up/drop-off amenities at the mobility hub. Amenities for transit riders is important in the Park Once phase in order to support existing transit riders, pair transit ridership with other mobility modes, and encourage future mode shift to transit.

Appendix

MOBILITY HUB COMPONENTS

Enhanced Waiting Area Amenities for Transit Stops

If investments weren't already made in the Park Once Place phase, transit stop amenities at CATS bus stops should be enhanced in this Regional Multimodal Destination phase in order to make transit riding more comfortable and desirable. The transit stop amenities should be integrated into other pick-up/drop-off amenities at the mobility hub.

Dedicated Carshare Parking

A mobility hub should provide dedicated parking spaces for carshare vehicles. Carshare programs enable employees and residents without cars the ability to run mid-day errands, take weekend trips, or perform other one-off tasks that require a vehicle.

Long-Term, Secure Bike and Micromobility Device Parking

Long-bicycle infrastructure can provide a convenient and secure place to park and store bikes. Facilities consist of bike lockers, bike cages, or indoor bike parking that provides covered long-term parking. Long-term bike parking paired with mobility hubs can be staffed or utilize newer technology where bike "storage pods" offer access and use of facilities for predetermined time periods. Long-term bike parking may also be located in buildings of newer developments as amenities for residents or employees. Some of these facilities also include repair stations for bike maintenance.

Package Pick-up and/or Drop-off Center

Delivery supportive amenities help ensure that packages can be received easily, maintained securely, and picked up or delivered efficiently. Package pick-up centers can include a loading zone for a delivery vehicle and permanent delivery lockers and pick-up facilities. These package centers can be implemented through specific shipping and delivery companies.

Appendix

CONSIDERATIONS FOR MOBILITY HUBS

MOBILITY HUBS: ANCHORED WITH TRANSIT

SouthPark Mall and Transit Center:

An existing CATS bus stop is located on the ground floor of SouthPark Mall, accessed through the parking garage. This stop serves as a layover space for bus operators and a climate-controlled waiting area for riders. The area is not visibly prominent, and better wayfinding integration between the mall and CATS would be required for the success of this hub. This hub could be implemented through a public-private partnership, with some funding coming from SouthPark Mall and some public capital, such as through grants.

Fairview Road and S Park Drive:

An existing CATS bus stop is located on the south side of Fairview Road in front of HomeTrust Bank. This mobility hub could showcase transit integration while also providing quick access to the Mall and Sharon Corners.

Fairview Road and Cameron Valley Parkway:

An existing CATS bus stop is located east of the Fairview Road and Cameron Valley Parkway intersection. The current stop is located near a small driveway just east of Phillips Place, which is a significant attractor in the area both for shopping and employment. A hub here could be implemented with quick-build materials or with more permanent fixtures, potentially funded by neighboring businesses.

Carnegie Boulevard at S Park Drive:

One option for a mobility hub near Symphony Park is to co-locate with the existing CATS bus stop on Carnegie Blvd just west of S Park Drive (in front of the DoubleTree Suites). The right-turn slip lane for vehicles entering S Park Dr from Carnegie Boulevard may pose a future opportunity by closing the slip lane to vehicles to make way for public space for mobility hub elements. Coordination with adjacent property owners such as the DoubleTree Suites and SouthPark Mall is important.

Appendix

CONSIDERATIONS FOR MOBILITY HUBS

MOBILITY HUBS: ANCHORED WITH INSTITUTIONAL OR ENTERTAINMENT

Symphony Park:

A mobility hub should be co-located near Symphony Park. Large capital investments into mobility hub infrastructure could occur in tandem with the park re-design or renovations or as part of additional activation efforts near the SouthPark Mall Dining Pavilion entrance, where an existing EVgo Charging Station is sited. Coordination with property owners of SouthPark Mall is important, as is potential engagement with the Hazel SouthPark Apartments and The Encore SouthPark residences, given their adjacency and potential stake in the mobility hub success.

SouthPark Regional Library:

The library is a community gathering space and public space that is a perfect location for a mobility hub. Siting a hub here would allow the hub components to be readily seen by community members, and the library can serve as a resource where pamphlets or materials can explain the amenities and services offered at the hub. Since the library is county-operated, coordination would need to occur with the County, and the funding of the hub would likely be from public dollars or grant funding.

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MOBILITY HUBS: OPPORTUNITY SITES

Rexford Road:

Coordination should occur between SouthPark Community Partners and property owner to discuss future development opportunities and potential to place mobility hub on new development. Opportunity is available for future development to fund installation of key hub components. Hub could also be located curbside for better visibility/prominence and connectivity with overall transportation network.

Piedmont Town Center on Assembly Boulevard:

Piedmont Town Center is a significant attractor in the area both for restaurants, shopping, and employment. Assembly Street, which runs north-south just to the east of Piedmont Town Center's central spine, could provide curbside space for a smaller mobility hub. This hub could be implemented with quick-build materials or with more permanent fixtures, potentially funded by neighboring businesses.

Appendix

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