Silver Line TOD Study
Citizens Transit Advisory Group
November 17, 2020

SILVER LINE STUDIES

Silver Line Project Development/Engineering
Silver Line light rail design and environmental

Silver Line TOD Study
Transit Oriented Development Pilot Program Grant

Silver Line Rail Trail Study
Rail Trail study in conjunction with design and environmental
How is this TOD plan different?

- Lessons learned from BL/BLE
- Displacement/gentrification pressure increases with light rail
- Upfront conversations about equity are required
- Proactively engage affordable housing partners
- TOD education strategy

Expanded TOD Team

- Co-managed by CATS & Charlotte Planning, Design and Development
- CDOT
- Charlotte Douglas Int’l Airport
- Economic Development
- Housing and Neighborhood Services
- Mecklenburg County
- Gaston County
- Towns of Matthews, Stallings and Indian Trail
OUTLINE

1. Goals and Scope
2. What is TOD?
3. Deliverables
4. Outreach & Education
5. Work To-Date
6. Initial Findings/Big Ideas
7. Schedule & Key Next Steps

STUDY GOALS & SCOPE
**STUDY GOALS**

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

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

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

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**TOD STUDY SCOPE**

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

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

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

**Implementation Strategy**
- Outline key infrastructure for all station areas & Corridor Preservation Strategies
- Develop TOD implementation plan
WHAT IS TRANSIT ORIENTED DEVELOPMENT?

Success of transit is more than just designing for the train....

TOD IS ABOUT

Leveraging transit to support our communities

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

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

- **Encourage Transit Supportive Development**
  Focus a mix of complementary, well-integrated land uses within walking distance of the transit station.

- **Enhance Community Identity**
  Use design to enhance community identity around station areas and to make it an attractive, safe, and walkable place.

- **Expand Opportunities**
  Optimizing access to transit to enhance economic mobility and access to jobs; increase affordable housing and neighborhood amenities.

EQUITABLE TOD IS MORE THAN ABOUT HOUSING

- **Affordable Housing**
- **Access for All**
- **Business Retention**

SILVER LINE
DELIVERABLE: MARKET ASSESSMENT

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

DELIVERABLE: STATION TOD CONCEPTS

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

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

DELIVERABLE: OUTLINE CAPITAL INVESTMENTS

- Multimodal infrastructure
- Parks and open spaces
- Preservation of affordable housing opportunities
- Potential joint-use developments
OUTREACH & EDUCATION

LEVERAGE EXISTING CHANNELS

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

## Audience Type

### Partner Agencies
- CATS
- CDOT
- Airport
- Mecklenburg County Parks & Rec
- NCDOT
- Economic Development
- Planning, Design & Development
- Housing & Neighborhood Services

### Other Jurisdictions
- Town of Matthews
- City of Belmont
- Town of Stallings
- Town of Indian Trail
- Gaston County
- City of Gastonia

### Developers/ Business Community
- Profit Dix (Entertainment District)
- Crossland Southeast
- Ascent Real Estate (Affordable Housing Developer)
- Beacon Development (Cedar Hill)
- Beauxwright (The Foundry)
- Pipe & Foundry

## Organizations Engaged

### Outreach Activities
- Stakeholder interviews (March 2020)
- Urban Design Workshops (May 2020)
- Core Team and Project Management Team (ongoing) Engagement/Meetings (Summer 2020)
- TOD Lessons Learned Workshop (October 2020)
- ULI TOD Education Coordination (Spring 2021)
- Station Area Workshops (Spring 2021)

### Stakeholders
- Carter City Partners
- Belmont Abbey
- Central Piedmont Community College
- Novant Hospital - Matthews
- CRVA
- Atrium Hospital

### Public/ Residents
- Community Associations/HOAs
- Local Business & Property Owners
- Senior populations
- Limited English populations
- Commuters
- Workers/Local employees

### Outreach Activities
- Stakeholder interviews (March 2020-Present)
- Urban design briefings (Summer 2020)
- Support round 1 & 2 of the Design Team's public engagement meetings
- Round 3 of Public meetings in January 2021
- Education materials on TOD tailored to the various community contexts
- Community engagement for station area planning in Spring 2021
TAILORED OUTREACH ACTIVITIES FOR EACH PLACE

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

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

WILKINSON CORRIDOR Engagement Strategies:
- Preserve "small town" feel
- Participate in community
- Low density development
- Operational improvements
- Regional Transit Connections

WILKINSON CORRIDOR Engagement Strategies:
- Virtual Workshops/Online Engagement
- Collaboration with the Arts
- Collaboration with Concept Beyond

UPPERNORTH Engagement Strategies:
- Address pedestrian and bicycle connectivity
- Address pedestrian
- Development of the community
- Impacts to development

UPPERNORTH Engagement Strategies:
- Access to Employment
- Employment-friendly development
- Park & Ride Connections

WORK TO DATE

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

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

- **March 2020**
  - Stakeholder Interviews/Round 1 Public Engagement

- **September 2020**
  - Market/Affordable Housing Assessment Completed

- **March 2021**
  - MTC Adoption of Refined Alignment

- **September - November 2021**
  - Implementation & Corridor Preservation Strategy Development

- **August 2021**
  - Station Area TOD Concepts

- **TOD Study Timeline**
  - **January 2020**
    - Project Kick-off
  - **May 2020**
    - Urban Design Workshops
  - **October 2020**
    - TOD Lessons Learned Workshop
  - **March-July 2021**
    - Station Area Planning & Public Engagement/Education on TOD
  - **September 2021**
    - Outline Capital Investments
  - **December 2021**
    - Final Silver Line TOD Plan

**Alignment Refinement Coordination with the Design Team**
Thank you!