ULI Healthy Corridors National Study Visit Charlotte Avenue

Nashville, Tennessee
About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- ULI is a membership organization with over 36,000 members worldwide representing the spectrum of real estate development, land use planning, and financial disciplines, working in private enterprise and public service.

- What the Urban Land Institute does:
  - Conducts Research
  - Provides a forum for sharing of best practices
  - Writes, edits, and publishes books and magazines
  - Organizes and conducts meetings
  - Directs outreach programs
ULI Building Healthy Places Initiative

- Leveraging the power of ULI’s global networks to shape projects and places in ways that enhance the health of people and communities

- Research | Convenings | Integration with all of ULI
Rose Center for Public Leadership

• Encourage and support excellence in land use decision making.
  • By providing public officials with access to information, best practices, peer networks, and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.

• Daniel Rose Fellowship
  • Four cities per year
  • Study tour
  • Ongoing engagement
  • Fellowship land use problem
  • Education and training programs
About the Healthy Corridors Project

Many corridors are:

- Dangerous
- Dirty
- Disconnected
- Dismal

But they are also assets for communities. Can we reinvent them in healthier ways?
About the Healthy Corridors Project: Demonstration Corridors

Boise – Vista Avenue (ULI Idaho)

Nashville - Charlotte Avenue (ULI Nashville)

Los Angeles - Van Nuys Boulevard (ULI LA)

Denver - Federal Boulevard (ULI Colorado)
About the Healthy Corridors Project: Goals and Outcomes

- Spur equitable health, safety, transportation, and land use improvements in Demonstration Corridors
- Advance a new, healthier vision for urban and suburban corridors and their surrounding land uses
- Develop and refine a replicable typology for holistically healthy corridors
- Help nurture and create a new community of practice for “corridor oriented development”
The National Study Visit Participants

Chair: Bob Taunton, President, Taunton Group LLC, Boise, Idaho
Mike Higbee, President, Development Concepts Inc., Indianapolis, Indiana
Robin-Eve Jasper, President, NoMa Business Improvement District, Washington, DC
Bert Mathews, President, The Mathews Company, Nashville, Tennessee
Jay Renkens, Principal and Director of Denver Area Operations, MIG, Inc., Denver, Colorado
Anwar Saleem, Executive Director, H Street Main Street Inc., Washington, DC
Gary Toth, Director, Transportation Initiatives, Project for Public Spaces, New York, New York

Local Leadership Group Members:
Chair: Ryan Doyle, General Manager, oneC1TY
Mark Deutschmann, Founder, Village Real Estate
Kim Hawkins, Principal, Hawkins Partners, Inc.
Tracy Kane, Attorney, Dodson, Parker, Behm & Capparella, PC
Andree LeQuire, Co-Owner, LeQuire Gallery
Dana Neal, Director of Business Development, Skanska
Cyril Stewart, President, Cyril Stewart LLC
Alan Thompson, Vice President, Ragan-Smith Associates
John Vick, Division of Epidemiology and Research, Metro Nashville Public Health Department
Presentation Overview

- The Study Area
- National Study Visit Assignment
- Context
  - Urgency
  - Assets and Opportunities
  - Challenges
- Big Ideas
  - Organization
  - Connectivity
  - Food
  - Funding
- Q&A
The Study Area
National Study Visit Assignment

• How do we promote health along the corridor?

• How do we bring together champions for change, and keep people engaged over the long haul?

• How can/should corridor improvements be funded and financed?

• What are quick wins/opportunities for immediate action?
Context
Context

Urgency

- Here today, gone tomorrow – a chance to shape the corridor
- Development pressures – influx of investment capital
- Obsolete infrastructure – time for a change
Context

Assets and Opportunities

- Cultural assets present but not visible
- Greenways nascent but not built out
- Adjacent neighborhoods revitalizing but not connected to Charlotte
Context

Assets and Opportunities

- Health care institutions present and could be helpful
- Engaged stakeholders and public sector leaders
- NashvilleNext provides helpful framework for next steps
  - 8 corridors in city and Charlotte is a top priority
- BRT light is being built and could be more fully leveraged
- Not a single place – segments have their own identity
  - Pockets of vibrancy (for example, Richland Park)
Context

Challenges

- Auto-centric right of way
- Streetscape is hostile to pedestrians
  - Utility infrastructure is eyesore and impediment to walking
Context

Challenges

- Lots of parking, but not necessarily in the right places
- Perception of a lack of safety
- Neighborhoods in north and south are divided by corridor
- Infrastructure – freeways, roads, etc. – divide the corridor’s neighborhoods
- Few food options / grocery stores
- Planning and public works departments not always aligned
- Stakeholder group needs to be broadened
Big Ideas
Organization

- Corridor needs a champion!
- Need stakeholders to create an entity to plan and push for implementation of priority initiatives
  - Example: “Friends of Charlotte Avenue”
- Entity needs full time leader advocate/executive leader
  - Keep ULI Local Leadership Group for now
Organization

- Seed investment should come from developers and private sector
- Funding/support should come from developers, institutions, universities, foundations and other stakeholders
- Coordinate and engage: neighborhood associations, PTO, business groups
  - Examples: NOMA BID; Boise Elevated; Bryant Park BID
- Organization and leadership should consider scale up quickly to take advantage of opportunities.
- Action items for focus: addressed next
Organization

Bryant Park, NYC: Before and After BID
Connectivity

- Link Charlotte to downtown, and connect north and south sides together
- Foster storytelling to connect people to the history of the corridor and neighborhoods
- Activate parks with programming to connect people together
- Improve safety and perceptions of safety for all
- Lighter, quicker, cheaper approaches work well
Lighter Quicker Cheaper
Demonstration and Interim Projects
Parklet
Mini-circle
Parklets
Connectivity

On the Corridor

- Widen sidewalks, add buffer between traffic and pedestrians (per the Major and Collector Street Plan)
- Add pedestrian crossings / refuges
- Add pedestrian activated signals
- Enhanced lighting
Connectivity

On the Corridor

- Developers build improved public realm / along their property
- Put active uses at street level floor to engage the street
- Minimize/reduce curb cuts
Connectivity

On the Corridor

- Make streetscape improvements – landscaping / trees
- Parking lot/vacant space activation – food trucks, events
- Use green space around Public Health Department for gardens, playgrounds, recreation
- Underground utility lines
Connectivity

Adjacent to the Corridor

- Create pedestrian “collectors” on perpendicular streets
- Implement greenway plan/invest in greenways to connect networks
- Build trail along unused CSX rail line
- Foster art and programming in the underpasses
- Complete/invest in bike connections on routes that parallel corridor
Reverse Frontage Road
Connectivity

Bus Rapid Transit

- Improve pedestrian access by facilitating safe crossings
- Leverage to the max
  - Queue jumping
  - Signal prioritization
  - Real time arrival & apps
  - Long term – *Dedicated lanes*
Connectivity

Richland Park Area

• Opportunity for a “village” or node
• Preserve existing historic buildings – via historic designation
• Richland Park area should explore becoming part of the Main Street program
• Add parklets and bulb outs
  – Example: H Street Main Street
Food

• Different spots in the corridor have different opportunities for food
  – Neighborhoods north of corridor have poorest health outcomes
  – Hospital section could be great for daytime food businesses/fast casual

• Capitol View near North Gulch proposed to have a full service grocery
  – Concern area residents won’t feel welcome(invited)
Food

- Sylvan Park/the Nations area are nascent food/restaurant businesses
- Uncoordinated advocacy and non-profits in food areas
Food

Food Opportunities

• Food education (community gardens and health institutions)
• Corner stores- grant funds to provide improvements that accommodate fresh produce
• Farmers markets that double SNAP dollars
Food

Food Opportunities

- Food CoOp
- Public funding to help support development of full service groceries
- Job opportunities related to food
- Hospitals can use their buying power to support local farmers
- Food hub that provides healthy food, opportunities for entrepreneurship, job training and “third place,” like Union Market DC
- Garden and food education at Lentz Public Health Center
Streets Gilman Gardens, Seattle
Funding

- Key assumption: easier to address the corridor challenges prior to or concurrent with new development opportunity
- There is no obvious existing funding source to get this job done
- Leverage existing tools
Funding

- Tax Increment Financing
  - Charlotte as a corridor demonstration project
  - Improve infrastructure and buildings
Funding

- Foundations – around mission of healthy places, fund pieces of effort
  - HCA Foundation, Baptist Healing Trust, others
- Major employers can subsidize mortgage loans for staff to live nearby
- Federal opportunities
  - Community Development Block Grant
  - Economic Development Authority
  - Federal Highway Authority
  - New Market Tax Credits
  - Historic Tax Credits
- State Opportunities
  - Tennessee Department of Transportation
Funding

- Corridor Management Agreement
- Business Improvement District
  - Examples: Downtown Partnership, Gulch BID
- Metropolitan Planning Organization (for bikeways)
Discussion, Comments, and Questions