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University City Municipal
Service District 5

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Introduction   Public Safety   Economic Development   Marketing   Small Business Initiative
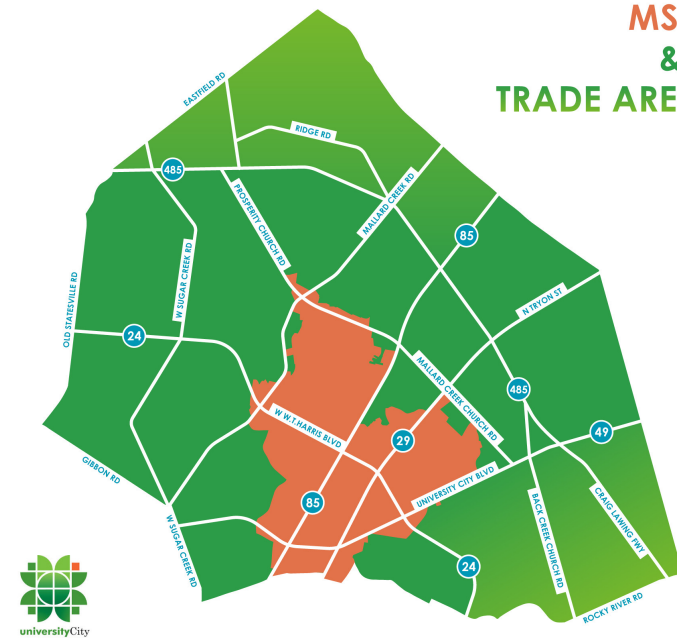
University City

Quick Facts

- The growth rate of UCity is **21% faster** than the growth rate of Mecklenburg County

- 2nd largest business center outside of Uptown

- **$3 Billion** in commercial real estate investments since 2018

- **9.7 Million** square feet of office space in University City MSD

- **25 Shopping Centers** in University City MSD with a **1.6% vacancy rate** for retail.

- 20 hotels consisting of 2,500 rooms.

  - 1 hotel under construction with 200 additional rooms.

THE UNIVERSITY CITY MSD & TRADE AREA

Filling the Gaps: Clean & Safe Initiative

Maintaining 5 Major Corridors + Filling Public Sector Gaps

- Active contracts for litter pickup, mowing, and edging
- Personal inspections filed via the Charlotte Plus app
- Addressing long-term cleanliness concerns in key corridors

1,500
Code Violations

700
Shopping Carts
Reported

6,000+
Yard Signs
Collected

Creating Safer Communities Through Collaboration, Action & Accountability

Key Highlights:

- **60+ attendees** at the UCity Public Safety Collaborative Forum
- Co-hosted with Asfalis Advisors, CMPD, UNC Charlotte, Code Enforcement, nonprofits & businesses
- Forum focused on **real-time issues and collaborative solutions** CMPD engaged through:
  - ➤ **Board representation**
  - ➤ **Gift card partnership** with businesses & Council Member Tariq
  - ➤ **Camera installs with Fūsus**
  - ➤ **IKEA safety partnership**
  - ➤ Support from **Community Coordinators**
- Forum inspired our upcoming **Apartment Management Safety Forum**

We're Listening - Turning Community Feedback Into Action

- **250+** **survey responses** (boosted by video & newsletter outreach)
- **97.8%** of respondents participate in recycling
- **79.8%** say their neighborhoods are clean
- **90.6%** feel safe—but key concerns persist: • Reckless driving • Car break-ins & theft • Homelessness/panhandling

Top Resident Suggestions:

- More police patrols
- Community Cleanup Events
- Improved street lighting
- Recycling education
- Better upkeep by apartment complexes & commercial properties
- Stronger visibility and response to crime concerns

Many residents have shared that University City used to feel much cleaner—now, they feel forgotten.

"I feel that something needs to be done about the growing number of people panhandling at major intersections."

"Code enforcement needs more staff and funding—there are too many violations going unnoticed."

–UCity Residents from survey

Ambassador Program - A Street-Level Solution

The Challenge:
- Community feedback consistently highlights cleanliness, safety, and visibility.
- Apartment managers report persistent litter issues near their complexes.
- Residents ask for more trash bins, better business upkeep, and visible safety presence.

The Solution: Ambassador Program
- Street-level presence to address daily issues: litter, wayfinding, homelessness, and visibility.
- Ambassadors act as our eyes, ears, and helping hands in the community.
- Based on successful models across the state and country.

"We need more people out here who care. It makes a difference just seeing someone walking the block."
— UCity resident

Economic Development & Planning

1. **Major Infrastructure Projects**
   - JW Clay Streetscape: $11.5M underway
   - I-85 Bridge: $27.7M project in motion
   - WT Harris Lighting: $1.5M project advancing
2. **New Developments & Rezoning**
   - Waters Edge Library phase near completion
   - Electrolux rezoned for multifamily + amenities
   - Pending TOD & multifamily rezonings
3. **Placer.ai Acquisition**
   - New location analytics tool
   - Supports clean/safe strategy and event impact
4. **University Research Park Vision Plan**
   - Partnership with Perkins & Will
   - Focus: zoning, mobility, innovation, and investment
5. **Collaborative Planning & Advocacy**
   - Mallard Creek plant expansion support
   - NCDOT, CFD, and IKEA safety + access coordination
   - Active on design standards & transportation planning

Transportation and Mobility

- **Collaboration and Communication** with area stakeholders on major infrastructure projects (JW Clay Streetscape, I-85 Bridge).

- **Micro Mobility partnerships:** Assisted Vanguard in establishing employee shuttle from Lynx Light Rail, to be pilot for future establishment of public shuttle service for University Research Park.

- Advocated for **Sidewalk installation** along JM Keynes Drive with prospective developers.

- **Exploration and advocacy** for traffic calming measures on local and state owned road in the Municipal Service District and submarket

Development & Vision

Continued collaboration with area stakeholders including University Research Park

- **Landscaping cleanout & overhaul** within University Research Park. Strategizing community improvements for 2025-26
- University Research Park Vision Plan

University Town Center and Lake comeback

- Collaboration with UPOA on **lake maintenance** and signature events
- Exploring community space opportunities in the Water's Edge development to **enhance the lake public space**

Utilizing Placer.ai programming for data sharing with University City Stakeholders.

Key Investments & Momentum in University City

- **Vanguard Relocation**: 700,000 sq. ft. office on 91 acres in University Research Park; consolidates 3,000+ employees from five buildings; opening in 2025.
- **R.E. Mason HQ Move**: 64,000 sq. ft. corporate headquarters relocating to Three Resource Square after 80+ years on North Graham Street.
- **Development Surge**: Rezoning approved for 560 apartments, 20 townhomes, and 7,500+ sq. ft. of commercial space—no drive-thrus allowed.
- **Culinary Growth**: New restaurants *Sol' Delish* and *Vavela* adding vibrancy to the local food scene.
- **Institutional Anchors**: UNC Charlotte reaches prestigious R1 research status; University Regional Library continues to serve as a vital community asset.

Charlotte
New Year's Day 5k
New Year's Day

440 runners 2025

University City
Wine Fest
April 12th

7.5K guests 2024

University City
Farmers Market
Saturdays, May thru October

5200 guests 2024

6 Reasons to **Love University City** - Plan Your Year with Us!

Juneteenth
Art Festival
June 19th

10K guests 2024

Charlotte
Kids Fest
October 4th

11K guests 2024

UCity Lights
Festival
November 22nd

7K guests 2024

Marketing, Communications & Signature Events

- **Record Event Growth**
  - 2024 UCity Lights: 6K attendees (**150% increase**)
  - 2025 NYD 5K: Sold out
  - WineFest: 1,700+ guests, 100+ wines **Major PR & Social Wins**
  - 290% spike in media value in Q4
  - Instagram reel hit 105K views
  - Strong local news presence (WBTV, WCNC)
- **CRM & Newsletter Expansion**
  - HubSpot CRM: 10K+ contacts
  - Newsletter: 20% open rate, strong video content
- **Content & Storytelling**
  - Podcast, video recaps, and custom decks for events
  - Charlotte Ledger & NC Business podcast features
- **Strong Sponsorship & Fundraising**
  - $142K+ raised for events
 - Key sponsors: Atrium, Tito's, Truliant, BoA, Wells Fargo,

Marketing, Communications & Signature Events

- **Farmer's Market Growth**
  - **15% increase** in foot traffic
  - Added vendors like Jungle Gem Produce & 3 new farms added for 2025
- **Event Engagement Surveys**
  - Collected feedback on retail, safety, and transit
  - Used data to guide future planning and development
- **Strategic Use of Video**
  - Produced highlight reels and recap videos for key events
  - Used in sponsor decks and community engagement
- **Community Visibility via Media**
  - Coverage across WBTV, WCNC, Charlotte Post, and QC News
  - Features promoted safety forums, WineFest, and partnerships
- **Brand Integration & Design Assets**
- **Unified branding for events, social, and print**
- **Elevated consistency and visibility across platforms**

Marketing & Communications

UCP Newsletter
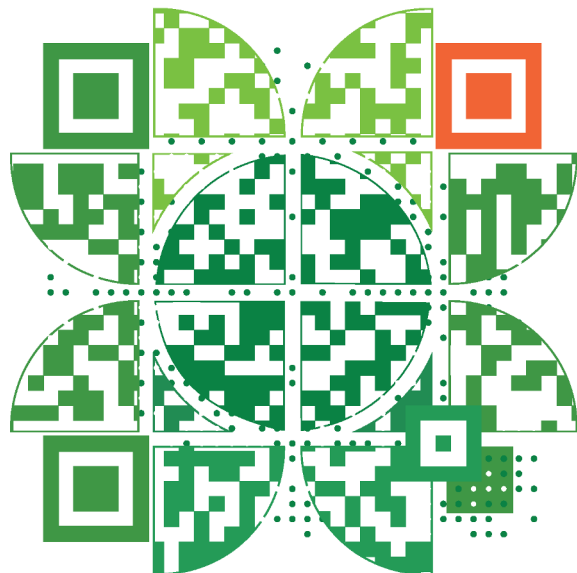
Events–Arts & Culture–Business & Real Estate

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Additional Activities & Programming

Key Outcomes from the Small Business Initiative (SBI) Survey

Satisfaction with Business Location

- Installed **surveillance systems** at The Pointe (8-unit) and University Plaza (9-unit)

- Funded **new signage** for Paddleboat Dave's

- **Marketing and promotions:** Photography, videograph and website development

Business Support & Community Growth

- Expanded MSD database to 910 businesses; CRM to 10,237 contacts

- Provided over $160,000.00 in funding to 217 businesses

- Sponsor UC business gift cards for initiatives (e.g., Teacher of the Month, surveys, events)

- Produce monthly UCP video/content days promoting small businesses via newsletter, podcast & social media

- Distribute email blasts with events, resources, and opportunities

- Active in community events and partnerships (e.g., City, County, State, Federal & UC anchors)

The Future

- **Ambassador Program**
  - Street-level presence to address daily issues: litter, wayfinding, homelessness, and visibility.
  - Ambassadors act as our eyes, ears, and helping hands in the community.
  - Based on successful models across the state and country.

- **Micro-transit and mobility**
  - Working closely with CATS and in support of the 1% sales tax to address micro-transit

- **Activation and Placemaking**
  - Continuation of our signature events while looking for opportunities to support and host more events around the lake and in University City.

- **UNC Charlotte R1 Status**
  - UNC Charlotte's achievement of R1 status elevates the University's academic profile while serving as a powerful catalyst for economic growth, attracting top-tier faculty, increased research funding, and industry partnerships that strengthen the regional talent pipeline and drive innovation throughout the University City area.

Open Discussion

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