universityCity

PARTNERS

University City Municipal Service District 5

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Introduction ● Public Safety ● Economic Development ● Marketing ● Small Business Initiative

University City

The City within the 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.

Clean, Safe & Seen: Public Safety in Action

Turning Community Feedback Into Action

- Two landscape contracts maintaining five major corridors
- Hosted inaugural Public Safety Forum
- Planning Ambassador Program to boost visibility, outreach, and engagement

1,500
Code Violations

700
Shopping Carts Reported

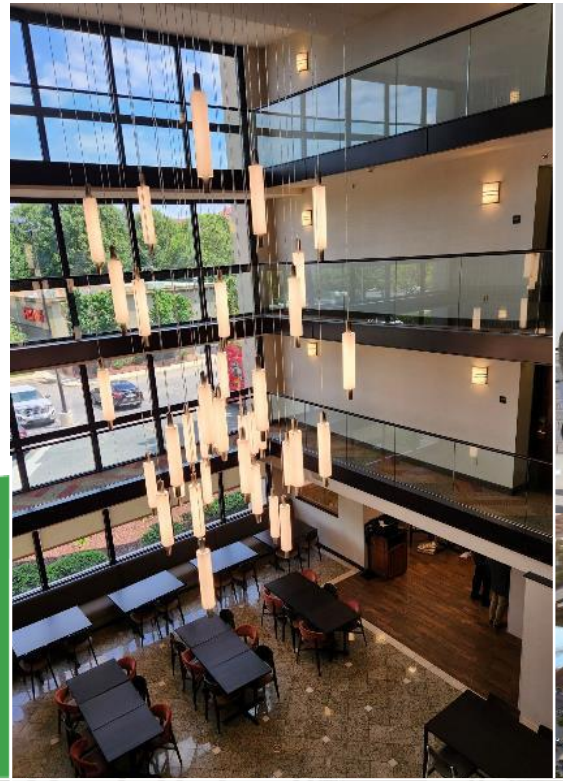
6,000+
Yard Signs Collected

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

University City Growth & Economic Impact

Development, Infrastructure & Strategy

- University City is growing 21% faster than Mecklenburg County.
- **25 shopping centers** with <1.6% vacancy.
- **20+ hotels**, **2,500+ rooms**, and a new hotel under construction.
- Anchoring new job opportunities: Vanguard, RE Mason, Pinnacle Financial



Buzz, Brand, and Big Moments

Record Event Growth

- Managed landscaping at University Research Park for 10+ years
- Supported lake revitalization and Water's Edge Library activation.
- **41,000+ event attendees**, sold-out 5k, Wine Fest expecting 2,000+ attendees
- Art activations and small business spending top $500k

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2025 LIVE EVENTS SERIES

Saturdays May to Oct Univ City Farmers Market

April 12 Univ City Wine Fest

March to December Univ City Food Truck Friday

January 1 NYD 5K

June 19 Juneteenth Art Fest

August 30 Queen City Arts Fest

September 13 Low Country Food & Culture Fest

October 4 Charlotte Kids Fest

November Niner Nation Week

November 22 UCity Lights

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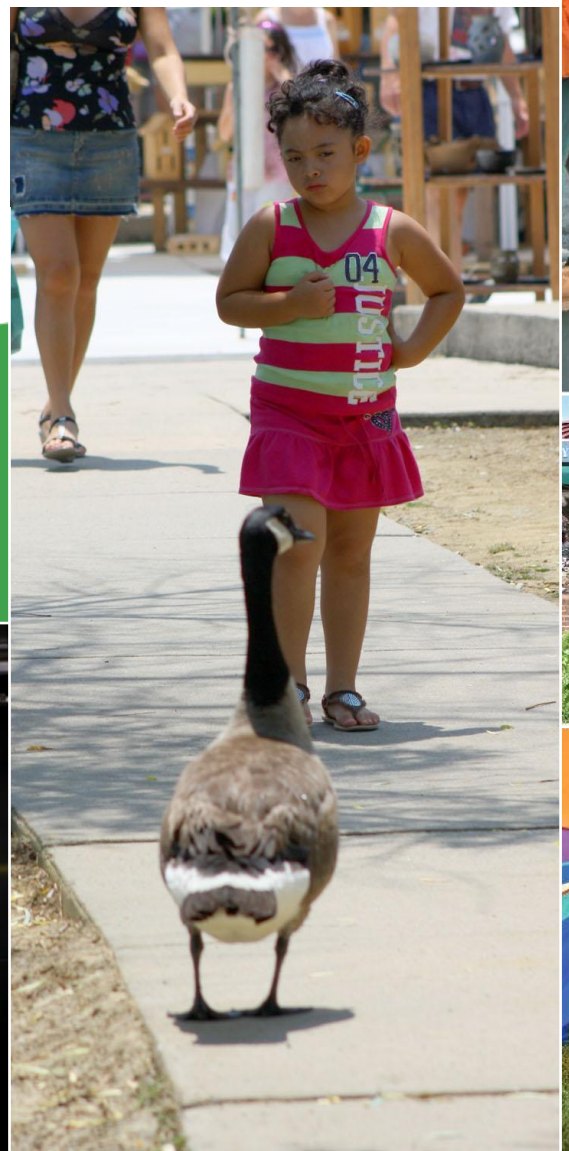
Data-Driven Strategy

Strengthening Businesses Through Support, Safety & Strategic Partnerships

- Using Placer.ai to track real-time visitor behavior
- 98% of residents recycle, but concerns remain on crime and infrastructure-fueling new programs and partnerships.



The Future

- Planning expansion of ambassador program through public-private collaboration.
- Advocating for stronger retail activation, walkability, and engagement with big-box retailers.
- Supporting UNC Charlotte's R1 designation as a driver of future R&D job growth in University City.ax to address micro-transit

Micro-Transit and Mobility

Open Discussion

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