



Tactical Urbanism & Placemaking in Charlotte

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“Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.”

– Fred Kent

Source: Project for Public Spaces



What is Placemaking?



Small-Scale Actions Serving a Larger Purpose

“Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.”

-Project for Public Spaces

Placemaking Is...



Community building around place

- ▶ Inclusive
- ▶ Adaptable
- ▶ Context-specific
- ▶ Transformative
- ▶ Focused on creating destinations



Examples...



Times Square, New York

Examples...



Campus Martius Park, Detroit



Pearl Street Plaza, New York





Charlotte Rail Trail

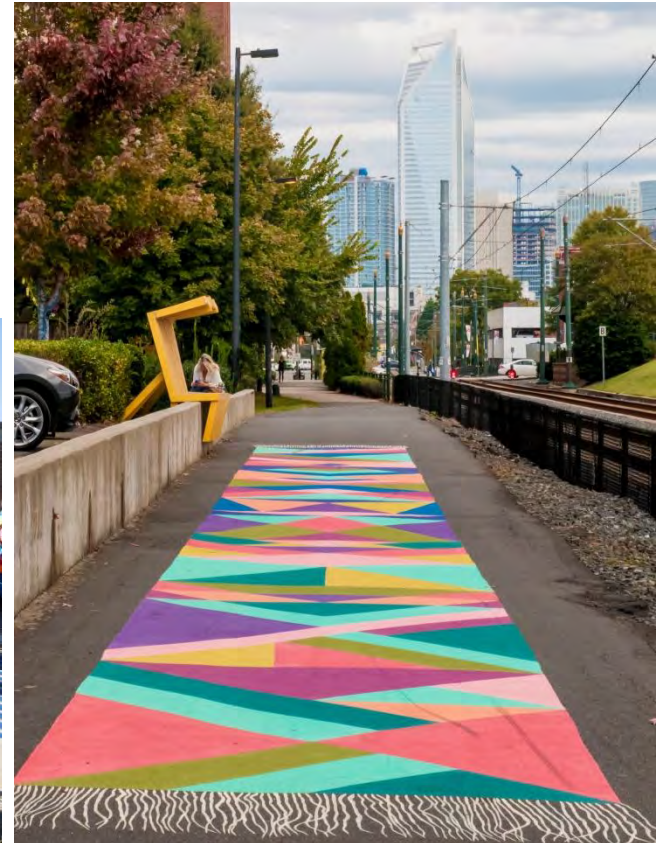
Charlotte Rail Trail



Charlotte Rail Trail



- ▶ 3.5 mile trail runs along Blue Line light rail
- ▶ Runs through the heart of South End and Uptown



Existing Conditions



- ▶ Black asphalt pathway
- ▶ Chain-link fence
- ▶ Basic lighting
- ▶ No landscaping or other amenities
- ▶ Enhanced piece-by-piece through South End redevelopment



CATS Design Standards



- ▶ Wider concrete path
- ▶ Landscaping and trees
- ▶ Decorative fencing
- ▶ Pedestrian-scale lighting





Guiding Documents



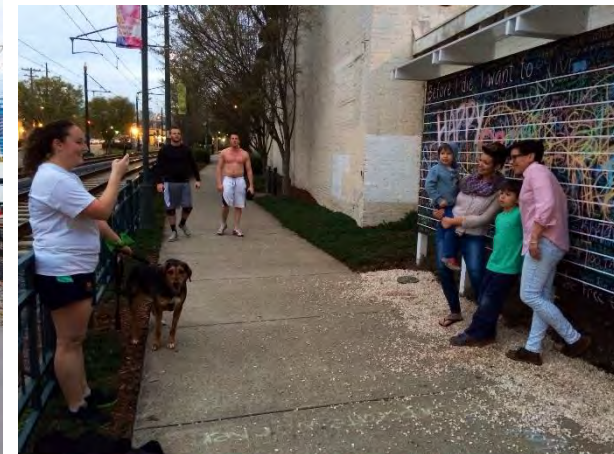
RAIL TRAIL VISION



From Vision Plan to Placemaking



Tactical Urbanism on the Rail Trail





Creating Place on the Rail Trail



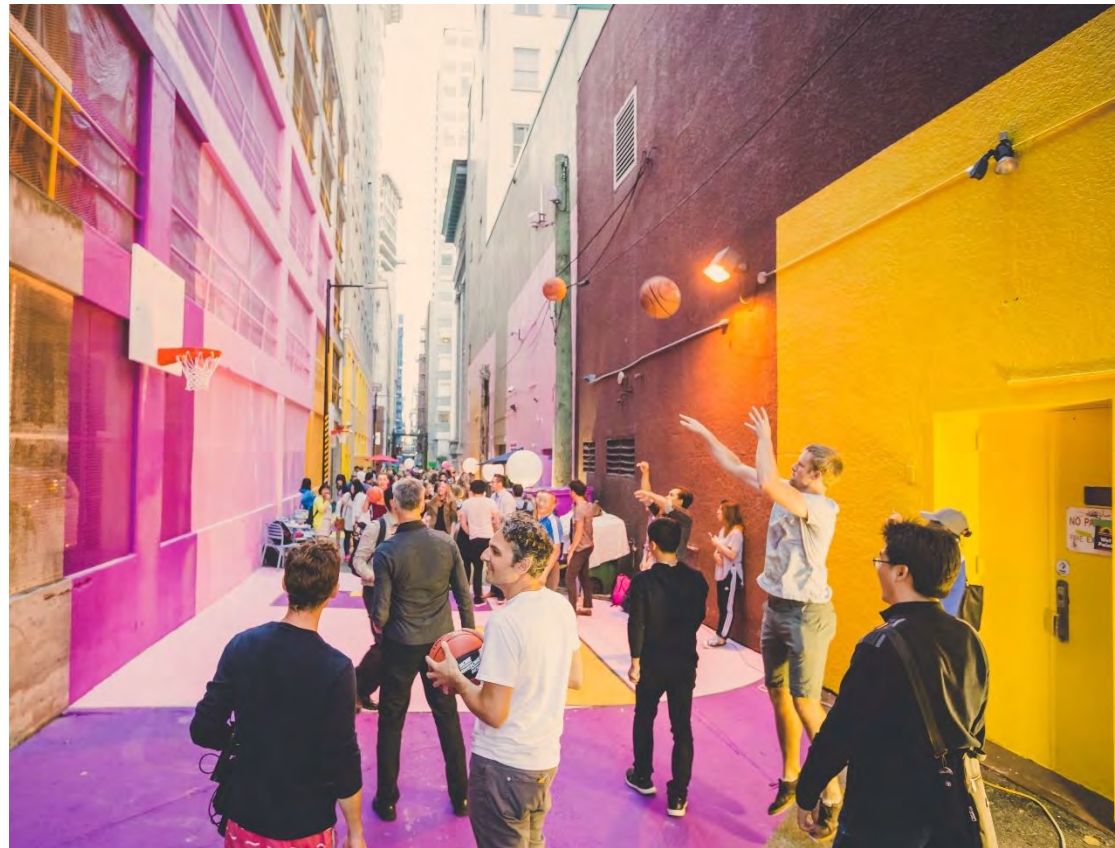


Lessons Learned

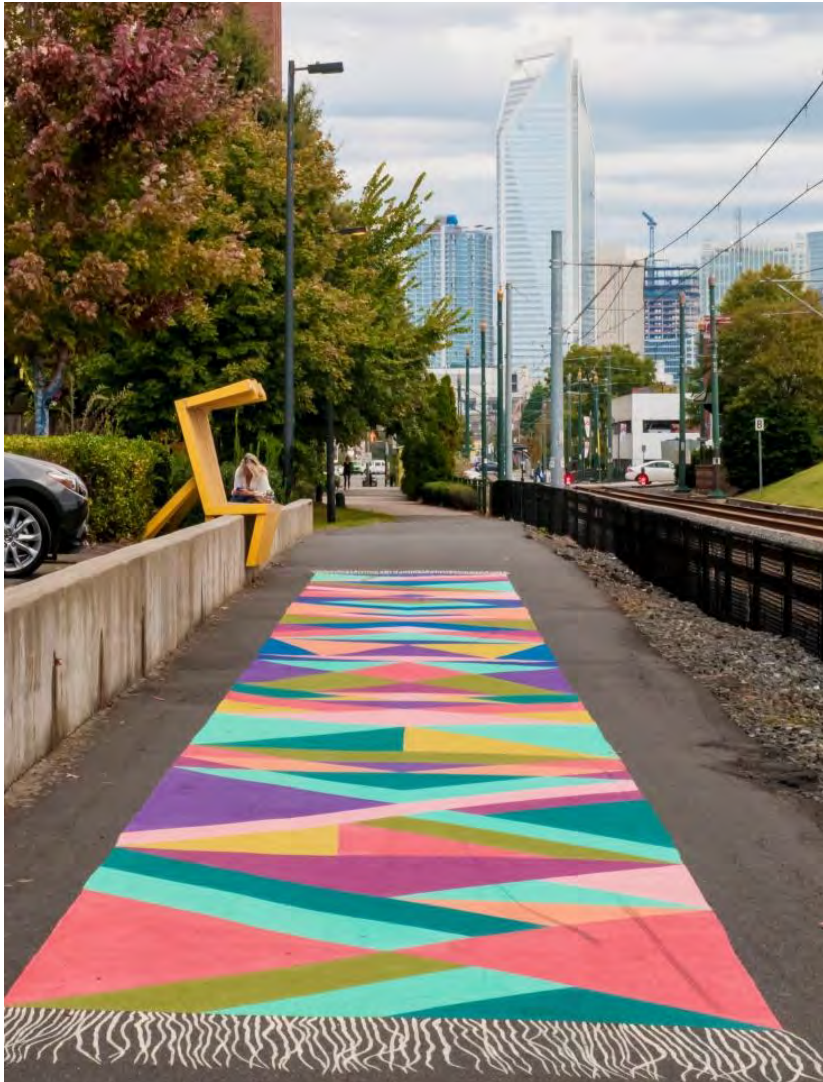
Lessons Learned



- ▶ Look for low-risk opportunities to get some quick wins
- ▶ Be deliberate - always work toward a larger community vision
- ▶ Be ready to develop partnerships
- ▶ Engagement is not 1:1
- ▶ Programming is key!



Lessons Learned





How to Get Started

How to Get Started



"Tactical Urbanism 2: Short-Term Action | | Long-Term Change" *Street Plans Collaborative*

How to Get Started



- ▶ Identify a quick win
- ▶ Start small but incremental
- ▶ Find partners
 - Doesn't need to be a designer
 - Community members are your best assets!
- ▶ Evaluate, tweak and improve





Placemaking Program

URBAN DESIGN CENTER



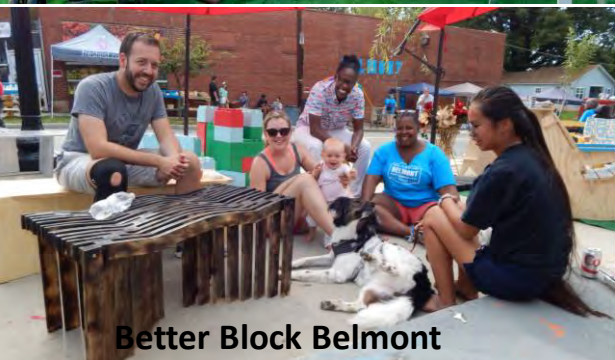
Eastland Rising



Firestone Park



GovPorch



Better Block Belmont



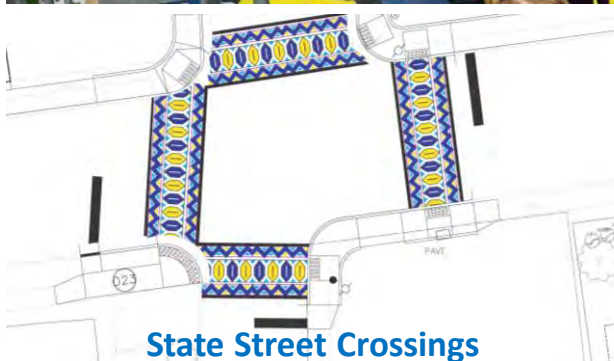
Better Block Five Points



Can Do Signs



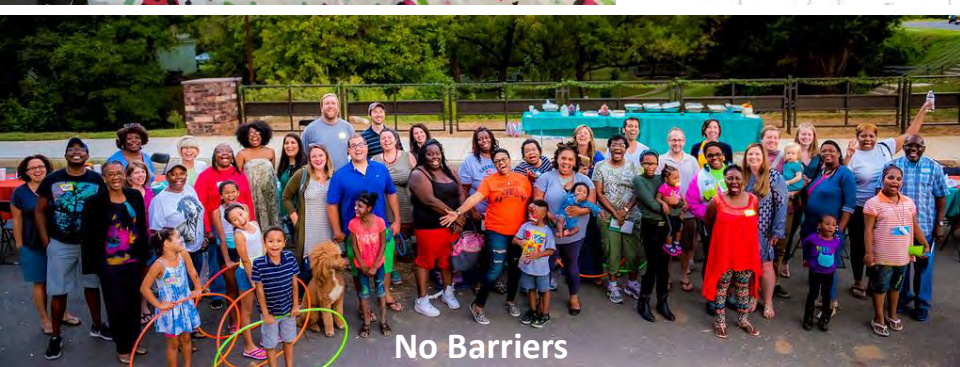
North End Smart District



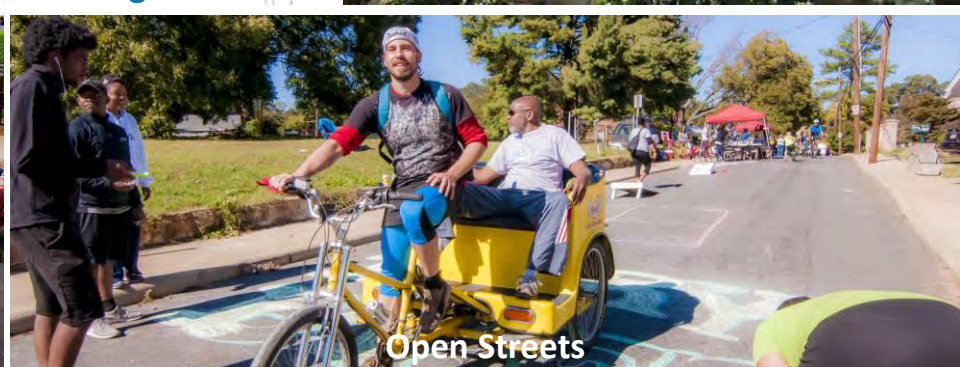
State Street Crossings



Polk Park



No Barriers



Open Streets

The Croak:

250 neighborhood projects by
December 2019.

250  IN 250



Placemaking Projects:

Create Better Public Spaces (*with community group or development community*)

Demonstrate the Value of Placemaking in Capital Improvement Programs (*quick wins or phased implementation*)

One in each council district, highly visible, completed by 2019

Create a Placemaking Grant Program for neighborhoods

#RockWithCLT



City-led Placemaking Projects:



NORTH RAIL TRAIL



BEATTIES FORD ROAD CABINET WRAPS



IDLEWILD ROAD MURAL



FOUR MILE CREEK TRAILHEAD PLAZA

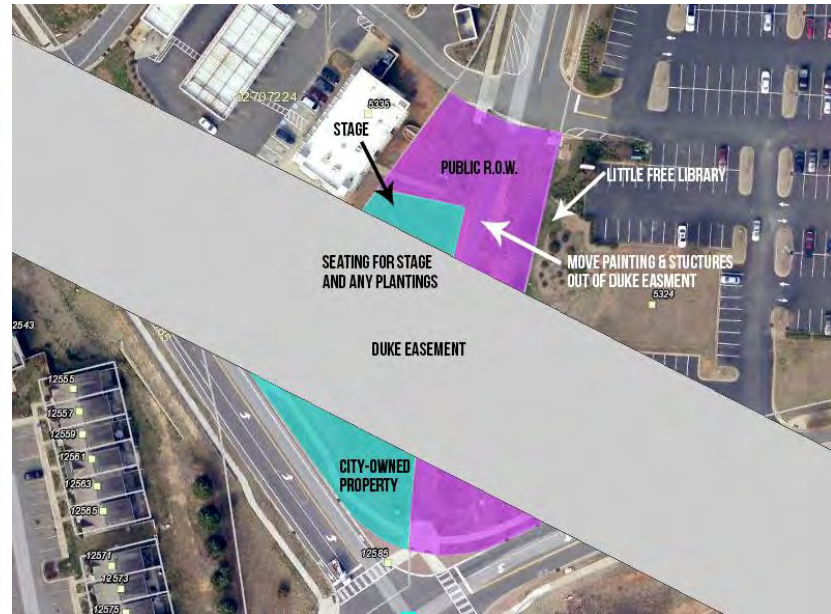


MONTFORD DRIVE



PROSPERITY VILLAGE POCKET PARK

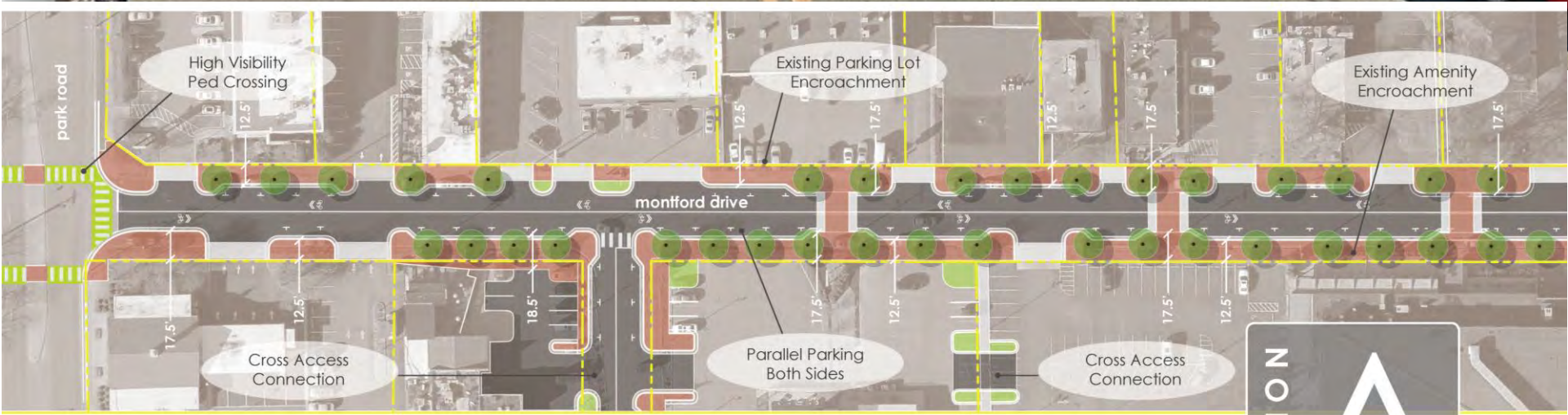
Prosperity Village Pocket Park



A group of approximately 15 students are standing in a line behind a large, vibrant blue mural painted on a sidewalk. The mural depicts a pond with two large green lily pads; one has a yellow flower and the other has a pink flower. The students are dressed in casual attire like hoodies and sweatpants. The background shows a grassy area, some trees, and a building under a cloudy sky.

Mallard Creek High School

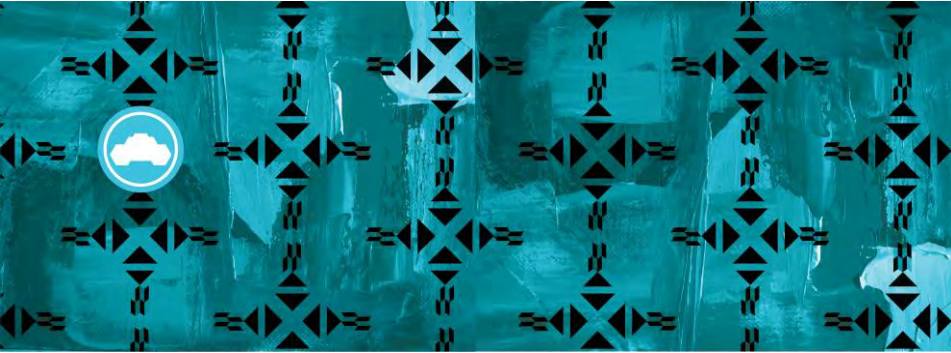
Montford Drive Streetscape



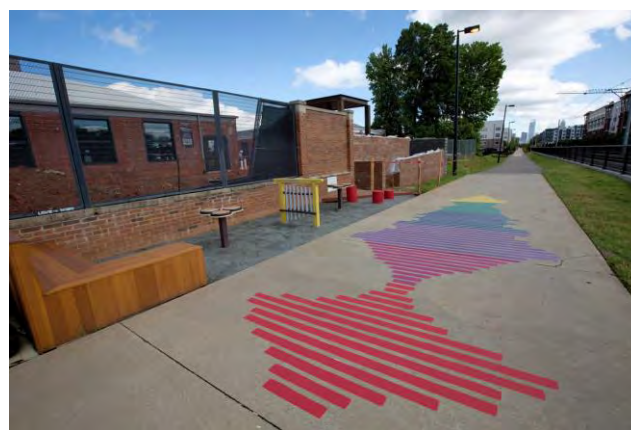
Beatties Ford Road Utility Wraps



Beatties Ford Road Utility Wraps



The North End Rail Trail



Idlewild Road Mural



MONROE ROAD MURAL COMMUNITY BRAINSTORMING SESSION

Tuesday, February 19 | 6 p.m. - 7:30 p.m.
Independence Regional Library (6000 Conference Dr, Charlotte, NC)

Join us for an open, interactive discussion on the design of a new mural being planned along Monroe Road. This placemaking project will commemorate Charlotte's 250th anniversary and celebrate the many cultures that make our communities and our city richer. The discussion will be facilitated by the mural's artists, the OBRA Collective.

Come get creative with us!



OBRA
Collective

For more information, you can read MoRA's article about the project at <https://moractl.org/mural-announcement> or send an email to obracollective@gmail.com



Four Mile Creek Trailhead Plaza



Placemaking Grants



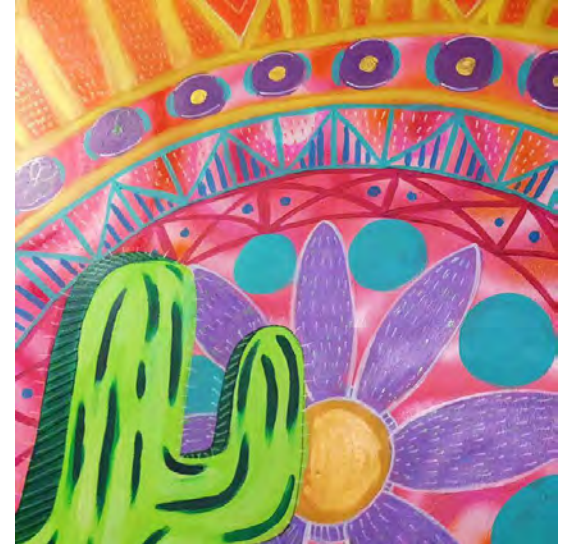
\$50,000 grants awarded to 10 applicants
(Received 78 applications in \$608,000 in requested funds)



Placemaking Artists



12 Local Artists



The City of Charlotte Placemaking Program

IS...

- ▶ A Pilot program – responding to community need
- ▶ Identifying City-owned sites and right-of-way that can be used differently for community use
- ▶ Helping communities take ownership of City-owned spaces by minimizing bureaucracy
- ▶ Using temporary & semi-permanent measures to activate public space
- ▶ Testing more permanent infrastructure in some cases
- ▶ Providing funding for a handful of projects annually

Quick wins! 3 months instead of 3 years!



The City of Charlotte Placemaking Program

IS NOT...

- ▶ Mecklenburg County Parks and Recreation
- ▶ Does not provide programming or recreation activities
- ▶ Does not build large-scale active recreation facilities
- ▶ Does not provide a high-level of maintenance





Placemaking for Everyone

Why Create a Placemaking Hub?



Placemaking Hub



City of Charlotte > Civic Innovation > Charlotte Placemaking Hub

 Print  Share

CHARLOTTE PLACEMAKING HUB

The Charlotte Placemaking Hub is a one-stop-shop for public realm enhancement tools. It aggregates the tools available through Urban Design, CDOT, Housing and Neighborhood Services, and Engineering and Project Management. The Hub directs you to the program PDF where specific processes, procedures and permitting necessary for communities and neighborhoods to enhance their streets and public spaces can be found.



For Questions please contact:

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Placemaking Hub

Charlotte Department of Transportation

Paint the Pavement Manual

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Introduction

The goal of this guide is to provide groups of citizens and/or individuals an opportunity to participate in placemaking opportunities throughout the City of Charlotte. In recent years, Charlotte residents have expressed interest in decorating their streets to celebrate unique aspects of their neighborhoods and strengthen community bonds. The City of Charlotte has established a process by which neighbors can come together to install a Paint the Pavement project on their street. This information packet explains the process and requirements, and provides all of the necessary forms.

Paintings in the public right-of-way become City property. The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport or restore the project elements located within the City right-of-way in whole or in part, in City's sole discretion. **The maintenance and repair of the project is the**



The City of Charlotte created this two page guide for neighbors who want to come together to install a "Paint the Pavement" project within City maintained right-of-way.

ELIGIBILITY

Eligible applicants include neighborhood associations, community organizations, and business associations OR individuals sponsored by a neighborhood association, community organization, or business association. A primary contact (hereinafter referred to as the applicant) shall be designated as part of the application package. The applicant is responsible for submitting the forms identified in the Application Checklist.



APPLICATION PROCESS

- 1. Applicant**
Contact CDOT staff via PaintThePavement@charlottenc.gov before you get started on your application. Your email should include the location(s) you have in mind for your project with a corresponding map. This will allow City staff to assess the request and put together some helpful guidance. CDOT will also provide some preliminary guidance on a traffic control plan at this stage.
- 2. CDOT**
CDOT will complete a traffic safety review of the location(s) you provided. They will normally contact you within 15 business days and, if necessary, will arrange a date/time for an in-person pre-application meeting.
- 3. Applicant**
Upon CDOT location approval, begin to gather neighborhood support. Because Paint the Pavement projects create a semi-permanent change to the neighborhood, obtaining community support is an essential part of the process and should be included with your Paint the Pavement application in Step #3. Applications that do not include documentation of community outreach will not be considered. Full support from every property on the block is not a requirement for a proposal to move forward, but it's important to demonstrate adequate community outreach. *For contact information for registered neighborhoods visit charlottenc.gov/noi



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Questions?