



THE L.OOP C.P.

FRAMEWORK PLAN
Charlotte • 2019
[visit theloopclt.org](http://visittheloopclt.org)

Purpose

The Loop Framework Plan provides design and experience principles that set the stage for what will become more than just a path. The Loop will provide an overarching urban design approach that connects existing and new great places and creates a more vibrant, engaged, and activated community. The Loop Framework Plan represents a community-wide collaborative effort to realize a vision to enhance the quality of life for those who live, work, and play in the SouthPark community—bringing with it positive economic development benefits. Whether you are a resident, business and/or property owner, or developer, this Framework Plan will guide you through the vision, design intent, brand, and necessary steps to implement the vision.

The success of The Loop will rely heavily on community support and this is your guide.

Acknowledgments

City of Charlotte

- Marie Sugar
- Fran West
- Kistie Kennedy
- Erin Chantry
- Tracy Dodson
- Grant Meaccl
- Kim Barnes
- Alfred Oyoyo
- David Wolfe

Consultant Team

- Kimley-Horn
- Sequel
- Rundell Ernstberger
- Yellow Duck Marketing
- Center For Active Design
- Groundworks Studio



The Loop Framework Plan
June 2019

Cover image credit:
Ben Tran Photography



FRAMEWORK PLAN

the new heartbeat of SouthPark

In The Loop

Defining The Loop

The Loop is a planned 3-mile bicycle and pedestrian path that connects shops, restaurants, hotels, and parks in the SouthPark activity center. It offers a healthy and convenient way to explore the area and magnifies the impacts of private investments in or near the public realm by connecting destinations and public spaces together. This will create a larger attraction and greater experience for residents, employees, and visitors. The Loop will incorporate custom signage, lighting, furnishings, public art, and landscaping to create a dynamic, high-quality experience, a consistent brand, and a unique sense of place for the area.

The route utilizes existing and proposed streets to connect a system of destinations users can walk and bike to within the activity center. Small pockets of land adjacent to the route—in the public right-of-way and on unused portions of private property—provide the opportunity to create public plazas and seating areas that turn the system of streets into linear parks.

The Loop Framework Plan organizes the concept's vision, design elements, and key destinations and coordinates its implementation. Built examples similar to The Loop in SouthPark include the Indianapolis Cultural Trail and New York High Line Park.



Indianapolis Cultural Trail, IN
Credit: Visit Indy

Benefits

A multitude of benefits come from implementing a project like The Loop—from **QUALITY OF LIFE BENEFITS** such as a healthier, more activated, vibrant, and better-connected community—to **ECONOMIC BENEFITS**, including substantial returns on investment and increases in residential property value. The Loop Framework Plan identifies case studies that illustrate the importance of similar facilities. The design elements associated with The Loop Framework Plan have been scored using State of Place software that takes into consideration all of the urban design components associated with the design—including seating, lighting, and wayfinding—based on the unique needs of each segment. Each of the segments along the identified route earned a significant point increase in scoring based on proposed improvements along The Loop. State of Place describes neighborhoods in this range to have better walkability, good personal safety, and improved traffic safety.

Case study examples of facilities like The Loop have seen an average of **\$30** returned on every **\$1** spent. Returns will vary based on the improvements made as well as the market, but in general, The Loop is forecasted to create positive returns to the community.



Firebird, Charlotte, NC
Credit: Wikicommons user Niki de Saint Phalle, creative commons

Art Park, Winston-Salem, NC
Credit: Jay Sinclair

Papa John Sculpture
Credit: Jason Mirachina

Branding

One of the most important elements of The Loop Framework Plan is the brand. From creating a community-led vision to focus groups and vision surveys; the vision for the brand creates an identity for The Loop that inspires. The brand focused on the three key ingredients as identified by the community: **Fun and Modern**, **Active**, and **Casual**. With modern, simple shapes and bright colors, the logo represents the type of vibrancy and playfulness the brand should inspire and represents the input we gathered from the community. Breaking from its formal past, the logo represents a more playful and active future for SouthPark. More than just a logo, the brand signifies The Loop as a place. A destination. The brand provides a new identity for the SouthPark community as a whole that can reach the broader Charlotte audience and those who visit.

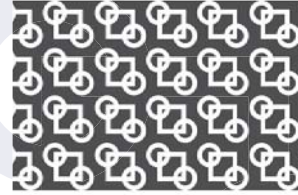


THE LOGO: The logo was created with input from many groups, including a public survey that helped set a design and brand direction. 60% of participants voted for the logo to be “fun, modern, active, and casual.”

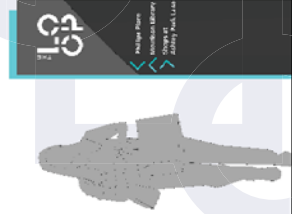
This logo will be used in wayfinding along the path, on the website, and in all future marketing materials. The Loop logo signifies a brand and an identity for The Loop moving forward.

THE ICON: The circles and the hidden square within the logo are pulled out and used as the icon for The Loop signifying a modern interpretation of connecting places. The icons are used as a complement to the full logo. Because they do not have text, they can be used with more flexibility. For example, icons have been used to create a pattern to brand The Loop crosswalks, and they will be used on the small wayfinding signs where text may not show up well.

BRANDING EXAMPLES



THE ICON is used in The Loop crosswalk pattern.



THE LOGO is used in the wayfinding signs.

Next Steps

1

Advocate

Chicago Loop
Credit: Daniel X. O'Neill

This first step will be using the Framework Plan to increase awareness and support for The Loop project. A “Friends of The Loop” group should be established to advocate for The Loop, initiate programming and events, and build support. This document can be used to guide residents, developers, and business/property owners on steps they can take to see the vision through.

2

Collaborate

Dominio Park
Credit: Scott Beale

The City of Charlotte and the private development community have already begun collaborative efforts to implement segments of The Loop, but there will be more work to do. As funding strategies and private development continue, it will be imperative to the success of The Loop to continue collaborative efforts between the City, business/property owners, developers, and community leaders to make sure efforts and funding are leveraged to get the most impact out of the money invested.

3

Implement

Detroit
Credit: Michigan Municipal League

Early implementation efforts should focus on leveraging opportunities with the private sector to implement signature projects outlined in the Framework Plan. The signature projects will be a catalyst for future projects and will create immediate energy centered around The Loop. As development occurs along The Loop, developers can partner with the City to build adjacent segments. In the interim, the Friends of The Loop should focus efforts on temporary activation, including art, music, and closed-street activities and events.

4

Communicate

Atlanta Beltline
Credit: Square Feet Studio

Communication will continue to be a priority after implementation. Community efforts associated with activating The Loop and the spaces throughout the corridor will be key to successful placemaking. A park is not a park without people, and being able to stay in “The Loop” on The Loop will be what drives people to activate the spaces we create. The website and social media platforms will need to be updated regularly to ensure outreach to the community is maximized.

Content

1 What is The Loop?

Vision Statement	2
What is The Loop?	4
Where is The Loop?	6
Typical Appearance	8
Typical Cross Sections	10
Activity Zones	14

2 Why Build The Loop?

Benefits	18
Place Scoring	20

3 What Does It Look Like?

The Loop Brand	26
Design Toolbox	28

4 How Do We Build It?

Recommended Strategies	48
Funding Mechanisms	50
Placemaking Strategy	52
Quick Wins	56

5 How Do I Get Involved?

What Can I Do?	60
The Loop Segments	62

6 Loop Resources

Project Process	66
Vision Survey Results	69
Best Practices	70
Ownership + Responsibility	72
Neighborhood Connectivity	74
Signature Projects	76
Crosswalk Design	90
Design Details	92
Costs and Contribution Opportunities	98
Case Studies	100

1

WHAT? IS THE LOOP



Conceptual rendering of a proposed picnic bosque in Symphony Park



This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.

Vision Statement

Great communities never get stale. While the buildings, experiences, and vibe of a place may not change very quickly, the experience of each visit will offer something new. It may be the people you see, the smells that you notice, or the way the sun shines through the leaves that afternoon. These places feel alive—vibrant and evolving. They allow you to discover something new whenever you're there. As a result, they inspire you to come back again and again.

The Loop will be a catalyst project that brings this kind of energy and vitality to SouthPark. It will enhance what people already know and love about the community by providing new experiences. The Loop will be:

- 1 Public and inclusive**
- 2 Pedestrian-centered**
- 3 Connective**
- 4 Nimble and flexible**
- 5 Active**

The Loop will need to create destination-worthy experiences to become a must-visit location for people who don't live or work in SouthPark. It will need to be relevant to the community on a day-to-day basis—getting residents and workers to disrupt their current car-centric patterns in order to walk, bike, and hang out in new and different ways. As a result, The Loop will inspire new people to discover SouthPark, it will connect communities and people, and enhance SouthPark's appeal as a place to live, work, and play.

To stay true to SouthPark's essence, The Loop will need to be a unique experience that is connected to a great quality of life while also setting a standard that helps the region evolve to meet changing user needs. It will need to offer diverse experiences that encourage people spend the whole day in SouthPark, not just a quick visit. For The Loop to achieve success, it will need to:

- 1 Improve quality of life**
- 2 Be easy to use**
- 3 Offer a series of dynamic destinations**
- 4 Be welcoming**

These Experience Principles will ensure that the "finished product" will achieve the Vision. They articulate the "how" for the project and are relevant to all aspects of the experience—from design to programming to landscaping. The Vision Statement and Experience Principles are intentionally interwoven to create a well-rounded and balanced framework.

Ultimately, The Loop isn't trying to "reinvent" SouthPark—the community doesn't need that. It will bring a new dimension to the area and act as a driving force to ensure that new people continue to discover SouthPark, cementing the importance of this community in Charlotte's future.

The Loop: The New Heartbeat of SouthPark.

The Loop can be a catalyst to bring SouthPark the kind of energy and vitality seen in other great places.



Conceptual rendering of the proposed Morrison Park

What is The Loop?

PUBLIC ART

Art will be used wherever possible to create visual interest along The Loop.

MATERIALS

The Loop will be a multi-use path of colored concrete and paver accent bands.

LANDSCAPE

Decorative landscaping will be used to accentuate amenity areas.

WAYFINDING

Wayfinding will help The Loop's users navigate their routes and introduce them to the amenities along the way.

LIGHTING

Modern lighting along The Loop will provide safety and visibility to users.

FURNITURE

Benches, bike racks, and cafe tables will be used along The Loop for comfort and to reinforce the colorful look of The Loop.

AMENITY AREAS

Amenity areas will be used wherever possible as a place to rest and engage with The Loop. Every amenity area will have seating, bike racks, and special landscaping.

What is The Loop? The Loop is an approximately 3 mile long bicycle and pedestrian path that connects neighborhoods, shops, restaurants, hotels, and parks in the SouthPark activity center. It offers a healthy, exciting, and convenient way to explore the area, and magnifies the impacts of private investments in or near the public realm by connecting destinations and public spaces together. The Loop will incorporate custom signage, lighting, furnishings, public art, and landscaping that creates a consistent brand and a unique sense of place for the area. Signature projects will provide community interest and events, while smaller amenity areas along The Loop will provide comfortable seating and activity areas. With colorful and playful public art, seating, and activities, **The Loop will bring vibrancy to the area and become the new heartbeat of SouthPark.**

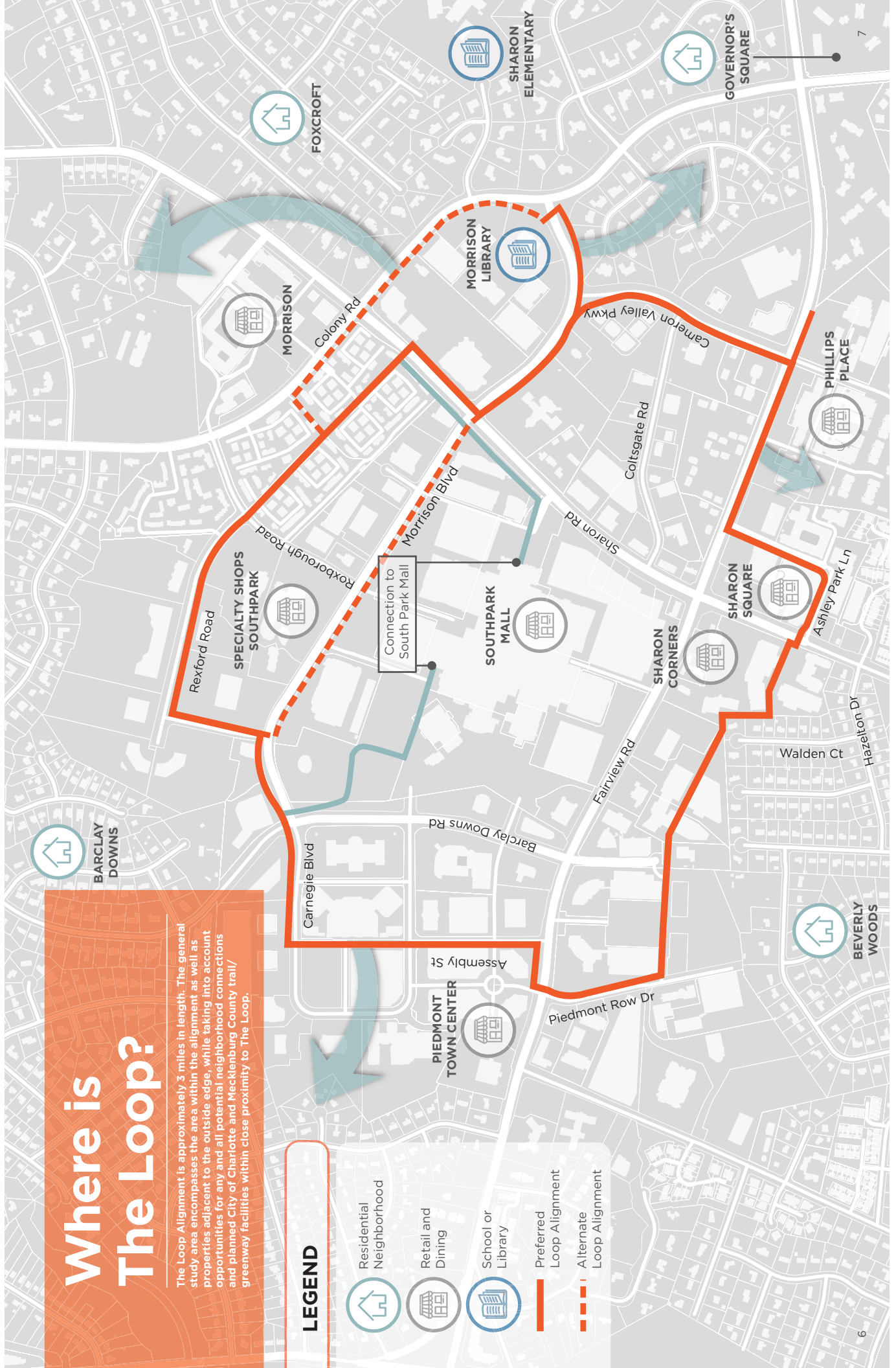
See pages 28-45 for more information about the elements of The Loop.

Where is The Loop?

The Loop Alignment is approximately 3 miles in length. The general study area encompasses the area within the alignment as well as properties adjacent to the outside edge, while taking into account opportunities for any and all potential neighborhood connections and planned City of Charlotte and Mecklenburg County trail/greenway facilities within close proximity to The Loop.

LEGEND

-  Residential Neighborhood
-  Retail and Dining
-  School or Library
-  Preferred Loop Alignment
-  Alternate Loop Alignment



Typical Appearance

A typical section of The Loop will feature a 12- to 16-foot multi-use path. When there are street trees and a second row of existing trees along the route, The Loop should use a split path option that is 8 feet wide between the trees and at least 10 feet on the other side. When approaching an amenity area, accent paver bands will mark the transition, moving closer together until reaching the amenity zone. The amenity zone will be all pavers. See [pages 96-97](#) for material specifications.



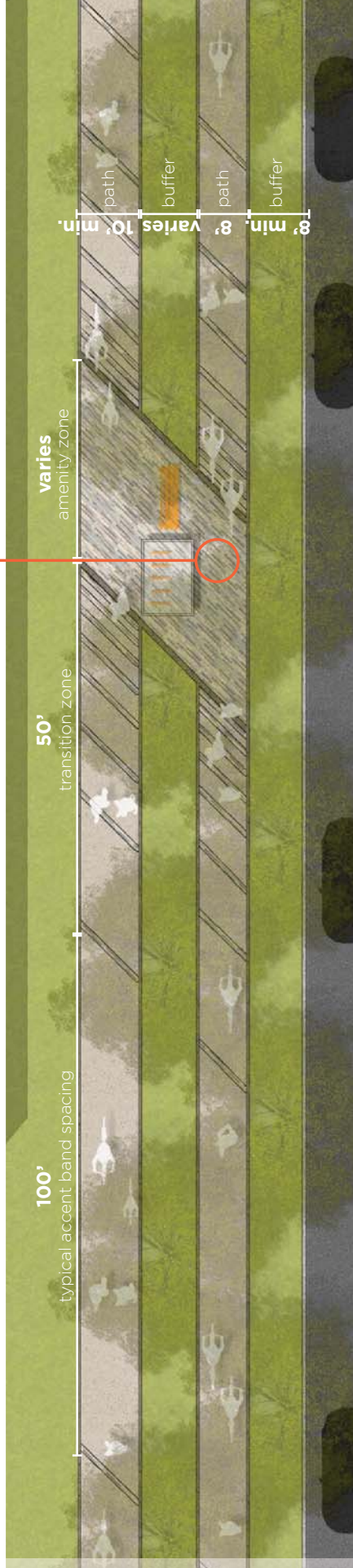
AMENITY ZONE:

An amenity zone is an important part of The Loop. In strategic locations, a zone will be established containing seating, additional planting, bike racks, and lighting (at a minimum). The typical concrete used for the path may be used as a lower-cost option for amenity zones.

COMBINED LOOP



SPLIT LOOP

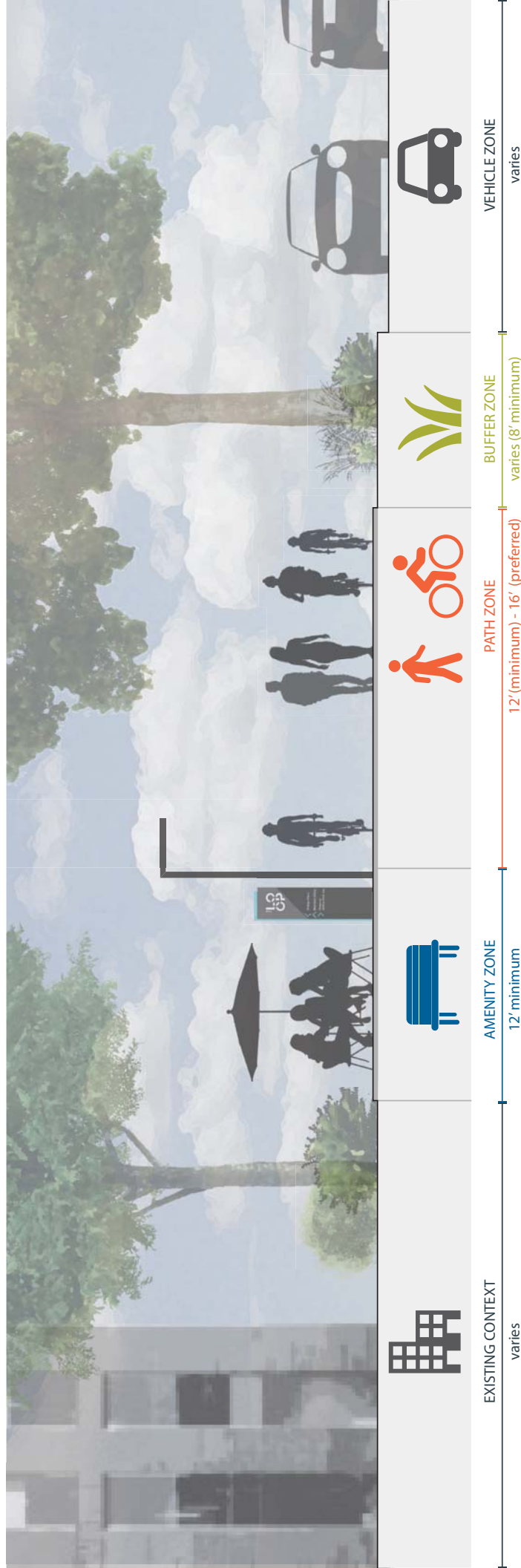


Typical Cross Section

COMBINED LOOP

The Loop aims to be flexible and adapt as the context of the area changes around the alignment. Constraints such as street trees or building setbacks are greater in some areas versus others, which means multiple configurations of The Loop are needed. Although the materials, branding and general appearance will be consistent, the layout will differ.

In areas that are less constrained, this combined version of The Loop will apply. The path zone will be buffered from the road, in most cases by existing trees. If there are no existing trees in the buffer, new trees should be planted. The path zone must always be 12-16 feet wide, and should default to 16 feet where there is room. Every .25 miles, an amenity zone should be used for seating, wayfinding, and placemaking, such as art. Amenity zones can be as large as context allows, but should match the look of The Loop. See **pages 96-97** for material specifications.



Typical Cross Section

SPLIT LOOP

One of SouthPark's greatest assets is the mature tree canopy. While these existing trees create valuable shade and ambiance, they also put constraints on The Loop. Many segments currently have street trees and a second row of trees behind the existing sidewalk.

To maintain these trees, The Loop will have to split around them, creating two path zones. The path will be 8 feet wide between the trees, while the other side of the path will be at least 10 feet, and can expand to fit the context. The amenity zone can then exist between the two path zones in areas where the context allows it. There should always be trees in the buffer zone. If none exist, new canopy trees should be planted.



Activity Zones

One of the most important goals of The Loop is to create and connect great places. Anticipation of "What's next?" on The Loop will encourage people to continue ahead and will provide opportunities for additional programming and events. The activity zones The Loop will connect can be categorized into three types: existing activity nodes, larger proposed "signature projects", or smaller amenity zones which will be developed along The Loop. Signature projects and smaller amenity zones will be public spaces. Whichever type it is, there should be something exciting every .25 miles of The Loop. Concept plans of the signature projects begin on page 78.

PROPOSED SIGNATURE PROJECTS:

A **Rexford Road**
Rexford will provide valuable connections for employees. The beautiful tree-lined street provides a special environment for The Loop.

B **Symphony Park**
SIZE: 9.0 ACRES
Symphony Park is a signature opportunity that will be designed in partnership with Simon Mall. It should become a space oriented for daily use and activities.

C+D **Assembly Street + Carnegie Courtyard**
Assembly is proposed to become a shared street with room for pedestrians, bikers, and vehicles. Extra room for food trucks and events will create a great attraction for The Loop.

E+F **Morrison Park + Library Plaza**
SIZE: 0.9 ACRES
Realigning the intersection of Colony Rd. and Morrison Blvd. will create ample room for a new park and library reading plaza. Educational events, casual gathering spaces, and public art will be great attractions.

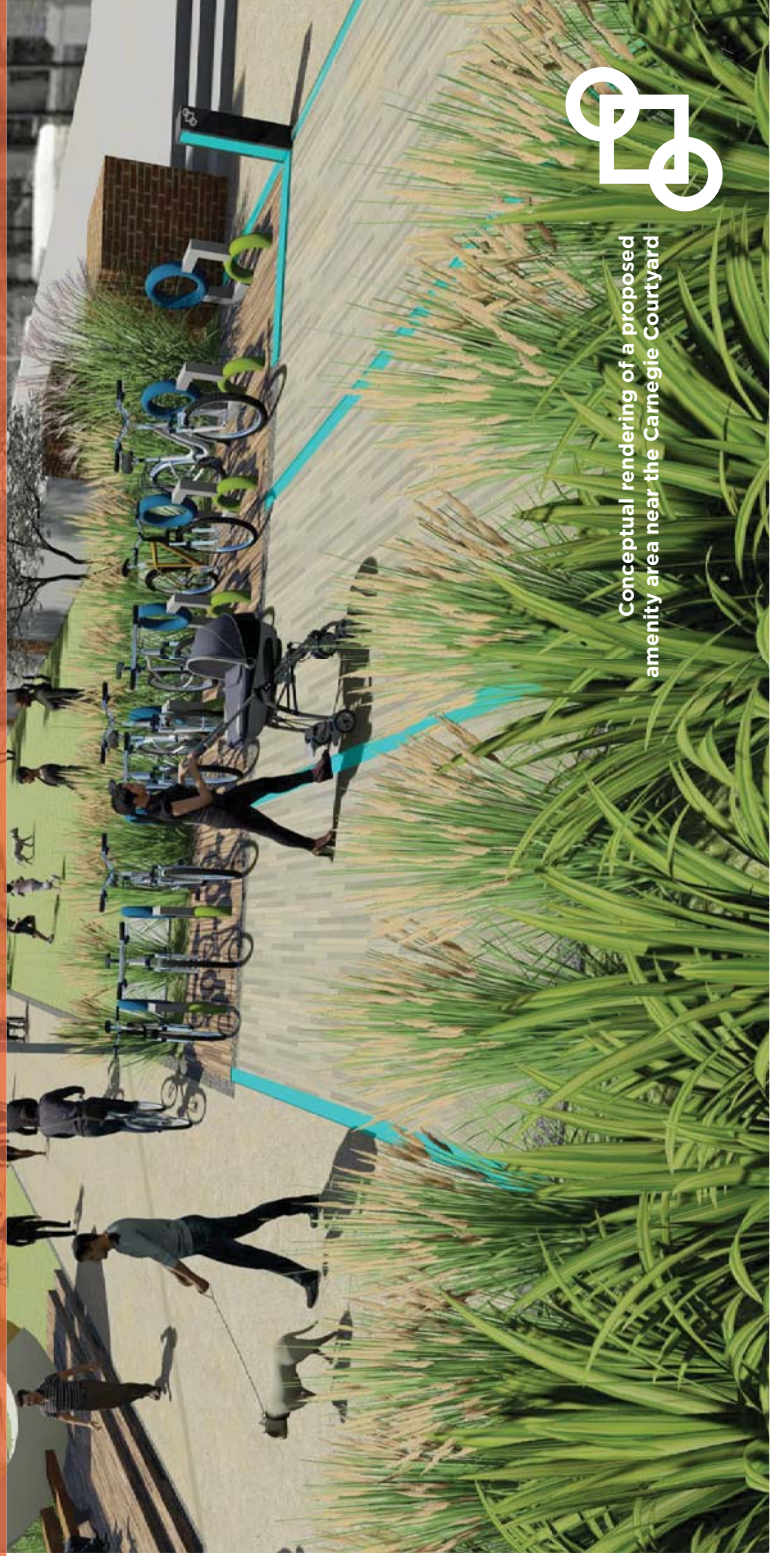
EXISTING ACTIVITY NODES

- 1 Symphony Park
- 2 Specialty Shops SouthPark
- 3 The Colony Development
- 4 Morrison SouthPark Shopping Center
- 5 Morrocroft Village
- 6 Apex Charlotte*
- 7 Morrison Library
- 8 Phillips Place
- 9 Sharon Square
- 10 Sharon Corners
- 11 Sharon Towers Park* and Sharon Towers
- 12 The Barclay at SouthPark*
- 13 Piedmont Town Center
- 14 Legion Brewery

* Under construction

2

WHY? BUILD THE LOOP



Conceptual rendering of a proposed amenity area near the Carnegie Courtyard



This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.

Benefits

By creating safe connections that activate the community and the businesses within, The Loop will foster a more walkable and bikeable culture that will enhance the user experience in the community. The expected benefits of The Loop will represent a wide range of tangible and intangible metrics.

Quality of Life Benefits

Creating or improving access to places for physical activity can result in a notable increase in physical activity. With activation also comes reduced stress. Access to places to socialize, exercise, and connect is known to reduce stress levels. The social connections created by meeting a neighbor, coworker, or a friend in a social setting that is easily accessible strengthens the community.

Creating a place to relax and exercise

25% increase in people exercising **3X** per week

as reported by the CDC in 2011.

Providing a happy alternative to car commuting

Foster a **park once mentality** Provide a **safe pedestrian alternative**

Promoting trust in neighbors and local leaders

Residents living near a **park exhibit 10% more neighborhood and civic trust**

Economic Benefits

In addition to quality of life benefits derived from a more vibrant, active community, well-designed multi-use paths can also result in quantifiable economic benefits. These benefits can include substantial returns on investment, increased real estate performance, and growth in property values. In fact, case study examples of facilities like The Loop demonstrated an average of \$30 returned for every \$1 invested.

Supporting the bottom line

Increase in residential property value.

172% increase in retail sales for businesses surrounding public spaces

Proximity to multi-use paths = premium pricing.

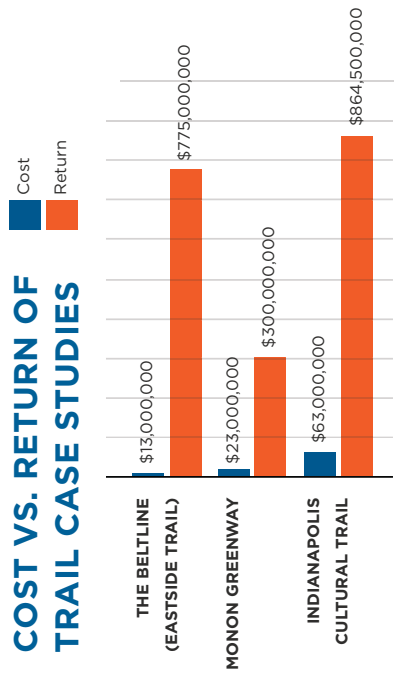
More desirable office locations mean prime lease rates.

Nearly half of home buyers would pay 10% more for homes located near parks and open space.

74% higher rent rates for offices in walkable urban areas.

71% of homeowners report importance of trail proximity to home location.

COST VS. RETURN OF TRAIL CASE STUDIES



The Loop Framework Plan identified national trends of positive benefits and returns to communities. It also relied on several relevant case studies to further illustrate the importance of similar facilities. Return on investment estimates of several of the case studies are highlighted here. More detailed information is available in Section 6 of the Framework Plan.

Returns will vary based on the improvements made as well as the market, but in general, The Loop is forecasted to create positive qualitative and quantitative returns to the community.

Place Scoring

The Loop can improve and enhance SouthPark; however, a consistent metric is needed to evaluate the current conditions of SouthPark and compare them to the proposed changes. The City of Charlotte partnered with State Of Place, a software program that evaluates places and projects future improvements. They base their data and recommendations on 290+ urban design features and 15+ years of empirical evidence to quantify what makes a great place.

FORM: Streetscape continuity and enclosure

This measures streetscape continuity; how the building meets the street; and the siting, number, width, and setbacks of buildings.

DENSITY: Building compactness and height

Density refers to the built environment rather than the population density. Building density is important to make it feasible to have enough destinations to walk to within a reasonable distance. It can also influence the scale of a city--is it built for cars or for people?

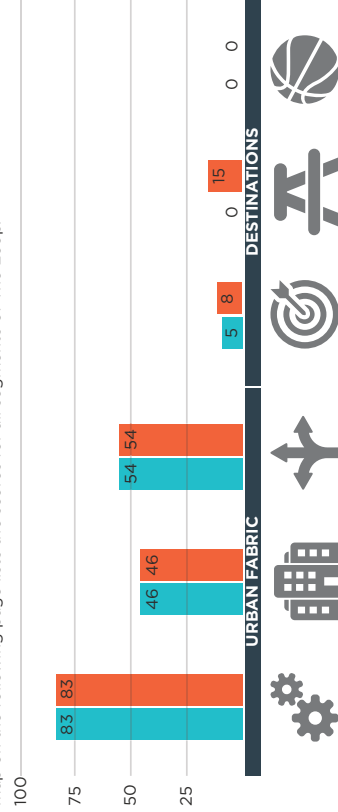
CONNECTIVITY: Ease of access and lack of pedestrian barriers

This measures streetscape continuity, so that building setbacks, how the building meets the street, the siting of buildings, and the number and width of buildings are taken into account.

PROXIMITY: Diversity and land use mix

This measures how many non-residential land uses there are to walk to. How many daily needs, services, and amenities are within a walking distance?

The graph below is an example of a place scorecard. This evaluation is for a segment near Assembly Street. The Loop cannot change the urban fabric, but can substantially help with destinations and comfort. The map on the following page lists the scores for all segments of The Loop.



PARK AND PUBLIC SPACES: Presence, quality and access to hard and softscape public space

This not only includes the presence of hard- and soft-scape public spaces, but also their accessibility and quality. These are important gathering spaces and are often the soul of a neighborhood.



RECREATIONAL FACILITIES: Presence of outdoor and indoor physical activity facilities

This includes recreational walking paths and opportunities for sports or exercise.



PEDESTRIAN AND BIKE AMENITIES: Features that make it comfortable for pedestrians and bicyclists

This refers to any elements that make it comfortable for bicyclists and pedestrians, such as sidewalk presence and quality, bike lane types, and street trees. These are the elements that help distinguish people-first neighborhoods from car-centric ones.



TRAFFIC SAFETY: Quality and safety of the intersection and traffic calming features

This measures safety by taking note of intersection safety, curb cuts, crosswalks, and traffic standards. These features help manage people, cars, bikes, scooters, and buses.



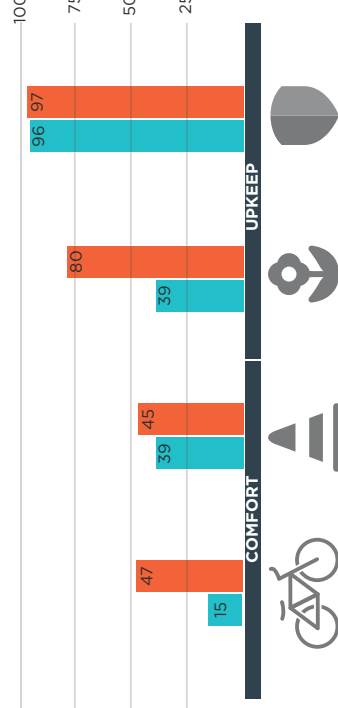
AESTHETICS: Urban design features that make places dynamic and inviting

Aesthetics don't just help the appearance of a place, they include aspects that make places more dynamic and inviting. Transparency of buildings, colors, dining, street trees, and building maintenance can add to the character of a place.



PERSONAL SAFETY: Features that influence perception of safety

This does not refer to crime data; rather, aspects of the environment that influence our perception of safety such as lights, graffiti, broken windows, or vacant buildings.



Place Scoring

See a scorecard for this segment on the previous pages

Existing Scores

State Of Place used these urban design elements to evaluate each noted segment of The Loop, giving it a score out of 100. The software inputs dozens of more specific variables such as land use, aesthetics, sidewalk quality, or amount of users to determine the listed score.

Most segments of The Loop received a score in the 30s. State of Place describes neighborhoods in this range to have below average traffic safety, a lack of pedestrian and bike amenities, and few destinations. SouthPark excels in the personal safety category, but needs improvements for vehicular safety, pedestrian and bike amenities, aesthetics, and connectivity.

Proposed Scores

The software allows input in every urban design variable to illustrate what will change with the proposed project. For The Loop, variables such as number of benches, aesthetics, improved crosswalks and bike parking were added. These variables are adjusted individually for each segment based on unique needs.

After improvements resulting from The Loop, most segment scores went up 20 points or more to land around 50. State Of Place describes neighborhoods in this range to have better walkability, good personal safety, and improved traffic safety.

Legend:

Existing score
Proposed score with The Loop improvements
Score increase with The Loop



3

WHAT? DOES IT LOOK LIKE



Conceptual rendering of a proposed amenity area on Rexford Drive

This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.



The Loop Brand

Branding of The Loop is imperative to creating a memorable and consistent facility. The logos, icons, and colors used throughout this document will become physical elements that are used throughout the built alignment. The branding will be incorporated in the following ways:

- The icon inspired the design of the benches and bike racks that will be used along The Loop. See **page 95** for the furniture design.
- The icon will be used as a pattern to decorate crosswalks along The Loop. See **pages 90-91** for a crosswalk rendering.
- The logo will be incorporated into wayfinding signage. See **pages 92-94** for renderings of the wayfinding.
- The colors used in furniture and signage throughout The Loop will be one of the four brand colors.
- **When in doubt, reference this book!** The photos and renderings throughout the Framework Plan have been chosen specifically for The Loop. The examples in the "How Do We Build It?" chapter set a tone and aesthetic.

Branding of The Loop can also be used to describe the physical look. Lighting, art, materials, signage, and furniture should all follow a shared aesthetic that makes The Loop beautiful and recognizable along the entire facility. The physical elements should follow these guidelines:

- **Clean and contemporary.** No elements should be too ornate or traditional, but rather sleek and modern. Materials should be neutral and beautiful such as stainless steel or wood.
- **Colors should match the brand colors.** The Loop should be bright and colorful, but too many colors can look discordant. All colors used in signs or furniture should be one of the four brand colors. Neutral gray is also allowed. The exception to this is art, which will be decided by the artist.



THE LOGO: The logo was created with input from many groups such as SouthPark Association of Neighborhoods (SPAN), SouthPark Business Coalition (SPBC), and the City of Charlotte. A public survey also helped set a design and brand direction when 60% of participants voted for the logo to be "fun and modern."

This logo will be used in wayfinding along the path, on the website, and in all future marketing materials. It can be used as the color version or as a plain white version. The circles and the hidden square within the logo are pulled out and used as the icon for The Loop signifying a modern interpretation of connecting places. The Loop logo signifies a brand and an identity for The Loop moving forward.

THE COLORS: The color scheme represents the design direction of The Loop—colorful, bright and fun! The colors will be used in furniture and signage along the path and the bright tones will be recognizable from a distance.



THE ICON: The icons are used as a complement to the full logo. Because they do not have text, they can be used with more flexibility. For example, icons have been used to create a pattern to brand The Loop crosswalks, and they will be used on the small wayfinding signs where text may not show up well. They will often be white, but may also be used in combinations of the brand colors.

Design Toolbox

As The Loop is built, it is important that the elements stay consistent and represent the brand and vision. They should reflect a more contemporary design aesthetic and inspire activation through the use of colors and materials. From seating to wayfinding, to lighting, to landscaping, the materials and elements throughout The Loop alignment should appeal to residents and visitors. Consistency in certain components, such as the color palette, are pivotal to reinforcing the brand and providing continuity to the overall theme. There is more design flexibility in signature projects, but The Loop itself must remain consistent. The design for The Loop and the amenity spaces should reflect the components described on the following pages.

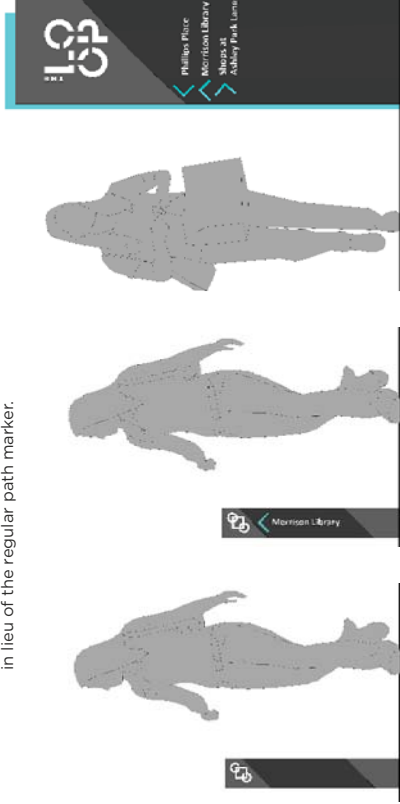
If you are designing or building a segment of The Loop, please review the design with the City of Charlotte Urban Design Center.

1 WAYFINDING

Wayfinding is an important part of The Loop. Users need to be able to find their way to their destinations, and the associated branding will make The Loop easily recognizable. Different types of wayfinding signage will create a hierarchy from subtle guides to large destination signs. See **pages 92-94** for more specifications.

Minimum wayfinding standard: All wayfinding should follow the design intent in this section. See **page 32** for recommended locations.

- The **path markers** delineate the alignment throughout the community with the Loop logo icon. Path markers should be spaced approximately .25 miles apart.
- The **destination markers** identify destinations, including retail, office, and residential zones at the entrance of these destinations. Destination markers will mostly be used for adjacent destinations, but can be used to point to locations within a few blocks of the alignment as well. The locations for these will vary throughout the alignment and would replace the need for a path marker in that location.
- The **multiple destination signs** should be located as needed when there are multiple upcoming destinations along the alignment no more than 500 feet from the first destination. There should never be more than one of these used in the same location.
- The **path marker medallion** should be used only in easements where vertical signage is not allowed. They should be spaced approximately .25 miles apart in lieu of the regular path marker.



Path Marker

Destination Marker

Multiple Destination Sign



Path Marker Medallion



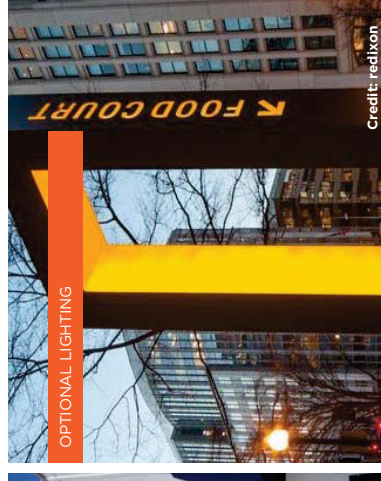
SIMPLE + CLEAN DESIGN

Credit: thedesignerdose



CONTEMPORARY MATERIALS

Credit: Jones Sign Company



OPTIONAL LIGHTING

Credit: reidixon



EASY TO READ / UNDERSTAND

Credit: little tongov.org

Wayfinding

Recommended locations for key wayfinding signs are located on the map on this page, but other locations may be warranted depending on the application and spacing. Path markers, destination markers, and multiple destination signs all create a hierarchy of wayfinding elements that will not only educate people on the community but will help them find their way to destinations along The Loop.

WAYFINDING ON THE LOOP

Path Marker

Path markers will be small wayfinding to brand The Loop and let users know they are heading in the right direction. They will be placed every .25 miles.

Destination Marker

Destination markers will be small wayfinding to let you know you've arrived at a destination. Marked with the name of the place and a directional arrow, they will guide users along the path.

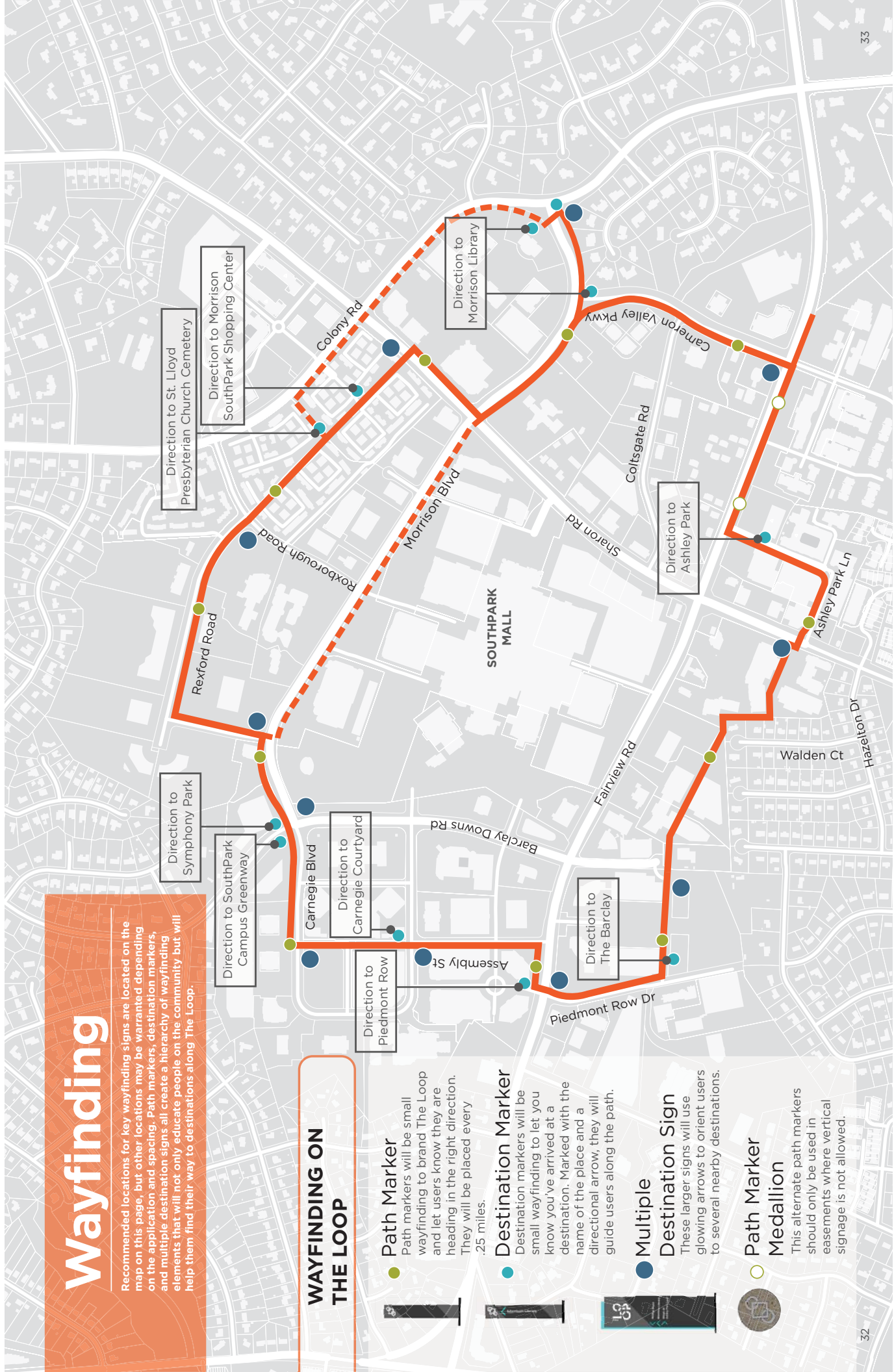
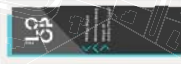
Multiple

Destination Sign

These larger signs will use glowing arrows to orient users to several nearby destinations.

Path Marker Medallion

This alternate path markers should only be used in easements where vertical signage is not allowed.



2

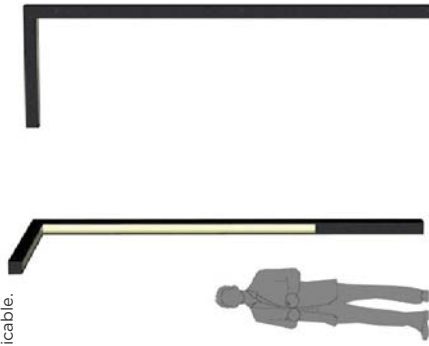
LIGHTING

Lighting is an important element that should be thoughtfully considered when developing the spaces adjacent to The Loop. Lighting should not only provide appropriate levels of light for pedestrians and bicyclists, but also should be attractive and create visual stimulation at night. See [page 95](#) for more information and specifications.

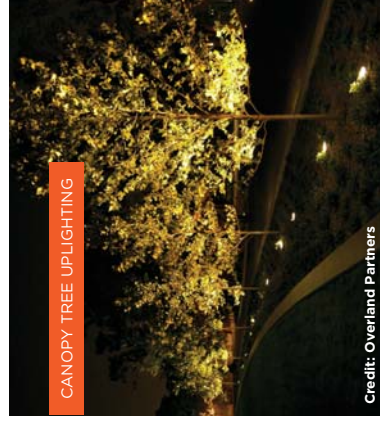
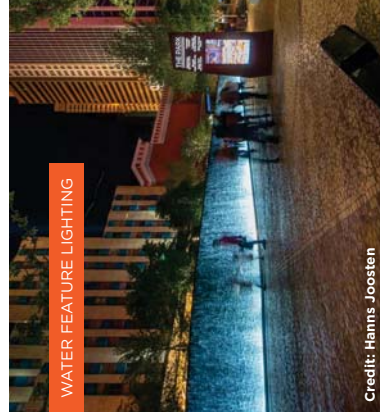
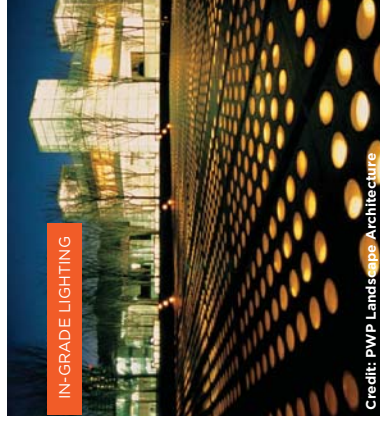
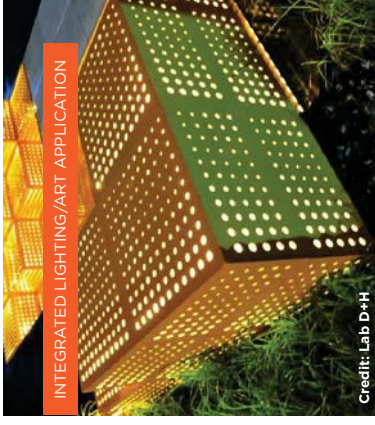
Minimum lighting standard: Pedestrian lights (shown below) should be used consistently along The Loop. This light was chosen based on its angular form that reflects The Loop logo. Consideration should be given to adequate light levels throughout the corridor and should be placed to create a safe environment for use of The Loop at night. See [page 95](#) for light specifications.

Other potential uses: Decorative or artistic lighting uses are encouraged. The exact use is flexible and should be determined on a case-by-case basis. Some guidelines apply:

- All lighting should be clean, contemporary, and fun to fit with The Loop brand. Any colored lights should fit The Loop brand colors. See [pages 26-27](#) for brand guidelines.
- All art installations should be lit so they are visible at night.
- Color changing LED lighting is strongly discouraged but one-**RGB**-color lighting installations may be used in certain artistic applications.
- Canopy or cafe-style lighting should be used sparingly throughout the alignment and only when there is adequate amount of space within the amenity zones and casual seating areas.
- Motion-activated lighting and lighting with movement may be incorporated, but should be done so strategically in active amenity zones.
- Ambient light and lighting at the base of seating elements should be considered, when applicable.



The Loop Pedestrian Light



3

LANDSCAPE

Landscaping is vital to create a vibrant, lively environment along The Loop. The SouthPark community already has the benefit of an existing, large mature tree canopy and enhanced landscaping throughout, but additional landscaping on The Loop should enforce the brand.

Minimum landscape standard: Enhanced landscaping should be used around amenity areas. This can include shrubs, grasses, and bright pops of colors to highlight seating or art.

Other considerations:

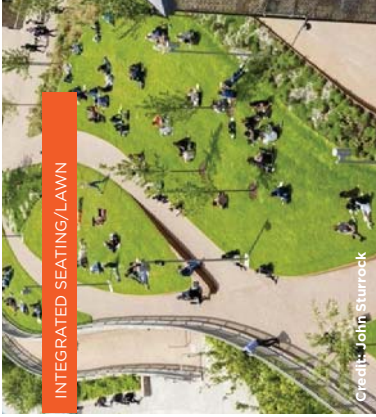
- The mature tree canopy is one of SouthPark's best assets, and every effort should be made to preserve existing trees when constructing The Loop. The 'Split' layout option must be used when there is a double row of existing trees to preserve both rows.
- New trees should be planted along the street where none exist or where existing trees are removed. This will rarely be necessary.
- Landscaping must provide visual openings throughout to prevent creating a visual barrier to the facility or its amenities.
- Plants with year-long visual interest are encouraged throughout.
- Long rows of evergreen hedges and high-maintenance landscapes are discouraged.
- Plant material should be low-maintenance, should not require long-term irrigation systems, and should be native to the area.

60% of Vision Survey respondents supported "bright pops of color" for landscaping



VISUALLY CLEAN + OPEN DESIGN

Credit: Andropogon Associates, Ltd.



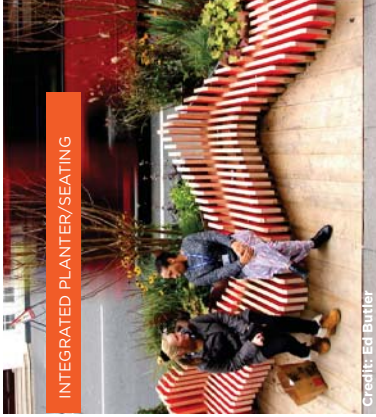
INTEGRATED SEATING/LAWN

Credit: John Sturrock



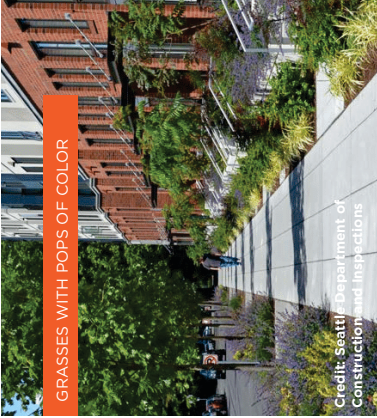
LARGE AMENITY SPACE PLANTERS

Credit: Landscape Forms



INTEGRATED PLANTER/SEATING

Credit: Ed Butler



GRASSES WITH POPS OF COLOR

Credit: Seattle Department of Construction and Inspections



MATURE TREES WITH VIVID FALL COLOR

Credit: Flickr User: Daniel Austin Holterd, creative commons

4

FURNITURE FAMILY

Individually, benches, bike racks, and trash receptacles do not seem like important items, but those elements collectively have the ability to support The Loop brand throughout the alignment. Consistency in The Loop elements visually enhances the corridor and reinforces the brand. See [page 95](#) for more information and specifications.

Minimum furniture standards:

- Bike racks should be the standard shown below. They should always be grouped together in rows of 4-8 racks. All amenity areas must have bike racks. In areas where amenity areas are more than .25 miles apart, bike racks should be incorporated into the path to fill the gap.
- Benches should be the standard stand-alone bench shown below. A mix of backed and backless benches can be used.
- In areas with low, seat-level walls, use the standard integrated bench.

Other considerations: Amenity areas and activity zones can stray from the standards, as long as they still fit the brand.

- All non-standard seating should be clean, contemporary, and use The Loop brand colors. See [pages 26-27](#) for brand guidelines.
- Fun, engaging, and interesting seating is strongly encouraged. This could include custom swings or an interactive art installation.
- Tables and chairs in a casual seating area should be chosen to fit the space and use. For example, picnic tables and cafe tables should be used anywhere with food trucks, coffee shops, or delis nearby.

The Loop Bike Rack

These bike racks reflect The Loop icon and, utilizing The Loop color palette, will be vibrant and playful. They should always be used along the alignment.



The Loop Stand-Alone Bench

These benches reflect the theme of the brand and should always be used along The Loop alignment. Colors of the support piece (shown in blue here) may change as long as the color used is part of the brand color palette.



INTEGRATED SEATING

Credit: Playhouse District Association



ICONIC SWINGS

Credit: Laure-Hoehner



PICNIC TABLES

Credit: Landscape Forms

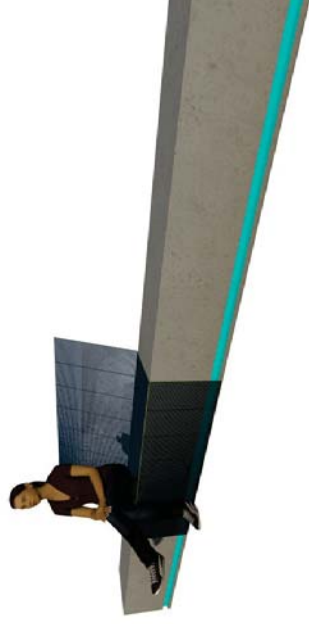


MOVABLE TABLES AND CHAIRS

Credit: Landscape Forms

Integrated Seating Elements

Seating opportunities similar to the concept shown below illustrate how the components of the standard bench design can be implemented. From planter walls, to seat walls and retaining walls, there are multiple opportunities for integrated seating options. Consideration should be given to implement recessed lighting at the base of these integrated seating elements to inspire activation of these elements at night.



5

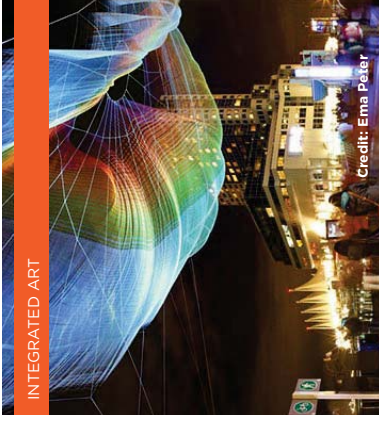
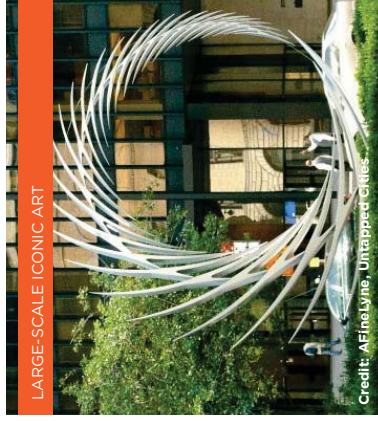
PUBLIC ART + PLACEMAKING

If The Loop is the new heartbeat of SouthPark, then placemaking and art should become the lifeblood. Placemaking can include sculptures and murals, as well as elements that may not be the first thing to come to mind when it comes to art—interesting seating, interactive musical elements, decorated trees, or even creative lighting. It should create vibrancy and activate a space. There are a number of opportunities for public art along the alignment and within the activity nodes that should draw inspiration from the area. Nothing creates opportunity for social interaction and conversation like a piece of art.

Minimum art standards: Art should be incorporated wherever it is feasible along The Loop, as long as it is appropriate for the space.

- See the map on **page 42** for suggested art locations.
- By definition art cannot be standardized, and the art and materials shall be driven by the artists. However, art should be curated and designed to fit the contemporary, clean, and colorful brand of The Loop. See **pages 26-27** for brand guidelines.
- A majority of the opportunities presented in this plan suggest works to be completed by local artists; however, in larger applications—specifically those on private properties—the pool of artists should be expanded to a national reach and should be decided by the property owner.

56% of Vision Survey respondents supported “quirky and iconic” art



Art + Placemaking

Art along The Loop should inspire and excite. Using local artists helps give back to the community and create unique, iconic elements. A variety of art and placemaking will be used throughout The Loop, from special seating and other placemaking elements to large, iconic sculptures perfect for a picture.

Some form of placemaking should be incorporated approximately every .25 miles of The Loop alignment. The locations noted on this map are suggestions showing intended distribution. Actual locations depend on the artist and property. Placemaking and integrated art should be incorporated wherever possible. Temporary art should be incorporated into any immediate demonstration project as funding becomes available.

PUBLIC ART ON THE LOOP

● Large-scale iconic art

Large-scale art can include sculptures or freestanding art. The pieces will be created by local artists when possible, and will be chosen to integrate with the look and feel of The Loop.

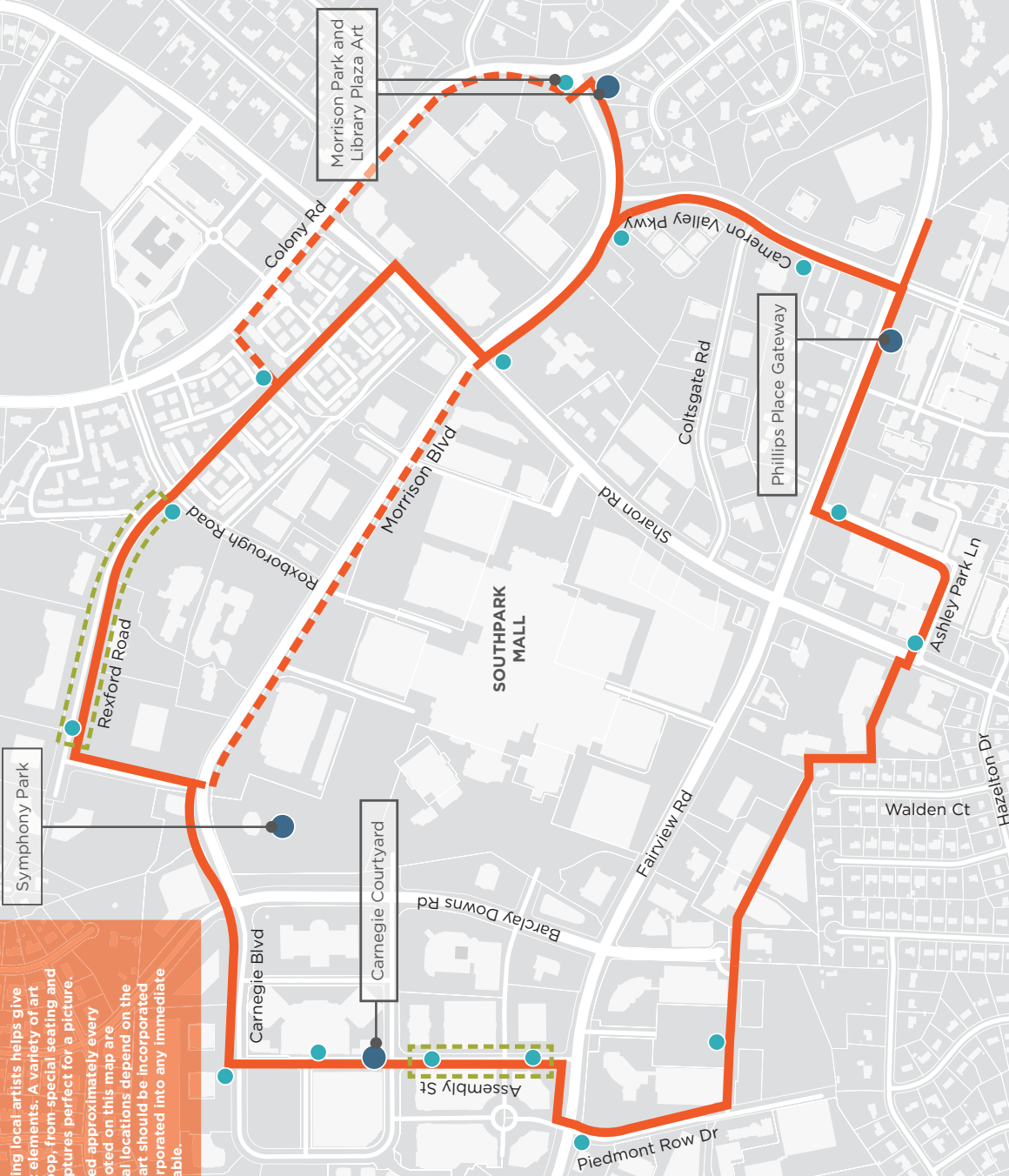
Large-scale art should be used in signature projects where there is plenty of room. It is intended to provide a focal point in key locations and create lasting impressions.

▭ Integrated art

Integrated art can include ground level art installations, overhead pieces, and more. Assembly Street and Rexford Drive are key locations that should be highlighted with integrated art, but it should be used in any feasible location along The Loop. See the renderings of Rexford Drive and Assembly Street for examples of integrated art.

● Small-scale Placemaking

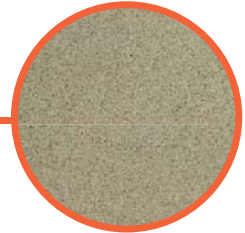
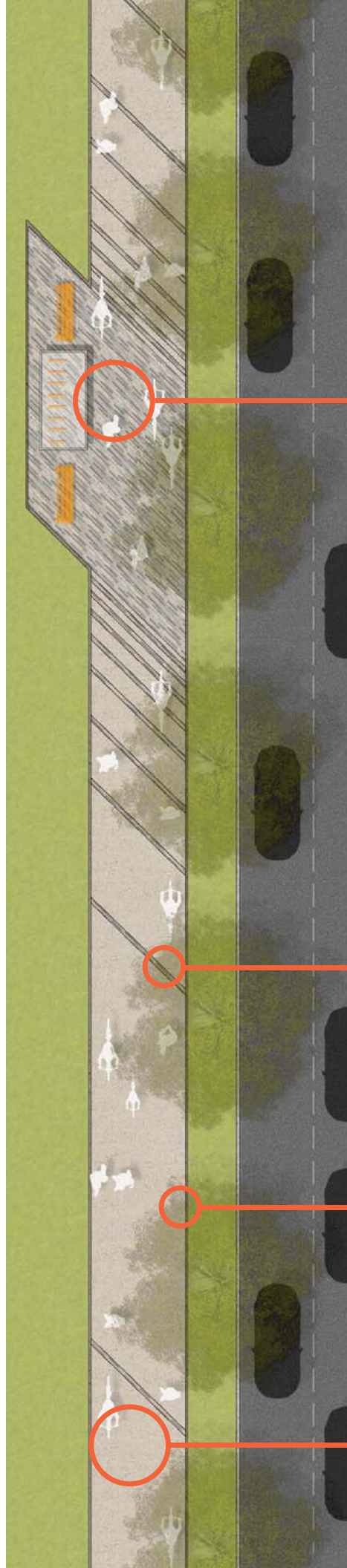
Small-scale art should encourage a sense of place. It can include smaller statues, murals, or interesting furniture. Placemaking should be incorporated wherever possible. Prime locations include important corners or courtyards as indicated on this map.



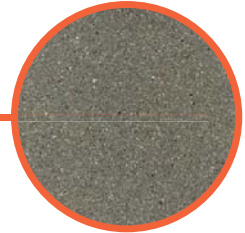
6

THE LOOP MATERIALS

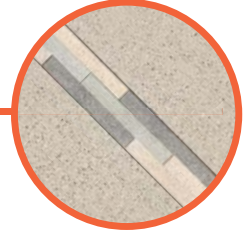
The materials on the ground represent one of the most visible and expensive design components associated with the implementation. Careful consideration of the materials has been given to maximize the appeal and brand consistency of The Loop while also providing cost effective material choices for construction. The design of The Loop includes simple colored concrete with standard, easily accessible brick paver accent bands spaced every 100 feet. As the accent bands approach amenity areas, they will transition closer and closer together to provide visual cues to upcoming amenity areas from both sides. These simple design cues are impactful and repetitive so that, when traveling around The Loop you understand the significance of the material changes over the course of your experience. The amenity areas will vary in size throughout the corridor, but the intent of the transition zone should always be carefully considered when incorporating into a larger development plan. See [pages 96-97](#) for more information and specifications.



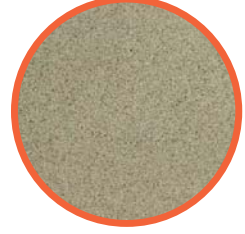
PATH



EDGE



ACCENT BAND



AMENITY ZONE

4

HOW? DO WE BUILD IT

This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.



Conceptual rendering of a proposed pedestrian bridge at Symphony Park



Recommended Strategies

Focusing on implementation.

Identifying “demonstration projects” is critical to help future users begin to visualize The Loop, show its effectiveness, and create a desire for more progress. A year-end review should be conducted to stay on track with implementation and determine what the priorities should be for The Loop during the following year. See Quick Wins on **pages 56-57** for implementation examples.

Developing a champion.

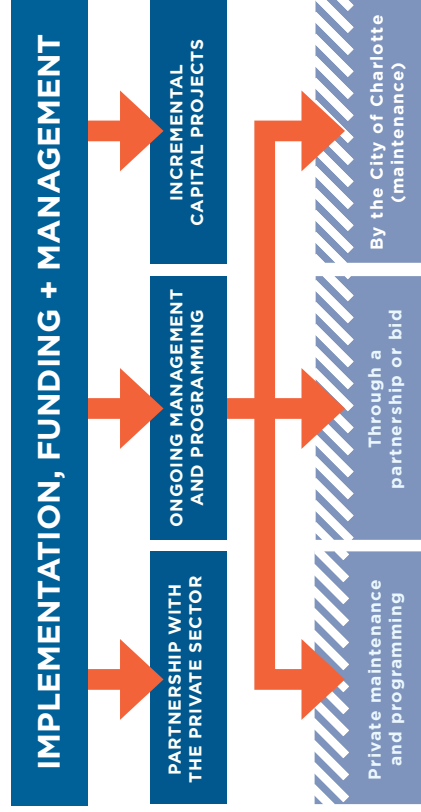
The Loop champion (such as a “Friends of The Loop” group) will promote the project, help secure funding, get the community excited about the project, and help coordinate aspects of getting it off the ground. This champion (or champions) would ideally come from the SouthPark community but have close ties to the City of Charlotte for coordination and support. The Loop website, social media, and email database will empower the champion and give the public direct access to get involved.

Identifying supportive partners.

Community leaders and decision-makers must support the project vision and understand the benefits and challenges of the project in order to access the resources needed to build The Loop. Local residents, business leaders, City Council, Chamber of Commerce, civic organizations, sister agencies, and potential funders are examples of partners that need to be involved. It is the responsibility of the Friends of The Loop to develop support to start implementing The Loop and build momentum. Strong support from partners at the beginning and throughout development of The Loop are critical to seeing The Loop get developed and thrive thereafter.

Funding is key.

The Loop has many different funding needs, including design, property acquisition, and construction for the various segments. See **pages 50-51** for further detail.



“We need to be creative, thoughtful, and passionate about how we create unique and memorable experiences connected to living well and then be consistent in our delivery of those experiences—every day, every visit.”
—City of Charlotte

Philadelphia Night Market
 Credit: Dave Tavani for The Food Trust

Funding Mechanisms

A single source of suitable funding to implement The Loop is unlikely. The key to its success will be identifying multiple funding sources and matching them to elements of the project—from benches to signature projects.

The sources of funds may be federal, state, local, public, or private. Private funding should be pursued first, with local funds leveraging the private investments. For example, these funds may take the form of cost sharing, where local funds are required to “match” other sources of funding (50/50, 80/20). In considering federal and state funding sources, it is important to be mindful that they would likely impose additional fees, requirements, and layers of review on the project that would ultimately extend the project time line and increase cost; thus, eroding some of the benefit.

In addition to capital funding, The Loop must have an operational funding strategy. The City of Charlotte will need to work with the private sector and delineate responsibility for funding ongoing operations and maintenance. Operating costs may include Loop maintenance and repairs, landscaping upkeep, trash removal, security, lighting, furniture maintenance, painting, and programming.

Private Funding Sources:

- Building a segment of The Loop** is the best way for the private sector to support the project. An agreement should be reached with the City of Charlotte to ensure that the segment built reflects The Loop brand and vision, and the segment could remain the property and responsibility of the developer. As development occurs, the City should regulate rezoning applications to encourage implementation of adjacent segments of The Loop and placemaking opportunities as part of the overall development.

- Dedication of property rights** can accommodate The Loop construction. In several cases, the private land space between the curb line and the building face could be used to support The Loop if authorized by the property owner. Those donated land rights may also allow the City to leverage the value of the donation toward match money for state and federal grants.

Annual Funding or Corporate Contributions:

SouthPark is home to multiple Fortune 500 corporations, many of which have been engaged in civic philanthropy. As The Loop gains prestige and begins to become a prominent fixture in the community, the opportunity to partner with companies or groups for sponsorship grows. These win-win partnerships create value such as naming rights or recognition for groups looking to be associated with The Loop; in exchange, the group can provide new funds. These sponsorships are usually an in-kind or cash contribution to the facility on behalf of the organization. Corporate sponsorship of events along The Loop and at key activity zones could also serve as an important source of funds.

Friends of The Loop: To operate a high-quality Loop experience that includes seasonal programming, The Loop may be supported by a “friends group” as shown in the governance structure on [page 73](#). Individuals, families or corporations could buy memberships to “Friends of The Loop” to get exclusive benefits such as VIP passes to events on The Loop. The “friends group” could then use the proceeds to fund events or improvements as The Loop is developed. They can also manage additional fundraising efforts for the entire community. This group could be housed under SPAN until formalized.

Earned Income:

- Food and beverage vending at key destinations along The Loop can help fund operating costs.
- Hosting events, promotions, or activities can also provide income.
- The potential for using leases on land surrounding The Loop to generate revenue should also be explored.

Federal funding mechanisms:

- Department of Housing and Urban Development (HUD): Community Development Block Grants (CDBG)
- Our Town Grant Program—National Endowment for the Arts (NEA)

Local funding mechanisms:

- Public Improvement Bonds:** Bonds issued by the City of Charlotte could assist in the implementation of segments of The Loop in areas where private dollars are not available. Successful implementation using these funds on initial segments of The Loop could help build momentum for other segments using future bond issuances.

Case Study:

- As outlined in the Cross Charlotte Trail Master Plan, the comparable 3.5-mile Katy Trail in Dallas, Texas has an annual operating budget of approximately \$880,000. This supports staffing that manages high quality programming activities, marketing, and annual fundraising to cover operational costs and build capital toward future projects.
- The Katy Trail successfully utilizes several private funding mechanisms to fund its annual operations, totaling nearly \$900,000 in 2014. A single major event and annual membership dues fund more than 60% of the Katy Trail’s annual operating budget.



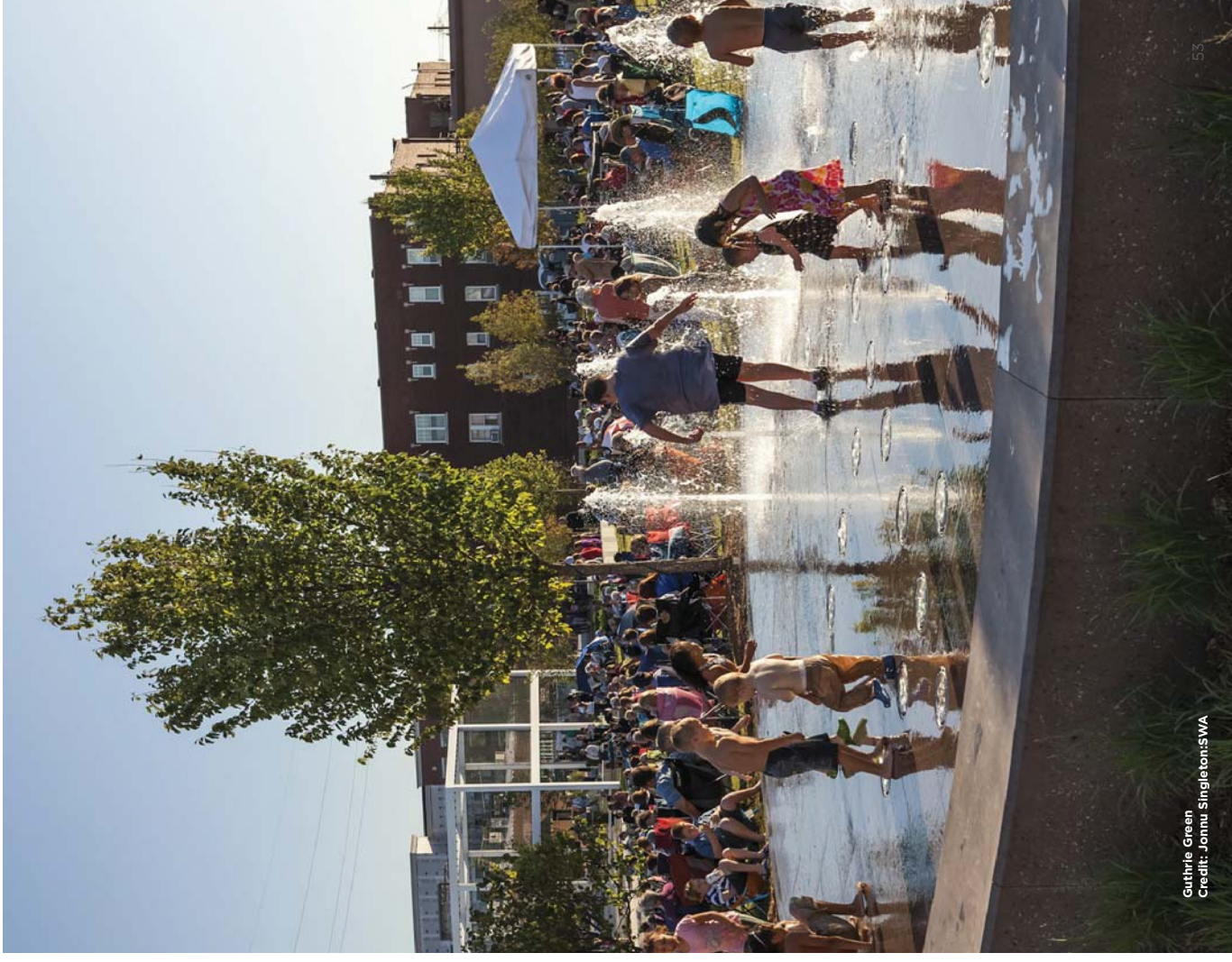
Katy Trail, Dallas TX
Credit: Travel + Leisure

Placemaking Strategy

Placemaking is the driving force behind social interaction and engagement of The Loop. Placemaking is generally thought of as art, but can include events or activities that engage users of The Loop—music, interactive seating, or playful lighting. The Loop's main function will be to connect people to places, but its art will be what makes users search for something else. Whether it's to stop and take a picture or to interact with the community around you, art installations throughout The Loop will become one of the most important elements of the urban design corridor that we intend to create. The following strategies outline the types of placemaking that we anticipate on The Loop and the necessary steps for solicitation and installation.

- Focus on getting art on The Loop as quickly as possible, whether it be small, large, temporary, or permanent. The Framework Plan has identified key locations for public art (see **page 42**), but the opportunities are endless.
- Through development and redevelopment, the City of Charlotte can request certain levels of public art components that could be installed as a part of private projects. If private developers install art, they should still be coordinating with the City for guidance and approval.

- There are a number of public art grants available, such as ArtPlace America. The City of Charlotte has been able to use grant funds on projects like the Rail Trail to provide immediate activation of temporary placemaking.
- Large-scale iconic pieces should be solicited through a national process for public artists. The City can also work with local artists on solicitation for temporary art throughout the alignment in a number of locations.
- For art to be successful, there cannot be too many restrictions on the creativity of the design of each component. The City of Charlotte should give necessary parameters that would require coordination through multiple agencies and local regulations. For example, large-scale iconic art installations cannot be placed in areas that would block driver visibility on the adjacent roadways.



Guthrie Green
Credit: Jonnu Singleton:SWA



Charlotte Street Placemaking
Credit: City of Charlotte

Temporary Placemaking

Temporary art and placemaking can be many things—large or small, iconic or subtle. It is a great way to incorporate placemaking quickly along The Loop and set the stage for things to come. Temporary art is not shown on the art location map because it can be placed flexibly along The Loop and change locations frequently.

- Temporary placemaking and art should be prioritized and installed or programmed as a part of the quick-wins strategy. It should be incorporated into any immediate demonstration project as funding becomes available.
- The City of Charlotte should seek opportunities to provide spaces for art fairs or music events in areas such as Assembly Street and Symphony Park, and should work with already organized community and business groups—like SPAN and SPBC—until a permanent Loop advocacy group is formed.
- Temporary art installations, in conjunction with community events and programming, will guide the success of The Loop in the early stages as well as gain support to make The Loop a reality.
- Having artists and musicians on-site during events is strongly encouraged because it creates additional enthusiasm around art and culture and its ability to connect people to art more easily.
- Nothing activates a space quite like music. The City of Charlotte is encouraged to work with community leaders to solicit local musicians to set up throughout the corridor on a regular basis and perform. This can be done through existing local programs—such as the Center City Partners program—to bring more music performers to SouthPark.
- It is recommended that the City engage a programming and engagement consultant to begin programming and scheduling events and activities that can be used throughout the life of The Loop.

Temporary Placemaking Opportunities

- 1 Events or festivals inspired by art, music, food, and culture
- 2 Pop-up plazas and parklets with moveable furniture and shade
- 3 Art such as murals or utility box wraps
- 4 Artist-Designed or unique furniture and lighting
- 5 Sidewalk dining areas adjacent to The Loop

Selecting an Artist

The selected art consultant will vary for each application. This consultant should have strong design and community engagement skills. The selected artists should be required to include some level of public engagement as a part of the design process. The key to the selection of a public artist will be the ability for the artist to showcase projects that create something new, inspire, be inclusive to all, and that represent art that connects all people. The artists experience should be able to showcase installations for communities of all types, ethnic backgrounds, varying age groups, and varying socio-economic backgrounds.

Quick Wins

“Quick Wins” are early steps taken to implement The Loop’s Vision and gain necessary momentum. Quick wins can be as simple as programming temporary art installations along the alignment, or as intensive as building segments of The Loop through collaborative efforts between the City of Charlotte and private development. Quick wins have been identified as projects or tasks that can be undertaken and implemented or programmed within the first six months of the Framework Plan’s adoption. As the community continues to engage in The Loop efforts, other projects may become available. Programs, events, art installations, and other community-led efforts are strongly encouraged and should be coordinated through SPAN and City staff until Friends of The Loop has been established.

Immediate (0-6 Months)

- 1 Develop a Placemaking Strategy: test murals and temporary art installations.
- 2 Provide The Loop element seating prototypes in high-profile/highly visible locations (intersections of Fairview Road and Assembly Street, near other corporate campuses, or Morrison Library)
- 3 Display messaging or signage at highly visible locations to signal “changes are coming.” This is a key opportunity to advertise branding and benefits.
- 4 Activate idle spaces with tactical urbanism: low cost, temporary demonstrations of elements of The Loop that will be permanently built in the future.
- 5 Prototype parklets and shared street opportunities like Assembly Street on weekends.
- 6 Improve pedestrian crossings, such as street markings and signage.
- 7 Develop Loop alignment wall and ground murals (on existing sidewalks) to entice and spark interest.
- 8 Incorporate Loop segments through collaboration with current developments, including Phillips Place, Liberty, The Colony, and Apex. Other segments may become available through redevelopment upon completion of this document.
- 9 Identify one of the key signature projects that can be implemented through private ownership collaboration and begin planning and design.
- 10 Establish low cost/temporary wayfinding to orient pedestrians during development phases.
- 11 Begin planning events that will bring publicity to the project, orchestrated by collaboration between the City of Charlotte, SPAN, and SPBC.
- 12 Provide updates of the project and promote upcoming implementation, programs, and events through use of The Loop website as well as other City of Charlotte social media platforms.

Near Term (6-18 Months)

- 1 Identify funding sources for additional CIP projects that would include additional safety enhancements through The Loop area, including pedestrian crossings not currently identified.
- 2 Enlist tactile urbanism help from organizations—such as Better Block—to bring publicity to the effort.
- 3 Collaborate with property owners to initiate solicitation of, at minimum, one iconic large-scale art installation.
- 4 Collaborate with SPAN and SPBC to initiate solicitation of temporary art installations along the proposed alignment, including, but not limited to, artist-designed seating elements, art murals, and lighting installations.
- 5 Continue to provide updates of the project and promote upcoming implementation, programs, and events through use of The Loop website as well as other City of Charlotte social media platforms.
- 6 Incorporate a SouthPark Business District within the City structure and an underlying organization—“SouthPark Partners”—that will be the guiding force for community investment, partnerships, and future programming.
- 7 Work with SPAN and SPBC to facilitate the organization of “Friends of The Loop,” an organization that will ultimately control the programming and maintenance of The Loop in the future.



Seattle Parklet
Credit: Seattle Dept.

5

HOW? DO I GET INVOLVED

This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.



Conceptual rendering of a proposed reading park outside of Morrison Library



What Can I Do?

- **Contact SouthPark Association of Neighborhoods (SPAN):** See how you can get involved and become a member or supporter.
- **Join Friends of The Loop:** This is an organization that is not yet created and will be housed under SPAN in the interim. Once formalized, this group will lead efforts in programming, design review, and funding.
- **Visit The Loop website:** The Loop website will be your go-to resource for all things Loop. The website will provide updates on events, alignment changes, programming, and sponsorship. The website guides users to all necessary contact information and provides information on how you can stay involved.

- **Contact your employer:** Let your employer know that you support The Loop and what the benefits will provide to you and other employees in your organization.
- **Be a company liaison:** As an employee in the area, you have the ability to create excitement about The Loop and be the conduit for information between your peers and organization and SPAN. Reach out to SPAN to see how you can get involved.
- **Visit The Loop website:** Check back regularly for additional information and upcoming events.

- **Join SouthPark Business Coalition (SPBC):** Contact Fran West at the City of Charlotte Economic Development to see how your organization can get involved.
- **Activate a space:** Work with your employees to activate a space on your property. Collaborate with SPAN to host or sponsor an event.
- **Notify the owner:** Notify your property owner about your interest in supporting The Loop project. Contact the City of Charlotte Economic Development staff to get the necessary information to share with the property owner.
- **Visit The Loop website:** Check back regularly for additional information and upcoming events.

DEVELOPER

- **Build a Loop segment:** Contact the City of Charlotte Urban Design to see how you can implement a segment of The Loop as a part of your development and make it your own.
- **Host an event:** Once complete, you have an opportunity to market your property while using The Loop and amenity spaces you create as a means to host the event and promote added interest to your development project. Contact SPAN to organize a ground breaking for your development and showcase your Loop Segment.
- **Visit The Loop website:** Check back regularly for additional information and upcoming events.

PROPERTY OWNER

- **Join Friends of The Loop:** Reach out to SPAN or the City of Charlotte Economic development to see how you can get involved.
- **Work with the City of Charlotte:** Contact the City of Charlotte Economic Development or SPAN to see what steps you can take to accommodate The Loop segments that impact you.
- **Visit The Loop website:** Check back regularly for additional information and upcoming events.
- **Plan or attend an event:** As an owner, you have the ability to coordinate with the City of Charlotte directly to plan an event on your property. Work with SPAN to help get the word out. Additionally, attending other events communicates your support as an owner and stakeholder.

CITY OF CHARLOTTE

- **Plan events:** Work with SPAN and other organizations to plan events on The Loop to keep the momentum going. Look for opportunities to close down streets, like Assembly, to host community events like Open Streets 704.
- **Collaborate with private development:** Continue collaborating with developers as they come to the area to see how they can support the implementation.
- **Social media updates:** Continue to update the website and other social media platforms until another organization is able to take over. This will be a main resource to keep the community engaged.

Important links:

The Loop Website: www.theloopclt.org

SPAN: Visit the website at www.spancharlotte.org or email info@spancharlotte.org

City of Charlotte Economic Development: Visit the City website for up-to-date contact information.

City of Charlotte Urban Design: Visit the City Urban Design Center for up-to-date contact information.

The Loop Segments

Along The Loop's approximately 3-mile corridor, the design context changes. Additionally, portions of the preferred alignment are more restrictive than others. The zones highlighted on the map represent potential phases of The Loop construction, varying scales of activity nodes, and placemaking opportunities. If you are interested in building a segment of The Loop, use this as a guide to the different areas along the route.

Carnegie

DISTANCE: 0.28 MILES
This segment leads users through the rows of mature trees on Carnegie and to the new Symphony Park

Assembly

DISTANCE: 0.35 MILES
Assembly is proposed to become a shared street, providing opportunities for ample seating, art, events, food trucks, and gathering spaces. It will provide large area employers access to The Loop.

The Barclay

DISTANCE: 0.32 MILES
This segment will travel through The Barclay, providing access to new retail and hotel.

Sharon Corners

DISTANCE: 0.39 MILES
This segment will travel through a new development and the existing Sharon Corners shopping center to provide users access to retail.

Ashley Park

DISTANCE: 0.25 MILES
This segment provides a unique urban environment, access to restaurants and retail, and will be designated 62' only through wayfinding.

Rexford

DISTANCE: 0.40 MILES
This segment adjacent to large employers will maintain its large tree canopy and quiet, shady atmosphere.

Colony

DISTANCE: 0.31 MILES
This segment will travel through the new Colony development, providing an urban environment that interacts with the new retail, office, and housing.

Apex

DISTANCE: 0.33 MILES
This segment will travel adjacent to the new Apex development, providing access to and interacting with the new retail, housing, and hotel. A spur off the main Loop will connect to Morrison Library.

Cameron Valley

DISTANCE: 0.29 MILES
Cameron Valley's large mature trees will provide a safe and enjoyable Loop environment.

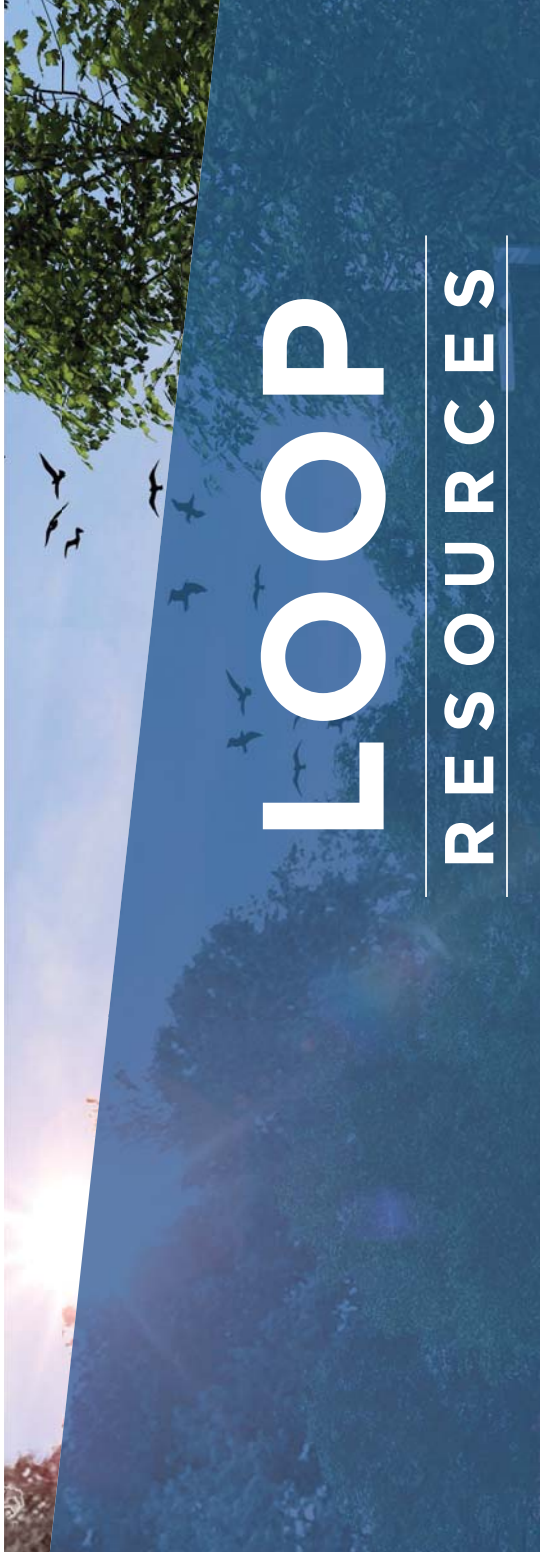
Phillips Place

DISTANCE: 0.23 MILES
The large setback on Fairview provides room for Loop amenities and new trees, as well as access to Phillips Place.



LOOP

RESOURCES



Conceptual rendering of a proposed park near Morrison Library



This illustration is intended as an early concept for a priority project identified in this framework plan. It could change significantly based on new information, future design plans, or partnering opportunities.

Project Process

The City of Charlotte and The Loop team have collaborated with the community many times throughout the project process. The Loop has the ability to connect and serve many SouthPark residents as well as visitors and employees. What follows is a summary of the team's contact with stakeholders and community members.

CANVAS SESSION

December 2018
Participants developed the vision and experience principles based on their experience and vision for the area.

OPEN HOUSE

February 2019
The design team presented the work done so far. Participants shared opinions and suggestions that were then worked into the overall vision.

VISION SURVEY

February-March 2019
Questions about art, landscaping, and materials indicated the public consensus on an active and modern vibe for The Loop. See [page 69](#) for results.

SOUTHPARK BUSINESS COALITION

The Loop team met three times with SPBC to update these community leaders on the project and ask their advice on specific elements.

SOUTHPARK ASSOCIATION OF NEIGHBORHOODS

The Loop team met three times with SPAN to update these community leaders on the project and ask their advice on specific elements.



FOCUS GROUP

February 2019
Participants shared that SouthPark needs more fun, casual, and inclusive spaces but should remain its own distinct place.

COMMUNITY WORKSHOP

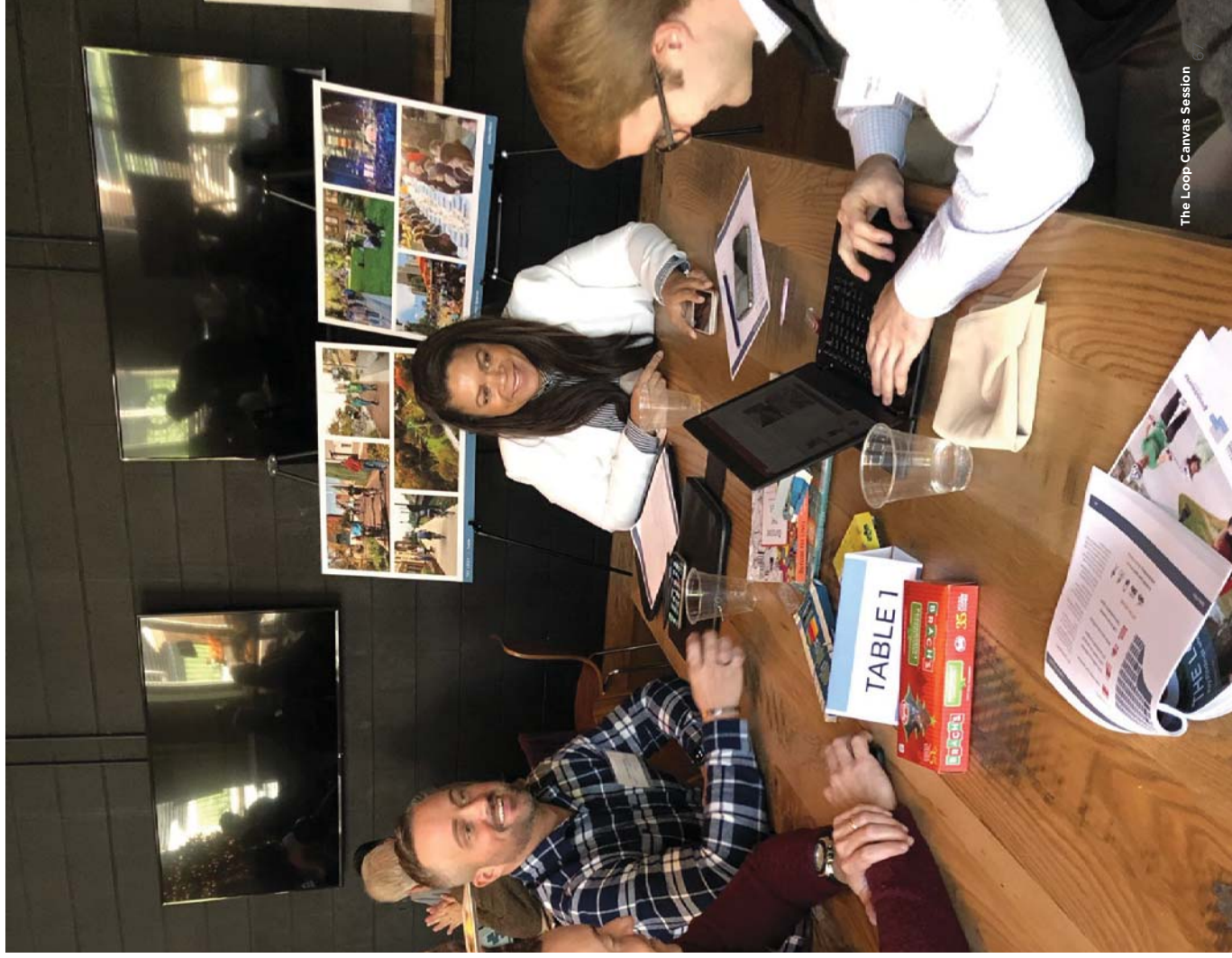
March 2019
Participants prioritized projects and segments to identify the areas of the most opportunity.

LOGO SURVEY

March 2019
Participants indicated an interest in a fun, modern, colorful brand.

BUSINESSES AND DEVELOPERS

The Loop team met with businesses and developers near The Loop throughout the process to gauge interest in investment. Partnerships and investment opportunities were forged during these meetings to spur construction and development of The Loop.



"I love the idea of making our SouthPark community more walkable and easier to spend time outside during spring, summer, and fall."
 -Vision Survey participant

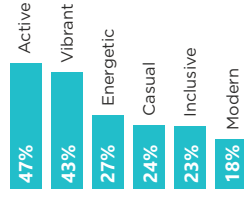


The Loop Community Workshop

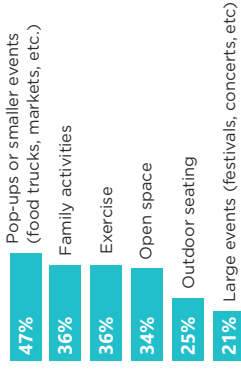
Vision Survey Results

The Vision Survey went live at the open house meeting on February 21st. There were 738 participants, 81% of whom are SouthPark residents. Key takeaways are described below.

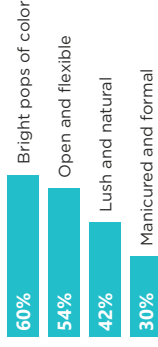
What 3 adjectives should best describe The Loop?



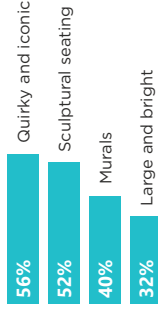
Please rank the activities or destinations you would most like to see on The Loop.



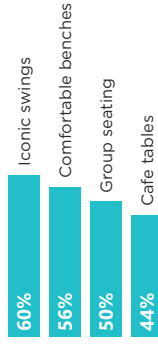
What kind of green spaces or landscaping would you most like to see on The Loop?



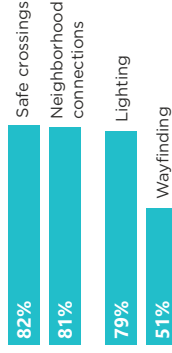
What kind of public art would you most like to see on The Loop?



What kind of seating would you most like to see on The Loop?



What would make The Loop comfortable and easy to use?



Best Practices

The following quality of place best practices should be considered in the spaces along The Loop corridor.

1. Connected

- Maximize connections across transit, trails, bikeways, and sidewalks to provide safe and navigable transitions between mobility choices.
- Provide amenities like shelters, public art, lighting, seating, and wayfinding to make pedestrians' and bicyclists' experiences safe, enjoyable, and enticing.
- Underpin community connectivity by supporting a diversity of land uses within zoning policy, ensuring that various uses are proximal and often accessible by means other than the personal automobile.

2. Walkable

- Prioritize how pedestrians experience a project, from designing at a "human scale" to ensuring that amenities and exterior finishes start with people and not cars. Require main building entrances open to a pedestrian corridor.
- Use enhanced street and streetscape design, such as traffic calming and traffic mitigation to signal to drivers that multiple uses share the road.
- Reduce exposure to surface parking by using siting, landscaping, and structured parking approaches to create a seamless and pedestrian-focused environment.
- Adorn buildings and public spaces with bursts of interest, including public art, playful signage, retail opportunities, and other signs of activity.

3. Memorable

- Celebrate the diversity of the public by developing spaces that speak to simultaneous needs, abilities, and interests, and provide spaces that connect users.
- Showcase local food culture—food has an uncanny ability to connect.
- Position a project to maximize the uniqueness of local natural assets. Rather than cover, obstruct, or raze the natural elements of a site, embrace them.
- Program year-round. Create a space that is never idle.
- Invite local artists to infuse public space with vibrant and interesting art works that boost local culture.

4. Restorative

- Create open spaces that are visible, exciting, and alluring. Distinguish park spaces by moving away from standard park design.
- Weave natural elements into activity areas of parks. Create moments of surprise and delight by embracing nature.
- Provide amenities to support lingering, interaction, and play. Design park spaces that accommodate multiple uses in designated areas that are discreet but also intermingle.

5. Adaptable

- Develop a space that can adapt to changing demographic trends. Allow for expansion and alteration over generations.
- Create an environment where a variety of programs can prosper.
- Test programming and major development choices. Invite current and would-be users to help in the decision-making to ensure programming and design resonate with the community and are well-used.

6. Transformative

- Embrace new ideas by creating a space that sets trends, not just follows them.
- Create buzz, pairing plans, progress, and ribbon cutting with a groundswell of community excitement.
- Create a thriving new visitor base by capitalizing on the popularity of projects by creating ancillary uses and opportunities.

7. Respected

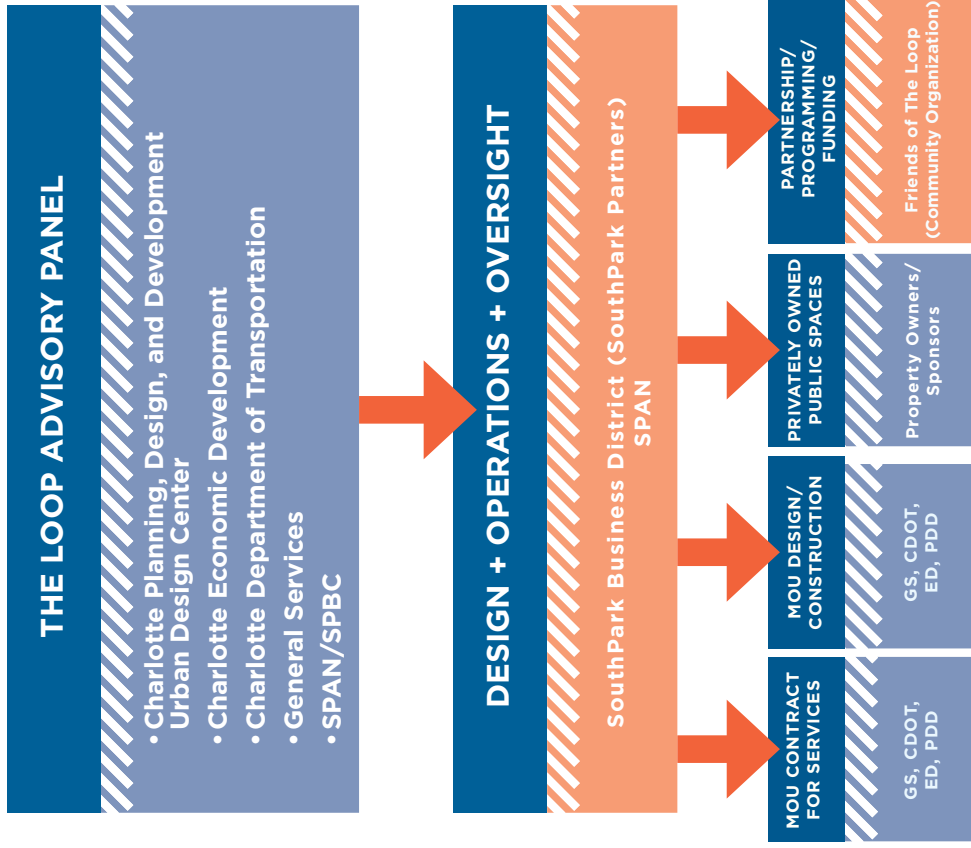
- Develop and implement a maintenance plan to ensure regular upkeep. Perception of the space as clean, inviting, and safe is key.
- Forge public/private partnerships by enlisting the local business community in supporting community spaces, providing a prime opportunity to market partnerships and goodwill efforts.
- Stimulate community-driven stewardship through spaces that are cherished as sources of pride and rely on local users to maintain spaces.
- Ensure regulations are supportive of placemaking and programming initiatives by the private sector.
- Recognize community in the design and programming of public space by regularly soliciting ideas and feedback to emphasize the role of "community" in space.



Richard G. Lugar Plaza
Credit: Rundell Ernstberger Associates Inc. and Daniel Showalter

Ownership + Responsibility

The graphics on these pages illustrate a proposed organizational structure for future funding and operations for The Loop Framework Plan as well as the agencies that will be required to collaborate and partner to support the facility. Agreements through multiple agencies would need to be reached to guide the measures needed to support the future implementation and ultimate ownership of the project. SPAN will be the lead organization in charge of early implementation stages of The Loop until a Loop-specific organization is established. Community residents, employees, and outside community organizations can use SPAN to communicate their support for the project or use the website to contact City of Charlotte staff. Developers are encouraged to reach out to City of Charlotte staff directly.



Note: Orange boxes indicate a new organization that would need to be developed to support The Loop funding for operations, design, construction, and maintenance in the future. Funding mechanisms and private support may already be in place to support immediate needs of The Loop in the interim. A private organization such as "Friends of The Loop," would be housed under SPAN in the interim until formally organized. It is assumed that a private organization, with support from City staff, would handle the day-to-day operations and coordination efforts associated with operations, maintenance, and programming of The Loop unless an overarching Business District is developed for the SouthPark community.

Neighborhood Connectivity

It is vital to understand the opportunities to connect nearby neighborhoods, retail, office, and dining within close proximity. The nearby residents and visitors will be the ones to vitalize and activate the Loop. As the Loop is built, secondary connections will need to develop as well to provide safe and convenient access.

LEGEND



Residential Neighborhood



Retail and Dining



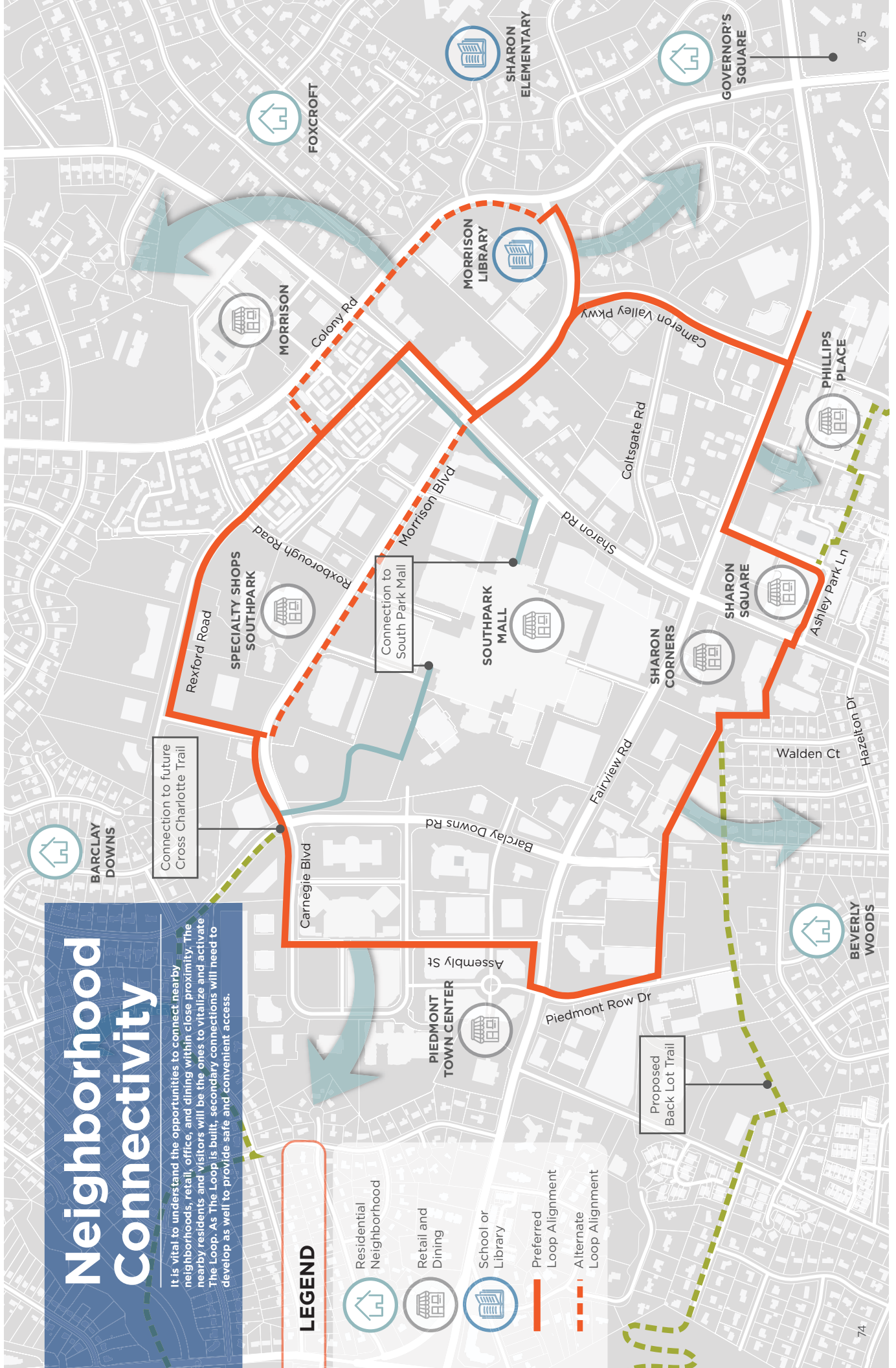
School or Library



Preferred Loop Alignment



Alternate Loop Alignment



Signature Projects

There will be a hierarchy of amenity areas along The Loop, from smaller amenity zones to large, iconic projects. All of the amenity areas planned as part of The Loop, large and small, will be public spaces. The following pages provide concepts for the six largest public space projects proposed--the "Signature Projects" of The Loop. These indicate design intent but could change significantly based on new information, future design plans, or partnering opportunities.

PROPOSED SIGNATURE PROJECTS:

A
Rexford Road
 Rexford will provide valuable connections for employees. The beautiful tree-lined street provides a special environment for The Loop.

B
Symphony Park
 SIZE: 9.0 ACRES
 Symphony Park is a signature opportunity that will be designed in partnership with Simon Mall. It should become a space oriented for daily use and activities.

C+D
Assembly Street + Carnegie Courtyard
 Assembly is proposed to become a shared street with room for pedestrians, bikers, and vehicles. Extra room for food trucks and events will create a great attraction for The Loop.

E+F
Morrison Park + Library Plaza
 SIZE: 0.9 ACRES
 Realigning the intersection of Colony Rd. and Morrison Blvd. will create ample room for a new park and library reading plaza. Educational events, casual gathering spaces, and public art will be great attractions.

EXISTING ACTIVITY NODES

- 1 Symphony Park
 - 2 Specialty Shops SouthPark
 - 3 The Colony Development
 - 4 Morrison SouthPark Shopping Center
 - 5 Morrocroft Village
 - 6 Apex Charlotte*
 - 7 Morrison Library
 - 8 Phillips Place
 - 9 Sharon Square
 - 10 Sharon Corners
 - 11 Sharon Towers Park* and Sharon Towers
 - 12 The Barclay at SouthPark*
 - 13 Piedmont Town Center
 - 14 Legion Brewery
- * Under construction

Rexford Road is already a beautiful, shaded road and is home to many prominent SouthPark businesses. The Loop will enhance connectivity for the employees and allow the entire community to experience this great street. Because it is one of the least constrained environments on The Loop, it provides plenty of space for events, food trucks, amenity areas, or art installations.



Food trucks parked along Rexford Road



Concept for integrated art along Rexford Road

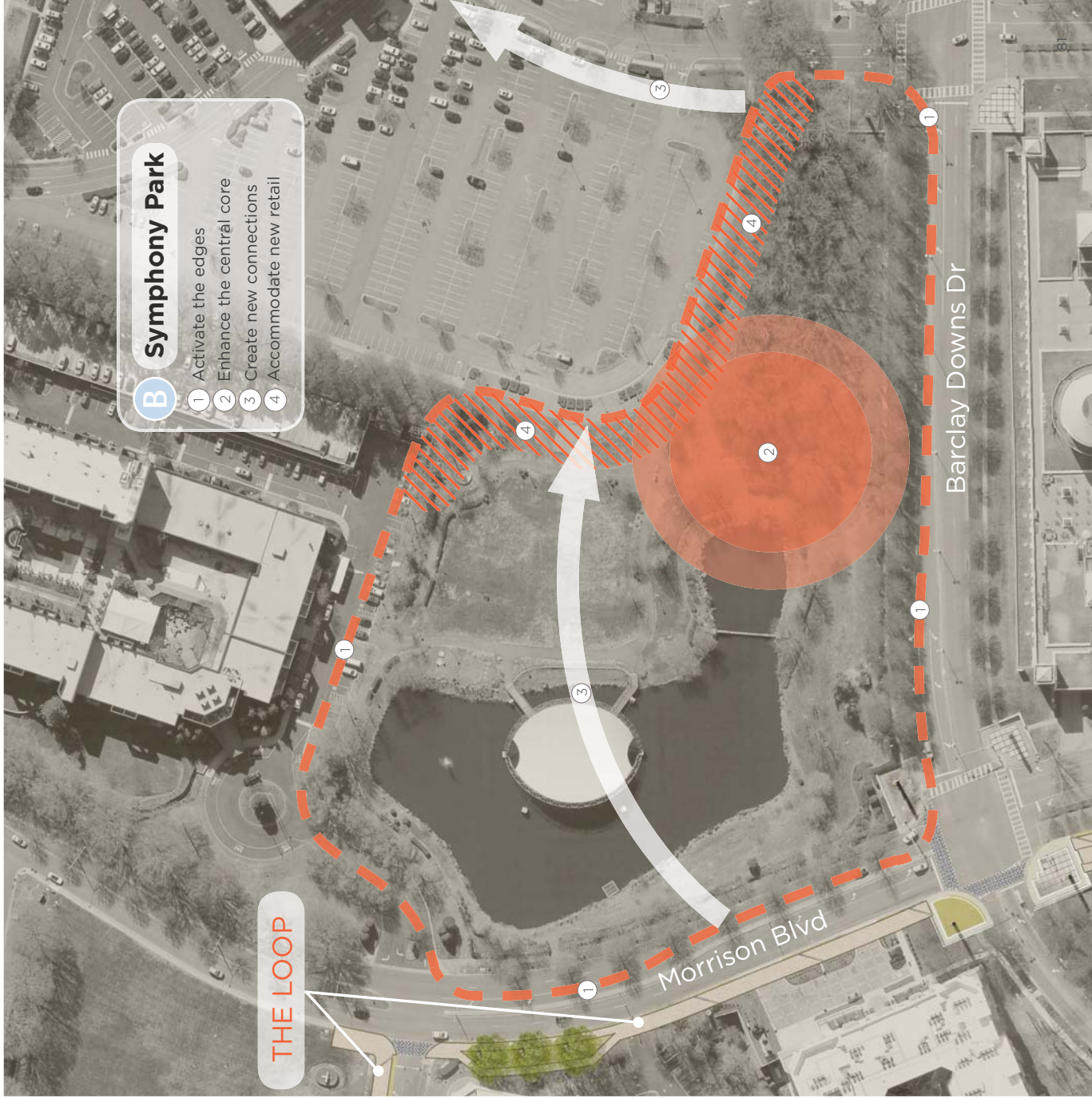


A Rexford Road

- 1 Enhanced Corner/Public Art
- 2 Public Art Area
- 3 Bike Parking
- 4 Structured Canopy/Seating
- 5 Integrated Art Installation
- 6 Food Truck Area (Events Only)

THE LOOP

Symphony Park is the premier destination on The Loop. The Framework Plan provides the opportunity to better integrate the park with improved connections and visibility. The park today is used for events throughout the year, but what if it was a park that was used by the community every day? The key to activating the park is not just making design improvements, but also being able to better connect to the space itself.





C Assembly Street

- 1 Flush Curb Festival Street
- 2 Special Amenity Area
- 3 Shade Structure/Swings
- 4 On-Street Parking/Food Truck Area
- 5 Picnic/Cafe Tables

THE LOOP

Assembly Street

Bullfinch Road

Currently, Assembly Street is a blank canvas for placemaking and programming. Adjacent to an already active and retail-oriented corridor in Piedmont Row, Assembly Street will provide a complementary corridor with more space for activation, including the ability to create a shared, flush festival street environment with opportunities for events, street festivals, and food trucks. The street itself then becomes a place and provides more room for a preferred section of The Loop facility which, if provided on Piedmont Row, would be too confined. The nature of the design for Assembly Street should be fun, creative, and inviting with integrated public art and design elements throughout. Temporary or permanent public art installations could be incorporated overhead to provide a pedestrian-scale ceiling that adds interest throughout the space.



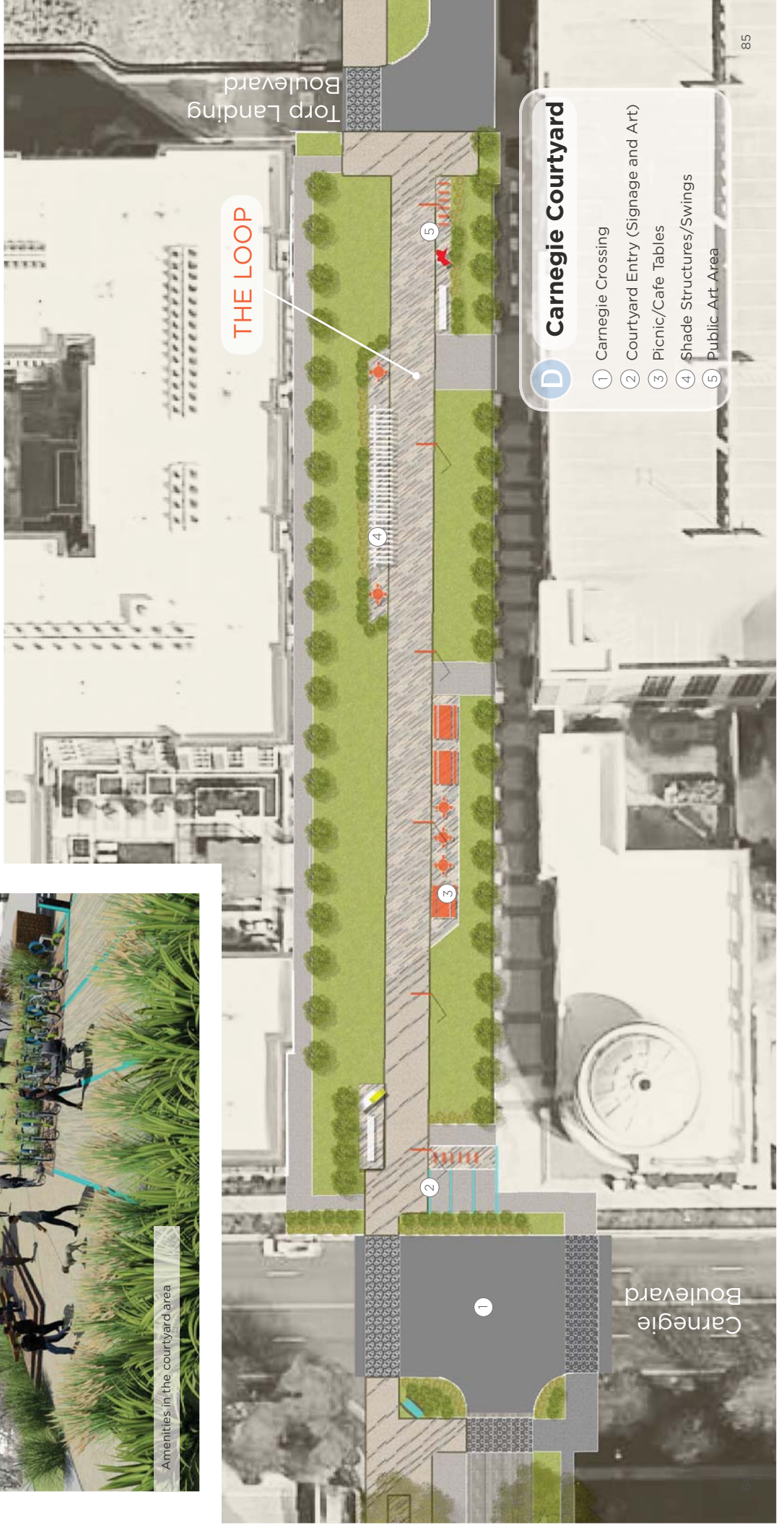
Food trucks along Assembly Drive



Nighttime view of an integrated art concept



Across Carnegie, The Loop connects through the existing courtyard space that is lined with office, retail, and multifamily developments. The courtyard would provide ample room for the preferred section of The Loop and provide opportunities for design elements as well as temporary and permanent art installations. This location would provide immediate activation given the adjacent uses.



D Carnegie Courtyard

- ① Carnegie Crossing
- ② Courtyard Entry (Signage and Art)
- ③ Picnic/Cafe Tables
- ④ Shade Structures/Swings
- ⑤ Public Art Area

Morrison Library

E Library Plaza

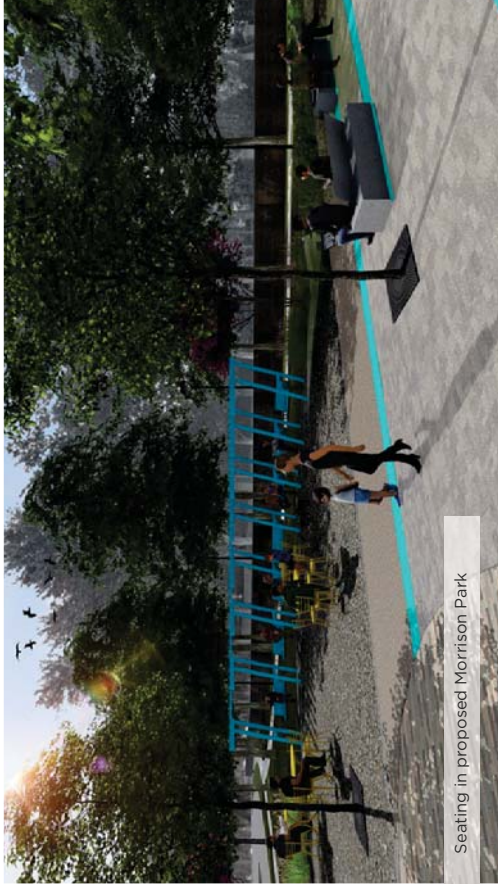
- 1 Shade Structure/Reading Plaza
- 2 Outdoor Cafe Tables
- 3 Bike Parking
- 4 Corner Plaza/Public Art
- 5 Library Entry Signage

F Morrison Park

- 6 Bike Parking
- 7 Light Plaza/Seating
- 8 Public Art Plaza/Seating
- 9 Outdoor Cafe Tables
- 10 Arbor Swings
- 11 Planting Beds
- 12 Flexible Lawn Space

THE LOOP

Realigning the Morrison/Colony intersection reveals space on both sides of the intersection for amenities such as seating, lighting, and vertical architecture. The library is a key cultural and community feature along The Loop that should be activated at the street, providing space for social gathering and casual reading events. The Framework Plan identifies permanent art installations in both areas.



Seating in proposed Morrison Park



Entrance to proposed Morrison Park



Nighttime view of Morrison Library Plaza



Reading Plaza outside of Morrison Library

Crosswalk Design

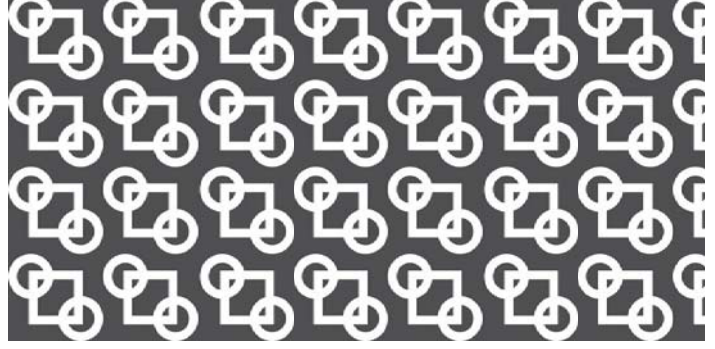
Crosswalk designs must complement the overall brand and themes of the project. Crosswalks incorporated through City of Charlotte CIP projects as well as improvements through private development should incorporate the design of these crossings moving forward. The designs are based on the City of Charlotte standards for crosswalk design and should be highly visible. The application for the crosswalk design should be coordinated with the City.



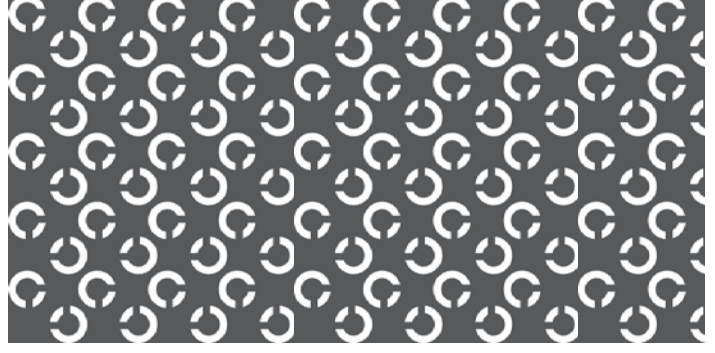
The Loop alignment takes advantage of signalized intersections throughout the majority of the alignment to provide the safest possible crossing opportunities for bikes and pedestrians. Though mid-block crossings should be discouraged in most instances, there are two locations that were evaluated as a part of the framework plan. The mid-block crossing proposed on Sharon Road will utilize a signalized pedestrian crossing at this location that will be implemented by the City of Charlotte as a part of adjacent private development. The mid-block crossing proposed on Carnegie Boulevard is based on lower speeds and traffic as noted at the time of this plan. Additionally, it is recommended that the crossings on Carnegie be raised. Due to the significant amount of traffic in the area, all crossings, including but not limited to mid-block crossings and full signalized crossings will need to be further evaluated prior to implementation and will most likely require a traffic study as well as a full analysis by the City of Charlotte Department of Transportation prior to any improvements being installed.



Crosswalk design for The Loop
Only use on crosswalks along the official alignment.

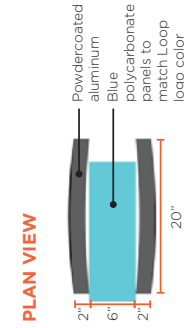
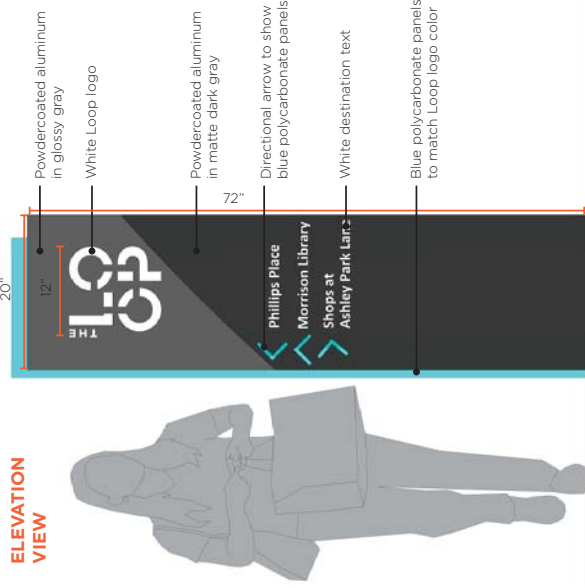


Alternate crosswalk design
Use on crosswalks adjacent to The Loop alignment.



Design Details

Multiple Destination Sign



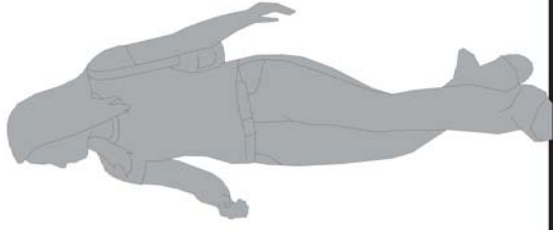
MATERIALS

Multiple destination signs should be designed with powdercoated aluminum cabinets with blue polycarbonate side accent panels. They will be laser cut the directional arrows to allow the color to show through. Two separate finishes of the aluminum are shown—matte and glossy—and should have a slight variation in color. All colors should match the brand color palette guidelines.

Path Marker

WHERE TO GET IT:

There are many local vendors who can design and fabricate the wayfinding signs. Once fabricated, those installing future wayfinding signs can use the same preferred vendor, design details, and material specifications that will become a standard detail for future segment implementation. The contractor must coordinate with the City of Charlotte prior to design and implementation.

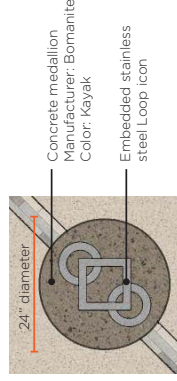


MATERIALS

Path markers should be designed with powdercoated aluminum cabinets with blue polycarbonate side accent panels. The aluminum cabinet will allow the color to show through on the path-facing side. Two separate finishes of the aluminum are shown—matte and glossy—and should have a slight variation in color.



Path Marker Alternative

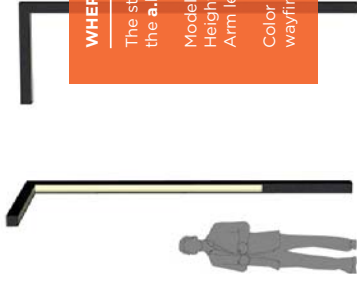


MATERIALS

The color of the alternate path marker medallion should match the concrete edge color. A polished stainless steel icon should be embedded flush with the concrete. This option should only be used in easements where vertical signage is not allowed.

Pedestrian Lights

The pedestrian light shown here represents the preferred lighting standard for pedestrian lights along The Loop. This light is not the City of Charlotte standard or a standard light design specified by the electric utility provider for the City. The pedestrian lights will need to be approved prior to implementation within the City of Charlotte right-of-way and metered separately. The operations and maintenance of these lights will be outside of the typical City of Charlotte process and may need to be maintained and operated privately and will require an encroachment agreement with applicable City agencies prior to installation.



WHERE TO GET IT:

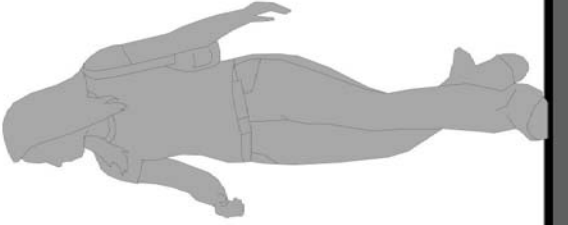
The standard pedestrian light is the **a.light from V3 Lighting**.

Model: X3

Height: 11 feet

Arm length: 3 feet

Color: matte-dark gray to match wayfinding



Destination Marker

6"

White Loop icon

Directional arrow to show blue polycarbonate panels

Powdercoated aluminum in matte dark gray

White destination text

Powdercoated aluminum in glossy gray

MATERIALS

Destination markers should be designed with powdercoated aluminum cabinets with blue polycarbonate side accent panels. The aluminum cabinet will be laser cut at the directional arrow to allow the color to show through. Two separate finishes of the aluminum are shown—matte and glossy—and should have a slight variation in color. All colors should match the brand color palette.



Standard Bike Rack

These custom 4" inch wide aluminum bike racks reflect The Loop icon and should be powdercoated with brand colors only. No welds should be visible in the fabrication of the bike racks. The square piece will be silver powdercoat color. Color combinations must adhere to brand guidelines and multiple combinations are encouraged at each location. The same color combination should be not placed together.



Standard Stand-Alone Bench

These custom benches will be made of perforated aluminum seats and backs with 4 inch wide leg supports that represent The Loop icon and will be powdercoated with brand colors only. Bench length and spacing will vary. Seat backs may not always be applicable but when they are should break at the leg support and not be continuous. Only one color should be used for each bench segment. The perforated aluminum seats and backs should be silver powdercoat to match the bike rack.



Standard Integrated Bench

When integrated seating elements are designed and no square supports are needed, the seat and back of the perforated aluminum element may have a brand color applied. There should only be one color applied for each seating segment but multiple seating segments may be applicable. Recessed LED lighting at the base of all integrated seating elements is strongly encouraged.



Integrated lighting at the base of seat wall.

WHERE TO GET IT:

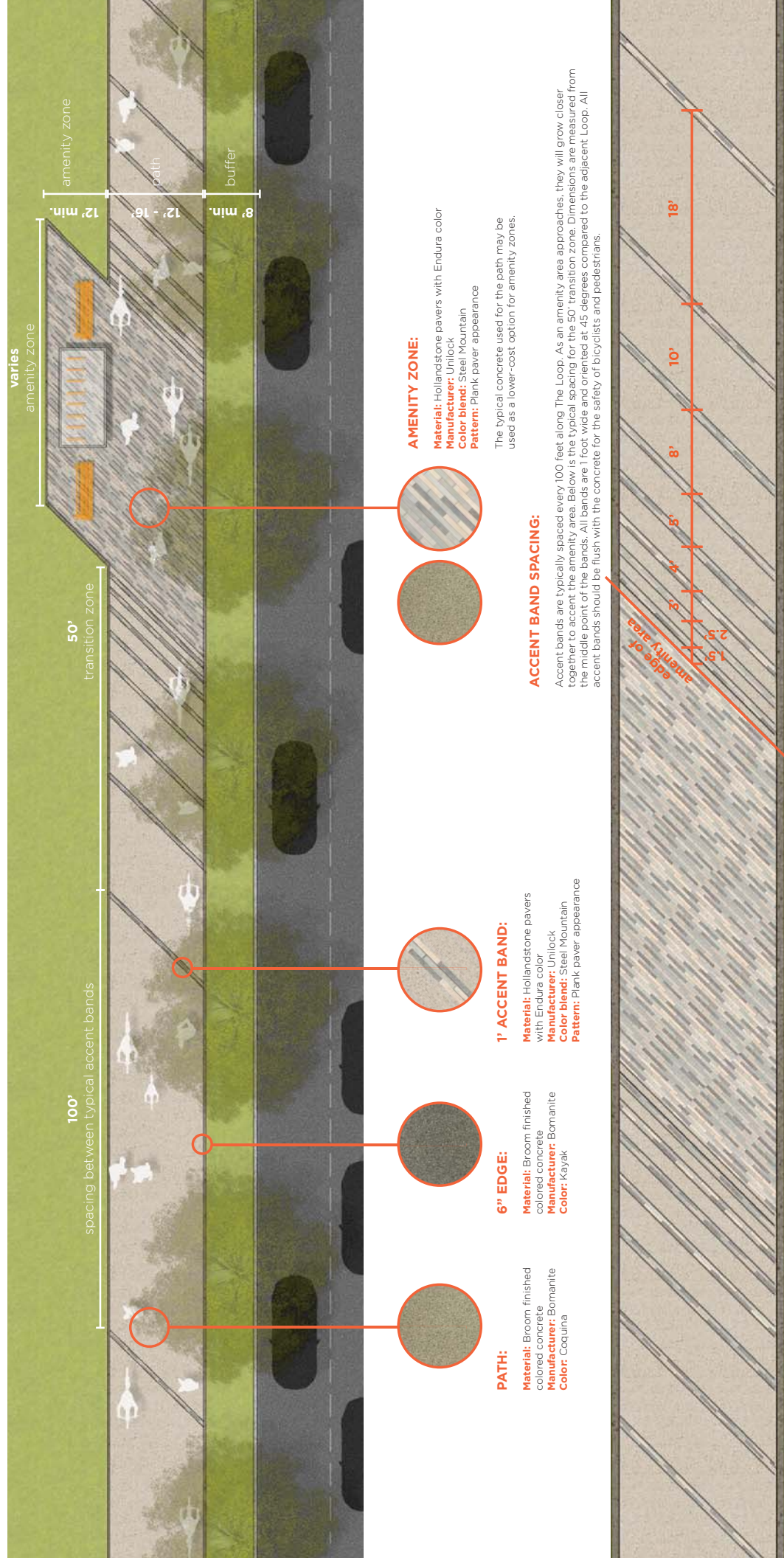
Vendors such as Landscape Forms, Forms+Surfaces, or other approved high-quality fabricators are capable of fabricating all bike amenity and seating elements. Once a seating element or bike rack has been designed, approved, and fabricated, that will become the design standard for those components for future implementation. The City of Charlotte may choose to contract with a specific vendor based on the design or ask for multiple design bids to choose from before identifying a standard detail and specification.

Hardscape

The materials that make up The Loop must be consistent. The materials on this page should be used on The Loop, both the combined and the split option. The materials shown below represent the preferred look and intent of the design. Vendors shown are for reference only and are not required. Materials from vendors that are equal to the final product shown will be valid for consideration.

Once a segment of The Loop has been implemented the design material and specifications approved by the City of Charlotte will become the standard for future implementation.

Other considerations: Signature projects off of The Loop may use different materials. Examples of this can be seen in the signature project renderings used in each section title page. Alternate materials can be used here as long as they compliment the overall intent of The Loop brand.



100'
spacing between typical accent bands

50'
transition zone

varies
amenity zone

amenity zone
12' min.
path
12' - 16'
buffer
8' min.

PATH:

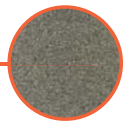
Material: Broom finished colored concrete
Manufacturer: Bomanite
Color: Coquina

6" EDGE:

Material: Broom finished colored concrete
Manufacturer: Bomanite
Color: Kayak

1' ACCENT BAND:

Material: Hollandstone pavers with Endura color
Manufacturer: Unilock
Color blend: Steel Mountain
Pattern: Plank paver appearance



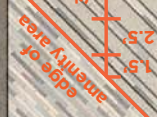
AMENITY ZONE:

Material: Hollandstone pavers with Endura color
Manufacturer: Unilock
Color blend: Steel Mountain
Pattern: Plank paver appearance



ACCENT BAND SPACING:

The typical concrete used for the path may be used as a lower-cost option for amenity zones.
Accent bands are typically spaced every 100 feet along The Loop. As an amenity area approaches, they will grow closer together to accent the amenity area. Below is the typical spacing for the 50' transition zone. Dimensions are measured from the middle point of the bands. All bands are 1 foot wide and oriented at 45 degrees compared to the adjacent Loop. All accent bands should be flush with the concrete for the safety of bicyclists and pedestrians.



Costs and Contribution Opportunities

The numbers provided on the following page are high-level planning costs. They are meant to provide a better understanding of the funds that will potentially need to be allocated or raised for implementation, operations, and maintenance of The Loop. This study recommends that preliminary engineering be done up to 30% to re-evaluate these cost estimates as construction prices will fluctuate over time. Additionally, the context of each segment of The Loop varies as will the methods of construction, specifically within the existing built environment.

In evaluating the costs for future implementation of The Loop and its proposed amenities, there are several areas where those who wish to contribute to the success of The Loop can get involved. A breakdown for contribution categories is shown on the following page. Depending on the categories of contribution, the City may elect to signify each donation category by donor as applicable. Beyond the individual categories listed, total projected segment construction costs are also noted. Contributions made to build an

entire segment of The Loop would include donor recognition throughout each applicable segment. Donor recognition could potentially be included on wayfinding signage, path markers, or in-ground donor medallions or plaques. The City should leverage the private investment made to build these segments for potential available public match dollars.

Additionally, the City may consider naming rights for "Legacy" donors who wish to contribute more significant donation amounts that would fund multiple segments of The Loop or for those who wish to contribute significant endowments for public art or maintenance and operations. Similar endowments have been raised for facilities like the Indianapolis Cultural Trail, which received a \$2 million endowment for public art and a \$6 million endowment for operations and maintenance. That endowment was also used to formalize ICT Inc., the nonprofit that now manages the Indianapolis Cultural Trail day-to-day. Additional funding details for the Indianapolis Cultural Trail can be found on [page 106](#).



THE LOOP FURNITURE

Furniture includes benches, bike racks, and tables. Costs include materials, fabrication and installation. Quantities are based on recommended spacing.

\$750,000



THE LOOP PEDESTRIAN LIGHTS

Costs include materials, freight and installation of pedestrian lights. Quantity assumptions are made based on recommended spacing.

\$750,000 - \$1 MILLION



THE LOOP WAYFINDING

Costs include materials, fabrication and installation of all types of wayfinding. See [page 32](#) for quantities and suggested placement.

\$500,000



THE LOOP HARDSCAPE

Costs include the concrete, sub-base materials, and installation needed for building the path portion of The Loop.

\$150-220
Per linear foot



AMENITY AREA

Costs include ground materials, lighting, enhanced landscaping, and additional furniture used in amenity areas. Costs will vary by size and amenities used.

\$100,000 - \$500,000



PUBLIC ART ENDOWMENT

Money donated to this category would support many types of art along The Loop, from custom furniture to iconic sculptures to creative lighting.

\$2 MILLION



OPERATIONS AND MAINTENANCE

Costs include maintenance staff and equipment, programming and events, and marketing.

\$900,000
Per year

Build a segment of The Loop

Building a segment of The Loop combines all of the elements above. See the map on [pages 62-63](#) for a summary of the length and character of each segment.

AVERAGE SEGMENT

Although each segment of The Loop varies in context and length, many of them average out to a similar cost of \$2.5 million.

\$2.5 MILLION

ASHLEY PARK SEGMENT

Ashley Park is unique because it is already a highly developed urban environment. Therefore, The Loop will be designated in this segment by wayfinding. Additional lighting and at-grade improvements will be minimal, reducing the cost.

\$1 MILLION

REXFORD SEGMENT

Rexford is longer and has more amenity areas and art opportunities than the average segment, raising the cost.

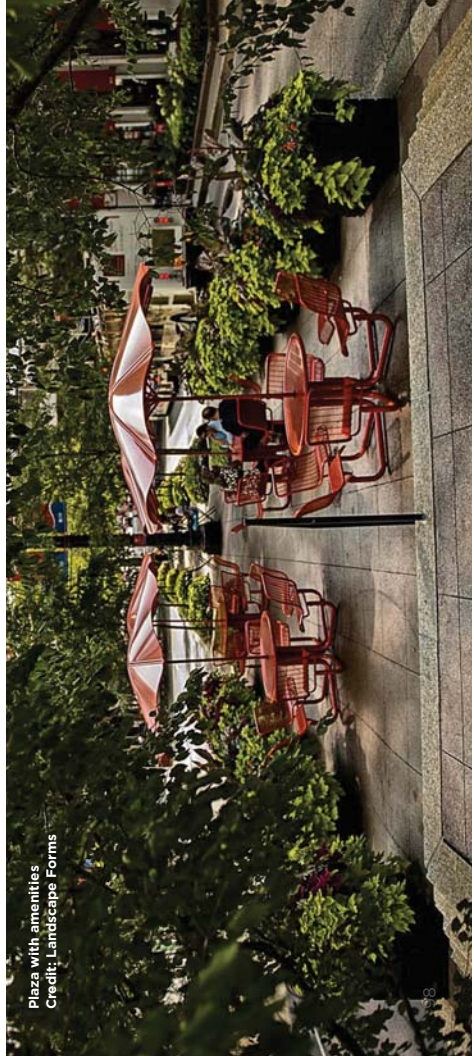
\$3.5 MILLION

ASSEMBLY SEGMENT

Assembly Street is proposed to become a shared street and has several amenity area opportunities, raising the cost.

\$5 MILLION

Plaza with amenities
Credit: Landscape Forms



Case Studies

Investing in the community has proven returns in both the public and private sector markets. As a part of The Loop framework plan we analyzed other built examples of similar facilities and projects across the country to determine the effective return on investment dollars spent. Additionally, qualitative factors were analyzed based on use, activation, and quality of life. Results vary depending on the market, the existing conditions, and the location of the improvements. A summary of case study examples are listed on the following pages.



The 606 Trail

CHICAGO, IL

The 606 takes Chicago's legacy of great parks to new heights. The elevated Bloomingdale Trail is the centerpiece of The 606—it connects to four neighborhood parks at ground level, an observatory, art installations, and other amenities.

COST AND FUNDING SOURCES

Construction Cost: \$95 Million

Funding sources include federal, state, county, and city resources as well as significant private philanthropy.

- \$50 million in public funds (mostly CMAQ)
- \$5 million from the City of Chicago
- \$18 million in private donations (through the Trust for Public Land)

PROJECT LENGTH

Total Project length is 2.7 miles

TYPE OF TRAIL

Elevated trail with at grade park access.

TOTAL USERS

Average use of 3.7 million miles traveled per year

MANAGEMENT OF ASSET

The 606 is a public/private partnership between the City of Chicago, the Chicago Park District, and The Trust for Public Land. During construction, The Trust for Public Land served as the lead private partner and the project manager on behalf of the Chicago Park District, and currently takes the lead for public programming and community engagement.

IMPACT

Since 2012, prices have risen dramatically in 606 West while remaining stable in 606 East. Changing house prices provide a key indicator of demand for housing and potential rising costs that may affect affordability for lower-income households. Since breaking ground on the trail, prices in 606 East have increased by 13.8% and by 4.3% since the trail opened in second quarter 2015. Conversely, prices in 606 West have increased by 48.2% since breaking ground, and by 9.4% since the trail opened. While prices in 606 East have seen less rapid increases than in 606 West, this is a product of 606 East being a consistently strong and stable housing market. Since 2000, house prices in 606 East have experienced steady appreciation and saw only modest declines during the recession. As of the second quarter 2016, house prices in 606 East were over 4% above previous peak levels. Citywide median average sales price is \$225,000 for single-family and \$321,000 for attached single-family home. In April 2016, a single-family detached home in Logan Square was \$645,000 and a single-family attached home was \$366,000.

Source: Up on the 606, by Paul Gobster, Sonya Sachdeva, and Greg Lindsey
Source: Measuring the Impact of The 606, Institute for Housing Studies at DePaul University

2

BeltLine

ATLANTA, GA

The BeltLine is known as “where Atlanta comes together”. It’s a public space where you can view art, walk through parks, experience a performance, savor delicious food, or just connect with friends and neighbors. Built in phases and still under construction, the BeltLine will eventually connect 45 neighborhoods and provide transit connectivity for the entire metro Atlanta region.

COST AND FUNDING SOURCES

Total Expected Construction Cost: \$4.8 billion

Funding Sources to date:

- \$144 million in bonds
- \$112 million from the City of Atlanta (TAD and other grants)
- \$39 million in philanthropic grants
- \$38 million in other governmental grants
- \$36 million from Atlanta Public Schools
- \$25 million from Fulton County TAD
- \$3 million from Atlanta BeltLine Inc.

PROJECT LENGTH

Total Project length will ultimately be a 33 mile trail network and 22 mile transit system.

TYPE OF TRAIL

Mostly at grade.

TOTAL USERS

1.7 million visitors in 2016.

MANAGEMENT OF ASSET

The City of Atlanta owns all portions of the project within the right-of-way. It is managed and operated by Atlanta BeltLine, Inc., the Atlanta BeltLine Partnership, and the City of Atlanta.

IMPACT

The BeltLine will create 33 miles of trails, 22 miles of light rail transit, 1,300 acres of new greenspace, and 1,100 acres of remediated brownfields. From 2011-2015, the median sale prices along the BeltLine segments increased by 40%-68% while the median sales price of homes more than a half-mile from the BeltLine increased 17% over the same period. The overall economic impact from new development and investment along the BeltLine has been projected to be \$20 billion, an ROI of 8:1.

Source: <https://beltline.org>



Credit: Christopher T. Martin



Credit: Runckel, Ernestberger, Associates
104

Monon Greenway

3

CARMEL, IN

An expansion and transformation of a shared-use pathway into a multi-modal boulevard that forms an organizing framework and connective tissue for a new urban fabric of mixed use development, public spaces, and amenities.

The Monon Greenway previously ran through Carmel's light industry and back of house of less desirable properties. This project has transformed these properties and what once was back of house is a new front door to the community. It began construction in fall 2017 and is scheduled to be complete fall 2019.

COST AND FUNDING SOURCES

\$23 million Construction Budget
Funding sources

- The \$23 million was part of a larger \$250 Million city bond that was being paid for through a Tax Increment Finance District or (TIFF District)

PROJECT LENGTH

Total project length is approximately 4.2 Miles

PROJECT TYPE

The 4.2 miles at grade

TOTAL USERS

471,000 annual users

MANAGEMENT OF ASSET

City of Carmel and the Carmel Clay Parks System will jointly manage and maintain the trail and boulevard.

IMPACT

The expanded trail will serve a rapidly growing Midtown redevelopment area where the city is partnering with private developers to create a new, vibrant mixed-use corridor to include over \$300 million new investments in new office, restaurant, retail, and residential development in what was once the city's primary industrial area.

The Monon Greenway demonstrates how a well-designed, amenity-rich, highly programmed linear park space can attract significant reinvestment that, together, enhances and expands urban life and activity. It also demonstrates that an urban transportation corridor can move beyond its simple utilitarian function and become a signature destination in and of itself—an organizing spine for innovative placemaking, multi-modal connectivity, and distinctive experiences.

4

Cultural Trail

INDIANAPOLIS, IN

The Indianapolis Cultural Trail: A Legacy of Gene & Marilyn Glick is an 8-mile urban bike and pedestrian path in downtown Indianapolis, Indiana. The Indianapolis Cultural Trail seamlessly connects neighborhoods, cultural districts and entertainment amenities while serving as the downtown hub for central Indiana's vast greenway system. The trail was constructed in phases from 2007-2013. The City is currently designing ICT 2.0, an extension of the trail to connect additional neighborhoods to the trail system.

COST AND FUNDING SOURCES

The total project cost was \$63 million. All funding was organized by a single leader. No local tax money was used for the Trail construction.

- Private funding totaled \$27.5 million. The Glick family was responsible for a large portion of the funding. It also included a \$6 million maintenance endowment (used to initiate the nonprofit organization ICT Inc.) and a \$2 million public art endowment. Segment sponsorships were \$2 million and included donor plaques.
- Public funding (federal transportation funding) totaled \$35.5 million.

PROJECT LENGTH: Total Project length is 8 miles

PROJECT TYPE: The 8 miles is at grade.

TOTAL USERS

Average user: 1 Million users per year.

Source: Indianapolis Cultural Trail Inc.

MANAGEMENT OF ASSET

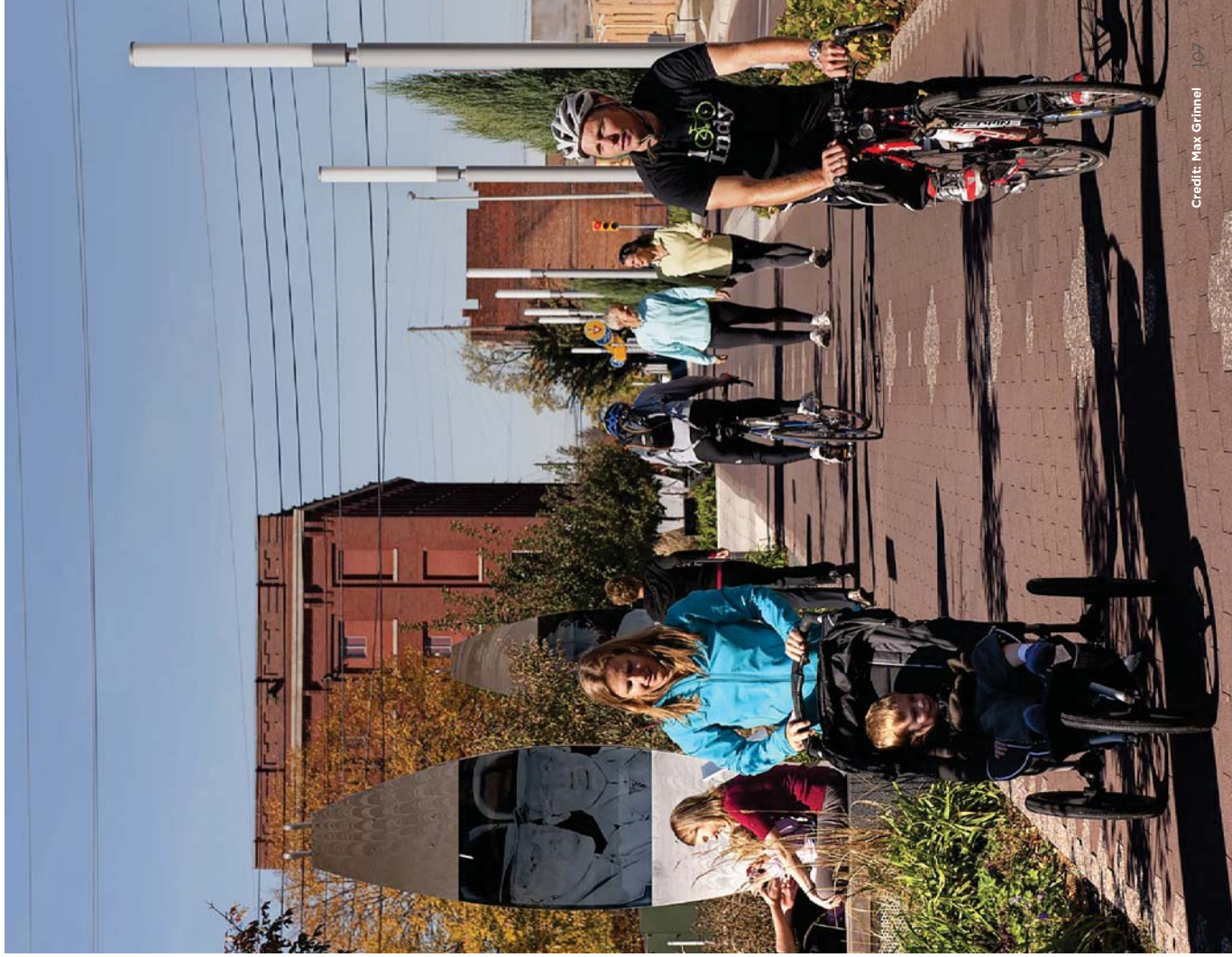
A nonprofit called the Indianapolis Cultural Trail, Inc. is responsible for managing and maintaining the Cultural Trail and the Pacer Bike Share system.

IMPACT

Over half of the owners indicated they have seen an increase in customers since the Trail opened, and 48 percent indicated they have seen an increase in revenue. While Mass Avenue and Fountain Square report a larger increase in customers than revenue, Fletcher Place reports a higher increase in revenue than customers. Several operators indicated the revenue and/or customer increases led to the creation of additional full-time and part-time positions. In total based on business operator responses, a range of 40 to 50 full-time positions and nearly 50 part-time positions were added. Some of the new jobs created were from new businesses opening up, and based on the vision survey results, 25% of those businesses established at that location because of the Trail.

All users surveyed were asked how much they planned to spend while participating in the following activities: staying in a hotel, eating at a restaurant, shopping at any stores, attending a theater or cultural event, or other activities. From the 558 surveys collected, 32 percent indicated they would spend money while doing at least one activity. Ten percent of the users reported they would spend money participating in more than one activity. The average expected expenditure was \$53, with hotel spending the highest and restaurant spending second.

The change in total assessed property value, from 2008 to 2014, was an increase of \$1,013,544,460, with 25 properties accounting for 68% of this increase. These properties are a mix of commercial, residential, and lodging establishments, including some of the largest downtown property and development projects.



THE LOOP



CITY OF
CHARLOTTE