

Hal Marshall Redevelopment Strategy



BOCC Public Policy Workshop - April 10, 2018

North Tryon Vision Plan



- **Commission endorsed plan in 2016**
- **Reimagined vision**
 - Great streets & public space
 - Art & programming
 - Link cultural institutions & destinations
- **Broad community engagement**
- **Implementation Committee Established**
- **Community Open House**
 - April 19th

North Tryon Momentum



**Discovery
Place
Renovation**



**Library &
Hall House
Block**



Carolina Theatre
Foundation for the Carolinas

North Tryon Momentum



SkyHouse



Market 42

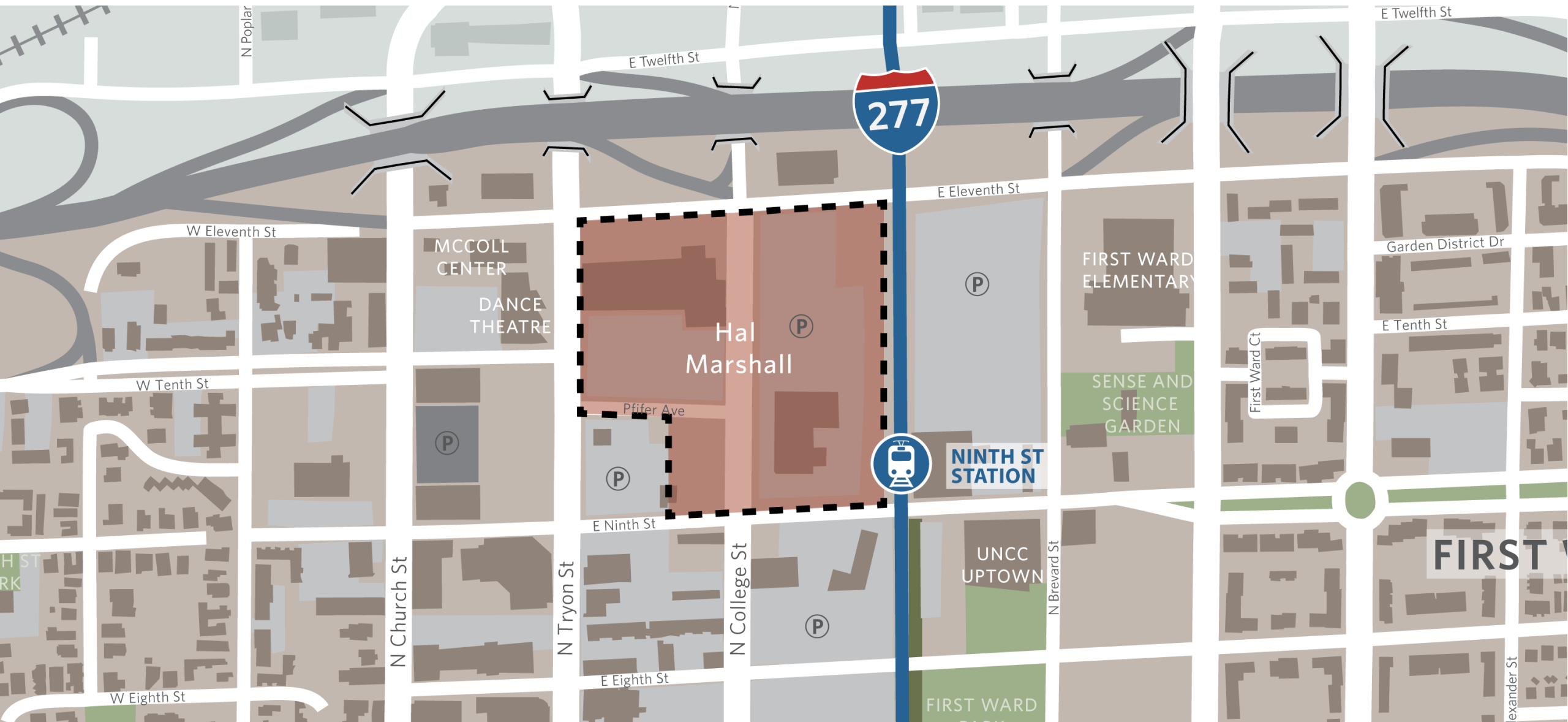


**Blue Line
Extension**

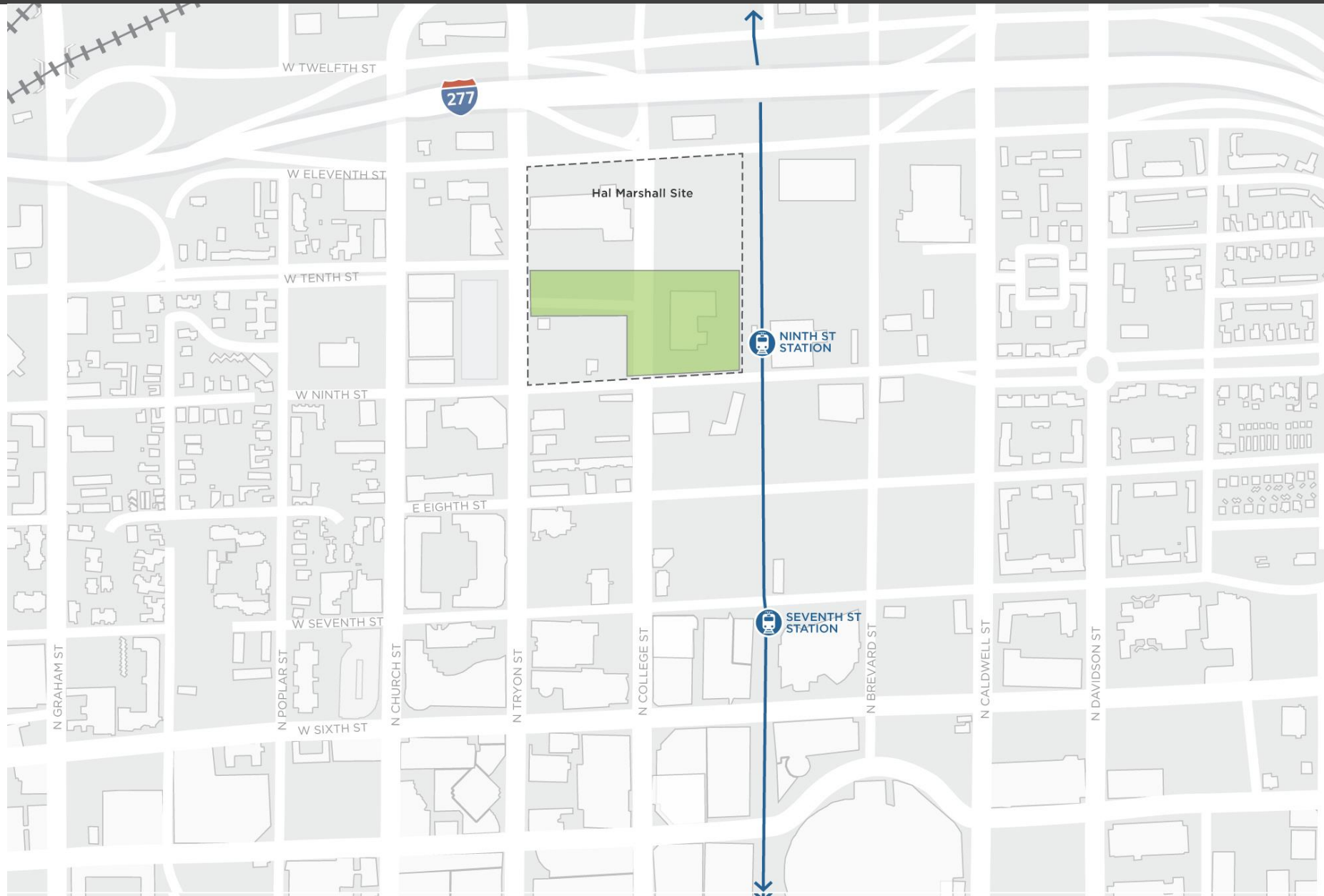


**First Ward
Urban Village
Phase I**

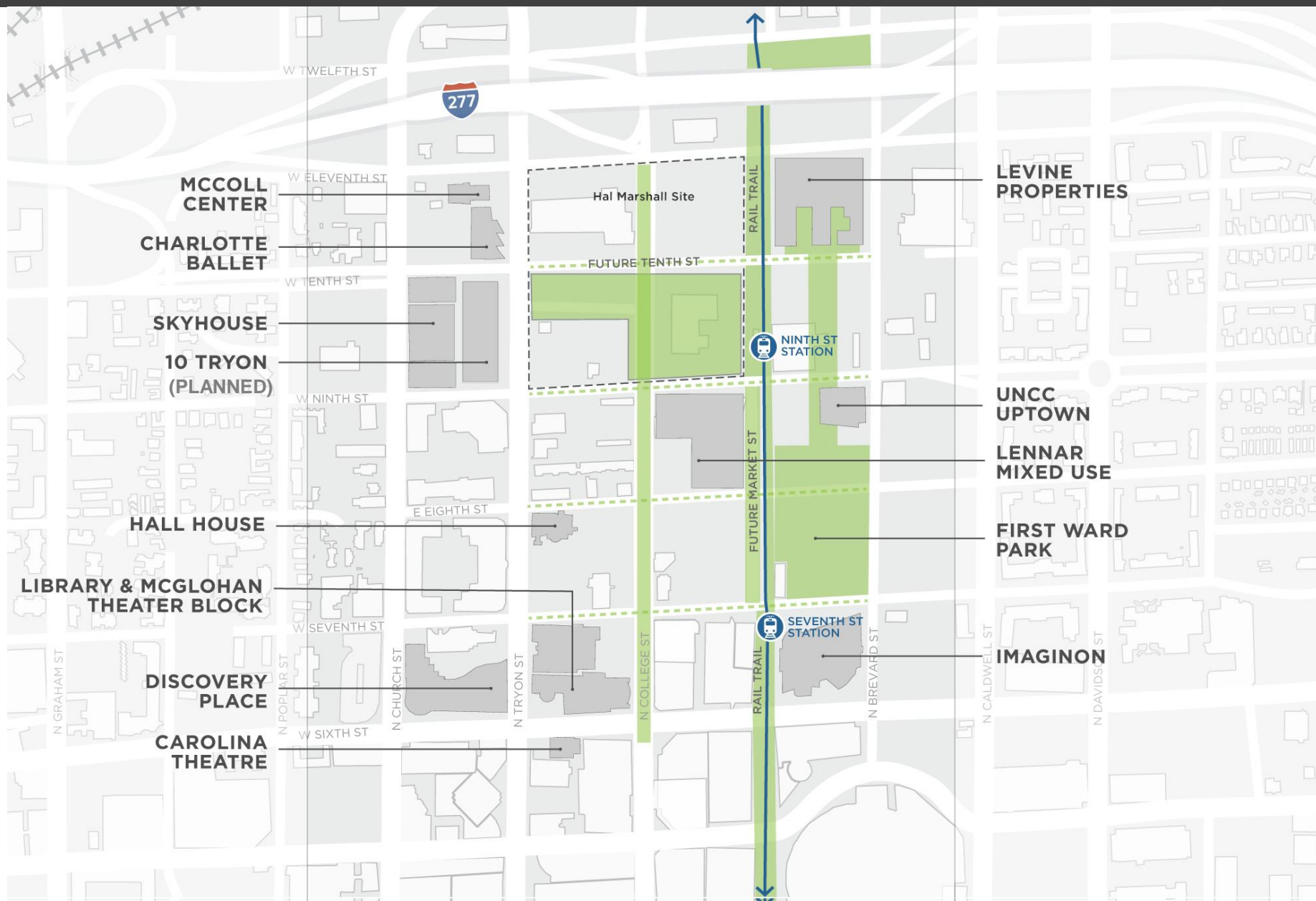
Timing is Right



Opportunity to Create Green Space



Link to Existing Destinations



Iconic Green Spaces



Olympic Sculpture Park, Seattle WA

- **Olympic Sculpture Park**
Seattle
- **Walker Sculpture Garden**
Minneapolis
- **Millennium Park**
Chicago
- **Pappajohn Sculpture Park**
Des Moines

Economic Impact: Case Study



Pappajohn Park, Des Moines, Iowa

- Opened 2009
- 4.4 acre park
- Sparked downtown redevelopment of \$460 M including \$150 M Krause Gateway Center



Krause Center, Renzo Piano, Des Moines

Economic Impact: Bearden Park & BB&T Ballpark - 2011



Economic Impact: Bearden Park & BB&T Ballpark - 2018



Romare Bearden Park & BB&T Ballpark

- Opened 2013
- 5.5 acre park
- Nearly \$1 Billion in private development with room for more

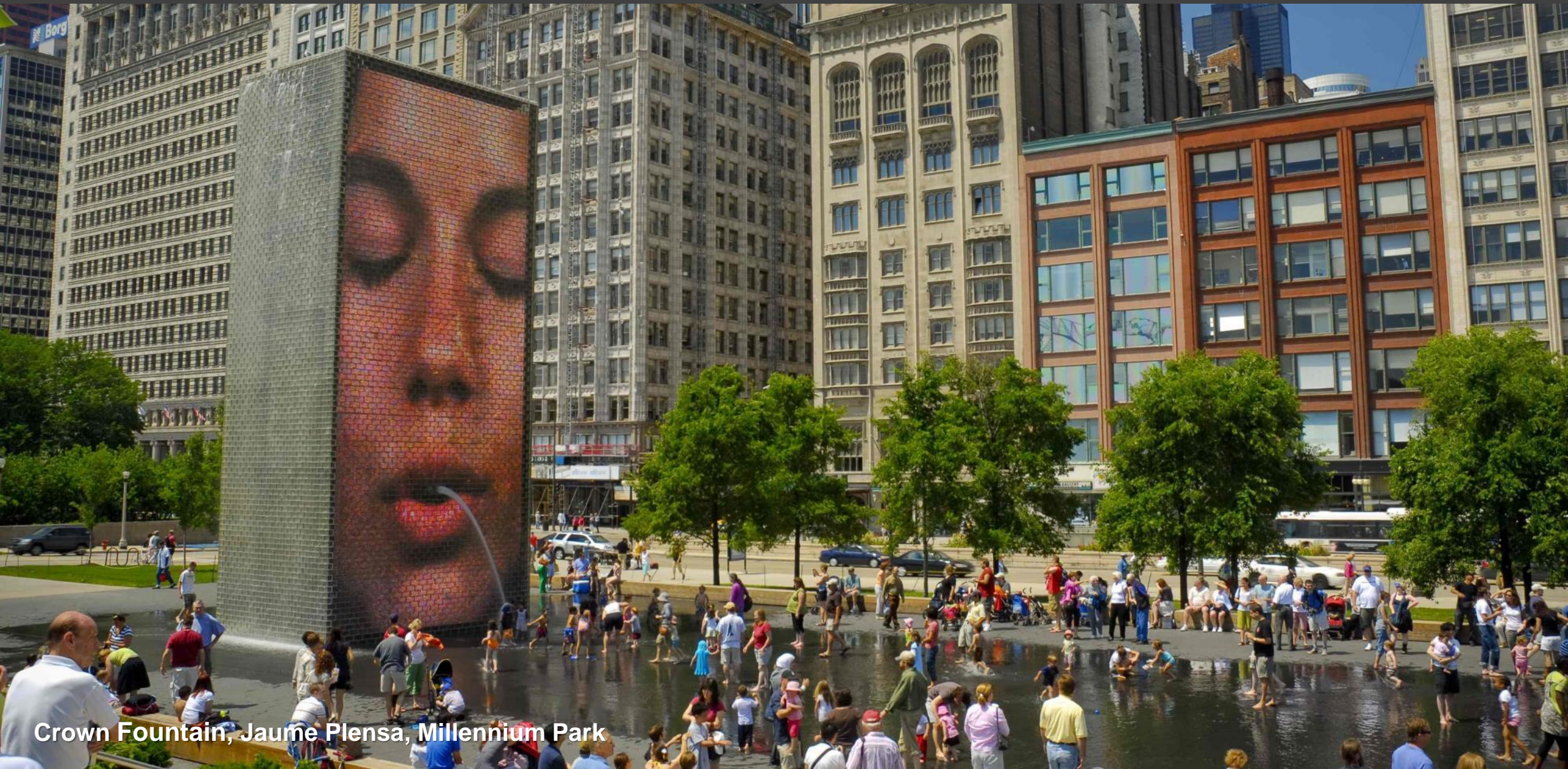


Exciting Coincidence



Cloud Gate, Millennium Park, Chicago IL

Places for Permanent Art



Crown Fountain, Jaume Plensa, Millennium Park

Places for Permanent Art



Spoon Bridge & Cherry - Oldenburg & van Bruggen, Minneapolis

Places for Temporary Art



Be in the Weather Vaer, Vejret, Olafur Eliasson, Denmark



The Big Easy, Patrick Dougherty, Ackland Museum, Chapel Hill

Places for Gathering



Our Goals



- **Transformative for Charlotte-Mecklenburg**
- **Catalyst for economic development**
- **Opportunity for more green space**
- **Connect destinations**
- **Leverage light rail**

Imagine....



Please Touch the Art, Jeppe Hein, Brooklyn Bridge Park

Iconic public space accessible to all

- World-class art & sculpture
- Engaging landscape architecture
- Dynamic community programming

Catalyst for:

- Investment & growth
- Inspiration & involvement
- Connection & unity
- Enjoyment & entertainment

Capitalizing on:

- Energy & vision for North Tryon
- Proximity of site to light rail
- Private investment / public partnership

Development Strategy



A Gathering Place for Tulsa Public Engagement, MVVA

- **Public-private partnership**
- **Multi-year planning & development process**
- **Extensive community engagement**

Questions & Comments

