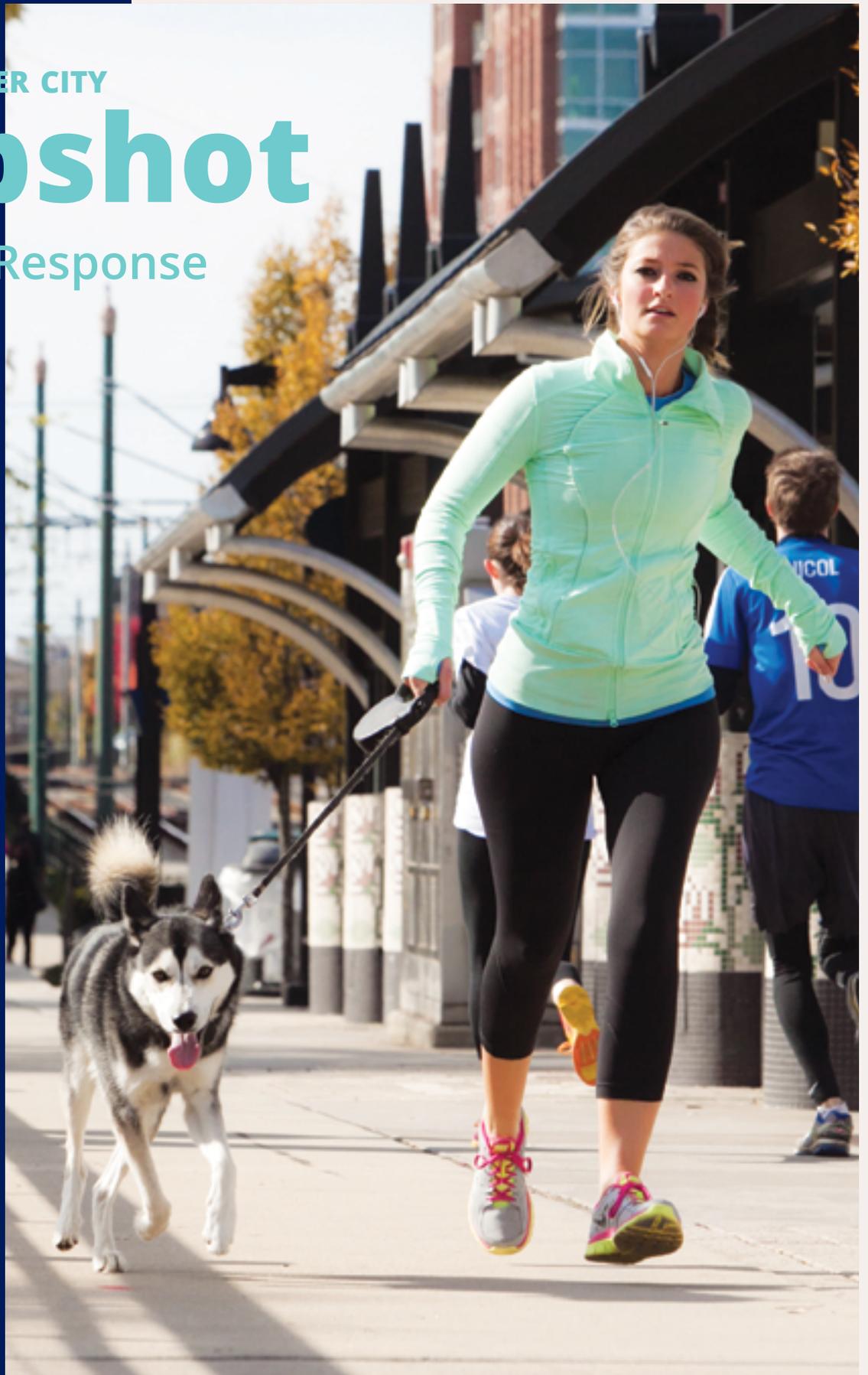


CHARLOTTE CENTER CITY

# Snapshot

Residential Response  
to COVID-19



Charlotte  
**CENTER CITY  
PARTNERS**

May 15, 2020

# This Center City Snapshot, the second in our ongoing series, contains a focus on the impact COVID-19 has had on the urban residential experience.



**As all of us are aware, the pandemic continues to usher in change throughout cities around the globe.**

We continue to be heartened by all of our frontline heroes. Their work to keep our community safe and running is foundational to all of our residents. As we begin Phase I for easing restrictions, it is important to remember that this is the initial, careful step to boost parts of the economy while keeping important safety rules in place to protect families and neighbors.

*“People have missed the vibrancy of Center City’s bars and restaurants, street festivals, outdoor concerts, live music venues, and sporting events.”*

Center City is Charlotte’s commons, and our latest research clearly shows that the impacts of COVID-19 have been broad and profound on our urban residents. As we re-open, our community must implement the right strategy that allows people to safely re-engage with the Center City they love so much and that has played such an important part of their lives.

In this Snapshot, we sought to understand the aspects of Center City life that residents value—what they miss and what has sustained them through this crisis. Residents told us that they fought feelings of isolation by connecting with neighbors at a safe distance

from their windows, patios, and balconies. Seeing friendly faces—including those of our Center City Ambassadors—along wide sidewalks or on the opposite side of a greenway or the Rail Trail provided comfort. These aspects of Center City living have increased the sense of community even in a time of necessary separation. People have missed the vibrancy of Center City’s bars and restaurants, street festivals,

outdoor concerts, live music venues, and sporting events.

Through this crisis, let’s redouble our commitment to each other and our bold aspirations for the kind of Center City we aspire to

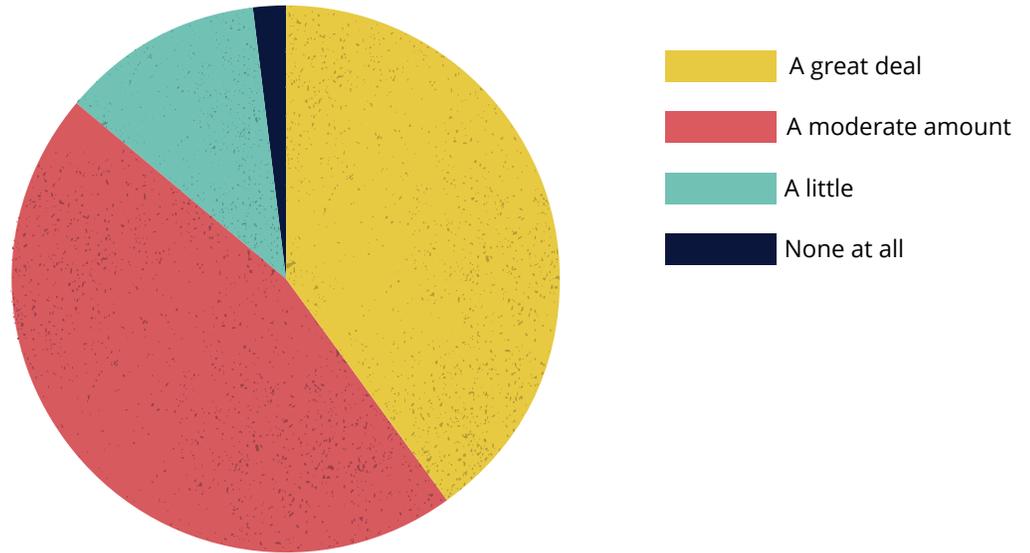
have. Center Cities are unmatched tools of intentionality. All systems are disrupted, thus creating an opportunity, as we reboot, to become an engine for equality with a deep commitment to affordability. Downtowns have historically played a special role in leading communities out of economic downturns and other crises. Our Center City has been a leading force for recovery and resiliency in the past and will play a unique and foundational role leading Charlotte’s epic return.

**Michael J. Smith**  
PRESIDENT AND CEO  
Charlotte Center City Partners

## THE DATA IN THIS DOCUMENT:

- More than 570 respondents
- 51% owners | 49% renters
- 42% live in large multifamily properties
- 36% live in single-family homes
- 50% have two or more in household
- 76% women | 24% men

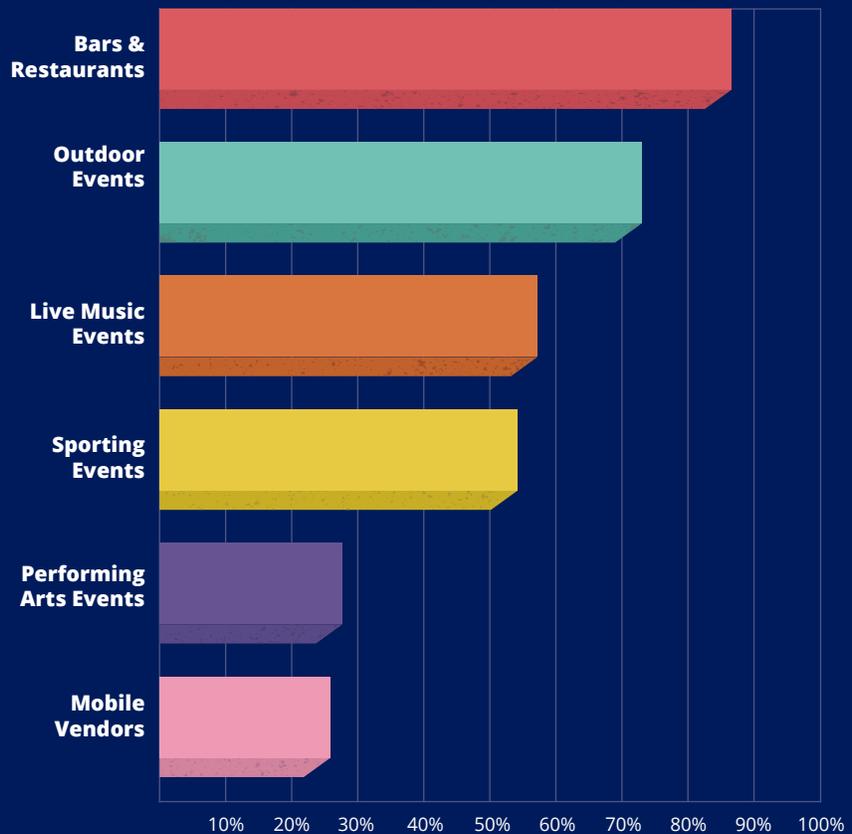
**86%** think COVID-19 has affected their neighborhood a moderate amount or a great deal.



People have missed these aspects of Center City's buzz and activity the most during COVID-19.

"We used to spend time in Center City every weekend at breweries, restaurants, or events."

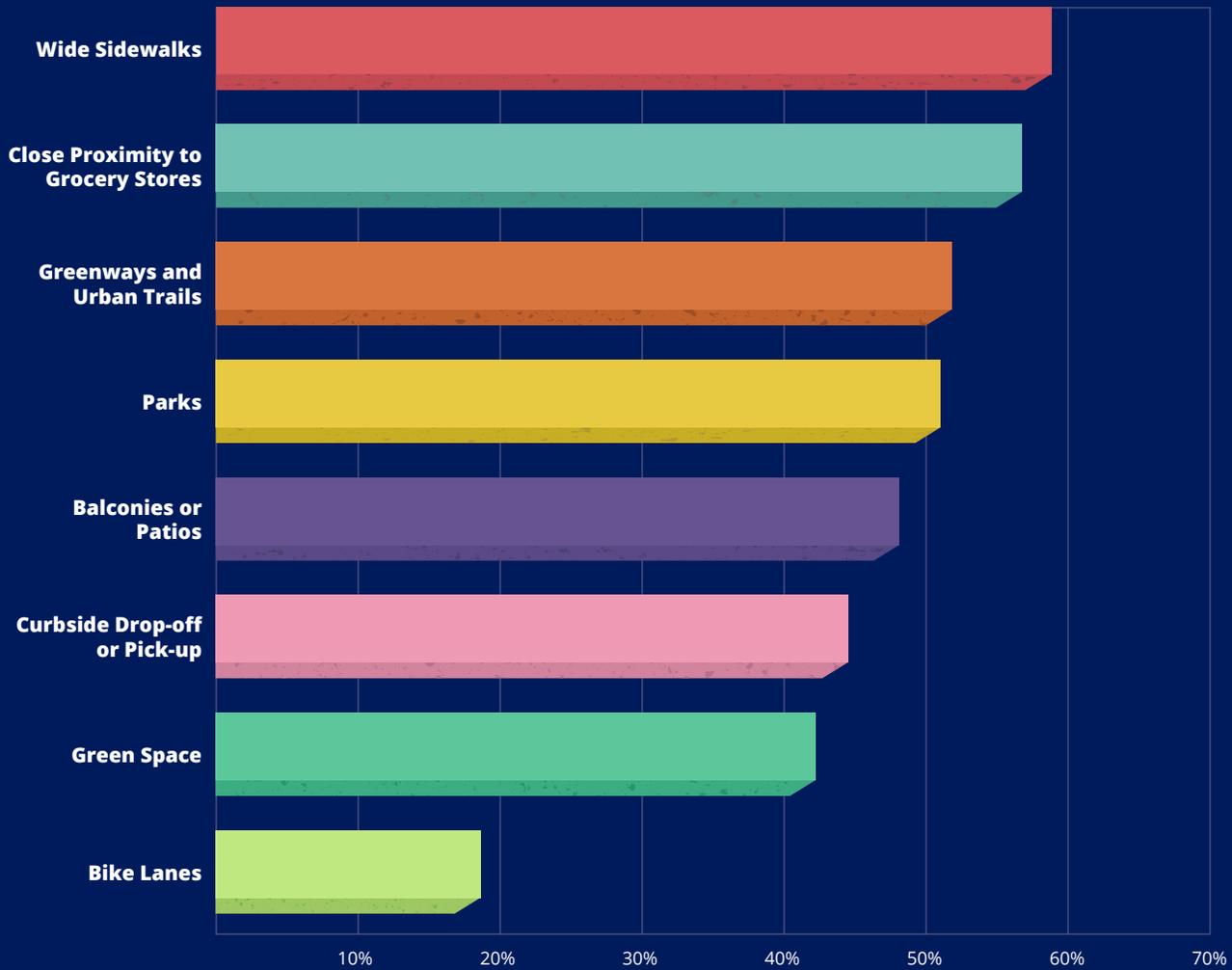
-CENTER CITY RESIDENT



# Center City residents valued these amenities even more during COVID-19.

“Ability to walk to restaurants offering curbside pickup.”

-UPTOWN RESIDENT



## Resident Feedback .....

"We're so grateful to be a part of this very special community. The support we've received from Fourth Ward, and our involvement in **#DinnerForHealthCareHeroes**, is what sustains us until we can welcome our neighborhood family back to dine with us."

-Trish Ellington  
Poplar, Uptown

"I like seeing the **Center City Ambassadors** because it's **comforting to see their friendly faces and know they have radios if someone needs help.**"

-Uptown Resident



"Love that lots of things are still accessible – rail trail, outdoor space, restaurants with delivery and curbside, and grocery stores. I love still being **a part of a community**, using my deck, being able to **see people and not feel isolated.**"

-South End Resident

"We are so **thankful for our community bonding** during this rough time. We have seen residents come together to support others. We've spotlighted Uptown businesses still open for our residents and took our business local. We've hosted multiple virtual events like bingo, work outs, and happy hours."

-Chrissy Elder  
COMMUNITY MANAGER at **The Catalyst**

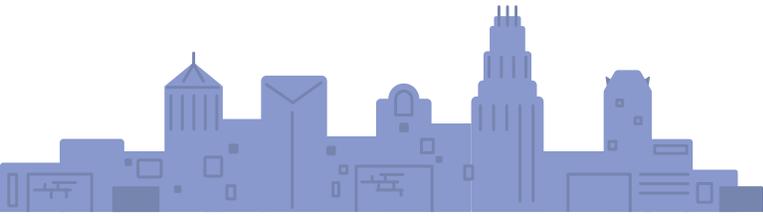


"I still feel **'connected'** to my city because I can hear the 7PM Friday night celebrations for healthcare heroes that the Carolina Panthers and Charlotte Knights play. I see so many people out walking (at a safe distance) **and feel not alone**. I can walk to the grocery store for essentials and get physical activity!"

-South End Resident



## Resident Feedback .....



“Easy access to groceries, breweries, takeout, and exercise via bike paths, **bike lanes and sidewalks.**”

-Center City Resident

“I’ve had the time to enjoy my neighborhood as I work from home and don’t waste time on a long commute to work in a suburban area of town. **Easy to walk in an urban neighborhood with sidewalks** so I’ve increased my daily walking while working from home.”

-Center City Resident



STAY STRONG  
CLT

“**Love the Center City Ambassadors.** Loved how I saw them yesterday when we went for our exercise. **Still shows someone cares!**”

-Center City Resident



“**Honestly, it’s the small gestures that have kept our spirits high.** Our residents enjoyed the food trucks and just popping downstairs for dinner. Our biggest turnout was virtual bingo with mimosa packages, Old Mecklenburg Brewery beer, and Waterman gift cards being delivered to their door.”

-Julese Dortch

COMMUNITY MANAGER at **Fountains South End**

“We have become **closer as a community** and more concerned about safety of those around us and just more **mindful in general** on a daily basis”

-South End Resident



# What is next from **Charlotte Center City Partners:**

- [2040 Center City Vision Plan](#)  
Join the journey to inform our strategy through and beyond COVID-19
- Check out some amazing new programming across the spectrum of information, entertainment and fun:
  - [CLT After Dark](#) for a hyper-local variety show highlighting music, comedy, theater, and dance
  - [Center City Exchange](#) for a forum to connect and share information as well as listen to and learn from experts
  - [Music Everywhere](#) to experience live music from local bands and musicians
- More data and insights about other important sectors of Center City
- Resources and guidance as we move from Phase I to Phase II and III



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