CITY OF CHARLOTTE

CORRIDORS OF OPPORTUNITY

Cultivate **PROSPERITY**	*Strengthen* **COMMUNITY**	*Build* **LEGACY**

MEETING OVERVIEW

- INTRODUCTION TO THE CORRIDORS OF OPPORTUNITY PROGRAM
- REVIEW OF THE NGNT PROCESS/ENGAGEMENT RESULTS
- TOP PROJECTS REVEAL

CORRIDORS OF OPPORTUNITY is a demonstration of the city's commitment to:

- Support equitable investment and opportunity
- Holistic neighborhood revitalization
- Facilitate the ability for long-time residents to stay-in-place

within the six identified corridors.

Corridors Framework

Corridors of Opportunity projects, programs, and partnerships work is organized within the goals of the Charlotte Future 2040 Plan.

CHARLOTTE FUTURE | 2040 COMPREHENSIVE PLAN

1. 10-MINUTE NEIGHBORHOODS
2. NEIGHBORHOOD DIVERSITY AND INCLUSION
3. HOUSING ACCESS FOR ALL
4. TRANSIT- AND TRAIL-ORIENTED DEVELOPMENT
5. SAFE AND EQUITABLE MOBILITY
6. HEALTHY, SAFE, AND ACTIVE COMMUNITIES
7. INTEGRATED NATURAL AND BUILT ENVIRONMENTS
8. DIVERSE AND RESILIENT ECONOMIC OPPORTUNITY
9. RETAIN OUR IDENTITY AND CHARM
10. FISCALLY RESPONSIBLE

$72+ Million Corridors of Opportunity Dollars

Housing Access for All
9 Million

Diverse and Resilient Economic Opportunity
$25 Million

Safe, Active and Healthy Communities
$2.25 Million

Safe and Equitable Mobility
24.5 Million
(+10 Million in FY25)

Integrated Natural and Built Environment
Over 200 Million in projects

Retain Culture and Identity
$2 Million

Corridors Active Projects in 2022

The Corridors Team is actively working on programs, partnerships, and projects in all 6 corridors. As part of the effort, coordination with other city initiatives such as Hire Charlotte, Access Charlotte, and the affordable housing team are a priority to further leverage efforts.

Beatties Ford

- Oaklawn Intersection Improvements
- LaSalle Intersection Improvements
- Catherine Simmons Intersection Improvements
- Sidewalks
- Urban Main/HWEP Support
- Beatties Ford/LaSalle Placemaking
- Staying in Place Pilot Community (Washington Heights)
- Ritz at Washington Heights
- Five Points Programming
- E-Fix Development
- Sankofa Partners Development
- Excelsior Club
- Various Other Public-Private Opportunities being explored
- Alternatives to Violence

West Boulevard

- I-77 and West Boulevard Intersection Improvements
- Remount Intersection Improvements with Mobility Hub + Placemaking
- Intersection Signal @ Walton
- Pedestrian Hybrid Beacon @ Ridge Avenue
- I-77 Underpass Lighting and Mural
- Upgraded Pedestrian Lighting
- Historic Wayfinding Markers
- 1527-1537 West Boulevard Acquisition
- Alternatives to Violence
- Public Art
- Business Mural Program

Sugar Creek

- Sugar Creek Playbook + Road Map
- Intersection Improvements + Sidewalk Gaps
- Upgraded Street Lighting (Reagan Drive to Equipment Drive)
- Staying in Place Pilot Community (Hidden Valley)
- SafeBiz Camera Pilot + Expansion
- Regular business owner meetings
- City-led, community clean up
- Regular mowing and litter pick up
- Intersection Vision and Feasibility
- Expanded Façade Grant Program
- Various Public-Private Partnership opportunities being explored
- Community Support at Intersection
- Safe Charlotte Grantees (2 Organizations)
- Business Mural/Façade Program

Albemarle

- Albemarle Road Map and Playbook for project prioritization
- Intersection Improvements + Sidewalk Gaps
- Multifamily NOAH Pilot Program
- Prospera - Hispanic Small Business Work
- Business Hub and Navigator Program
- Staying in Place Pilot Community (Winterfield)
- Cultural Trail Workshop and Plan
- Eastland Mall Redevelopment

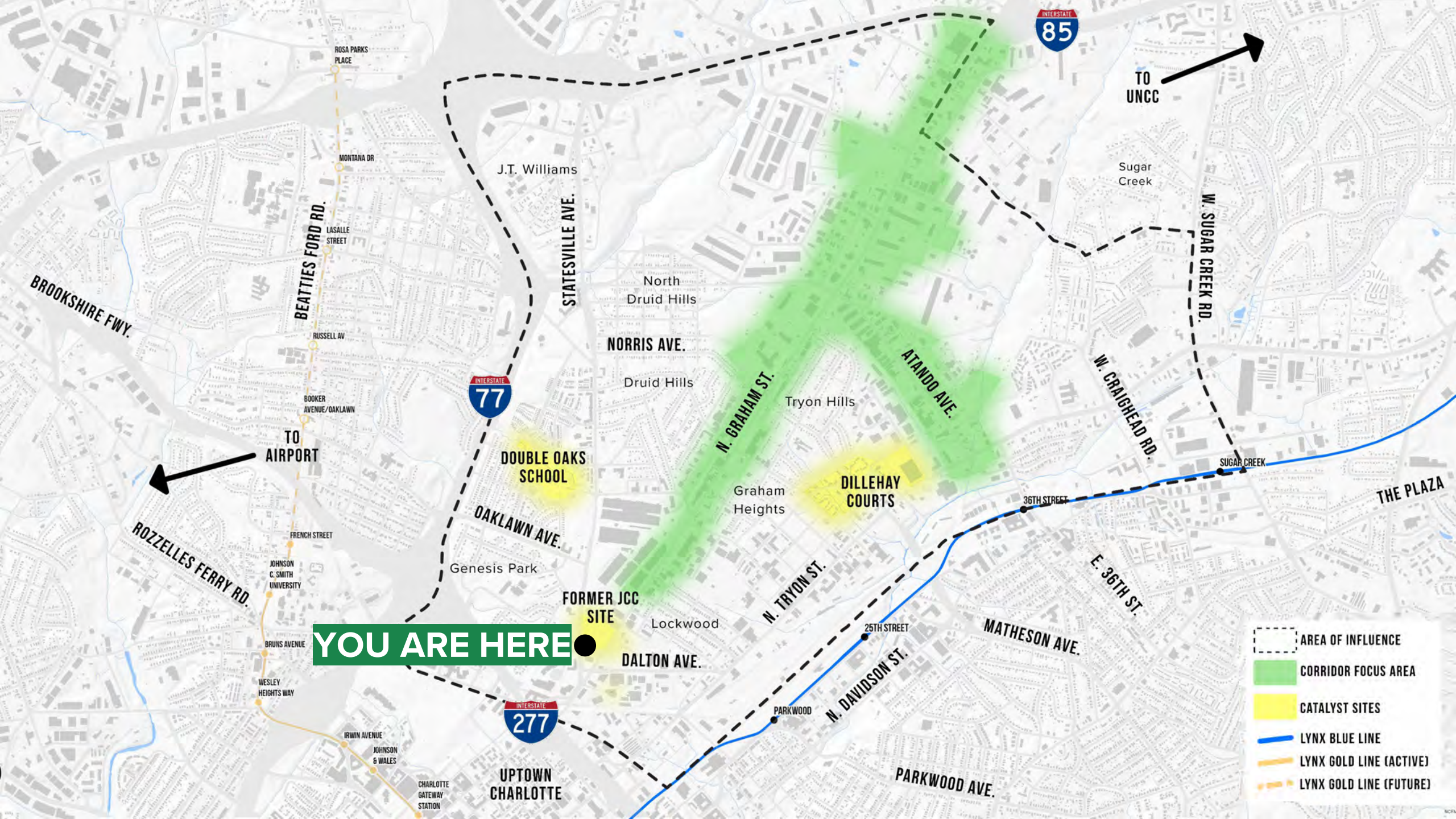
North Graham/North Tryon

- Playbook Development
- Community Kick Off
- Stakeholder Interviews
- Walking Tour
- Theme based workshops
- Online Survey
- Focus Area Site Development
- Project prioritization

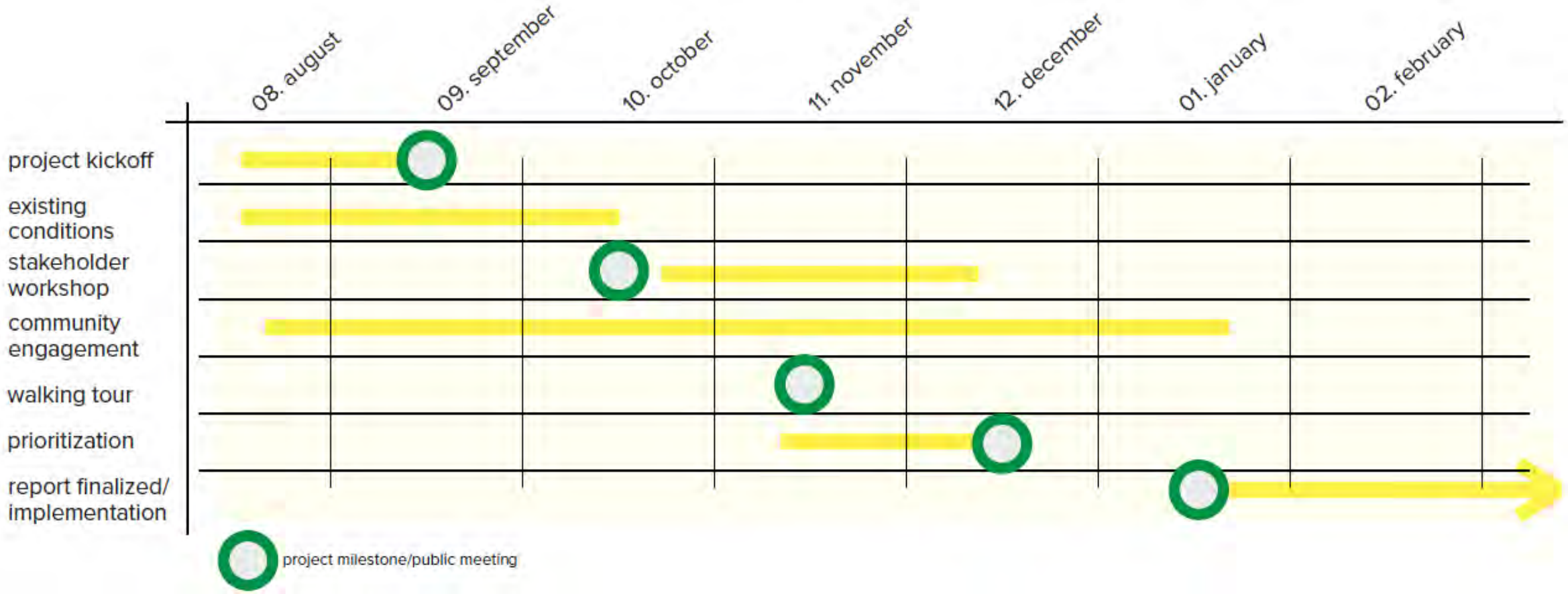
Freedom/Wilkinson

- ETOD Project Team Coordination
- Silverline Project Coordination
- Business/Mural Façade Program

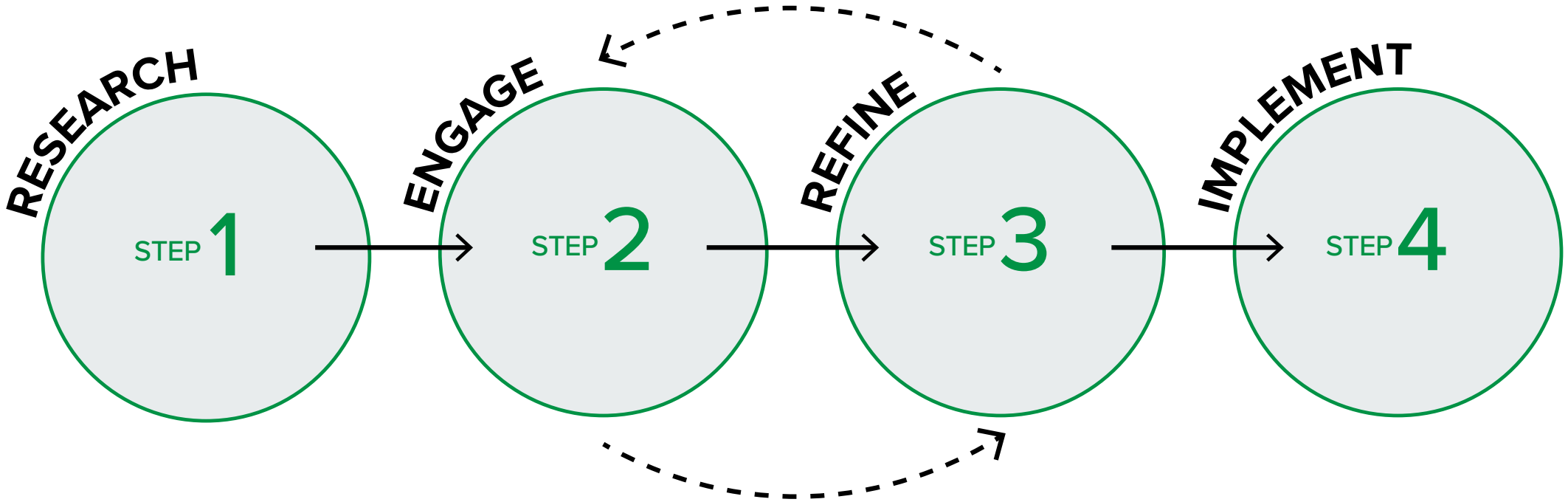
PLANNING PROCESS & ENGAGEMENT REVIEW


ROSA PARKS PLACE
MONTANA DR
LASALLE STREET
BEATTIES FORD RD.
BROOKSHIRE FWY.
RUSSELL AV
BOOKER AVENUE/OAKLAWN
TO AIRPORT
ROZZELLES FERRY RD.
FRENCH STREET
JOHNSON C. SMITH UNIVERSITY
BRUNS AVENUE
WESLEY HEIGHTS WAY
IRWIN AVENUE
JOHNSON & WALES
CHARLOTTE GATEWAY STATION
UPTOWN CHARLOTTE
INTERSTATE 277
INTERSTATE 77
J.T. Williams
STATESVILLE AVE.
North Druid Hills
NORRIS AVE.
Druid Hills
DOUBLE OAKS SCHOOL
OAKLAWN AVE.
Genesis Park
FORMER JCC SITE
YOU ARE HERE
DALTON AVE.
Lockwood
N. GRAHAM ST.
Tryon Hills
ATANDO AVE.
Graham Heights
DILLEHAY COURTS
N. TRYON ST.
INTERSTATE 85
TO UNCC
Sugar Creek
W. SUGAR CREEK RD.
W. CRAIGHEAD RD.
SUGAR CREEK
THE PLAZA
36TH STREET
E. 36TH ST.
25TH STREET
MATHESON AVE.
PARKWOOD
N. DAVIDSON ST.
PARKWOOD AVE.
AREA OF INFLUENCE
CORRIDOR FOCUS AREA
CATALYST SITES
LYNX BLUE LINE
LYNX GOLD LINE (ACTIVE)
LYNX GOLD LINE (FUTURE)

PROJECT TIMELINE UPDATE



THE PROCESS



- Catalog every project/program idea from adopted plans and other areas
- Over 200 projects/ideas identified

- Listen and learn from stakeholder workshops
- Add community-identified projects (50)
- Draft the narrative

- Refine/prioritize/ validate through feedback loops

- Complete project/program prioritization & playbook that reflects the needs and desires of the community

COMMUNITY ENGAGEMENT

- Kickoff meeting
- Interviews & virtual workshops
- Survey
- Walking Tour
- Today!

- Over 16 hours of interviews/workshops

- 15 workshop attendees; 39 survey responses

- 7 virtual workshops

- 19 walking tour attendees; 2 miles walked!

WHAT WE HEARD FROM THE COMMUNITY

- **RECURRING IDEAS**
  - Clear Identity/Brand – creation of a sense of place
  - Improving education and communication for available programs
  - Enhanced safety/walkability
  - Adaptive reuse of buildings
  - Mixture of housing types

WHAT WE HEARD FROM THE COMMUNITY

- **CATALYST SITES**
  - Dillehay Courts
    - Reimagining the site with a mixture of supportive uses
    - Providing homeownership opportunities
  - Double Oaks School Site
    - Inclusion of affordable housing
    - Work with community on redevelopment initiatives
  - City-owned land @ N. Graham/Statesville
    - Make a transformative gateway into the North End
    - Create place with mixture of uses
    - Consider community-centered use as anchor
    - Integrate green/open space

DRAFT VISION STATEMENT

The North Graham/North Tryon Corridor is a **vibrant, inclusive and growing** community that cherishes its history and is forging its own sense of place. The corridor is a place where the community and its assets – both natural and built – are **preserved**, whose neighborhood fabric is reconnected with **mobility options for all**, **housing is affordable** and attainable, and new opportunities are created through intentional and equitable development.

TOP PROJECTS REVEAL

PROJECT PRIORITIZATION METHODOLOGY

1. COO Program Goals
2. Addresses or meets City Initiatives
3. Community Feedback (Stakeholder Workshops and Survey)
4. Strategic Timeframe
5. Attainability

Scoring System

3 = project aligns with ***most*** prioritization items

2 = project aligns with ***some*** items

1 = project aligns with ***few or none***

Example

Project A addresses program goals, city initiatives, feedback from the community and is attainable. That project should likely score a 3.

CORRIDOR PROJECT PRIORITIES

HOUSING ACCESS FOR ALL

what we've heard:

- Provide missing middle housing opportunities
- Address continued displacement in the North End
- Allow residents to age in place
- Improve communication to ensure residents know of existing programs they could benefit from

HOUSING ACCESS FOR ALL

top projects

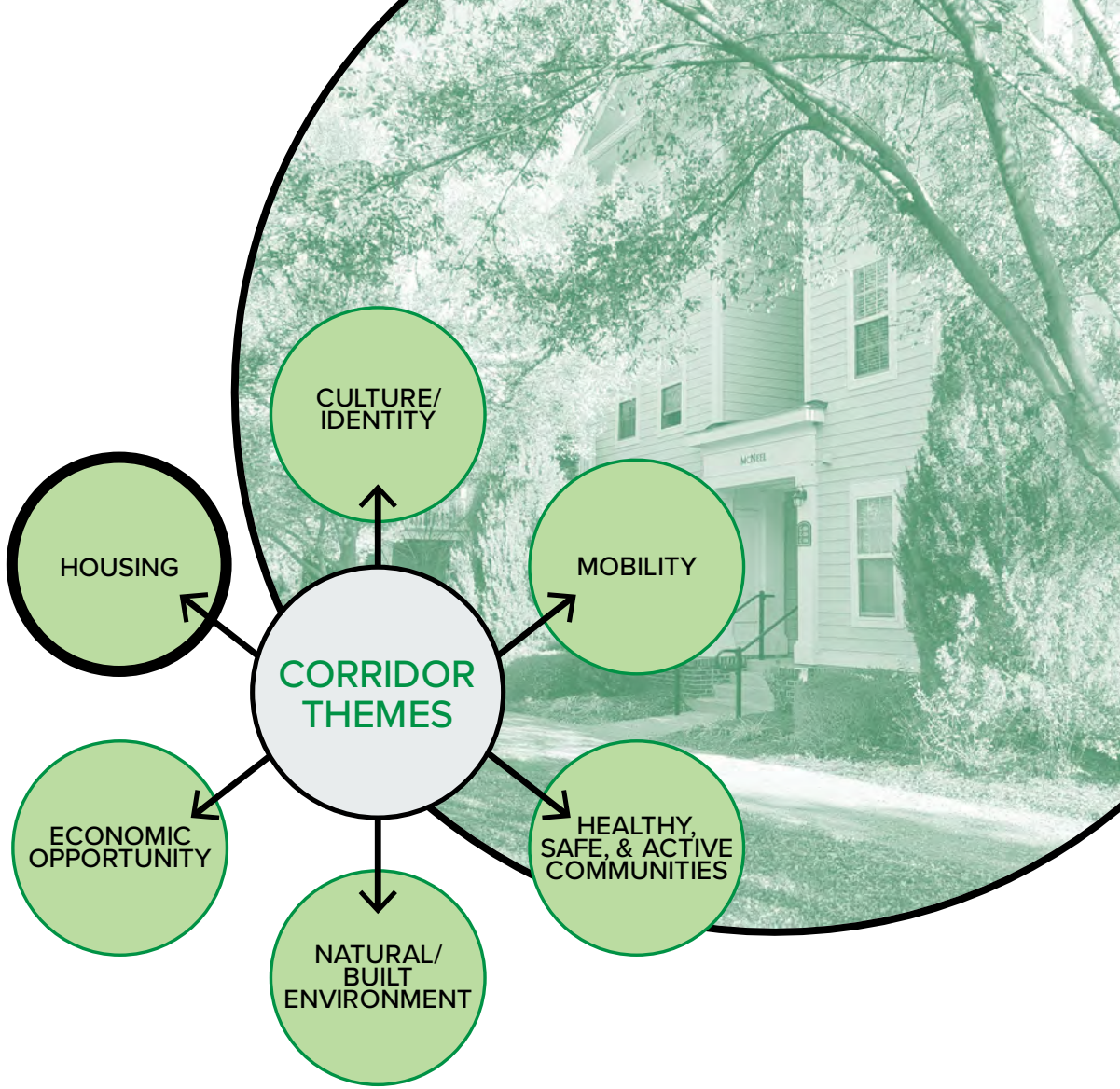
A. Work with community to reimagine the redevelopment of Dillehay Courts housing

B. Work with the community to reimagine redevelopment of the Double Oaks site

C. Increase availability of Homeownership Downpayment Assistance programs

D. Increase Housing Education related to purchasing and keeping a home

E. Increase Housing Rehabilitation programs



HOUSING ACCESS FOR ALL

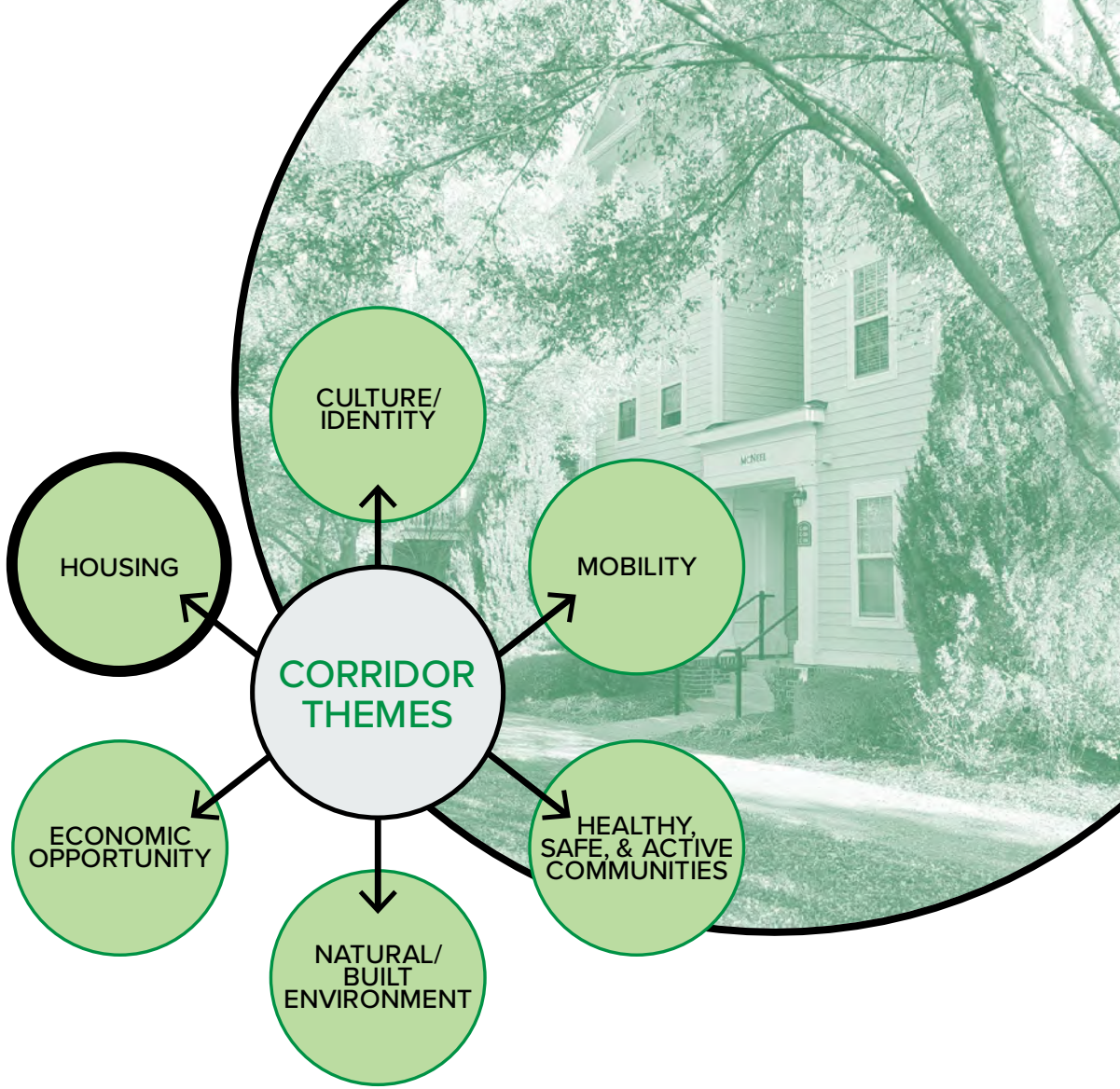
top projects

F. Preserve existing unsubsidized affordable housing

G. Increase programs to ensure those that want to stay in place are able to stay in place

H. Advocate for Housing Trust Fund Dollars

I. Increase missing middle housing opportunities for smaller projects (those between 5-49 units)



DIVERSE & RESILIENT ECONOMIC OPPORTUNITY

what we've heard:

- Rehab existing building stock
- Encourage corridor businesses to hire corridor residents/job readiness for teens
- Potential organization of merchant's association
- Incubator spaces for entrepreneurs
- Assist business with site selection

DIVERSE & RESILIENT ECONOMIC OPPORTUNITY

top projects

A. Community Assn/Camp North End Business Assn

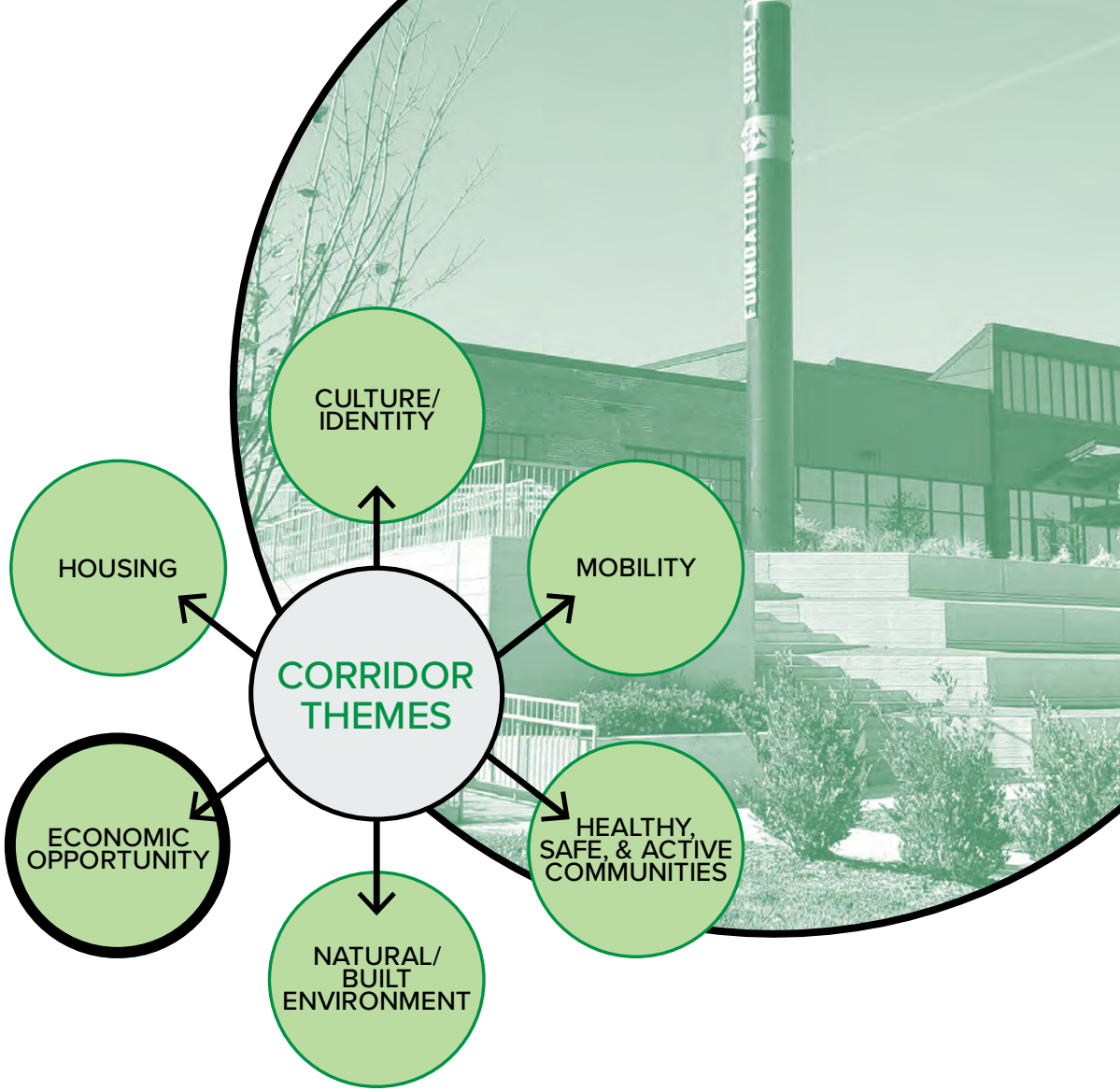
B. Create an Equitable Development program

C. Create an Opportunity Employers program

D. Create an Opportunity Ready Sites program

E. Entrepreneurship incubator space

F. Expand entrepreneurship opportunities for aspiring business owners



DIVERSE & RESILIENT ECONOMIC OPPORTUNITY

top projects

G. Identify strategic sites within the corridor for public/private partnerships

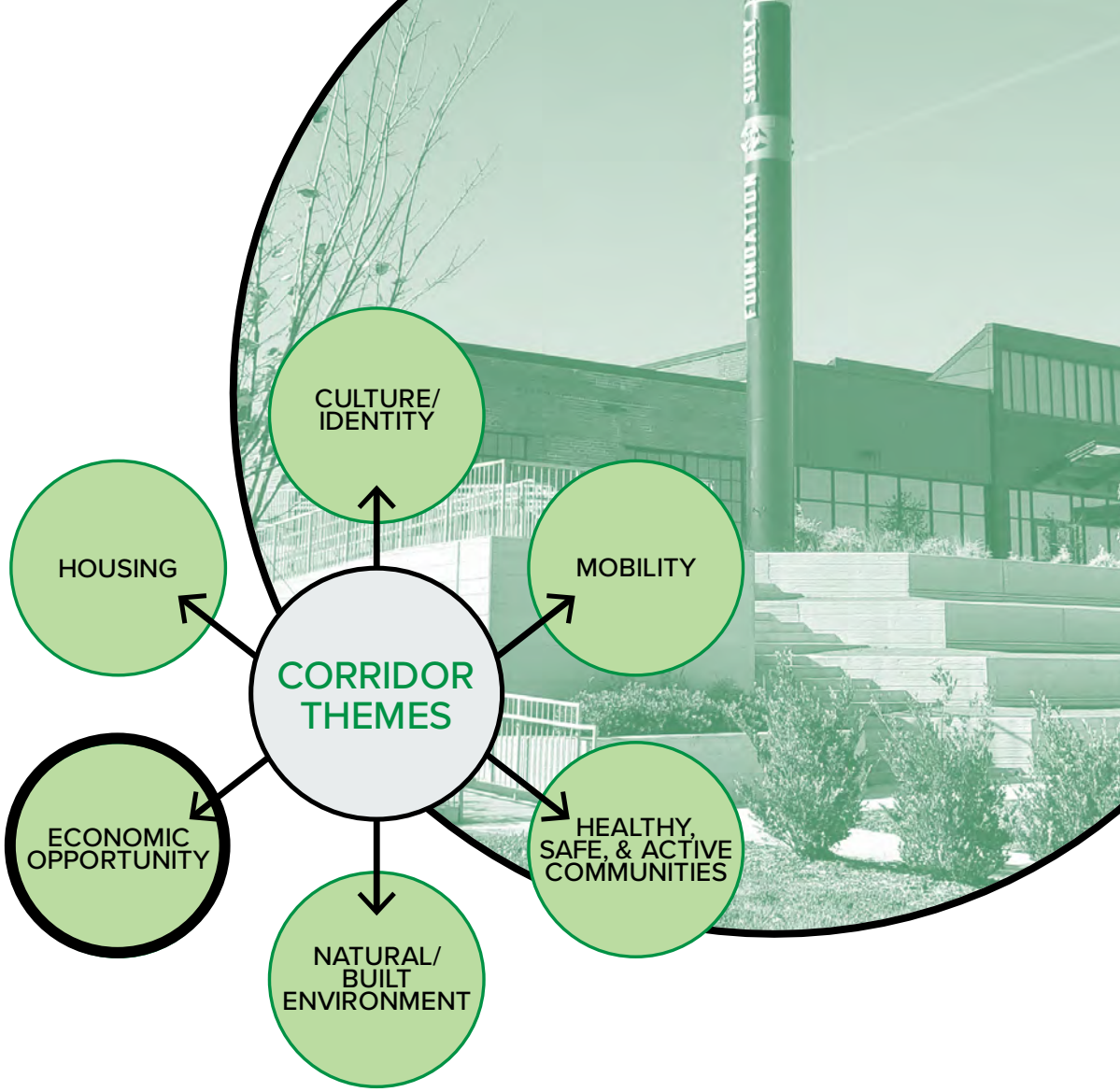
H. Increase awareness of existing Business Matching Grants and increase funding for the North End

I. Invest in job and career readiness for ages 13-18

J. Provide businesses with neighborhood data and demographics

K. Second Chance program

L. Expand Smart city initiatives and public Wi-Fi network



INTEGRATED NATURAL & BUILT ENVIRONMENT
what we've heard:

- Complete the Urban Arboretum Trail (UAT) and other trails/greenways
- Activate Double Oaks Park
- Create a signature park in North End
- Place utilities underground
- Invest in solar power and sustainability initiatives
- Expand parks, greenways, and tree canopy

INTEGRATED NATURAL & BUILT ENVIRONMENT

top projects

A. Create unique parks/green spaces

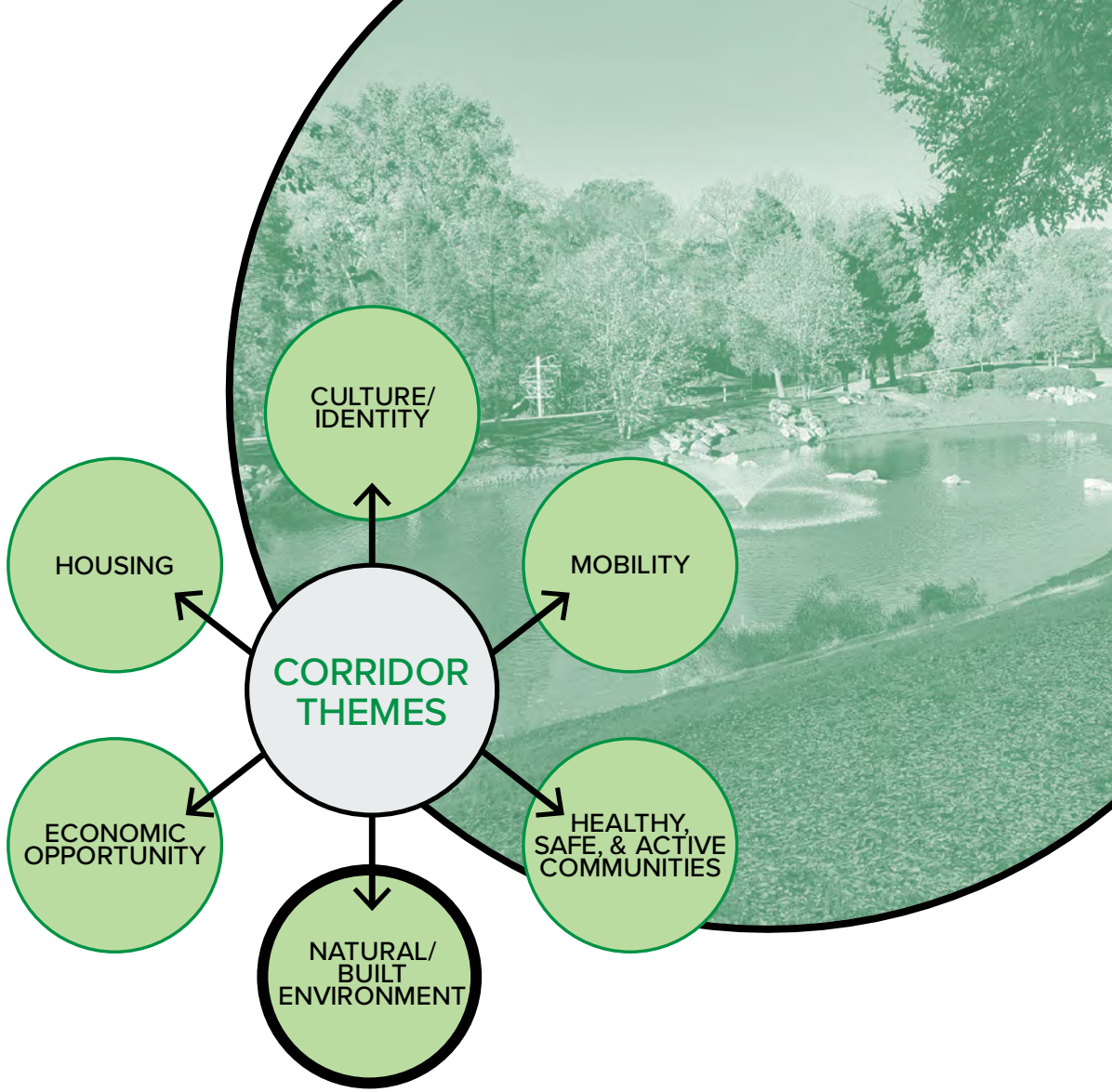
B. Create green connections between communities

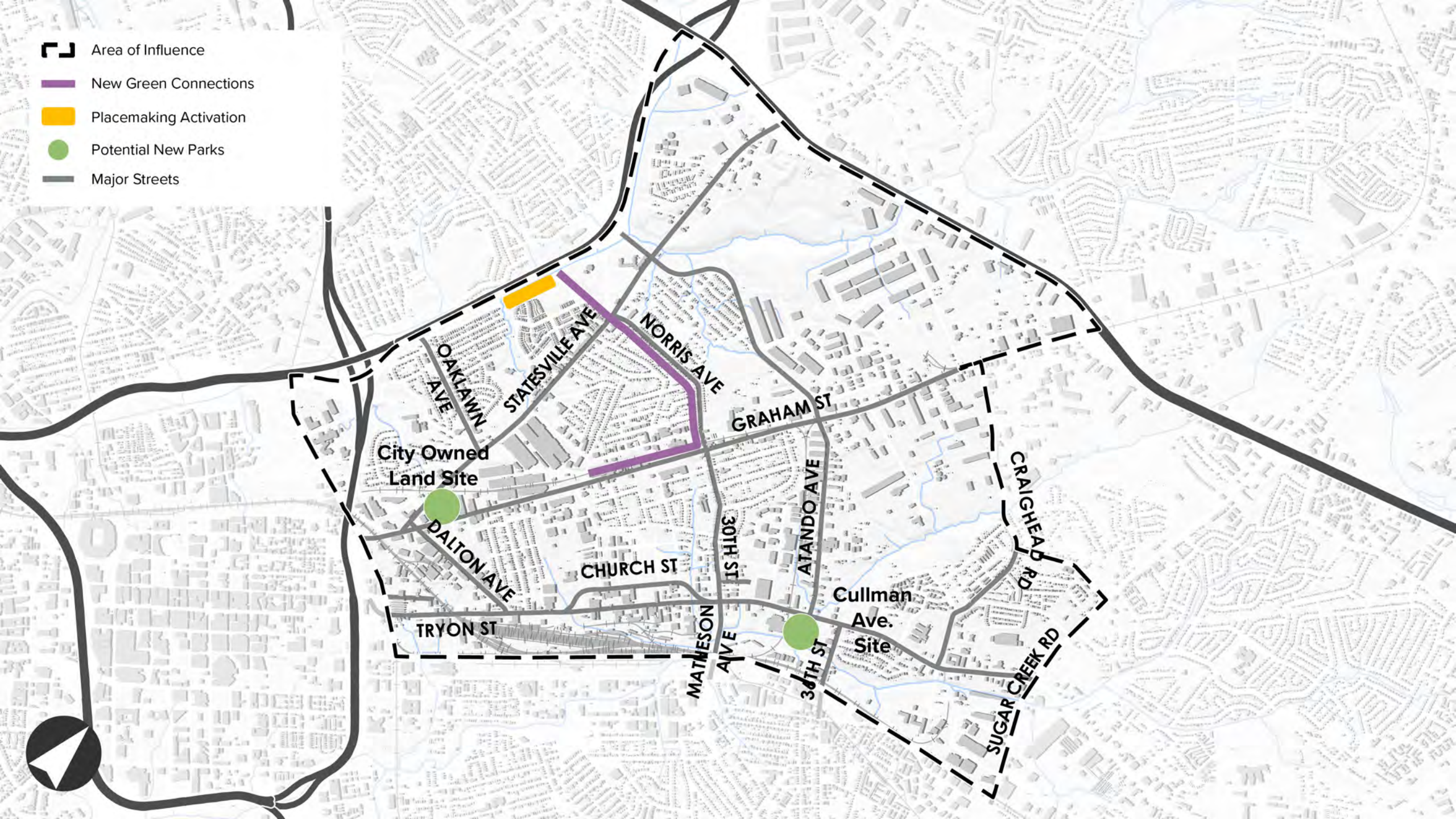
C. Continue investment in the Urban Arboretum Trail

D. Fund greenway improvements within the corridor

E. Promote beautification grants and increase funding inside corridor

F. Fund solar-powered facilities in public spaces




Area of Influence
New Green Connections
Placemaking Activation
Potential New Parks
Major Streets
OAKLAWN AVE
STATESVILLE AVE
NORRIS AVE
GRAHAM ST
City Owned Land Site
DALTON AVE
CHURCH ST
TRYON ST
30TH ST
MATHESON AVE
ATANDO AVE
CRAIGHEAD RD
Cullman Ave. Site
SUGAR CREEK RD

HEALTHY, SAFE & ACTIVE COMMUNITIES

what we've heard:

- Rehab existing building stock
- Expand free/subsidized wi-fi/mobile device lending
- Eliminate the North End food desert
- Increase business grants (façade improvements, etc.)
- Improve in lighting/safety
- Invest in natural and built environment that creates a sense of place

HEALTHY, SAFE & ACTIVE COMMUNITIES

top projects

A. Work with community and property owners to support adaptive reuse of existing building stock

B. Invest in expansion of Wi-Fi network

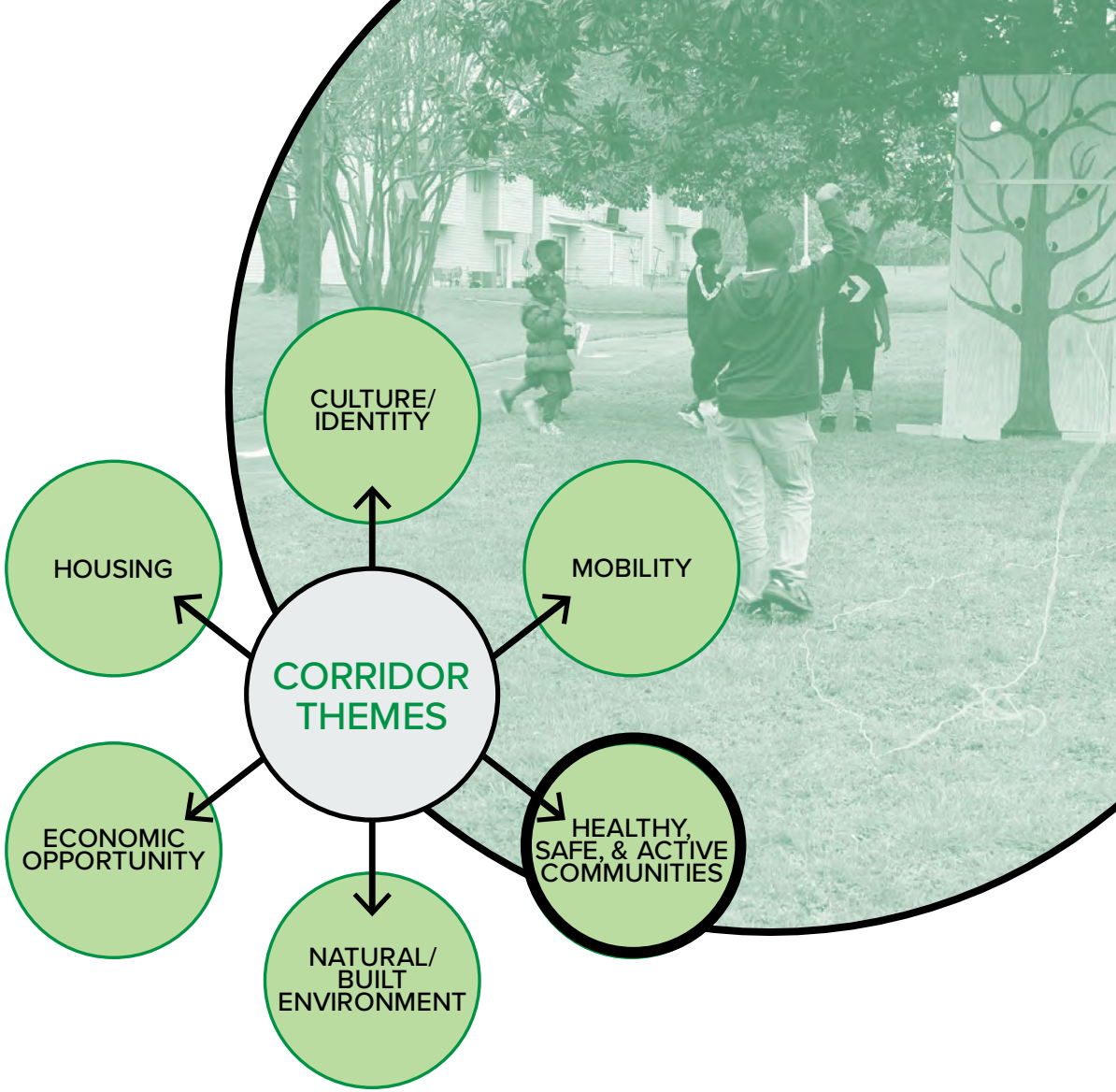
C. Add street lighting in key areas throughout North End

D. Provide Funding for North End Community Coalition for community-specific projects

E. Expand partnerships that bring access to fresh food to the community

F. Expand Business Matching Grant program in North End

G. Preserve/partner with Big M Stables



SAFE & EQUITABLE MOBILITY

what we've heard:

- Invest in pedestrian infrastructure and street lighting (specifically at intersections and around I-277)
- Add bike lanes/invest in complete streets
- Provide circulator/mobility hubs to better connect to transit
- Provide covered bus stops with integrated artwork

SAFE & EQUITABLE MOBILITY

top projects

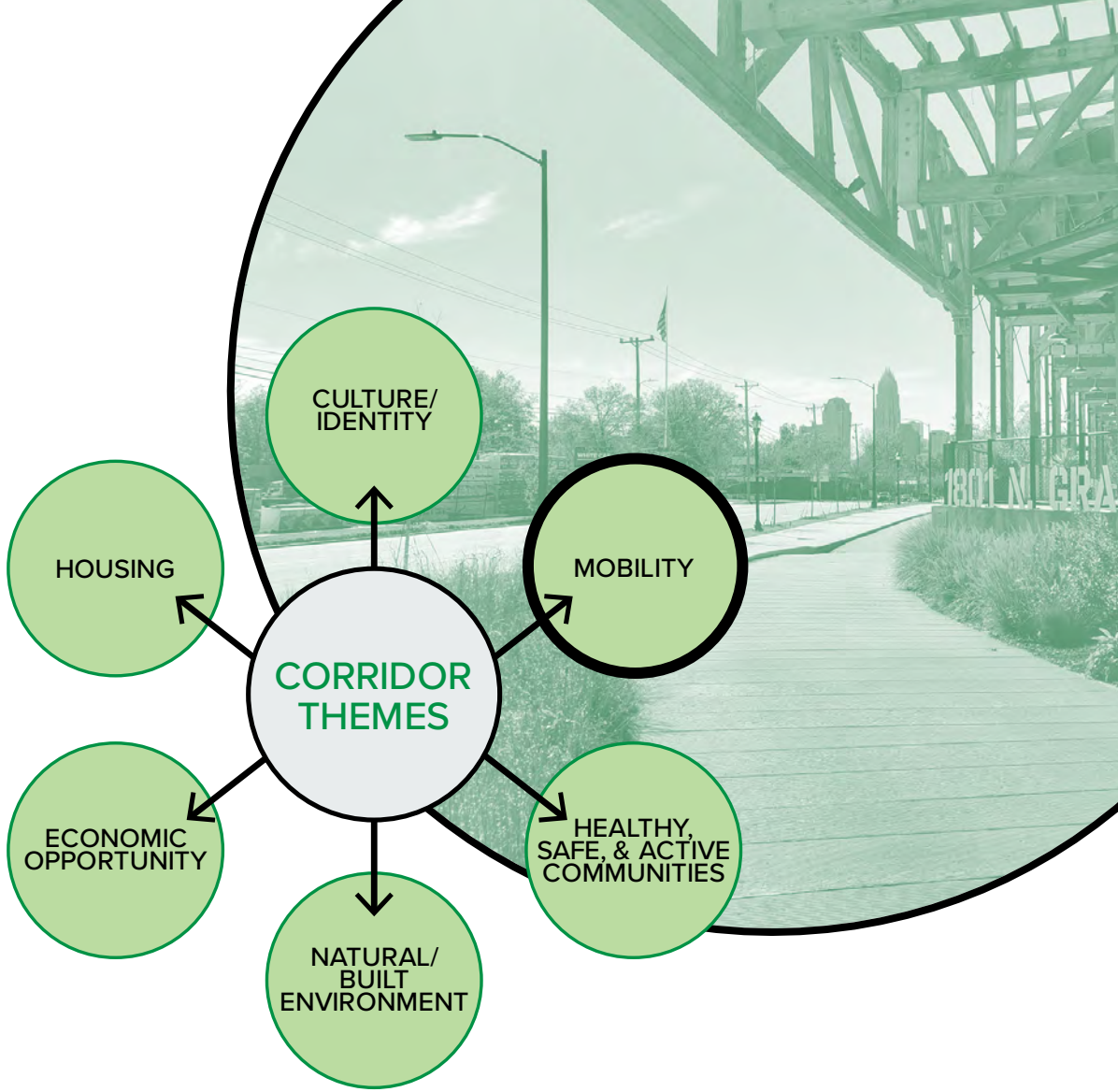
A. Build a mobility hub (@ Statesville/N. Graham/Dalton)

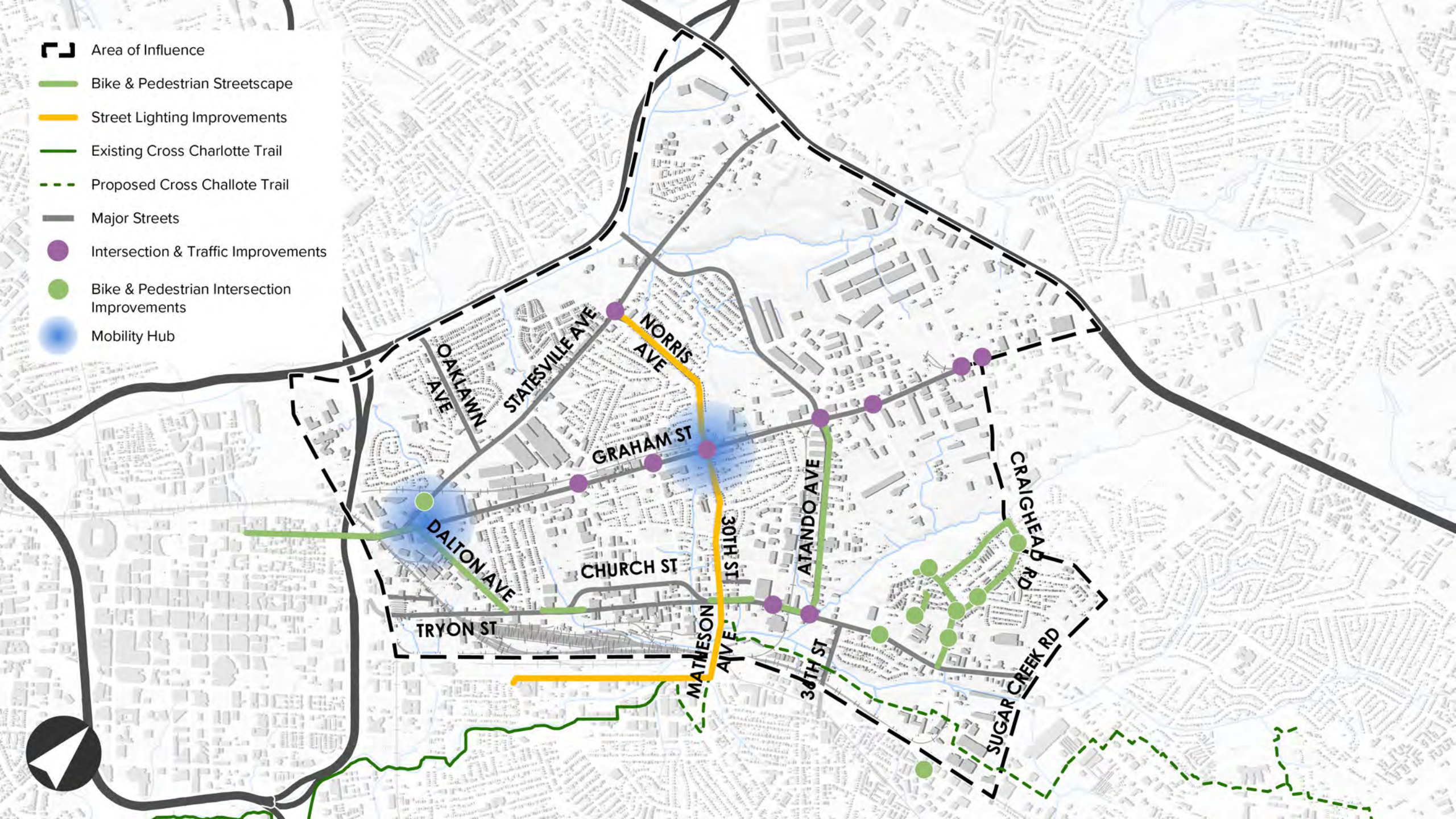
B. Build a mobility Hub (@ N. Graham/Norris)

C. Realign Woodward Ave./24th St.

D. Improve the Atando Ave. and N. Graham St. intersection

E. Install the N. Graham St. shared use path (SUP)




Area of Influence
Bike & Pedestrian Streetscape
Street Lighting Improvements
Existing Cross Charlotte Trail
Proposed Cross Challote Trail
Major Streets
Intersection & Traffic Improvements
Bike & Pedestrian Intersection Improvements
Mobility Hub
OAKLAWN AVE
STATESVILLE AVE
NORRIS AVE
GRAHAM ST
DALTON AVE
CHURCH ST
TRYON ST
30TH ST
MATHESON AVE
ATANDO AVE
CRAIGHEAD RD
SUGAR CREEK RD

SAFE & EQUITABLE MOBILITY

top projects

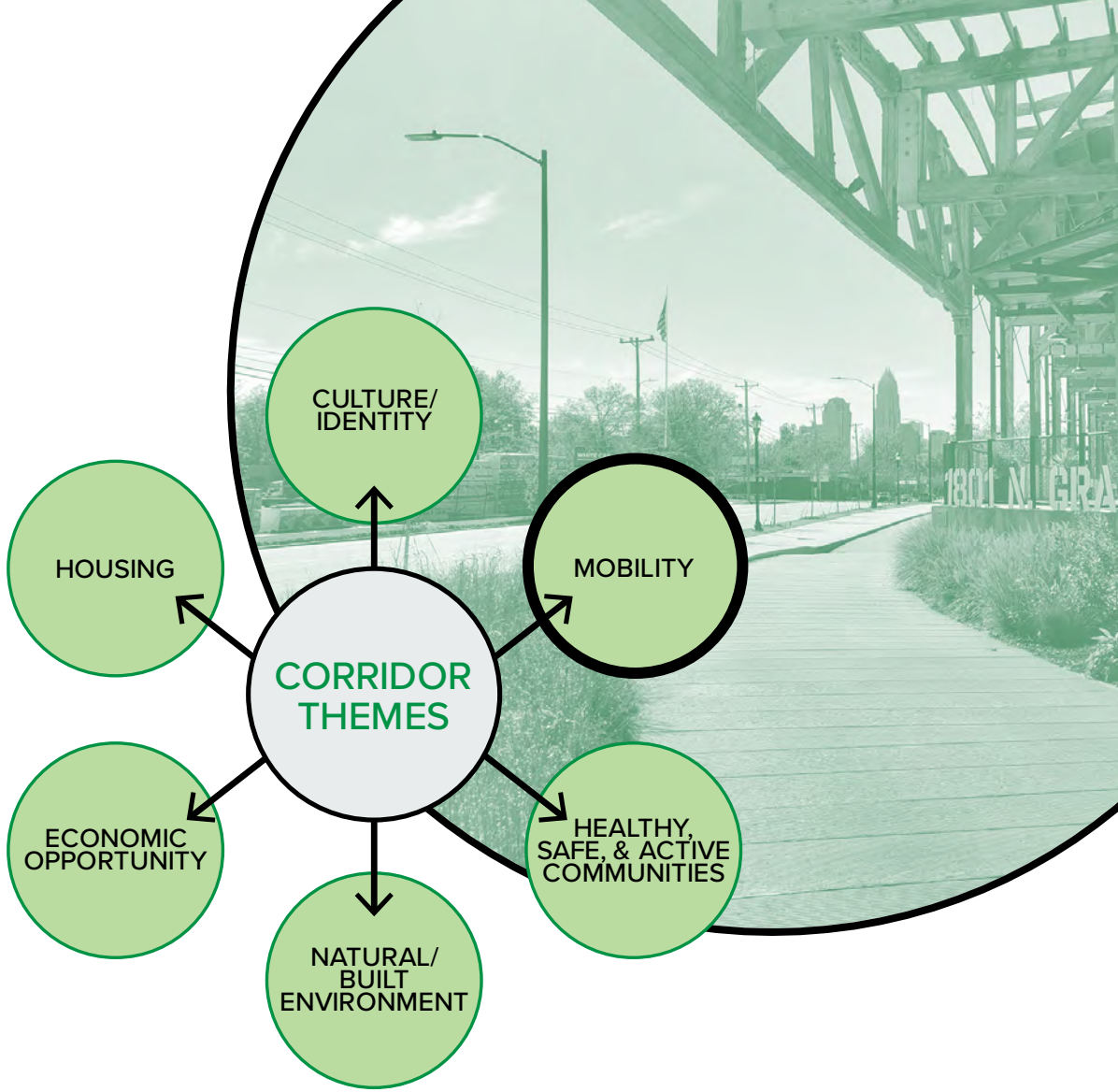
F. Sidewalk construction/improvements N. Tryon from W. 23rd St. to Keswick Ave.

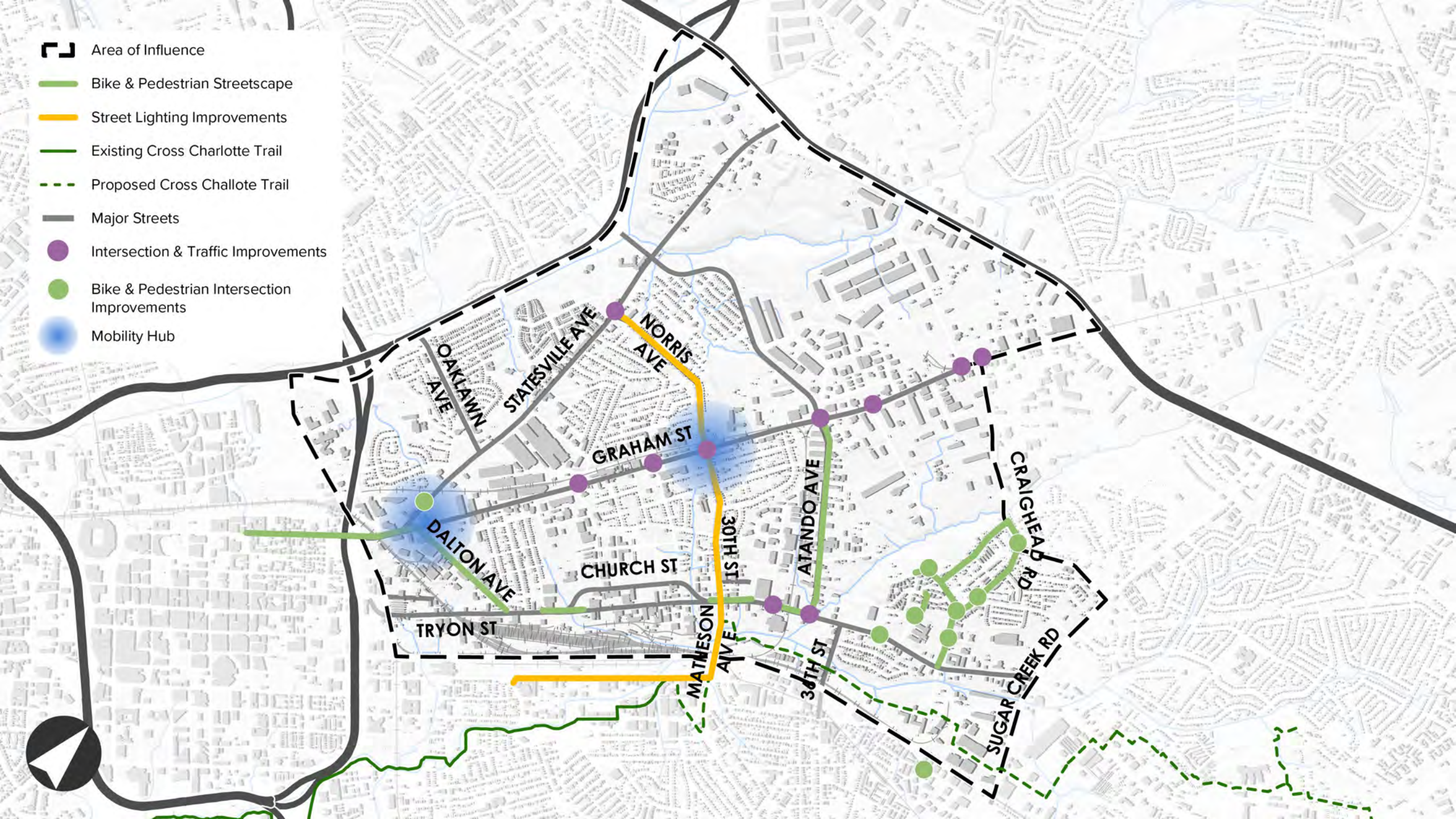
G. W. Craighead/Sofley Rd. rapid rectangular flashing beacon (RRFB) and raised crosswalk &W. Craighead Rd. sidewalk from Sofley Rd. to Glory St.

H. Install improved sidewalk along N. Tryon from W. 30th and W. 31st

I. Upgrade street lights along multiple streets

J. Atando Ave. Street conversion

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CRAIGHEAD RD
SUGAR CREEK RD

RETAIN IDENTITY & CULTURE

what we've heard:

- Create a North End "gateway"
- Incorporate history into infrastructure
- Preserve existing affordable housing and historic neighborhoods
- Support adaptive reuse of existing building stock

RETAIN IDENTITY & CULTURE

top projects

A. Create a brand and identity for the North End community

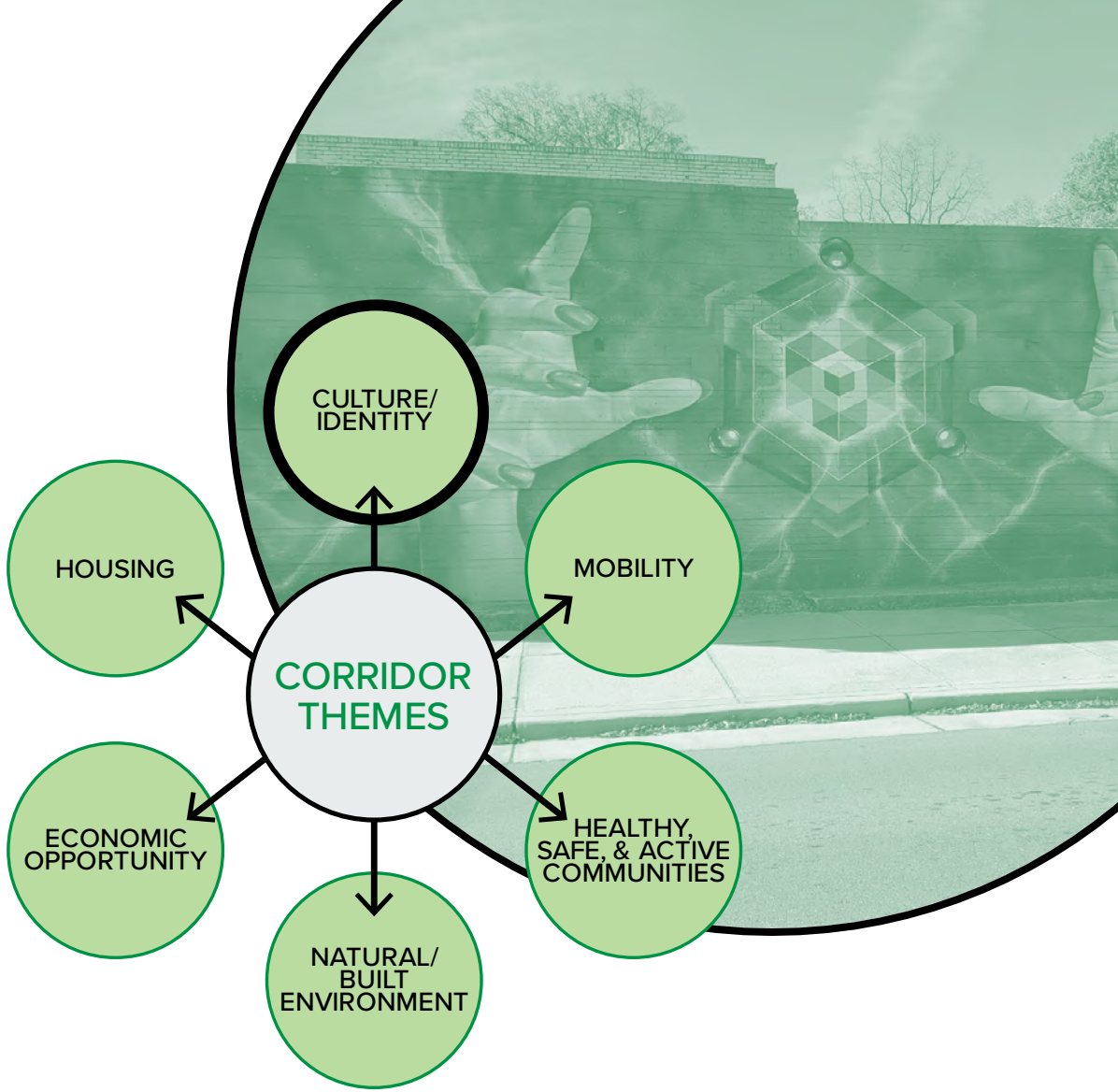
B. Comprehensive wayfinding and gateway for corridor

C. Build an app to document history and create interactive cultural experience

D. Conduct N. Graham St. industrial historic district survey

E. Conduct Lockwood historic district survey

F. Nominate Druid Hills for the National Register Historic District



RETAIN IDENTITY & CULTURE

top projects

G. Enhance Business Matching Grant program

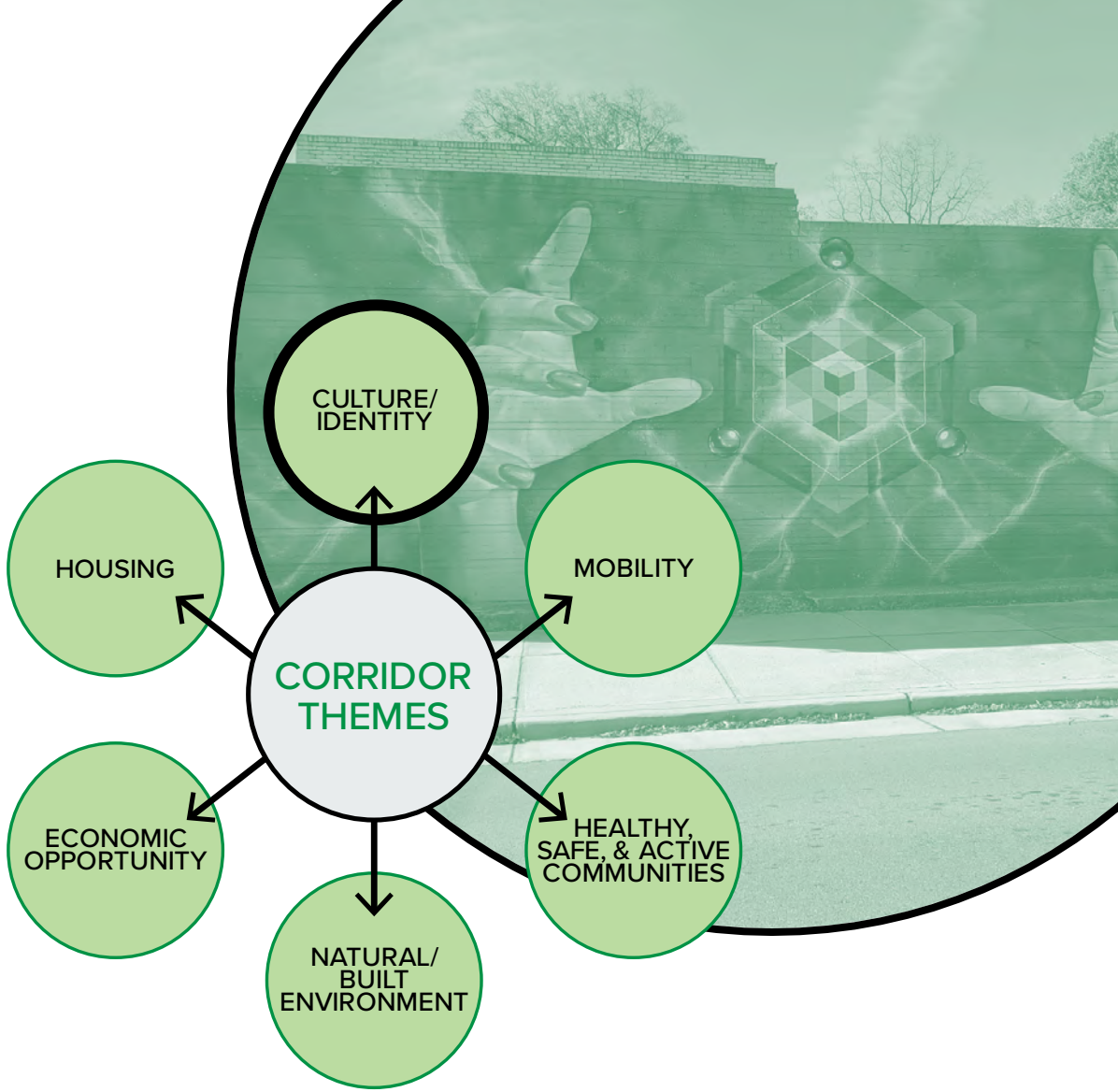
H. Use public/private partnerships to aid in the preservation of buildings, businesses, and institutions

I. Study the permitting processes for reusing historical buildings

J. Use the Adopt-a-Street program to celebrate community and history

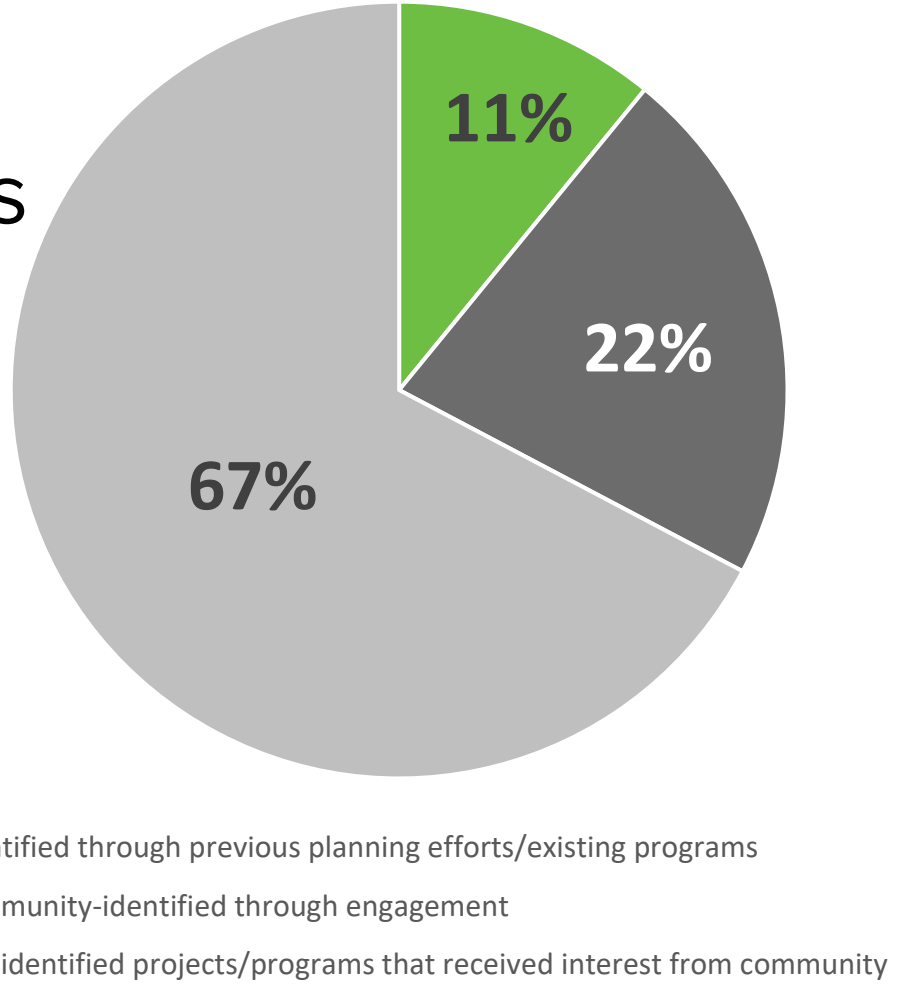
K. Incorporate identity and history into green (and other) infrastructure investments

L. Explore potential municipal service district



PROJECT/PROGRAMS REVIEW

- Started with 250+ projects/programs/partnerships
- Refined to 55 projects.
- 12 new projects (22 percent of total!) identified by community through engagement efforts



SUMMARY & NEXT STEPS

- Corridor Vision and Corridor Priorities
  - Housing
  - Preservation of Existing Building Stock
  - Connections
  - Community
  - Partnerships
- Complete draft playbook
  - End of Jan. 2023
- Begin implementation/creation of Road Map
  - Spring 2023

COMMENTS NEEDED!

- EMAIL THE PROJECT TEAM
  - WILLIAM.LINVILLE@CHARLOTTENC.GOV
  - AISHA.ABDUSSABUR@CHARLOTTENC.GOV

THANK YOU!