



BEATTIES FORD PUBLIC SPACE & PLACEMAKING PLAYBOOK

APRIL 2021

This is a collection of placemaking and public space ideas by members of the Beatties Ford Road corridor community. The playbook will serve as a tool for all placemakers to transform public spaces.

“Always remember that any placemaking project must uplift the people with dignity and respect honoring that strong sense of pride and place. Recognize the important role played by institutions such as churches, schools, college and universities, government offices and social services agencies and fosters a mutually respectful relationship between and among those institutions and neighborhood residents.”

-Ms. Mattie Marshall

Setting the Stage

Building on a Tradition of Placemaking

Building upon neighborhood leaders' work of transforming public spaces through placemaking, the Beatties Ford Road Public Space and Placemaking Playbook will identify locations and project ideas on primarily underutilized public land where the corridor's history and identity can be celebrated. This project is a partnership between the Charlotte Urban Design Center, the community, and private partners, that identifies quick wins and opportunities to test and kick start more permanent investments. The projects identified should be rooted in the core values of placemaking (inclusive, community driven, and quick) and leverage the skill set of the corridor's neighborhoods and local businesses.

What is Placemaking?

Our neighborhoods, communities, and cities are all shaped by people. The places where their stories are written and shared are the essence of cities. Placemaking embodies the reflective and playful aspects of a city's public realm – the physical space between buildings where life happens.

Placemaking is a collaborative process where communities can shape the public realm to maximize shared value, with emphasis on physical, cultural, and social identities that define a place and support its evolution.

The Value of Public Space

Urban public spaces serve as places for people to come together to celebrate history, culture, and identity. An active and vibrant public realm supports local businesses, economic development, sense of community, safety, and more walkable neighborhoods.

As our city experiences rapid growth, the Beatties Ford Road corridor is ripe for investment. Enhanced public spaces can ensure that the corridor and adjacent neighborhoods' character will be celebrated and preserved.

The Heart of Beatties Ford Road

The Beatties Ford Road & La Salle Intersection serves as a community center for many residents on the corridor. “When I’m here, it feels like home.” – Resident

The Playbook Process

The playbook process to identify placemaking and public space projects was held in three parts to ensure the projects selected for possible funding best represent and reflect the vision of the Beatties Ford Road community.

First, community members, business owners, and local students were invited to complete an extensive survey to determine the goals and principles of the project, as well as determine the most needed types of placemaking projects on the corridor. Participants were then assigned to one of four segments of the corridor. They walked and studied their segment and noted locations of opportunity, unique beauty, and placemaking project ideas. The four segments are:

- Segment 1: Highway 16 to Tate Avenue
- Segment 2: Tate Avenue to Estelle Street
- Segment 3: Estelle Street to Catherine Simmons Avenue
- Segment 4: Catherine Simmons Avenue to I-85

Before walking, participants watched a pre-recorded presentation on the City of Charlotte’s Placemaking Program and explored resources on the history of the corridor including the digital collection of images and history entitled, “The Historic West End.”

Project ideas were submitted to City staff to be organized before the community virtual workshop.

Virtual Workshop

The second part of this planning process was a virtual workshop with the community on Saturday, February 27th from 9am until 1pm.

During this workshop participants verified project goals and principles determined by the survey and added additional priorities for placemaking work on the corridor. Following that discussion each segment group used the digital platform, Concept Board, to go over all of the placemaking project ideas collected. Each group chose their top three projects per segment and the entire group voted on their favorite. The top four projects for the entire project were then ranked in order to determine preferences.

The group had robust discussion regarding the level of investment needed along the corridor for not only placemaking, but general infrastructure and economic development projects as well.

The Corridors of Opportunity Program

The Beatties Ford Public Space and Placemaking Playbook is part of the Corridors of Opportunity Program. This program is investing \$24.6 million dollars into six corridors across Charlotte - Beatties Ford Road being one of them.

The program work is community-driven and community-focused. The goal is to provide high-quality public services that build opportunity in these corridors, which are rich in history and pride. The City of Charlotte is bolstering community programs and projects; building on the momentum of past investments; and filling in gaps in infrastructure and transportation, workforce and business development, housing and code enforcement, public safety, and urban design.

History through Photos: *The JCSU Historic West End photo collection was shared with workshop participants before identifying placemaking projects*



Excelsior Club



West Charlotte High School



Daisy and Gerson Stroud House



Ritz Theater *Image: Mattie Marshall*



Memorial Presbyterian Church



Peeler's Portrait Studio



Dr. Reginald Hawkins House



Chickenette Drive-In

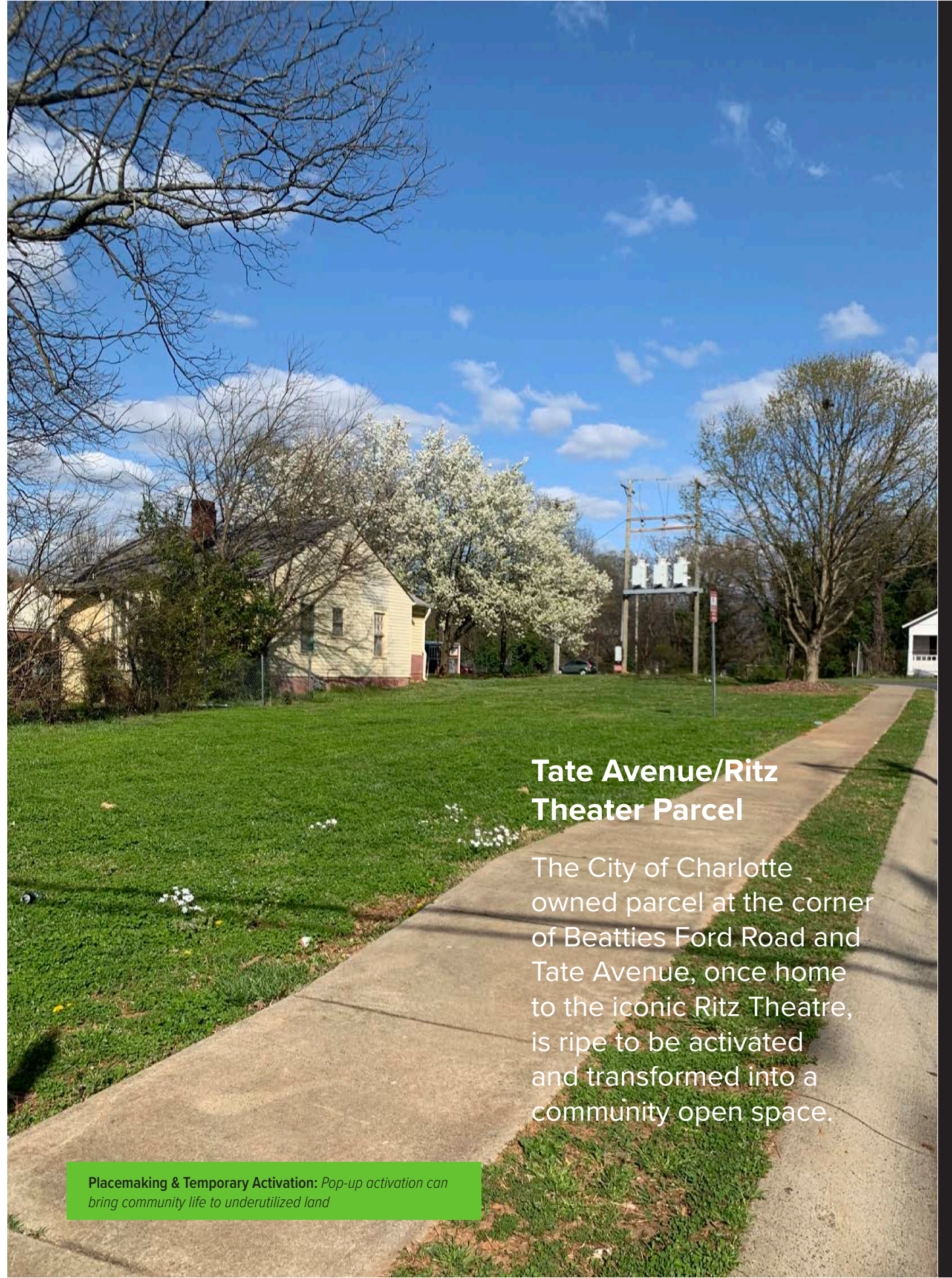


Northwest Medical Clinic

A Corridor Rich in History

Beatties Ford Road is rich in African American history and black excellence. It is the home of very important landmarks including the Excelsior Club, Northwest School of the Arts, West Charlotte High School, and the United House of Prayer for All People, among many others. The corridor is lined with neighborhoods built of strong communities. These neighborhoods were home to the most notable leaders in the civil rights movement and African American professionals.

Participants in this project were asked to familiarize themselves with the rich history of the corridor through shared resources so it is reflected in the placemaking and public space projects that are implemented through this process.



Tate Avenue/Ritz Theater Parcel

The City of Charlotte owned parcel at the corner of Beatties Ford Road and Tate Avenue, once home to the iconic Ritz Theatre, is ripe to be activated and transformed into a community open space.

Placemaking & Temporary Activation: *Pop-up activation can bring community life to underutilized land*

Setting Goals

In advance of the workshop, participants were asked to complete a survey and identify goals for the workshop and placemaking projects for the corridor. During the workshop these goals were shared with the entire group and additional goals were added and recorded using the virtual whiteboard.

Placemaking & Public Space Goals

- Celebrate and preserve history including heritage tourism
- Reflect community identity of Black Excellence
- Implement a collective vision
- Increase pedestrian safety
- Spark reinvestment in the corridor especially from Black and Latinx businesses
- Create projects that lead to permanent change
- Enhance green infrastructure and environmental justice

In addition to Placemaking & Public Space goals, residents identified additional goals important to meeting the needs of the community.

Other Goals Important to the Community

- Create opportunities for new construction on the corridor
- Encourage diverse employment centers (ie: fin tech)
- Attract the millennial generation
- Preserve neighborhoods along the corridor
- Increase vocational training and capital resources

Experiences From the Corridor

In the survey, residents were asked open ended questions addressing the corridor’s history, contemporary perspectives, assets and absences, and questions designed to guide placemaking efforts in a culturally and geographically relevant manner.

Memories of the Corridor

Many responses in which residents shared their fondest memories of the Beatties Ford Road corridor focus on the close community bonds anchored by the corridor’s educational institutions, like Johnson C. Smith University, and black-owned businesses, like McKissick’s Shoe Shop. Walkability is also emphasized as a characteristic of the corridor highly valued by both its new and long-term residents. This walkability greatly benefited the evolution of such a tight-knit community. Former entertainment centers, like the Ritz Theater and Excelsior Club, also enabled a vibrant cultural scene to emerge. Events like the West Charlotte Festivals and Friday night football games at West Charlotte High School strengthened these community bonds. All these memories have given residents a great sense of pride in their community and optimism for its future.

“... the westside isn’t done making history”

“I love [the Beatties Ford corridor] and that’s why I live here. There are so opportunities to restore the feel of old and I believe that residents truly want that but the compounding of issues and life itself makes it difficult to help create the change.”

Challenges Facing the Corridor

Along with cherished memories of the corridor’s history, many residents also expressed concerns with the current state of things along the corridor. Some expressed a loss of the sense of safety they once felt, others expressed frustration at having been asked the same questions contained in the survey and seen no implementation. There are also challenges with vagrancy, crime and littering, as well as poorly maintained pedestrian and traffic infrastructures. Residents would like to see direct investment to help overcome these and other challenges. There are also concerns that the market forces which have driven displacement in many other communities around the city will impact the current residents of the Beatties Ford corridor.

“[It is] a corridor bursting at the seams for modernize redevelopment that doesn’t cause mass displacement but instills dignity and resilience.”

“My teenage granddaughters don’t feel safe walking down the sidewalk on BFR.”

These are the same questions that have been asked of this community over the last 30 plus years and with responses in numerous reports and plans - why is this continually done without implementation? This information is already available & has not varied from then and now.”

“Amazing families still reside there but are overshadowed by tragic events from a few individuals who choose to act violently and shed a bad light on the Ford. I am willing to bet that some of these individuals do not live on Beatties Ford Road.”

Opportunities to Enhance the Corridor

To overcome these and other challenges that workshop participants shared, the residents identified a need for greater public and private investment. Additionally, residents have asked for better advocacy from City government and a more positive relationship with the Metro Police. Residents have indicated that they do not feel like the police force knows who they really are and would like to see more outreach through positive programming and participation in community life. To address other challenges, residents ask that small businesses along the corridor be held accountable for activities held in their vicinity, and property owners be required to take care of the properties and structures they own. In addition to property upgrades, residents would like to see improved landscaping and more greenspace along the corridor. Additional recommendations by residents are found in the appendix of this report, as project ideas and direct quotes from survey participants.

“I think it has the potential to revitalize as long as city leaders make it a priority. I’m hopeful and optimistic.”

“It’s amazing here . There’s a lot of on the ground work occurring within the corridor. Any work done has to include that work and members of the community.”

Project Principles

During the workshop, the participants had the opportunity to review the outcomes of the survey that was conducted in advance of the workshop.

What are some of the challenges on the corridor?

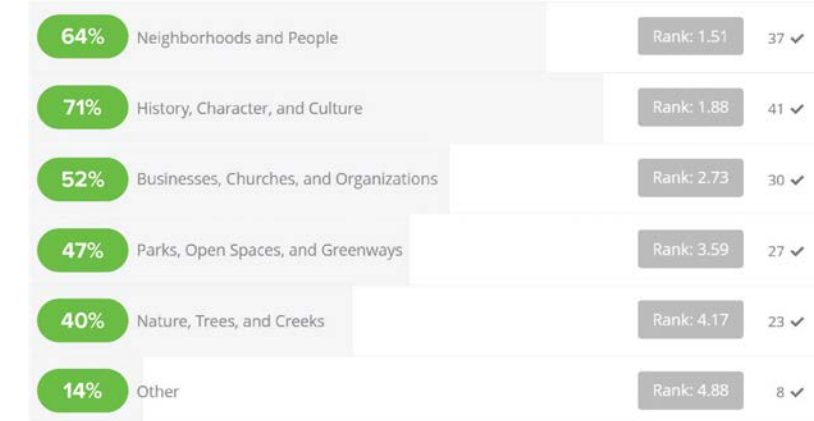


What are some of the cherished characteristics of the corridor?



Additional Survey Results

Rank your favorite part of the Beatties Ford Road corridor.



What type of placemaking project do you think would have the most impact on the Beatties Ford Road corridor. Select all that apply.



The Study Area: *The map below marks the study area that was explored by the four segment teams*



Exploring the Corridor

The four segment teams submitted a total of 160 project ideas for the Beatties Ford Road corridor. 60 of these were placemaking and public space projects, and one hundred were outside the scope of this project’s focus. These projects were documented by city staff, and as appropriate were sent to other city departments to be addressed. These projects are all presented in the Appendix: All Submitted Projects and include contact information of the staff members they were each submitted to. It is important that every idea discovered in this process not be lost.

All placemaking and public space projects were organized by segment and presented in the workshop. These projects are ideas at this time. They will need to be developed and refined with partners and property owners if they are implemented.

The study area includes existing prominent landmarks & institutions, such as:

- Excelsior Club
- Vest Water Treatment Plant

- Northwest School of the Arts
- West Charlotte High School
- United House of Prayer for All People
- Allegra Westbrook Regional Library
- Memorial Presbyterian Church
- CMPD Metro Division

The study area is adjacent to the following neighborhoods:

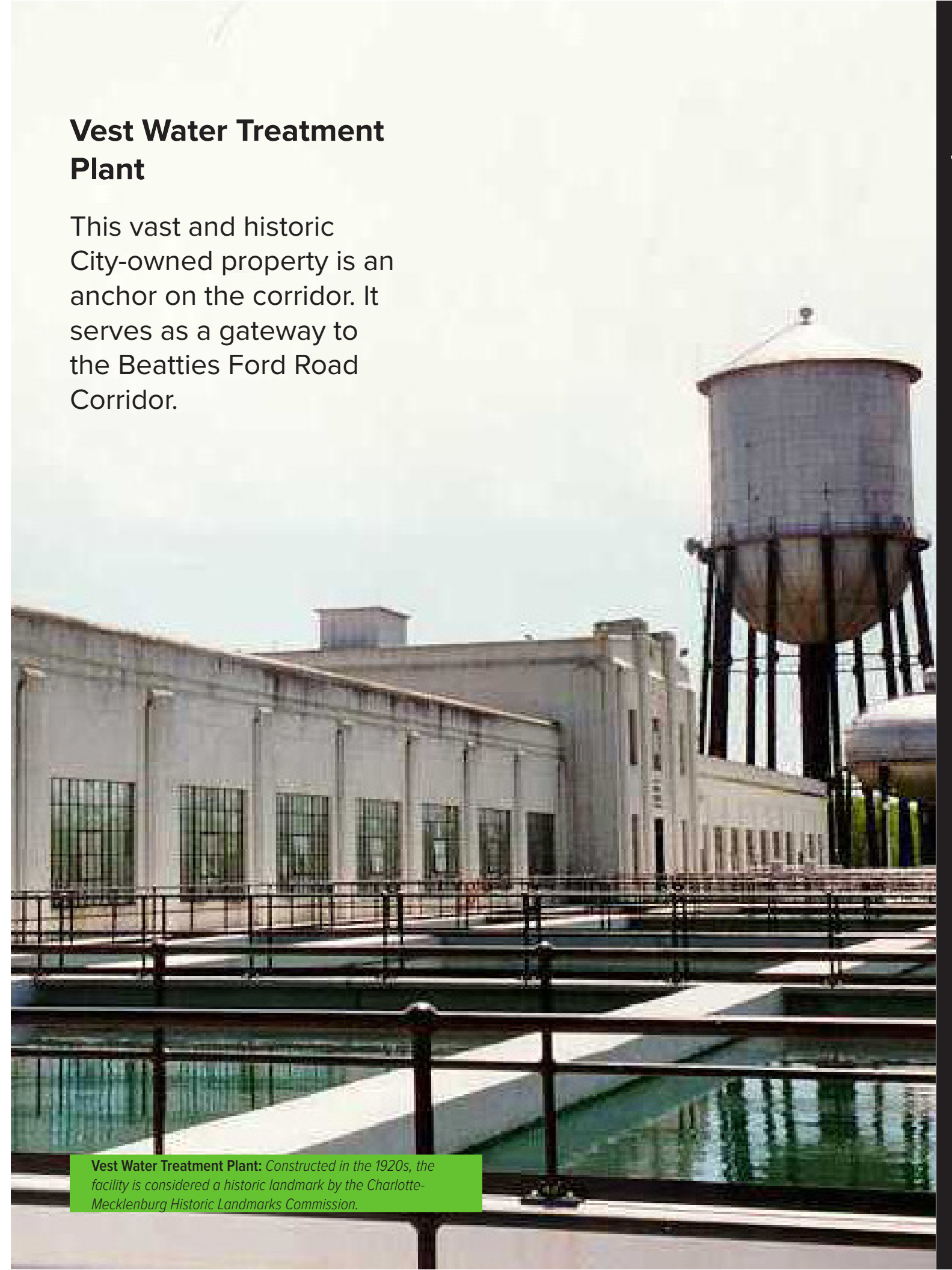
- McCrorey Heights
- Oaklawn
- Washington Heights
- Lincoln Heights
- University Park
- Dalebrook

In addition to those listed, the following partners were invited to participate in this project include:

- Urban Main
- LISC Charlotte
- Knight Foundation

Vest Water Treatment Plant

This vast and historic City-owned property is an anchor on the corridor. It serves as a gateway to the Beatties Ford Road Corridor.



Vest Water Treatment Plant: *Constructed in the 1920s, the facility is considered a historic landmark by the Charlotte-Mecklenburg Historic Landmarks Commission.*

Project Ideas

Top 3 Projects | Segment 1: Highway 16 to Tate Avenue



1. Vest Water Treatment Plant Frontage

This large, historic facility is a critical infrastructure component of Charlotte’s water supply. Because of its size and it’s ownership, it was identified as a prime opportunity to celebrate community heritage by creating a gateway to the corridor. Aesthetic improvements, especially to the fence were highlighted.

Participants also noted that this property was purchased by eminent domain from Rev. H.L. McCrorey, the only African-American developer at the time. This is an important part of history to address and honor.

Project Elements

- Green strip outside of fence - Activate and enhance to improve experience along

the frontage of the facility; Improve fence with mural celebrating history and make more pedestrian friendly; Corner plazas at Oaklawn and Patton Avenue; Gateway elements to close pedestrian gap between corridor businesses and streetcar line

Partners

- City of Charlotte (Urban Design, Charlotte Water)

Possible Road Blocks

- Restrictions due to security requirements and water treatment infrastructure
- Elements will not be possible inside the fence
- Elements will need to be coordinated closely with Charlotte Water



2. Highway 16 Bridge Beautification

Beautification of this bridge to serve as a gateway and branding opportunity for the corridor

Project Elements

- Public art and signage on bridge

Partners

- North Carolina Department of Transportation (NCDOT)
- City of Charlotte (Urban Design, CDOT)

Possible Road Blocks

- Load capacity of existing bridge deck and beams
- Stringent approval process by NCDOT



3. Gardens & Chess

Add chess tables and landscaping throughout the corridor

Project Elements

- CMPD Office front lawn
- Local businesses
- Create a parklet with unique programming elements at 1201 BFR - 0.168 acre City owned lot

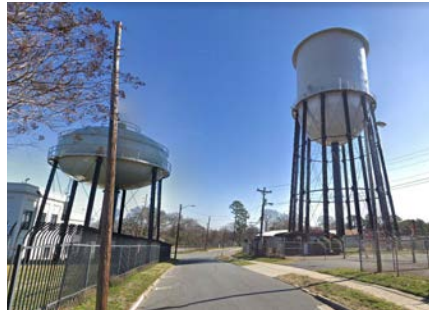
Partners

- City of Charlotte (Urban Design, CMPD)

Possible Road Blocks

- Security concerns at CMPD office
- Maintenance of gardens

Other Project Ideas | Segment 1



A. Water Tower Murals

Water tower murals featuring art reflective of the community and community pride



B. Crosswalks

Implement cross walks and signal poles at HWY 16 and Beatties Ford Road



C. Wayfinding

Wayfinding / neighborhood branding / statue at intersection of HWY 16 ramp



D. Honoring History

Historical marker telling story of Thaddeus L. Tate



E. Public Art

Opportunities for more public art available throughout the corridor



F. Streetscape Upgrades

Improved landscaping fronting the CMPD headquarters on BFR



G. Bus Stop Upgrades

Provision shelters for unsheltered stops and other improvements



H. Parklet

Work with property owner to create a parklet at Booker Avenue with various programmatic & historic elements



I. Parklet

Create a parklet as an opportunity for the police and community to engage and build community trust



This segment extends from Highway 16 to Tate Street. Notable features of the segment include; the overpass connecting this part of the corridor to neighborhoods separated by the construction of Highway 16; Vest Water Treatment Plant; and CMPD headquarters on Beatties Ford Road at Renner Street.



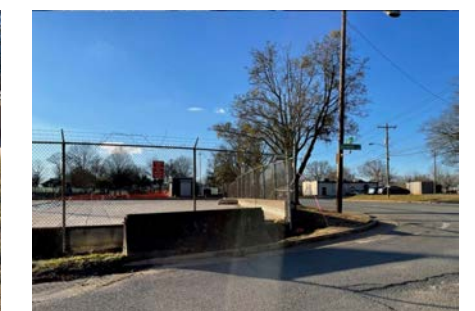
J. Restoring History

Commemorative statue of Booker T. Washington + streetcar in median. Also consider adding decorative sculptures for beautification



K. Restoring History

Trail of history shaping homes and buildings with educational wayfinding plaques



L. Parking Activation

Unused parking to be activated for community benefit

Project Ideas

Top 3 Projects | Segment 2: Tate Avenue to Estelle St.



1. Thaddeus Tate/Ritz Theater Public Space

Utilizing the City-owned parcel at the corner of Tate Street and Beatties Ford Road (and former site of the Ritz Theatre) to celebrate the legacy of the community. This public space can be programmed throughout the day and evening to host performances, movie nights, food trucks, exercise classes, group gatherings, markets, WiFi, and more!

The community has received a neighborhood matching grant to activate the site at 1201 Beatties Ford Rd.

Project Elements

- Performance / outdoor movie viewing; Food truck; Farmers market; Exercise and gathering space; WiFi

Partners

- The City of Charlotte
- CMPD Metro Division
- Community leaders
- Adjacent businesses and community organizations

Possible Road Blocks

- Funding limitations to include all desired elements. Need a centralized committee or leadership board to manage, fund raise and program the site after completion



2. Tate St. to Northwest School of the Arts Sidewalk Enhancement

Celebrating history and culture through storytelling and interactive public art.

Project Elements

- Improve existing sidewalk and bus stop infrastructure through integrated public art

Partners

- McColl Center, local artists, local schools and universities, City of Charlotte, CATS, arts based non-profits

Possible Road Blocks

- Ensuring public art elements adhere to CDOT right of way standards
- Maintenance of public art



3. Northwest School of the Arts Open Space & Programming

Opportunities to utilize existing open space for programming, expand Thaddeus Tate Community Garden, and provide opportunities for outdoor recreation and gathering through flexible public space

Project Elements

- Outdoor performance spaces; flexible outdoor event space; outdoor exercise facilities; public art and performances

Partners

- CMS and Northwest School of the Arts
- Community leaders
- Local businesses and community organizations

Other Project Ideas | Segment 2



A. Facade Improvements

Utilize business matching grant program to better meet the needs of the corridor



B. Site Improvement

Work with property owner to honor history of Oaklawn Park at this corner with a grant



C. Mural

Work with owner to complete mural at Anderton's Hair Studio



D. Honoring History

Celebrate how historic West Charlotte High School exemplified black excellence



E. Parklet Opportunity

Create a parklet to engage and build community trust on existing public property



F. Bus Stop Upgrades

Upgrade the bus stops with additional seating and mural



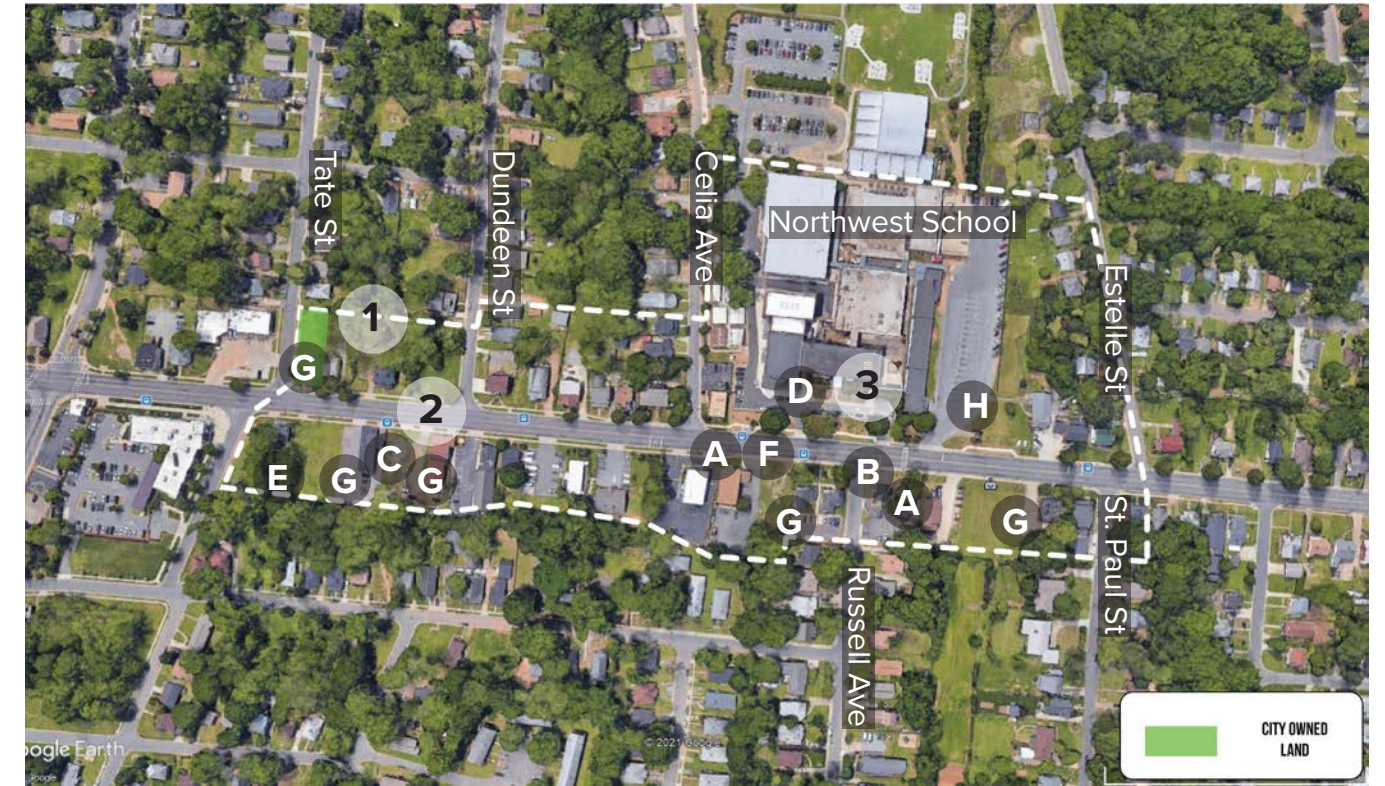
G. Open Space and Beautification Opportunity



G. Open Space and Beautification Opportunity



G. Open Space and Beautification Opportunity

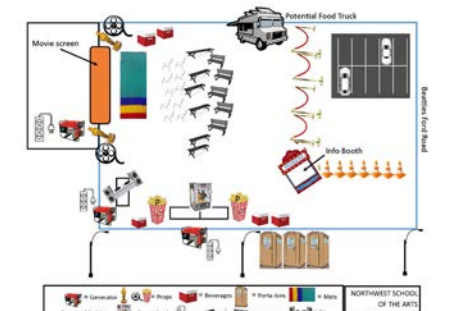
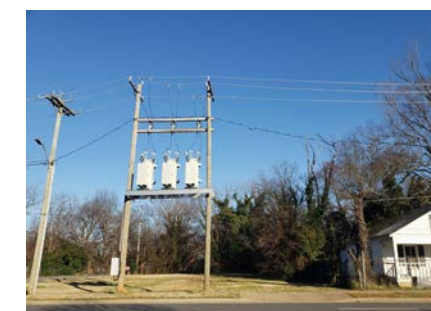


Segment 2 extends from Tate Street to Estelle Street. Notable features include Northwest School of the Arts, Anchored by Northwest School of the Arts, previously West Charlotte High School, this segment is home to many businesses and historical sites such as the former Ritz Theatre. There are several vacant parcels that present opportunities for a variety of public open spaces and beautification efforts.



G. Open Space and Beautification Opportunity

Work with property owners along the corridor to consider creating open spaces, beautification opportunities such as trash removal, tree planting, pollinator gardens and other low cost improvements.



H. Movie Night

Movie night at Northwest School of the Arts event

Project Ideas

Top 3 Projects | Segment 3: Estelle St. to Catherine Simmons



1. Beatties Ford Road & La Salle Street Town Square

This project would include a number of placemaking elements to transform this important intersection into a town square that represents the identity of the Beatties Ford Road corridor. The numerous retail establishments create an active pedestrian environment. This can be enhanced by introducing public spaces at the corners of the intersection, art, murals, street furniture and vinyl sidewalk applications. The goal is to create a unique sense of place to celebrate identity, encourage economic development and improve safety for pedestrians.

Project Elements

- Intersection mural; Crosswalk art; Pedestrian swings; Fence repair and mural; extended / improved right of way; Bank open space; Family dollar storefront; Vinyl paw prints on sidewalk

Partners

- Private property owners
- Urban Main
- Artists
- City of Charlotte (Urban Design, CDOT, and Economic Development)

Possible Road Blocks

- Permission of private property owners



2. West Charlotte High School Wall Mural & Directional Artwork

This mural would be located on a new development in the corridor to commemorate West Charlotte High School's legacy.

Project Elements

- Wall mural honoring West Charlotte High School's legacy

Partners

- West Charlotte High School Arts Program
- Property owners
- Urban Main
- City of Charlotte (Urban Design)

Possible Road Blocks

- Permission of private property owner



3. Residential Beautification & Landscaping Grants

Provide grant funding for landscaping upgrades for the front yards of residential homes along Beatties Ford Road.

Project Elements

- Improved landscaping

Partners

- Property owners
- Non-profit organizations/ Urban Main
- City of Charlotte (Urban Design, Housing & Neighborhood Services)

Possible Road Blocks

- Lack of participation from property owners
- Lack of interest from non-profit organizations

Other Project Ideas | Segment 3



A. Mural Opportunity

Mural at the intersection of Catherine Simmons and Beatties Ford Road



B. Bus Stop Upgrades

Artwork treatments for existing bus stops



C. Sidewalk Art

Opportunity for sidewalk art



D. Parklet Opportunity

Work with property owner to create a parklet with updated landscaping and/or wall mural



E. Bus Stop Swings

Work with property owner to create bus stop swings adjacent to bus stop



F. Pocket Plaza

Work with property owner to update landscaping and add seating



G. Crosswalk Upgrades

Improve crosswalk markings



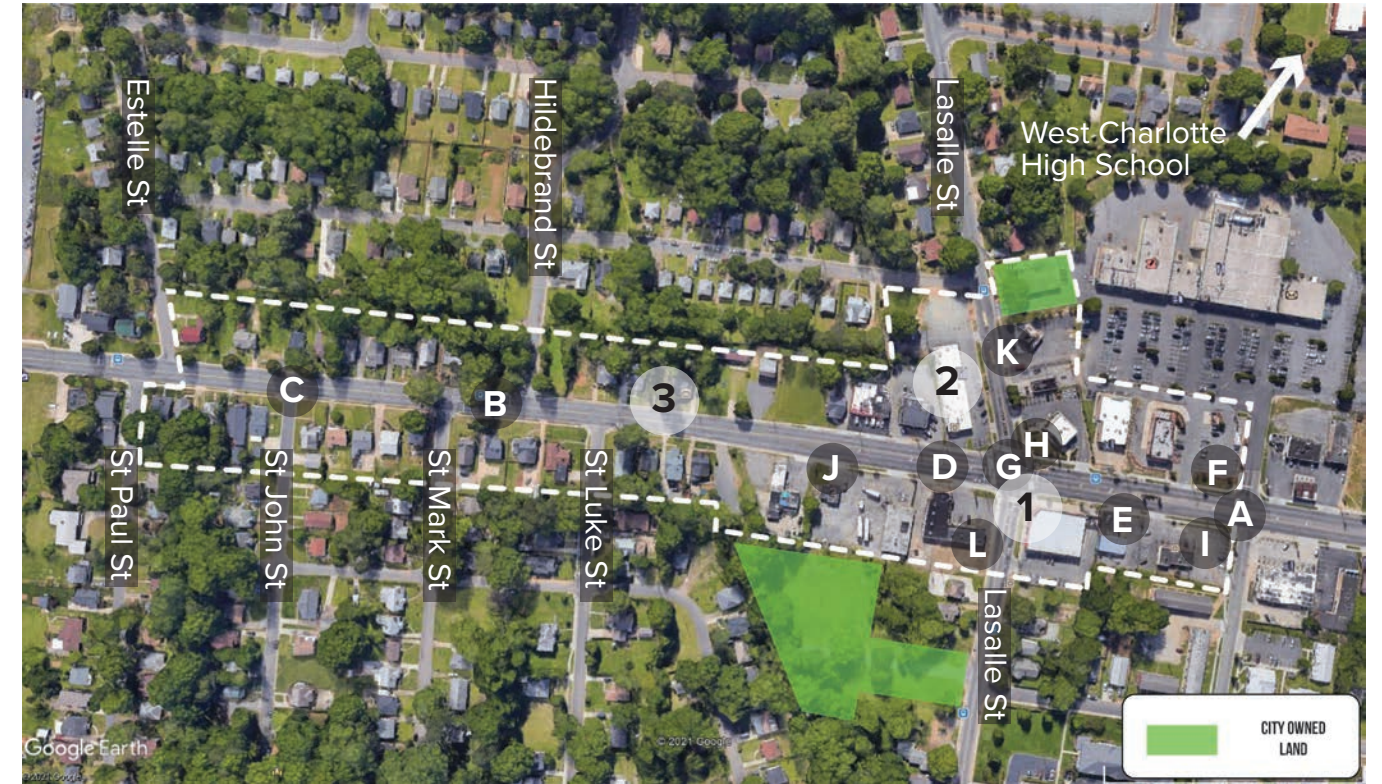
H. Pocket Plaza

Work with property owner to implement a pocket plaza



I. Pollinator Bushes

Work with property owner to plant pollinator bushes to screen parking



Segment 3 extends from Estelle Street to Catherine Simmons Avenue. At its southernmost end, the segment is primarily made up of single family homes. At its northernmost end is the intersection of Lasalle Street and Beatties Ford Road, a major retail center for the corridor.



J. Street Furniture

Open space for street furniture



K. Sidewalk Mural

Sidewalk mural opportunity outside of retail space to fill the gap of concrete



L. Parklet Opportunity

Work with property owner to implement paving, seating, and a potential wall mural

Project Ideas

Top 3 Projects | Segment 4: Catherine Simmons to I-85



1. Library Front Green & Activation

The library green on Beatties Ford Road presents a unique opportunity to activate public space between the library and an adjacent bus stop. A unique feature on this green is the swale that diverts water to existing storm water intake infrastructure. This could be enhanced by the creation of a rain garden in this swale. Other programming opportunities would provide gathering space with new seating, public art and additional plantings to help beautify existing landscaping and provide a place for the community to gather.

Project Elements

- Garden; improved landscaping; more plantings; chess; seating; sculptures; green infrastructure focused on existing swale; bus stop art.

Partners

- City of Charlotte (Urban Design, Stormwater Services)
- Charlotte Mecklenburg Library
- Urban Main
- CATS
- Little Architects

Possible Road Blocks

- Buried utilities may impact some programming elements
- Land not owned by the City



2. Dr. Webber Pop-Up Market

Activate with temporary uses

Project Elements

- Pop-up market open to local merchants and food vendors
- Temporary or interim placemaking improvements to facade and semi-public space appearance

Partners

- Community leaders
- Urban Main
- Local businesses/property owners
- City of Charlotte (Urban Design, Economic Development)

Possible Road Blocks

- Property under contract - may cause further time delays in agreements



3. Catherine Simmons Memorial

Commemorate those lost to gun violence with a more permanent memorial.

Project Elements

- Encourage people to stop the violence with positive and forward thinking language

Partners

- Families impacted by the events
- Property owners
- Urban Main
- City of Charlotte (Urban Design, CDOT, Neighborhood and Housing Services)

Possible Road Blocks

- Limited amount of ROW and green space

Other Project Ideas | Segment 4



A. Improved Aesthetics

Add mural or fencing and street trees/landscaping to improve aesthetics



B. Signal Cabinet Wraps

Utilize this space to signal entry into the BFR corridor



C. Library signage

Work with Charlotte Mecklenburg Library to upgrade signage



D. Median Mural

Install mural on the median adjacent to Allegra Westbrooks Library



E. Wayfinding Signage

Add wayfinding signage for West Charlotte Rec Center



F. Wayfinding Signage

Install wayfinding signage to identify Lincoln Heights Neighborhood Park



G. Space Activation

Work with property owner (next to Heaven Scent Catering) to consider family-friendly activities and events



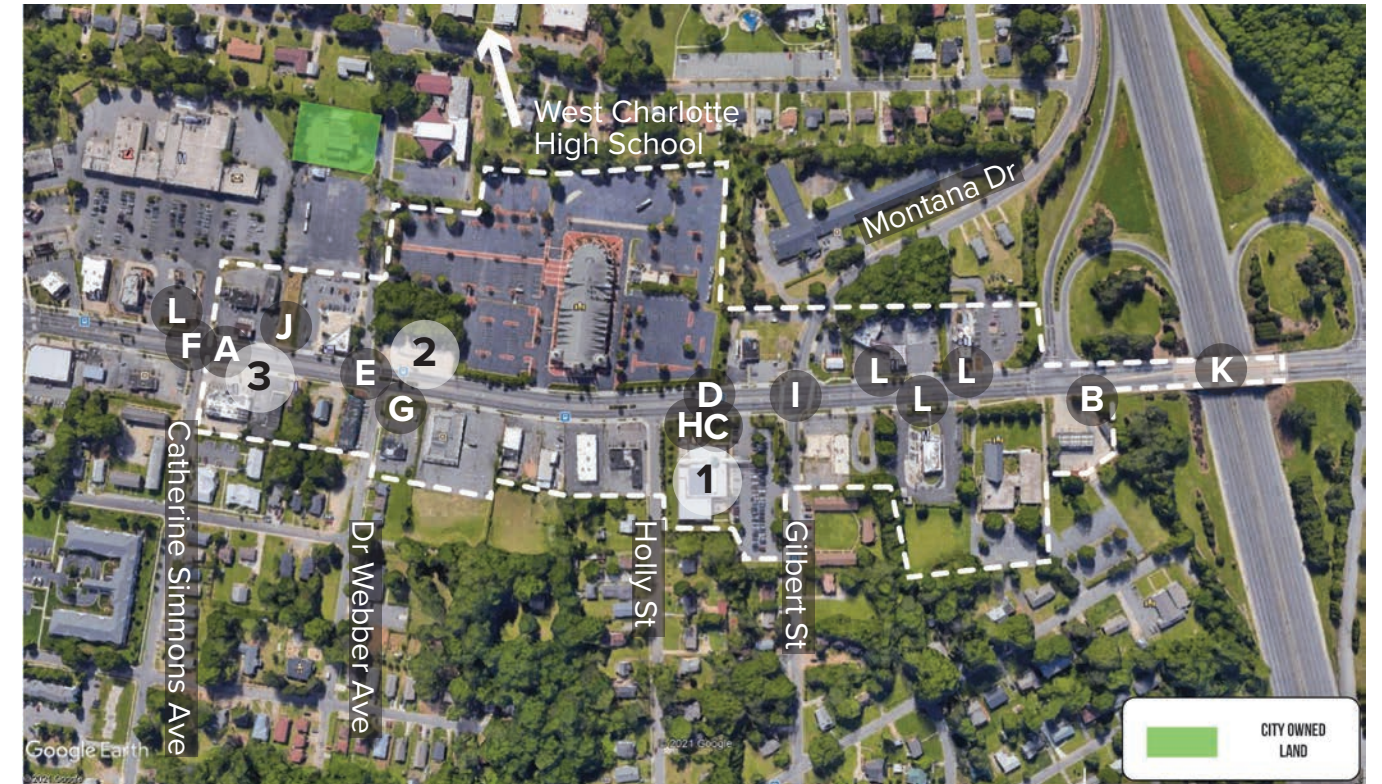
H. Mural Opportunity

Street mural adjacent to the intersection of BFR and Dr. Webber intersection

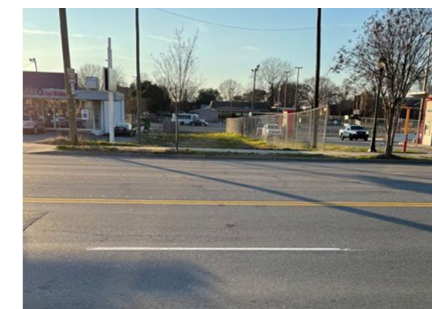


I. Crosswalk Painting

Paint the crosswalk at the intersection of Beatties Ford Road and Gilbert St.

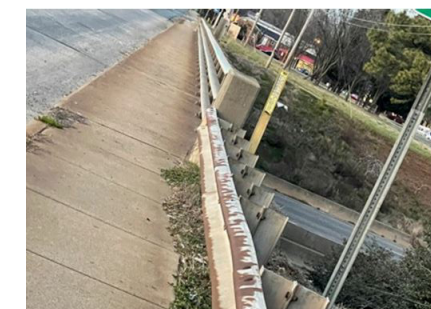


Segment 4 extends from Catherine Simmons Avenue to I-85. This area is dominated by retail, both locally owned businesses and franchises. The United House of Prayer for All is located in this area. West Charlotte High School and the West Charlotte Neighborhood Park are located just outside of the study area.



J. Parklet Opportunity

Work with private property owner to create a parklet adjacent to Bank of America on Beatties Ford Road



K. Improve Safety on I-85 Bridge

Improve overall safety & restore history - improve guard rails on the bridge I-85,



L. Updated Landscaping

Native plants and pollinators in planting strips and green areas in front of strip retail

Top 4 Projects

Beatties Ford Road & La Salle Street Town Square



An example of potential project. Design, artist, artwork, and final implementation will be co-created with community.

Vest Water Treatment Plant Frontage



An example of potential project. Design, artist, artwork, and final implementation will be co-created with community.

Thaddeus Tate Public Space



An example of potential project. Design, artist, artwork, and final implementation will be co-created with community.

Library Front Green & Activation



An example of potential project. Design, artist, artwork, and final implementation will be co-created with community.

Top Projects

The following four top projects are all very important to the corridor and should be implemented. They were ranked in the Virtual Workshop to gain an understanding of people’s overall preferences and determine where partners can start implementation. Elements of the projects can be constructed and as more funding becomes available or identified they can be completed.

1. Beatties Ford Road & La Salle Street Town Square
2. Thaddeus Tate/Ritz Theater Public Space
3. Vest Water Treatment Plant Frontage
4. Library Front Green & Activation

Funding Resources

The workshop concluded with resources to support the placemaking ideas that were developed by the participants.

COMMUNITY BASED FUNDING

- Local nonprofits like Charlotte is Creative, Knight Foundation, AARP and others have funded placemaking work in Charlotte
- Institutional support for projects but would need to fit their funding criteria and priorities
- Use online fundraising platforms to crowd source funds
- Can build community interest in projects

and might be less restrictive in how funds are used

- Private donations - raise private funds from biggest supporters or partners (private businesses, institutions, residents, customers)
- Urban Main - Projects located in the UrbanMain boundaries or led by one of the four UrbanMain committees may be able to access additional funding resources through the National Main Street Center that advance placemaking in the commercial district or preserve the commercial history and culture of the corridor.

BUSINESS MATCHING GRANTS

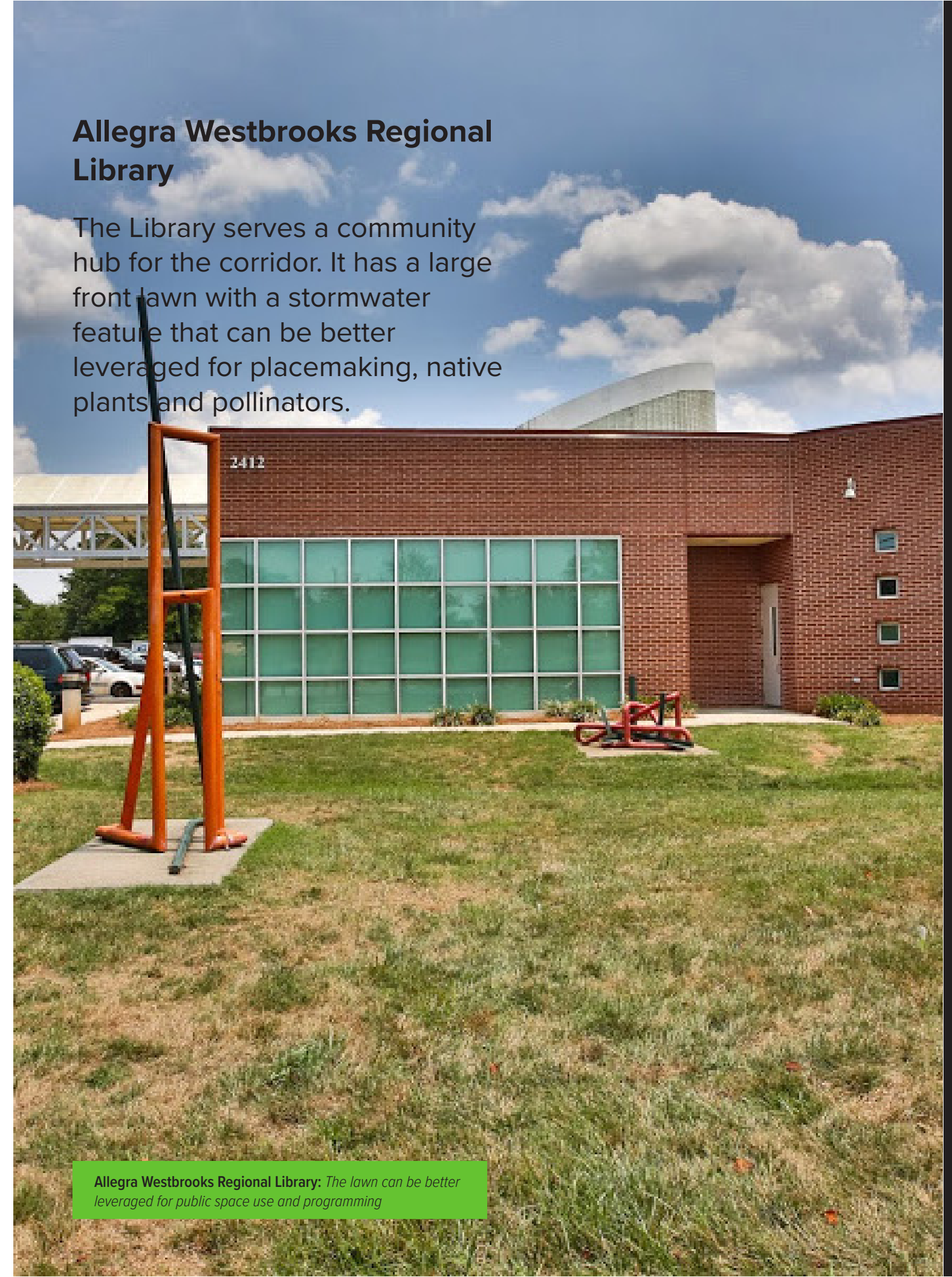
- Façade and Security Grants can be leveraged to support building improvements that transform the building exterior and site
- Placemaking elements can be eligible items if they are part of an overall transformation of the private commercial property, including landscaping, lighting, awnings, site work, decorative fencing or site elements, murals and artwork
- Grant awards are based on square footage; all grants are 50% reimbursements, up to a max amount
- Applications are reviewed on a quarterly basis

NEIGHBORHOOD MATCHING GRANTS

- The Neighborhood Matching Grants Program has helped Charlotte residents improve their neighborhoods since 1992.
- The program awards funds to eligible neighborhood-based organizations for projects that make neighborhoods better places to live, work, and play.

Allegra Westbrooks Regional Library

The Library serves a community hub for the corridor. It has a large front lawn with a stormwater feature that can be better leveraged for placemaking, native plants and pollinators.



Allegra Westbrooks Regional Library: The lawn can be better leveraged for public space use and programming

- Annual Application Deadlines: March 1, June 1, and September 1

PLACEMAKING GRANTS

- The Placemaking Grant is a community-building initiative that will support quick-win, transformative projects throughout the city to create and enhance community vibrancy, safety and identity through:
 - Activation of underutilized spaces
 - Streetscape improvements
 - Art and beautification efforts
 - Creation of community gathering spaces
- The grants are not offered every year but as funding becomes available

Next Steps

Through the City of Charlotte Corridors of Opportunity Program, there is funding available to build elements of the top placemaking projects identified in this playbook.

The City of Charlotte Urban Design Center will work with neighborhood participants along the Beatties Ford Road corridor to refine, co-create, design, and implement placemaking projects. The process will be done hand in hand with stakeholders and partners to ensure each project represents best the priorities of those on the corridor. Participants in this playbook can expect to hear from City staff who will set up project teams for the top four projects identified.

Additionally, this playbook can serve as a game plan for other partners or interested parties to implement projects. Using this report as a guiding tool, residents, business owners, and institutions can work to incorporate project ideas into rezonings, development

opportunities, and future capital projects, as well as, acquire outside grant funding. Project development can help project leaders set out next steps and pursue funding. When pursuing a placemaking project, it can be helpful to define parameters and ask the following questions:

- Who will do the work?
- What specifically needs to be done?
- What are the resources that can help?
- What are the hurdles that need to be overcome?

Evaluating those questions for every 6 months to 2 years can help plan out how the project will be implemented over time. The City of Charlotte Urban Design Center can assist and support the community and other project leaders with this process in addition to implementing City-funded projects.

All Submitted Projects

This is a list of additional projects that were developed by the Beatties Ford Road corridor community during this playbook process. These projects are not in the scope of placemaking or public space. The project ideas are listed here with contacts as appropriate. At the time this report was written, project ideas were shared with individuals and city departments if there was funding or an existing program in place to address them. Given funding constraints and established work programs, contacts identified here may be unable to implement projects. However, these contacts may serve as a resource for technical assistance as the community continues to organize and address projects listed. This document will serve as a valuable resource as you continue to champion efforts in the community, and continue to build relationships with partner organizations that may help make these projects a reality.

Survey Results

This is a presentation of all of the community survey results that were used to determine project and community goals. Included is demographic data and survey quotes.

Establishments in the Community

This is a list of places of worship, businesses and public, civic, and non profit groups that may be able to serve as partners in placemaking and public space projects on the corridor.



APPENDICES

Appendix | All Submitted Projects

Excelsior Club

- 921 Beatties Ford Rd.
- HOPE this finds a new owner willing to invest the time and energy to bring it back to its glory
- Submitted by Donald Jonas
- Private property not under City jurisdiction. May qualify for business matching grants - bmg@charlottenc.gov

Utility Upgrades

- Beatties Ford Road
- So many electric wires/ telephone poles obstruct the streetscape view... can these cables + poles be removed (or lines buried) or otherwise redirected away from Beatties Ford?
- Submitted by Donald Jonas
- City Department: General Services
- Contact: Theresa Watley (twatley@charlottenc.gov)

Youth Outreach Center

- Beatties Ford Road and Renner Avenue
- Partnership with CMPD
- Submitted by Marcia Kirkpatrick
- City Department: CMPD Community Engagement

Division

- Contact: Lt. Lebraun Evans (704-432-0197)

Street Cameras

- Beatties Ford Road and HWY 16
- Add traffic cameras to increase safety of intersections
- Submitted by Marcia Kirkpatrick
- City Department: CDOT
- Contact: Ashley Boenisch - Ashley.Boenisch@charlottenc.gov

Utility Maintenance

- Along BFR several utility poles have been damaged
- Check utility poles for needed repairs
- Submitted by Marcia Kirkpatrick
- City Department: General Services
- Contact: Theresa Watley (twatley@charlottenc.gov)

Street Maintenance

- Along BFR several crosswalks are in need of maintenance
- Check crosswalks for maintenance needs and complete them
- Submitted by Marcia Kirkpatrick

- City Department: CDOT
- Contact: Gus Jordi (Gus.Jordi@charlottenc.gov)

Bridge Maintenance

- Bridge spanning HWY 16
- Guard rails have become rusted and damaged
- Submitted by Ted Morgan
- City Department: General Services
- Contact: Gus Jordi and Jimmy Rhyne (Gus.Jordi@charlottenc.gov/ Jimmy.Rhyne@charlottenc.gov)

Street Lighting and Resurfacing

- From the bridge over HWY 16 to French Street
- Insufficient street lighting, surface in poor condition
- Submitted by Ted Morgan
- City Department: CDOT
- Contact: Anthony Mendez (Anthony.Mendez@charlottenc.gov) for lighting and Stephen Bolt (Stephen.Bolt@charlottenc.gov) for surfacing. This will involve working with NCDOT as well.

Museums

- Charlotte Museum of African-American History and The HBCU Museum
- Submitted by Winston

Appendix | All Submitted Projects

Robinson

- Private development effort not under City jurisdiction

Sidewalk Upgrades

- Madison Ave. and Andrill Terrace / Washington Ave. and Andrill Terrace
- Sidewalks are incomplete
- Submitted by Winston Robinson
- City Department: General Services
- Contact: Dan Leaver (dleaver@charlottenc.gov)

McCrorey Heights Entrance Sign

- Brick sign at entrance to McCrorey Heights commemorating mid-century modern homes
- Submitted by Winston Robinson
- City Department: CDOT
- Contact: David Smith (dbsmith@charlottenc.gov)

Sound Barrier Wall

- Sound barrier wall Fairfield St. & Van Buren Ave.
- Submitted by Winston Robinson
- The highway falls under NCDOT jurisdiction
- Contact: Wendy Taylor (wataylor1@ncdot.gov)

Honoring History

- Display art, culture and history throughout the corridor connecting and preserving this rich history. "African American history has been fragmentally pieced together, ignored, forgotten, and or lost altogether. This continues to be a factor in today's environment of urban renewal, removal, displacement and/ or gentrification that is occurring throughout the country. These urban changes greatly affect the black communities and neighborhoods creating an ebb and flow of culture and history gaps that continue to be fragmentally pieced together, ignored, forgotten, and or lost" (TAFO)
- Submitted by Mattie Marshall

Honoring History

- CMPD Metro Police Station
- Commemorate Mr. William C. Covington, one of the first African American police officers to join the force
- Submitted by Sean Langley
- City Department: CMPD

- Metro Police Station and Community Engagement Division
- Contact: Lt. Lebraun Evans (704-432-0197)

Honoring History

- 1404 Beatties Ford
- Photographer James Gibson Peeler spent nearly half a century documenting the African American experience in Charlotte. A native of the West End, Peeler attended Biddleville Elementary and West Charlotte High before graduating from JCSU in 1951. After a tour in the Korean War he enrolled in the N.Y. Institute of Photography, and returned to Charlotte in 1954 to establish his first portrait studio at 1404 Beatties Ford Road.
- Submitted by Brandon Lunsford

Honoring History

- 1218 Beatties Ford
- In 1957, local doctor and civil rights advocate Dr. Emery Rann opened the Northwest Medical Clinic at 1218 Beatties Ford Road with two partners: fellow physician Dr. C. Warren Williams was the first black doctor to practice at Charlotte Memorial and

Appendix | All Submitted Projects

also one of the driving forces of Hyde Park Estates, and Dr. Reginald Hawkins, local dentist and civil rights advocate. During the period in 1965 when the homes of Hawkins and other local civil rights figures were bombed, Hawkins' brass nameplate at the clinic was vandalized and other threats to the clinic were received.

- Submitted by Brandon Lunsford

Honoring History

- 1500 Beatties Ford
- Victor H. Green and his wife Alma Green published "The Negro Motorist Green Book" from 1936 to 1966. Commonly referred to as Green Books, they served as travel guides for African Americans during the Jim Crow era in the United States. One of only three Green Book locations still standing on the Historic West End, the former Igloo Dairy Bar across from the current Northwest School of the Arts was an ice cream shop frequented by students at the school and at JCSU. It was listed in the Green Book in 1963 and 1964 before graduating from JCSU in 1951. After

a tour in the Korean War he enrolled in the N.Y. Institute of Photography, and returned to Charlotte in 1954 to establish his first portrait studio at 1404 Beatties Ford Road.

- Submitted by Brandon Lunsford

Sidewalk Maintenance

- Estelle St., Saint John, Saint Paul, Hildebrand and sections of BFR
- Sidewalks are in need of cleaning and drainage improvement or completion in some instances
- Submitted by Amy Beigel and Ashley Anderson
- City Department: Storm Water
- Contact: Matt Gustis (Matt.Gustis@charlottenc.gov)

Bus Stop Improvements

- CATS Bus Stop in front of 1805 BFR
- Bus stop is in need of landscaping maintenance
- Submitted by Amy Beigel
- City Department: EPM Landscape Management
- Contact: Zack Lester (zack.lester@charlottenc.gov)

Lighting Upgrades

- Along the corridor
- Some areas of the corridor have decorative lamp posts installed, can these be added elsewhere?
- Submitted by Ashley Anderson
- City Department: CDOT
- Contact: Anthony Mendez (anthony.mendez@charlottenc.gov)

Community Events

- 2241 Beatties Ford Road
- Trash clean up, open mic events, movie nights
- Submitted by Ron Ross
- City Department: Housing & Neighborhood Services for trash cleanup
- Contact: Mark Fowler - dfowler@charlottenc.gov

Absentee Property Manager

- 2512 Beatties Ford Road
- Mandate trash clean up at drive through ATM
- Submitted by Ron Ross
- City Department: Housing and Neighborhood Services Code Enforcement
- Contact: Mark Fowler (dfowler@charlottenc.gov)

Trash Cleanup

Appendix | All Submitted Projects

- 2630 Beatties Ford Road
- Lot needs trash clearing
- Submitted by Ron Ross
- City Department: Housing & Neighborhood Services
- Contact: Mark Fowler (dfowler@charlottenc.gov)

I-85 Entrance Upgrades

- Areas surrounded by freeway entrances and exits
- Landscaping improvements
- Submitted by Ron Ross
- City Department: This is under NCDOT jurisdiction
- Contact: NCDOT Division 10 District 2 Engineer Wendy Taylor (wataylor1@ncdot.gov)

I-85 Bridge Guard Rails

- BFR bridge over I-85
- Rails are rusting, could be updated with artwork
- Submitted by Ron Ross
- City Department: General Services
- Contact: Gus Jordi and Jimmy Rhyne (Gus.Jordi@charlottenc.gov/ Jimmy.Rhyne@charlottenc.gov)

Clean-up Campaign

- BFR Corridor
- Organize community

- clean-up events
- Submitted by Ron Ross
- City Department: Housing & Neighborhood Services
- Contact: Keep Charlotte Beautiful (kcb@charlottenc.gov) / Jonathan.Hill@charlottenc.gov

Yard Sign Ordinances

- BFR Corridor
- Enforce yard sign ordinances
- Submitted by Ron Ross
- City Department: Housing & Neighborhood Services Code Enforcement
- Contact: Mark Fowler - dfowler@charlottenc.gov

Crosswalk Improvements

- 2121, 2301 and 2342 Beatties Ford Road
- Street crossings do not have painted crosswalks - add painted crosswalks
- Submitted by Valente Malverde
- City Department: General Services
- Contact: Dan Leaver (dleaver@charlottenc.gov)

Vacant Building

- 2212 Beatties Ford Road
- Vacant building could be redeveloped for a new business

- Submitted by Mary Johnson
- Private property not under City jurisdiction. May be eligible for business matching grants - bmg@charlottenc.gov

Vacant Lot

- 2241 Beatties Ford Road
- Open grassy lot, identified for parklet potential earlier. In near term could be cleaned up, mowed, etc.
- Submitted by Mary Johnson
- City Department: Code Enforcement for trash cleanup enforcement
- Contact: Mark Fowler (dfowler@charlottenc.gov)

Trailblazer Statue

- BFR Library
- Statue honoring a trailblazer from the BFR area
- Submitted by Bernetta Powell
- Contact Historic Landmarks Commission
- Contact: Unclear whose jurisdiction this project falls under

Appendix | All Submitted Projects

Welcome Signage

- Entrance to BFR from I-85
- Welcome signage and landscaping
- Submitted by Bernetta Powell
- City Department: Urban Design Center can support, this location is under NCDOT ROW
- Contact: Wendy Taylor (wataylor1@ncdot.gov)

Trailblazer Statue

- Intersection of BFR and Montana Drive
- Cross street murals, painted pavers, alternative paint strips
- Submitted by Bernetta Powell
- Contact Historic Landmarks Commission
- Contact: Unclear whose jurisdiction this falls under

Vagrancy

- Adjacent to Nikkis Food Shop and in the University Park shopping center
- Hire off-duty CMPD officers (or a third party security company) to monitor for and deter vagrancy in the area
- Submitted by Terese Hutchinson

- City Department: CMPD
- Contact: Lt. Dondi Pogue (dpogue@cmpd.org)

Retail Development Opportunity

- 2506 Beatties Ford Road
- Opportunity for redevelopment through economic recruitment
- Submitted by Terese Hutchinson
- Private property not under City jurisdiction

Substance Abuse Treatment Center

- BFR Corridor
- Opportunity to offer assistance to those struggling with substance abuse
- Submitted by Terese Hutchinson
- County Department: Community Support Services
- Contact: CSSCommunications@MecklenburgCountyNC.gov

Business Aesthetics

- 1121 Beatties Ford Rd.
- Is there a way to have the dumpsters moved behind the building?
- Submitted by Donald

- Jonas
- City Department: Housing and Neighborhood Services Code Enforcement
- Contact: Mark Fowler (dfowler@charlottenc.gov)

Seating Opportunity

- Beatties Ford Road
- Lounge chairs with warm colors to create a relaxing atmosphere.
- Submitted by Marcia Kirkpatrick
- City Department: Urban Design Center
- Contact: Erin Chantry (Erin.Chantry@charlottenc.gov) Charlotte Lamb (Charlotte.Lamb@charlottenc.gov) Jacob Huffman (Jacob.Huffman@charlottenc.gov)

Vacant Building

- BFR and Tate Avenue
- Vacant building beside Beatties Ford Express store opportunity for restaurant retail (Thaddeus Lincoln Tate Jimmy John's)
- Submitted by Marcia Kirkpatrick
- Private property not under city jurisdiction. Some businesses may be eligible for business matching grants: bmg@charlottenc.gov

Appendix | All Submitted Projects

Business Opportunity

- Booker Avenue
- Mini movie theater – neighborhood friendly, challenge is parking
- Submitted by Marcia Kirkpatrick
- Private property not under City jurisdiction

Business Opportunity

- Restaurant investments along the corridor (some desired franchises include I-Hop, Zaxby's, Pizza Hut Express or any express style restaurant)
- Submitted by Marcia Kirkpatrick
- Private property not under City jurisdiction

Vacant Business

- Flower shop on Renner and BFR
- Opportunity to convert to a functioning business. Needs some TLC and updates
- Submitted by Sean Langley
- Private property not under city jurisdiction. May be eligible for business matching grant: bmg@charlottenc.gov

Mural Opportunity

- Northwest School of the Arts
- Could include a mural on one side of the building that compliments the front entrance.
- Submitted by Sean Langley
- City Department: UDC can support with finding artists, Northwest would need to lead the effort.
- Contact: NWSA administration – UDC can support with finding artists Erin Chantry (Erin.Chantry@charlottenc.gov) Jacob Huffman (Jacob.Huffman@charlottenc.gov)

Business Investments

- Multiple locations along the corridor
- 2206/West End Seafood (upgrade), Food Lion shopping center (upgrade shopping center and add black owned businesses) 1107 building (upgrade/lighting/expand building for businesses) Bodega (upgrade lighting) lack of grocery stores (multiple bodega style stores but are not black owned), 1406 BFR counseling (renovate building, add lights and art) People's Dry Cleaners (historic building from 1930) 2017 East Jackson

- building (preserve and upgrade/modernize) 2100 Family Dollar (move to shopping center and add new business for better use of street frontage) 2020 Shopping Center (add recording studio and art gallery for better use of street frontage) 2200 Nikkis (historic site, upgrade/lighting/curb appeal) Dr. Webber (empty lot, apartment building with businesses) 2342 Clairbornes Club (upgrade, add curb appeal)
- Submitted by Kenneth Robinson
- Private property not under City jurisdiction. Some businesses may be eligible for business matching grants: bmg@charlottenc.gov

Business Investment

- Intersection of BFR and LaSalle
- Family Dollar - boarded up, needs to look more friendly, improve lighting. Check Cashing - clean up and invite investment
- Submitted by Amy Beigel
- Private property not under City jurisdiction

Business Investment

- 2312 BFR

Appendix | All Submitted Projects

- 2312 BFR (better presentation, better signage, façade grant with focus on plants, planters, signage)
- Submitted by Ron Ross
- City Department: Economic Development (business matching grants / façade improvements)
- Contact: bmg@charlottenc.gov
- BFR and Dr. Webber
- Vacant lot suited for farmer's market
- Submitted by Ron Ross
- City Department: Mecklenburg County runs a farmer's market program. Individual farmers can likely set up independent efforts. No city departments are currently in charge of these operations. Recommend contacting Mecklenburg County for official guidance on this, as there may be some public health concerns currently unknown by City staff on this project.
- Contact: meckhealth@mecklenburgcountync.gov
- 2316 BFR
- Lack of good signage/ paint
- Submitted by Ron Ross
- City Department: Economic Development (business matching grants / façade improvements)
- Contact: bmg@charlottenc.gov

Sidewalk Improvements

- Beatties Ford Road and St. John
- Sidewalk is narrow here and needs maintenance
- Submitted by Amy Beigel
- City Department: General Services
- Contact: Dan Leaver (dleaver@charlottenc.gov) or call 311 to request services

Curbside Dining

- 2200 Beatties Ford Rd.
- Pop-up location for curbside dining by Nikkis Food Shop
- Submitted by Ron Ross
- Private property not under City jurisdiction - contact property owner to organize community events

Farmer's Market

Adaptive Reuse

- 2300 Beatties Ford Rd.
- Facility space, upgrade landscaping and clear the front – Banquet facility, rent-a-kitchen
- Submitted by Ron Ross
- Adaptive reuse is conducted by private investors - site may be eligible for a business matching grant
- Contact: bmg@charlottenc.gov

Business Upgrade

Business Upgrade

- 2332 BFR
- Replace and update signage
- Submitted by Ron Ross
- City Department: Economic Development (business matching grants / façade improvements)
- Contact: bmg@charlottenc.gov

Business Opportunity

- 2340 BFR
- Vacant building – decent parking for banquet room, flea market, youth training center
- Submitted by Ron Ros
- Private property not under City jurisdiction

Business Opportunity

- BFR / Montana Drive
- Eventual development proposed – empty lot with trash. Coffee shop,

Appendix | All Submitted Projects

- study, meeting rooms as potential use.
- Submitted by Ron Ross
- Private property not under City jurisdiction. Contact Code Enforcement to have trash picked up by property owner: Mark Fowler - dfowler@charlottenc.gov
- Submitted by Amy Beigel
- Private property not under City jurisdiction. May be eligible for business matching grants - bmg@charlottenc.gov
- Submitted by Mary Johnson
- Private property not under City jurisdiction. May be eligible for business matching grants - bmg@charlottenc.gov

Business Upgrade

- 2338 BFR
- Victorious Home Care – needs façade improvement and parking lot improvements
- Submitted by Mary Johnson
- City Department: Economic Development (business matching grants / façade improvements)
- Contact: bmg@charlottenc.gov

Business Opportunity

- 2340 BFR
- Could be a good location for a large business
- Submitted by Mary Johnson
- Private property not under City jurisdiction

Business Opportunity

- 2342 BFR
- Holly Plaza Center may be vacant office space. Needs improvement to the façade and parking lot.

Beautification

- I-85 entrance from south
- Add native plants, pollinator garden, flowers
- Submitted by Ron Ross
- City Department: This area is under the jurisdiction of NCDOT
- Contact: Wendy Taylor (wataylor1@ncdot.gov)

Lot Cleanup

- 2224 BFR
- Eyesore, needs cleanup
- Submitted by Mary Johnson
- Contact: Housing and Neighborhood Services Code Enforcement
- Mark Fowler (dfowler@charlottenc.gov)

Business Opportunity

- 2228 BFR
- Former Rudeans Restaurant, looks like some vacant spaces in the

Business Opportunity

- Corner of Gilbert St. / Beatties Ford Rd.
- Across the street from Meck. County Library – former Dalebrook Business Center. Currently vacant, has been purchased but there has been no activity.
- Submitted by Mary Johnson
- Private property not under City jurisdiction

Business Updates

- 2200 BFR
- Small convenience store and small shopping center anchored by Nikki's Food Restaurant
- Façade improvements along with parking lot improvements, needs litter cleanup.
- City Department: Economic Development (business matching grants / façade improvements)
- Contact: bmg@charlottenc.gov

Appendix | All Submitted Projects

Pedestrian Safety

- Highway 16 overpass bridge
- Improve pedestrian safety (temporary or permanent) while restoring history and justice
- Submitted by William Hughes
- City department: CDOT
- Contact: Traffic Safety Manager Angela Berry (aberry@ci.charlotte.nc.us)

Pedestrian Safety

- Beatties Ford Road and HWY 16
- Add crosswalk across Beatties Ford Road
- Submitted by Mattie Marshall
- City Department: CDOT
- Contact: Traffic Safety Manager Angela Berry (aberry@ci.charlotte.nc.us) may be inter-jurisdictional with NCDOT or exclusive to NCDOT - contact Wendy Taylor at NCDOT (wataylor1@ncdot.gov)

Community Resource Center

- Beatties Ford Road
- Create a community resource center focused on food, nutrition and family services

- Submitted by Marcia Kirkpatrick
- Under County jurisdiction: <https://www.mecknc.gov/DCR/Pages/Community-Resource-Centers.aspx>

Resource Hub

- Tate St. and BFR
- Multi-functional building with a focus on youth activities, entrepreneurship, meeting space and after school leadership development

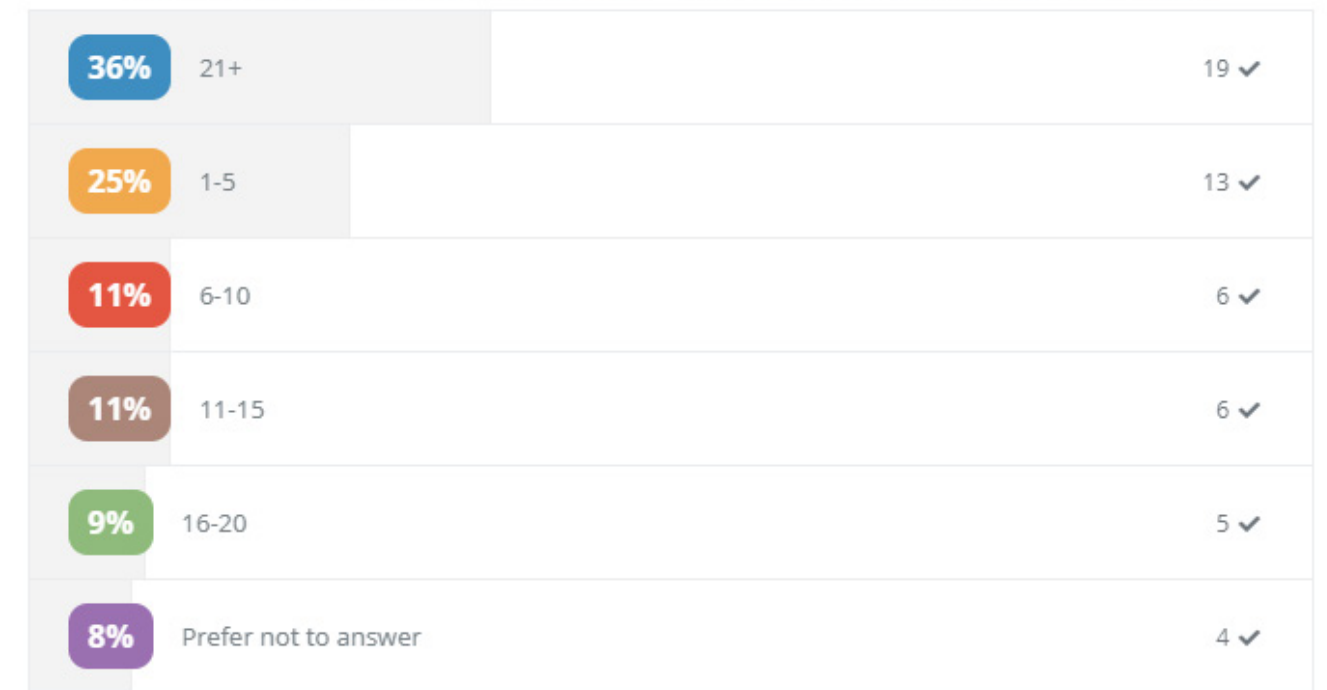
- Submitted by Mattie Marshall
- City Department: No direct department for implementing new construction projects

Support Businesses with Additional parking

- Utilize Vest Water Treatment Plant parking lot for local businesses and activate the 76 spaces

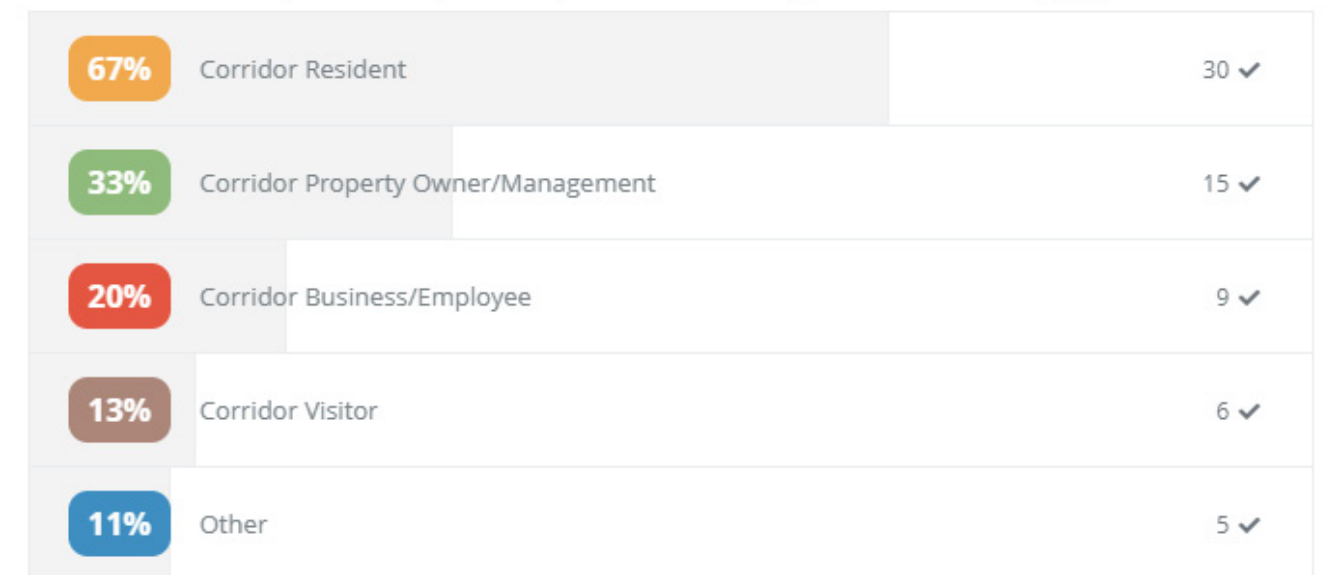
Appendix | Survey Demographics

How many years have you lived/worked on the Beatties Ford Road corridor?



53 Respondents

Do you identify with any of the following? Select all that apply.



45 Respondents

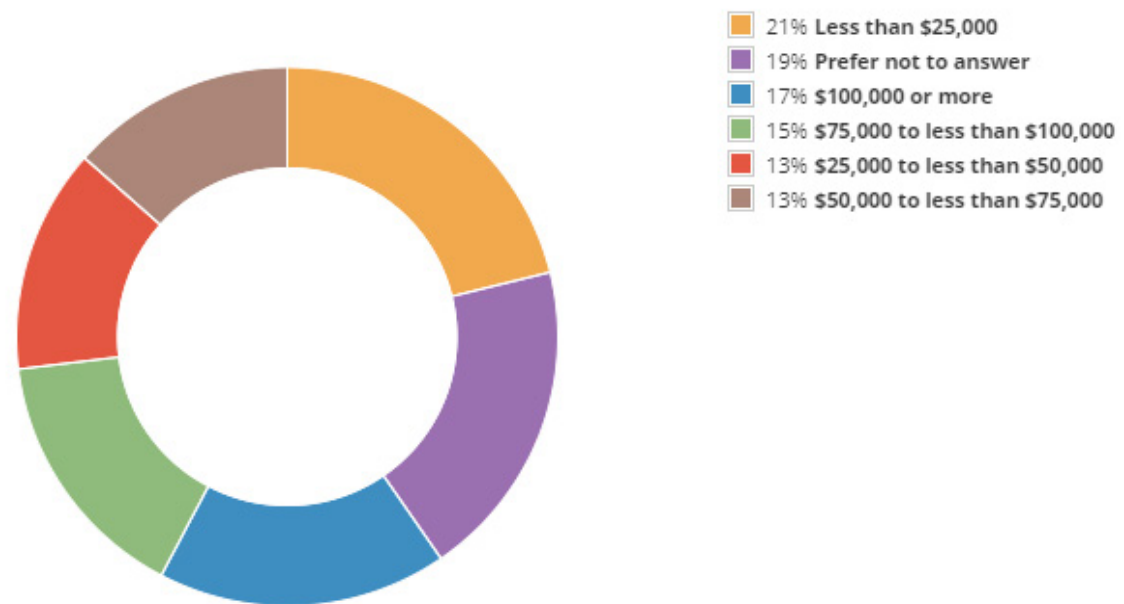
Appendix | Survey Demographics

In addition to what you have responded to above, do you identify as any of the following? (Select all that apply)

69%	Homeowner	31 ✓
13%	Business Owner	6 ✓
13%	Other	6 ✓
11%	Renter	5 ✓
11%	Person with a Disability	5 ✓
11%	Do not usually attend City-organized events	5 ✓
2%	LGBTQ+	1 ✓

45 Respondents

Last year (2019) what was your total family income from all sources, before taxes? (Select one)



52 respondents

Appendix | Survey Demographics

With which race do you most identify? (Select all that apply)

83%	Black or African American	33 ✓
20%	White or Caucasian	8 ✓
8%	American Indian or Alaska Native	3 ✓
3%	Hispanic, Latino, or Spanish origin or descent? (Select one)	1 ✓
0%	Asian or Asian American	0 ✓
0%	Native Hawaiian or Pacific Islander	0 ✓
0%	Some Other Race	0 ✓
0%	Prefer Not to Answer	0 ✓

40 Respondents

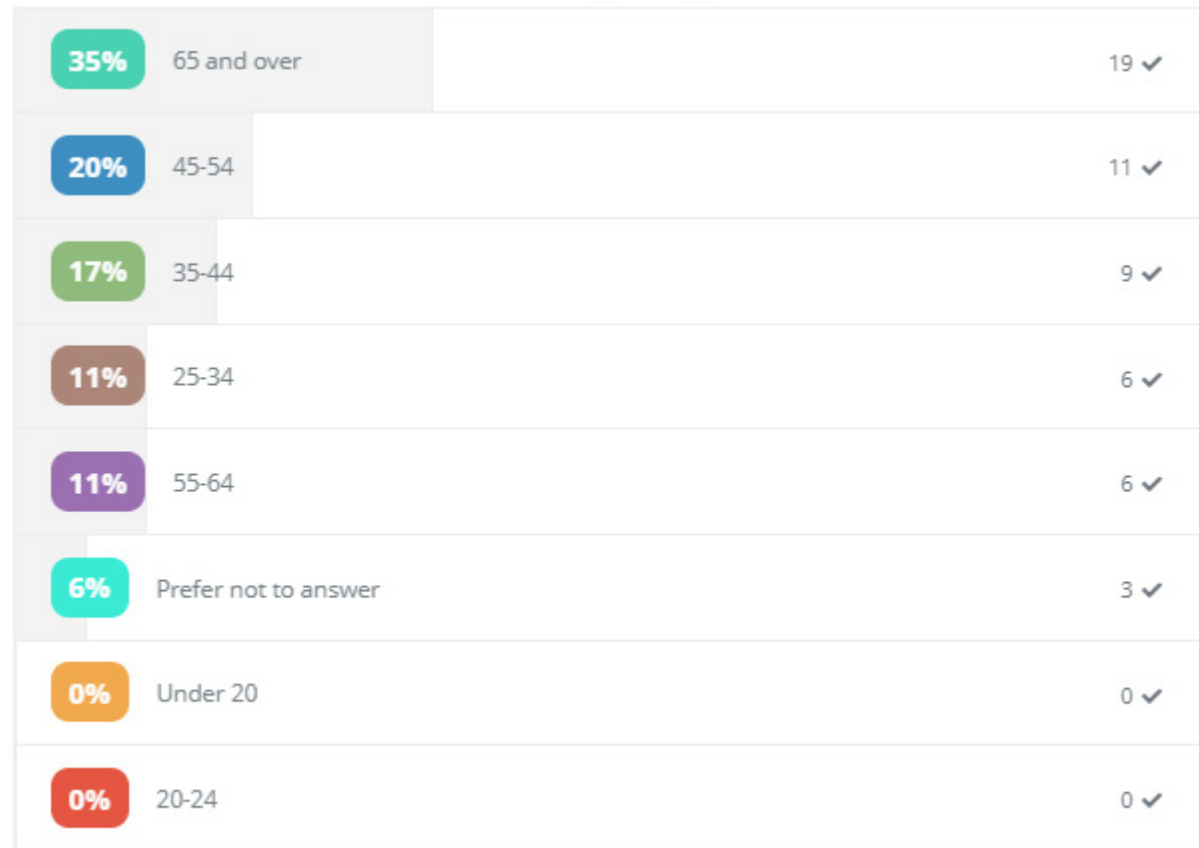
What is your sex? (Select one)



54 respondents

Appendix | Survey Demographics

What is your age?



54 Respondents

Appendix | Quotes from the Survey

Fondest Memories of the Corridor

One of my fondest memory is when 1406 Beatties Ford Road housed great Black Physicians such as Dr. Rosamuel Dawkins, Jr. Another fond memory is the Excelsior Night Club where some of Charlotte's most educated and prestigious Black leaders would meet.

My fondest memories are Having Sunday dinner at McDonald's cafeteria, attending Friday night Football games at WCHS, cousin to Hornets Park and celebrating black culture at West Fest.

I've been at JCSU for a long time and my greatest memories have mostly been about walking around the campus absorbing the history and beauty of the buildings and the grounds, and of meeting and talking with the residents who have lived here their whole lives and have made it special.

My fondest memories are seeing so many people that look like me, going about their lives and being comfortable. Volunteering at football and basketball games were a highlight for me along the corridor as well.

Attending West Fest for the Art, Food, Concerts, all kinds of Vendors, and fellowship; Friday Night Football games at West Charlotte High School - the band, the game just fun; Going to the movie theater, shopping at small businesses such as Queen City Sundries a Pharmacy where you could buy a chuck wagon sandwiches and Jacks Old fashion iced oatmeal cookies; Walking to Taylors Barber shop with my friends to get my eye brows arched; Playing at the community center; and Fellowship.

My fondest memories of Beatties Ford Road is leaving West Charlotte High School going to the corner store and the owner would sent us back to school and our Asst. Principal Pop Miller would get on us. It was like family working together as a team. ; Growing up in the neighborhood attending West Fest events Fond memories of Dalebrook Center

I enjoyed the West Charlotte Football games.; My fondest memories of this historic Corridor begins with the rich history of our HBCU, Johnson C. Smith University featuring Lyceum programs, public lectures, center of education, concerts, rich history

collection, entertainment and so much more. The football games, homecoming parade and family friendly activities. The Excelsior Club, Historic Washington Heights along with other neighborhoods filled with memories and history. The Ritz Theater, Northwest School of the Arts (formerly West Charlotte High School). Patronizing the African-American businesses and professions along this rich historic corridor.

JCSU Homecoming Parade

Some of my fondest memory are the incredible Friday night football games at West Charlotte High School and the Parades during Homecoming!

The Black Owned businesses that lined the street. The WC High School Pride. - Unknown

Growing up and knowing that you were amongst family. Black and family-owned businesses dominated.

The sense of community I feel as I engage with everyone on the corridor.

I love the black businesses that were there. I hope to see that restored in the new development. I have an online bookstore and would love to transition to rick and mortar and provide books a space

Appendix | Quotes from the Survey

to read and my Charcuterie boards and for the students of West Charlotte to have access to help like I did and adults too!

My fondest memory is walking along Beatties Ford Rd to the Ritz Theater with my friends. We would also meet at the library when it was on LaSalle street to do our homework. I felt safe and it felt like a place that belonged to me, my family and my friends.

The presence of black owned businesses. The neighborhood was close knit and had a family feel about it.

Being able to walk to the library and read for hours and having my uncle and his friends sitting across from their on "the wall." I felt protected growing up here. They were doing placemaking back then but they didn't know it.

Going to my grandmothers store when it was on LaSalle, JCSU parades...

Some of the activist work and the outreach we did in the community.

Knowing I am supporting other black owned businesses

The history and learning how we incorporate the past into

the present

I remember the businesses and friends I knew who lived on Beatties Ford Rd. McKissick's Shoe Shop. The McKissicks lived on Beatties Ford Road and Mrs. McKissick was my Language Arts Teacher at Northwest Jr. High. The Byers' were friends of my parents and they lived on Beatties Ford Rd. (Their daughter is Thelma Byers-Bailey). I remember going to Harris Teeter (where Food Lion is now), the movies at the Grand Theatre near JCSU. I have so many memories.

Remembering the historical houses, business park at the corner of Lasalle Street (salon and barbershop), and Excelsior Club where families and friendships gathered for social connection (sits right on the corner of HWY-16 and Beatties Ford Road).

West Charlotte Festivals

The amazing businesses and the residents on Beatties Ford Road.

The incredible feeling of knowing that this was a community that had every class of working black people residing peacefully with one another. Thriving families, communities, schools, churches, and businesses. We

took care of one another and there was an amazing sense of pride and black culture. All black and white residents always got along peacefully and respectfully.

I've only lived here for 2 yrs but I love the rich black history and the potential.

Black history

The rich history and culture.

The fact that it is the most known Black neighborhoods in NC

Growing up here and feeling at home no matter which end of the corridor I was in at the moment. I felt safe and nurtured. Spending my entire 1-12 education in schools on the corridor.

The pride that the Community had when there were Black Owned Businesses and Homes.

Working on the Building at 1635 W. Trade at the Bottom of Beattie Ford Rd. was a great experience helping members of the community be apart of the project. Helping the local community be apart of the construction, we created jobs with team members having pride in the in the workmanship that went into the local project.

Appendix | Quotes from the Survey

Working out of the Project LIFT building and walking over to West End seafood for a MLK Special at lunch and getting a haircut by Rodney at Anderton's after work... having a chance to instill consciousness with the young guys at Dub C outside of a formal school setting.

It's historic significance to the AA community

YMCA

The proud black families who live in the neighborhoods.

The overall feel of community and family that existed. Due to the existence of segregation, there existed access within walking distance to doctors, banking, entertainment, restaurants and etc. that offered quality services - were owned and operated by Blacks that lived within the communities. A few such as Dalebrook Pharmacy, Ritz Theater, The Excelsior, McDonalds Cafeteria, Albert's Fashion - rekindle memories of good times. Let's not forget the Queen City Classic games, WC Marching Band and school rivalries - JT Williams, Northwest. Young people played basketball and participated in park events - went Double Oaks Swimming Pool. Community leadership

and involvement was strong with a lot of the initial Black government officials coming from this area.

My fondest memory goes back to my days at Johnson C. Smith University. The university is the anchor of this entire corridor. Start there. But this corridor is filled with rich history and dynamic leaders that were at the forefront of civil rights. I remember my professor taking me to meet and interview, Mr. Charles Jones. But some of my fondest memories were attending the JCSU homecoming parades, attending NAACP voter registration drives along corridor and patronizing black owned businesses.

Having my wedding on Visiting Johnson C. Smith University Campus and visiting JCSU for community events

Activities and events like West Fest and Friday night football at West Charlotte. The history of my HBCC Thee Illustrious JCSU and Black businesses and homes owned by our people.

West Charlotte High, used to be Northwest

The sense of pride that represented the corridor

Just moved here 1 year ago

McDonald's Cafeteria

I have several memories of being able to walk to school at Northwest Jr High, walking to the library to do homework with my friends, and walking to the Ritz Theater or the Grand Theater

the history from my neighbors, the experiences they shared

Buying my house in the 1960s

less crime, no homeless on the corners, no trash

2 movie theaters, family restaurants, 2 grocery stores

I was moved here, Came here because they got rid of Brooklyn

Years ago this was a very safe area - the most valuable and precious reflections are the sweet people, neighbors, people really care for each other.

The rich pride and strong sense of community, well-kept neighborhoods, and friendly neighbors, strong sense of safety

Appendix | Quotes from the Survey

Perspectives of the Corridor Today

My perspective of the Beatties Ford Road corridor is that economic development is not happening for existing businesses on the corridor.

I am elated the culture Of Beatties Ford Td. has a good chance Of remaining, being Fully restored and expanding.

It still has immense beauty and history and has many people that can tell its story and have been here so long... but those people are fading and it is in danger of losing what has made it great. It is the last piece of genuine Black culture left in Charlotte, and the gentrification that is changing its landscape and its population is threatening to erase it's soul.

A beautiful, culturally rich corridor in great need of restorative, meaningful, strategic investment and development

Beatties Ford Road has great history, culture and people. We have had some bad breaks and negative situations, but I know we are resilient.

Creating a community soup with the right ingredients to create a place that all

humanity can celebrate and uplift all humanity with dignity and respect. Include the Arts, culture and history to recognize the people, their gifts and talents; the community assets to build a future for all. Engage by "Lifting Every Voice" and Celebrate.

It really needs to be connected over 16 in a more authentic way. The LaSalle intersection area has too much loitering. We need some clean, shops/ restaurants that cater to a variety of people. Please continue the trolley up to lasalle to bring in fresh development

An incredible place with incredible people that deserve public investment and not displacement and gentrification

It's rich with culture, history, and some remarkable people. At the same time it is severely lacking Economic Development and public investment- this has been the case for a long time. There is not a diverse set of jobs within the Corridor so we're currently not driving people to the Corridor for employment.

Not enough attention to empty buildings and long time residents being pushed

out due to the proximity to uptown Charlotte.

It's amazing here . There's a lot of on the ground work occurring within the corridor. Any work done has to include that work and members of the community.

I love it and that's why I live here. There are so opportunities to restore the feel of old and I believe that residents truly want that but the compounding of issues and life itself makes it difficult to help create the change.

Anxious about the future of the area, apprehensive of initiatives and developments... hoping it won't lead to gentrification and displacement of current/long-time residents.

it needs to get better.

To much drugs and homelessness in the area; It is making a change for the better. This is a good and scary time. But change is good

I feel the residence need more resources and clean up more. Substance abuse and mental health is on going and a huge saftly issue for my students and staff constantly. Lasalle and Beatties Ford rd corner especially needs a mental health agency

Appendix | Quotes from the Survey

People speed through consistently making it feel like one side is disconnected from the other.

I think it has the potential to revitalize as long as city leaders make it a priority. I'm hopeful and optimistic.

To put more known shopping stores to access the needs of the residents. This decreases the long wait for the city buses when the resources are available within walking distance.

Need public, private and community investments to be the catalyst for corridor to grow

My perspective is to have the corridor beautiful and livable like other sections of Charlotte.

Amazing families still reside there but are overshadowed by tragic events from a few individuals who choose to act violently and shed a bad light on the Ford. I am willing to bet that some of these individuals do not live on Beatties Ford Road.

It saddens me to know the rich cultural history and how this community has been neglected. But, I'm hopeful for the future and see much potential. There is a lot of love

for Beatties Ford. We need local government to care just as much for this community as they do other areas whose population looks significantly different culturally.

It is undervalued and under-resourced, yet remains resilient.

I see it as an opportunity , a place that can grow to be one of the best neighborhoods in Charlotte

I see it as an opportunity , a place that can grow to be one of the best neighborhoods in Charlotte - Kenneth Robinson

My teenage granddaughters don't feel safe walking down the sidewalk on BFR.

Beatties Ford Rd, has lost the Pride that it ones had, It seems like the Community is a Group of strangers, no connection and not common ground, It forgot its Past and therefore has no way of knowing how Wonderful it could be in the Future.

Beatties Ford Road has such a rich history and culture as well as amazing access to the City of Charlotte.

A corridor bursting at the seams for modernize redevelopment that doesn't cause mass displacement but

instills dignity and resilience.

The lack of city investment, the great risk of displacement. Risk of economic removal of black business

Its growing and I'm seeing some improvements

Needs to be renewed for those currently residing in the neighborhood. New business that support the neighborhood.

The communities along the corridor are long overdue for needed resources to address economic, development, environmental concerns - to name a few. This area has the qualities and capacity to beee thee place to live, work and play in Charlotte. Resources, change and implementation are warranted now to make this happen.

Corridor has tremendous potential but has been neglected for years. You have JCSU, black neighborhoods, West Charlotte High School, and countless black owned businesses. Now is the time for reinvestment in the corridor while retaining character and culture of this community.

I think corridor area has changed due to new construction and

Appendix | Quotes from the Survey

gentrification. There seems to be less African-American cultural events

We need some help because people are doing a lot of violence

too many businesses not caring about the community today

It has a lot of crime and violence

poor

Today the corridor does not represent vitality, fun + entertainment, or history, The Chinese restaurant should redesign its entrance, too many empty spaces that could house businesses

Needs some restaurants and LaSalle + Beatties Ford need to be cleaned up and homeless need to not sleep on the corner

all kinds of ways

too many family dollar stores, fast food and convenient stores, more crime, people cooking and selling food on the street

I shop at food lion/CVS - nice and family dollar. People rioting this is sad. Nice to see renovating at LaSalle and Beatties Ford

More businesses

Will bring a lot of traffic

It really saddens my heart! Too many that do not live in the neighborhood creating a lot of problems for innocent people

Neglected and overlooked and underdeveloped in keeping with the needs (basic) of the community

I believe it's a great place to start a business or shop once the area is renewed and preferably not gentrified (which is what appears to be happening).

An opportunity to thoughtfully and strategically provide a comprehensive approach to community development (driven by the needs and interests of the people residing in Beatties Ford corridor today.

What is lacking on the Beatties Ford Road corridor that would enhance it?

Economic development of the existing businesses. ; The Beatties Ford Road corridor is lacking a place to acquire healthy foods, business supplies (ex: Office Depot).

Beatties Ford Rd is lacking low interest capital to develop commercial property, amenities and small business mix.

A museum celebrating its history and culture, historical markers, historic district nomination, dedicated grocery stores and markets that cater to all income levels, an increase in Black business and home ownership especially among younger Black residents.

Active spaces - water treatment parking lot is blight and underused. That space is the unwelcoming site as you cross over highway 16 into the corridor. It does not make a positive impression or evoke a sense of pride when entering or leaving the corridor; Economic development, parking solutions, pedestrian-friendly amenities

Appendix | Quotes from the Survey

Economic development for the existing small businesses, resources that includes capital and infrastructure for these small businesses.

Economic development, more small business, friendly place for teens and youths, nothing for seniors and etc.; Needs new business a Family Practice and a Pediatric Center Dentist Office a Resource Center for clients in needs housing for low income not affordable housing it is to high to pay rent

Lack of understanding of the rich history, culture and people, valuable assets and how we can collaborate to bring life into this dynamic corridor, i.e., Northwest School of the Arts, filled with resources, that should be shared with the neighborhoods - space, time and talent.

Coffee shop, corner of lasalle area tidied up, beautification

Economic development for the existing small businesses

Better Land Use policy. And a Master Plan for cohesive development

Assistance for small businesses. Better options in dining options.

Resources for the people who live here

buisness industry mix; places to sit and gather for entertainment; green space; financial investment;

Healthy restaurants and grocery options (really just food options period), SAFE and CLEAN green spaces, public art

good restaurants! There is no reason for this corridor not to have awesome new creative store and eatery! A new Noda; flowers,art better security and protection. Eateries coffee shops. Art galleries

Substance abuse rehab and police presence

A lot...most of the stores or businesses don't feel like they are everyday type of shops. There are no restaurants that are sit down type of restaurants. No green spaces

Destination is lacking. I would love to see Beatties Fd. corridor become the destination for great cultural food, art galleries, and entertainment.

Beautification that changes the appearance with a pleasant environment. Police presence is always a factor for safety and community

partnerships.

Economic development and Gold line to run up to Sunset

The feeling of a safe environment.

Upgrading the buildings and streets and replacing the empty buildings and businesses with new and more desirable ones.

I had not heard of the term "food desert" until I bought a house off Beatties Ford. It should be illegal the way this community is treated on a basic level. Why can't we have the same quality healthy foods as other communities. Yet, we pay more in our grocery stores. It's shameful and eye opening.

Better support of black business and commerce. Also, better integrating overall business development.

Resources that invest in the future.

More Metro bike patrols where they stop and get to know us.

Black Owned Businesses, Job Opportunities that pay a living wage, Investment

More economic development and opportunities for the existing businesses. As well

Appendix | Quotes from the Survey

as better and healthier food options for the community.

A stake in the ground as an Arts & Culture district, well paying job opportunities, and high quality denser housing opportunities (more Nia Points, less Bramar Gardens).

Community ownership of assets in the corridor. Without ownership of the assets the wealth will always be extracted

Better homes and cleaning up older buildings

Restaurants. Entertainment. Good shopping, including supermarkets that's not Food Lion or Family Dollar

The addition of new development - retail shops, coffee/pastry shops, live/work housing, opportunities for existing businesses to upgrade building and operations. There needs to be a better communication source with city/county government to community. This area has a digital divide - central located media signage w/event information, phone call-in line, strategic drop off locations of information, etc, plan to address digital divide. Implement green infrastructure - trees, vegetation, plants, EV

charging stations, etc. to address climate change.

The street isn't walkable. We need to: Redesign street to make it safe and comfortable for pedestrians, cyclist, and automobiles. Add crosswalks, medians and green space within the right-of-way. In short, Beatties Ford has the potential to look just as walkable as East Blvd. Designated public spaces where people can gather, play and celebrate the history and people that made this community. We need more space like the 5 Points Public Plaza further down the corridor.

There needs to be an African-American Cultural Center acknowledging and celebrating the success of Black people in Charlotte
Greenways, nightlife, upscale restaurants, Affordable housing, grocery store chain with fresher vegetables and fruits, meats, etc.

We need more restaurants, e.g. Chic Fil A or another chicken restaurant

Healthier food choices. Tired of seeing fast food places here

Colorful artwork, quaint shops, ice cream shop and

maybe a small museum with the history of Charlotte and the West side, how various streets were named (white people), a bookstore would be nice. Make the second ward museum accessible to residents. More crosswalks for pedestrians

Better police force, the virus has stopped many positive outreach, I pray it will be better next year

Money

Restaurants (upscale)

Property owners taking care of their property, However, the street stays litter free most of the time

So much stuff, took away history of the neighborhoods

Dine-in restaurants, grocery stores, sidewalk cafes and businesses, a sense and cohesiveness of community, access to capital (banking and business)

The streetscape could be brighter. More festive colors, murals by local artists. Keep the trees cut back appropriately and leaves off of the ground. Fix the road no more potholes. Bright lit pedestrian flashing crossing lights on the streets. Bike lanes. I would love to see

Appendix | Quotes from the Survey

several community gardens and more boutique shops and eateries. It would be nice to have a Starbucks with a drive thru on that road as well. Facade improvements for all houses and businesses on the road.

Hold small business accountable for the activities held in their vicinity.

The Beatties Ford Road corridor is lacking economic drivers and business opportunities for the residents.

Need more police patrolling the area

What is lacking on the Beatties Ford Road corridor that would enhance it?

Business development and access to capital for growth; There needs to be access to capital for renovation or repair for existing buildings.

Commercial buildings should be highlighted through improvements and additional tenants, entertainment venues need to be restored and new ones, opened and vibrant public art should be installed. The Historic West end Market should be revived and expanded. The greenway should be as attractive as the one on Kings Drive.

History of the university, civil rights leaders and events, historic Black neighborhoods, churches, restaurants, walking space and views.

Existing longstanding businesses, new businesses working to enhance the lives of residents, organizations working to encourage pride, wellness and quality life services, etc

The establishments that have been on the corridor for a long time such as West Side Meats, Beatties Ford Road Hardware, and others

Our small Black businesses, schools, parks and recreations

There are many assets, people, places, history, arts and culture that can be used to recognize the opportunities and possibilities to shape the physical, social and economic future of this dynamic and vibrant Corridor.

History, library, police station, northwest school of the arts, excelsior club

The educational and religious institutions as well as long standing businesses.

The businesses that have withstood the test of time.

Resources for the people who live here. There has to be a specific focus on communities of color in order to move forward equitably. What is equally important is that the needs of the people must be addressed while making any sort of investment/development. This means, for instance, if we are developing land and property, we must simultaneously ensure that the residents can remain residents (e.g. not be displaced by gentrification)

The people; the historical long running businesses; the history in general; the art work

Appendix | Quotes from the Survey

The people and the rich history. But also the future... the westside isn't done making history. Would be nice to see a highlighting of things going on with young people and children there now!

Art, Black History and food

Black owned business owners

The history that is the reason that these neighborhoods are here for. The great civil rights leaders and founders of this area. The businesses that have been here for a long time and kept the community together

History

Highlight the YMCA and Department of Social Services as apart of the community for sure. Recognize black own businesses that are hidden to gain social media and news for business.

Historical and cultural content

The many businesses, homes and schools and universities.

The library, churches, minority owned businesses. Also, make the area more appealing for other prominent brick and mortar establishments to want to have their businesses in the corridor as well.

Businesses (especially

small) in the area need facades renovated and some need internal renovations. Landscaping and curb appeal needs to be addressed. This will help improve overall moral and pride in the community.

The natural greenway trail and community connector that could be paralleled to Irwin Creek, along Andrill Terrace.

Investment in the complete infrastructure like what is being proposed.

It is important to highlight the current businesses as well as the Northwest School of the Arts.

Vibrancy, culture, youthful families, churches, cornerstone businesses, civic engagement, hip-hop, jazz, the resiliency,

Historical churches, buildings and schools

History

The creek along Andrill Terrace runs parralel to 77 and can easily be converted into a greenway. This greenway could be part of the urban arboretum trail and can 1) reconnect these neighborhoods 2) Serve as a gateway to Uptown 3) Pedestrian friendly and promotes exercise 4)

Reconnects us to the other Greenway network next to Ray's Splash Planet. We shouldn't lose sight of this precious gem! Vest Water Plant Water Tower--- this water tower should be illuminated with black art.

Black Culture, Black Culture, and Black Culture...and more Black businesses.

Neighborhoods, schools, youth, elderly and civic organizations.

Children and family entertainment; beautification

Since of pride and high self-esteem

Northwest school of the Arts, churches of various denominations, University Park School of Creative Arts, Johnson C Smith University

I am enjoying the artwork

visible police

food markets, nice restaurants, library, schools

Something with our roots and history

The history of the neighborhood, pride and concerns to address the many problems and resolving them. Our schools - west charlotte, northwest school of the arts,

Appendix | Quotes from the Survey

up elementary - great schools, quality education, parent involvement

Johnson C. Smith University, Excelsior Club, Northwest school of the arts (the 1st ward Charlotte), United House of prayer, McCrorey Heights, University Park, Dalebrook, Northwood Estates, Garden Park neighborhood communities

The businesses and the residents that have been there should remain. That's the culture. I think highlighting historical residents and businesses should be considered as a "highlight". The historical story of that community should be written for all to see as an educational reminder for the community residents and visitors. businesses should be considered as a "highlight". The historical story of that community should be written for all to see as an educational reminder for the community residents and visitors.

The longtime: neighborhoods, churches, businesses (that have weathered the storm ie, Chick-n-Ribs & others), schools -WC old & new, Second Ward Alumni, Fraternities

What would you like to share about the Beatties Ford Road corridor that you think is important to have reflected in a placemaking project?

The Beatties Ford Road corridor needs a park where children can come and play. This park should have a basketball court, football field

Consistent capital investment should be made on every front and in ever category along the corridor. It is time after decades on disinvestment beyond given services.

Economic investment

History, Art, Culture and people

Beatties Ford Road corridor

Always remember that any place making project must uplift the people with dignity and respect honoring that strong sense of pride and place. Recognize the important role played by institutions such as churches, schools, college and universities, government offices and social services agencies and fosters a mutually respectful relationship between and among those institutions and

neighborhood residents.

Beautification

Black Excellence! The contributions of Black people are many and great. I'd like to see the reinforcement of these truths artistically displayed.

We. Are. Proud. We. Are. Determined. We. Are. Resilient.

Make sure it benefits is folks who live here and make sure it's what we want. "We" means black people.

That every project should be culturally relevant to the community that currently lives, Black people. The fact that this corridor has been and is the Mecca of Black Charlotte that truth should always be reflected along with the future of the corridor and we vision Black people still living and having businesses here.

People living there should be the number one priority, it's important to appreciate the diversity of experiences that are already there!

Making sure people that live here can choose and be part of any change. I am vested here. I live here. I need to be heard. My opinion counts.

Appendix | Quotes from the Survey

We are taking pride in our community

Make sure that it benefits all of the community, there are people who have been here their entire life, there are new people who are coming in, there are young, there are older people. Everyone should have a place here.

signage or art that reflects historical people who lived on the corridor.

Embrace the culture in which we live with pride, honor, and respect.

Many events and individual that help advance the black community

Things that brings a since of pride and uplifting to the community. Those things that celebrate the value of the community (past and present).

Rich, civil rights history.

I would like to see the corridor leading in internet technology.

Meeting People where they are and being non judgmental. Building Relationships and being consistent. Building with the Local Leaders and being Community Centered.

To highlight the existing community through facade improvements and additional parks and recreation.

To highlight the existing community through facade improvements and additional parks and recreation.

To highlight the existing community through facade improvements and additional parks and recreation.

History, Character, and Culture

To keep the pride and the culture of Beatties Ford and the community of people that live here. Meaning Black people. Don't allow our essence to fade away.

History + culture

Picture of Martin Luther King Jr., Nelson Mandela, or Mahatma Gandhi

nothing

The area is not a 'challenged' area but an area rich in history and much to offer

Continue the artwork

Be about us

Dine in restaurants

memorialize the lives and contributions made to the City by neighbors and the residents of those who lives along the corridor, Ex. Juliusm Franklin McCain Sr., Dr.

Reginald Hawkins, Chambers

It's important that all of our living and recreational spaces remain as diverse as possible. The people on that road are who make it beautiful. As a resident in Charlotte I would like to see the city try to embrace the Black cultural base in this area of the city. Murals not of Obama or other famous Black people but rather local celebrities, people who are making a difference in their community. Let us not "cancel culture" as we revise our communities.

Project to acknowledge the existence and location of the original West Charlotte High School (now Northwest School of the Arts) and Northwest Junior High and location of The Second Ward Alumni House.

Appendix | Quotes from the Survey

What are your goals for this placemaking and public space playbook?

One goal would be to make Beatties Ford Road corridor more appealing to visit. Wall murals of unsung heroes in the community would be great.

Quick lasting wins and cultural explosions through creatives and entrepreneurs.

Identity of the neighborhood, importance of the corridor, diversity and history of the people and places.

Transforming blight areas into active, engaging and vibrant coves

History and identity of neighborhood. a designation place for visitors

I am open with what will be safe for our community.

Arts and culture, preservation of rich and dynamic historic neighborhoods, pedestrian-friendly, walkable neighborhoods;

To be a spark that ignites capital investment in a large and meaningful way. Make sure we are uplifting the black owned businesses that are currently on the corridor and benefiting the residents.

To engage community in the issues that are affecting the corridor; to create a better quality life experience here; establish the cultural identity and so much more

History and identity of the neighborhood

I love to see the greenery down Beatties Ford Road and Capps Hill Mines

I think there are some things that are easily achievable to in general make the corridor nicer, but ultimately I want to be able to safely walk to neighborhood establishments

better quality of life

To have a place to sit without fear and have a greenway type to walk or family time, etc.

History, Identity of neighborhood and economic development

To help improve the area in as many ways as possible.

Community pride. Public safety Equity and restoration!

To do what it takes to help this community rebuild its legacy, starting with beautification, safety, and investment projects.

To have a west end greenway trail rivaling the public greenway trails in more affluent areas.

To have a west end greenway trail rivaling the public greenway trails in more affluent areas.

To give back what was taken through systemic racism so the corridor can lead the nation in community revitalization.

Pedestrian Safety, and then the History and Identity of the neighborhood

Better facades would lead to more economic development. Increase the knowledge of the the history of the community through the names of parks and recs. Keep the community history alive with preserving historical, sentimental buildings. Provide organic, healthy food options for the community. Better options for more affordable housing. Better pedestrian crosswalks and community lighting.

Identity as an Arts & Culture district without the displacement that happened in places like NODA.

Pedestrian safety

History and identity of neighborhoods, pedestrian

Appendix | Quotes from the Survey

safety(walkable) and economic development

I would like remind the people of the community of their rich heritage that STILL dwells in the community

The History and the identity of the community.

Community inclusion

Pedestrian safety

to walk the neighborhood to check on better sidewalks and curbs, help with the artwork - I am on the Lincoln Heights board and we need help with our community garden, more involvement and commitment

more visible police, sidewalks, check cashing

pedestrian safety - sidewalk improvement, repair cement, widen walkways

All of the above

History and the identity of this neighborhood should be considered priority.

Nurturing and sharing widely a collective vision for the corridor...developed and fully owned by the people living there

Projects need to have an immediate impact that may be developed into long term projects. They encourage

interest, participation and walkability. Pop-up events, sidewalk/curbside gardens, pop-up plazas addressing culture and environment. Neighborhood signs, statues, etc. visible in neighborhood. Pop-up school rooms, finance trainings, health screenings, job training, etc on wheels Projects to spur capacity and ideas to move young - old into the future.

As a business owner/ employee, how does

your business connect to the community? How has your business helped shape the corridor's history, character, or culture?

As a state licensed mental health/substance agency we have provided our professional counseling services to persons struggling with mental illness and substance abuse. As a nationally certified vocational trade school we have assisted men in learning a construction craft that can lead to a career and viable employment in the construction industry.

I founded a business district advocacy and revitalization group and support corridor merchants.

Johnson C Smith University has been the corridors anchor for 150 years and continues to be a beacon of history, education, and leadership.

We have connected with the community through offering space for positive activation and engagement on our property (National Night Out, Inside/Out Art exhibit, etc)

After school tutorial/

Appendix | Quotes from the Survey

leadership development; published/editor, Mahogany;

I work at West Charlotte High School

We work to protect seniors and allow them to age in place by offering free future planning, assistance with property tax relief, and assistance obtaining critical home repairs. We also have a senior feeding program where we feed 50 to 60 black seniors on the corridor every week. This is critical work as well because we are in a food desert.

My business is an online book store that curates book bundles. I haven't had the chance to be there in the corridor with my bookstore but I served in that corridor and lived there and My Mom is still there.

free Resource and Resolution work; Activities and activism. I love to do fresh vegetables and outreach.

I have adopted Ladelle street. The Dooby Shop School of Cosmetology. We do community clean ups monthly. Peace rallying. I feed over 600 children and adults daily and offer mental health and behavioral health services to those in need with my

agency. Carolina therapeutic services 1st

Faith community for over 90 years

We are a grassroots early stage nonprofit focused on family stability, safety, economic mobility, and mental wellness. We are obligated to ensure that all generations who live, work, attend church, and go to school in 2016 have the same opportunities of growing up in a thriving family household, safety, economic mobility, and mental health wellness as any other child in the most prominent zip codes.

Working in Construction we are able to revitalize and rebuild existing structures to better serve the community, while engaging the local community to help in the build process. while engaging the local community to help in the build process.

I own a few rental properties that I have improved and maintain as affordable rentals.

We are a grassroots nonprofit organization that focuses on criminal and social justice reform

I have a nonprofit Rasberrrose Foundation Inc. that positively impacts the mind, body and soul of

African American women and girls struggling with low self-esteem with a focus on preventing HIV.

Appendix | Establishments in the Community

Places of Worship

- United House Of Prayer For All
- Clement Memorial Ame Zion Church
- Friendship Primitive
- Macedonia Baptist Church
- Memorial Presbyterian Church
- Morris Hill Baptist Church
- Triumph The Church & Kingdom
- Lereodelos Valles Penecostal Church
- New Hope Apostolic Church
- Spirit Of The Word Church
- Progressive Church Of Our
- Masterpeace Christian Center
- New Bethlehem Baptist
- Tabernacle Baptist Church

Businesses

- McDonald's
- Webber Dentistry
- Accident & Injury Center Inc
- Yana's Commercial Cleaning Service
- Brewington's Heating & Cooling
- Long & Son Mortuary Service Inc
- Ms Vicky's

- Mr Insurance Group LP
- Awa African Hair Braiding & Gallery
- Trojan Labor
- Bank of America
- Mighty Midget Market
- Lincoln Heights Day Care & Kindergarten
- Niki's Food Shop
- B&J Barber Stylist
- University Gardens Apartments
- World Link Wireless
- Buy Wise Beauty Supply
- Food Lion
- CVS/pharmacy
- Queens Mini Mart
- The Dooby School Shop of Cosmetology
- Tops China Restaurant
- Anderton Barber & Stylists
- Tom's Barber & Styling Shop
- Talkin' Threads Boutique
- The LaSalle at Lincoln Heights
- Dubose Party Rentals
- Carolina Deals
- Second Ward Alumni House/Museum
- Quick N EZ
- Macedonia Baptist Recreation Center
- Richard Moore Janitorial

Service

- Just Ducts Heating & Cooling
- We Care Home Care LLC
- Masood Khan MD
- Fran's Kids Day Care
- Loving Touch Adult Day Health Care Ctr
- African Touch Hair Braiding & Weaving
- Anderton's Hair Studio
- Beattie's Ford Mart
- In & Out Tobacco Shop
- JJ's Hair Design
- First Baptist Church West
- Greater Enrichment Program Inc

Public/Civic/Non-profit

- P.E.A.C.E ITC
- Habitat for Humanity
- Northwest School of the Arts
- West Charlotte High School
- Johnson C. Smith
- Allegra Westbrook Regional Library
- Vest Water Treatment Plant

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Corridors of Opportunity



CHARLOTTE
URBAN DESIGN
CENTER