



FREEDOM/WILKINSON CORRIDORS OF OPPORTUNITY PLAYBOOK KICKOFF MEETING

AUGUST 24, 2023



MEETING OVERVIEW

- ▶ WHAT IS CORRIDORS OF OPPORTUNITY
- ▶ OVERVIEW OF PLAYBOOK PROCESS
- ▶ OVERVIEW OF EXISTING INVESTMENTS
- ▶ WHAT TO EXPECT
 - *NEXT STEPS & UPCOMING ENGAGEMENT OPPORTUNITIES*

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

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

within the six identified corridors.



CORRIDORS OF OPPORTUNITY: MEET THE CORE TEAM

Built over the Spring and Summer 2022, the Corridors of Opportunity Team is putting in the hard work to connect the dots, tell the stories of residents, and provide systemic change.

Aisha Abdus-Sabur

Community Engagement Manager

Erin Gillespie

Strategy and Development Manager

Monica Carney Holmes

Executive Manager

Walta Blackmon

Operations Manager

Robin Stuart

Former Leader on Loan



CORRIDORS FRAMEWORK

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



2040
COMPREHENSIVE
PLAN

- 

1. 10-MINUTE NEIGHBORHOODS
- 

2. NEIGHBORHOOD DIVERSITY AND INCLUSION
- 

3. HOUSING ACCESS FOR ALL
- 

4. TRANSIT- AND TRAIL-ORIENTED DEVELOPMENT
- 

5. SAFE AND EQUITABLE MOBILITY
- 

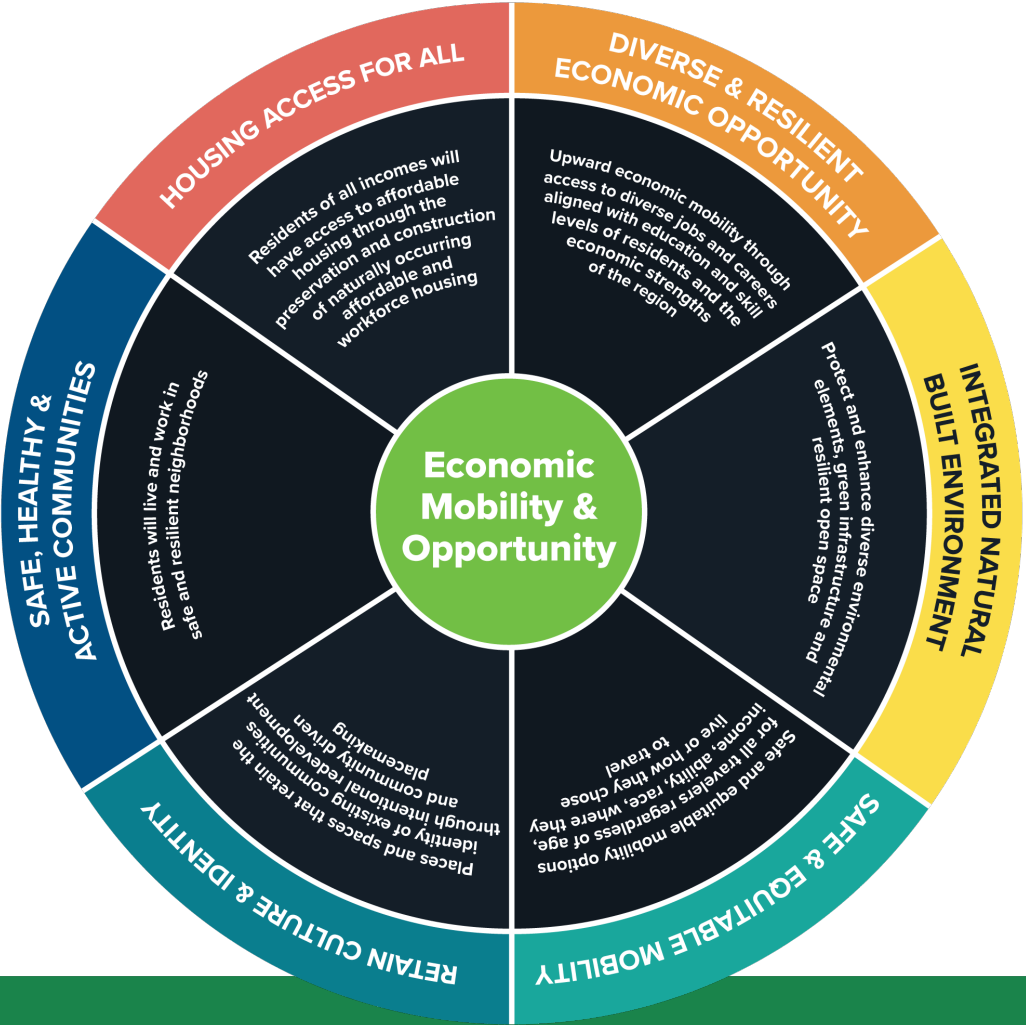
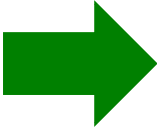
6. HEALTHY, SAFE, AND ACTIVE COMMUNITIES
- 

7. INTEGRATED NATURAL AND BUILT ENVIRONMENTS
- 

8. DIVERSE AND RESILIENT ECONOMIC OPPORTUNITY
- 

9. RETAIN OUR IDENTITY AND CHARM
- 

10. FISCALLY RESPONSIBLE



FREEDOM/WILKINSON CORRIDOR OBJECTIVES

Housing Access



- Housing
- Planning
- Manager's Office
- Equity
- Community Engagement

Diverse and Resilient Economic Opportunity



- ED: Great Places
- ED: Talent Retention
- ED: Business Innovation
- Sustainability
- Community Engagement
- Smart Cities

Integrated Natural and Built Environment



- Stormwater
- Urban Forestry
- Planning
- Sustainability
- Park and Recreation

Healthy, Safe, and Active Communities



- CMPD
- Equity/Engagement
- Health Department
- Park and Recreation
- Smart Cities

Safe and Equitable Mobility



- CDOT
- CATS
- Park and Recreation
- General Services
- Planning

Retain Culture and Identity



- Planning
- Public Art
- Economic Development
- Community Engagement
- General Services

CORRIDORS ACTIVE PROJECTS (2023)

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

Beatties Ford

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

Freedom/Wilkinson

- ETOD Project Team Coordination
- Silver Line Project Coordination
- Business/Mural Façade program
- Corridor Cleanups
- Playbook kickoff

West Boulevard

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

Albemarle

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

Sugar Creek

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

North Graham/North Tryon

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

\$72+ Million

CORRIDORS OF OPPORTUNITY DOLLARS

Housing Access for
All
9 Million

Diverse and
Resilient Economic
Opportunity
\$25 Million

Safe, Active and
Healthy
Communities
\$2.25 Million

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

Integrated Natural
and Built
Environment
**Over 200 Million in
projects**

Retain Culture and
Identity
\$2 Million

FREEDOM/WILKINSON PLAYBOOK OBJECTIVE

THE FREEDOM/WILKINSON CORRIDOR PLAYBOOK WILL ALIGN
PARTNERSHIPS, PROJECTS, AND PROGRAMS THROUGH
STAKEHOLDER ENGAGEMENT, FEASIBILITY, AND IMPACT.

AREA OF INFLUENCE



INTERSTATE
485

INTERSTATE
85

INTERSTATE
85

INTERSTATE
77

16

INTERSTATE
277

CLT
AIRPORT

TODDVILLE RD.

FREEDOM DR.

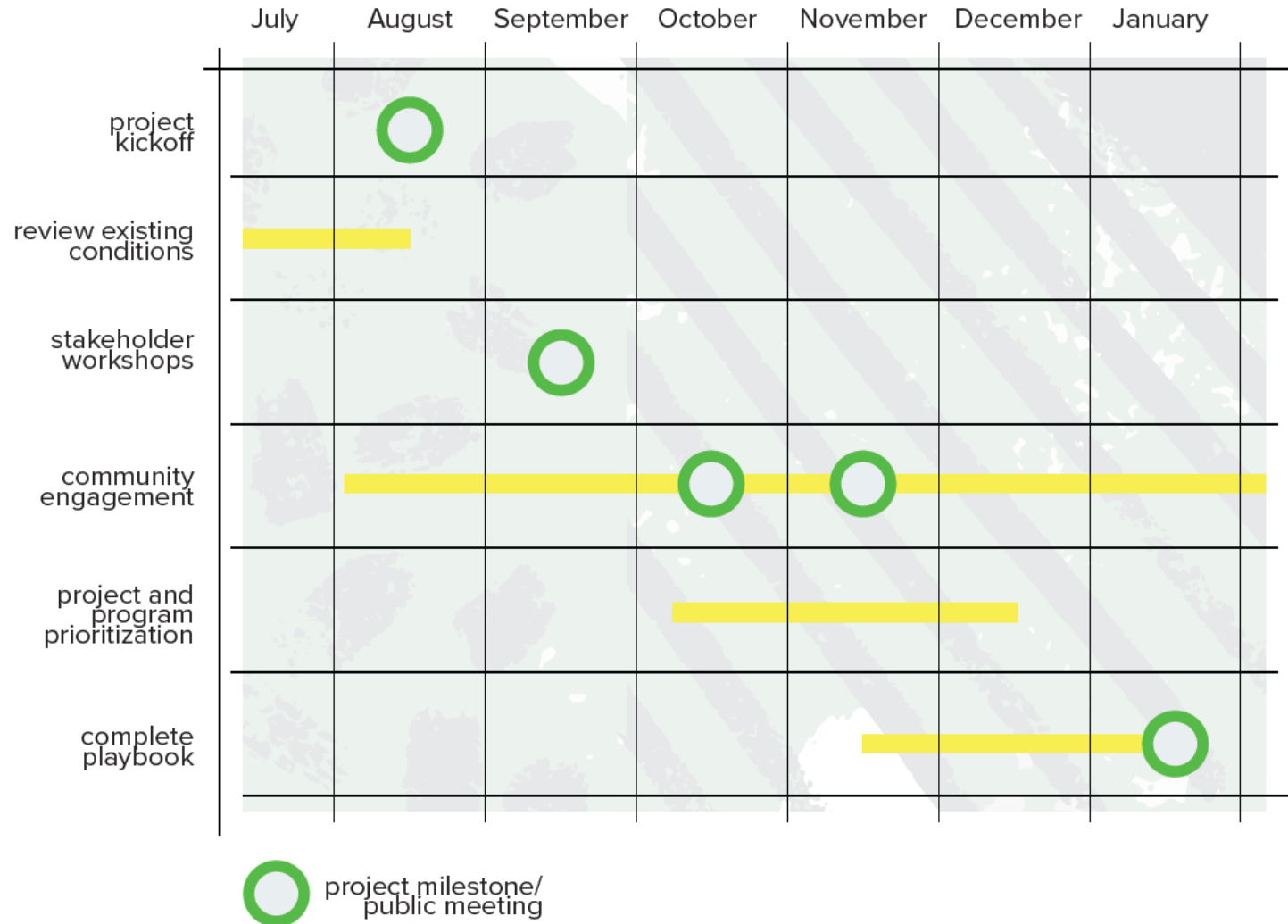
ASHLEY RD.

WILKINSON BLVD.

YOU ARE HERE

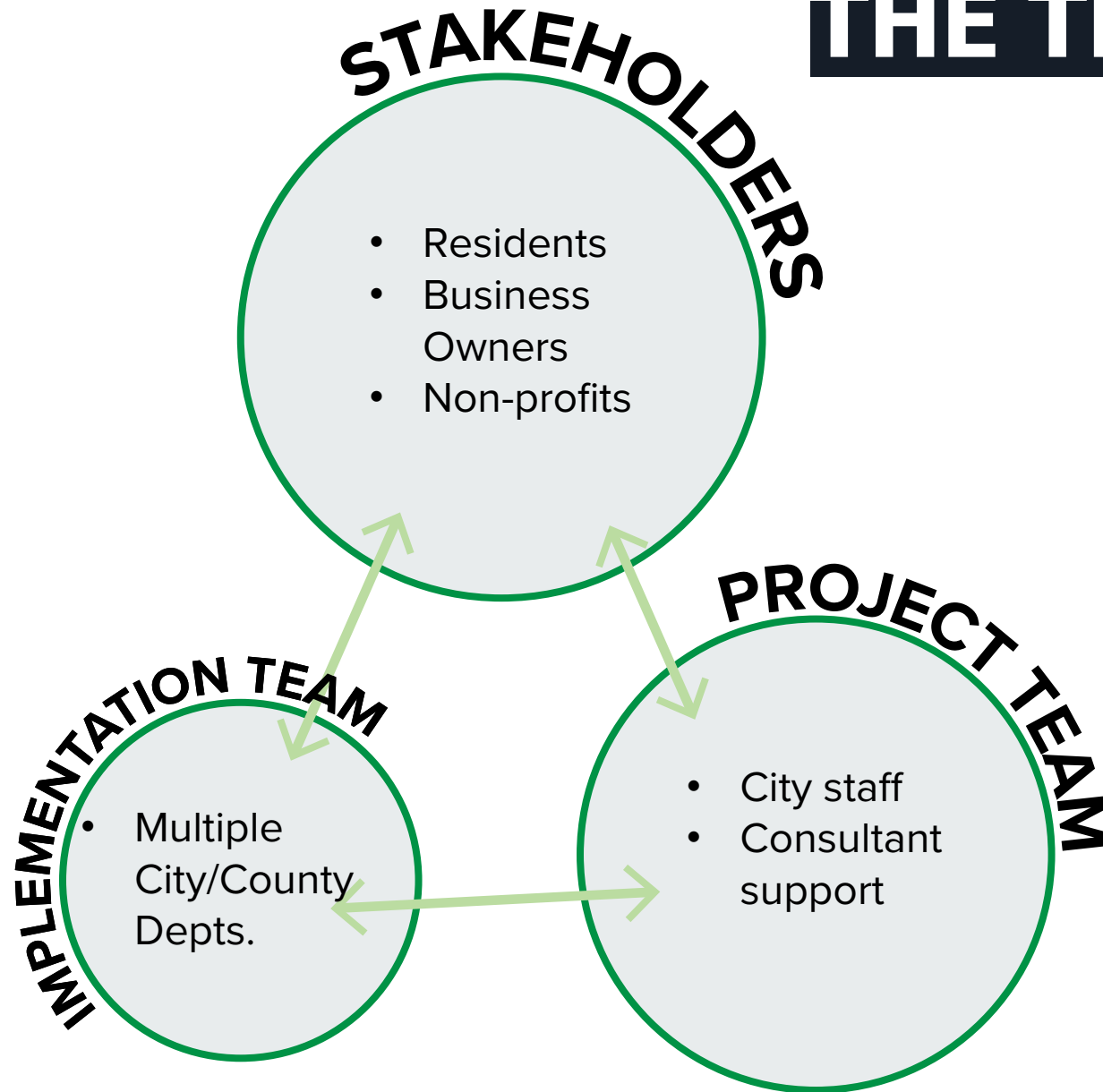
UPTOWN
CHARLOTTE

THE TIMELINE



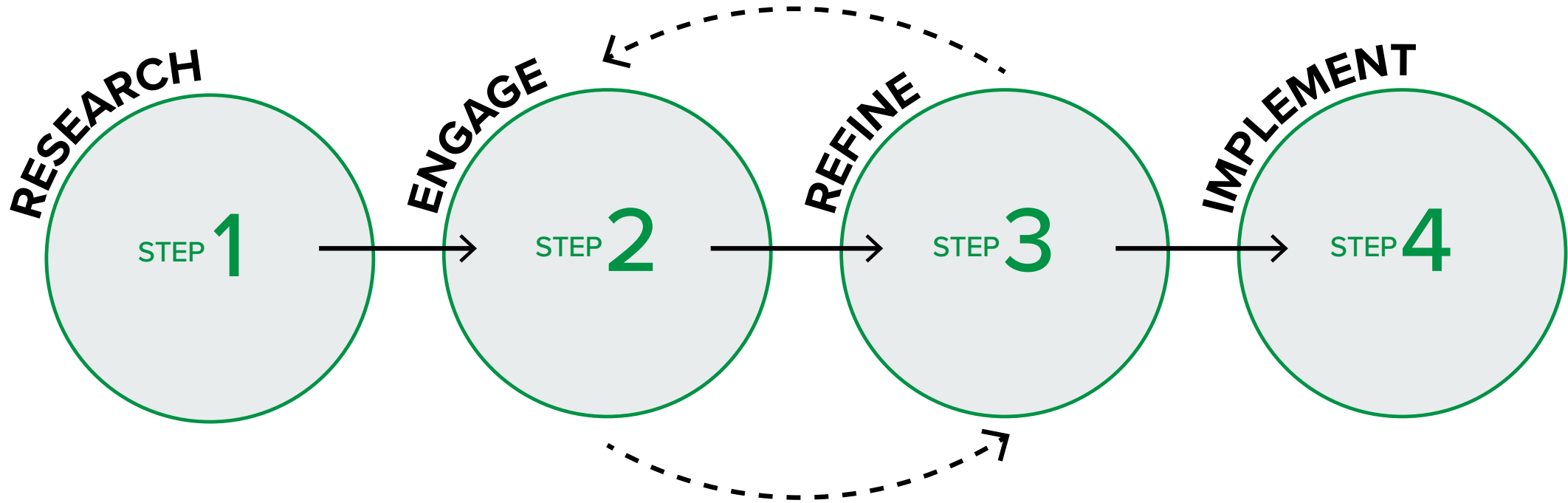
- Multiple stakeholder workshops held September 18-19 (be sure to sign up!)
- Corridors Connect event on **October 22**
- Results and draft narrative presented in November
- Report complete in January
- 4-6 month process

THE TEAM



- Stakeholder engagement will make this project successful!
- Project team works with implementation team (subject matter experts from across the city and county)
 - They are used to validate playbook narrative and assist w/ projects & program prioritization
 - Consultants help facilitate deeper conversations on key topics

THE PROCESS



- Research plans and capital projects w/in corridor
- Document existing and proposed projects
- Listen and learn from stakeholder workshops
- Draft the narrative
- Prioritize projects and programs
- Refine the narrative /validate through feedback loops and engagement opportunities
- Complete project and program prioritization & plan that reflects the needs and desires of the community

THE PLAYBOOK



Corridors of Opportunity

North Graham/ North Tryon Corridor

2023

CITY OF CHARLOTTE

Project Themes

The NGNT corridor's project themes, similar to the Corridors of Opportunity program's theme framework, represent five related project topics and are reflective of converging project ideas during the engagement process. These themes, along with the corridor's vision statement, should be referenced and considered when considering future project ideas not included in this document. Their applicability to the projects, programs, and partnerships presented in this document are noted in the following project lists.

The projects and programs selected focus on increasing **mobility** options; fostering **preservation** in the historic built environment; fostering **community** alongside community organizations through establishing a sense of place promoting **partnerships** that will help realizing the vision for the corridor; and **housing** options for all.

Mobility

Improvements and investments to the built environment, specifically the lack of and disconnected bicycle and pedestrian infrastructure, such as sidewalks, mixed-use pathways, and greenways, was a commonly identified opportunity. Improved access from the majority of the corridor to LYNX Blue Line light rail station was also a frequent topic of discussion.

Preservation

In nearly every workshop and stakeholder interview held, the community prioritized programs and projects that would ensure historic assets of all types are adaptively reused. Prioritizing preservation and conservation initiatives via reuse of existing structures and historic district designations will assist in maintaining and enhancing a sense of place for the North End.

Recommendations

January 2023

Top Projects

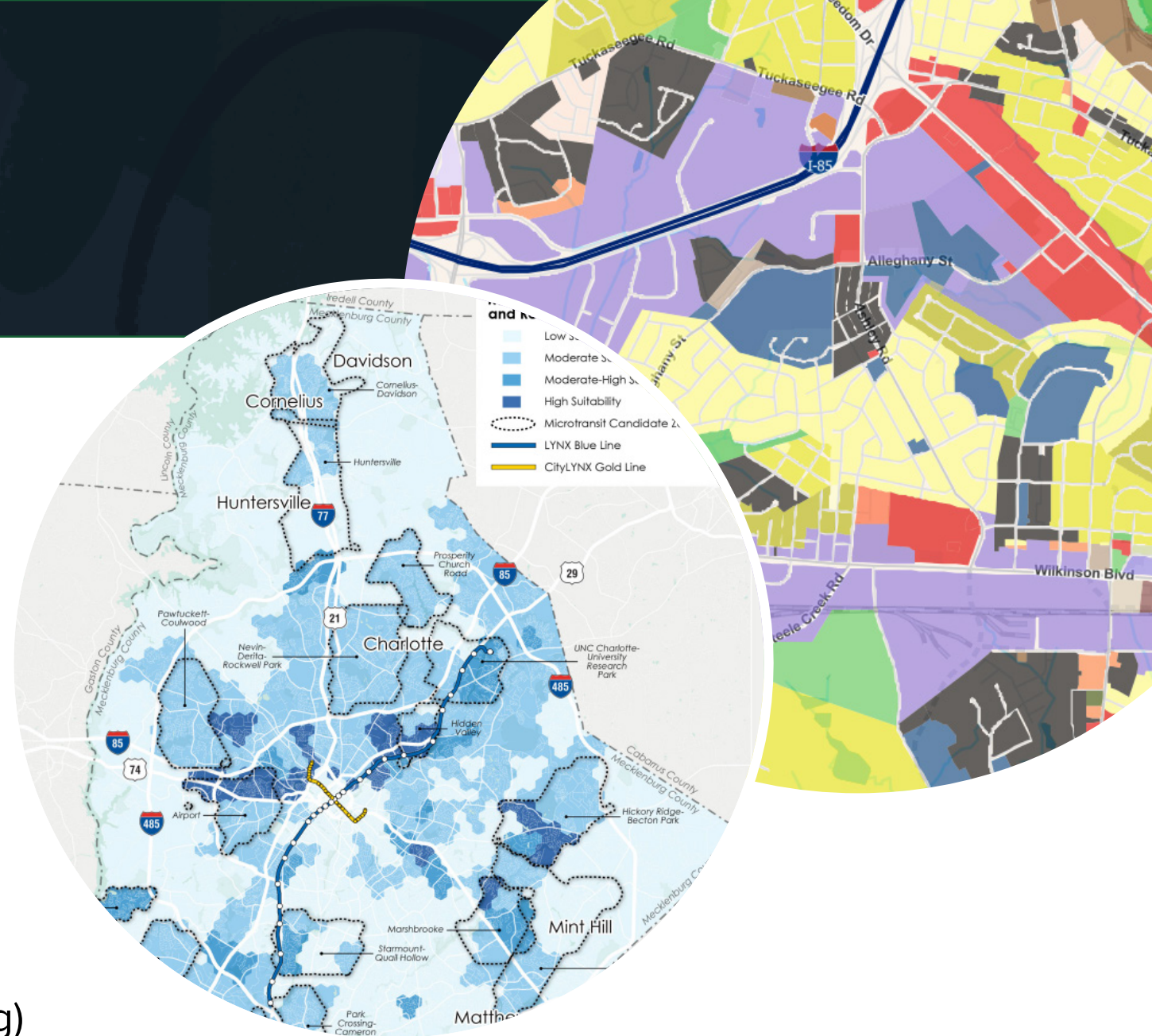
* denotes projects, programs, and partnerships identified during public engagement process
identifies projects prioritized by multiple work streams

Project/Program/Partnership	Description
Dillehay Courts	Dillehay Courts is an existing affordable housing community in the North End that is reaching the end of its life due to age. Reinvestment and reimagining the site as a place with a mixture of complementary uses will be important for the North End community.
Double Oaks School	The Double Oaks School site should be reimagined as a partnership between the City, community, and development partners. The site should be redeveloped with uses complementary to surrounding residential neighborhoods.
Increase availability and funding of homeownership down payment assistance programs	Increasing the availability of homeownership down payment assistance programs such as HouseCharlotte to grow the attainability of homeownership to individuals of varying income levels.
Increase housing education related to purchasing and keeping a home	Educational programs that educate the community on homeownership will support the corridor's vision and other complementary programs like aging/staying in place.
Increase access to funding of housing rehabilitation programs	Increased funding and awareness of existing housing rehabilitation to neighborhoods inside the corridor will help stabilize neighborhoods and supports complementary programs like aging/staying in place.
Preserve existing unsubsidized affordable housing [#]	Preservation of naturally occurring affordable housing (NOAH) inside the corridor may be accomplished through the increased funding of existing housing programs.
Expand pilot program that allows residents to age/stay in place.	Fund an expansion of an existing pilot program that allows residents to age in place. Assistance is complementary to other housing-related projects/programs/partnerships and provides housing stability to those that need it the most.
Advocate for Housing Trust Fund (HTF) dollars for the corridor	Continued advocacy for housing trust fund dollars ensures that financing options exist for homebuilders to offset the cost of providing additional affordable units.
Increase missing middle housing funding opportunities for projects that include 5-49 units	A funding apparatus that supports smaller affordable housing projects should be explored. This may be achieved through adjustments made in the existing HTF program.

- What is it?
 - Implementation-focused planning document that supports the goal of the Corridors program
 - Develops a vision and themes for the corridor
 - Identifies a list of short-term projects, programs and partnerships that support the vision and themes

EXISTING PLANS/ANALYSIS

- ▶ **Charlotte Future 2040 Plan (2022)**
 - First city-wide planning effort in decades
 - Plan's goals informing themes of the corridor
 - Future Place Type Map (less siloed approach than future land use – meant to think about place and not the end use)
- ▶ **Envision My Ride (2022)**
 - Framework that seeks to increase access to highly traveled transit routes through microtransit zones
- ▶ **Silver Line Station Area Planning (2022)**
 - Initial blueprint for how areas around station areas (along Wilkinson Blvd.) might grow to provide housing, retail services, and employment
- ▶ **Community Area Planning (CAP) (ongoing)**



HOUSING ACCESS FOR ALL

projects & programs

► Housing Programs

- Safe Home loans (21 since 2018)
 - \$800,000
- House Charlotte loans
 - (over \$1.8MM in down payment asst. since 2015)
- Housing Trust Fund
 - (Over \$20MM / 754 units)
- Lead Hazard Control, Rental Assistance, Homelessness Assistance



DIVERSE & RESILIENT ECONOMIC OPPORTUNITY

projects & programs

- ▶ Business Matching Grant Program
 - Façade improvement grants
 - Interior upfit grants
 - Security enhancement grants
 - Brownfield assessment grants
 - Business district organization grants
- ▶ \$1.5MM awarded (59 projects) from 2019 thru 2025
- ▶ over \$34MM in private investment leveraged
- ▶ Workforce Partner Grant
 - Partnering with Do Greater> (\$250,000 investment)
- ▶ Multiple privately-run workforce development programs



INTEGRATED NATURAL & BUILT ENVIRONMENT

projects & programs

► Investments in Parks and Recreation Centers

- Over \$53MM invested from 2017 thru 2029 in upgrading neighborhood parks and recreation centers

► Stormwater projects improve cleanliness of runoff to improve surface water

- 46 projects in design/planned
- Over \$4.9MM worth of projects under construction or ready for construction



HEALTHY, SAFE & ACTIVE COMMUNITIES

projects & programs

► Keep Charlotte Beautiful

- Community led beautification program
- 20 events since 2019
- 20,000 lbs. of trash removed!

► Mayor's Youth Employment Program

- Provides equitable career development opportunities/job readiness
- Over 400 youth participated inside the corridor



SAFE & EQUITABLE MOBILITY

projects & programs

► Silver Line System Planning and Design

► CATS

- 89 planned transit improvements
- Bus stops, signal prioritization, and mobility hubs
- Multiple planned mobility hubs

► CDOT

- 11 current projects
 - *Signal improvements, sidewalk construction, street alignments*
- 8 completed projects since 2018 (over \$12MM invested)



RETAIN IDENTITY & CULTURE

projects & programs

► Placemaking Program

- Charlotte Urban Design Center-lead program
- Supports quick-win projects by activating underutilized places, incorporation of artwork, and construction of community spaces
- Over \$125,000 awarded Citywide in 2023

► Corridor Artwork

- Eight installations since 2010
- Murals, sculptures, and light installations
- \$1MM investment in public art

► Neighborhood Matching Grants

- 11 neighborhood groups awarded since 2019
- Over \$150,000
- Projects include community signs, lighting upgrades, landscaping and neighborhood events



NEXT STEPS



▶ STAKEHOLDER WORKSHOPS

- MID-SEPTEMBER
- SMALL GROUP WORKSHOPS
- VIRTUAL AND IN PERSON

▶ CORRIDORS CONNECT EVENT

- OCTOBER 22
- PRESENT ENGAGEMENT RESULTS

▶ PUBLIC MEETING 2

- THURSDAY, NOVEMBER 19
- PRESENT CORRIDOR VISION AND PRIORITIES

▶ COMPLETE PLAYBOOK DOCUMENT

- DECEMBER/JANUARY



THANK YOU!