



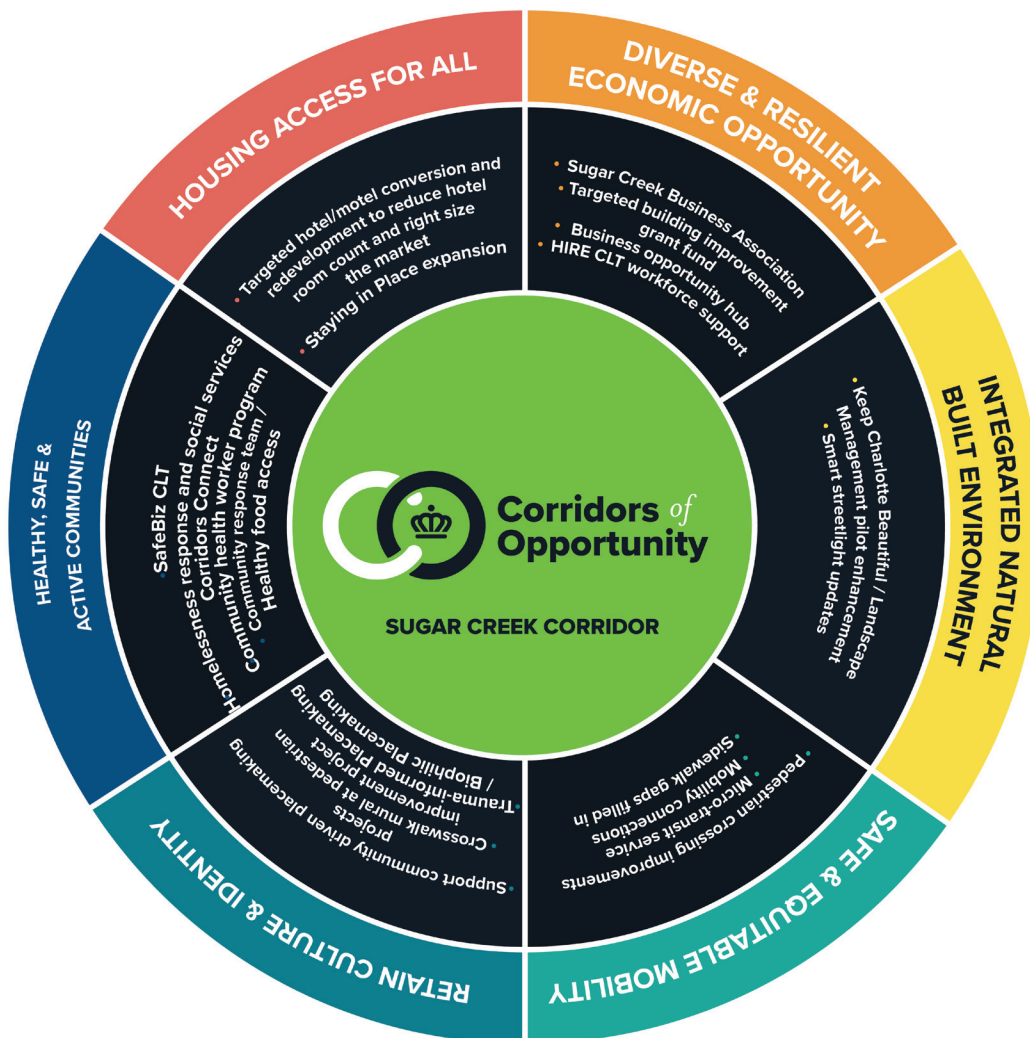
Sugar Creek

# West Sugar Creek Road Corridor

 CITY of CHARLOTTE

**2023** | Roadmap

**The West Sugar Creek Road Corridor**  
**will be a collection of strong**  
**businesses and vibrant neighborhoods**  
**that are safe, diverse and walkable.**



# Introduction

**The primary goal is to establish a Roadmap to implement the West Sugar Creek Road Corridor Playbook, focusing on the first two years.**

## **Design Sprint, to Playbook, to Roadmap**

The West Sugar Creek Road Corridor Roadmap is the next step in a strategic process that began in 2020 with a design sprint exercise. The sprint focused just on the I-85 and West Sugar Creek interchange area and identified key challenges and opportunities to investing in the area.

Some of the top priorities from the sprint were to improve security in the area, reduce the number of hotel and motel properties and to create a corridor playbook. The playbook, developed in 2021 and 2022, expanded the scope of the corridor strategy to include the Hidden Valley and Derita nodes.

The playbook included a comprehensive analysis of land use patterns, transit and transportation, housing, real estate, economic development, cultural identity and community engagement. The playbook makes recommendations for public and private investment in programs, projects and priorities that are market-driven and community-supported.

The Roadmap looks ahead at how city staff and other partners will implement the playbook recommendations over the next two years. The playbook and Roadmap fall under the Corridors of Opportunity program and will be the strategic plans for program funds.



# Workstreams

**Corridor Projects fall into one of six workstreams. Each workstream has a dedicated team of city staff from at least two departments.**

<b>Diverse and Resilient Economic Opportunity</b>	Providing opportunities for upward economic mobility by supporting access to diverse jobs and careers that align with the education and skills of residents, and the economic strengths of the region.
<b>Housing Access for All</b>	Ensuring residents of all incomes can access affordable housing by preserving naturally occurring affordable and workforce housing and by building new affordable and workforce housing units.
<b>Retain Culture and Identity</b>	Retaining the identity of existing neighborhoods by intentionally directing redevelopment, limiting displacement, and cultivating community-driven placemaking that elevates the importance, quality and design of places.
<b>Safe and Equitable Mobility</b>	Providing safe and equitable mobility options for all travelers regardless of age, income, ability, race, where they live or how they choose to travel. An integrated system of transit, tree-shaded bikeways, sidewalks, shared-use paths and streets will support a sustainable, connected, prosperous and innovative network that connects all Charlotteans to jobs, housing, amenities, goods, services, each other and the region.
<b>Integrated Natural and Built Environment</b>	Protecting and enhancing Charlotte's surface water quality, tree canopy and natural areas with a variety of trees, plantings, green infrastructure, green building practices and open spaces throughout the community to address the threat of climate change.
<b>Healthy, Safe and Active Communities</b>	Reducing exposure to harmful environmental contaminants, expanding and improving tree canopy cover, encouraging investments in walking, cycling, and recreation facilities, and providing access to healthy food options and health care services to ensure residents can have healthy and active lifestyles in safe and resilient neighborhoods.

## Diverse and Resilient Economic Opportunity

- Sugar Creek business association
- Targeted building improvement grant fund
- Business opportunity hub
- HIRE Charlotte workforce support

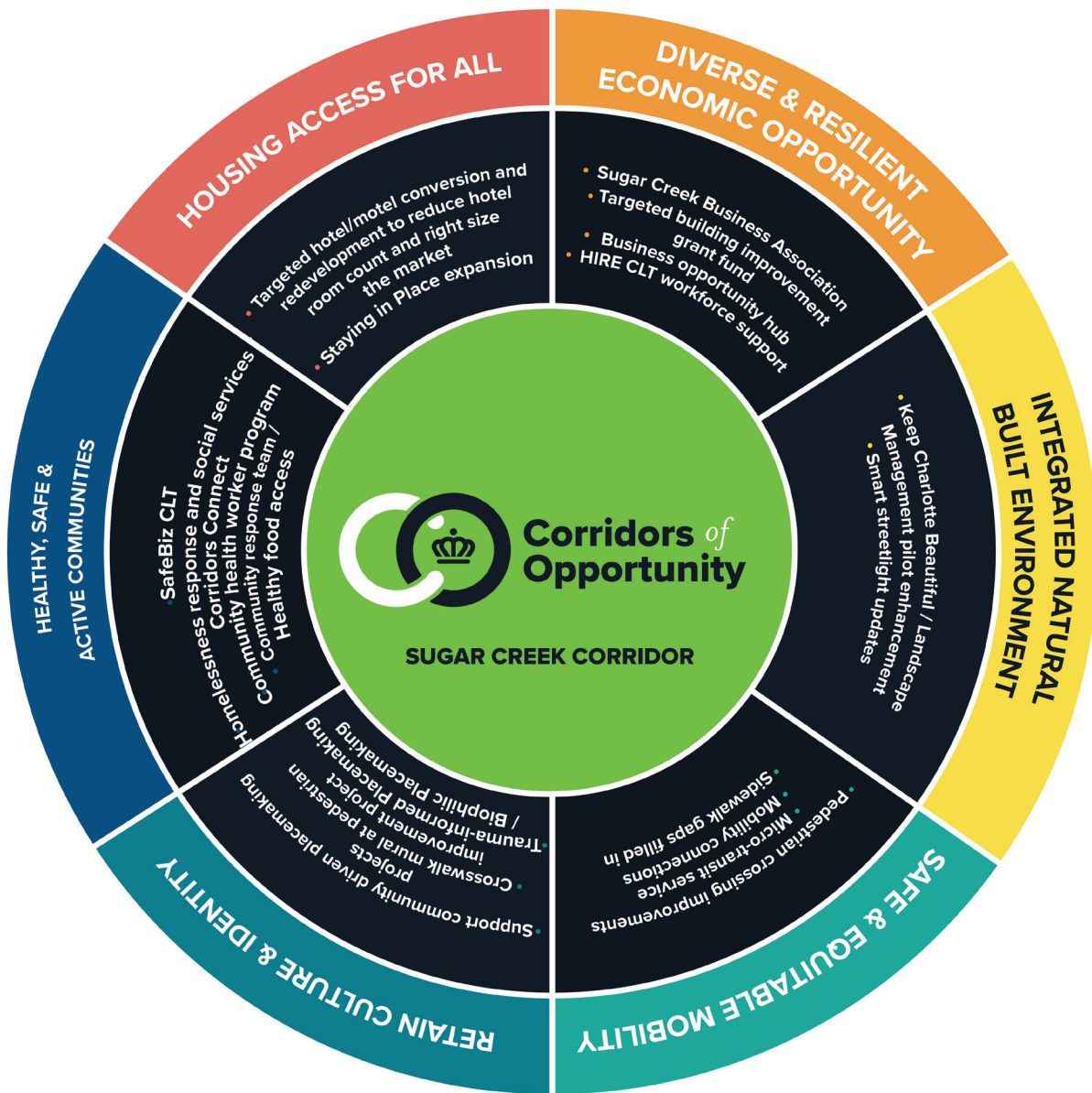
## Housing Access for All

- Targeted hotel and motel conversion
- Redevelopment to reduce hotel room count and rightsize the market
- Staying in Place expansion

## Retain Culture and Identity

- Community-driven placemaking projects
- Crosswalk mural at pedestrian improvement projects
- Trauma-informed and biophilic placemaking





### Safe and Equitable Mobility

- Pedestrian crossing improvements
- Microtransit service
- Mobility connections
- Sidewalk gaps filled in

### Integrated Natural and Built Environment

- Landscape beautification partnerships
- Smart streetlight upgrades

### Healthy, Safe and Active Communities

- SafeBiz CLT camera pilot
- Homelessness response and social services / Corridors Connect events
- Community health worker program
- Community response team / healthy food access

# Diverse and Resilient Economic Opportunity

## Description

The economic opportunity strategy for the West Sugar Creek Road Corridor creates better access to wealth-building resources for the business community; makes the corridor more attractive to job seekers and providers; and invests in the overall aesthetics and built environment. It is responsive and layered, and it aligns with existing programs and organizational structures. The approach is built on analyses of the local labor market, small business and the entrepreneurship ecosystem, the real estate market, and a general economic and workforce development scan.

## Budget

\$1.2 million

## Partners

- Sugar Creek Business Association
- Entrepreneur Support Organizations
- Urban League
- Charlotte Works
- Goodwill
- Neighborhood organizations
- Business Associations

## Timeline

- |           |   |
|-----------|---|
| 0 months  | Sugar Creek Business Association and targeted building improvement grant fund |
| 6 months  | Business opportunity hub  |
| 24 months | HIRE Charlotte workforce support  |



# Projects

## **Sugar Creek Business Association**

Establish a business association for business and hospitality owners at the Sugar Creek/I-85 interchange area. Support the development of future business district associations at Derita and Hidden Valley business nodes. Explore the feasibility of the Main Street program for these commercial nodes.

Hire a consultant to build organizational capacity among interested business owners to form a nonprofit organization. Provide funding for business association program activity. Host small business workshops to connect corridor businesses with business resource partners.

## **Targeted Building Improvement Grant Fund**

Provide targeted funds for rehabilitation and reuse of commercial buildings and business spaces along the corridor. Enhance the SafeBiz CLT investment with additional support for exterior lighting and security enhancements.

## **Business Opportunity Hub**

Locate a business opportunity hub that acts as the “boots on the ground” physical space to connect small business owners, entrepreneurs and residents to financial assistance, access to capital, job opportunities and more.

## **HIRE CLT Workforce Support**

Increase awareness of HIRE CLT, the City’s resource for residents and businesses looking to reskill and up-skill talent and make employment connections. Create a matrix to assess corridor workforce needs. Build connections and trust with job seekers by hosting gatherings for workforce partners and residents.



# Housing Access for All

## Description

The housing strategy for the West Sugar Creek Road Corridor targets the unbalanced hotel market to address housing availability and affordability. The Staying in Place program can also expand its impact in the corridor by developing strategies for home repair and rehab, energy efficiency, tree canopy management, code enforcement, safety, and neighborhood beautification.

## Budget

\$7 million

## Partners

- United Way
- Atrium Health
- Corridor-based social services providers
- Non-profit organizations

## Timeline

- |          |  |
|----------|--|
| 0 months | Targeted hotel/motel conversion and redevelopment to reduce hotel room count and right size the market |
| 6 months | Staying in Place expansion   |



PHOTO CREDIT: ERNESTO MORENO PHOTOGRAPHY



# Projects

## **Targeted Hotel/Motel Conversion and Redevelopment to Reduce Hotel Room Count and Right Size the Market**

Right-size the hotel/motel market and explore the feasibility of converting/redeveloping a hotel property into another use. Consider renovating and converting a hotel into supportive or single-resident occupancy housing.

Develop a strategic relocation plan for displaced residents and tenants. Establish a Public-Private Partnership to strategically acquire a hotel/motel property, redevelop into a new use and provide ongoing supportive services for future tenants and community members.

## **Staying in Place Expansion**

Staying in Place is a collaborative approach to provide opportunity for residents who want to stay in their neighborhood to remain, while preserving housing affordability for future generations. The program provides housing support, utility support, neighborhood training and enhancement, and workforce and business development resources. The existing Staying in Place program is underway in the Hidden Valley neighborhood.

Expand the program to include code enforcement education, service enhancements in landscape management and solid waste, community health program, housing rehab and repair, digital equity (internet service, computer, and digital navigation support), and accessory dwelling unit development.

# Retain Culture and Identity

## Description

Through strategic and community-driven placemaking investments, the West Sugar Creek Road Corridor community can express their history and identity while also providing avenues to address community trauma and challenges.

## Budget

\$600,000

## Partners

- CDOT
- Neighborhood Associations

## Timeline

- |           |   |
|-----------|---|
| 0 months  | Support community driven placemaking projects       |
| 6 months  | Crosswalk mural at pedestrian improvement project   |
| 12 months | Trauma-informed Placemaking / Biophilic Placemaking |



PHOTO CREDIT: CITY OF CHARLOTTE

# Projects

## Support Community Driven Placemaking Projects

Explore opportunities to include placemaking elements in pedestrian funded projects in the corridor including new Pedestrian Hybrid Beacons (PHB) and sidewalk gaps. This may include sidewalk murals, public art installations, or signal box wraps as permitted by NCDOT.

Explore opportunities to support future business districts with commercial district placemaking. Provide placemaking project development training to increase awareness of the Charlotte Placemaking Toolkit and grant opportunities.

## Crosswalk Mural at Pedestrian Improvement Project

Engage the community, and a local artist or team of artists, to implement a mural at the crosswalk for the PHB improvements. Coordinate with CDOT on the crosswalk design and roadwork associated with the PHB installation.

## Trauma-informed Placemaking / Biophilic Placemaking

Engage community members in a creative placemaking process to build a foundation to establish trust and healing to catalyze transformation through an approach grounded in neuroscience and trauma-informed care. Work with artists and social workers to lead a trauma-informed design process to co-create public art acknowledging community trauma that residents may have faced. Use evidence-based environmental psychology to design a healing garden to promote connections to nature, reduce stress, and enhance social cohesion. This garden could take the shape of a restorative pocket park or small natural area to be installed as part of a future public-private partnership redevelopment.



PHOTO CREDIT: MAHAN RYKIEL ASSOCIATES  
ANNE ARUNDEL MEDICAL CENTER RESTORATIVE GARDEN - ANNAPOLIS, MD



# Safe and Equitable Mobility

## Description

Averaging a traffic volume of 37,000 per day and classified as a 40 MPH major boulevard, Sugar Creek is an NCDOT maintained road that provides an important connection from I-85 and the Blue Line. It provides significant challenge for pedestrians and bicycle due to a lack of crossing opportunities. The goal for the West Sugar Creek Road Corridor is to implement projects that address multiple transportation modes, public transit, the built environment, and the connectivity between them.

## Budget

\$8.2 million

## Partners

- CDOT
- CATS
- Property Owners
- Development Partners

## Timeline

- |           |                                  |
|-----------|----------------------------------|
| 0 months  | Pedestrian crossing improvements |
| 6 months  | Micro-transit service            |
| 12 months | Mobility connections             |
| 24 months | Sidewalk gaps filled in          |



PHOTO CREDIT: CHANDRA COX



# Projects

## Pedestrian Crossing Improvements

Improve pedestrian crossings on West Sugar Creek Road to connect residents to daily needs and transit access. Install pedestrian hybrid beacon crossings at key locations along the corridor.

## Micro-transit Service

Pilot a micro-transit program in Hidden Valley to connect residents to the West Sugar Creek Road and Old Concord Road Blue Line Light Rail Stations. Review the existing CATS Bus Route 211 and determine if it can be converted to micro-transit. Provide smart phone support to participants and residents most likely to be riders.

## Mobility Connections

Build mobility hubs at key nodes along the corridor. Design and build a shared-use path that connects key destinations to the mobility hubs and the Sugar Creek Light Rail Station.

## Sidewalk Gaps Filled In

Close sidewalk gaps to create continuous sidewalk facility along West Sugar Creek Road. Connect missing sidewalks along West Sugar Creek Road to have a continuous safe pedestrian network.

# Integrated Natural and Built Environment

## Description

Streetlight upgrades will improve safety and make the corridor look better. Targeted landscape maintenance in the right-of-way will improve aesthetics, and reduce carbon emissions.

## Budget

\$1 million

## Partners

- Keep Charlotte Beautiful
- Duke Energy
- Landscape Management

## Timeline

- |           |  |
|-----------|--|
| 0 months  | Keep Charlotte Beautiful<br>Landscape Management pilot enhancement |
| 24 months | Smart streetlight upgrades   |



PHOTO CREDIT: BLUE TIDE CREATIVE

# Projects

## **Keep Charlotte Beautiful / Landscape Management Pilot Enhancement**

Coordinate a targeted cleanup effort that provides landscape maintenance and solid waste services along the corridor right-of-way (ROW). This time-limited effort will immediately enhance the corridor appearance and kickstart property maintenance awareness campaign.

## **Smart Streetlight Upgrades**

Improve safety and energy efficiency in the corridor by adding and upgrading lighting along West Sugar Creek Road, Reagan Drive, and Equipment Drive. New streetlights will include LED lighting.



# Healthy, Safe and Active Communities

## Description

Projects focus on increasing investment in existing programs that improve community safety and uplift community needs around social services and healthy food access. These strategies also connect to other strategies in housing and economic opportunity, reinforcing the cross-collaborative approach to corridor investment.

## Budget

\$2.55 million

## Partners

- CMPD
- United Way
- Atrium Health
- Mecklenburg County Public Health
- Duke Energy
- Social Service providers

## Timeline

- |           |   |
|-----------|---|
| 0 months  | SafeBiz CLT   |
| 6 months  | Homelessness response and social services & Corridors Connect |
| 12 months | Community health worker program                               |
| 24 months | Community response team and Healthy food access               |





# Projects

## SafeBiz CLT

The SafeBiz CLT Grant Program seeks to develop relationships between corridor businesses and community police officers while at the same time reducing the opportunity for crime by helping business and property owners create a safer environment for employees and customers through the installation of security cameras at business locations. The pilot program started in the West Sugar Creek Road Corridor in 2023.

## Homelessness Response and Social Services

Provide support for agencies and nonprofits that are providing social services and care resources to the corridor, particularly organizations that are also located on the corridor.

## Corridors Connect

Corridors Connect will provide programming and events to connect the community to additional City and County resources.

## Community Health Worker Program

A community health worker (CHW) is a frontline public health worker who is a trusted member of and/or has an intimate understanding of the community served. This relationship enables the CHW to serve as the bridge or link between health and social services to facilitate better access to care by improving the quality and cultural competence of service delivery. A community health worker (CHW) will be working in the Staying in Place pilot community of Hidden Valley for 18 months. The position is paid for through a partnership between United Way and Atrium Health.

## Community Response Team

Expand existing Community Response Team (CRT) services, which provide mental health care resources, to the West Sugar Creek Road Corridor. Focus on residents in the I-85 interchange area.

## Healthy Food Access

Expand Edible Landscape program to new greenspaces within the corridor. Expand the Healthy Corner Store Initiative led by Mecklenburg County Public Health to the corridor. Identify a new corner store to receive Healthy Retail designation.

# Roadmap

2023

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## Retain Culture and Identity

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- Keep Charlotte Beautiful / Landscape Management pilot enhancement
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## Healthy, Safe, and Active Communities

- SafeBiz CLT
- Homelessness response and social services / Corridors Connect
- Community Health Worker Program
- Community response team / Healthy food access

2024

2025

