CORRIDORS OF OPPORTUNITY

Cultivate PROSPERITY    Strengthen COMMUNITY    Build LEGACY
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 = Place-Based Impact
*themes based on 2040 Plan

HOUSING ACCESS FOR ALL
DIVERSE AND RESILIENT ECONOMIC OPPORTUNITY
INTEGRATED NATURAL AND BUILT ENVIRONMENT
HEALTHY, SAFE, AND ACTIVE COMMUNITIES
SAFE AND EQUITABLE MOBILITY
RETAIN CULTURE AND IDENTITY
City of Charlotte Dollars
$67 Million to All Corridors and growing

**MOBILITY**
Sidewalks, Safety Improvements
$24.5 Million
(+ $10 Million FY24)

**HOUSING**
$9 Million

**ECONOMIC OPPORTUNITY**
Small Businesses, Public-Private Partnerships, Land Acquisition
$17 Million

**PUBLIC WI-FI:**
$4 Million

**HEALTHY, SAFE, & ACTIVE COMMUNITIES**
$2.25 Million

**RETAINING CULTURE**
$2 Million
IMPLEMENTATION IN ACTION:
Example: West Blvd @ Remount Rd
How are we measuring CoO success?

<table>
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<tr>
<th>HOUSING ACCESS FOR ALL</th>
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<tbody>
<tr>
<td>Increase the access to housing opportunity</td>
<td>Increase jobs to housing balance</td>
<td>Reduce carbon emissions</td>
<td>Reduce violent crimes</td>
<td>Reduce transportation related fatalities and serious injuries</td>
<td>Increase the number of historic districts and character overlay districts</td>
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<tr>
<td>Increase home ownership</td>
<td>Increase job growth</td>
<td>Increase parks and plazas</td>
<td>Improve air quality</td>
<td>Increase trips made without a car</td>
<td>Increase publicly funded placemaking/art installations</td>
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OBJECTIVE

THE N. TRYON/N. GRAHAM CORRIDOR WORK WILL ALIGN PARTNERSHIPS, PROJECTS, AND PROGRAMS THROUGH STAKEHOLDER ENGAGEMENT, FEASIBILITY, AND IMPACT.
PROJECT TIMELINE

- Multiple stakeholder workshops held in Sept./Oct.
- Results and draft narrative presented in November
- Report complete in December
- 4-6 month process
THE PROCESS

1. Research plans and capital projects w/in corridor
   - Document existing and proposed projects

2. Engage
   - Listen and learn from stakeholder workshops
   - Draft the narrative
   - Prioritize projects and programs

3. Refine
   - Refine the narrative through feedback loops

4. Implement
   - Complete project and program prioritization & plan that reflects the needs and desires of the community
THE TEAM

- Stakeholders will make this project a success
- Project team works with subject matter experts
- Area and work stream leads used to validate narrative and projects
- Multi-departmental effort
Corridors of Opportunity = Place-Based Impact
*themes based on 2040 Plan

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EXISTING PLANS/ANALYSIS

Charlotte Future 2040 Plan
- 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)

All In 2040 – Center City Vision Plan
- Focuses on Uptown and South End
- Identifies “North End Communities” focus area with a need to prioritize affordability and transportation

Industrial Land Use/Jobs Analysis & CoO Workforce Analysis
- Identified opportunities and constraints within the Tryon/Graham corridor
Housing Programs

- Housing Rehabilitation loans (9 total)
- House Charlotte loan (over $300,000 in down payment asst.)
- Housing Trust Fund (Over $18mm / 1,356 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

- $494,000 awarded (9 projects) since 2019 within corridor

- over $2.1mm in private investment leveraged
INTEGRATED NATURAL & BUILT ENVIRONMENT

projects & programs

- Corridor drains into the Little Sugar Creek Watershed
  - Impaired due to metals, high turbidity (particles), bacteria

- Stormwater projects improve cleanliness of runoff to improve surface water
  - 22 active/pending projects
  - Over $16mm in investment
HEALTHY, SAFE & ACTIVE COMMUNITIES

projects & programs

☐ Keep Charlotte Beautiful
  • Adopt-a-Street Program
  • 2022 – 281 volunteers / 132 bags of trash

☐ Urban Arboretum Trail
  • Connecting urban neighborhoods to nature which were divided by highway construction
  • Multiple projects completed
    • Murals, pollinator gardens, tree plantings
SAFE & EQUITABLE MOBILITY

projects & programs

- 2030 Transit Corridor System Plan
  - Blue Line Extension

- Envision My Ride Bus Priority Study Plan (2022)
  - Focus on improving headways and development of mobility hubs and microtransit to improve first/last mile connectivity
  - Planned mobility hubs along N. Graham St. and Statesville Ave.

- CDOT
  - 11 current projects
    - Hybrid beacon, sidewalks, XCLT, Matheson Ave. cycle track
  - 11 completed projects since 2017
RETAIN IDENTITY & CULTURE

projects & programs

申诉 Placemaking Program
  • Charlotte Urban Design Center-lead program
  • Supports quick-win projects by activating underutilized places, incorporation of artwork, and construction of community spaces
  • 6 completed projects within the area (5 related to implementation of UAT)
  • Over $220,000 awarded in 2022

申诉 Neighborhood Matching Grants
  • 12 neighborhood groups awarded since 2011
  • Over $325,000
  • Projects include public art, community signs and gardens, and neighborhood events
Area of Influence, Corridor Focus Area, & Potential Catalyst Sites

- Three geographies of differing sizes that help guide project and program prioritization
NEXT STEPS

• Continue to build project list from adopted plans and city initiatives
• Stakeholder workshops (Oct.)
  • Don’t forget to sign up!
• Reveal corridor narrative and project prioritization (Nov.)
• Complete document (Dec.)
STAY ENGAGED

SIGN UP FOR PROJECT UPDATES

Text "graham" to 73224 for N. Tryon/N. Graham project updates
THANK YOU!