



CORRIDORS OF OPPORTUNITY:

BUILDING LEGACY



CORRIDORS OF OPPORTUNITY

IMPLEMENTATION STRATEGY

◁ The City's role is to magnify and enhance the work that has already been done by the community, fill in the gaps particularly around infrastructure and services, and help create fertile ground for growth that benefits those in the community.

PRESERVE

GROW

PROSPER

The Corridor: Beatties Ford Road

Four Target Areas:

- 5 Points
- Oaklawn
- LaSalle
- Corridor Wide



Ecosystem at Work

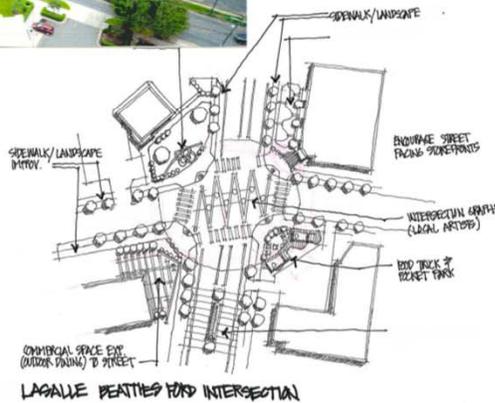
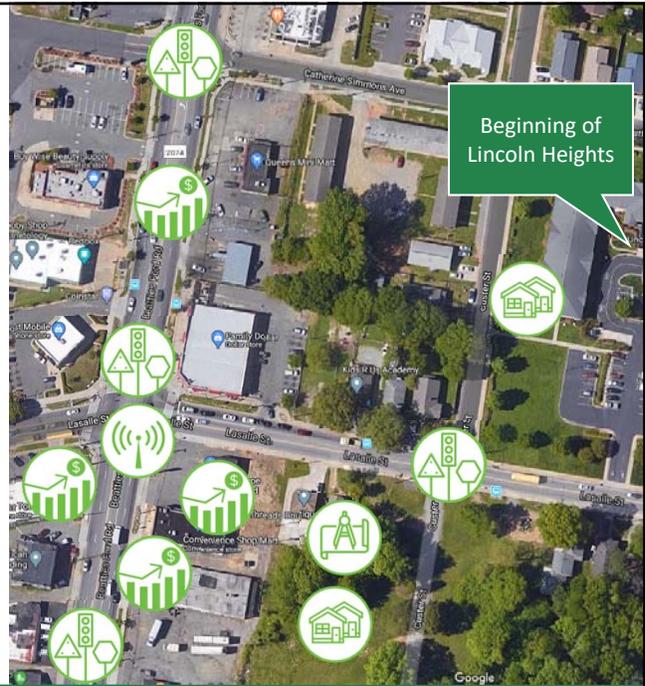
Past & current City investments include:

- 1. City-owned parcel for housing development (HNS)
- 2. American Deli façade improvement (ED)
- 3. Beatties Ford Streetscape project (CDOT)
- 4. Charlotte Water infrastructure improvements
- 5. Lincoln Heights TLC by CLT program (HNS)



Corridors of Opportunity:

- 1. Support community activated space with placemaking project with public Wi-Fi (Urban Main) (Planning)
- 2. Improve pedestrian safety with new traffic signal (CDOT)
- 3. Support private development projects (ED)
- 4. Intersection improvements with traffic signal mast arms (CDOT)



One Strategy / Six Corridors

Beatties Ford Road /
Rozzelle's Ferry



West Boulevard



Sugar Creek / I-85



Central / Albemarle



Freedom Drive / Wilkinson



Graham Street / North Tryon



CREATING AN IDENTITY: BRANDING & DESIGN

Corridors of Opportunity

NORTH TRYON/
GRAHAM

CENTRAL/
ALBERMARLE

WEST
BOULEVARD

2020
**Building Opportunity
For Our Community**

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CITY of CHARLOTTE

PROGRAM WEB PAGE DESIGN

CITY of CHARLOTTE

Corridors of Opportunity landing page

CITY OF CHARLOTTE Home Services Residents Business City Government



Corridors of Opportunity

Vibrant and resilient corridors — communities centered around shared roads and thoroughfares — are the cornerstones of healthy neighborhoods.

Starting from Charlotte City Council discussions at the council's 2020 Annual Strategic Meeting and with a \$2.3 billion investment from the city's Fiscal Year 2021 Capital Investment Plan, the city is reviewing 85 roads in corridors through the Corridors of Opportunity program. The program takes a holistic approach to neighborhood development in six historically underserved corridors.



- Beatties Ford/Rozzelles Ferry
- West Boulevard
- Freedom Drive/Wilkinson
- Graham Street/North Tryon
- I-85/West Sugar Creek
- Central Avenue/Albemarle Road

A Legacy of Community Investment

Building on years of investment in these corridors, the city and community partners regularly work to identify each corridor's specific urban form, business development, community revitalization and safety needs, and take projects and programs to address those needs. The goal is to build thriving communities and neighborhoods where people want to live and do business.

Beatties Ford Road landing page

CITY OF CHARLOTTE Home Services Residents Business City Government



Beatties Ford / Rozzelles Ferry

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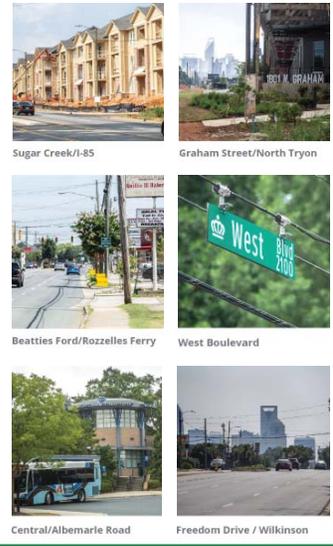
2020	24.5m	300k
Council Annual Strategic Meeting Outcome	Fiscal Year 2021-2025 Investment	Charlotte Residents Affected

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The corridors served through this initiative



SHARING THE STORY: COMMUNITY OUTREACH

COMMUNITY OUTREACH

◀ We want the public to know:

- The city has been listening and is actively involved in developing these corridors.
- Our implementation strategy is a long-term plan led by the community.

◀ We will continue to engage with the public around the Corridors of Opportunity using a variety of tactics to ensure equity throughout the program.

- Outreach will be a mix of traditional and digital media, and grassroots outreach.
- Outreach will be a collaborative effort by multiple departments.