



CORRIDORS OF OPPORTUNITY

September 11, 2023

 CITY of CHARLOTTE



AGENDA

- Overview
- Goals 2023
- Corridor Updates
- Upcoming Initiatives/Projects
- Next Steps

- 3 YEARS
- \$72+ million

 CITY of CHARLOTTE



CORRIDORS OF OPPORTUNITY supports six underinvested areas in Charlotte to:

- Foster thriving **communities** for residents and businesses.
- Build lasting **legacies**.
- Grow communities **equitably**.



2023 Goals

The below represent our stated broad goals at the end of 2022.

Key Priorities



- Continue to build Partnerships
- Focus implementation in Sugar Creek and Albemarle
- Prioritize projects in North Graham/North Tryon and Wilkinson/Freedom
- Build community engagement and communications efforts throughout Corridors

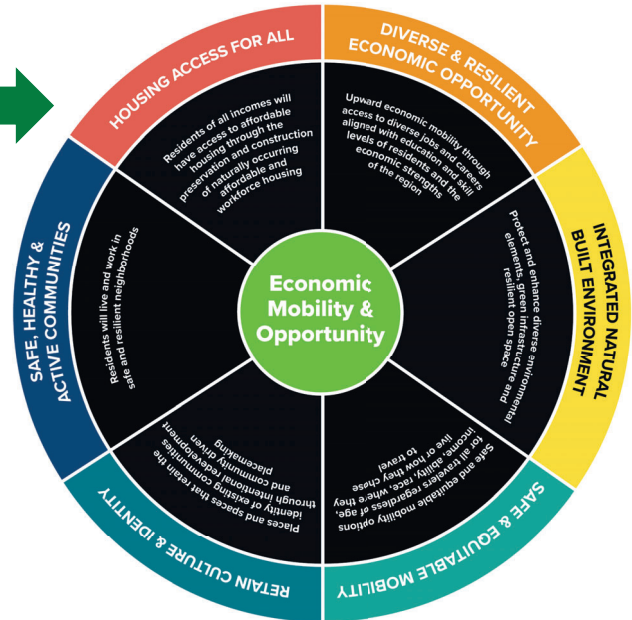


Corridors Framework

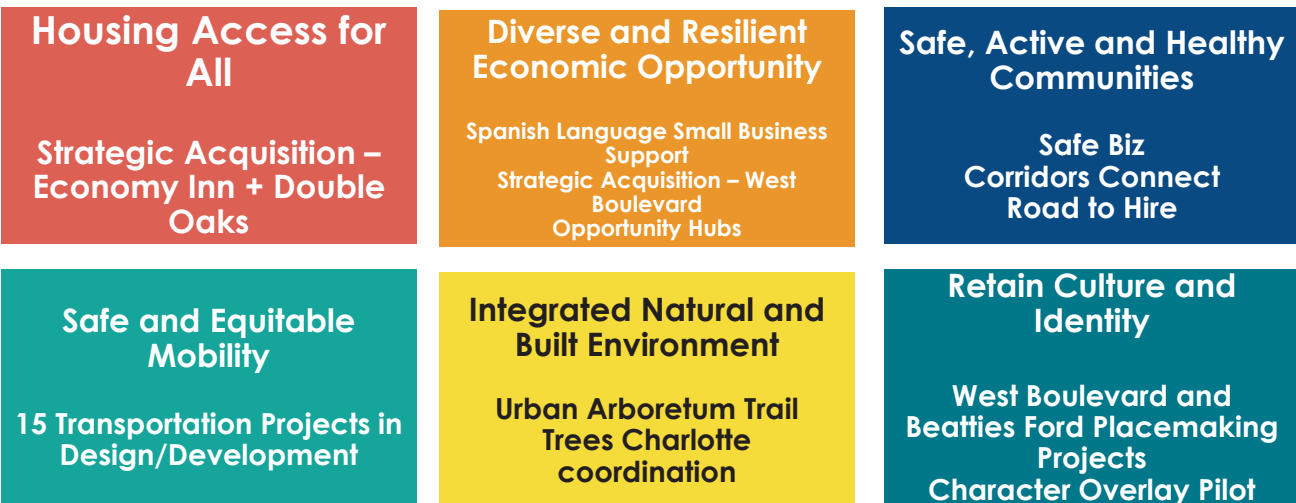
Corridors of Opportunity projects, programs, and partnerships work is organized within the goals of the Charlotte Future 2040 Plan.

CHARLOTTE
FUTURE

2040
COMPREHENSIVE
PLAN



2023 Corridors



Private Investment and Focus in Corridors

How are we leveraging private/federal/state opportunities and connecting them to the Corridors of Opportunity Program?

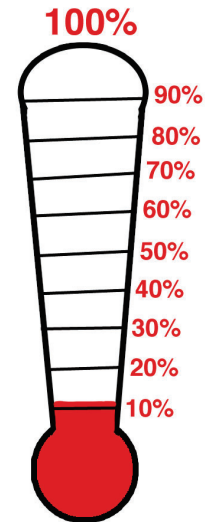
What does it mean?

Set big GOALS of grants/partnership dollars of

\$100 million dollars over next 3 years



LLSC



North Tryon/ North Graham

The North Tryon/North Graham Playbook, completed in early 2023, identified priorities for investment in the corridor.

Retaining the history and assets of the neighborhoods while building and connecting to an emerging employment hub

- **Mobility:** Build mobility hubs and improve key intersections/corridors to connect to jobs
- **Preservation:** Investigate overlay districts for established neighborhoods like Druid Hills; work with development industry to bring jobs to older industrial buildings
- **Community:** Invest in job and career readiness training so that residents can benefit from employment opportunities nearby
- **Partnerships:** Invest in high-speed internet access and other digital divide initiatives for career readiness
- **Housing:** Reimagine the former Dillehay Courts housing community into a mixed income, mixed use development



Freedom/Wilkinson Playbook

The Freedom/Wilkinson Corridor Playbook process kicked off on August 24 with 65+ attendees

Engage the community, business owners, and stakeholders in a concise process to identify priorities.

- Integrate previous and on-going efforts with Community Quarterback, ETOD and CLT Airport
- Timeline:
 - ✓ August 24th playbook kickoff
 - September 18-30th facilitated stakeholder workshops
 - October 22nd project and goals identification
 - November 16th project prioritization and recommendations
 - January draft playbook complete
- Creative engagement led by QC Family Tree, a corridor-based community organization

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Albemarle Corridor Update

Continuing the work of the Playbook and Road Map into implementation.

Creating economic opportunity for existing residents

- 5516 Central Avenue City Property sale to bring jobs and services and mental health resources for youth in East Charlotte
- Umbrella Center (\$5 Million dollar ARPA allocation)
- Peppertree NOAH Partnership includes wi-fi, health services
- Prospera led small business support (3 cohorts, first one complete)
- Staying in Place Pilot Community (Winterfield)
- Cultural Trail Workshop and Plan completed and moving into advanced planning (Urban Land Institute Partnership)
- Sidewalk gaps and intersection improvements + mobility hubs (CRTPO funding)
- Simmons YMCA planning and future programming

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Albemarle
Road
Corridor

cityofcharlotte

2022 Roadmap

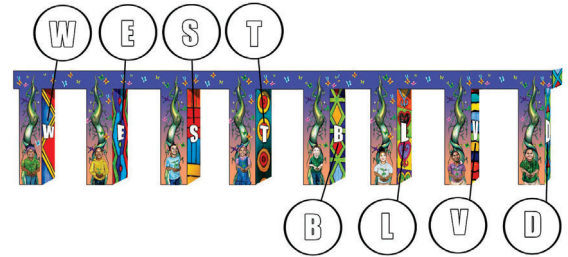


West Boulevard Corridor Update

Continuing to work on the implementation from the West Boulevard Playbook in partnership with the West Boulevard Neighborhood Coalition.

Engage the community, business owners, and stakeholders in a concise process to identify priorities.

- Progress on Three Sisters Market
- Soliciting a developer for the City owned parcel
- Assisting the YMCA with coordination with the Atrium clinic
- Providing support as needed for the growth of the Merchant's Association in conjunction with the Breaking Barriers to Business Program
- Participating in the Congress for the New Urbanism legacy project focused on the intersection of West Boulevard and Remount Road
- Multiple placemaking projects in partnership with the community
- Continued planning and acceleration of West and Remount Mobility Plaza



Beatties Ford Corridor Update

The first corridor into implementation, work is being driven by community, coordination and a targeted approach.

Continuing to invest in community by leveraging successes and partnering with organizations leading the work on the ground

- Regular coordination with Historic West End Partners on multiple projects within corridor
- Multi-departmental effort to address issues at Beatties Ford and LaSalle Street
- Allegra Westbrook Library Public Space
- Beatties Ford/LaSalle Placemaking Project
- Continued programming at Five Points Plaza
- Coordination with the Alternatives to Violence Team
- On-going assistance on several community priority projects:
 - Example: Excelsior



Strategic Acquisitions

North Tryon/North Graham
 Sugar Creek
 West Boulevard

Three Corridors of Opportunity city-owned properties = a coordinated RFP Process

- Double Oaks School, 1326 Woodward Avenue
 - Mixed residential with community input and mixed use option
 - West Blvd/Remount property, 1527-41 West Blvd
 - Commercial or redevelopment
 - Economy Inn, 5342 Reagan Drive
 - For-sale residential with community option
 - **ALL** RFPs were due August 31
 - 10 applications received, multiple per site
- Economy Inn redevelopment
- Relocation is complete
 - Demolition and asbestos remediation is underway
 - City's investment is already catalyzing other redevelopment



Opportunity Hubs

Supporting all SIX corridors with workforce development and entrepreneur training.

Goal: Open a one-stop shop in all SIX corridors to provide resources for small businesses, jobs and entrepreneurs. Partner with trusted organizations to host/locate the physical space. Connect to additional resources.

- Grant application window closed August 9
- 21 applications received, Review underway
- Hubs should be open by 2024 and remain open through 2026
- Physical hubs are part of larger workforce development framework
- Hubs may host and partner with other community driven city/county/partner initiatives



Emerging Developer Training Program

In Charlotte there is a lack of diversity in the development industry. This program will build capacity, credit and training.

Goal: train and support diverse professionals over three years to accelerate the number of credit-ready M/WBE developers ready to utilize capital and advance their projects.

Using a **cohort** model, the program will help diversify the development industry:

- Enhance their local network
- Gain access to capital opportunities
- Build their capacity to expand their existing portfolio of business and contracts

Partnership with LISC Charlotte + Private sector

- LISC has successfully implemented the program in other cities
- Potential partnership with local universities for pipeline
- Private dollars invested

Outcome: pipeline of projects for prospective funders and/or investors seeking minority developer projects

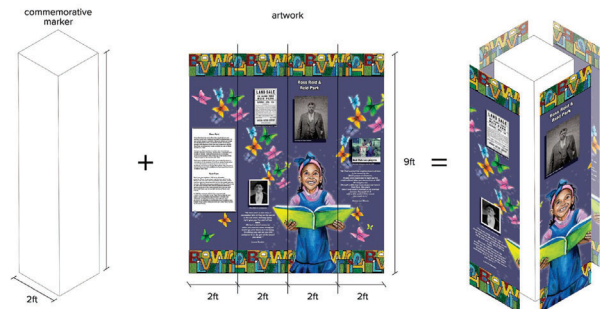


Creating Special Places

In Both Beatties Ford and West Boulevard several placemaking projects funded through Corridors of Opportunity are making progress

Projects Underway

- **West Boulevard**
 - Historic markers that represent story of community and branding
 - Underpass mural to welcome people into corridor from Wilmore/South Tryon area
 - Local artist born in community
- **Beatties Ford Road**
 - Allegra Westbrooks Library public space in partnership with the County
 - Artist a Northwest School of Arts Graduate
 - Beatties Ford and LaSalle enhancements

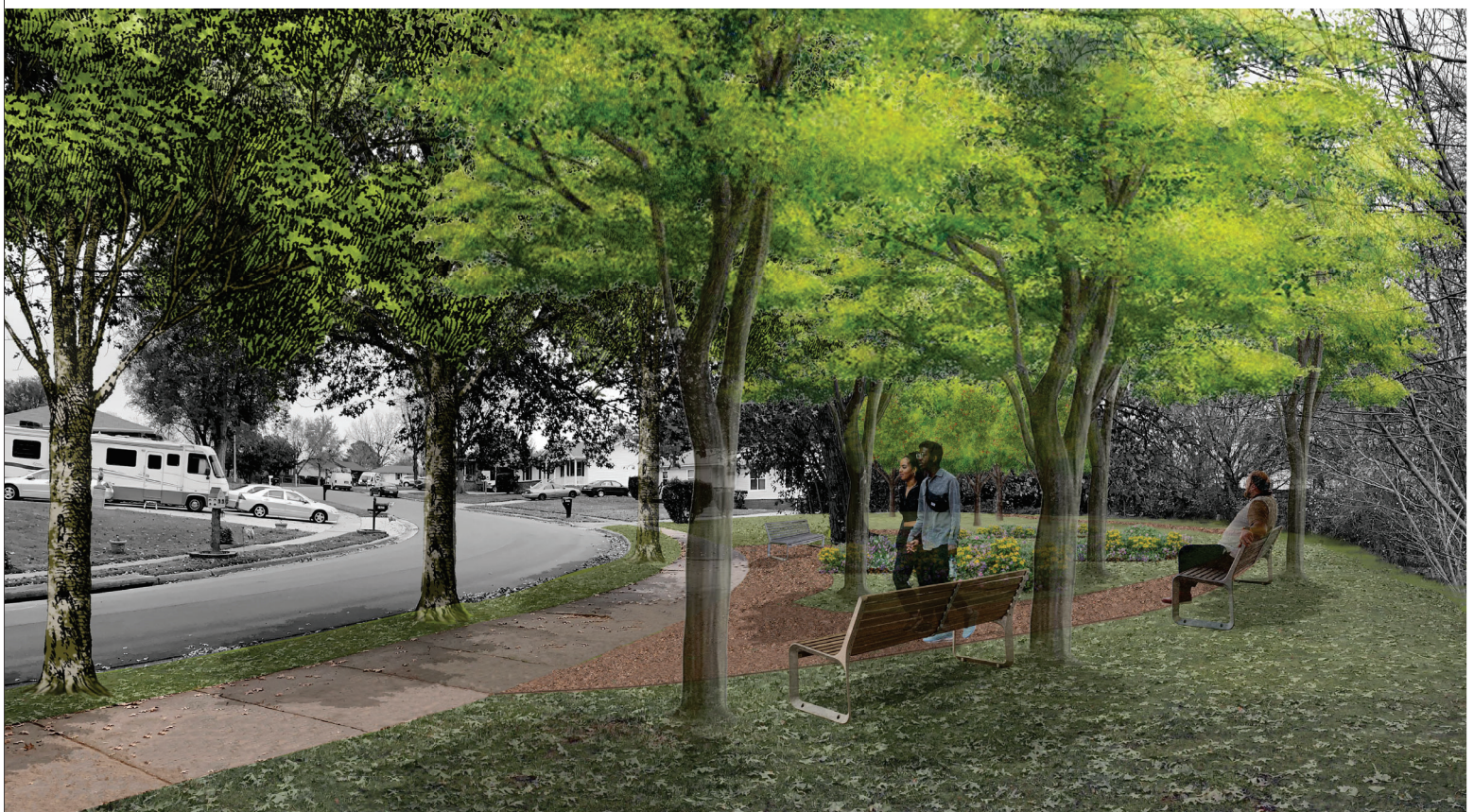


Creating Special Places

Lowe's Grant to build a public space in North Tryon/North Graham Corridor along the Urban Arboretum Trail in Greenville Community .

Urban Arboretum Trail

- \$260,000 project cost received as a Lowe's Hometown Grant
- Partnership between urban forestry and urban design to increase Tree Canopy by utilizing remnant city owned property
- Spring Street Plaza is one of three funded projects in the Greenville Neighborhood



Improving Mobility

Beatties Ford
West Boulevard
Albemarle Road
Sugar Creek Road

Prioritizing pedestrians and cyclists accessing jobs and resources

- \$16.2 Million federally vs. \$15 million locally = 52% federal funds
- Leveraging dollars invested in corridors with federal grants and funding
- Example: Albemarle Road Corridor
 - 3 Pedestrian Hybrid Beacons
 - 2 Sidewalk Gap Projects along Albemarle Road
 - Multiple Bus Stop Improvements in the High Ridership Corridor



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Leveraging Federal Dollars

How are we leveraging federal opportunities and connecting them to the Corridors of Opportunity Program?

What does it mean?

- Two-year cohort-based program
- Partnership with LISC and United Way
- Program will provide services for community organizations serving the six corridors to participate in design, development, and lifecycle of community revitalization projects (including transportation, housing, community and economic development)
- Complete Neighborhoods theme: urban connectivity and equitable transit-oriented development
- Participation in the Thriving Communities network is currently given extra consideration in federal funding opportunities



**THRIVING
COMMUNITIES**
PROGRAM

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20

Coordinating Housing Efforts

Working collaborative across departments to meet housing needs

- Leveraging dollars invested in corridors with additional housing resources through the Housing Trust Fund and other creative housing solutions
 - Example: Current round recommended in Corridors/Corridors adjacent = \$8.7 Million
- Staying in Place pilot in three Corridors of Opportunity neighborhoods: Winterfield, Washington Heights, Hidden Valley
- Strategic Acquisition and housing opportunities on Double Oaks and former Economy Inn site

Corridors Connect

- Connect to Services
- Meet Neighbors
- Celebrate the Progress

Programmed streets closed to cars and open to community on back-to-back Sunday afternoons in October

Encourages community-wide opportunities for connection, health and wellness, celebrator of community and equitable investment

Sunday, October 8

- Sugar Creek/I-85
- Central/Albemarle

Sunday, October 15

- Beatties Ford/Rozzelles Ferry
- Graham Street/North Tryon

Sunday, October 22

- West Boulevard
- Freedom Drive/Wilkinson

Grants available now for community activation
\$500 to corridor-based organizations or associations



a day of car(e)
free streets

CORRIDORS CONNECT



Corridors Connect Partnerships



MECKLENBURG COUNTY
North Carolina

Public Health



PARTNERS
for PARKS



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www.openstreets704.com



2023/2024 Goals

The below represent our stated broad goals at the end of 2022.

Key Priorities

- Continue to build Partnerships and grow private investment
- Focus implementation across all SIX corridors
- Grow capacity of Corridors based, community organizations to lead and implement work
- Prioritize projects in Wilkinson/Freedom
- Continue community engagement and communications efforts throughout Corridors

BEATTIES FORD ROAD & LASALLE STREET CROSSWALK ART KICKOFF

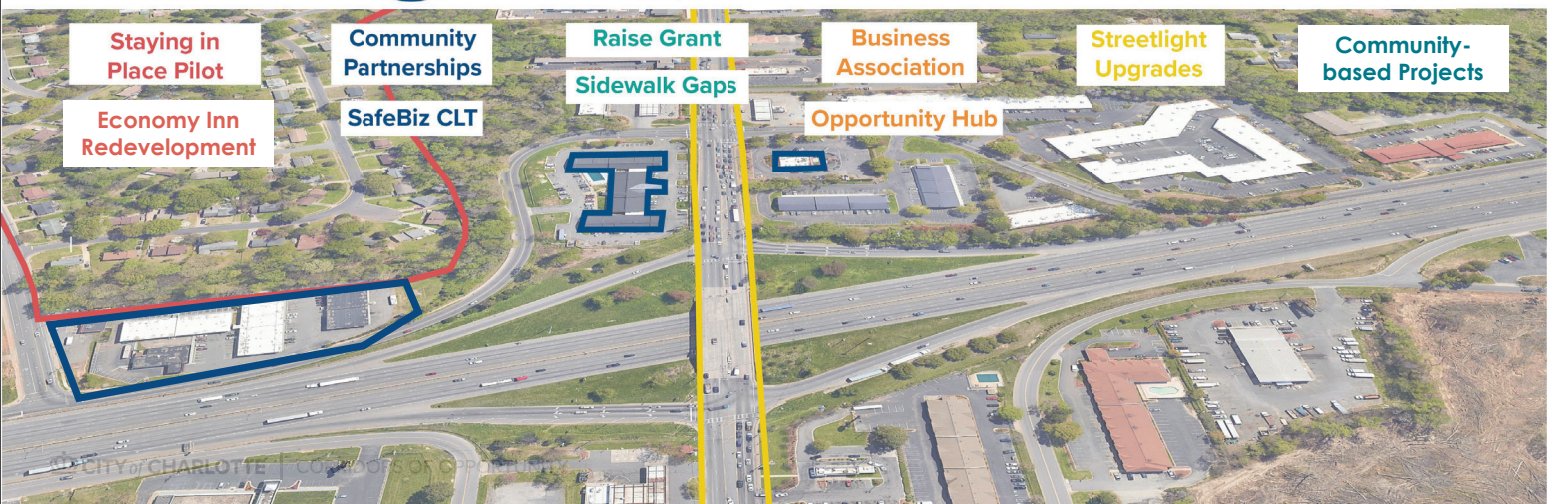
Join us on September 21st at Allegra Westbrook Regional Library's Randolph Room for an open house meeting. Meet the artist and discuss potential crosswalk designs for the intersection of Beatties Ford Road and Lasalle Street.

When: September 21st, 2023
Meeting Time: 5:45 PM - 7:00 PM
Where: Allegra Westbrook Regional Library



LOOKING FORWARD 2023 - 2024

Sugar Creek: Projects/Programs/Partnerships



Sugar Creek Success Story

The Playbook process wrapped up in Spring 2022 in the Sugar Creek Corridor with a renewed focus on the intersection of I-85 and West Sugar Creek Road.

Stabilizing the intersection to create opportunity for the residents

- SafeBiz Camera Pilot
- Reduced Hotel Rooms by approximately 450 hotel rooms (a potential reduction of 38%) with 2/3 led by the private sector
- A strong Sugar Creek Business Association taking shape (the board is actively working in the community)
- RAISE grant to fund multi-modal transportation improvements
- Strong partnerships with organizations actively working in the Corridor (Parks and Recreation, Non-profits, etc.)



Over \$22 million dollars of private/federal investment in the Corridor

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