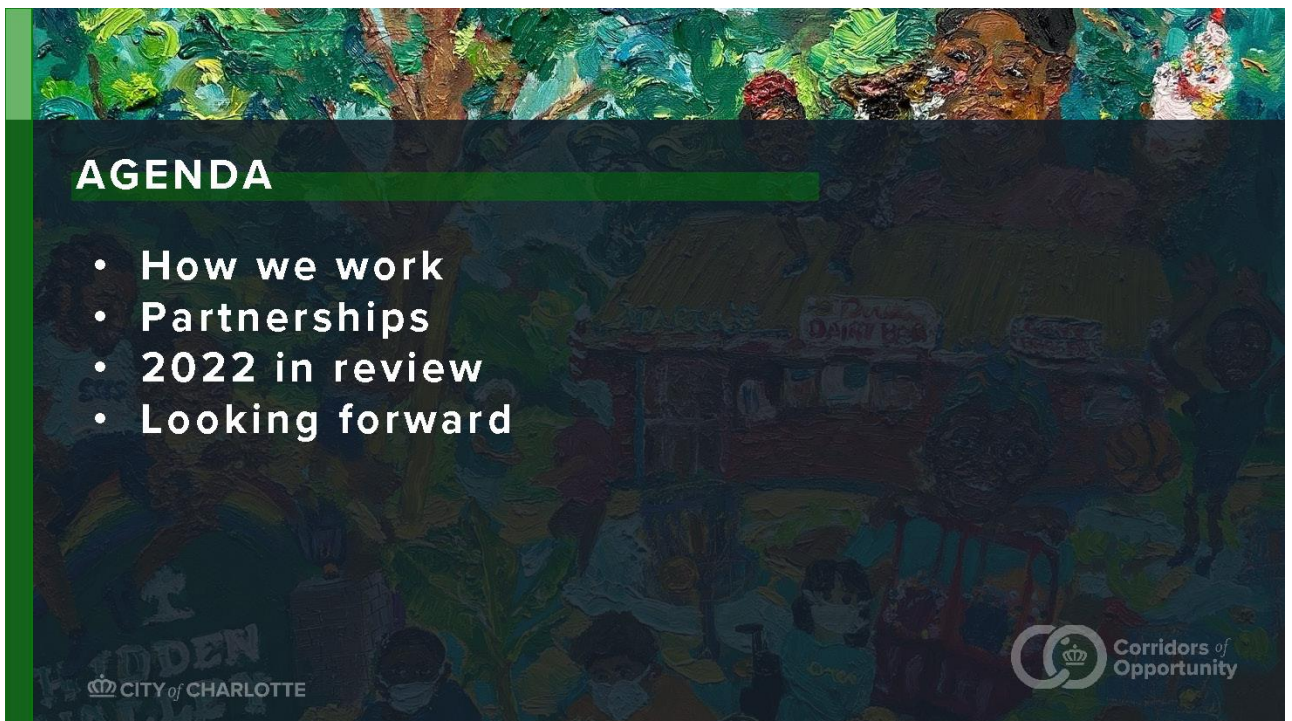




1



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## 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

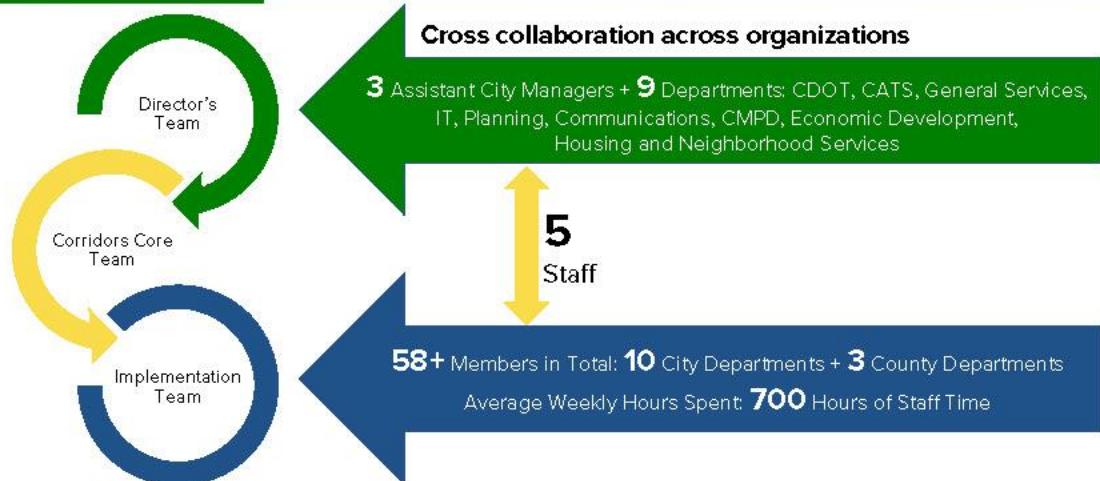
within the six identified corridors.



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## How are we organized? Why is it different?



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# 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

Leader on Loan



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# 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



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$$2 + 2 = 5$$

Coordinated corridor  
investment multiplies impact



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## Partnerships Take Off

Non-Profit and Corporation Partnerships are building a foundation for Corridors to grow. Through the formation of the Neighborhood Investment Advisory Committee (NIAC) and a coordinated effort – the Corridors of Opportunity Initiative is expanding reach and impact.



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# \$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**

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## Corridors Active Projects in 2022

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 being explored
- Alternatives to Violence

### 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

### Sugar Creek

- Sugar Creek Playbook + Road Map
- Intersection Improvements + Sidewalk Gaps
- Upgraded Street Lighting (Reagan Drive to Equipment Drive)
- 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 being explored
- Community Support at Intersection
- Safe Charlotte Grantees (2 Organizations)
- Business Mural/Façade Program

### Albemarle

- Albemarle Road Map and Playbook for project prioritization
- 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

### North Graham/North Tryon

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

### Freedom/Wilkinson

- ETOD Project Team Coordination
- Silverline Project Coordination
- Business/Mural Façade Program

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## Beatties Ford

The first corridor into implementation the Beatties Ford Corridor is experiencing growth and opportunity. New businesses, a coordinated effort, and community involvement have layered impacts

### Connecting prior infrastructure successes by investing in home grown businesses and development

- Public-Private Partnerships (E-Fix, Sankofa Partners, etc.)
- Alternatives to Violence Pilot
- Urban Main/Historic West End Partners Support
- Placemaking Programs and Projects (Ritz at Washington Heights, Allegra Westbrooks Library, Five Points Plaza)
- Staying in Place Pilot Community (Washington Heights)
- Intersection Improvements plus Sidewalk Gaps



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## West Boulevard

The first corridor with a completed playbook, the West Boulevard Corridor is well into implementation with several transportation projects completed and others under construction.

### Working with capacity builders to foster nodes of investment

- Support Merchant's Association formation
- Continued work with the West Side Land Trust and West Boulevard Neighborhood Coalition
- Historic Wayfinding Markers
- 1527-1537 West Boulevard Strategic Acquisition
- Alternatives to Violence Expansion
- YMCA Partnership + Atrium Clinic
- West Boulevard Intersection Improvements with mobility hub + bus stop improvement



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# Sugar Creek

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

- Intersection Vision and Feasibility
- 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
- Expanded Façade Grant Program
- Safe Charlotte Grantees (MeckEd + Rebuilding Together)

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# Albemarle

Building off the success of the Albemarle Playbook in 2022, the Corridor will continue to move into implementation in 2023 with a specific focus on economic opportunity and mobility for residents.

## Creating economic opportunity for existing residents

- Albemarle Road Map and Playbook
- Multifamily Naturally Occurring Affordable Housing Pilot Program
- Hispanic Small Business Ecosystem Work
- Business Hub and Navigator Program
- Staying in Place Pilot Community (Winterfield)
- Cultural Trail Workshop and Plan (Urban Land Institute Partnership)
- Sidewalk gaps and intersection improvements + mobility hubs (CRTPO funding)

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## North Tryon/ North Graham

With engagement concluding on December 13, the North Tryon/North Graham Playbook will be released in Winter 2023.

### Retaining the history and assets of the neighborhoods while building an employment hub

- Playbook Development
- Stakeholder Interviews + Walking Tour
- Focus site feedback (Double Oaks, Joint Communication Center)
- Theme based workshops
- Project prioritization



**YOU'RE INVITED**

**North Graham / North Tryon  
Corridors of Opportunity Workshop 2**

Please join the Corridors of Opportunity team to help realize our community engagement goals and provide a platform for the corridor.

**THE DETAILS**

**6 p.m. Tuesday, December 13**  
Charlotte Fire Department Headquarters  
1000 South 20th Street, Charlotte, NC 28203

RSVP: [bit.ly/north2](https://bit.ly/north2) by Friday December 9

Can't make it? Join us virtually December 13 from 12-1 p.m.  
RSVP: [bit.ly/north2virtual](https://bit.ly/north2virtual)

Refreshments and on-site parking will be available.

[charlotten.c.gov/corridorsofopportunity](https://charlotten.c.gov/corridorsofopportunity)

**North Graham / North Tryon Corridor**

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## Wilkinson/ Freedom

Launching with engagement and project prioritization in 2023, there are already several projects underway in the Wilkinson/Freedom Corridor.

### Engaging residents and businesses around a transit oriented future

- ETOD Project Team Coordination
- Silver Line Coordination
- Business/Mural Façade Program
- Non-Profit Investment



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# Scaling Up

Leveraging Programs from One Corridor into Several

**Example Corridor:** Beatties Ford Road + Urban Main Partnership

**Goal:** Build a small business support system that is unique to location

**Corridors to launch and build momentum in 2023:**

- Sugar Creek/85 Business Association
- West Boulevard Merchant's Association

**Example Corridor:** SafeBiz in Sugar Creek

**Goal:** Support small business by partnering with CMPD to tie into the Real Crime Center with security cameras

**Corridors to launch in 2023:**

- TBD based on need and pilot

**Example Corridor:** Small Business/Entrepreneur Hub in Albemarle

**Goal:** Provide resources in each corridor to support job creation


**Corridors to launch in 2023:**

- TBD based on RFQ/RFP response and partners




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**Corridors of Opportunity will continue to pivot into Implementation in the Sugar Creek and Albemarle Corridor, while finalizing projects in North Graham/North Tryon and Wilkinson/Freedom.**

**LOOKING FORWARD 2023**

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 Corridors of Opportunity

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# Stay Tuned

2023 will be an exciting year for the Corridors of Opportunity Team. The projects, programs, and partnerships explored in 2023.

## 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



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LOOKING FORWARD 2023