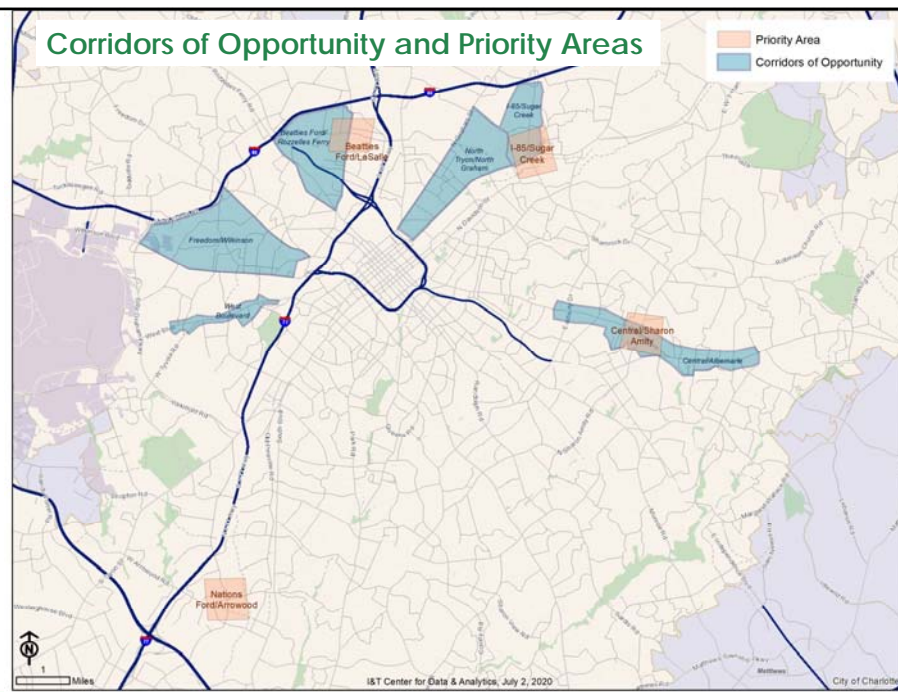




Corridors of Opportunity + Safe Charlotte

Charlotte City Council Meeting
November 9, 2020





Charlotte

Framework to Address Violence

Purpose: City, County, Partners, and Community work together to reduce violence, increase economic opportunity, and build healthier, more resilient communities.

Intergovernmental Collaboration	Invest in Community-Led Efforts	Interrupt Violence	Community Collaboration in Priority Areas	Use Data and Evidence
PROGRAMSPOLICYPRACTICE				

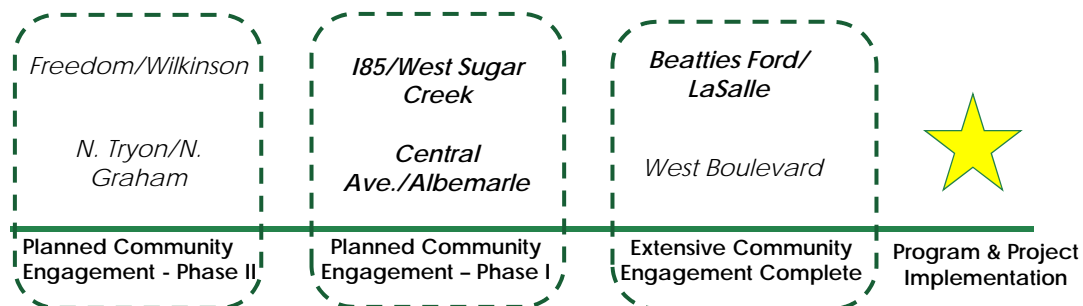


Framework to Address Violence

County, City, Partners, and Community working together to *reduce violence, increase economic opportunity, and build healthier, more resilient communities.*

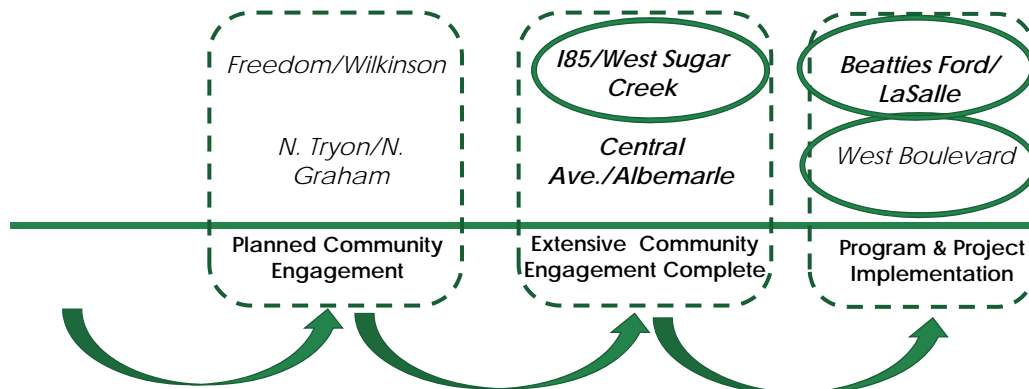


Corridor Continuum – Where We Started



* Corridors in **bold** include identified priority areas. The fourth priority area, Nations Ford and Arrowwood Road, is not in an identified Corridor of Opportunity.

Corridor Continuum – Where We Are Going



* Corridors in **bold** include identified priority areas. The fourth priority area, Nations Ford and Arrowwood Road, is not in an identified Corridor of Opportunity.

CORRIDORS OF OPPORTUNITY



One Strategy / Six Corridors

Beatties Ford Road /
Rozzelles Ferry



West Boulevard



Sugar Creek / I-85



Central / Albemarle



Freedom Drive / Wilkinson



Graham Street / North Tryon



Charlotte City Council and City Manager
FY2021 Budget \$24.5M

\$14.5M for Infrastructure

\$5M for Economic Development

\$5M for Housing, Transit, Placemaking, JumpStart/Violence
Interrupter, Community Engagement

DIFFERENT APPROACH

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.



Pivot to get results

PRESERVE

GROW

PROSPER

 CITY of CHARLOTTE

Ecosystem at Work

Past & Current City Work:

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 Work:

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)



 CITY of CHARLOTTE

The Corridor: Beatties Ford Road

FIVE POINTS



Economic Development

- Financing support for new Sankofa development project

Housing & Neighborhoods

- Continued support through Housing rehab program
- Continued code enforcement efforts

Planning

- 5 Points Plaza Park

Transportation/Infrastructure

- CityLYNX Gold Line in service in early 2021
- Urban Arboretum Trail pilot program bringing pedestrian and bike connectivity

Community Safety

- Free public WiFi at 5 Points intersection



 CITY of CHARLOTTE

The Corridor: Beatties Ford Road

OAKLAWN



Economic Development

- Financing support for new development project
- Support of Excelsior Club redevelopment
- Business matching grant support

Housing & Neighborhoods

- TLC by CLT rehab program in Washington Heights neighborhood

Planning

- Placemaking projects including signal cabinet wraps and public space activation
- Street Eats program on City-owned parcel at Tate Street

Transportation/Infrastructure

- Oaklawn Ave intersection enhancement
- Urban Arboretum Trail pilot program bringing pedestrian and bike connectivity

Community Safety

- Free public WiFi cast from CMPD Metro Division building



 CITY of CHARLOTTE

The Corridor: Beatties Ford Road

LASALLE



 CITY of CHARLOTTE



Economic Development

- Financing support for multiple redevelopment projects with total City investment over \$2M
- Support of Beatties Ford Urban Mainstreet Program



Housing & Neighborhoods

- Phoenix Rising and Vantage Point RFPs have been released to bring affordable housing to the community



Planning

- Placemaking projects including signal cabinet wraps and public space activation



Transportation/Infrastructure

- LaSalle Street intersection enhancement
- Catherine Simmons new traffic signal
- Enhanced sidewalk from LaSalle St. to Estelle St.



Community Safety

- Jumpstart fellowship program
- Cure Violence program
- Free public WiFi



The Corridor: Beatties Ford Road

CORRIDOR WIDE



 CITY of CHARLOTTE



Economic Development

- Increased usage of the Business Matching Grant program among local businesses
- Labor market study to better understand barriers to employment



Housing & Neighborhoods

- Healthy community sweep with code enforcement



Planning

- Resident-led public space activation
- Signal cabinet wrap



Transportation/Infrastructure

- Parallel bike boulevard from Oaklawn Ave. to Gilbert St.
- Upgraded street lighting along corridor

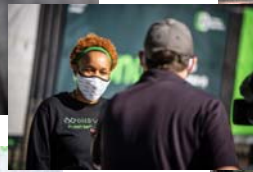


Community Safety

- Asset Based Community Development with neighborhood coalition
- Free public WiFi



The Corridor: West Boulevard



 CITY of CHARLOTTE

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The Corridor: West Boulevard



Economic Development

- Business Matching Grant support for Mr. Jim's Pizza and City West Commons
- Financial support for WBNC and 3 Sisters Market
- Labor market study to better understand barriers to employment



Housing & Neighborhoods

- Healthy community sweep with code enforcement
- TLC by CLT program in Revolution Park neighborhood
- Support of Land Trust through land donation



Planning

- Resident-led public space master planning process
- Street Eats program at City West Commons



Transportation/Infrastructure

- Remount Rd intersection enhancement with placemaking component
- Reimagined I-77 underpass
- Installation of multiple Pedestrian Hybrid Beacons to support safe walking environment



Community Safety

- Free public WiFi
- Nuisance abatement



 CITY of CHARLOTTE

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The Corridor: I-85/Sugar Creek

Project Direction



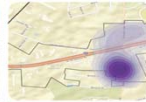
Current Condition 1
Interchange has devolved from original uses and intent



Current Condition 2
13 hotels in this area are more than what is needed to serve traditional visitor traffic



Current Condition 3
The businesses and infrastructure are auto-oriented and intended for short stays/travelers passing through



Current Condition 4
Hotels, businesses and streetscape has taken on unintended uses serving: gap in housing and food needs, targeted spot for crime

Economic Development



- Reduce the number of hotels/hotel units
- Build long term commitment through partnerships

Transportation/Infrastructure



- Redevelop interchange to be more community oriented

Housing & Neighborhoods



- Reduce dependency on hotels to serve as housing

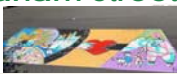
Community Safety



- Address quick/multiple getaways, anonymity of hotels & parking lots, and neglect that attracts crime



The Corridors: Central & Albemarle Freedom/Wilkinson Graham Street/North Tryon



Central & Albemarle

- Eastland will serve as the nucleus for corridor work
- Focus on small business and employment

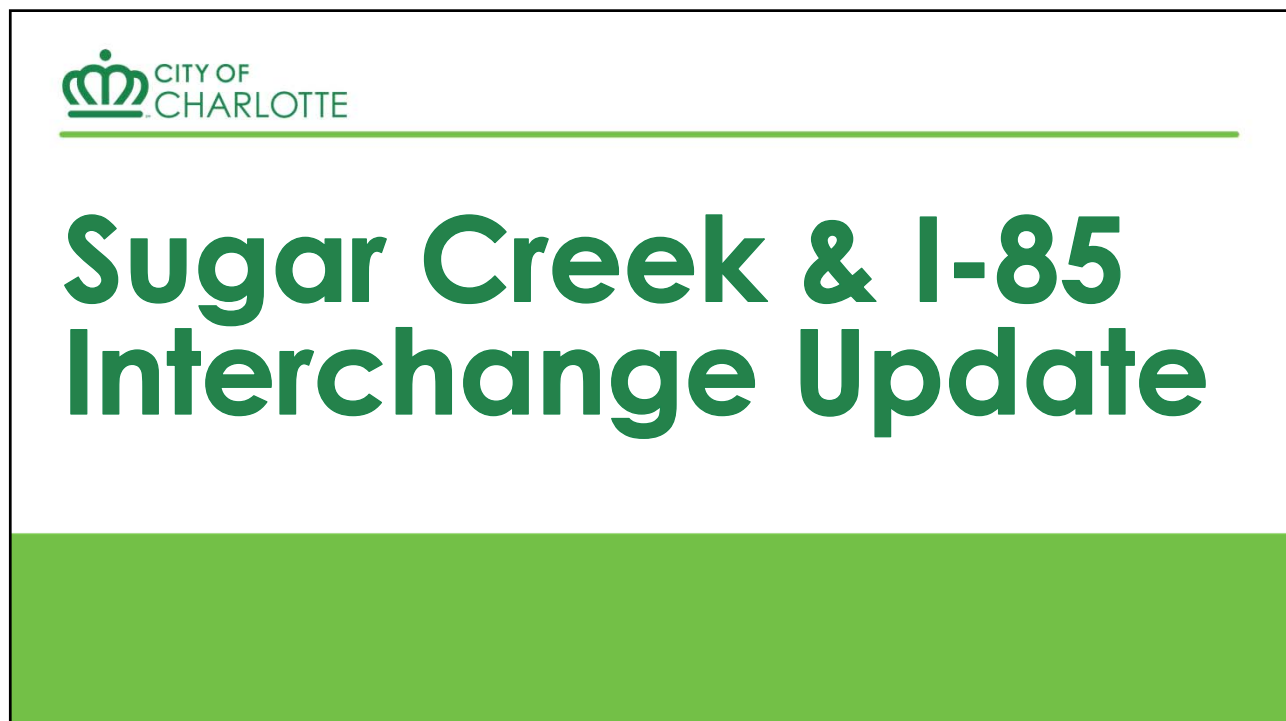
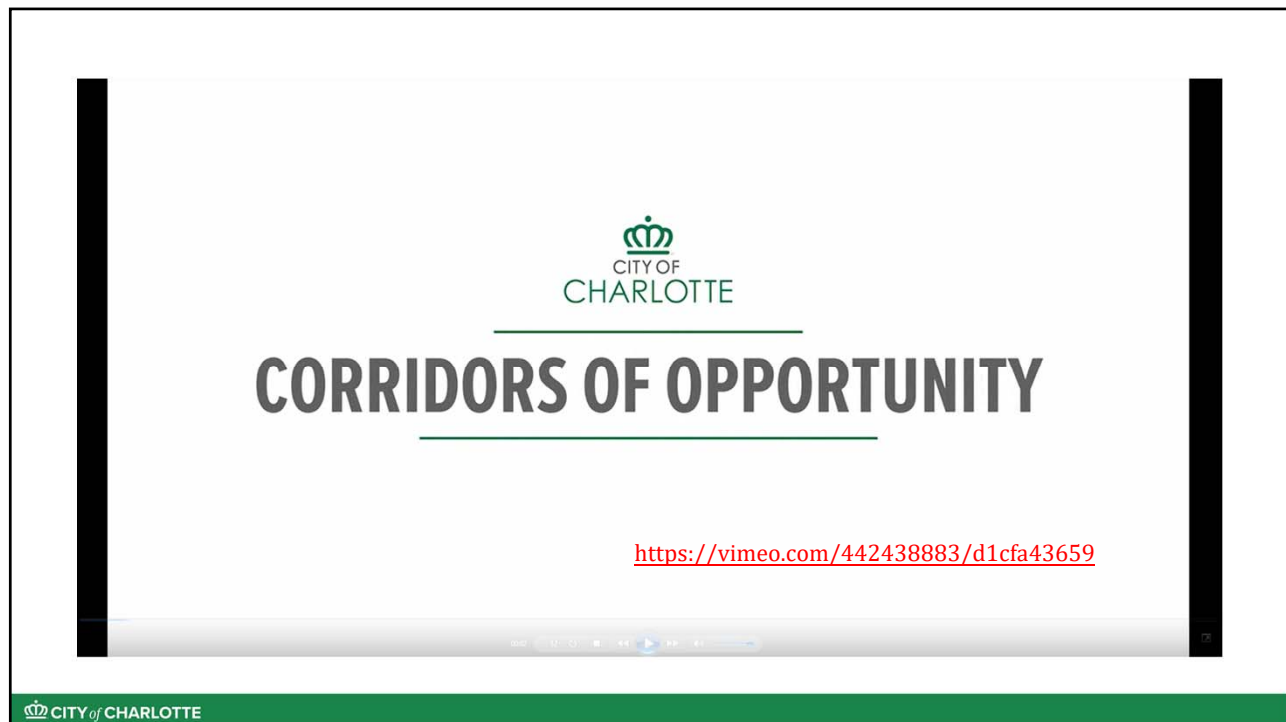
Freedom / Wilkinson

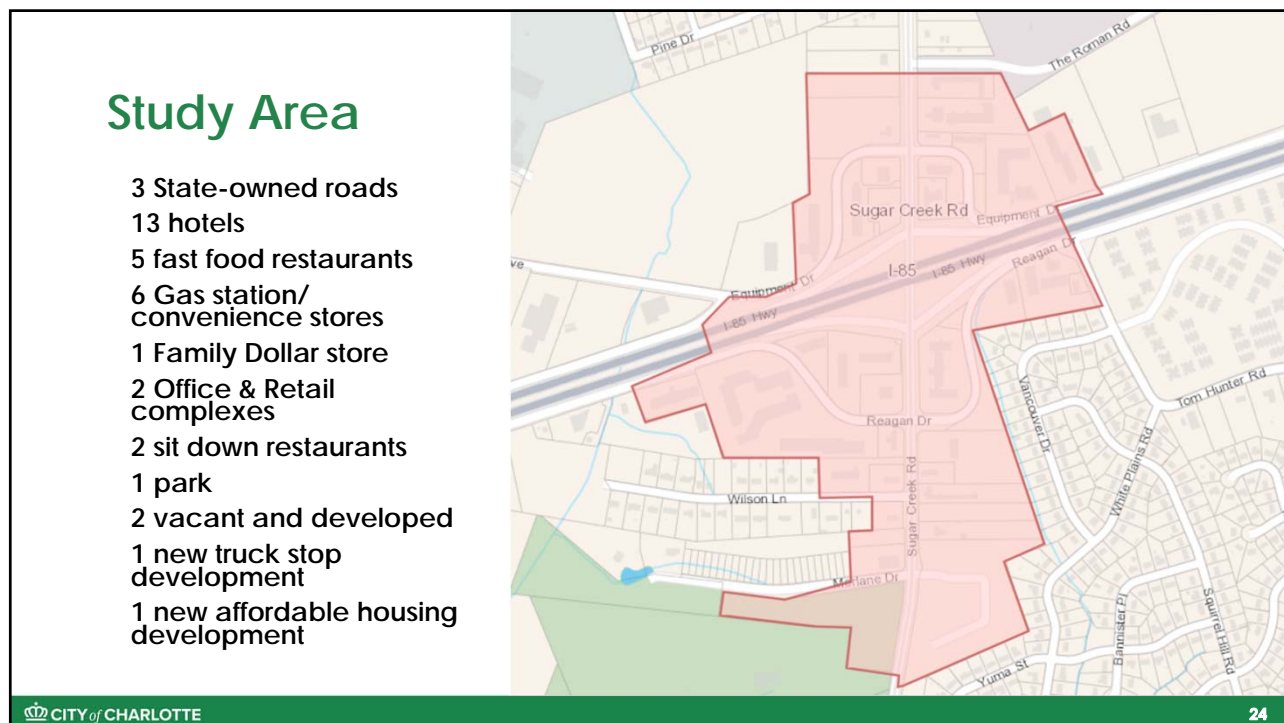
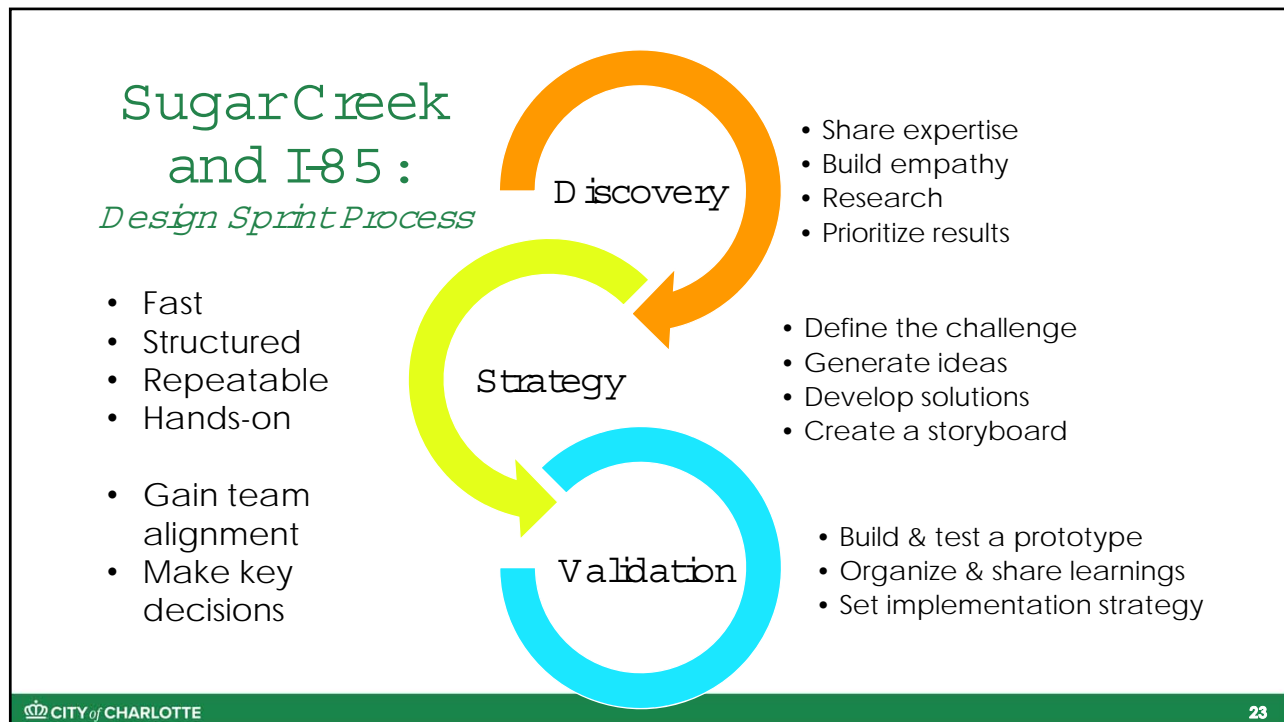
- Labor market study to better understand barriers to employment
- LYNX Silverline pre-project development & early scoping work
- Residential WiFi at Mezzanine on Freedom Dr
- HTF support of Evoke Living @ Westerly Hills and Freedom Apartments

Graham St / N. Tryon

- Multiple redevelopment projects underway
- CNE success in office leasing
- Grocery prospects on Statesville







Multi-disciplined, Multi-perspective, Interventions Developed in Partnership

Business & Property Owners

- James Philipps, *Owner 7-Eleven* . John Butler, *Croslands (New Affordable Housing)* . Sharjeel "Shawn" Ahmad, *Owner Baymont Inn* . Other hotel owners have also been involved through regular updates, survey participation, also Paul Baalman (Crosland)

Community-Based Organizations

- Gary Crump, *Men of Destiny* . Eboné Lockett, *Harvesting Humanity* . Greg Jackson, *Heal Charlotte & Reagan Drive Initiative* . Tobe Holmes, *University City Partners* . Other Supporting: Brent Jones (StoneBridge Church Community), Evan Willis (Northeast Seventh Day Adventist Church), Mark DeHaven (UNCC UCity Family Zone), Dr. Shante Williams (HC Board), Darlene Heater (UCP), Merritt McCully (Mayfield Baptist)

Neighborhood residents

- Charles Robinson, *Bread of Life Church & The Hub & Hidden Valley Neighborhood Association*. Odell Witherspoon, *Hidden Valley Optimist Club & Hidden Valley CDC* . Other Supporting: John Wall (HV Optimist Club)

Mecklenburg County

- Raynard Washington, *Public Health* . Darneka Waters, *Park & Rec*

City of Charlotte

- Brandon Brezeale, CDOT . Charlenea Duncan, HNS . Erin Gillespie, ED . Travis Johnson, PDD . Julia Martin, City Manager's Office . Detective S. Steward, CMPD. Grant Meacci, PDD . Other supporting: Sarah Hazel (CMO), Andrew Bowen (Data & Analytics), Cherie Grant (Corridors of Opportunity), Monica Holmes (PDD), Todd DeLong (ED), Tom Warshauer (HNS), Vivian Coleman (CDOT), Ashley Landis (CDOT), Officer J. Ellis (CMPD), Officer D. Gallant (CMPD), Lacey Williams (HNS), Federico Rios (HNS)

How might we position Sugar Creek
Corridor for future community-driven
investment?

How might we make the Sugar Creek I-85
interchange area safe for those who live,
work, and visit the area?

Current Conditions



Current Condition 1

Interchange has devolved from original uses and intent



Current Condition 2

13 hotels in this area are more than what is needed to serve traditional visitor traffic



Current Condition 3

The businesses and infrastructure are auto-oriented and intended for short stays/travelers passing through



Current Condition 4

Hotels, businesses and streetscape has taken on unintended uses serving: gap in housing and food needs, targeted spot for crime

Project Direction

*Short-, medium-, long-term wins
Physical context & programming*

1. Build long term commitment through partnerships



2. Reduce the number of hotels/hotel units

3. Redevelop interchange to be more community oriented

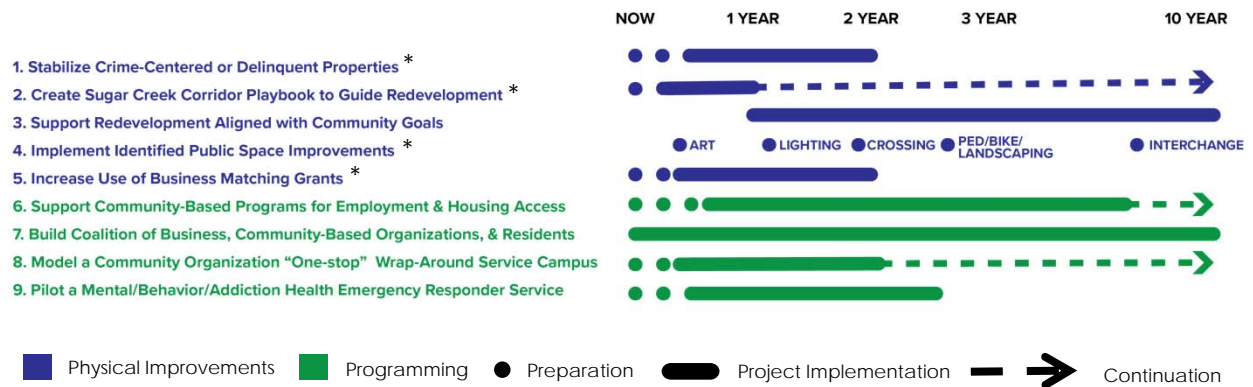


4. Reduce dependency on hotels to serve as housing

5. Address quick/multiple getaways, anonymity of hotels & parking lots, and neglect that attracts crime



Proposed Projects & Timeline



* Projects/initiatives recommended to immediately move forward.

Questions?