



FREEDOM/WILKINSON CORRIDORS OF OPPORTUNITY PLAYBOOK



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 FRAMEWORK

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



2040
COMPREHENSIVE
PLAN

- 

1. 10-MINUTE NEIGHBORHOODS
- 

2. NEIGHBORHOOD DIVERSITY AND INCLUSION
- 

3. HOUSING ACCESS FOR ALL
- 

4. TRANSIT- AND TRAIL-ORIENTED DEVELOPMENT
- 

5. SAFE AND EQUITABLE MOBILITY
- 

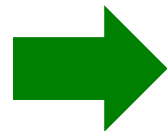
6. HEALTHY, SAFE, AND ACTIVE COMMUNITIES
- 

7. INTEGRATED NATURAL AND BUILT ENVIRONMENTS
- 

8. DIVERSE AND RESILIENT ECONOMIC OPPORTUNITY
- 

9. RETAIN OUR IDENTITY AND CHARM
- 

10. FISCALLY RESPONSIBLE



FREEDOM/WILKINSON CORRIDOR OBJECTIVES

Housing Access



- Housing
- Planning
- Manager's Office
- Equity
- Community Engagement

Diverse and Resilient Economic Opportunity



- ED: Great Places
- ED: Talent Retention
- ED: Business Innovation
- Sustainability
- Community Engagement
- Smart Cities

Integrated Natural and Built Environment



- Stormwater
- Urban Forestry
- Planning
- Sustainability
- Park and Recreation

Healthy, Safe, and Active Communities



- CMPD
- Equity/Engagement
- Health Department
- Park and Recreation
- Smart Cities

Safe and Equitable Mobility



- CDOT
- CATS
- Park and Recreation
- General Services
- Planning

Retain Culture and Identity

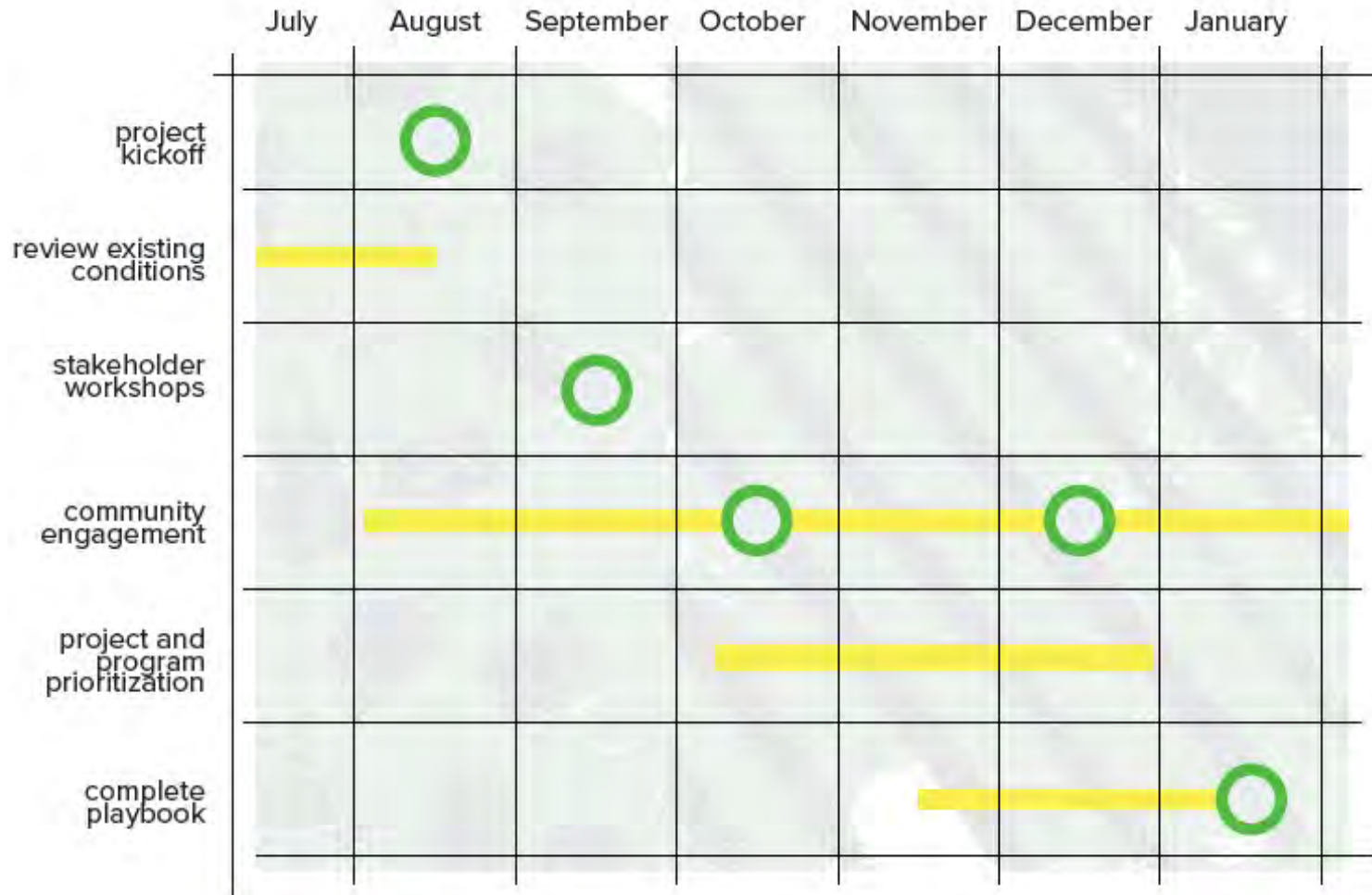


- Planning
- Public Art
- Economic Development
- Community Engagement
- General Services

FREEDOM/WILKINSON PLAYBOOK OBJECTIVE

THE FREEDOM/WILKINSON CORRIDOR PLAYBOOK WILL ALIGN PARTNERSHIPS, PROJECTS, AND PROGRAMS THROUGH STAKEHOLDER ENGAGEMENT, FEASIBILITY, AND IMPACT.

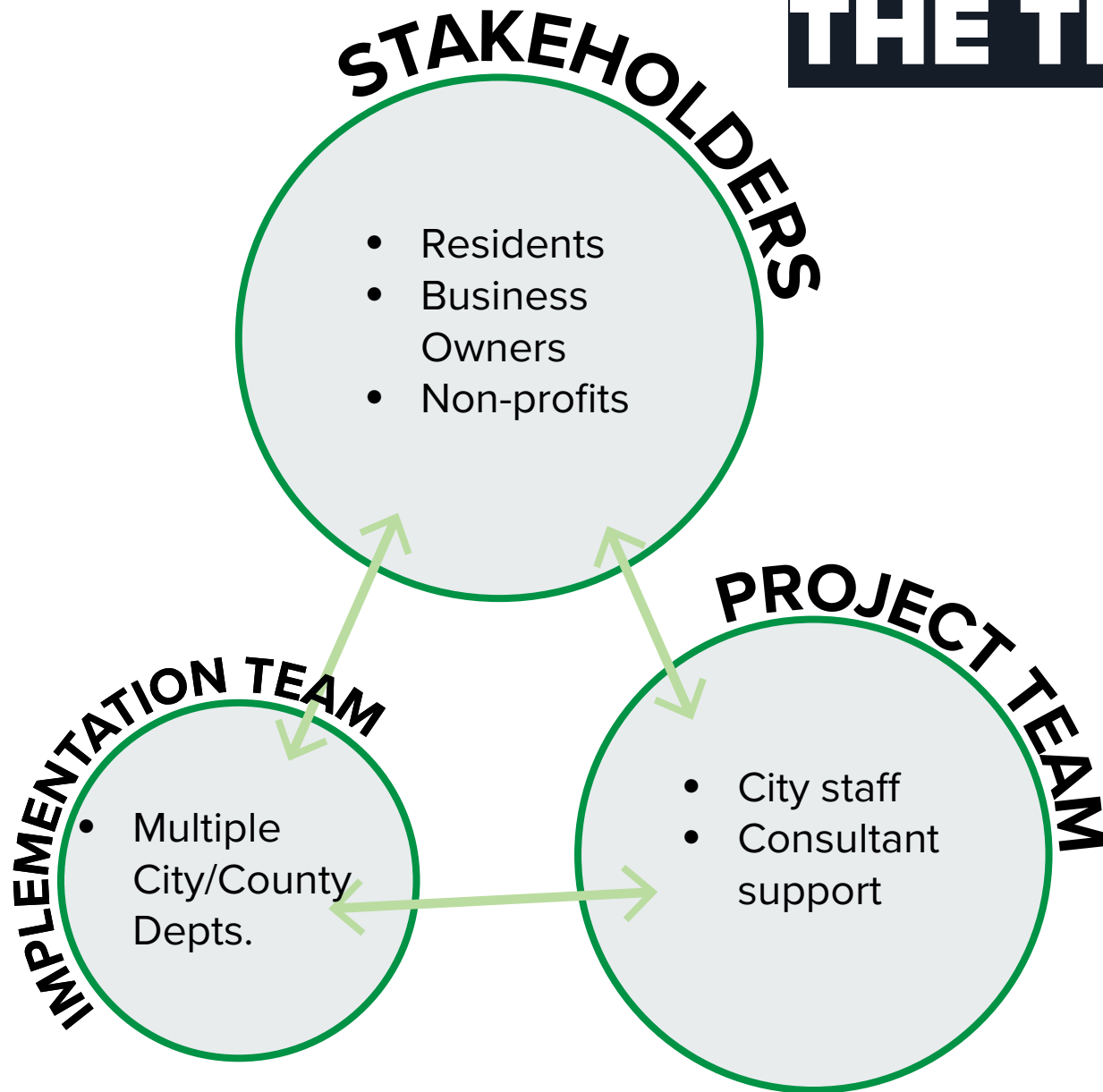
THE TIMELINE



○ project milestone/
public meeting

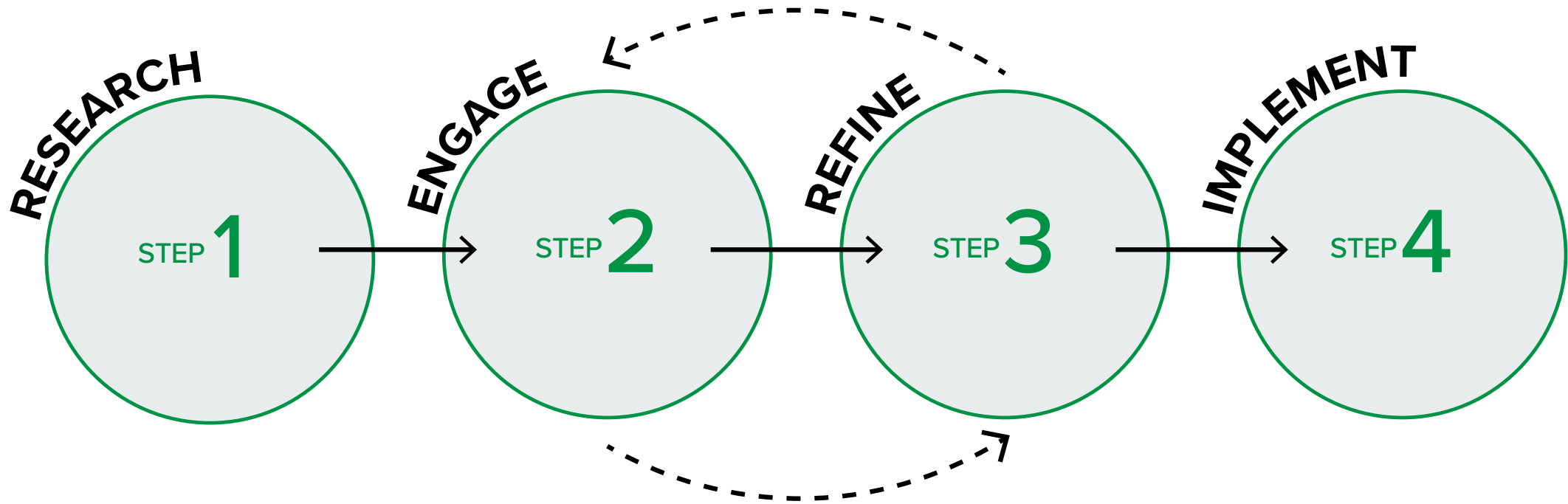
- ✓ **September 18-27** six stakeholder workshops
- ✓ **October 3-4** Urban Design Charrette
 - **October 22** Corridors Connect event
 - **December 7** Results and draft narrative shared at public engagement
 - **January** report complete

THE TEAM



- Stakeholder engagement will make this project successful!
- Project team works with implementation team (subject matter experts from across the city and county)
 - They are used to validate playbook narrative and assist w/ projects & program prioritization
 - Consultants help facilitate deeper conversations on key topics

THE PROCESS



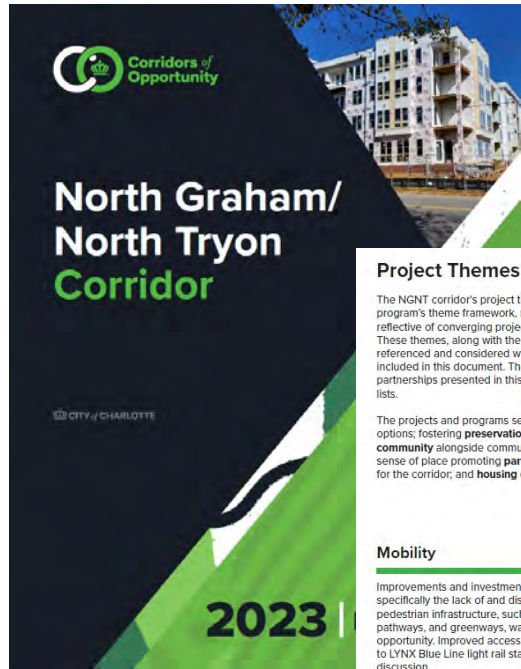
- Research plans and capital projects w/in corridor
- Document existing and proposed projects

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

- Refine the narrative /validate through feedback loops and engagement opportunities

- Complete project and program prioritization & plan that reflects the needs and desires of the community

THE PLAYBOOK



Project Themes

The NGNT corridor's project themes, similar to the Corridors of Opportunity program's theme framework, represent five related project topics and are reflective of converging project ideas during the engagement process. These themes, along with the corridor's vision statement, should be referenced and considered when considering future project ideas not included in this document. Their applicability to the projects, programs, and partnerships presented in this document are noted in the following project lists.

The projects and programs selected focus on increasing **mobility** options; fostering **preservation** in the historic built environment; fostering **community** alongside community organizations through establishing a sense of place promoting **partnerships** that will help realizing the vision for the corridor; and **housing** options for all.

Mobility

Improvements and investments to the built environment, specifically the lack of and disconnected bicycle and pedestrian infrastructure, such as sidewalks, mixed-use pathways, and greenways, was a commonly identified opportunity. Improved access from the majority of the corridor to LYNX Blue Line light rail station was also a frequent topic of discussion.



Preservation

In nearly every workshop and stakeholder interview held, the community prioritized programs and projects that would ensure historic assets of all types are adaptively reused. Prioritizing preservation and conservation initiatives via reuse of existing structures and historic district designations will assist in maintaining and enhancing a sense of place for the North End.



Recommendations

January 2023

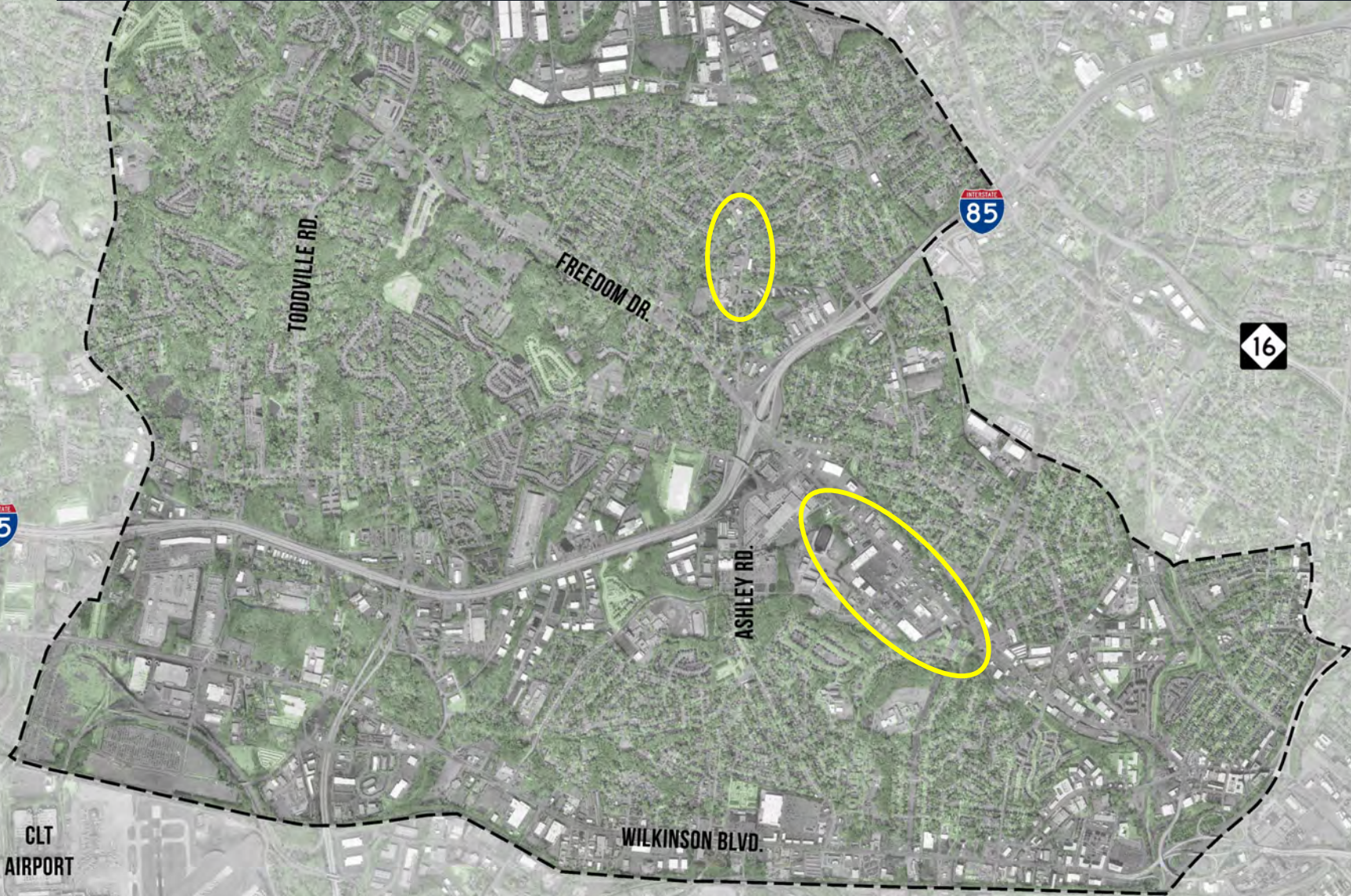
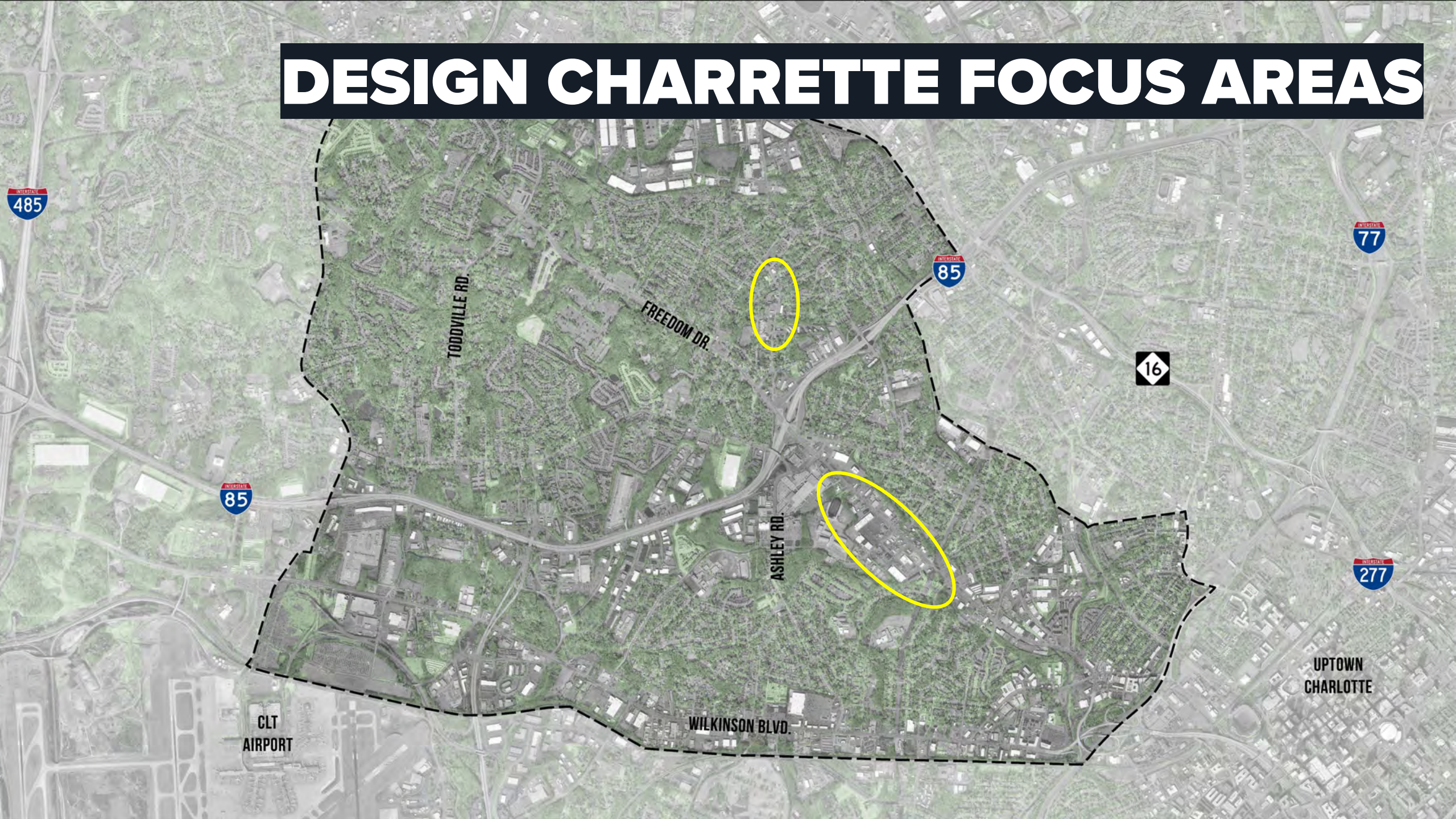
Top Projects

* denotes projects, programs, and partnerships identified during public engagement process
identifies projects prioritized by multiple work streams

Project/Program/Partnership	Description
Dillehay Courts	Dillehay Courts is an existing affordable housing community in the North End that is reaching the end of its life due to age. Reinvestment and reimaging the site as a place with a mixture of complementary uses will be important for the North End community.
Double Oaks School	The Double Oaks School site should be reimaged as a partnership between the City, community, and development partners. The site should be redeveloped with uses complementary to surrounding residential neighborhoods.
Increase availability and funding of homeownership down payment assistance programs	Increasing the availability of homeownership down payment assistance programs such as HouseCharlotte to grow the attainability of homeownership to individuals of varying income levels.
Increase housing education related to purchasing and keeping a home	Educational programs that educate the community on homeownership will support the corridor's vision and other complementary programs like aging/staying in place.
Increase access to funding of housing rehabilitation programs	Increased funding and awareness of existing housing rehabilitation to neighborhoods inside the corridor will help stabilize neighborhoods and supports complementary programs like aging/staying in place.
Preserve existing unsubsidized affordable housing [#]	Preservation of naturally occurring affordable housing (NOAH) inside the corridor may be accomplished through the increased funding of existing housing programs.
Expand pilot program that allows residents to age/stay in place.	Fund an expansion of an existing pilot program that allows residents to age in place. Assistance is complementary to other housing related projects/programs/partnerships and provides housing stability to those that need it the most.
Advocate for Housing Trust Fund (HTF) dollars for the corridor	Continued advocacy for housing trust fund dollars ensures that financing options exist for homebuilders to offset the cost of providing additional affordable units.
Increase missing middle housing funding opportunities for projects that include 5-49 units	A funding apparatus that supports smaller affordable housing projects should be explored. This may be achieved through adjustments made in the existing HTF program.

- What is it?
 - Implementation-focused planning document that supports the goal of the Corridors program
 - Develops a vision and themes for the corridor
 - Identifies a list of short-term projects, programs and partnerships that support the vision and themes

DESIGN CHARRETTE FOCUS AREAS



CLT
AIRPORT

UPTOWN
CHARLOTTE

85

85

77

277

16

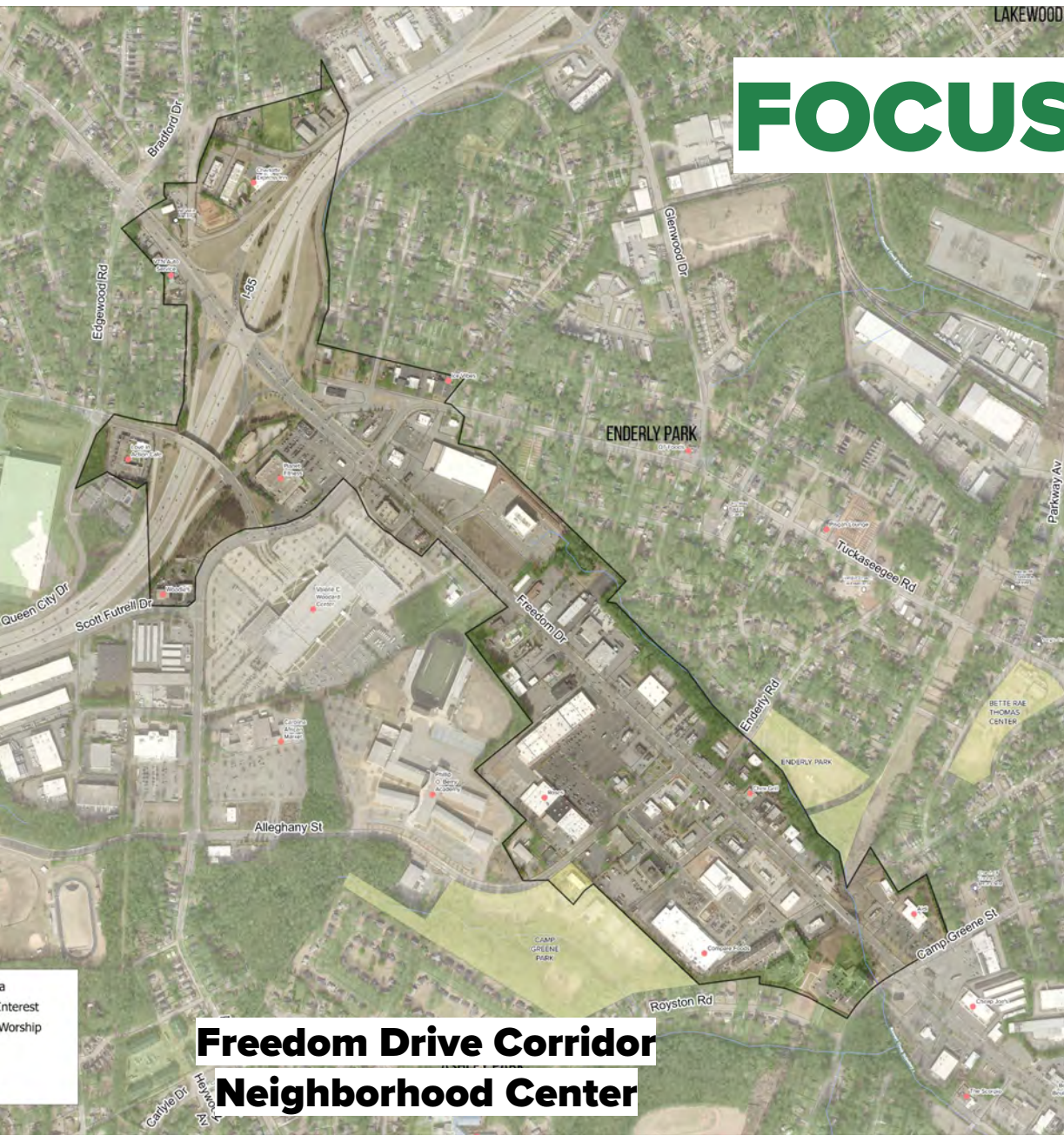
TODDVILLE RD.

FREEDOM DR.

ASHLEY RD.

WILKINSON BLVD.

FOCUS AREAS



**Freedom Drive Corridor
Neighborhood Center**

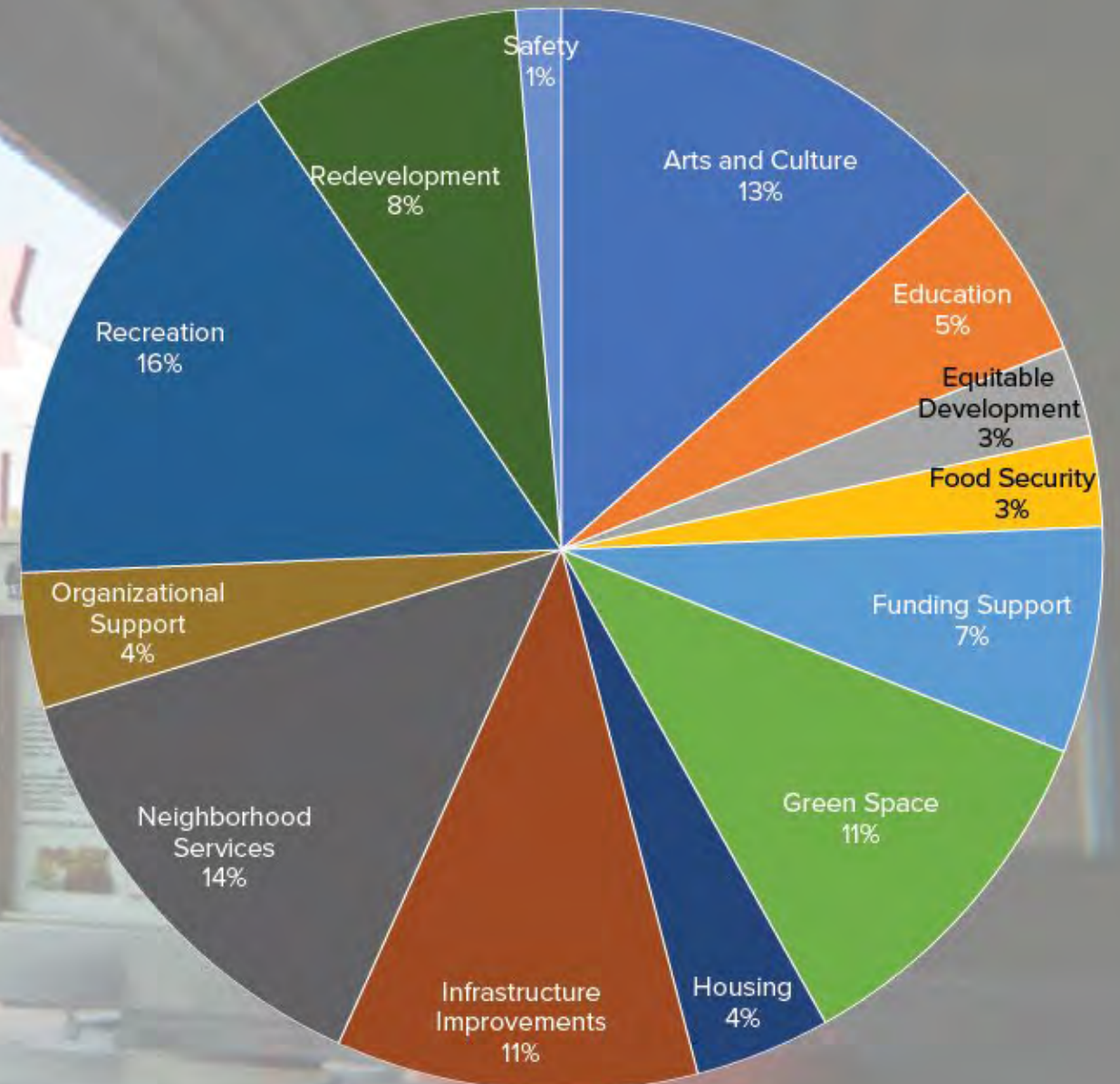


**Thomasboro/Hoskins
Neighborhood 2**

PROJECT IDEAS

- "MUSIC, THEATER, AND ART VENUES"
- "OUTDOOR AMPHITHEATER"
- "RETAINING NEIGHBORHOOD HISTORY AND CHARACTER"
- "LIBRARY"
- "FARMER'S MARKETS AND GROCERY STORES"
- "GREEN SPACES, POCKET PARKS, AND EDIBLE GARDENS"
- "ACTIVATE LAND UNDER POWER LINES"
- "AFFORDABLE HOUSING"
- "ENHANCED BUS STOPS"
- "IMPROVED COMMUNITY CONNECTIVITY"
- "MORE SIT-DOWN RESTAURANTS"
- "MORE RETAIL OPPORTUNITIES"
- "PLACES TO SOCIALIZE WITHOUT THE NEED FOR ALCOHOL"
- "SPRAYGROUNDS AND POOLS"
- "SPORTS PARK"
- "REUSE EMPTY WAREHOUSES"

IDENTIFIED COMMUNITY WANTS & NEEDS BY THEME



ADDITIONAL BUILT ENVIRONMENT NEEDS/WANTS/DESIRES FROM STAKEHOLDER WORKSHOPS

