



Marketing and Communications

To create an effective set of marketing and communication strategies that embrace the area's history and vision.

- Develop a **historical asset map to celebrate significant people, places and events.**
Action Lead: Center City Partners ⌚
- Implement a **marketing and communication strategy** that identifies appropriate tools, key messages and target audiences.
Action Lead: Center City Partners ⌚
- Develop a **branded wayfinding systems** to showcase community assets.
Action Lead: Center City Partners ⌚ ⌚ ⌚



Linking Institutions

Work with anchor institutions along the corridor to create economic and physical linkages to JCSU.

- Explore partnerships with JCSU, Johnson & Wales and Central Piedmont Community College to **leverage resources related innovation and entrepreneurship.**
Action Lead: Center City Partners ⌚ ⌚ ⌚
- Identify **collaborative solutions for providing incubator and workforce development** opportunities.
Action Lead: Johnson C. Smith University ⌚ ⌚ ⌚
- Establish relationships and ways to **strategically align work program efforts** with faith-based organizations and other community institutions.
Action Lead: Center City Partners ⌚ ⌚ ⌚



Connectivity

Create an active, vibrant and safe environment for people to get around in Historic West End.

- Ensure **LYNX Gold Line is built to highest possible standards** and minimize community impacts during construction.
Action Lead: City of Charlotte ⌚ ⌚
- Seek better **alignment with the City's vision for the West corridor and the available land development tools** to achieve it.
Action Lead: Center City Partners ⌚ ⌚ ⌚
- Work to improve **physical connections to public spaces and neighborhoods.**
Action Lead: 5 Points Community Collaborative ⌚ ⌚ ⌚



Business Support & Growth

Recruit, retain and incubate neighborhood services and amenities that build upon the unique heritage of the area.

- Conduct a **business needs assessment** to strengthen linkages between businesses and available resources.
Action Lead: Center City Partners ⌚
- Identify **existing community assets** to leverage or support future development opportunities.
Action Lead: Center City Partners ⌚
- Develop a **web based tool to showcase existing community assets** and business investment opportunities.
Action Lead: Center City Partners ⌚



Active Neighborhood Center

Strengthen existing enterprises and encourage future business growth to create unique and dynamic experiences along the commercial corridor.

- Assist with **development of Phase 2 of Mosaic Village.**
Action Lead: Center City Partners ⌚
- Explore **permanent locations for displaced community and cultural arts facilities** like the Collard Green Museum and Historic West End Market.
Action Lead: Center City Partners ⌚ ⌚
- Explore **adaptive reuse and long term redevelopment opportunities of the former A & P site.**
Action Lead: Center City Partners ⌚ ⌚ ⌚



Local Ownership and Preservation

Assist African American-owned and/or operated businesses to honor and retain the historic, economic and cultural fabric of the area as new development occurs.

- Create a **comprehensive marketing plan** that strongly promotes the cultural and historic aspects of the Historic West End.
Action Lead: Center City Partners ⌚ ⌚ ⌚
- Utilize the **"pop-up" concept to test the retail market** and to introduce retailers to the area.
Action Lead: Center City Partners ⌚ ⌚ ⌚
- Explore process to **list Historic West End on the National Register of Historic Places.**
Action Lead: Historic West End Partners ⌚ ⌚



Public Realm

Create more attractive and walkable public spaces that encourages people to connect and interact with each other.

- Activate the **public realm at 5 Points Intersection** with physical improvements and event programming.
Action Lead: Historic West End Partners ⌚
- Develop a **network of pedestrian amenities along major corridors** like street furniture, banners and trash cans.
Action Lead: Center City Partners ⌚ ⌚ ⌚
- Ensure that the locations for temporary **transit stops are safe and inviting places** during construction of the LYNX Gold Line.
Action Lead: Charlotte Area Transit System ⌚ ⌚ ⌚



Community Gatherings

Host events to bring the community together, celebrate the people and history of the area.

- Create a **micro grant pool to support smaller-scale community led initiatives.**
Action Lead: Center City Partners ⌚
- Host an annual **Historic West End Community Gathering** to celebrate successes and identify opportunities for improvement to the tactical plan.
Action Lead: Center City Partners ⌚
- Develop and host a **speaker series to evoke thoughtful dialogue and action** around community issues.
Action Lead: Johnson C. Smith University and M & F Bank ⌚



Livability

Support community efforts around public safety, educational opportunities, access to healthy foods and housing options.

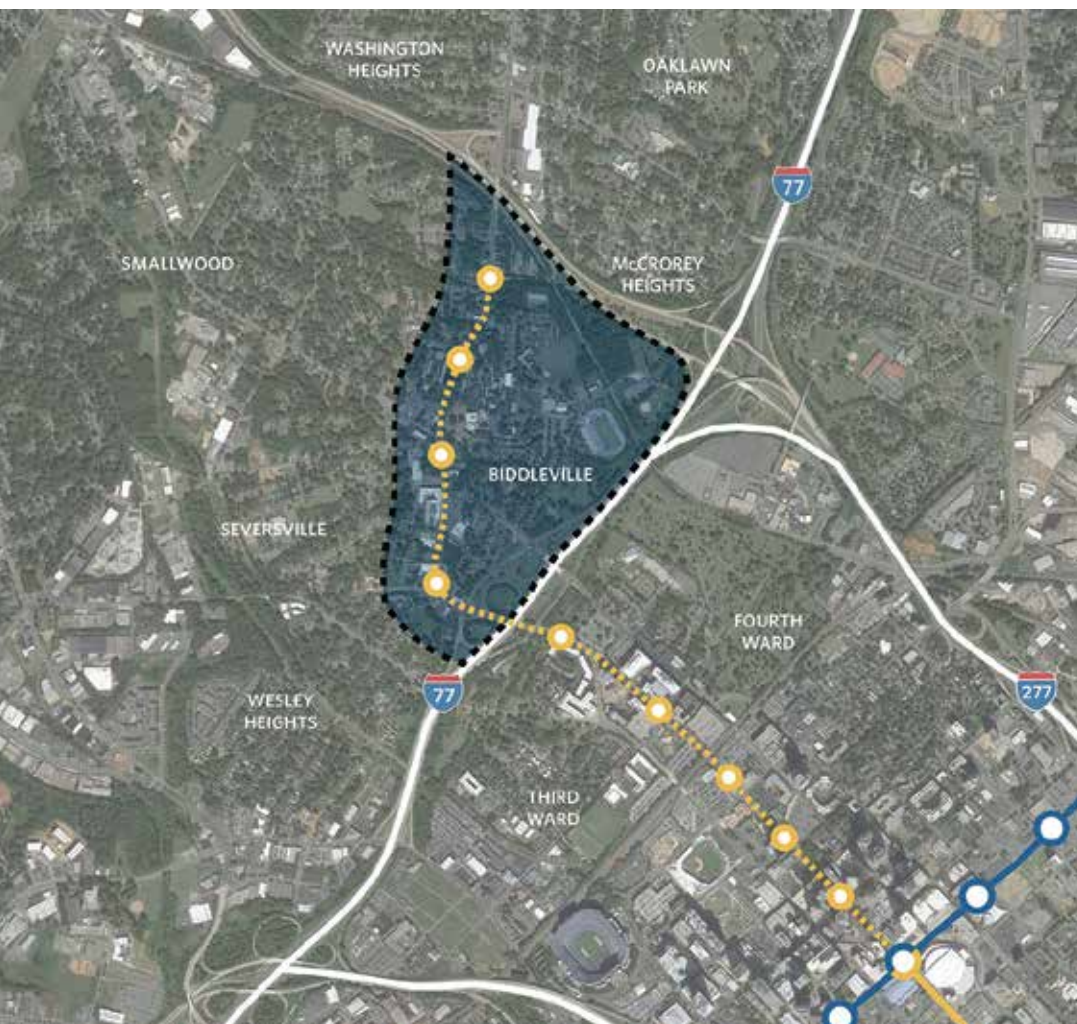
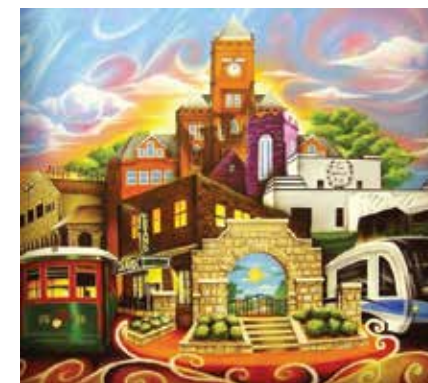
- Assess existing **policies and programs** to provide more affordable housing choices.
Action Lead: City of Charlotte ⌚ ⌚
- Work with **community leaders to explore food oriented initiatives** that support healthy living.
Action Lead: Center City Partners ⌚ ⌚
- Advocate to **strengthen local schools** and educational choices for area residents.
Action Lead: 5 Points Community Collaborative ⌚ ⌚ ⌚

VISION: The Historic West End will become a vibrant, prosperous, diverse and inclusive neighborhood that celebrates its place at the center of Charlotte's African-American community.

The Historic West End, anchored by Johnson C. Smith University (JCSU), is less than a mile away from the thriving central business district of Uptown Charlotte and home to Charlotte's oldest surviving middle-class African-American neighborhoods. Over the past two decades, the neighborhoods have seen some decline, but positive change has begun as people seek to live closer to Uptown in these charming and dynamic neighborhoods and with over \$200MM in public and private investments.

In 2015, key community leaders invited Charlotte Center City Partners (CCCP) to serve as the catalyst organization to further define and implement meaningful and sustainable economic development in the Historic West End. The Knight Foundation has awarded CCCP a multi-year grant to fund this work. Initially, CCCP will focus economic development efforts in the West Trade Street/Beatties Ford Road corridor from I-77 to NC-16, as pictured below. However, the impact of this work extends outside this corridor, so CCCP will seek to engage stakeholders beyond this area.

CCCP worked closely with community leaders and received feedback organized into three themes: Engage, Prosper and Enjoy. This tactical plan is organized by those themes and will be used to coordinate, stimulate and lead redevelopment efforts in Historic West End.



Historic West End Initiative 2016 Tactical Plan



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