



# Soul of the Northwest Corridor Initiative

*The Soul of the Northwest Corridor Initiative is being coordinated by the Center for Applied Leadership and Community Development and was made possible by funding from the Office of the President and Smith Institute for Applied Research.*

# JCSU and Civic Engagement

As Charlotte's premier, independent urban university, Johnson C. Smith University's (JCSU) passion for civic engagement is illustrated through the action, thought, and creativity of the students, faculty, administrators and staff who define the value of their education in terms of a responsibility to serve.

# JCSU and Civic Engagement continued

To saddle its vision of civic engagement and service learning, JCSU launched the Center for Applied Leadership and Community Development (CALCD) in 2009. CALCD connects JCSU's faculty, student body, and academic and research capacities with leaders in business, local government, nonprofit and faith-based

# JCSU and Civic Engagement continued

institutions in the greater Charlotte/Mecklenburg region, as well as the thirty (30) historic neighborhoods and other community-based organizations along Charlotte's Northwest Corridor to develop constructive approaches to resolve the human, economic and social crises found throughout the region.

# JCSU and Civic Engagement continued

The Center seeks to implement successful, sustainable strategies for neighborhood development, economic empowerment and community revitalization to assist the disenfranchised in the region that have been marginalized by decades of under investments and/or disinvestments.

# JCSU and Community Revitalization Efforts

Under the direction of Dr. Ronald L. Carter, the University renewed its commitment to the Northwest Corridor and has taken a leadership role in the revitalization efforts. JCSU is serving as the facilitator and convener, as well as lending intellectual capital and financial resources to the Initiative.

# JCSU and Community Revitalization Efforts

The Initiative is a broad-based collaborative effort to enhance the quality of life and stimulate the economy of the Beatties Ford Road Corridor. The Center for Applied Leadership and Community Development (CALCD) has been integrally involved in this initiative. As convener and facilitator for revitalization

# JCSU and Community Revitalization Efforts cont'd

efforts, the Center has implemented the *Soul of the Northwest Corridor Initiative*, which provides evidence-based guidance for neighborhood leaders seeking to create long-term positive change within the Corridor. The *Soul of the Northwest Corridor Initiative* is patterned after the James S. and John L. Knight



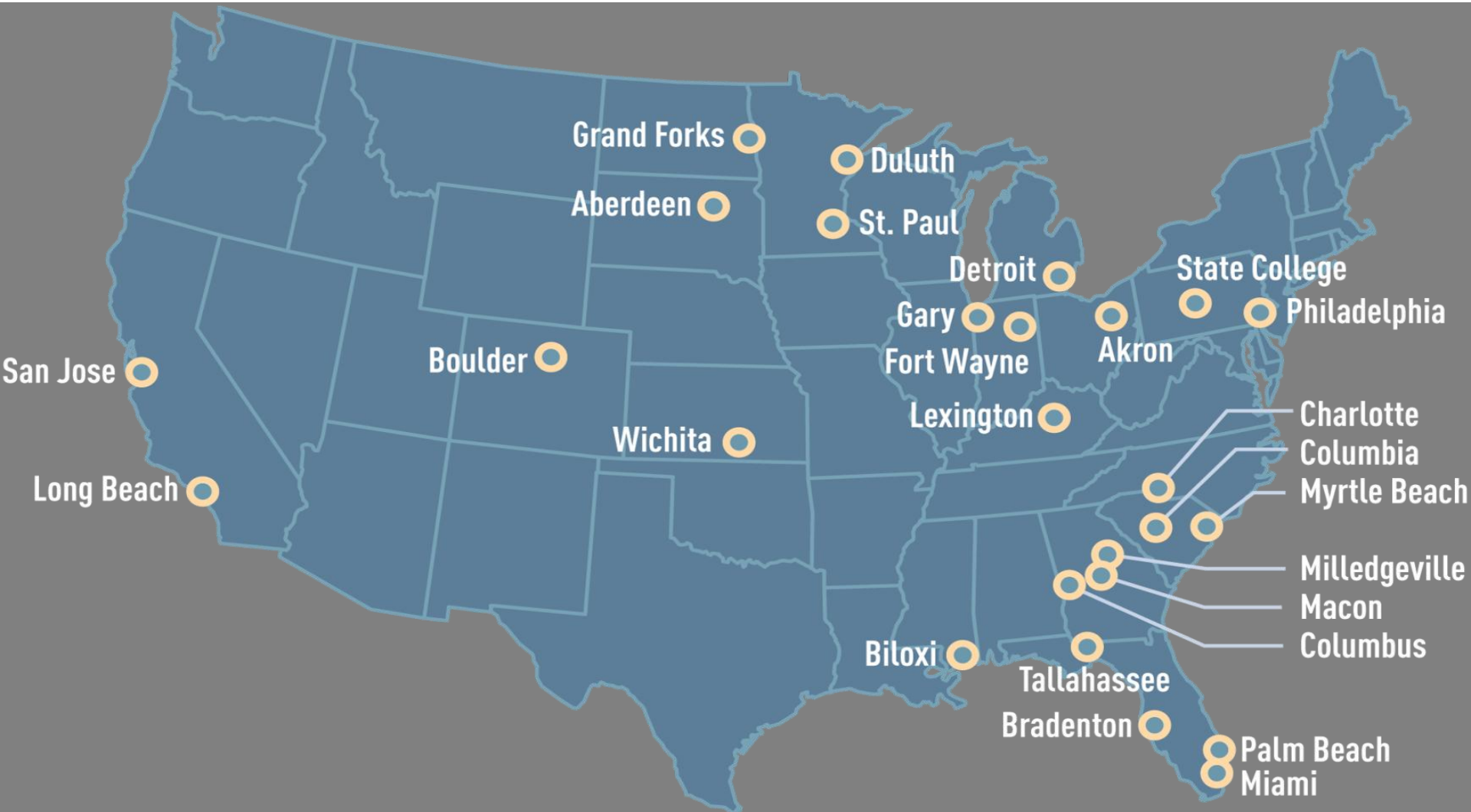
# JCSU and Community Revitalization Efforts cont'd

Foundation's Soul of the Community Project and is a leading-edge community planning model that has not been used before at the neighborhood level. Its application in Charlotte is a first in the nation.

# Soul of the Community- National

A \$2.371 million project funded in 2008-2010 by Knight Foundation in partnership with Gallup to understand resident attachment to place, what drives it and why it matters in 26 U.S. communities (n=43,000).

# Knight SOTC Study



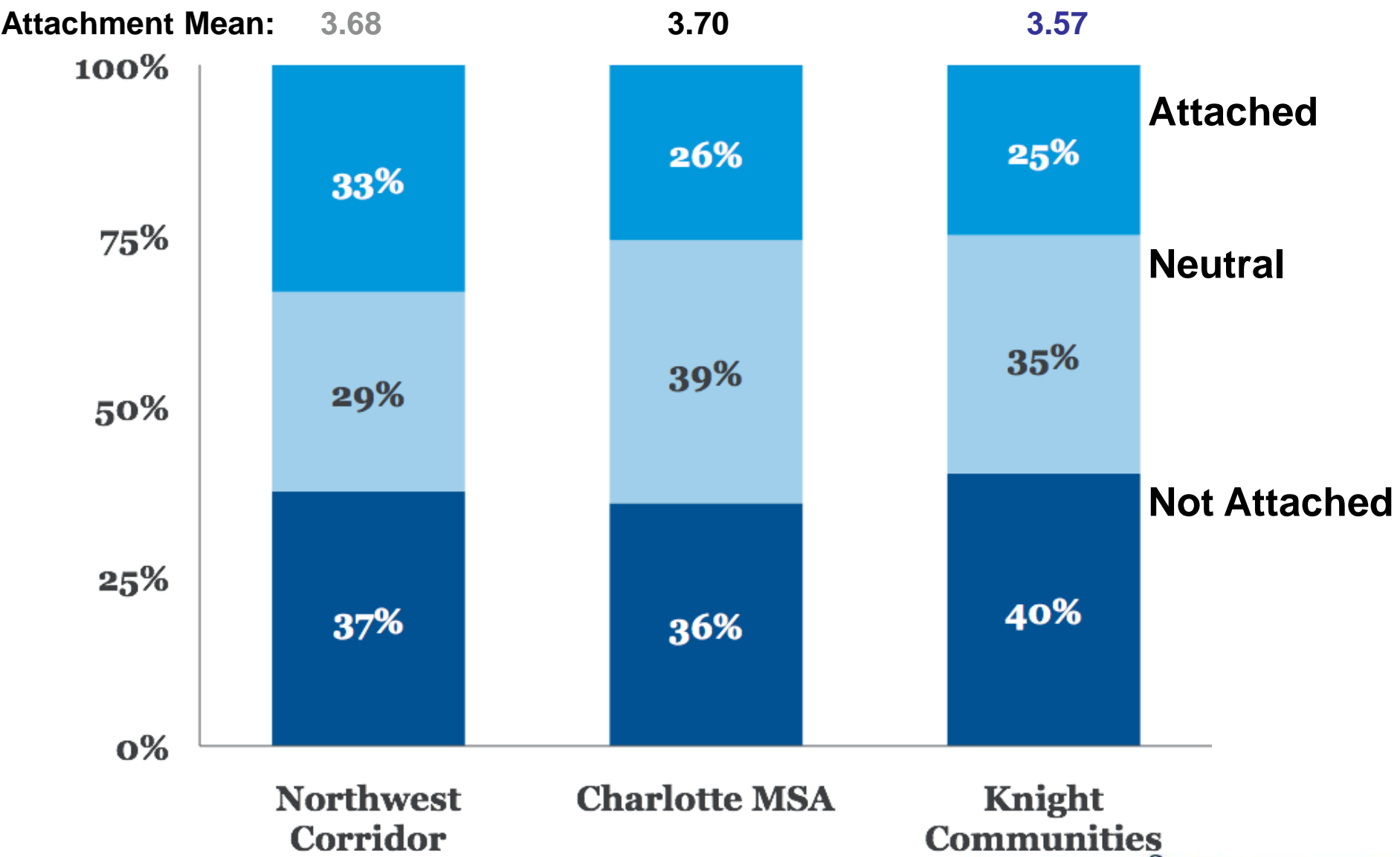
# National Trends Over Three Years

- An important and significant correlation between resident attachment and the local economic growth of a community.
- Resident perceptions of a community's openness, social offerings and aesthetics are key to attaching residents to community.
- Overall attachment of the 26 communities has stayed flat--and perceptions of the local economy remain NOT a key driver to resident attachment.
- Young talent is perceived to be one of the least welcomed groups in the communities studied.

# Survey Methodology

- Survey conducted by Gallup in Charlotte's Northwest Corridor, defined by JCSU as ZIP codes 28208 and 28216
- Telephone interviews with 1,004 randomly identified adults aged 18+
- Interviewing conducted in December 2010
- Data was weighted to reflect the adult population by age, gender, race and ethnicity.

# Community Attachment Groups

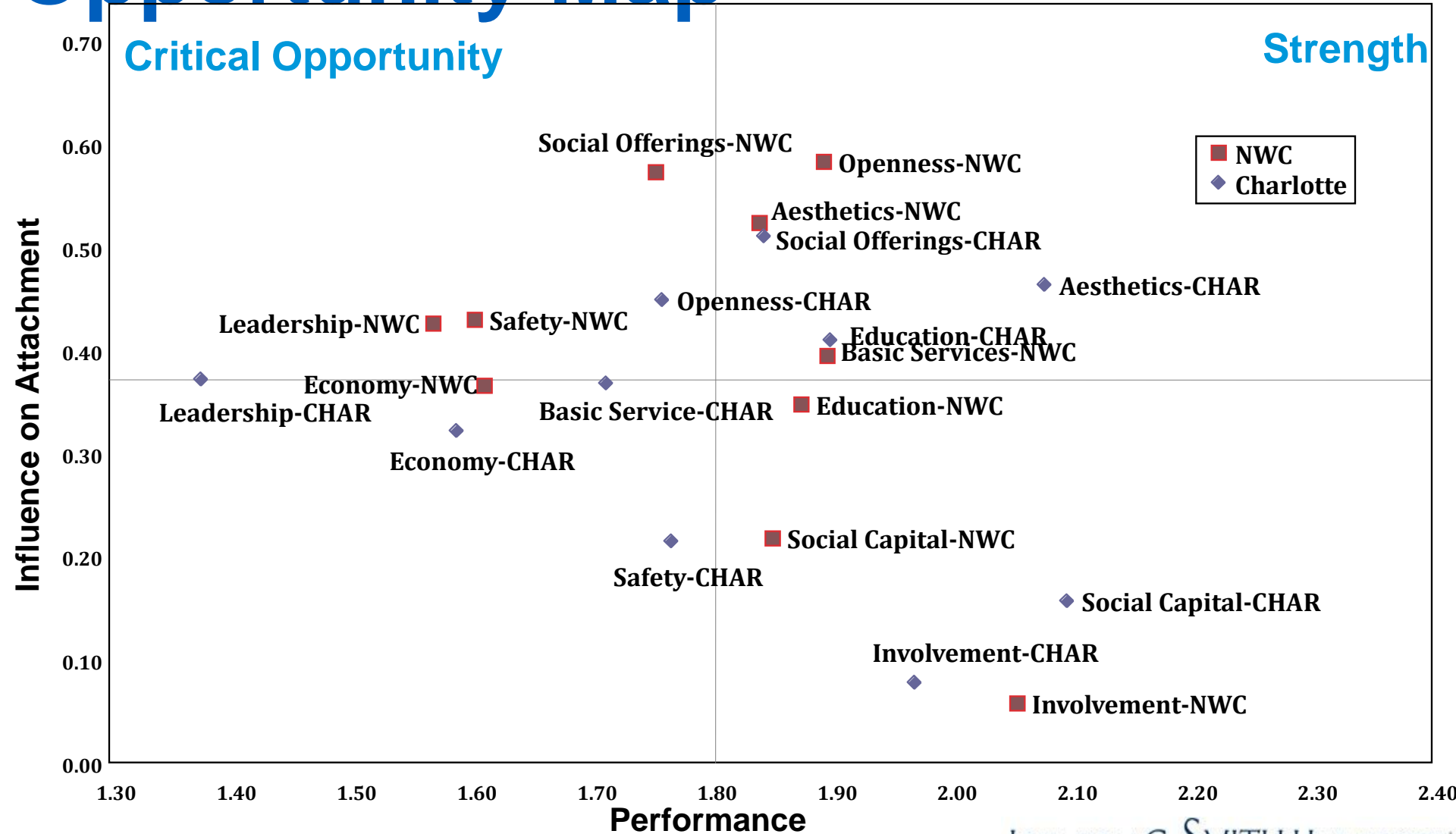


# Ranking of Attachment Drivers

	<i>NWC</i>	<i>Charlotte</i>	<i>Knight</i>
Openness	1	1	1
Social Offerings	2	2	2
Aesthetics	3	3	3
Safety	4	8	8
Leadership	5	5	6
Basic Services	6	6	5
Economy	7	7	7
Education	8	4	4
Social Capital	9	9	9
Involvement	10	10	10

Community Attachment

# Strengths-Weaknesses Opportunity Map



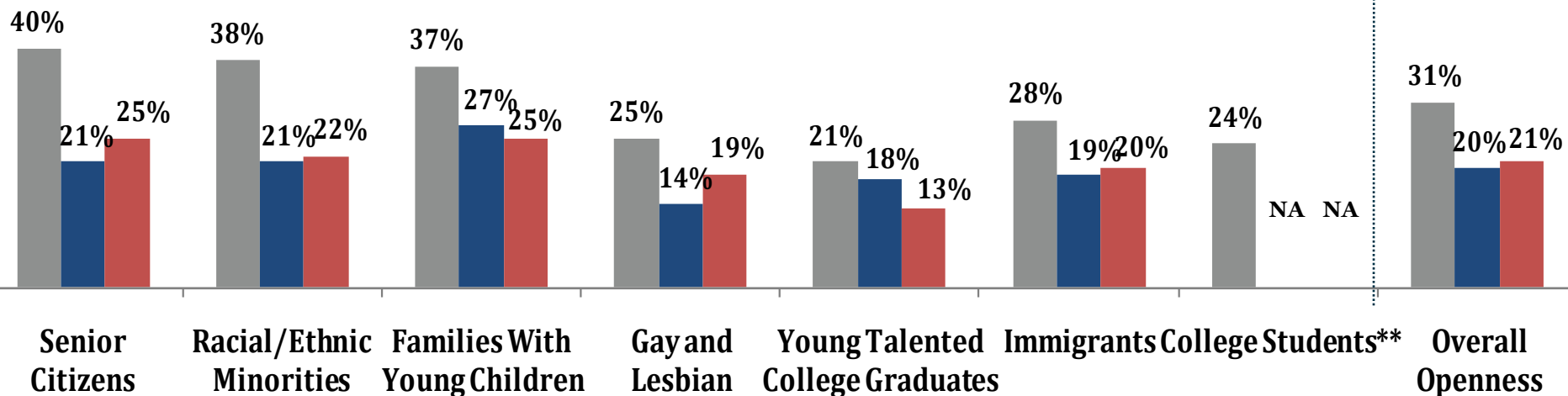


# Openness

How welcoming the community is to different types of people.

% High Rating on Openness Measures

■ NWC ■ Charlotte ■ Knight



Community is a good place to live for...

\*\*Results for question not included in overall domain score.

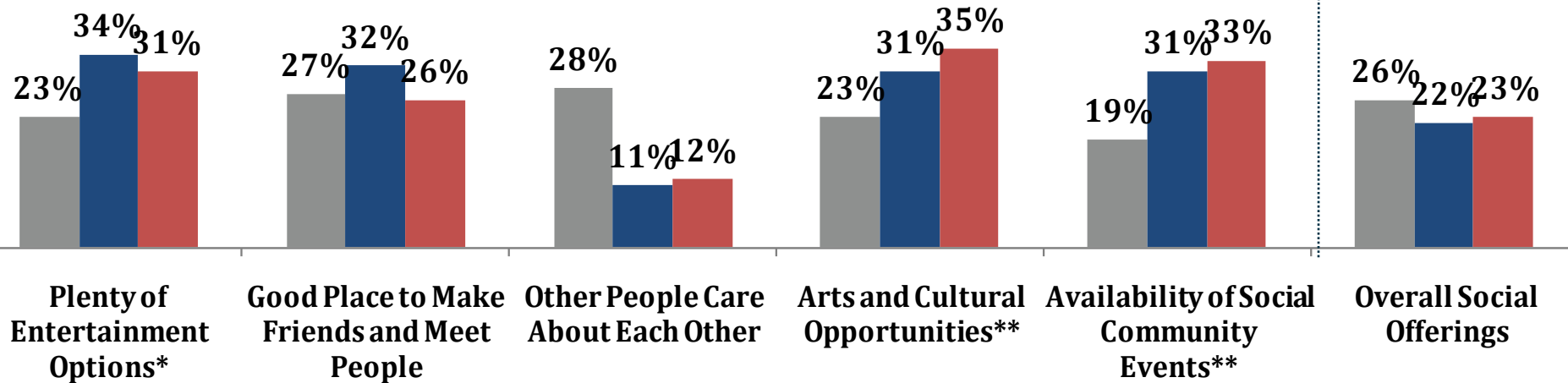
NA = Not asked

# Social Offerings

The opportunities for positive social interaction in the community.

% High Rating on Social Offerings Measures

■ NWC ■ Charlotte ■ Knight



\*Question wording was different in Knight survey; results are not directly comparable.

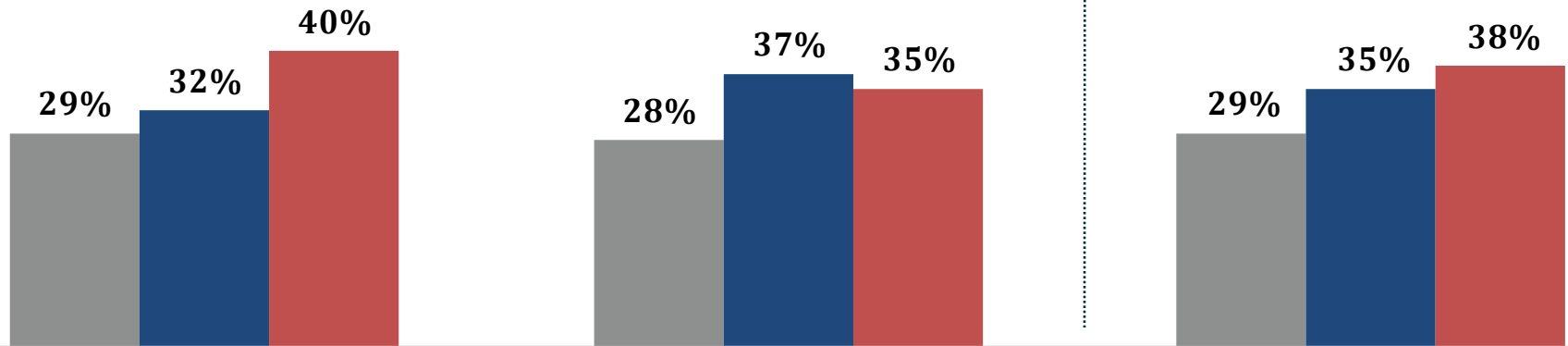
\*\*Results for question not included in overall domain score.

# Aesthetics

The natural and created beauty of a place.

% High Rating on Aesthetics Measures

■ NWC ■ Charlotte ■ Knight



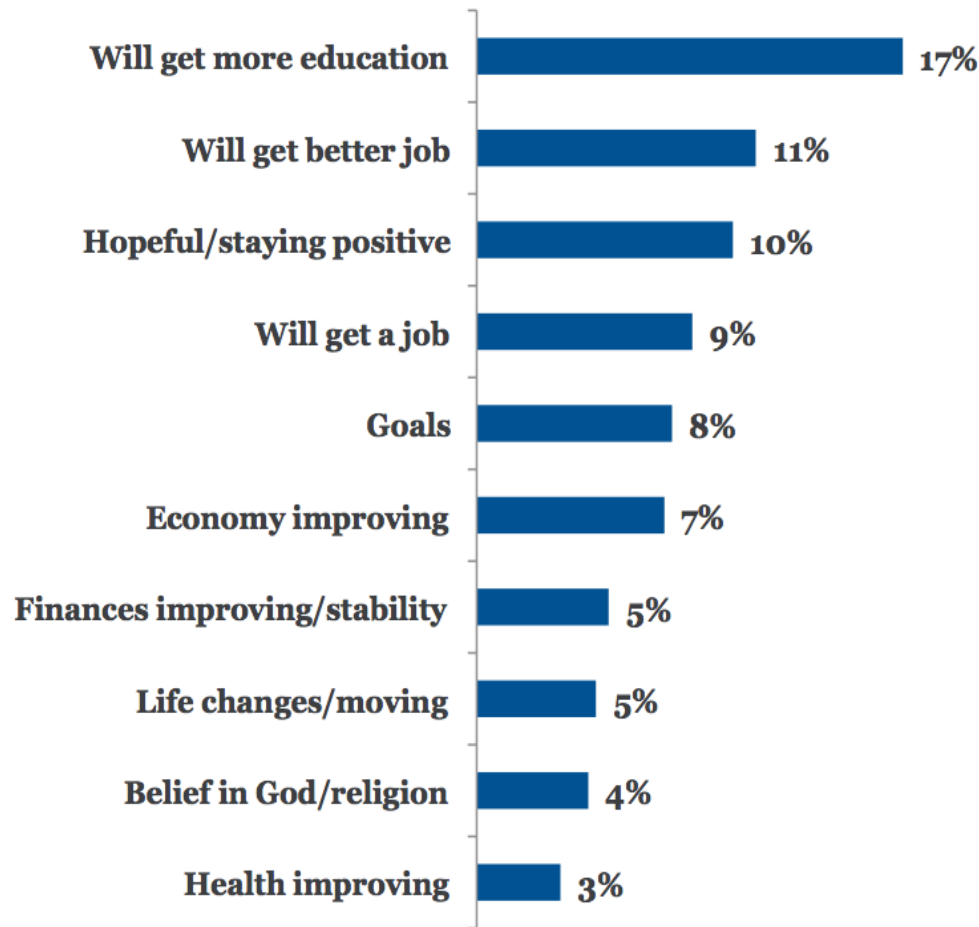
Parks, Playgrounds and Trails

Beauty or Physical Setting

Overall Aesthetics

# Life Evaluation: Why Residents Expect Better Future

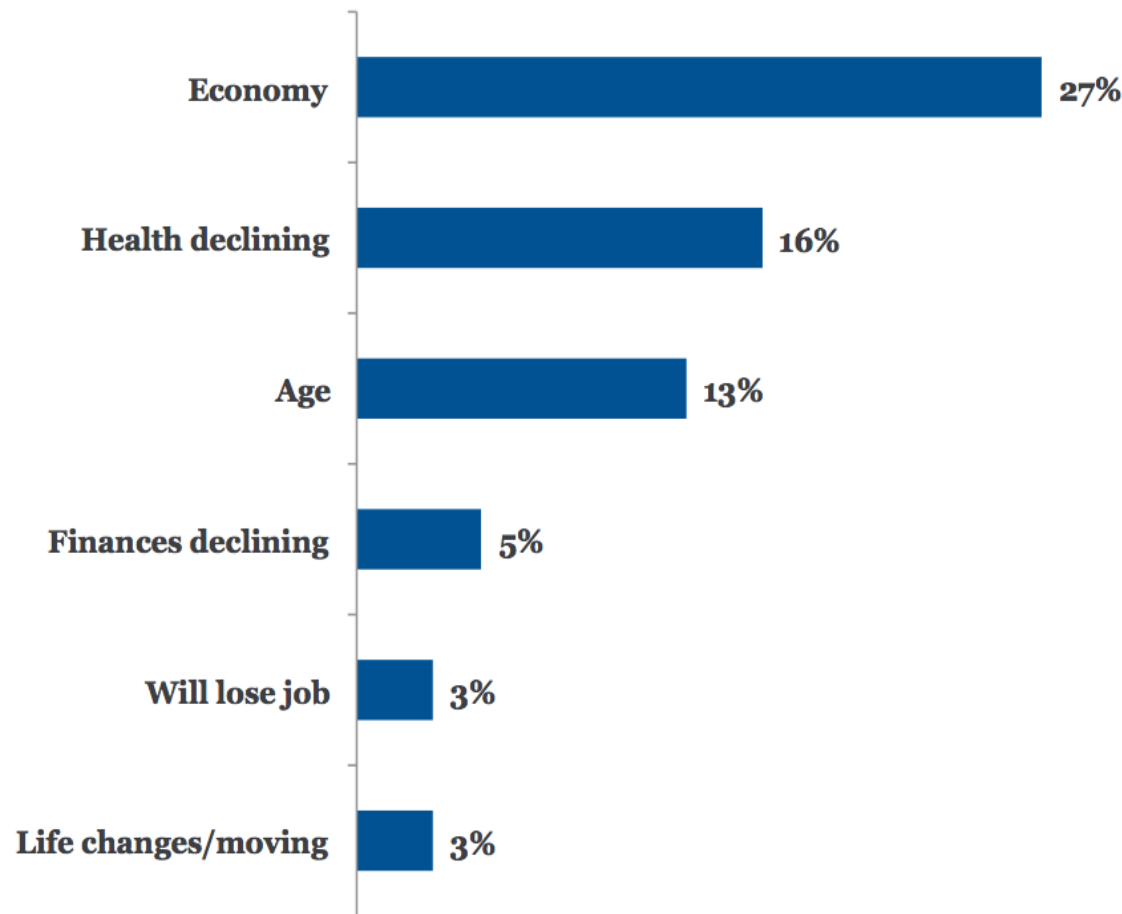
## Main reason life will be better in the future



Note: Only most frequently mentioned categories shown.

# Life Evaluation: Why Residents Expect Worse Future

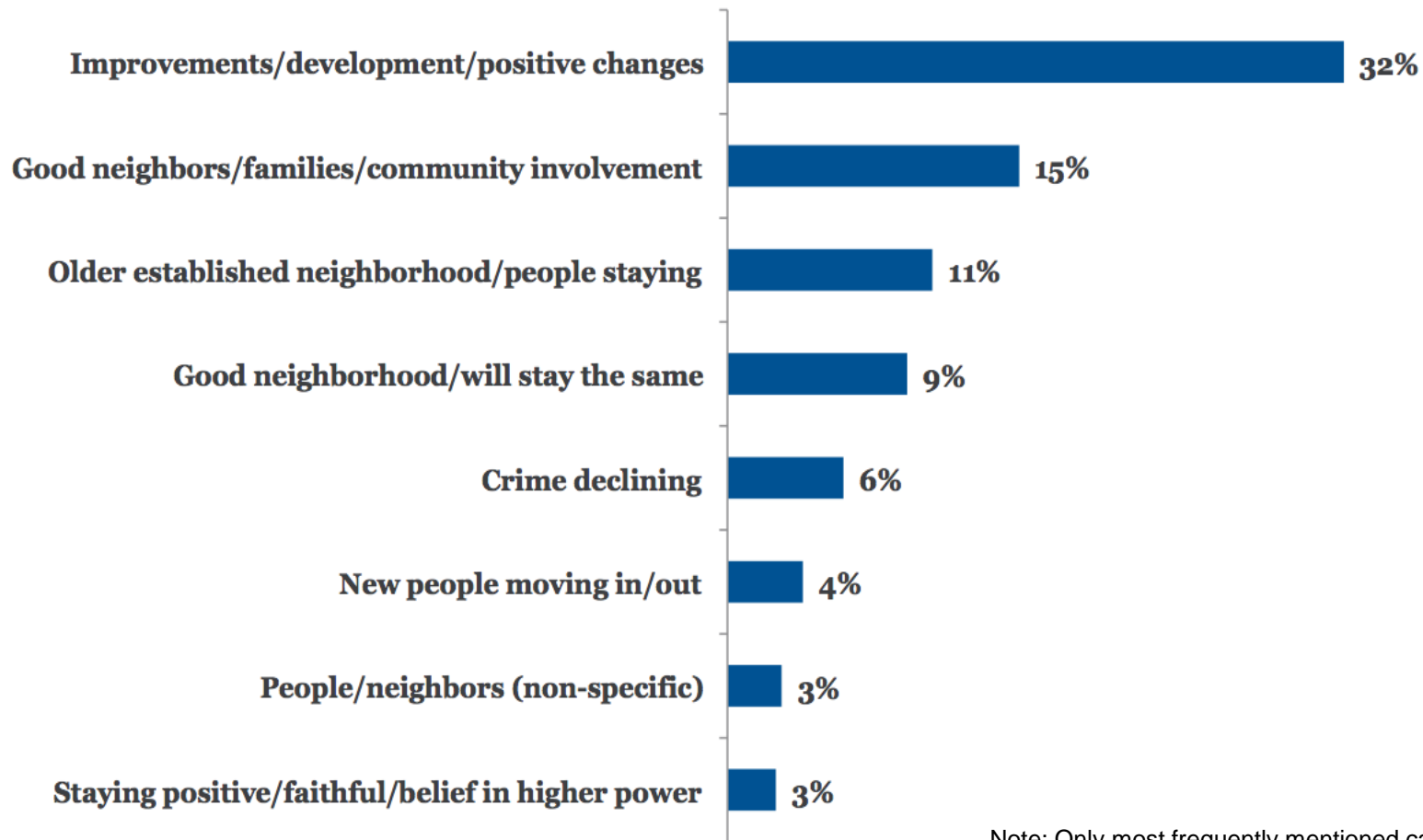
## Main reason life will be worse in the future



Note: Only most frequently mentioned categories shown.

# Neighborhood: Why Residents Expect Better Future

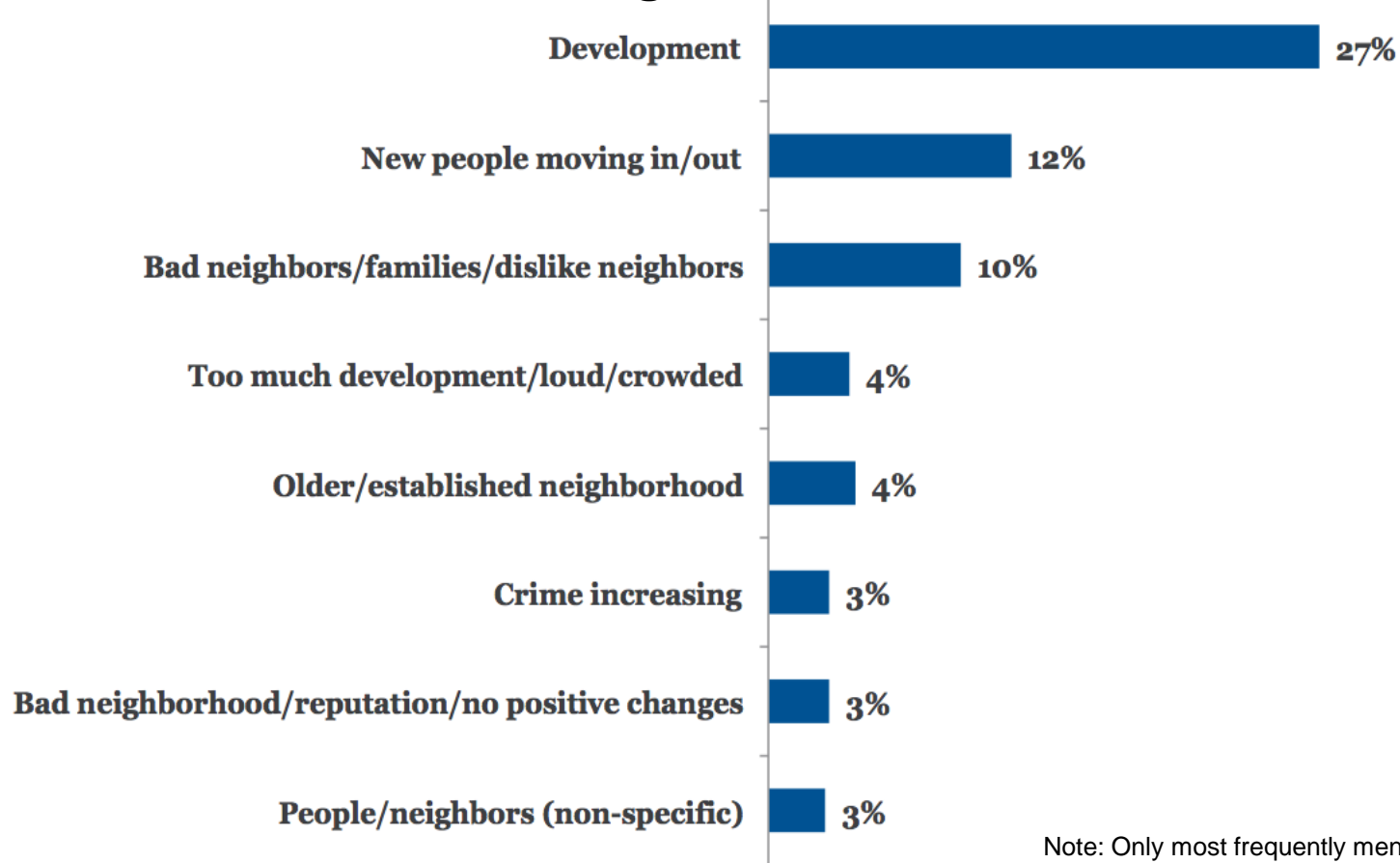
## Main reason neighborhood will be better in the future



Note: Only most frequently mentioned categories shown.

# Neighborhood: Why Residents Expect Worse Future

## Main reason neighborhood will be worse in the future



Note: Only most frequently mentioned categories shown.

# From Research to Revitalization

Beatties Ford Road is a major transportation route from uptown Charlotte. It serves as the gateway along the Northwest Corridor for thirty (30) neighborhoods, many of whom are historic. For two (2) decades the area has seen significant economic and social decline.



# From Research to Revitalization continued

## Neighborhoods Along The Corridor

Avery Glen

Dalebrook

Beatties Ford Park

Davis Meadows

Biddleville/Smallwood/Five Points

Capps Hill Village

Eleanor Heights

Cindy Park

Firestone

# From Research to Revitalization continued

## Neighborhoods Along The Corridor

Garden City

Griers Grove

Garden Park/Northwood Hills/Northwood  
Park

Hamilton Circle/Hamilton Village

Historic Washington Heights

# From Research to Revitalization continued

## Neighborhoods Along The Corridor

Hyde Park

Lakeview Village

Lincoln Heights

McCrorey Heights

Northwood Estates

Oaklawn Park

Oakview Terrace

Seversville

Slater Springs

Taylor-LaSalle

# From Research to Revitalization continued

## Neighborhoods Along The Corridor

Trinity Park

University Park

Wedgewood

Wesley Heights

Wilson Heights

Linda Vista

# From Research to Revitalization continued

Recognizing that there is strength in numbers, the neighborhoods along the Northwest Corridor have organized into a coalition known as the *Historic West End Neighborhood Association (HWENA)*.

*HWENA* is an informal gathering of the presidents of 15-plus neighborhood

# From Research to Revitalization continued

associations and other community-based entities that call the Northwest Corridor home. The group meets monthly and share information on areas of interest that affect the quality of life in the Corridor.

# From Research to Revitalization continued

*HWENA* has identified the following work areas as priorities:

- Corridor Image and Branding
- Neighborhood Infrastructure and Amenities
- Corridor Revitalization Efforts

# From Research to Revitalization continued

- Advocacy and Public Policy

Each neighborhood, utilizing a *Community Worksheet* based on the top identified “drivers for attachment” will identify projects, programs, initiatives or strategies for their respective neighborhoods, as well as the Corridor as a whole.



# From Research to Revitalization continued

In addition, the neighborhoods will also use the survey findings to:

- Review and revise existing neighborhood plans
- Review current and future development plans for consistency and recommend changes, if needed

# From Research to Revitalization continued

- Advocate for new or revised public policies

# From Research to Revitalization continued

Johnson C. Smith University (JCSU) has an unwavering commitment to serving its neighborhood constituencies by actively leading the push in identifying revitalization opportunities to spur economic growth and development along the Northwest Corridor.

# From Research to Revitalization continued

JCSU, through a number of public/private partnerships, is initially implementing four (4) strategic projects and they include:

- ❖ Design and installation of public art at the underpass of I-77 and West Trade Street.

# From Research to Revitalization continued

- ❖ Adaptive re-use of the old Griffin Tire Company as the new JCSU Arts Factory, a 15,000 sq. ft. teaching facility for dance, painting, sculpture and the performing arts.
- ❖ Creation of MOSAIC Village, a mixed-use development (residential/retail/commercial space).

# From Research to Revitalization continued

- ❖ Relocation of the JCSU Bookstore and Print Shop to an off-campus site at the corner of 5<sup>th</sup> Street and Beatties Ford Road.

# And The Beat Goes On

The aforementioned projects are the initial developments in Phase I of the revitalization efforts. However, the beat goes on.....

The *Soul of the Northwest Corridor Initiative* and survey findings will continue to be at the heart of future re-development activities.

# Questions/Answers/ Wrap-Up