



Historic West End Initiative

Creating a Vibrant Neighborhood Center



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The Vision

The 2020 Center City Vision plan was adopted in 2011 to guide growth of Charlotte's center city for following decade.

The West Trade Corridor is a major focus area for bridging the gap and improving the physical and social connections between Uptown & Historic West End.

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.

A black and white photograph of a street intersection. In the background, there is a large, ornate stone archway, likely an entrance to a university campus. Several cars are visible on the street, and there are trees and a traffic light pole. The text is overlaid in the center of the image.

In the next decade, the West Trade St. Corridor will be a Vibrant Neighborhood Center

With a balanced mix of shops, cafes, housing, office arts, & entertainment for
Johnson C. Smith University students, faculty, residents, & visitors to enjoy.



Knight Foundation Grant

The Knight Foundation believes that informed and engaged communities are the building blocks of a successful democracy. That prosperous communities are inclusive, and participatory.

In 2015, key community leaders invited Charlotte Center City Partners 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 Charlotte Center City Partners a multi-year grant to fund this work. Initially, Charlotte Center City Partners will focus economic development efforts in the West Trade/ Beatties Ford Rd. corridor from I-77 to NC-16. However, the impact of the this work extends outside this corridor, Charlotte Center City Partners will seek to engage stakeholders beyond this area.

Our Partners

Leveraging Partner Investments

Partnerships are paramount to success
in Historic West End. We will work in
concert with public and private
partners to leverage investments in the
area's vibrant future.

Key investments include:

- \$150 MM for construction of the City LYNX Gold Line Streetcar to extend the current streetcar west 2 miles from the Uptown to JCSU
- \$20 MM in infrastructure investments from City's Comprehensive Neighborhood Improvement Program
- \$25 MM, 124,000-square-foot mixed-use facility at features 80 apartment-style suites on four floors and accommodates 300 students. Phase II is currently under design and planned to open in 2020.
- West End first brewery, Blue Blaze Brewery , opened in 2016.
- The JCSU Arts Factory is a renovated 14,000-square-foot building that features a dance studio, black box theater, classrooms for art and graphic design students and laboratories for communication arts students.
- JCSUs New Science Center is a 62,000 square-foot building designed to meet the needs of STEM related learning and other multi-purpose events for the campus and community.





Our Goals

- Collaborate with West End neighborhood & business leaders to strengthen neighborhoods & commercial corridor
- Create a neighborhood center to provide services & amenities to serve West End area & JCSU
- Create a positive profile & image of the West End within the City & beyond
- Implement vision and strategies within the Tactical Plan co-created with West End community



Our Approach



Intentional

Celebrating the history and culture of West End while providing opportunities for growth and vibrancy. This process requires engaging partners in a thoughtful and deliberate process to ensure we are upholding our commitment to implementing the community's vision.




Inclusive

Great places are for many, with many, and, ultimately, by many. An inclusive and transparent engagement process is paramount in creating a place for the people who live, work and play in Historic West End.



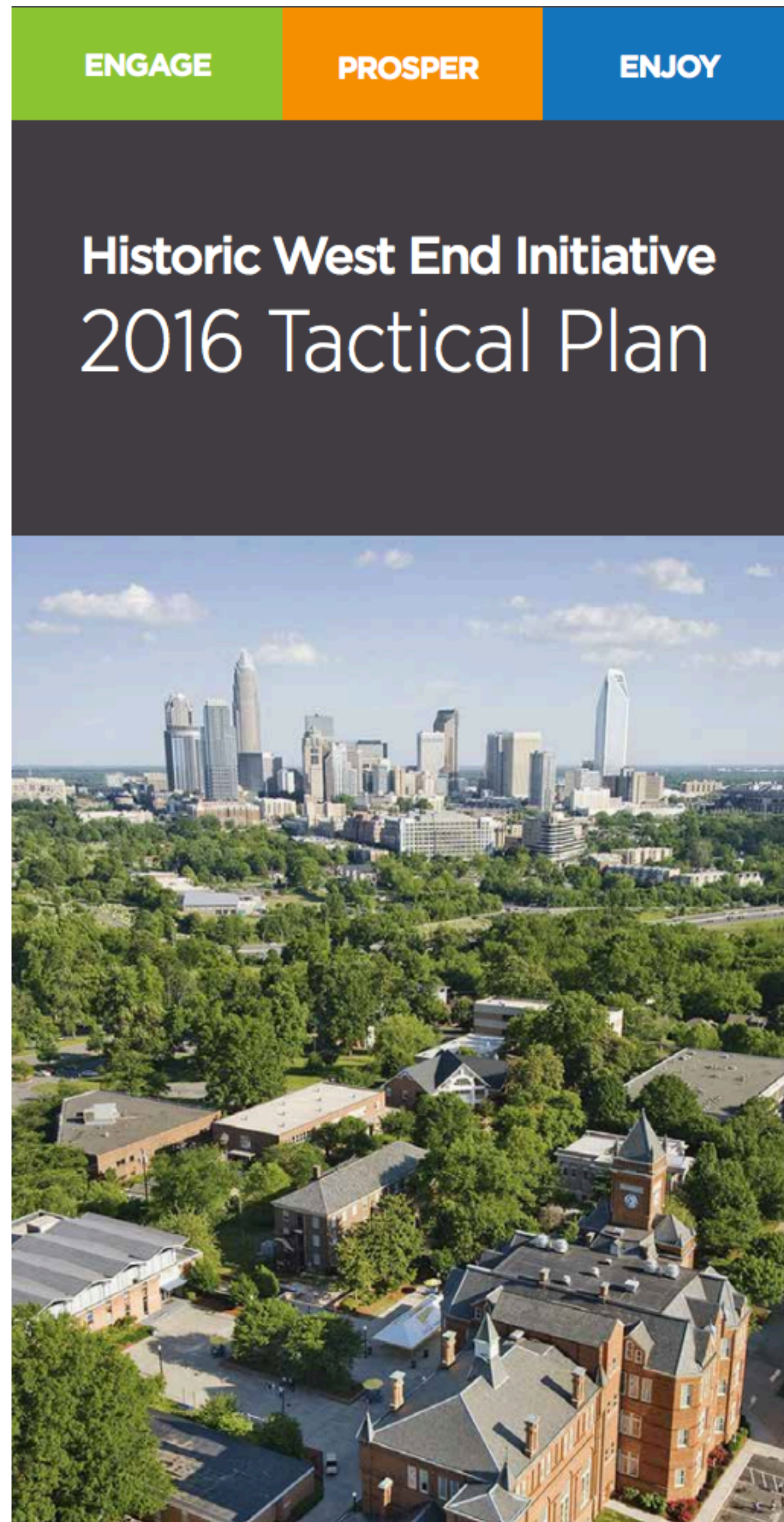
Innovative

Preserving the unique character of this area and providing new amenities will require unconventional, not-for-profit driven and conscientious development practices. This approach to city- or community-building will use existing local assets and repurpose or re-propose the discarded and overlooked beauty in Historic West End.



"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." - *President Barack Obama*

WHERE IDEAS TAKE SHAPE



Download the Historic West End Initiative 2016 Tactical Plan
at: westendclt.com

“Creating an Active Neighborhood Center by Exploring Adaptive Reuse & Long Term Redevelopment Opportunities”



Connecting People & Places



**Building a Vibrant
Local Economy**



**Creating a Safe, Fun, &
Memorable Place**

**1600 W.
Trade St.**



A Stronger West End

1600 W. Trade St. is the linchpin property in the transformation of the West End.

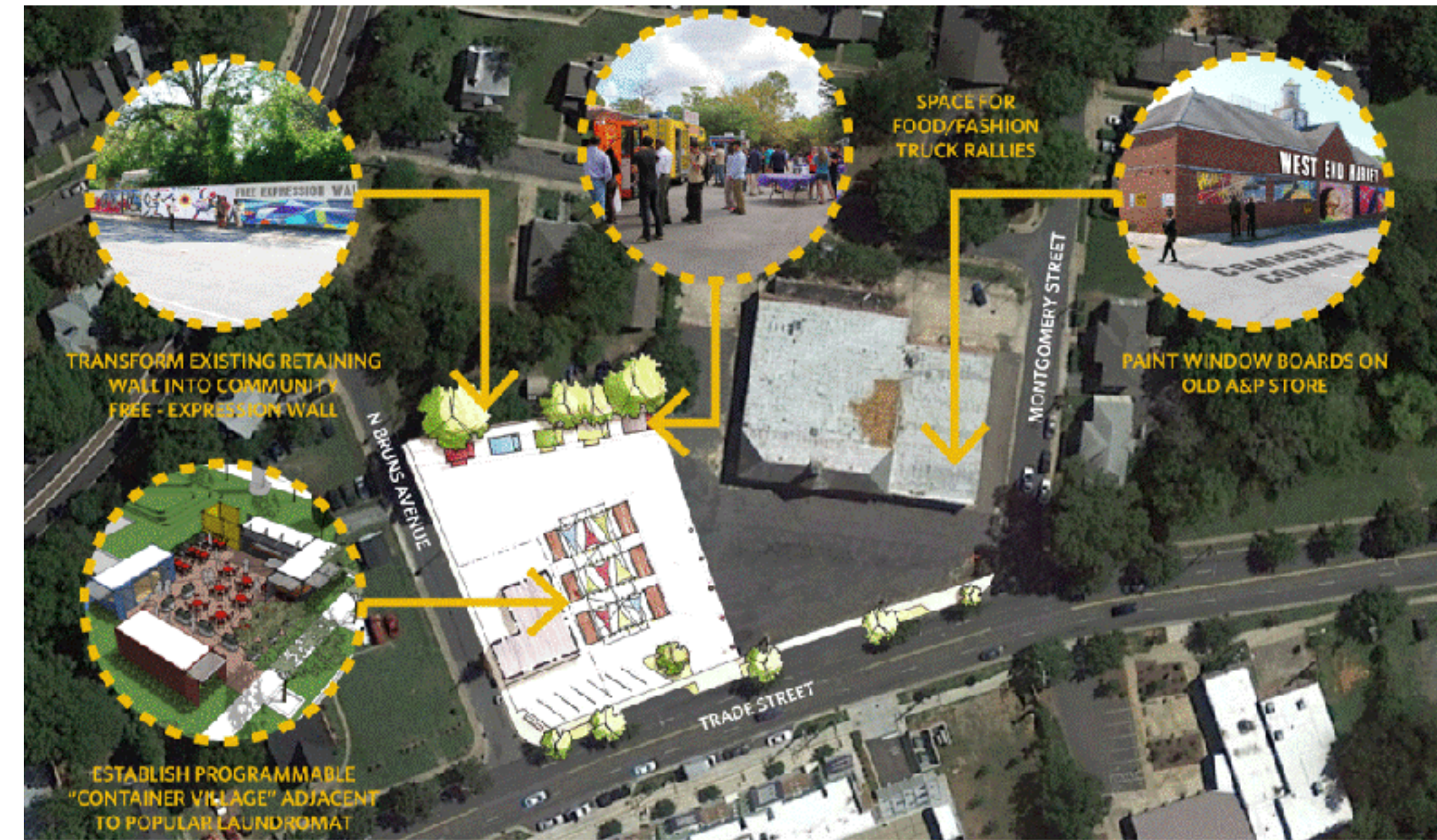
The site is approximately 19,000 square feet on roughly 2 acres of land and a one story, brick commercial building built in 1967 as an A&P grocery store.

Development of this space will reignite investment in the corridor, and work as a complementary facility to Mosaic Village, JCSU and the neighborhoods.

1

Vision for 1600 W. Trade - Design Without Limits

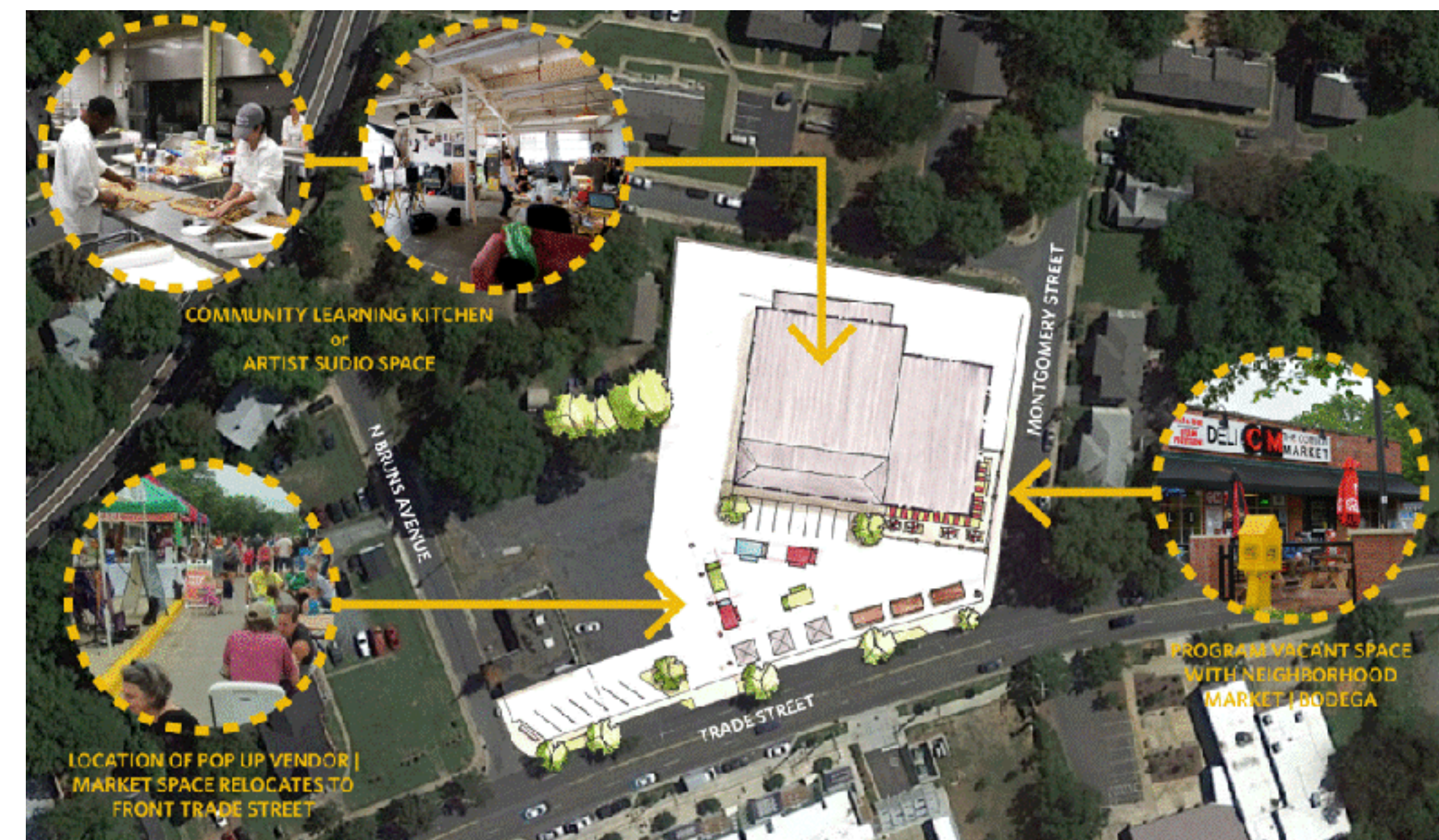
- Adaptive reuse of the A&P site
- Can spark transformation of the corridor
- Both the building itself & surrounding lot could be retrofitted & programmed



2

Potential Uses - Creativity Guaranteed

- Market
- Gathering/meeting space
- Artists' Studios/Gallery Space
- Performance space, etc.
- Food truck lot
- Co-working space and/or place for entrepreneurs





**"Have a vision.
Be demanding."**

- Colin Powell



PROJECT TIMELINE

**Our Process for Creating a Vibrant
Neighborhood Center**



HWE Advisory Board

Advisory board, which includes neighborhood leaders, to provide guidance on strategic development process.



Confirm Community-driven Redevelopment Vision

Using an engagement strategy co-designed by advisory board, CCCP to engage community on vision for the site.



Site Upfit

CCCP to work with partners to prepare buildings and site for redevelopment via adaptive reuse.



Explore Development Options

Through an RFP process, select partner for adaptive reuse.

This process is intended to continue the legacy of active engagement by allowing the community to play a meaningful role in the deliberations, discussions, decision-making and/or implementation of projects or programs affecting them. Our goal is to provide that opportunity throughout our work in this area.

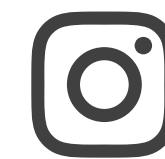
END OF TIMELINE

WE ARE SOCIAL

Connect with us on our social media platforms to learn more about the exciting events, people and places in Historic West End.



Facebook/
historicwestendclt



Instagram/
historicwestendclt

CONTACT US



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