ENgage | Connect people and places

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 to 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.
  Action Lead: Center City Partners
- Work to improve physical connections to public spaces and neighborhoods.
  Action Lead: 5 Points Community Collaborative

PROsper | Build a vibrant local economy

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 business 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

ENjoy | Create safe, fun & memorable places

Public Realm
Create more attractive and walkable public spaces that encourage 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

(1) Indicates action timeframe