Beatties Ford /LaSalle Corridor UrbanMain Program

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National Main Street Center

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PLACE Consulting, Inc.

October 2018

Agenda:

Purpose: Present proposed Beatties / LaSalle Corridor

Outcomes:

- Brief overview of NMSC / UrbanMain initiative

- NMSC's refreshed Main Street Approach

- Overview of community/leader input

- Overview of market (consumer segmentation and retail sales)

- Overview of Physical / Environmental Assessment (PLACE Consulting)

- Present potential transformation strategies

- Arrive at consensus on strategies and commitment to engage in Main Street planning and implementation

- Next steps

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An Introduction to

MAIN STREET AMERICA
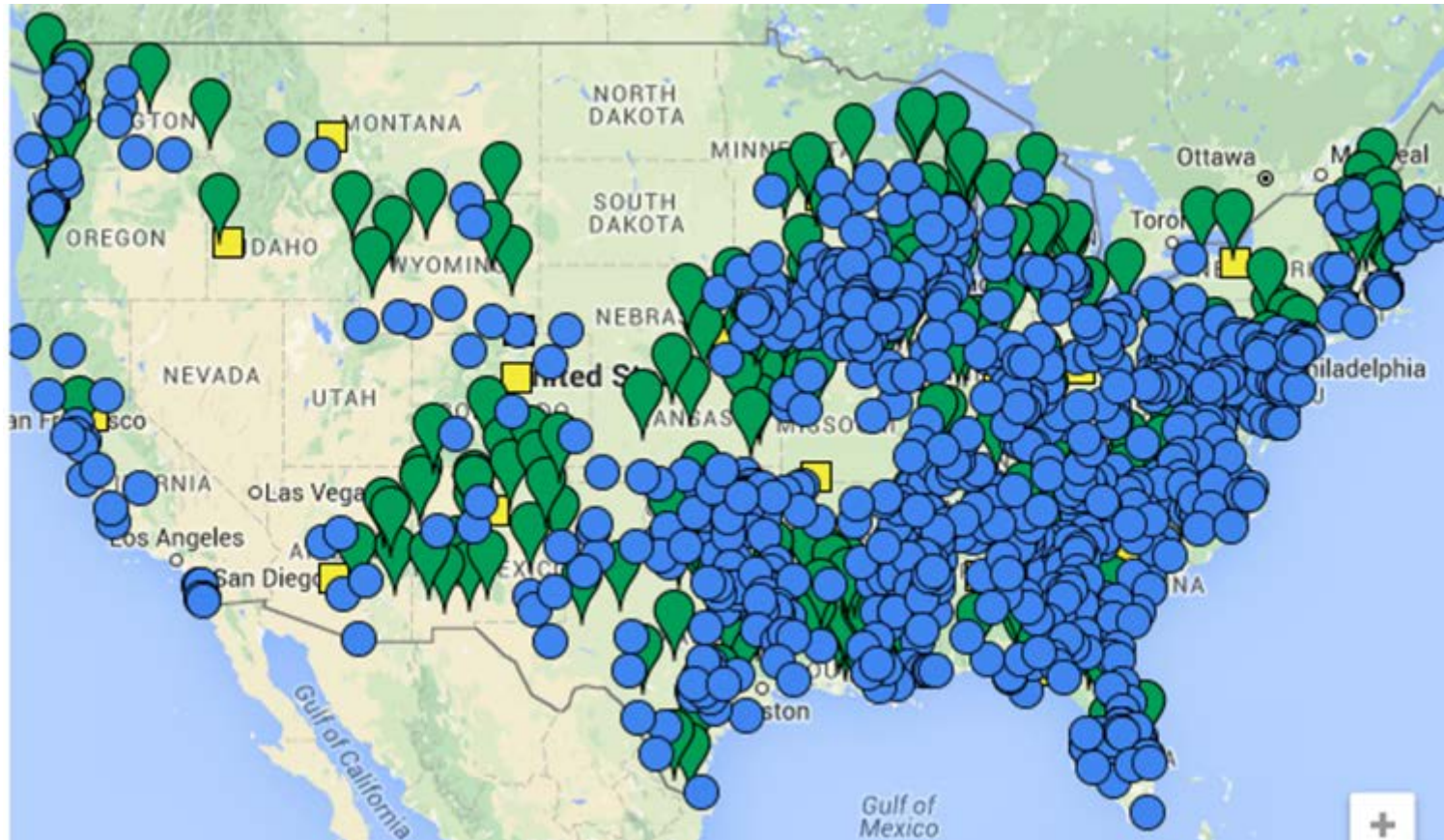Nationally recognized.
Locally powered.

&

National Main Street Center
a subsidiary of the
National Trust *for* Historic Preservation
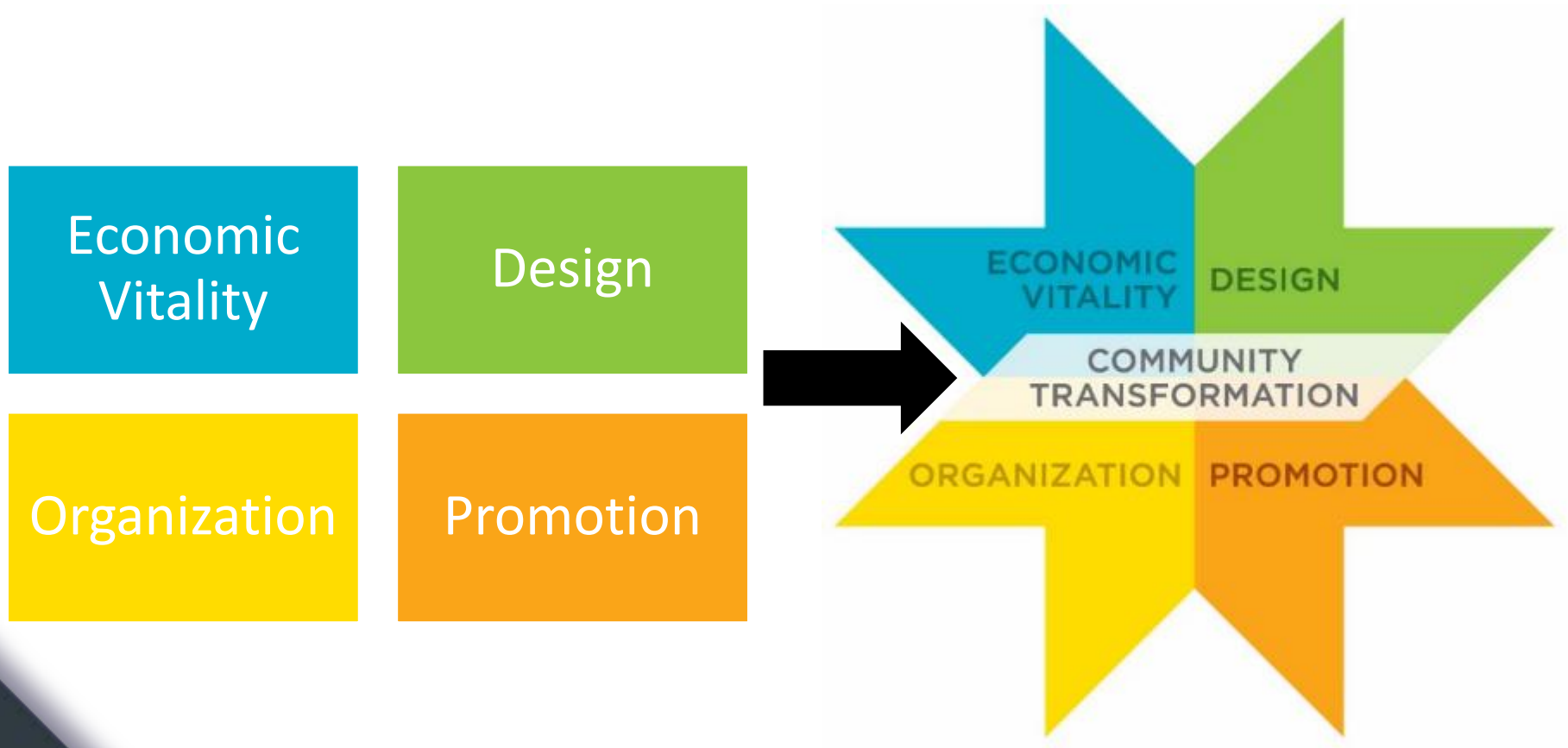
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Main Street America Footprint

UrbanMain Services
Beatties / LaSalle Corridor

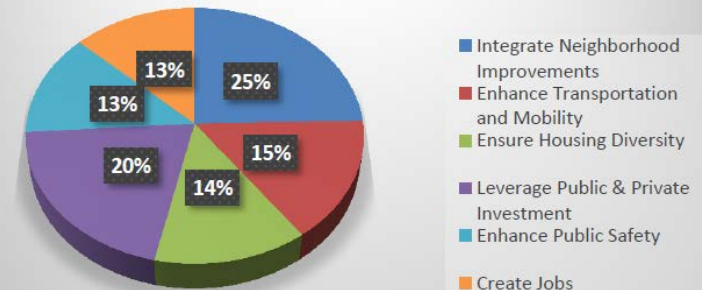# NMSC *Refreshed* Approach to Revitalization

Previous Planning Effort(s)
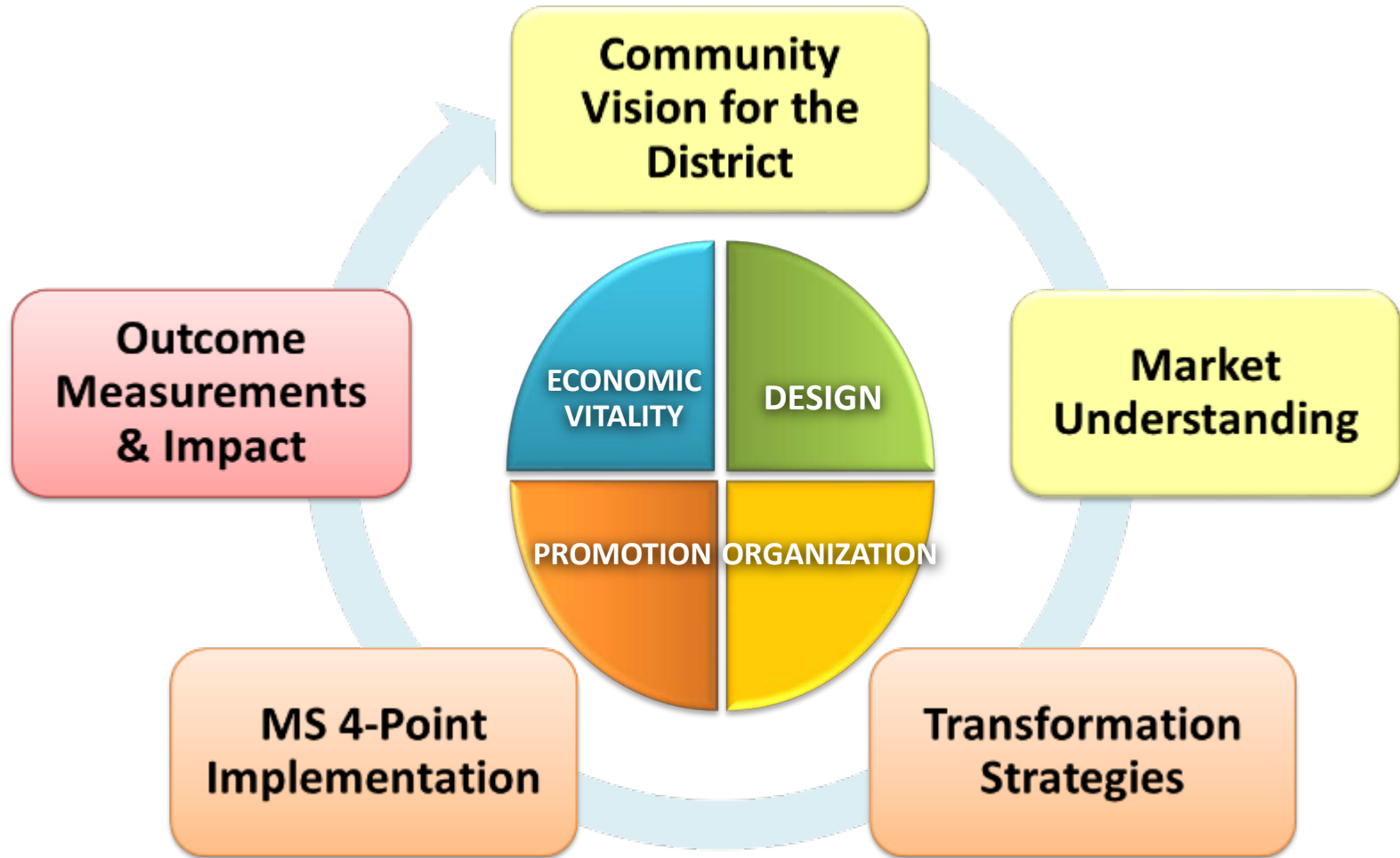

West End Land Use & Pedscape Plan

- 2003 ULI's Historic West End Technical Assistance Program Report

- 2005 & 2010 City's West End Land Use and Pedestrian Plan

- 2015 - Comprehensive Neighborhood Improvement Program
  - Rozzelles Ferry / West Trade Street
  - Suneet / Beatties Ford Area

CNIP Goals - Priorities (High)

- 25% Integrate Neighborhood Improvements
- 15% Enhance Transportation and Mobility
- 14% Ensure Housing Diversity
- 20% Leverage Public & Private Investment
- 13% Enhance Public Safety
- 13% Create Jobs

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The Revitalization Journey

Input –

➢ **Community Surveys: Beatties Ford / LaSalle Corridor**

- o **89 responses**
- o Questions:
  - ▪ Thoughts on district
  - ▪ Where - Live, work
 - ▪ Ideal district setting
  - ▪ Businesses
  - ▪ Age

Community Vision for Elmwood Ave.

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

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Community Survey:

What three words come to mind when you think about the Beatties Ford/ LaSalle Corridor?

Top Three Words	Number
Community	16
Crime	14
Busy	13
Historic	11
Potential	9

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Community Survey:

Top three challenges facing the Beatties Ford/ LaSalle Corridor are?
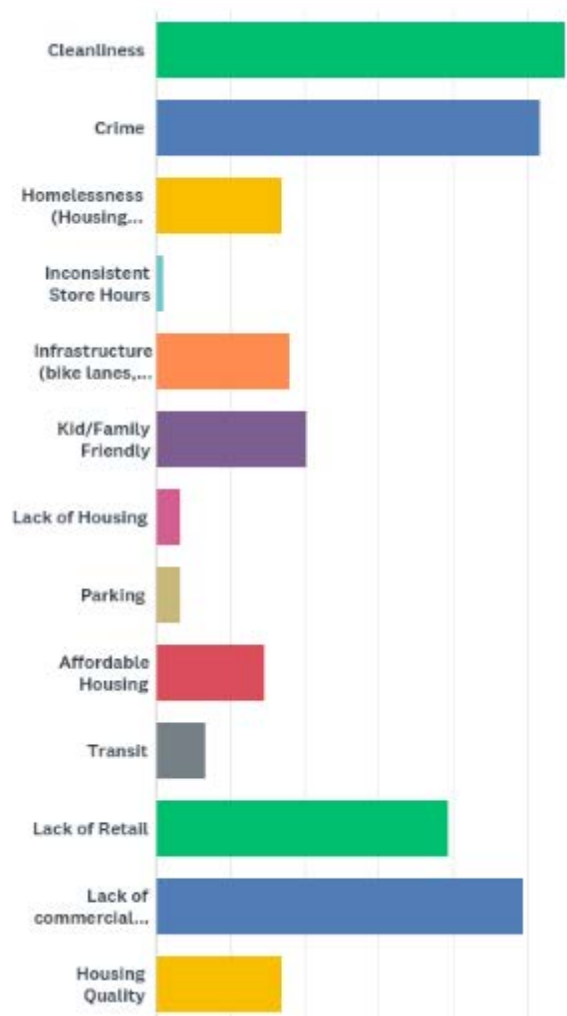
Rank	Challenge	Number	Percent
1	Cleanliness	42	52%
2	Lack of Commercial Investment	42	52%
3	Crime	41	51%

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Community Survey:

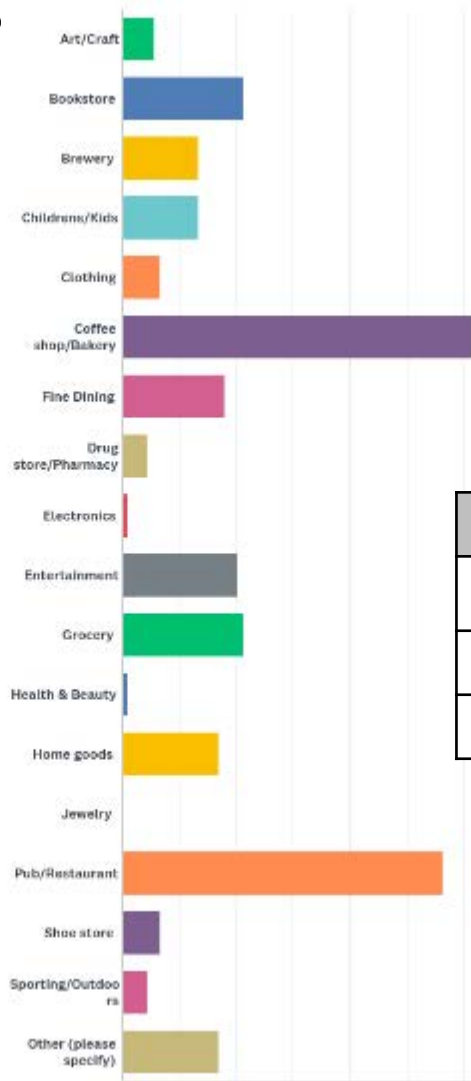## Which businesses do you most often patronize on the Beatties Ford / LaSalle Corridor?
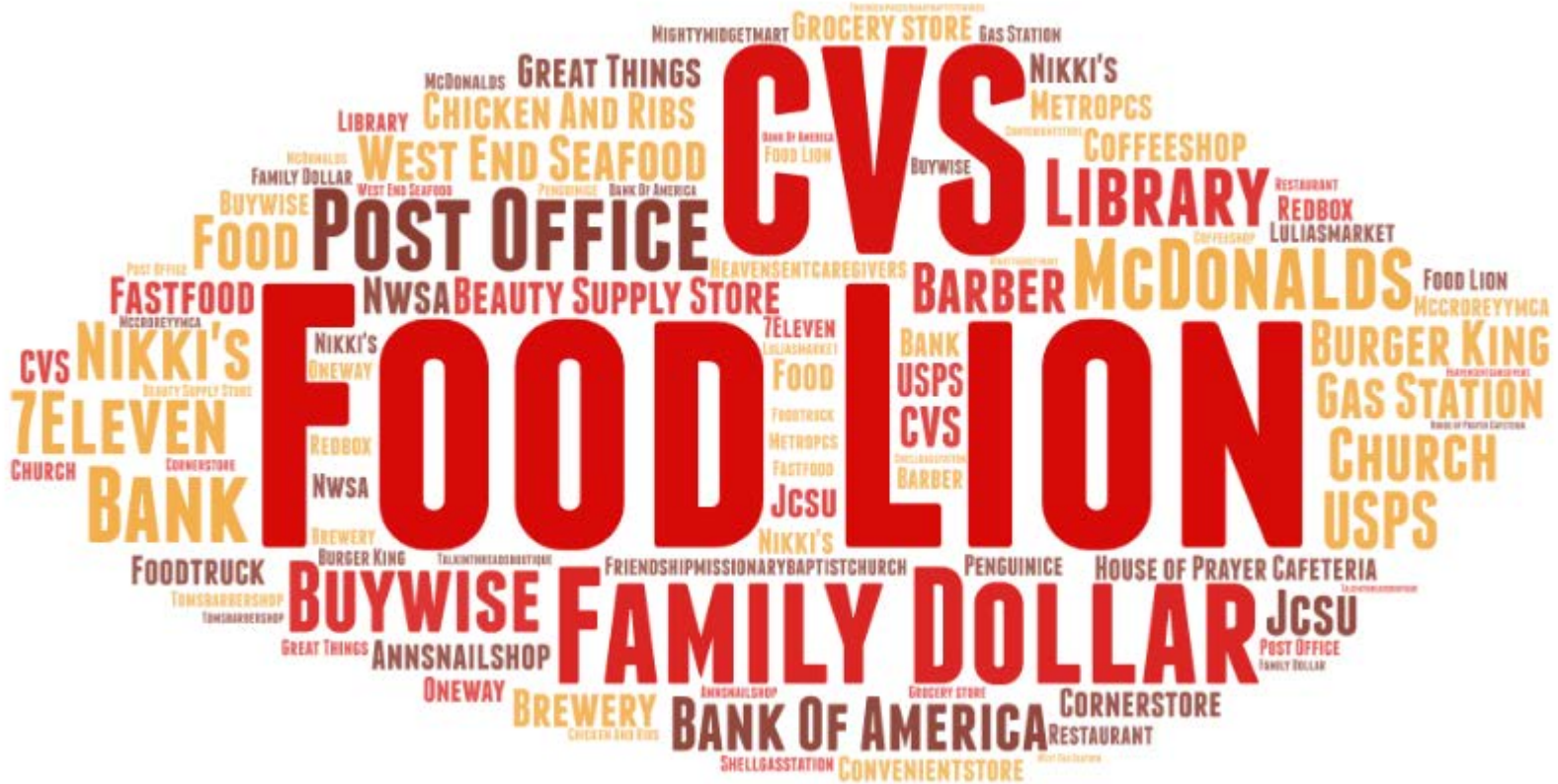
Top Five Business Patronized	Number
Food Lion (many noted as a last resort)	56
CVS	26
Family Dollar	15
Post Office	15
Bank of America	11

Community Survey:

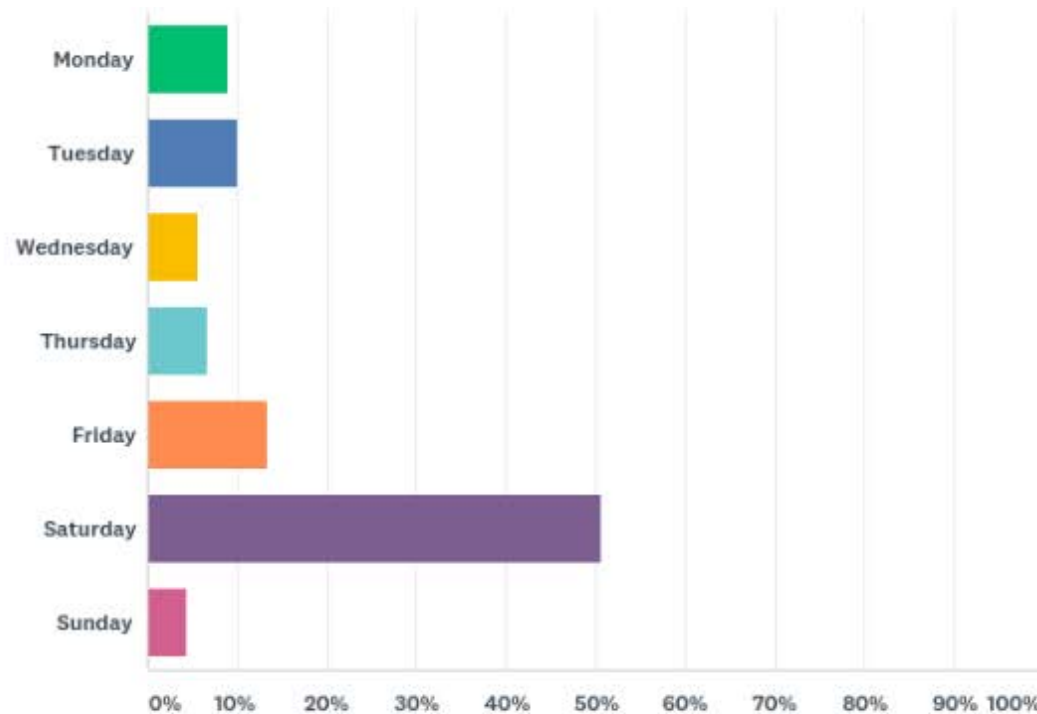**What _three_ business types would you like to see on the corridor that are not currently present?**

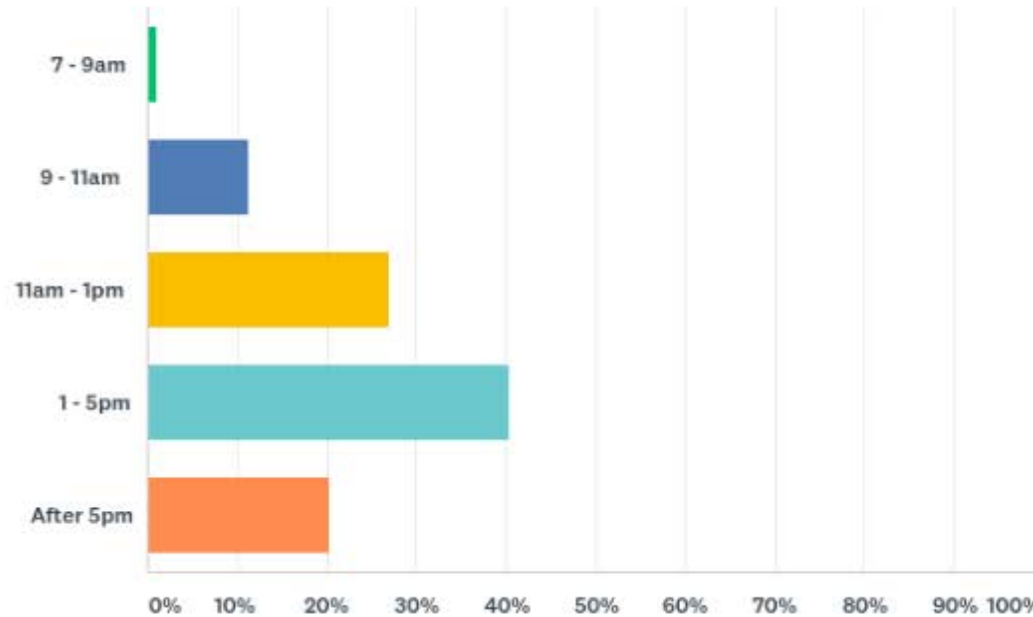| Rank	Business Types	Number	Percent
1	Coffee Shop / Bakery	55	61%
2	Pub / Restaurant	50	56%
3	Grocery Store	19	21%

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Community Survey:

What day of the week do you most frequently shop (not just on the Beatties Ford / LaSalle Corridor)?
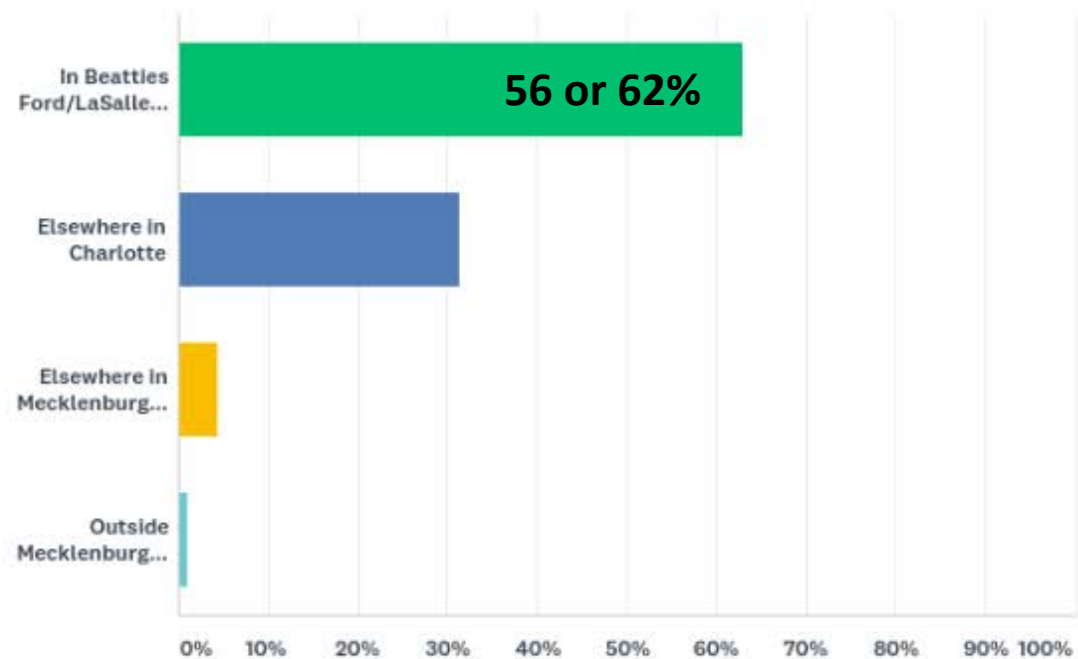

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Community Survey:

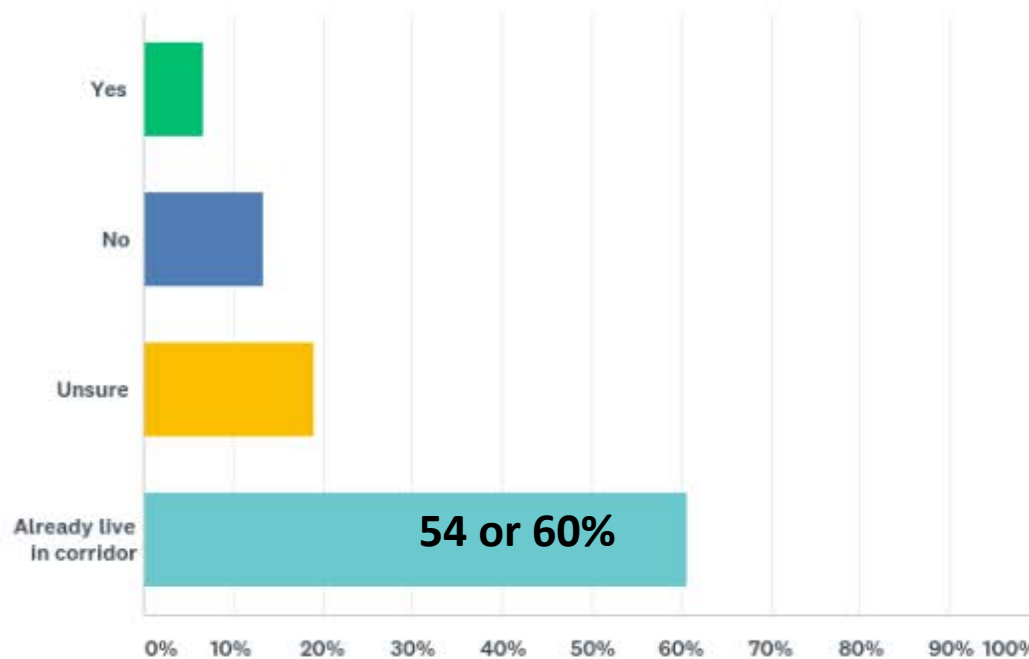**What time of day do you most typically shop? (not just in the Beatties Ford / LaSalle Corridor?)**

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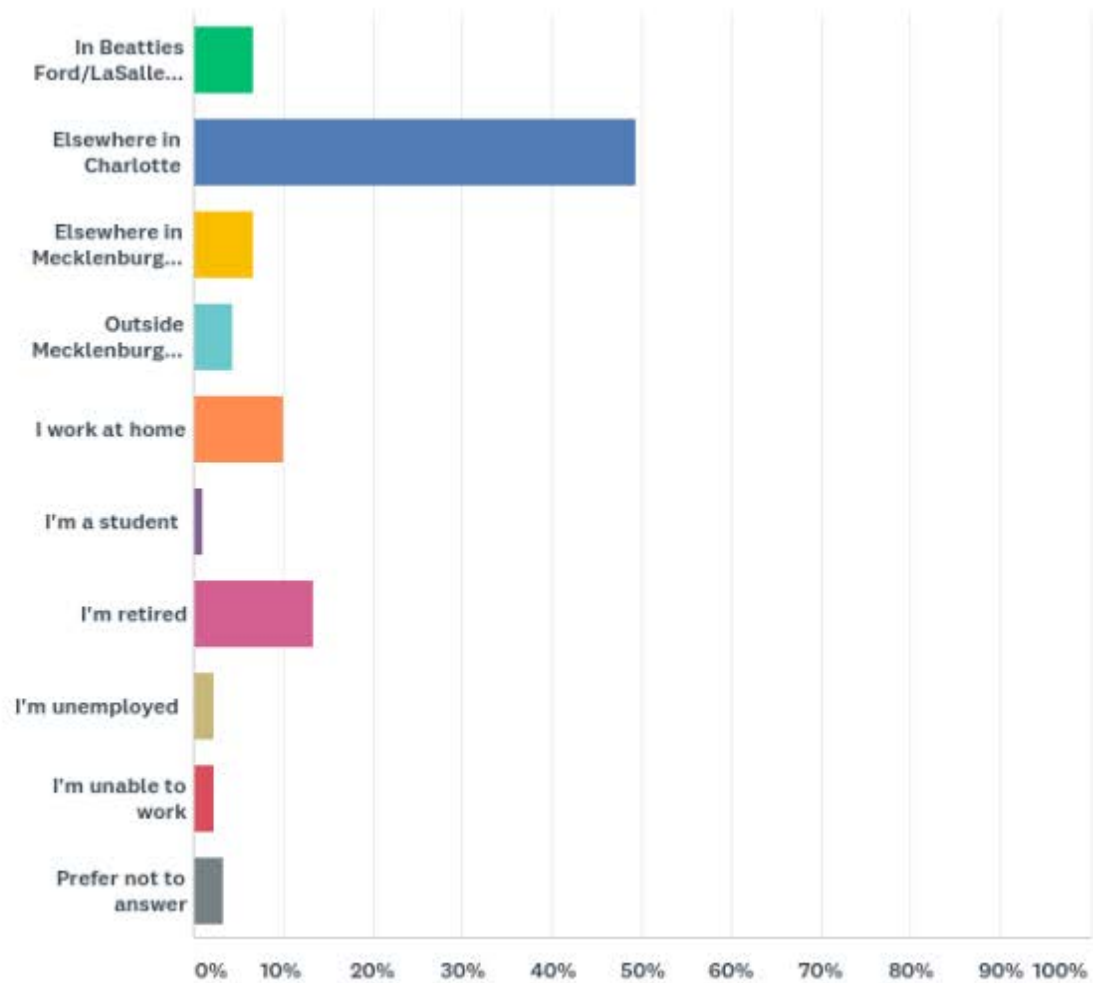
Community Survey:

Where do you live?

In Beatties Ford/LaSalle... 56 or 62%
Elsewhere in Charlotte
Elsewhere in Mecklenburg...
Outside Mecklenburg...

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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Community Survey:

Would you live on the Beatties Ford/LaSalle Corridor if you could?
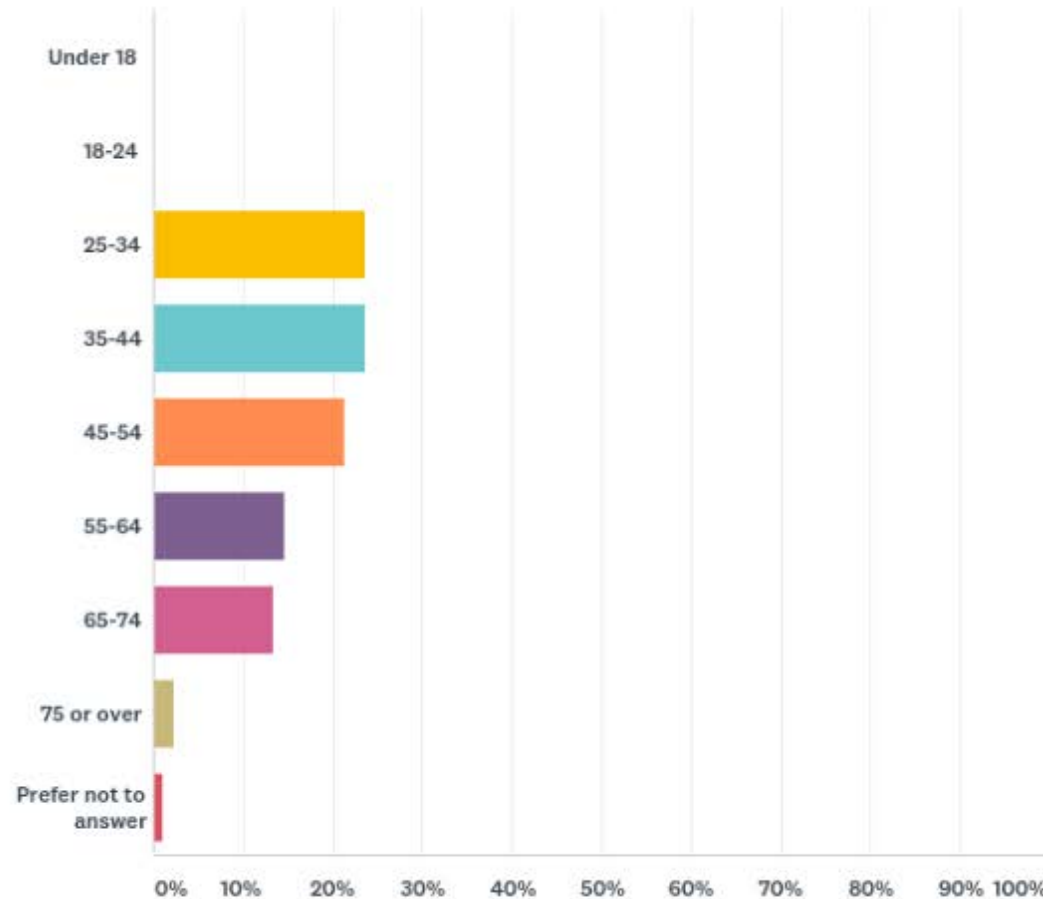

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Community Survey:

Where do you work?

Community Survey:
How old are you?

Leader Survey: What Opportunities do you think Beatties Ford / LaSalle Corridor should pursure over the next decade?

Econ/Vitality

- Less vacancies
- Black-owned business
- Black-owned restaurants
- Stores that provide essentials
- Food offerings
- Movie Theater
- Affordable Housing
- New infill development
- Opportunity to foster growth for small businesses
- Grocery Stores
- Medical facilitates
- Light Manufacturing
- Social conscious developers

Design

- Beautification
- Not clean
- Upgraded properties
- Walking and bike infrastructure
- Support public transit
- Walkable neighborhood
- Preservation and appreciation of rich culture and history.

Promotion

- Clean up crime and change the perception of the district.
- UrbanMain
- Positive Image
- Highlight natural amenities

Organization

- Collaboration with property owners
- Engage residents /coalition building
- City collaboration to support the districts growth and change
- Volunteer opportunities
- Partner with neighborhood schools
- Collaborate with social programs (jobs & drugs)
- Collaborate with educational institutions

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Leader Survey: What isn't working well on the Beatties Ford / LaSalle Corridor?

Econ/Vitality

- Food Desert
- No entertainment options
- Food offerings
- Affordable Housing
- New infill development
- Opportunity to foster growth for small businesses
- Grocery Stores
- Medical facilitates
- Light Manufacturing
- Social conscious developers
- Involvement of ALL businesses

Design

- Traffic
- Buildings look distressed /neglect
- Upgraded properties
- No support of Preservation and appreciation of rich culture and history.
- Code enforecement

Promotion

- Too much discussion around crime
- Safety
- Crime reduction
- No celebration of successes

Organization

- Collaboration with Church leadership
- Lack of coalition building
- Lack of collaboration with JSU and elected officials
- Volunteer opportunities
- Respect of local resident voice
- Community engagement
- no community policing
- Communication to ALL Residents
- Lack of resources

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Windshield Survey:

Transportation

Light Rail
None

Bus
CATS 3, 7

Bicycle
No Lanes

Auto
Beatties Ford Road:

- Gilbert St.: **29,000 VPD**

- Catherine Simmons Ave. to LaSalle St.: **24,000 VPD**

- LaSalle St. to St. Luke St.: **20,000 VPD**

Pedestrian

Has sidewalks

Separation

No Separation

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Windshield Survey:

Public Realm Design

Automobile-oriented, strip shopping design.

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Windshield Survey:

Private Realm Design

Study Area

1,557,977 SF
100.00%

Parking

1,133,965 SF
72.00%

Buildings

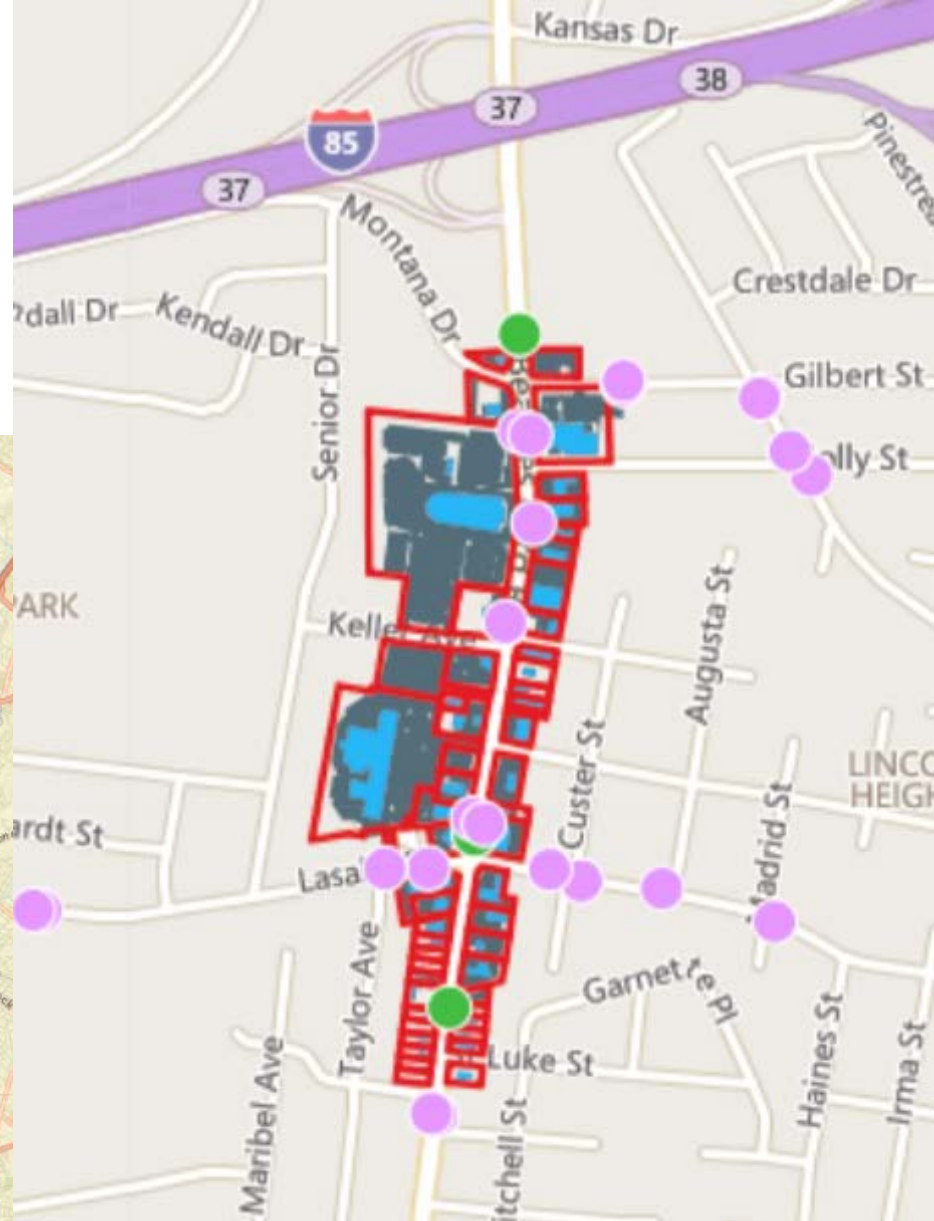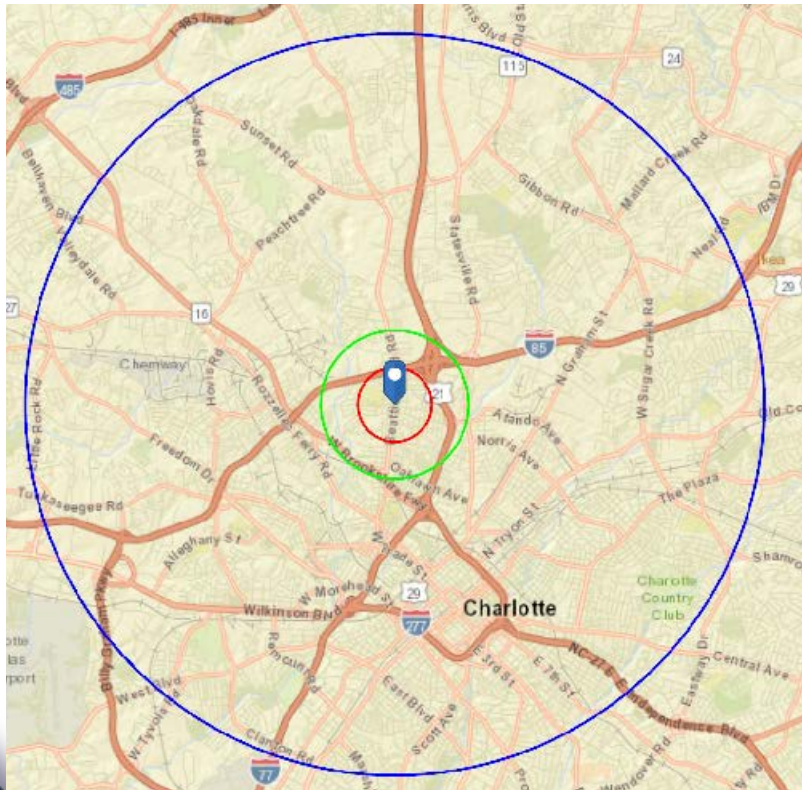**249,589 SF**
16.00%
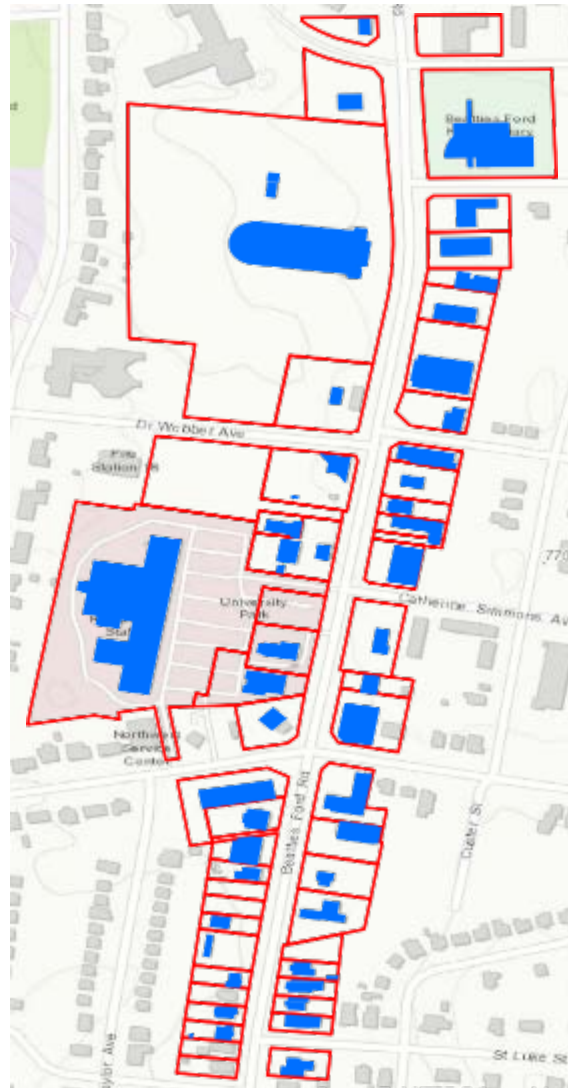
Sources: Esri, HERE, DeLorme, Intermap

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Windshield Survey:
Urban Design

Study Area Map

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United States™
Census
Bureau

Population per square mile, 2010	**2,457.1**
PEOPLE	
Population	
Population estimates, July 1, 2017, (V2017)	859,035
Population estimates base, April 1, 2010, (V2017)	735,688
Population, percent change - April 1, 2010 (estimates base) to July 1, 2017, (V2017)	16.8%
Population, Census, April 1, 2010	731,424
Age and Sex	
Persons under 5 years, percent	⚠ 7.1%
Persons under 18 years, percent	⚠ 24.5%
Persons 65 years and over, percent	⚠ 9.4%
Female persons, percent	⚠ 52.1%
Race and Hispanic Origin	
White alone, percent (a)	⚠ 50.7%
Black or African American alone, percent (a)	⚠ 35.3%
American Indian and Alaska Native alone, percent (a)	⚠ 0.3%
Asian alone, percent (a)	⚠ 6.0%
Native Hawaiian and Other Pacific Islander alone, percent (a)	⚠ 0.1%
Two or More Races, percent	⚠ 2.8%
Hispanic or Latino, percent (b)	⚠ 13.7%
White alone, not Hispanic or Latino, percent	⚠ 42.8%

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ACS Population Summary

2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 35.26431
Longitude: -80.85437

	2012 - 2016 ACS Estimate
TOTALS	
Total Population	2,782
Total Households	1,101
Total Housing Units	1,327

	2012 - 2016 ACS Estimate	Percent
WORKERS AGE 16+ YEARS BY PLACE OF WORK		
Total	955	100.0%
Worked in state and in county of residence	843	88.3%
Worked in state and outside county of residence	52	5.4%
Worked outside state of residence	60	6.3%

ACS Population Summary

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	2012 - 2016 ACS Estimate	Percent
HOUSEHOLDS BY OTHER INCOME		
Social Security Income	394	35.8%
No Social Security Income	707	64.2%
Retirement Income	207	18.8%
No Retirement Income	895	81.3%

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ACS Population Summary

HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS	
Total	1,101
With public assistance income	26
No public assistance income	1,075

HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS	
Total	1,101
With Food Stamps/SNAP	426
With No Food Stamps/SNAP	675

HOUSEHOLDS BY DISABILITY STATUS	
Total	1,101
With 1+ Persons w/Disability	456
With No Person w/Disability	645

	2012 - 2016 ACS Estimate
TOTALS	
Total Population	8,036
Total Households	2,972
Total Housing Units	3,536

	2012 - 2016 ACS Estimate	Percent
WORKERS AGE 16+ YEARS BY PLACE OF WORK		
Total	2,733	100.0%
Worked in state and in county of residence	2,356	86.2%
Worked in state and outside county of residence	239	8.7%
Worked outside state of residence	138	5.0%

ACS Population Summary

2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 1 mile radius

	2012 - 2016 ACS Estimate	Percent
HOUSEHOLDS BY OTHER INCOME		
Social Security Income	1,026	34.5%
No Social Security Income	1,947	65.5%
Retirement Income	545	18.3%
No Retirement Income	2,427	81.7%

ACS Population Summary

2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 1 mile radius

HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS

Total	2,972	100.0%
With public assistance income	139	4.7%
No public assistance income	2,834	95.3%

HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS

Total	2,972	100.0%
With Food Stamps/SNAP	1,162	39.1%
With No Food Stamps/SNAP	1,810	60.9%

HOUSEHOLDS BY DISABILITY STATUS

Total	2,972	100.0%
With 1+ Persons w/Disability	1,215	40.9%
With No Person w/Disability	1,757	59.1%

Tapestry Segmentation Area Profile

2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 35.26431
Longitude: -80.85437

Top Twenty Tapestry Segments

| | | 2018 Households | | 2018 U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Modest Income Homes (12D)	100.0%	100.0%	1.3%	1.3%	7656
	Subtotal	100.0%		1.3%		

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: $23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on car pooling, walking, biking or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at almost three times the US rate.
- Income is less than half of the US median income; more than one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Tapestry Segmentation Area Profile

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2018 Households | | 2018 U.S. Households | | |
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Modest Income Homes (12D)	78.8%	78.8%	1.3%	1.3%	6030
2	City Commons (11E)	15.0%	93.8%	0.9%	2.2%	1,701
3	Family Foundations (12A)	5.7%	99.5%	1.0%	3.2%	542
4	Enterprising Professionals (2D)	0.5%	100.0%	1.4%	4.6%	36
	Subtotal	**100.0%**		**4.6%**		

LifeMode Group: Hometown
Modest Income Homes

12D

Households: 1,627,600

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Median Age: 37.0

Median Household Income: $23,900

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TAPESTRY SEGMENTATION
esri.com/tapestry

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City Commons

11E

Households: 1,106,600

Average Household Size: 2.67

Median Age: 28.5

Median Household Income: $18,300

WHO ARE WE?

This segment is one of Tapestry's youngest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

OUR NEIGHBORHOOD

- Single parents (Index 315), primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.67.
- City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960 (Index 151), with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation (Index 292) or taxis (Index 299).

SOCIOECONOMIC TRAITS

- Although some have college degrees, nearly a quarter have not graduated from high school.
- Unemployment is very high at 16% (Index 295); labor force participation is low at 53% (Index 84).
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security (Index 287) and public assistance (Index 355).
- Consumers endeavor to keep up with the latest fashion trends.
- Most families prefer the convenience of fast-food restaurants to cooking at home.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

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Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: $43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

OUR NEIGHBORHOOD

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 10% (Index 191); labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
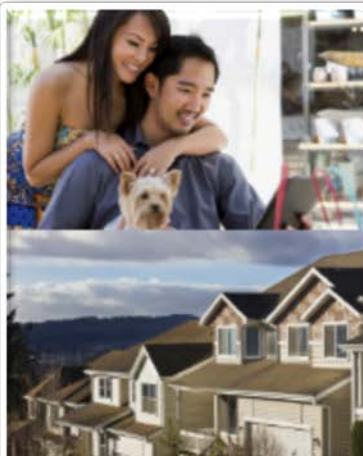
LifeMode Group: Upscale Avenues

Enterprising Professionals

2D

Households: 1,737,200

Average Household Size: 2.48

Median Age: 35.3

Median Household Income: $86,600

WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

TAPESTRY
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

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2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 0.5 mile radius

Summary Demographics

2018 Population	2,835
2018 Households	1,134
2018 Median Disposable Income	$23,664
2018 Per Capita Income	$15,341

2017 Leakage/Surplus Factor by Industry Subsector
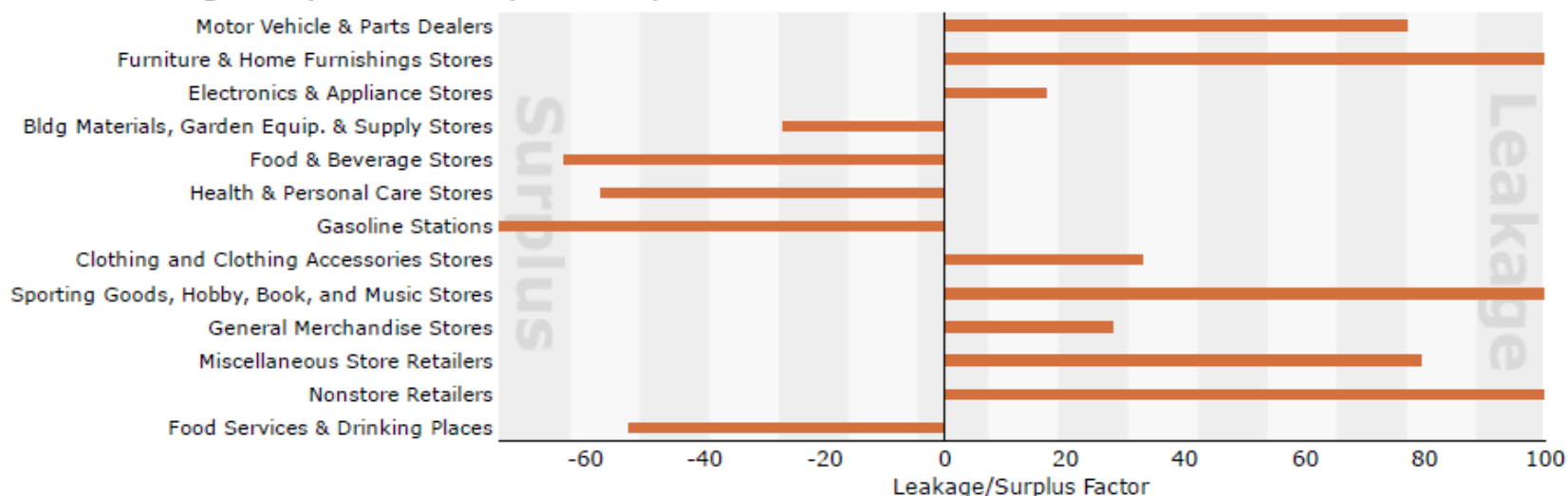
Retail MarketPlace Profile

2200 Beatties Ford Rd, Charlotte, North Carolina, 28216

Ring: 1 mile radius

Summary Demographics

2018 Population	8,221
2018 Households	3,150
2018 Median Disposable Income	$23,900
2018 Per Capita Income	$14,922

2017 Leakage/Surplus Factor by Industry Subsector

Retail MarketPlace Profile

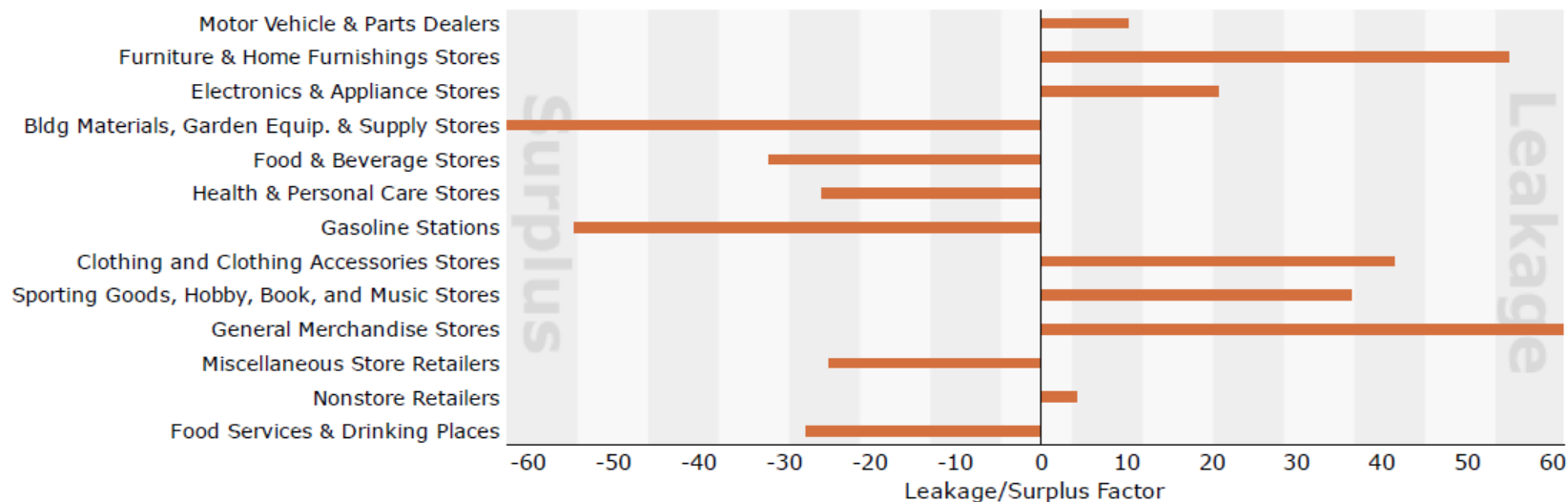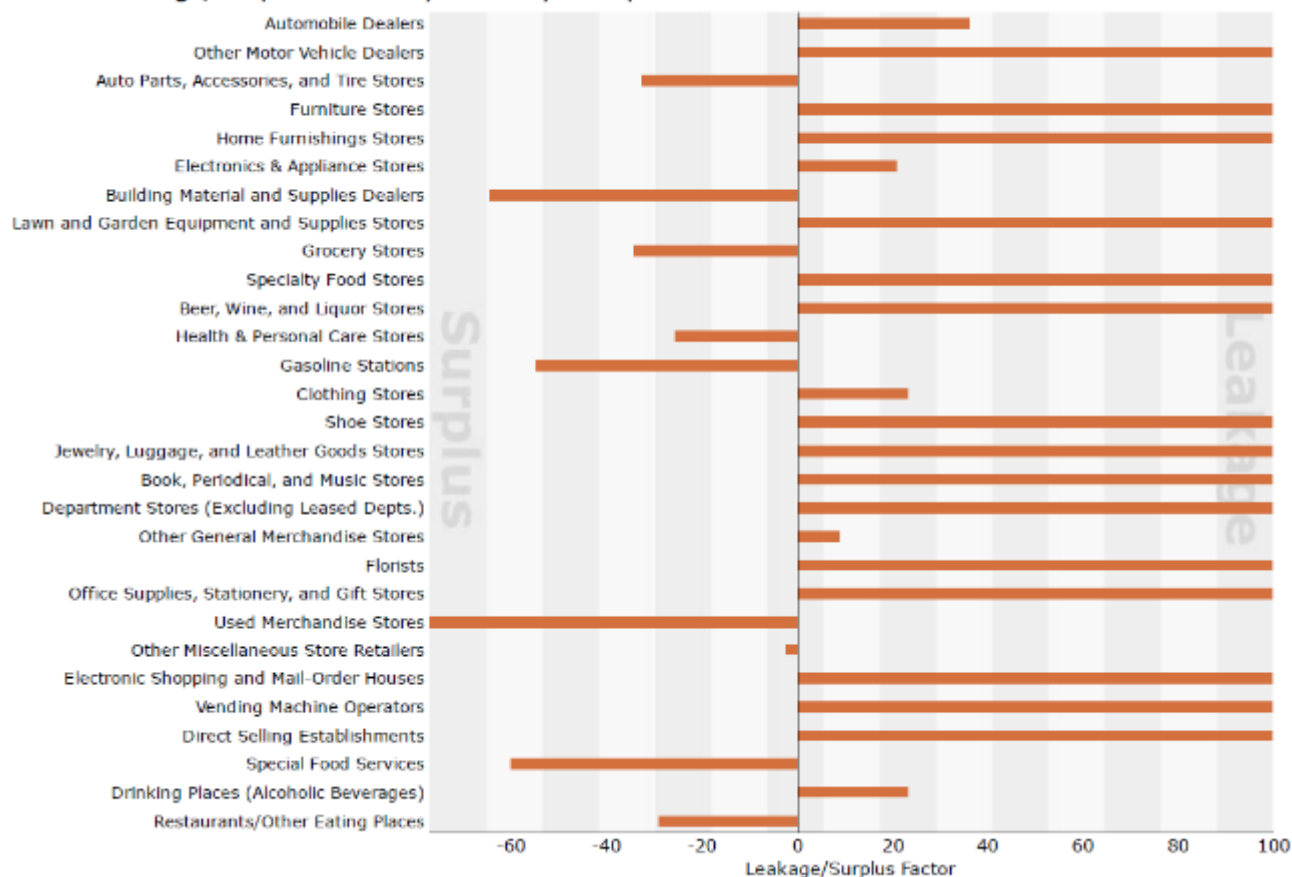2200 Beatties Ford Rd, Charlotte, North Carolina, 28216
Ring: 1 mile radius

2017 Leakage/Surplus Factor by Industry Group

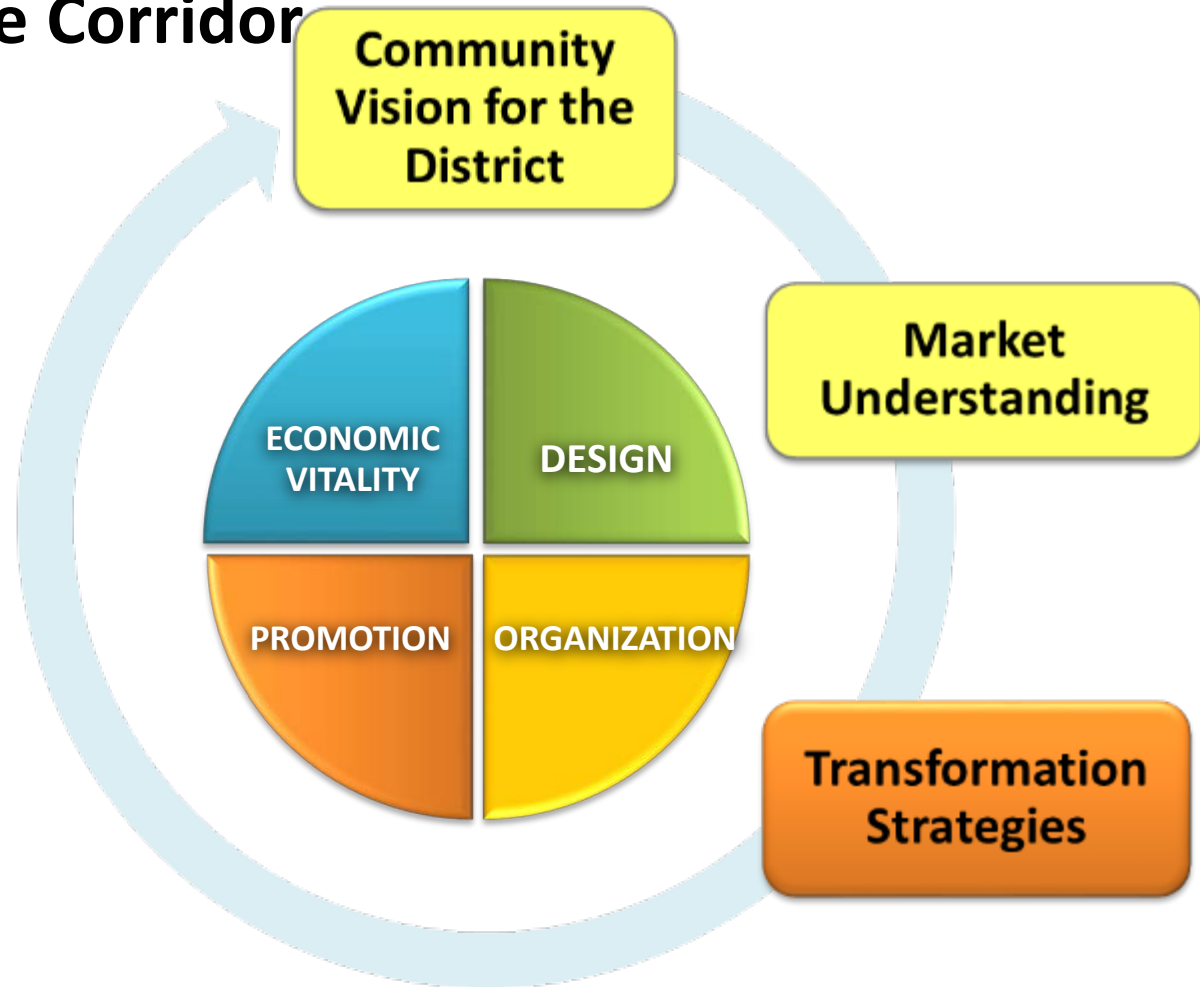| Industry Group	
Automobile Dealers	
Other Motor Vehicle Dealers	
Auto Parts, Accessories, and Tire Stores	
Furniture Stores	
Home Furnishings Stores	
Electronics & Appliance Stores	
Building Material and Supplies Dealers	
Lawn and Garden Equipment and Supplies Stores	
Grocery Stores	
Specialty Food Stores	
Beer, Wine, and Liquor Stores	
Health & Personal Care Stores	
Gasoline Stations	
Clothing Stores	
Shoe Stores	
Jewelry, Luggage, and Leather Goods Stores	
Book, Periodical, and Music Stores	
Department Stores (Excluding Leased Depts.)	
Other General Merchandise Stores	
Florists	
Office Supplies, Stationery, and Gift Stores	
Used Merchandise Stores	
Other Miscellaneous Store Retailers	
Electronic Shopping and Mail-Order Houses	
Vending Machine Operators	
Direct Selling Establishments	
Special Food Services	
Drinking Places (Alcoholic Beverages)	
Restaurants/Other Eating Places	

Leakage/Surplus Factor

Potential Transformation Strategies: Beatties Ford / LaSalle Corridor

1. **Equitable Entrepreneurship**
   - *Minority Businesses*
     - *Coffee Shops*
     - *Restaurants*
     - *Shared Kitchens*

2. **Neighborhood Goods and Service**
   - *Neighborhood Amenities*

Community Vision for the District

Market Understanding

Transformation Strategies

ECONOMIC VITALITY | DESIGN | PROMOTION | ORGANIZATION
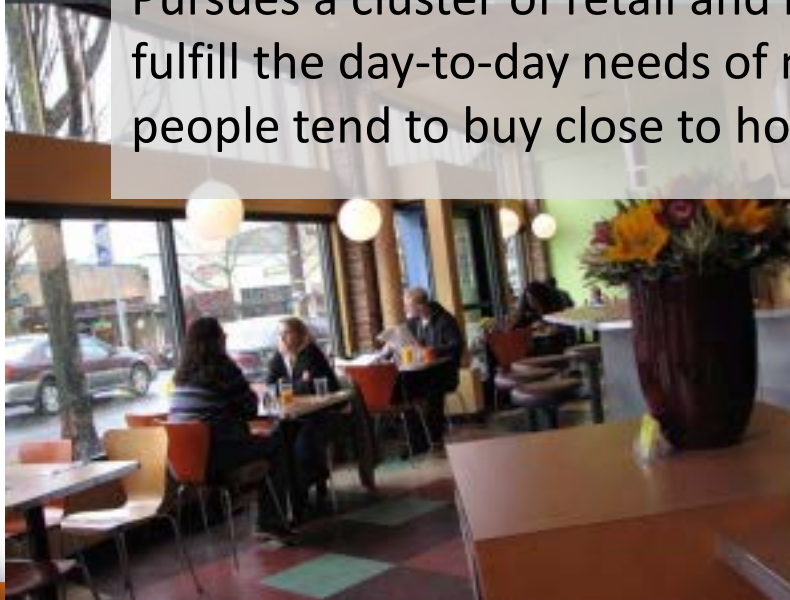
URBAN MAIN™

Equitable Entrepreneurship

Unlocks the full potential of the local economy by dismantling barriers and expanding opportunities for low-income people and communities of color.
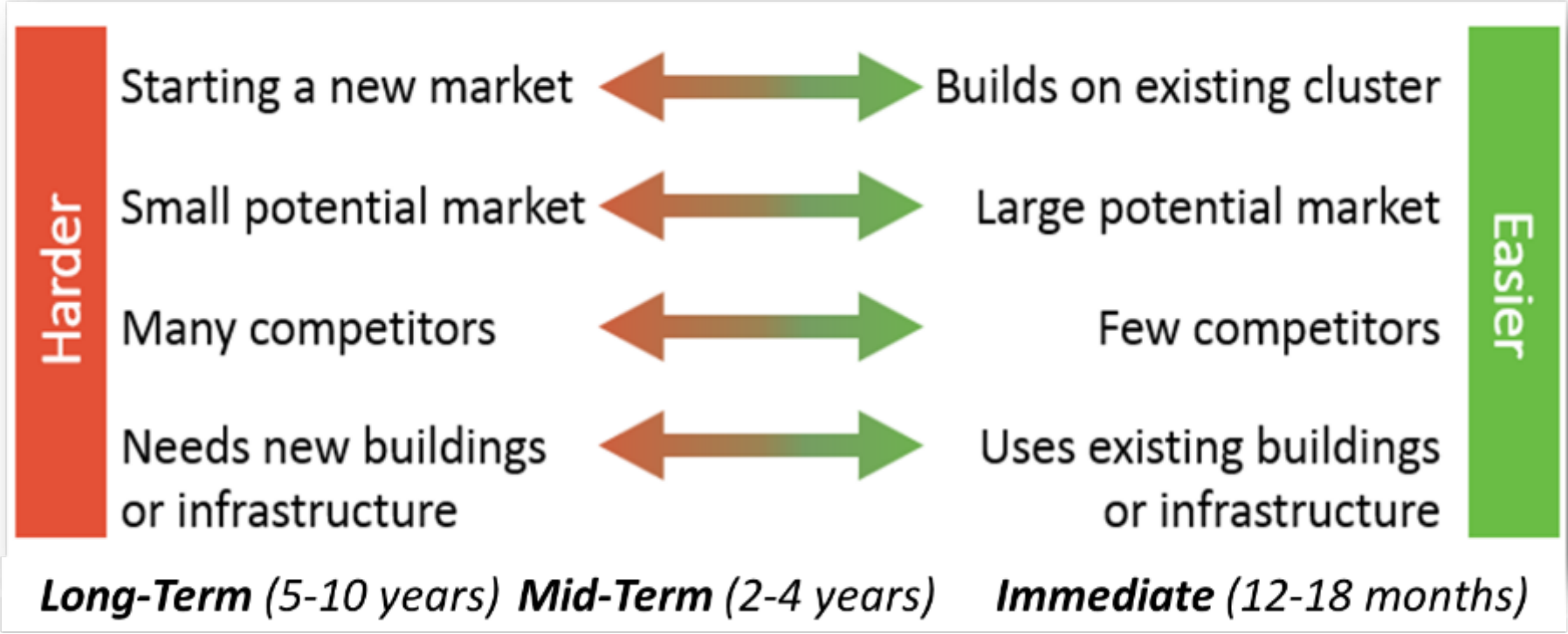
URBAN
MAIN™

Neighborhood Goods + Services

Pursues a cluster of retail and retail-service businesses that fulfill the day-to-day needs of nearby shoppers – the things people tend to buy close to home or work.
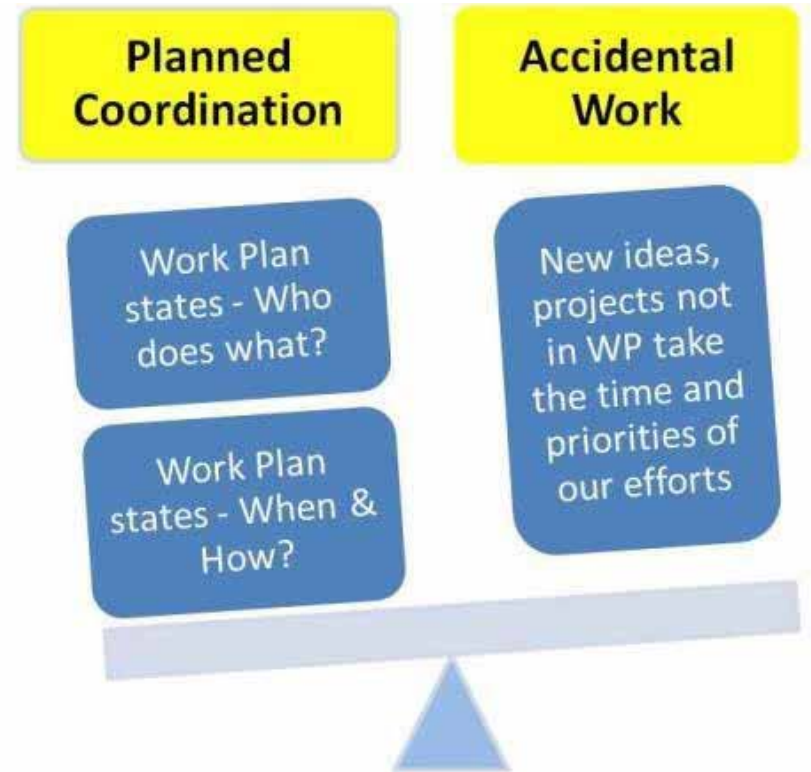
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Aligning Programming with Strategies

Next Steps:
Transformation Strategy workplan alignment...

Mission

⬇

Vision

⬇

Priorities

⬇

Work Plan

Planned Coordination	Accidental Work
Work Plan states - Who does what?	New ideas, projects not in WP take the time and priorities of our efforts
Work Plan states - When & How?	
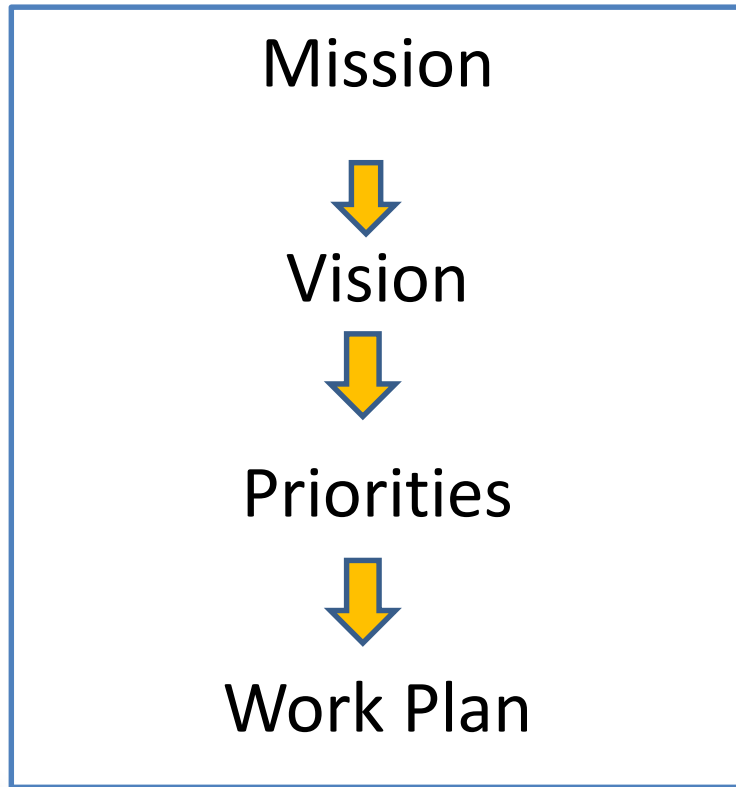
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THANKS!

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Advisory Committee Suggestions

- Diverse representation
  - Neighborhood Association Presidents (2)
  - Anchor Institution
    - JCSU
  - Police
  - Foundation
  - Banks (?)
  - Business District Organization
  - Businesses representation
    - American Deli (new businesses)
    - Westend Seafood Market (long-term businesses)
  - Residents
  - Property Owners
    - Commercial property owner
    - Residential multi-family owners
  - Young & Seniors should be represented

*Power of the advisory board is to bring back recommendations from the 4-committees – the community has a final say on the recommendations that will work with for the community.

- Skillsets and ability to bring resources….
- Pull together criteria requirements to select advisory committee
- Look at board requirement(s)

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How is information communicated to the community?

– Neighborhood Associations should communicate efforts and projects to the community

- Every association has a contact person or liaison they can reach out to gather information.

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