



CHOICE NEIGHBORHOODS

SOUTHSIDE REVITALIZATION INITIATIVE

WILMINGTON, NC

February, 2015

Infill Development / Lower Cape Fear Stewardship Development

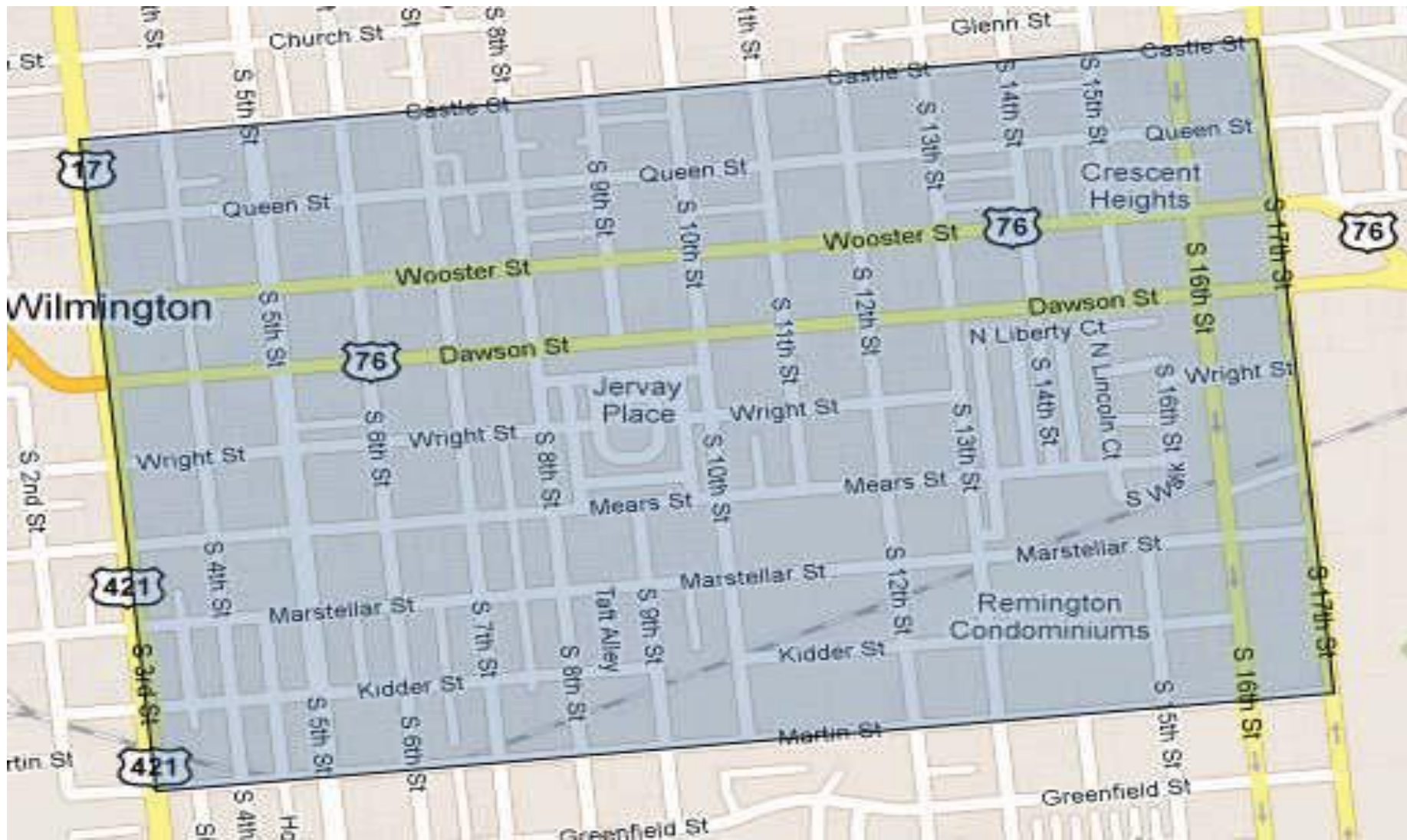
HUD Choice Neighborhoods

- The Choice Neighborhoods program supports locally driven strategies to address struggling neighborhoods with distressed public or HUD-assisted housing.
- Local leaders, residents, and stakeholders come together to create and implement a plan that transforms distressed HUD housing and addresses the challenges in the surrounding neighborhood.
- The program is designed to catalyze critical improvements in neighborhood assets, including vacant property, housing, services and schools, build a **Foundation for Investment** and create a **Neighborhood of Opportunity**.
- WHA: \$200,000 to create a Transformation Plan ✓
Work on matching leverage, partnerships ✓
Build Foundation of Investment ✓
\$30M Grant Opportunity 📣



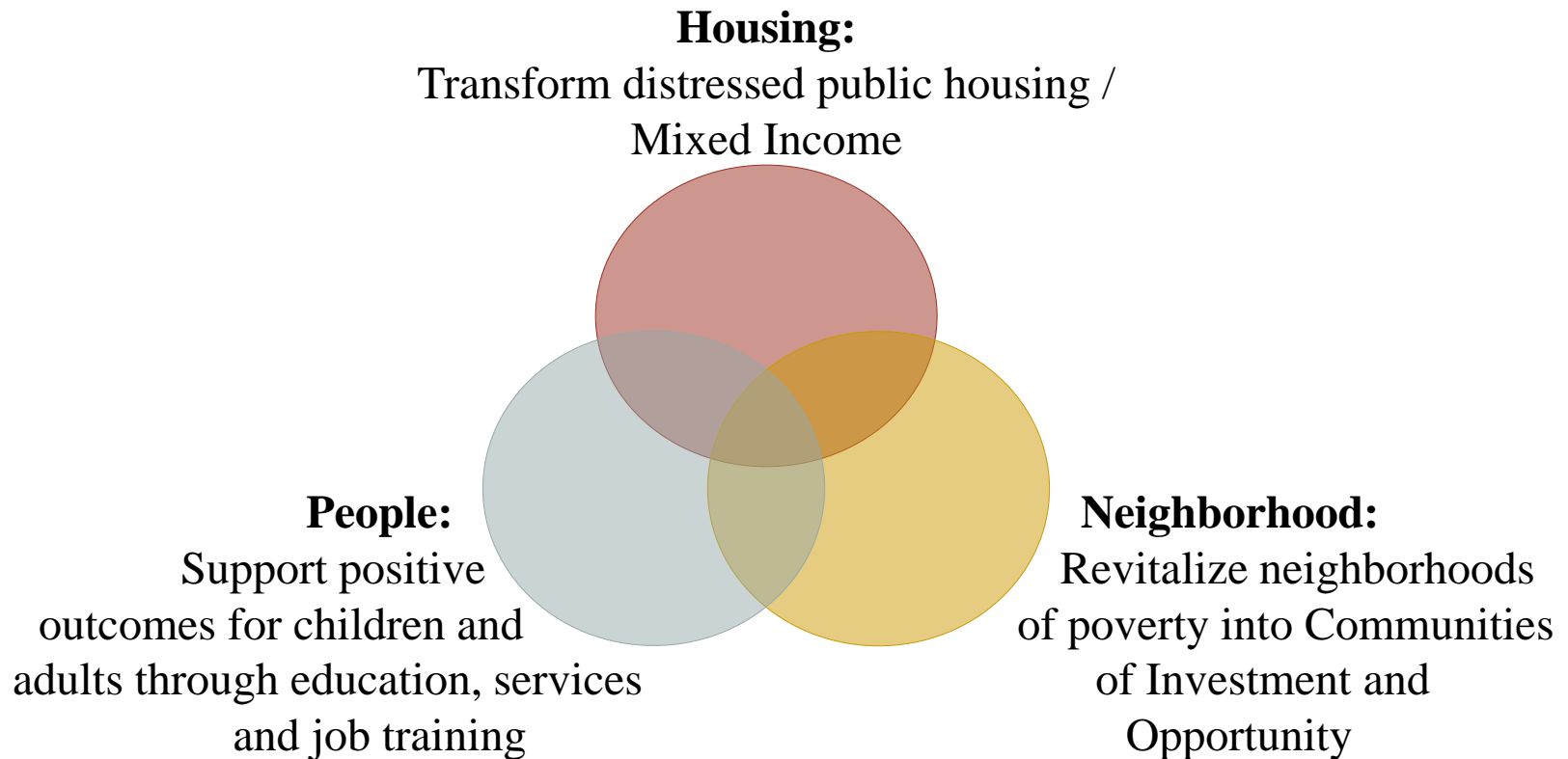
The SouthSide Map

(Census Tract 111)



Choice Neighborhood Vision:

An Integrated Community Approach w/ 3 Core Goals:



**** Safety / Education / Employment / Healthy Foods ****
(over 120 resident & stakeholder meetings)



What is a Neighborhood Revitalization?

- **Economic Development**
 - Attract Business to the area by showcasing area amenities
 - Everyday businesses for local amenities and job creation
 - *Reuse & Redevelopment*
- **Safer & Healthier Neighborhood**
 - Completed sidewalks, crosswalks, bike lanes
 - Treescapes that add beauty to the neighborhood, safe lighting
 - Connected streets / open grids
- **Community Activities**
 - Parks, playgrounds
 - Community Resource Center
- **New & Improved housing**
 - *Homes instead of vacant lots*
 - Mixed-Income instead of concentrations of poverty
 - An affordable housing community
- **Nourishing Areas of Ability**
 - South Front Apartment Homes
 - 5th Avenue & Greenfield
 - Castle Street Art District
 - Upper Castle Business District
 - Embrace the Industrial Triangle
- **Residents**
 - Lift them Up
 - Placemaking



Wilmington Choice Neighborhoods

Our Choice Neighborhood will encompass the revitalization of the SouthSide by building on the City's SouthSide Small-Area Plan.

Our main *Revitalization goals* for the SouthSide involve:

- Rebuilding Hillcrest into a **Mixed Income Affordable Community**
- Building a **CORE Center** for after school activities & youth engagement (**Community, Opportunity, Recreation, Resource, Employment, Education**)
- Focusing on *infill* development
- Focusing on *infrastructure*, including sidewalks, crosswalks, lighting
- Maximizing *economic development, job creation, income opportunity*
- *Deconcentrating poverty* / Ending our Urban Distress Zones
- Envisioning a *safer, healthier, more vibrant community*
- *Change the perception*



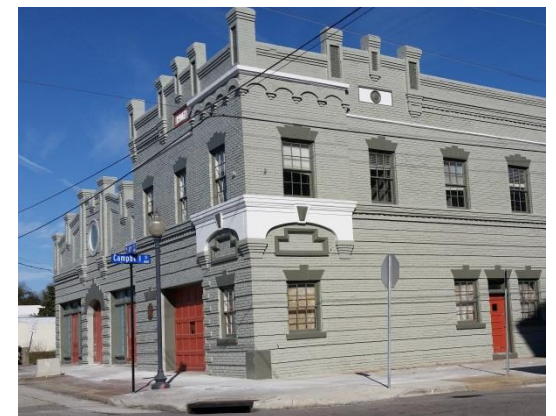
Taylor Homes & The NorthSide



HUD Secretary's Opportunity & Empowerment Award /
Best Practice Public Housing in a Community Revitalization
\$36M Investment on our Northern Gateway

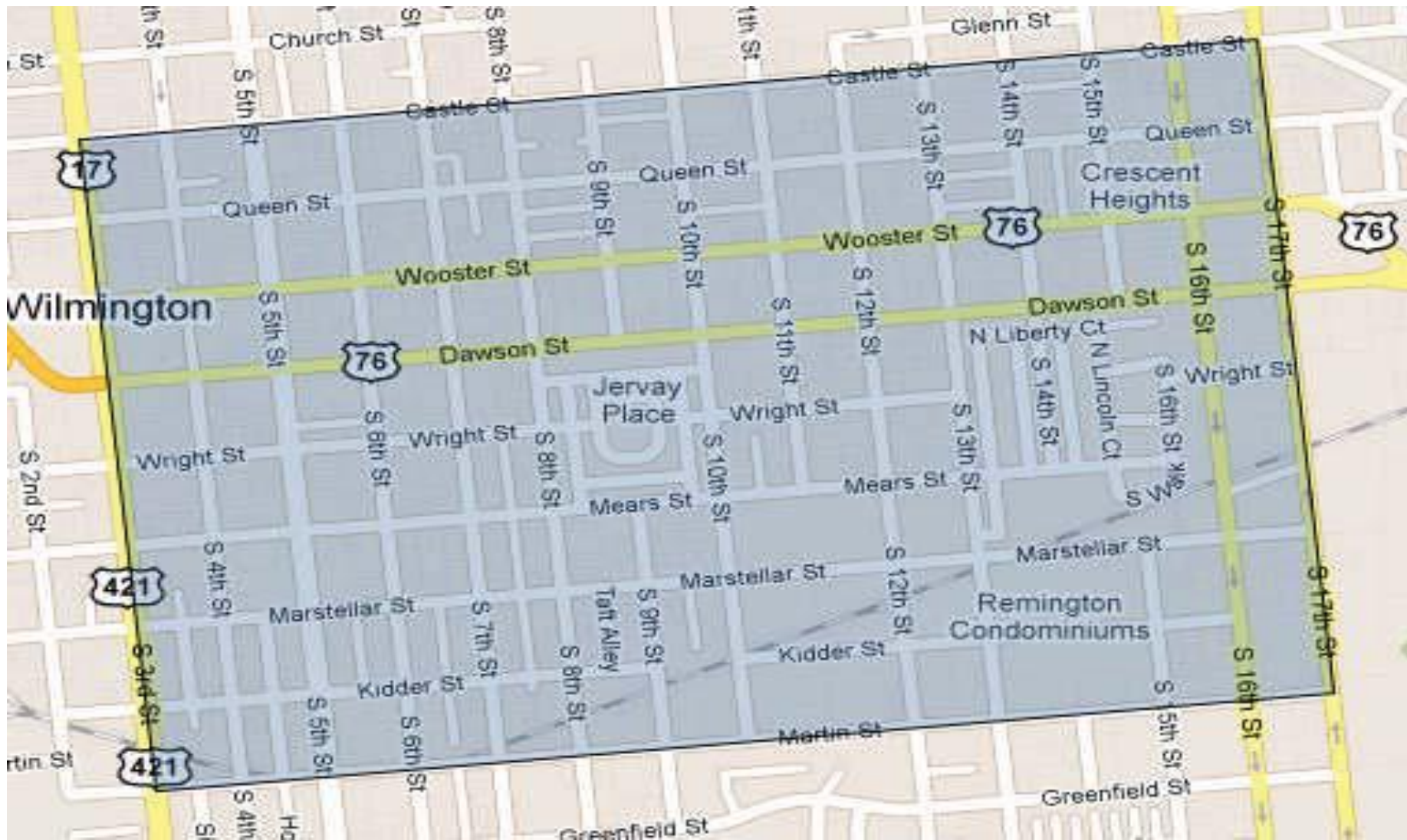


Look at the NorthSide Now ... 10 years later!



The SouthSide Map

(Census Tract 111)



American Planning Association

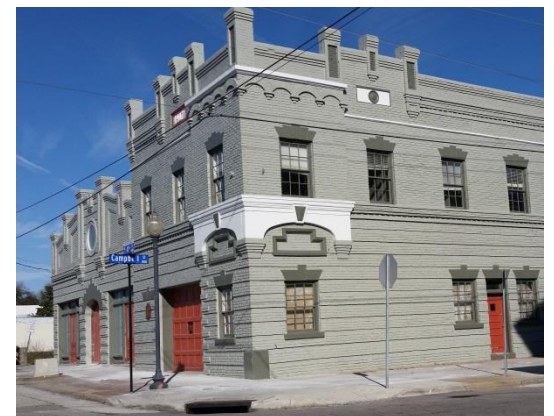
Infill Development

- Refocus a larger share of regional growth within central cities, urbanized areas, inner suburbs, and other areas that are already served by infrastructure and supported by urban services.
- **Public actions to promote** reuse and development of underused and vacant sites may also be critical to the continued economic viability of maturing suburban cities and towns.
- Redevelopment and infill development may be the only options available to cities trying to respond to new market demands and population growth and can help older urban and suburban areas to maintain their desirability as places to live and conduct business.



Selling the SouthSide ...

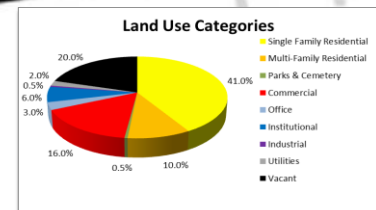
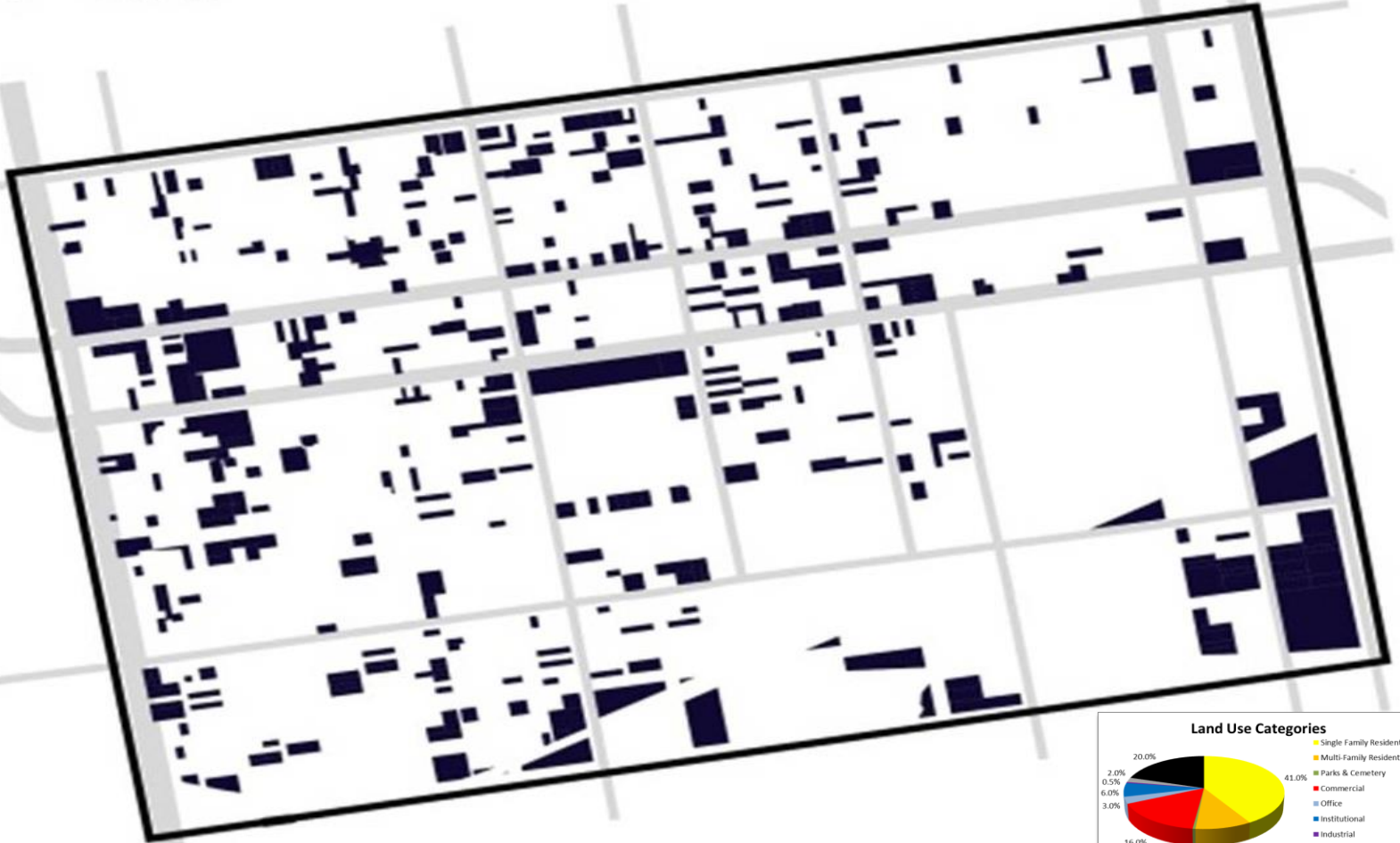
by pointing to success in the NorthSide!



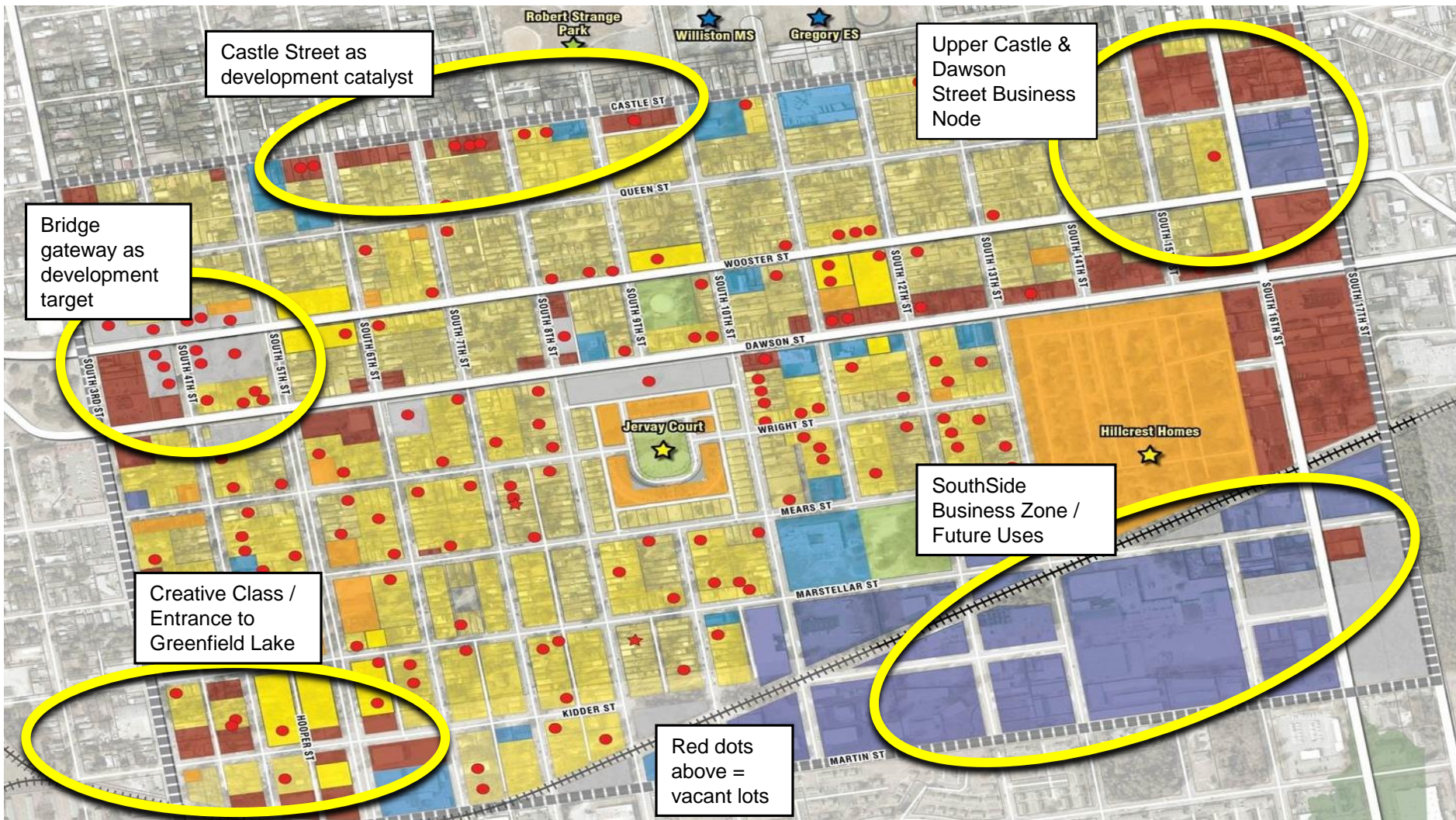
Vacant

(Infill Opportunity / Increase Tax Base)

VACANT - 20%



Nourishing Areas of Ability



Pro: SouthSide Advantages

- Proximity to Downtown / walk, bike, car, public transportation
- Proximity to MLK Park / Greenfield Lake
- Proximity to Hospital Corridor / Health & Jobs
- Adequate infrastructure
- Strong housing rehab & infill potential / Affordable Housing
- Well served by Public Transportation / stops within ¼ mile
- Gateway to Wilmington from the West
- Exitway from Wilmington from the East
- Gateway to Greenfield Lake / 5th Avenue
- Area of Ability / Castle Street Art & Antique District
- Area of Ability / Upper Castle along 16th St. & 17th St.
- Area of Ability / 3rd & Greenfield
- Cape Fear Historic Byway / East Coast Greenway
- Area of Opportunity, Adaptive Reuse / Industrial Triangle
- 2 Local Theater Companies
- Attractive Tree Canopy



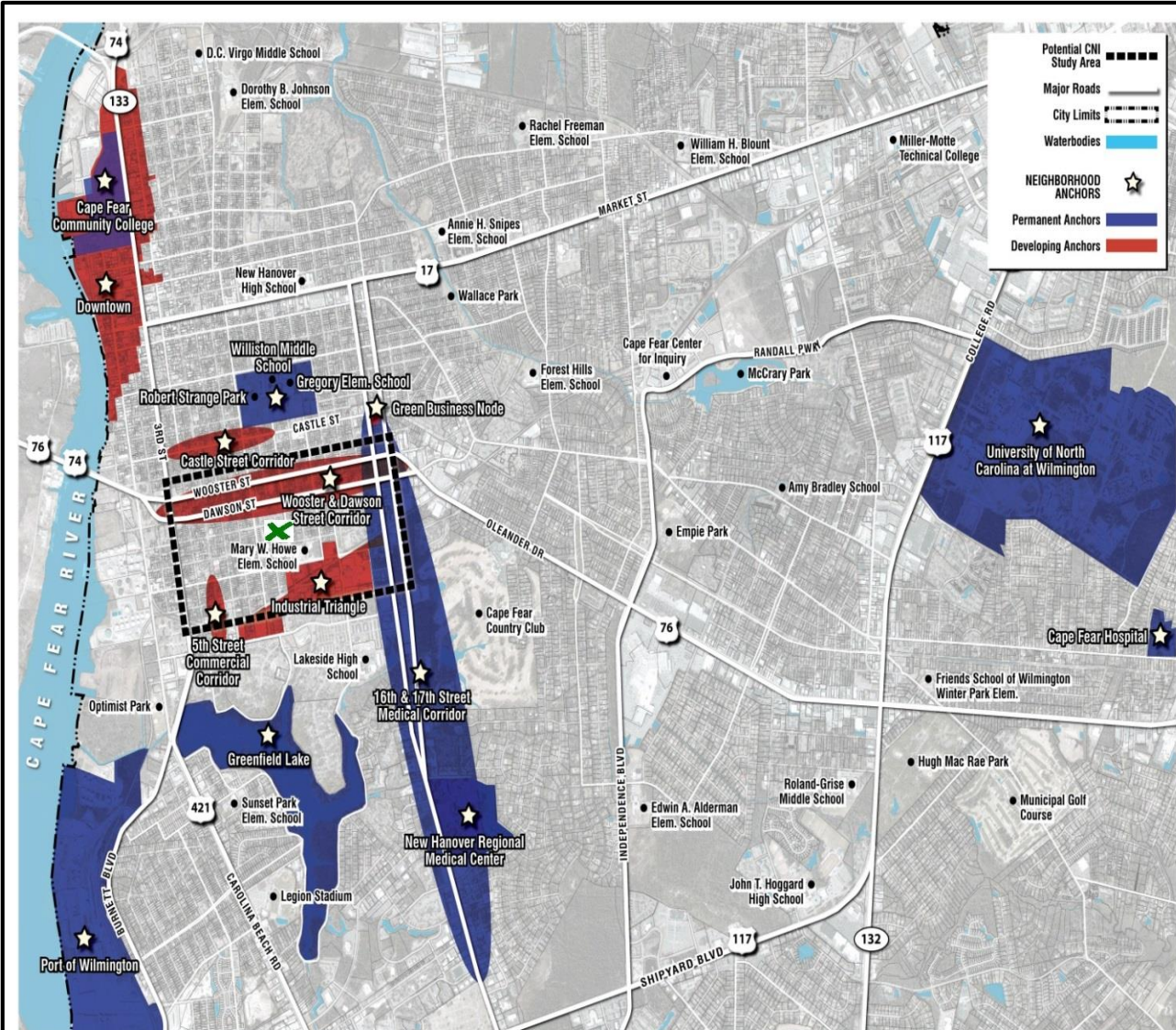
Pro: Recent Economic Development in the SouthSide

- *South Front Apartments*
- *Satellite Bar*
- *HARP Restaurant & Lounge*
- *Century Mills Building sale*
- New Businesses on Castle Street Art & Antique District
 - *Gravity Records, RX Restaurant*
 - *Luna Café, Freakers USA*
- Weekly Farmer's Market on Castle
- Weekly Farmer's Market @ Hillcrest
- Expansion of *Queensboro Shirt Company / Atlantic Packaging*
- 16th & 17th Road Improvements
- Apt. Bldg improvements 5th & Wooster
- Developer & Banking attention
 - *Biltmark / Plantation Builders*
 - Transforming areas / CRA funds
- *Seaview Crab Company* on 16th
- *Peacock Alley Hot Dogs* on 17th
- *Family Dollar* on Wooster
- Cape Fear Community Land Trust
- *Moser Heating & Air* on Marsteller
- *SouthSide gym Storm Fitness*
- *Kids Making It* on Castle Street
- *Nourish NC* on Greenfield Street
- *Cape Fear Literacy Expansion*, \$200,000 +
- 5th & Castle Designer Meg Caswell
- New Apartment complex on Castle St.



Pro: Location, Location

Anchor Institutions



Permanent Anchors

- UNCW
- CFCC
- Port of Wilmington
- Greenfield Lake
- Medical Corridor
- Schools
- Historic Downtown

Developing Anchors

- Industrial Triangle
- Gateway into ILM
- 5th Avenue
- Castle Street Art & Antique District
- Creative Class / 3rd & 5th & Greenfield
- Upper Castle District
- **CORE Center** X

Hillcrest ... Revitalized

26 acres of Prime Real Estate



Investment Successes

(with partners)

- Attention on the SouthSide / started a conversation / 416 on  (Everyone)
- Presentations (WRAR, WHQR, DBA, JCPC, +)
- Coming Soon ... 40 Dawson Street Lofts @ Jervay / **\$5.6M** (WHA, HUD)
- Coming Soon ... 8 Supportive Housing units @ Jervay / **\$1M** (WHA, Elderhaus)
- To be designated a Neighborhood Revitalization Strategy Area (City of Wilmington)
- Partnership for infill homes (Habitat for Humanity) / **4 homes currently in the works**
- **\$510,000** + in improvements for crosswalks / sidewalks / Safe way to Schools (City / MPO)
- **Kaboom Park @ Jervay** (BC/BS, WRAR)
- Railroad beautification (Port/CSX)
- CDBG funding for Dawson Street Lofts **\$200,000**, Future Guarantee (City)
- Gang Task Force @ Shaw Speak; **Crime Stats**↓ (WPD / NHC)
- Catalyst Project – 5th Avenue & entrance to Greenfield Lake (FOCUS / COG)
- All new Street Lighting south of Castle Street (Duke Energy)
- MED North – Satellite office @ Hillcrest **HRSA \$\$ funds** (Med North)
- Brownfield Grant **\$200,000 / \$400,000** (City)
- Home Rehabilitation Projects (WARM)
- U.S. Congressional Representative Meetings
- Assistant Secretary of HUD Meeting
- Infrastructure utility improvements / **\$1.5M over 5 years** (CFPUA)
- Improved Public Transportation Coverage / upgraded stop amenities / 5th & Meares (WAVE)
- Continued Non-Profit Partnerships
- Press (WHQR, Star News, WECT, GWBJ)
- More sidewalks, ADA cut outs, resurfacing (City)
- Art Display at Jervay (Art Council)

More Investment Successes

- **Events on the SouthSide**
 - Jane Jacobs Walk through the SouthSide
 - A Case for Place @ MLK Center
 - Soaring Eagle Annual Cultural Event
 - Castle Street Block Party / Fall Festival
 - Castle Street *WEEKLY* Farmer's Market
- **SouthSide CDC**
 - Cultural Arts & Training Center @ the old WAVE building on Castle St. / The Castle
- **Transportation Bond / \$55M**
 - Sidewalk & Crosswalk Improvements
 - Road resurfacing, Gateway landscaping
 - Wooster & Dawson up first
- **New Hanover County Schools**
 - Education Bond / \$160M
 - Free Summer Lunch Program
- **City Code Enforcement**
 - Focus on the SouthSide
- **Resource Guides**
 - CFHC, Street Sheet
- **City of Wilmington Solid Waste**
 - Many large trash dumps in the area / signs
- **Outreach of City Programs**
 - HOP program, Rehab program
 - Summer Camp Flyer / BRC
- **Wilmington Fire Department**
 - Installed free smoke alarms to homeowners
- **Mary Howe Pre-K**
 - A nature & activity trail on site with *Work on Wilmington*
- **Feast Down East**
 - Weekly Farmer's Market @ Hillcrest entrance
 - Meetings with the Food Bank
- **After School / Summer Initiatives**
 - Brigade Boys & Girls / YMCA
 - We Care Tutoring / UNCW, Ministry Alliance
- **City of Wilmington Finance**
 - 1st "Green" building @ 17th & Marsteller
- **Showing up is half the battle!**



SouthSide Business Zone

Choice Neighborhoods Southside Revitalization Business Zone



1. Good Shepherd Homeless Shelter
2. Pyramid Studios
3. Music Medic
4. Cape Fear Solar Systems
5. Atlantic Appliance Distribution
6. Atlantic Packaging
7. Mary Washington Pre-K Center
8. Eastern Insulation
9. Piedmont Natural Gas
10. Roofing Tools and Equipment Inc
11. Polecat Concrete
12. Matkins Glass
13. American Hammer
14. Archer Read



15. Yandle WitherSpoon Supply
16. For Rent
17. Under Contract
18. BuckShot (Closed)
19. Quality Service Company
20. Coastal Enterprises
21. Queensboro Shirt Company
22. Food Bank of SENC
23. Creative Customs Woodwork
24. Coastal Millwork Supply Co
25. Coastal Mini Storage
26. Motown Mini Mart
27. Barber Shop
28. AT & T



29. Adventure World Child Care
30. Carolina Chiropractic
31. Lifetime Resources
32. Kirby Vacuums Company
33. Hanover Dental Lab
34. Carolina Green Building
35. Alaimo Spinal Care
36. Labor Finders (coming soon)
37. Seaview Crab Company
38. Sound and Telephone Systems (for Sale/Lease)
39. Paul A. Buongiorno M.D.
40. Greenfield Studios (not shown)
41. AM Coffee Distributors (not shown)

SouthSide Business Contribution

(Can we strengthen this area?)

of Employees

at least

504

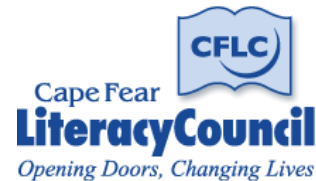
2013 Total Revenue

at least

\$28+ Million

Non-Profits

- Nourish NC
- Food Bank of CENC
- Good Shepherd
- Coastal Enterprises
- Lifetime Resources
- Cape Fear Literacy Council



Work in Progress / Outreach



- *Cape Fear Soccer League*
- Neighborhood Revitalization & CDC Grants / Promise Zone Grant
- Faith-based groups / *Ministerial Alliance*
- *Time Warner @ Dawson St. Lofts*
- PTA meetings / *NHCS*
- *County land on 16th Street*
- Transit Amenities / *WAVE Transit*
- Business Leader Outreach / Hometown Hires / *United Way*
- UNCW meetings to end youth violence
- New Hanover *County* Health Department
- *Historical Wilmington Architectural Salvage*
- *Community Enrichment Initiative*
- *Cape Fear Green Building Alliance*
- Neighborhood Meetings / Grassroots
- *Breweries on the SouthSide*
- Funding Committee / \$\$, foundations
- Program Coordinator @ CORE
- WAVE Free Trolley / Scenic ByWay
- Film Museum location ... SouthSide?
- Young Women Leading Charter School location ... SouthSide?
- NCDOT ... Sidewalks on Wooster Street
- Grocery Store conversation
- Gateway discussions
- Infill Incentives / *City, County, CFPUA*
- HUDZone
- *Community Garden Leaders / ILM Green Project*
- *City & County Comprehensive Plan, FOCUS, Cape Fear Commutes 2040, Garner Report*
- Complete Streets & Communities
- Linen Building / Historical Tax Credits
- Presentations
- *Cucalorus* Film Festival
- *ABC Building Renovations*
- Homeownership Seminars in the SouthSide
- PGA Wells Fargo Championship 2017
- Daily emails on Properties For Sale in the SouthSide
- **What can YOU do for the SOUTHSIDE?**

Submitted ... Promise Zone Grant

Building on the efforts of the
Neighborhood Revitalization Initiative,

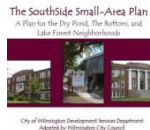
HUD will designate a number of high-poverty urban communities as
Promise Zones,

where the federal government will partner with and invest in communities to
**create jobs, leverage private investment, increase economic activity,
expand educational opportunities, and reduce violent crime.**

- Five AmeriCorps VISTA members
- A federal liaison
- Preferences for certain competitive federal programs / TA
- Designation will be for a term of 10 years

This Promise Zone package of assistance will help local leaders accelerate
efforts to revitalize their communities.





City Goals / *Southside Choice Goals*

- **Diverse and Thriving Economy**

Areas of Ability in the SouthSide: Castle Street, South Front, Green Business

- **Welcoming Neighborhoods and Public Spaces**

Gateway to Wilmington / 5th Avenue / Greenfield Lake as the City Park

- **Efficient Transportation Systems**

Fully covered by WAVE transit thanks to a partnership with Choice

- **Safe Community**

Less infill lots / Eyes on the Street / Safety Grant application

- **Civic Partnerships**

Over 80 Community partners at the table with \$\$ commitment

- **Sustainability and Adaptability**

Choice assures the long-term financial, physical, environmental, & social health of the SouthSide



Social Media

Please **LIKE us on Facebook**
to keep up-to-date with our
Choice Neighborhoods
SouthSide Revitalization!

Choice also comments on Neighborhood Revitalizations
around the Country to attract attention
to our efforts & share ideas!





Thank You!