



Sunset/Beatties Ford

comprehensive neighborhood improvement program

COMPREHENSIVE
COMMUNITY INVESTMENT
STRATEGY REPORT

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City of Charlotte Team

Cary Rodriguez, *Engineering and Property Management*

Kathy Cornett, *Charlotte-Mecklenburg Planning Department*

Scott Correll, *Charlotte Department of Transportation*

Kristin Davis, *Neighborhood and Business Services*

Randy Harris, *Neighborhood and Business Services*

Consultant Team

Kimley-Horn

CMW Design Strategies

Amy Steinmetz

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EXECUTIVE SUMMARY

PURPOSE

The Comprehensive Community Investment Strategy (CCIS) report is an inventory and analysis of market conditions and needed improvements to infrastructure to stabilize and revitalize the Sunset/Beatties Ford Comprehensive Neighborhood Improvement Program (CNIP) area. It details existing conditions, projected market demand, the public engagement process, and describes the high priority projects to be implemented.

BACKGROUND

In 2014, voters approved a \$120 million bond referendum allowing the City of Charlotte to make strategic investments in a large, multi-neighborhood geographies to comprehensively address a broad array of community needs, consistent with the goals of the City's Community Investment Plan (CIP).

The Comprehensive Neighborhood Improvement Program (CNIP) is an expansion of the traditional Neighborhood Improvement Program (NIP), which was intended to address significant infrastructure deficiencies within established neighborhoods through street, sidewalk, storm water, and water/sewer improvements. The \$120 million bond referendum was allocated for all five CNIP areas combined, with approximately \$20 million of it allotted for the Sunset/Beatties Ford CNIP area.

SUNSET/BEATTIES FORD AREA

The Sunset/Beatties Ford CNIP area was chosen due to the opportunities for redevelopment and the potential to leverage

existing assets within the community. Growth in the area has been substantial—the population more than doubled from 2000-2010, and housing grew by 41%. This growth was substantially higher than the city as a whole. As a result, there has been significant demand for improvements to public infrastructure to create better connections to parks, recreation, retail, transit, and jobs.

Land use in the area is largely defined by single family residential neighborhoods, several large commercial/industrial employment centers, recreation areas, and open space. The existing retail is concentrated along Sunset Road near the I-77 interchange, with other small-scale retail scattered throughout the area. Commercial/industrial businesses are primarily warehousing and distribution operations. These businesses are attracted to the area because of the convenient access provided by I-77 and I-85 and are anchored by the second largest industrial business park in Mecklenburg County. Throughout the recent recession they remained stable due, in part, to their location. Seven recreational facilities include two regional parks and two planned greenways.

PUBLIC ENGAGEMENT

The stakeholders and residents of the area have indicated that transportation improvements are a high priority, as well as enhancing their community's history and identity. Contrary to perception, this CNIP area is stable, but does need some basic infrastructure improvements and connections to existing investments in the area so that the community can access their amenities, have a sense of place and improved safety and security, and continue to prosper and enrich the pride of the community.

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PROJECTS

The inventory, analysis, and public engagement process resulted in seven high priority projects for the Sunset/Beatties Ford area:

1) Beatties Ford Road Pedestrian Crossings

This project will evaluate the corridor between I-85 and Capps Hill Mine Road and make improvements to provide more opportunities for pedestrians to safely cross the street.

2) Gateway Aesthetic Improvements

This project selected six key intersections and gateways to preserve and exhibit local history in the form of art, monuments, or landscape improvements and improve the sense of community and safety in the area.

3) Hornets Nest Park Access Improvements

This project proposes to build sidewalk on Beatties Ford Road, Sunset Road, and improve the intersection of Beatties Ford Road & Trinity Road to provide pedestrian and bicycle access from nearby neighborhoods to Hornets Nest Park.

4) Oakdale-Nevin Trail

This project proposes to build pedestrian and bicycle facilities on the Griers Grove Road/Cindy Lane/Nevin Road corridor between Firestone Park and Ribbonwalk Nature Preserve. It will connect seven parks (five existing and two planned), improving access to recreational facilities on both sides of I-77.

5) Oakdale Farm-to-Market (FTM) Phase 2

This project proposes to make improvements to Oakdale neighborhoods by adding sidewalks and bicycle lanes to Oakdale Road, as well as building sidewalks in other strategic locations in order to improve the walkability of the area. In doing so, the project will provide pedestrian access to Peachtree Hills and give CATS the ability to provide bus service to the area.

6) Oakdale/Miranda/Sunset Intersection Improvements

The City will work with NCDOT to make improvements to the intersection in order to address existing crash patterns.

7) Lakeview Road & Reames Road Intersection Improvements

The City will make improvements to this intersection in conjunction with the I-77 “direct connect” interchange and the Lakeview Road Farm-to-Market project.



INTRODUCTION AND PROCESS OVERVIEW

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INTRODUCTION

The City of Charlotte recognizes the importance of long-range capital investment planning to maintain the growth and vitality of the community. The mission and foundation of the current Community Investment Plan (CIP), is to improve the quality of life of its citizens. The ultimate goal is to maintain or replace high-priority infrastructure to not only meet the needs of the growing populace but to transform the community and strengthen Charlotte's reputation as a modern, urban city.

This document serves as a work plan for the Sunset/Beatties Ford area and outlines the transformation needed to ensure long-term health and vitality. Strategic investments identified in this document were vetted through a collaborative public engagement process. These investments were chosen to bring transformative change across multiple neighborhoods in the Sunset/Beatties Ford area.



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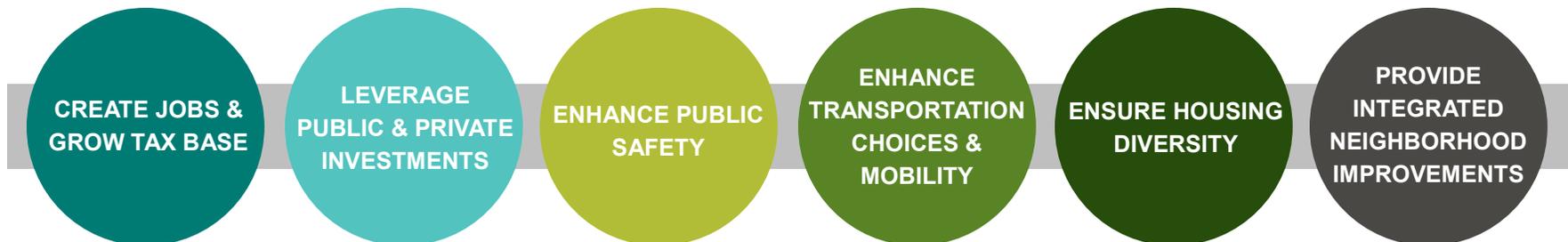
COMMUNITY INVESTMENT PLAN OVERVIEW

Charlotte's CIP is a long-range investment program designed to build a community that addresses its infrastructure needs with a long-term, sustainable emphasis on **livability, getting around,** and **job growth.**

Funding for the CIP will be spread out over multiple bond cycles, with the initial funding approved by voters in 2014. Over the next several years, \$816.4 million in proposed community improvements will be planned, designed, and implemented, with approximately \$120 million earmarked for the Comprehensive Neighborhood Improvement Program. Six CIP goals, shown below, will guide the planning process for the initiatives included as part of this program.

LIVABILITY	<ul style="list-style-type: none"> • Protecting the environment • Enhancing public safety • Increasing availability of housing for all economic levels • Improving neighborhood amenities
GETTING AROUND	<ul style="list-style-type: none"> • Transportation Choices • Transit Access • Sidewalks • Bridges • Streets • Trails
JOB GROWTH	<ul style="list-style-type: none"> • Stimulating the economy • Attracting global businesses • Increasing entrepreneurial and employment opportunities • Investing in the Airport's Intermodal Facility area

The overall goal of this program is to invest in projects that maximize benefits — and intended impacts — to meet six stated City-wide needs:



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CNIP OVERVIEW & PROJECT AREAS

Charlotte's Comprehensive Neighborhood Improvement Program (CNIP) is an expansion of the former Neighborhood Improvement Program (NIP). The old NIP addressed infrastructure deficiencies within individual neighborhoods through street, sidewalk, storm water, and water/sewer improvements to improve neighborhoods. In contrast, CNIP will make strategic investments in the five larger, multi-neighborhood geographies.

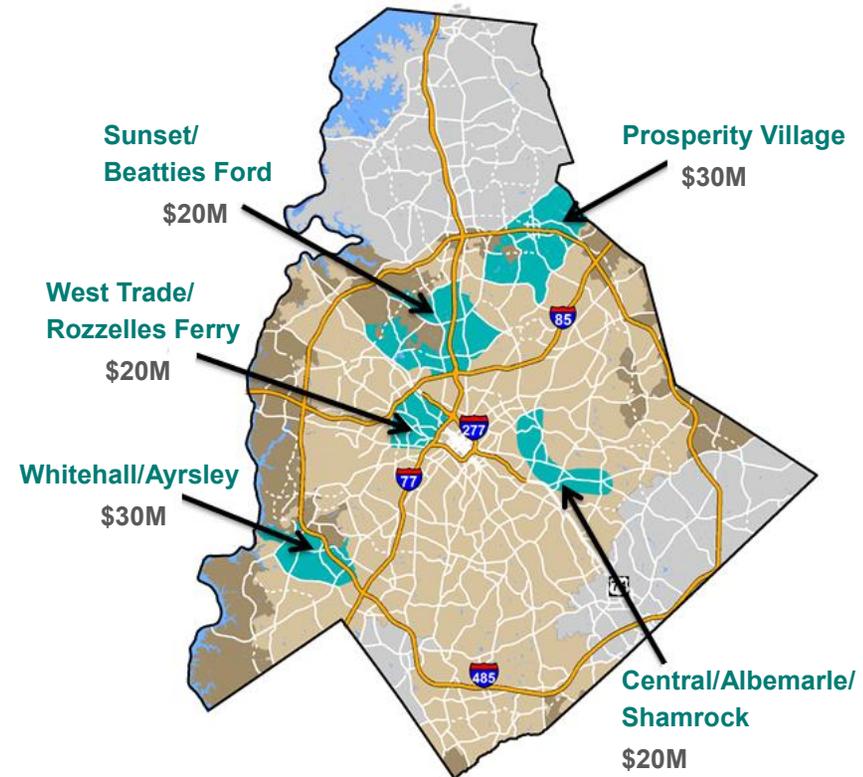
Five project areas across the City of Charlotte were selected to:

- Achieve the greatest **community impact**
- Strengthen the City's **competitiveness** regionally, nationally, and globally
- Stimulate job growth — an estimated **18,000 new jobs** could be added over the next 20 years
- Generate new residential and commercial development — approximately **\$2.2 billion** identified in new private investments through 2035

These specific areas were selected because they are:

1. Emerging high-growth areas in need of increased connectivity to regional nodes and employment centers (Prosperity and Whitehall/Ayrsley)
2. Established, economically strong areas with opportunities to promote mobility and redevelopment as well as leverage existing community assets (West Trade/Rozzelles Ferry, Sunset/Beatties Ford, and Central/Albemarle/Shamrock)

CNIP Project Areas, City of Charlotte, 2015



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CNIP GOALS

Five specific goals were identified as part of the CNIP process, which align with the larger CIP initiative:

- Create a well-connected network of streets, sidewalks, greenways, and bike lanes that link and enhance existing community assets
- Improve accessibility to and enhancement of transit
- Improve sense of place within the CNIP geography
- Create the potential for successful public/private partnerships that leverage investments and catalyze change in the neighborhoods
- Address public wants/needs as identified during community engagement

CNIP FUNDING

City Council allocated \$120 million to fund improvements in the five Comprehensive Neighborhood Improvement Program areas. As demonstrated below, the current funding schedule is based on approval of future bond referenda. Neighborhood Improvement Bonds were approved by voters in 2014, and additional bonds are proposed for 2016, 2018, and 2020.



Proposed CNIP Project Funding Cycles, City of Charlotte, 2015

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SUNSET/BEATTIES FORD CNIP AREA

The Sunset/Beatties Ford CNIP area was chosen due to its rapid growth and opportunities for development and redevelopment. City Council allocated \$20 million for the program over the next four bond cycles.

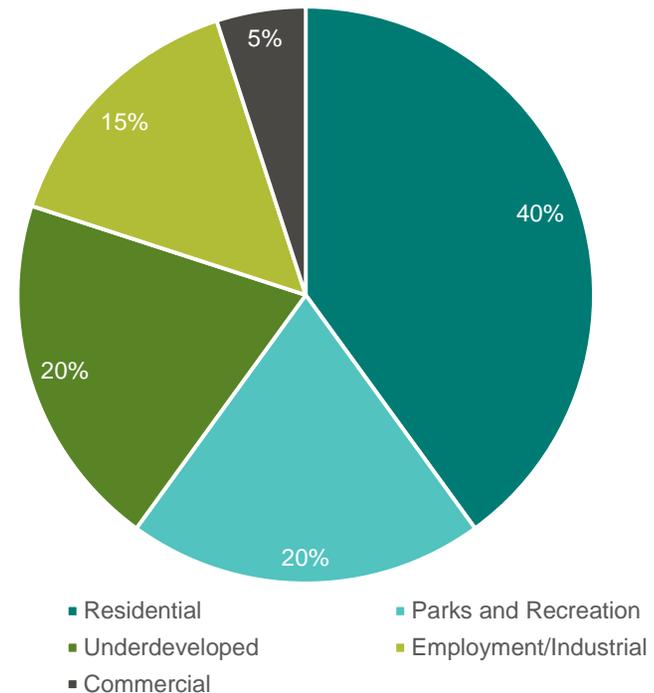
Growth in the area has been substantial – the population increased by 168% since 1990, and more than doubled from 2000-2010. Housing, meanwhile, grew by 41%. This growth was substantially higher than the city as a whole. As a result, there has been an increased demand for improvements to public infrastructure to create better connections to parks, recreation, retail services, transit, and jobs.

The area is characterized by its rich history and established communities, and is known as a convenient place to live and work. It's location near I-77, I-85, and I-485 provide quick and easy access to Uptown, Northlake Mall, University City, northern Mecklenburg towns, Charlotte Douglas International Airport, and many parks and other recreational facilities.

Land use in the area is largely defined by single-family residential neighborhoods, several large commercial/industrial employment centers, large parks, and open space. The existing retail is concentrated along Sunset Road near the I-77 interchange, with other small-scale retail scattered throughout the area. Commercial/industrial businesses are primarily warehousing and distribution operations. These businesses are located in the area because of the convenient access provided by I-77 and I-85, and are anchored by the second largest industrial business park in Mecklenburg County. Throughout the recent recession these businesses remained stable due in part due to their location. The

seven existing parks include two regional facilities and two planned greenways.

Share of Existing Land Uses by Type, Sunset/Beatties Ford CNIP Area, 2015



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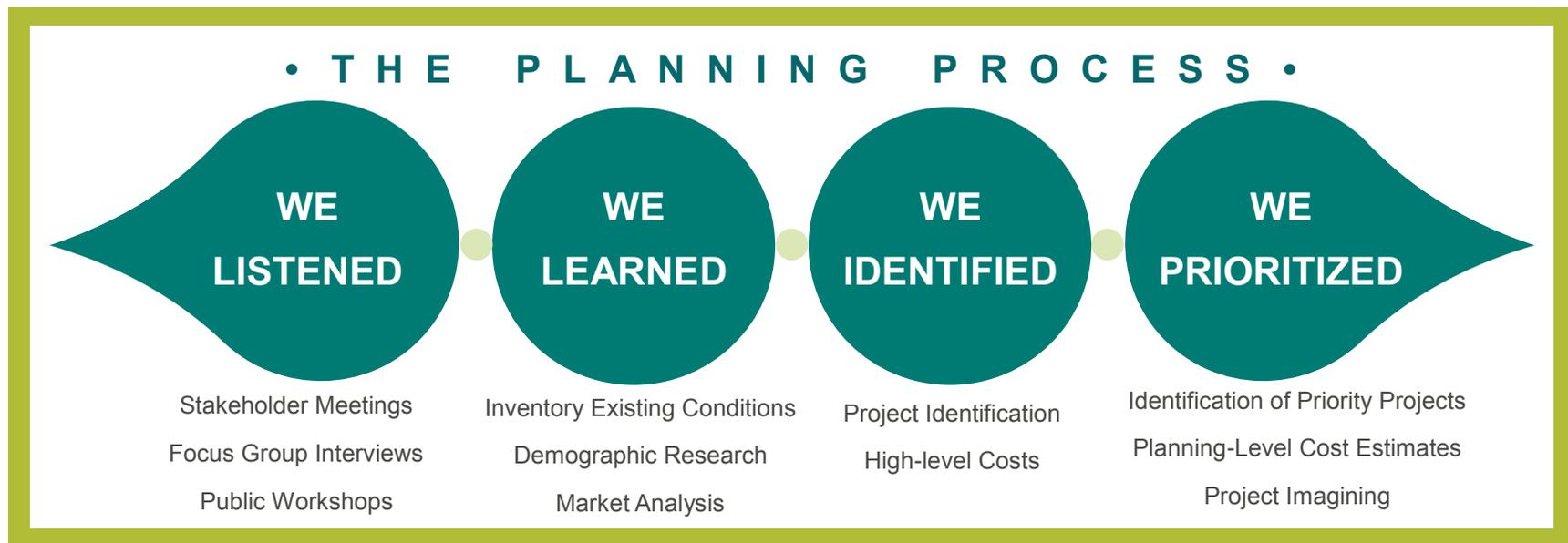
PLANNING PROCESS

In fall of 2014, the first of four proposed Neighborhood Improvement Bonds was approved by City residents. Following project kick-off, community stakeholders and focus groups were identified, and meetings were held through the winter and the spring of 2015. Public workshops were held on three days in April 2015 at separate locations to gather public input.

The outcomes of the community engagement activities, existing conditions inventory, demographic research, and market assessment yielded a more complete view of the needs and desires of the community, as well as the type of improvements that citizens supported most. This process is outlined in the graphic below.

A list of 70 potential projects totaling \$270 million in investments were identified and prioritized based on CIP and CNIP goals and criteria. To help prioritize these projects within the proposed \$20 million budget, high-level planning costs were prepared for each of the projects.

Ultimately, seven projects were chosen from the overall list. More detailed cost estimates were prepared for each of the priority projects, and conceptual renderings were created to exhibit what some of the proposed improvements could look like when completed. The projects were presented in a final round of community meetings in September 2015.





Community Involvement

The Sunset/Beatties Ford CNIP process included several stages of community engagement, with participation by nearly 250 people. Residents were included throughout the process to better understand the needs of the community and, ultimately, garner support for the priority projects. This process is explained in greater detail in Chapter 3.

1. Stakeholder Interviews and Focus Groups

Information was collected on existing conditions from identified community stakeholders through one-on-one interviews and targeted focus groups. A full list of stakeholders and focus groups can be seen on page 3-2.

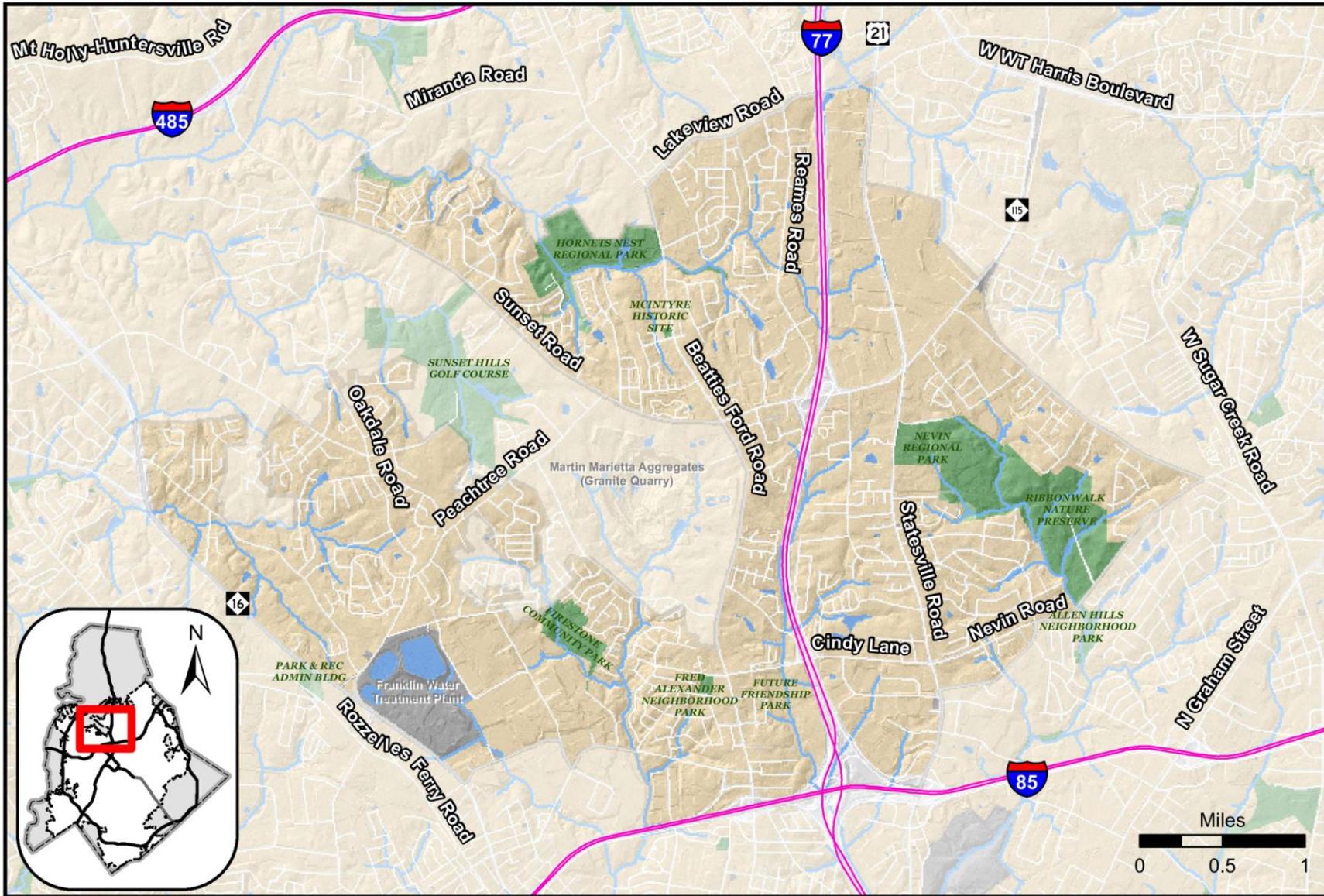
2. Community Workshops

Feedback on existing conditions was collected from the general public through a series of three workshops. Several interactive exercises were completed at the workshops to identify common wants and needs of the community.

3. Community Presentation and Feedback

Priority projects, outlined in Chapter 5, were presented to the general public and the process that led to these recommendations was discussed.

Map 1-1: SUNSET/BEATTIES FORD CNIP AREA





EXISTING CONDITIONS

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CHAPTER OVERVIEW

This chapter provides facts and figures related to existing conditions, growth, development, and associated opportunities and challenges. It concludes with a collection of maps that show existing land use and transportation conditions in the Sunset/Beatties Ford CNIP area. The following topics are covered in this chapter:

Demographics and Growth:

- Key Economic Anchors
- Demographics & Wealth

Economic Vitality:

- Employment
- Key Industry Sectors

Real Estate Potential:

- Housing Demand
- Commercial Demand

Opportunities and Challenges:

- Proximity
- Connectivity & Access
- Perception
- Community Branding
- Gateways

Map Inventory:

- Existing Land Use
- Neighborhood Facilities
- Street Connectivity
- Bicycle and Pedestrian Facilities
- Transit Facilities



Existing Conditions

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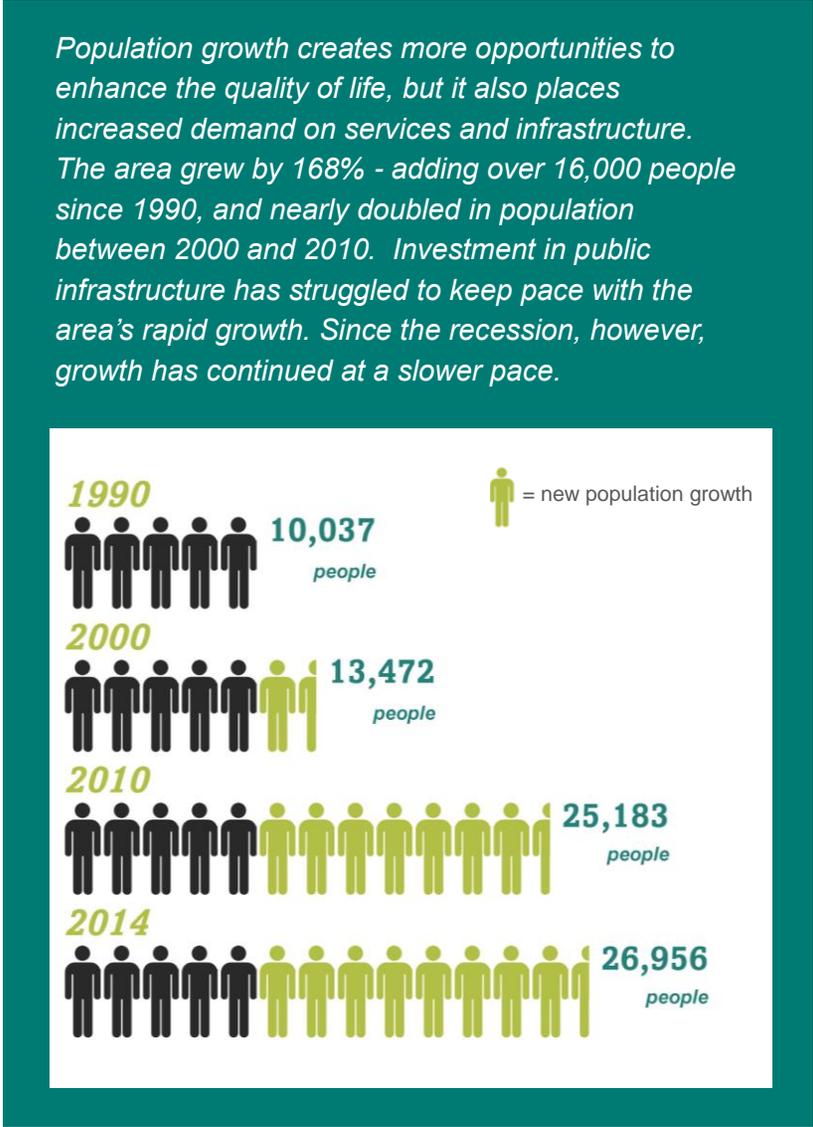
Existing Conditions

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DEMOGRAPHICS AND GROWTH

A market assessment, identifies long-term real estate potential and is an important step in the long-range CIP process. The Sunset/Beatties Ford CNIP is distinctive because of its comprehensive approach that emphasizes developing vibrant, diverse, and economically strong communities with a highly connected network of streets around nodes that include mixtures of office, retail, and residential land uses. Preparing a market assessment as part of this process helps reconcile the full market potential of the Sunset/Beatties Ford CNIP area with the infrastructure improvements needed to foster success. Areas with the highest potential to act as catalyst development sites were identified, and the priority infrastructure projects that would help to facilitate transformative change were noted. The complete market assessment is available under separate cover.

Key Economic Anchors and Investments	
Uptown Charlotte	I-485 Completion
Charlotte Douglas International Airport	I-85 Widening
Charlotte Regional Intermodal Facility	I-77 Managed Lane Project
Northlake Mall	Industrial Parks
Johnson C. Smith University	CityLYNX Gold Line
University City	CATS Red Line (Commuter Rail Corridor)
<ul style="list-style-type: none"> UNC Charlotte University Research Park 	



Existing Conditions

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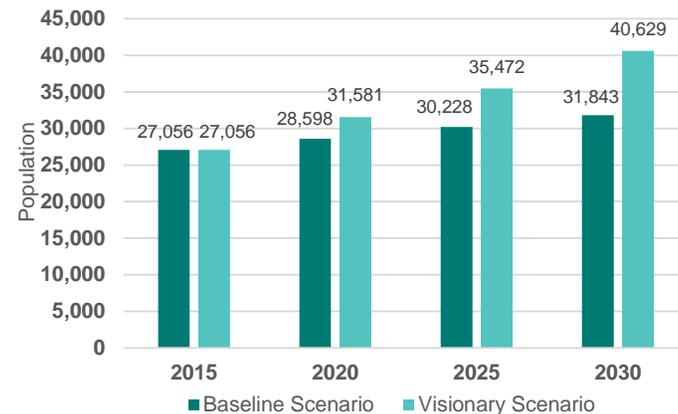
The following are some of the key attributes of the population in the Sunset/Beatties Ford CNIP Area:

- Residents who are less than 24 years old made up nearly 40% of the total population in 2014, comprising a higher share than the surrounding region. In general, this younger Millennial population tends to place more emphasis on active lifestyles, cultural resources, and access to community amenities.
- Nearly 80% of the total population identifies as a minority. Residents of any race with Hispanic Origin comprised 13.8% of the population in 2014, up from 2.8% in 2000.
- The area has a reported average household income that is roughly comparable to the larger region; nearly one-third of the households earn between \$50,000 and \$74,999 annually. Median income has increased by 10% since 2000. Household income is one of the primary considerations retailers investigate when determining potential new locations.



The Sunset/Beatties Ford CNIP area is an attractive and accessible geography located near Uptown Charlotte. Population forecasts were used to project the number of new residential units that could be added to the area, which influenced the consideration of priority projects to support this growth.

Two separate population growth scenarios were created to demonstrate the potential impact of enhanced public investment through the CNIP program. The **Baseline forecast** is based on projections by the Charlotte Regional Transportation Planning Organization. It assumes public investment levels similar to what have been demonstrated in the past. The **Visionary forecast** considers the impact of enhanced public infrastructure improvements identified through this process. New public investments will aid in catalyzing private development and redevelopment in the area, increasing growth rates. Most of the effects are projected post-2020 as public improvements are completed.



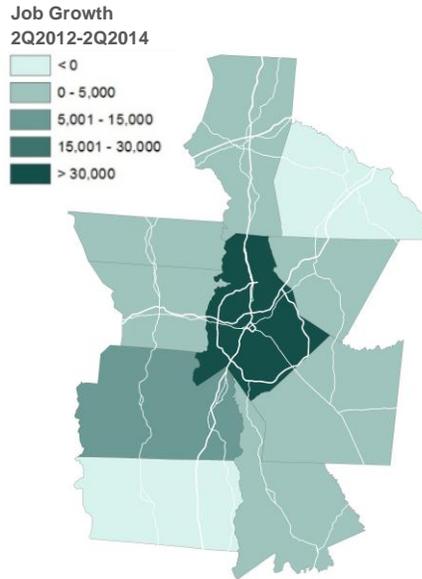
Population Forecast, Sunset/Beatties Ford CNIP Area, 2015-2030

Existing Conditions

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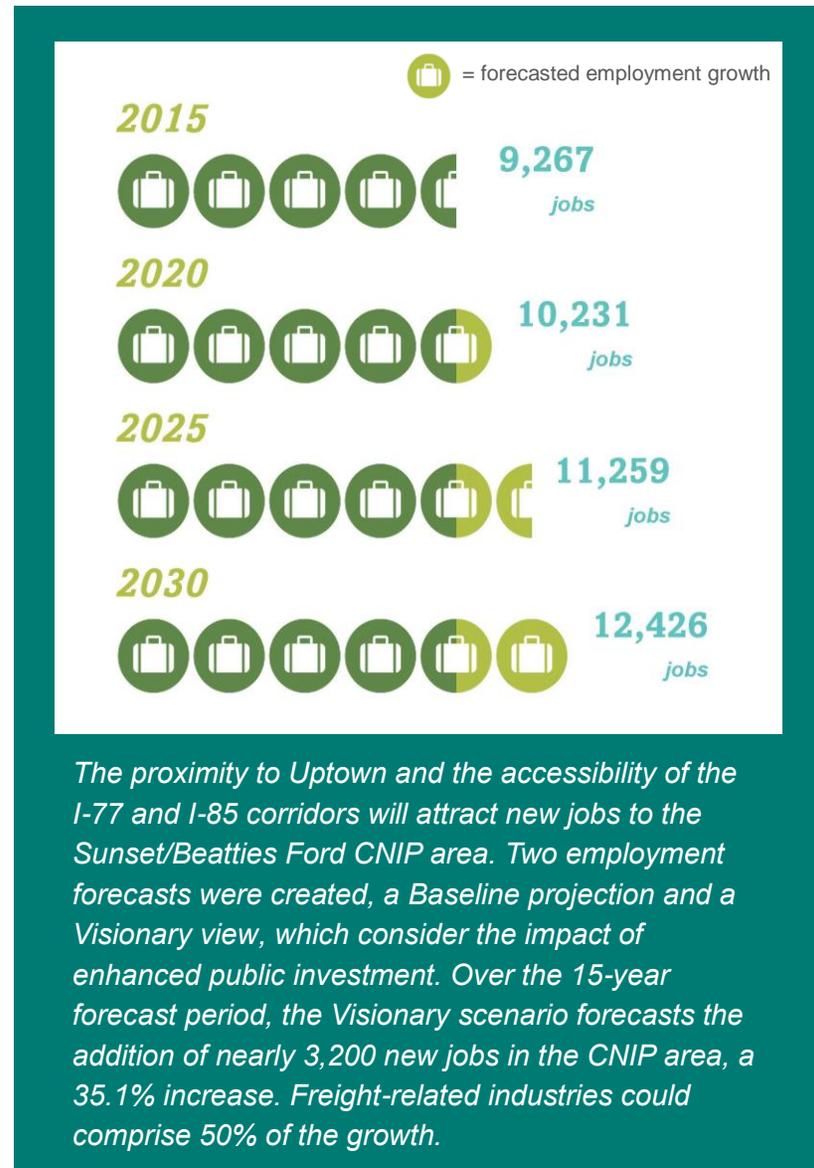
ECONOMIC VITALITY

Job growth in the Charlotte region has returned since the recession, with approximately 62,000 new jobs added in the last two years. Mecklenburg County captured two-thirds of the total increase but nearly all of the counties in the region reported positive growth. The Charlotte Metropolitan Statistical Area's (MSA) job growth over the last two years —at 6.4%— was nearly double the 3.9% national increase.



Job growth in the Sunset/Beatties Ford CNIP area has been positive, with most of the increase focused in the transportation, warehousing, and freight industries that capitalize off the area's superior accessibility. Providing more than 9,000 jobs, freight-related industries are especially beneficial to this area. In a time of widespread loss during and following the recession, freight jobs in the Sunset/Beatties Ford CNIP area experienced growth, showing how easy access to transportation infrastructure can increase an area's viability.

Freight as a Share of Total Economy...



Existing Conditions



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RESIDENTIAL REAL ESTATE POTENTIAL

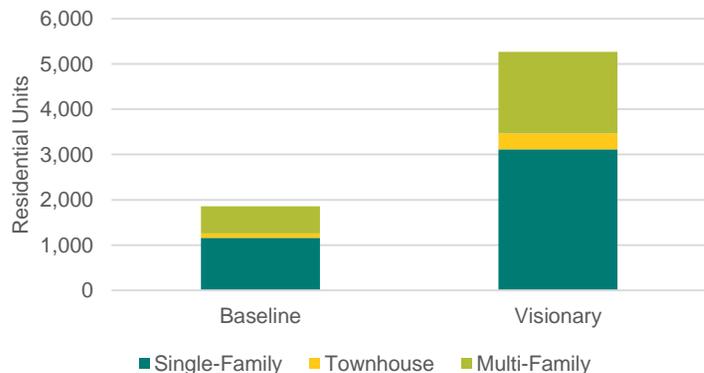
Historically, residential development has been the leading real estate sector in the Sunset/Beatties Ford CNIP area, with a focus on single-family detached housing product. Price points in the area have largely been focused on entry-level buyers, with limited variation in product types, including townhouses and multi-family apartments.

Nationally, residential demand will be driven by the preferences of Millennials and Baby Boomers—the largest segments of the population. Although these groups will seek a wide variety of housing types, a notable trend in preference has been for authentic places that offer residents access to retail services, entertainment, and jobs in tandem with a variety of transportation choices. These trends will be present in, though not exclusive to, the Sunset/Beatties Ford CNIP area.

Projected demand for new housing units in the area is based on the Baseline and Visionary population scenarios. Housing types are approximations based on land availability and current trends in

development.

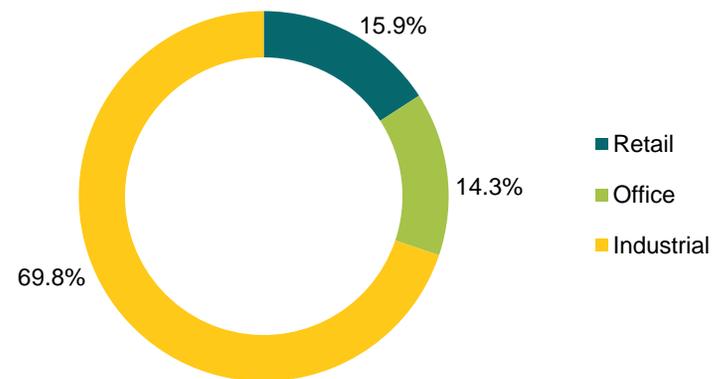
Residential Unit Demand, Sunset/Beatties Ford CNIP Area, 2015-2030



COMMERCIAL REAL ESTATE POTENTIAL

Over the next 15 years, the Sunset/Beatties Ford CNIP area could add approximately 1.5 million square feet of new commercial development. Demand for industrial square footage is forecasted to generate nearly 70% of the total commercial increase through 2030. This change reflects the area’s superior access to major transportation thoroughfares and centralized location within Mecklenburg County.

Shares of Commercial Demand, Sunset/Beatties Ford CNIP Area, 2015-2030



Demand for retail square footage is impeded by the area’s proximity to Northlake Mall, which is a major regional shopping center. While the Sunset/Beatties Ford CNIP area offers access and visibility, a positive consideration for office development, it lacks a diversity of housing options and retail and service amenities. Demand for new office space in the area is likely to lag behind demand for residential and retail.

Existing Conditions



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OPPORTUNITIES

Offering proximity to Uptown Charlotte and many of the major economic anchors in the Charlotte region, the Sunset/Beatties Ford CNIP area has excellent connections via the I-77, I-85, and I-485 corridors. Recreational activities, including parks and trails, are abundant. Housing is affordable for a variety of household incomes.

Harnessing development momentum moving north from Uptown, focused along the Beatties Ford Road and Statesville Avenue corridors, the CNIP area is prime for reinvestment. The base of industrial and freight-related jobs provides a balanced tax base in the area as well as opportunities for residents to live near viable employment.



OPPORTUNITIES

- Easy Access to Interstates**
- Location/Proximity to Economic Anchors**
- Strong Presence of Recreational Opportunities**
- Superior Connectivity and Accessibility**
- New Development Moving North from Uptown**
- Momentum around Johnson C. Smith University**
- Potential Redevelopment Opportunities at Metrolina**
- Strong Distribution/Warehousing Job Base**

Existing Conditions

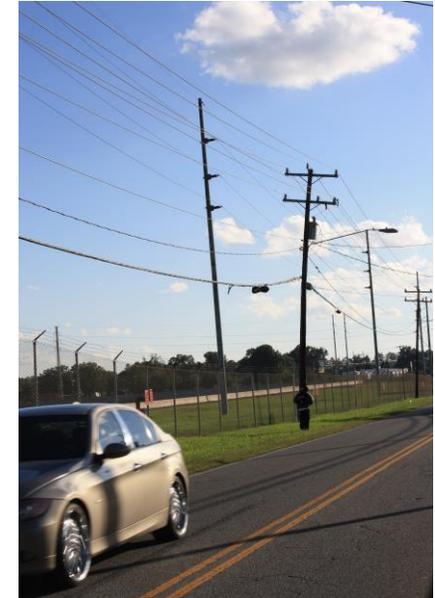
Lack of Clear Gateways/Entrances
No Clear Community Branding/ Lack of Cohesion
Limited Pedestrian and Bicycle Connectivity
Community Perception vs. Reality
Need for Updated Community Recreational Amenities
Limited Neighborhood-Serving Retail
Lack of Housing Diversity (Price-Points and Product Types)

CHALLENGES

CHALLENGES

The Sunset/Beatties Ford CNIP area also faces challenges moving forward. The community lacks clear gateways and has no cohesive branding. Strong branding will influence outside perception of the area—which, at present, is often inaccurate. Continued support of community groups will help with community branding efforts.

Although the area has ample recreation facilities, there is limited access for pedestrians and bicycles due to a lack of sidewalks and bicycle facilities within the community. Some of the recreation facilities need an update to meet the needs of an evolving population. While affordable housing is prevalent, additional opportunities exist to provide a variety of price points and product types.



Existing Conditions

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MAP INVENTORY

A series of maps were created as an inventory of existing conditions. These maps focus on land use, the presence of public facilities, including parks, schools, and community centers, and transportation conditions within the Sunset/Beatties Ford CNIP area. Data for this mapping exercise was provided by the City of Charlotte.

Existing Land Use

Shows existing land use throughout the Sunset/Beatties Ford CNIP area.

Neighborhood Facilities

Shows the existing recreational areas within the CNIP area, including parks, community centers, greenways, and schools.

Street Connectivity

Shows existing and proposed roadway network in the Sunset/Beatties Ford CNIP area.

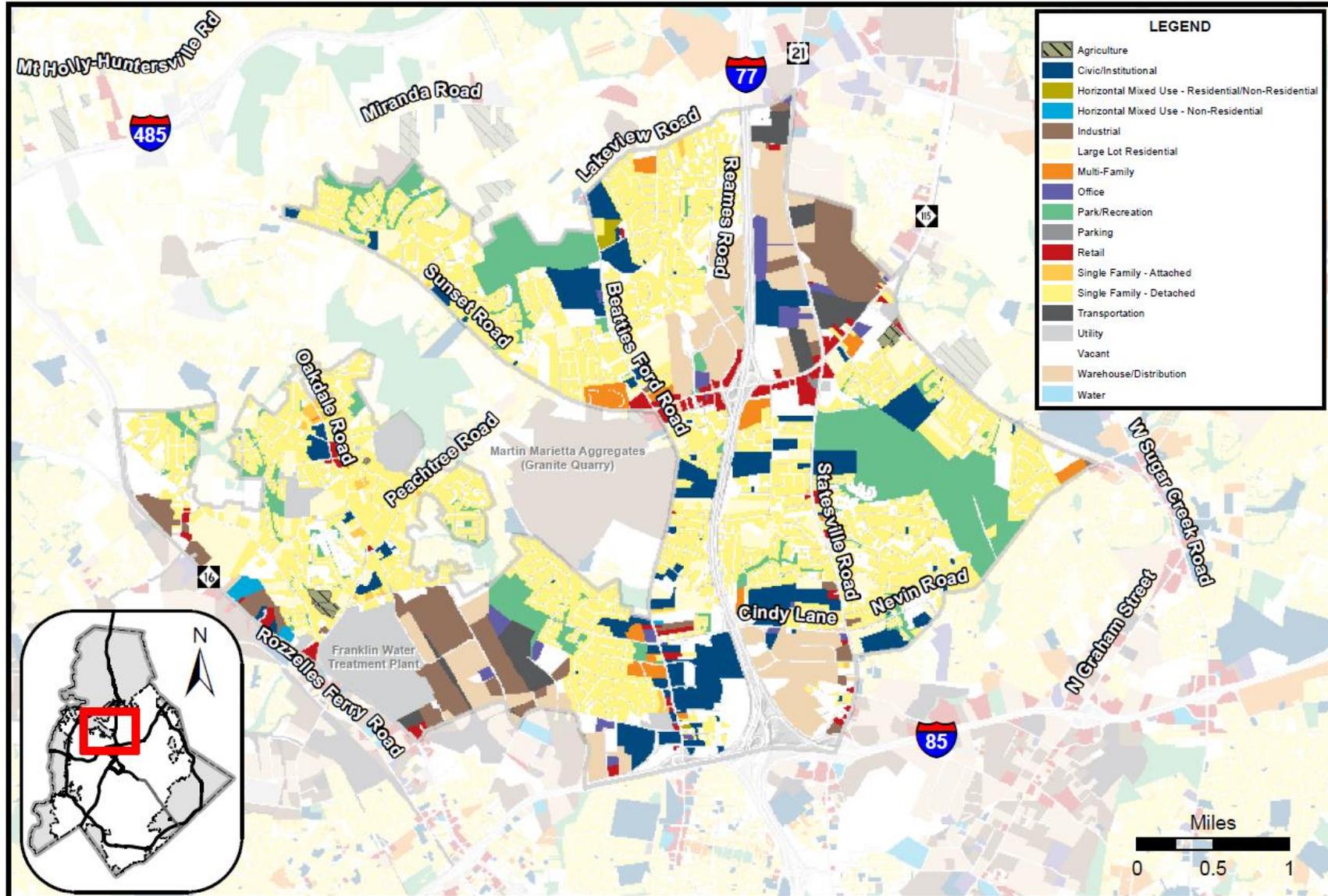
Bicycle and Pedestrian Facilities

Shows existing bike lanes and sidewalks throughout the CNIP area, as well as proposed greenway connections.

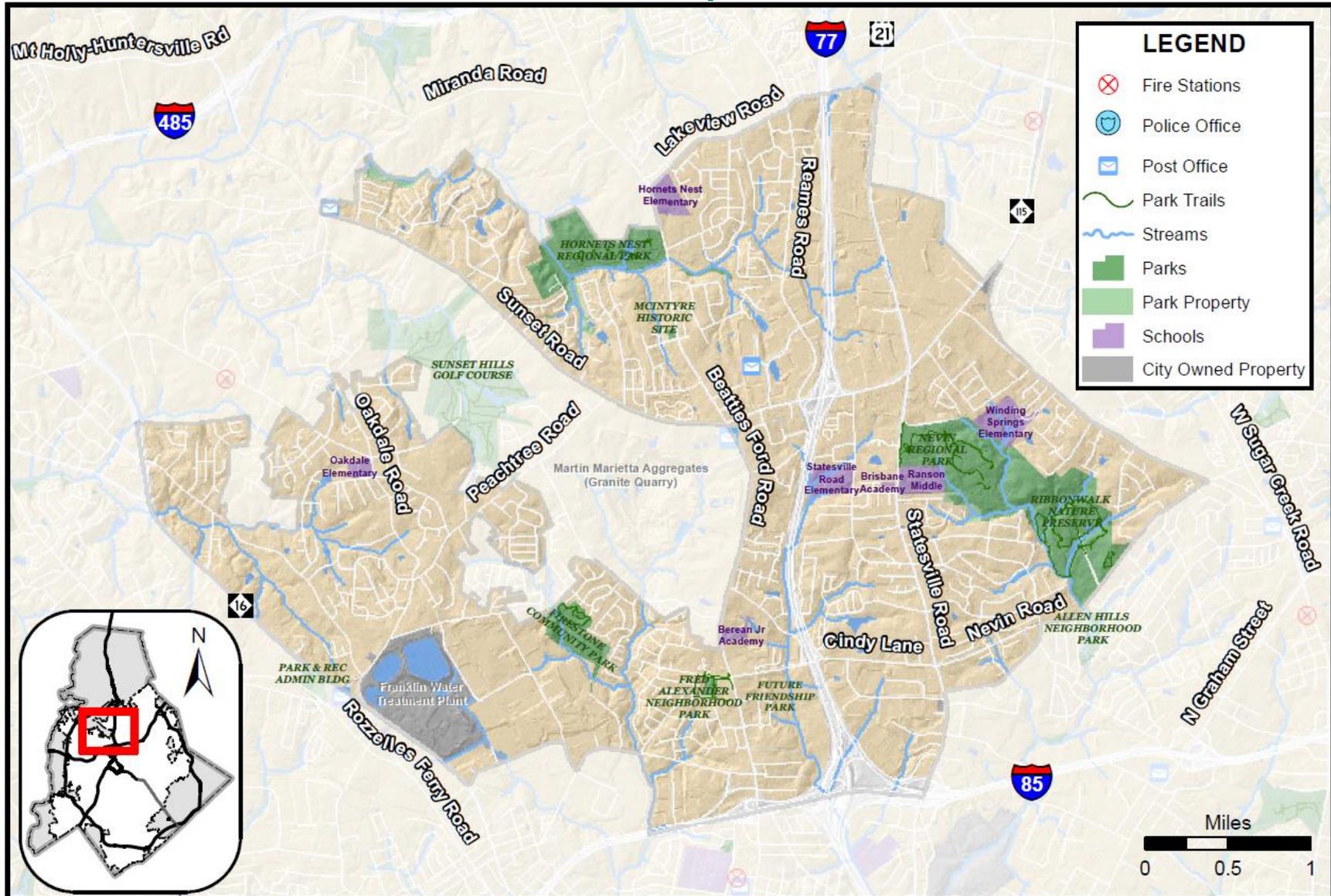
Transit Facilities

Shows existing transit services and facilities in the Sunset/Beatties Ford CNIP area.

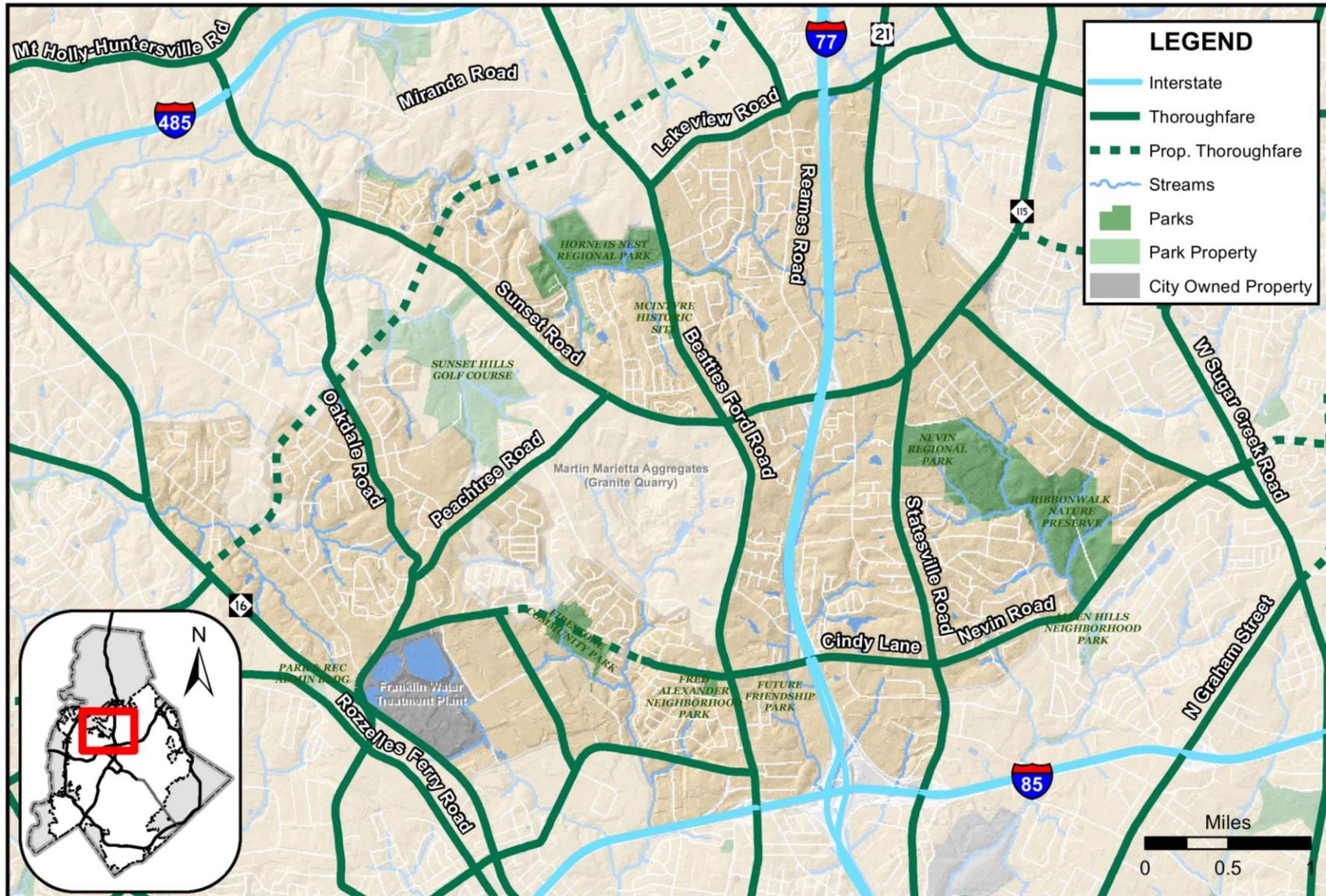
Map 2-1: EXISTING LAND USE



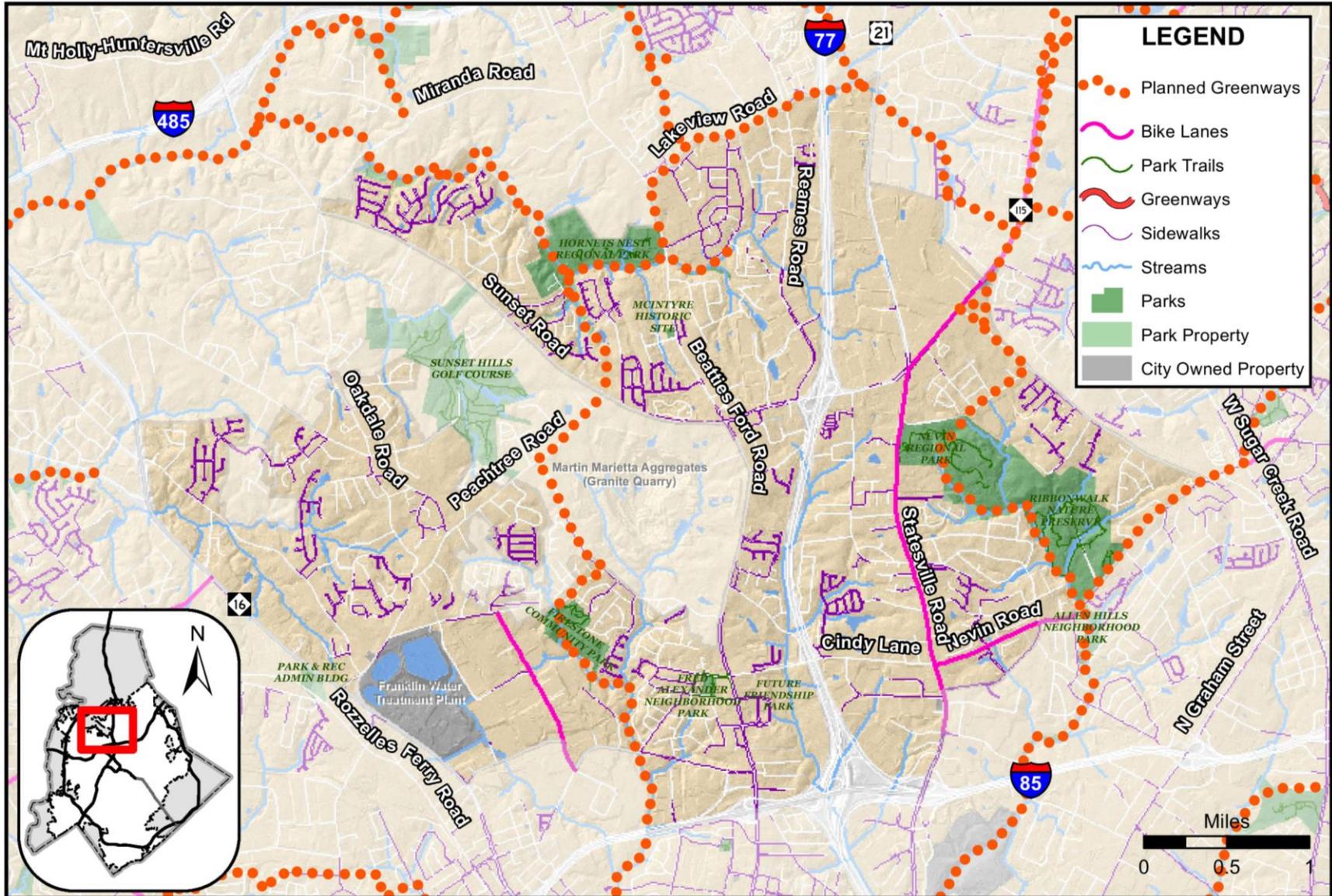
Map 2-2: NEIGHBORHOOD FACILITIES



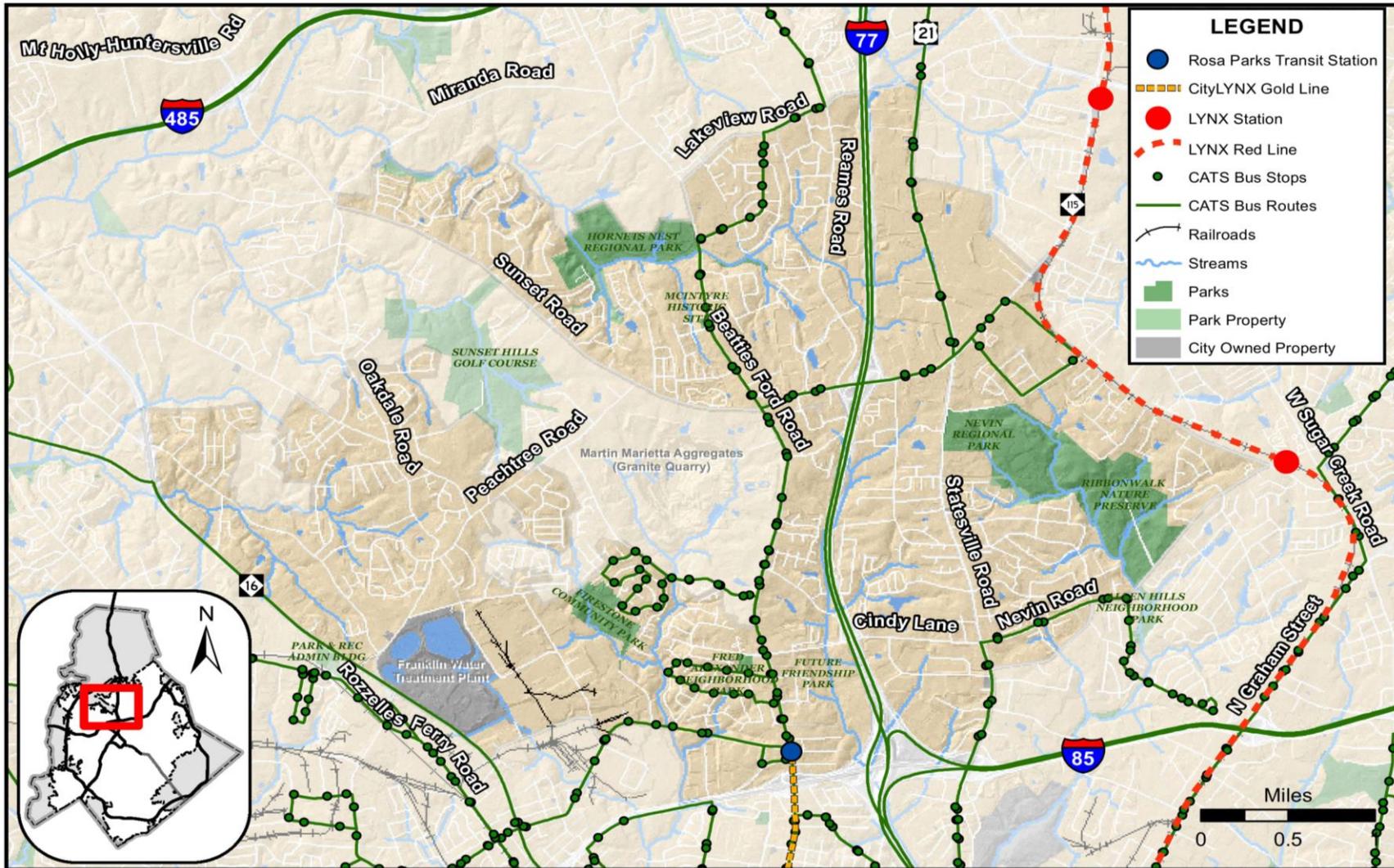
Map 2-3: STREET CONNECTIVITY



Map 2-4: BICYCLE AND PEDESTRIAN FACILITIES



Map 2-5: TRANSIT FACILITIES





3

COMMUNITY ENGAGEMENT

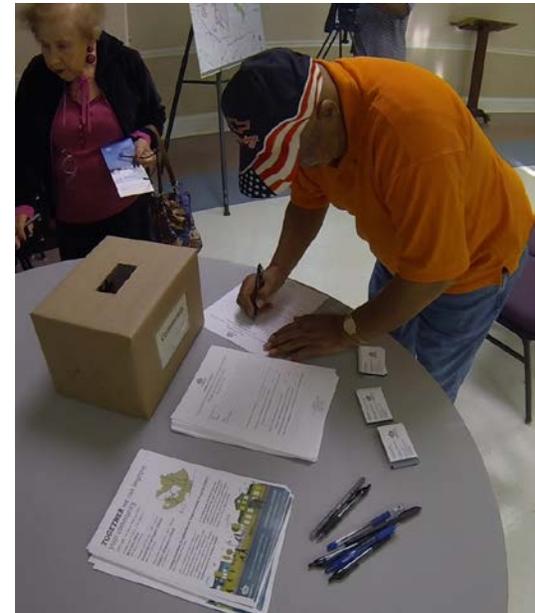
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CHAPTER OVERVIEW

This chapter summarizes the outreach events designed to understand the issues, needs, and desires for the Sunset/Beatties Ford CNIP area. These events included meetings with various stakeholders and focus groups through winter and spring of early 2015. Following these smaller, targeted discussions, a series of public meetings were held in April 2015 to engage and solicit thoughts as to how best to invest public dollars to create transformative change in this area. Accompanying the details of what occurred at these meetings are summaries of the opinions and data collected. Input gathered from the community set the foundation for identifying the public infrastructure needs throughout the Sunset/Beatties Ford CNIP area. The engagement process concluded with a final round of community meetings held in September 2015, where priority projects were presented to the public.

For the outcomes of the Sunset/Beatties Ford CNIP process to reflect community values and be implementable, a multi-faceted community engagement process was created to generate information equal in value to technical data. The process brought together residents, neighborhood leaders, business leaders, organization leaders, and other stakeholders to identify community assets and needs. It was important to create a process that allowed participants to understand why decisions were made and the effect of those decisions as the plan took shape.

Scenes from the Public Workshops



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STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted during the winter of 2015 to introduce the Sunset/Beatties Ford CNIP program and to better understand community values, issues, assets, resources and future plans and projects.

STRENGTHS TO PRESERVE

- Increase in Retail Development
- Hornet's Nest Park
- McCrorey YMCA
- Metrolina Expo Center

HOW TO FURTHER CONNECT THE COMMUNITY

- Construct Bike and Pedestrian Facilities
- Perform Community Outreach
- Protect Environmental Features
- Improve Interchange/Intersection
- Enhance Street Lighting
- Expand Transit Facilities

POTENTIAL DEFINING FEATURES

- Community Gateways
- Building Façade Improvements
- Housing Diversity

SUNSET/BEATTIES FORD CNIP AREA IDENTIFIED STAKEHOLDERS

Charlotte Area Transit Service (CATS)
Charlotte Department of Transportation
Charlotte Fire Department
Charlotte Housing Authority
Charlotte-Mecklenburg Housing Partnership
Charlotte-Mecklenburg Planning Department
Charlotte-Mecklenburg Police Department
Charlotte-Mecklenburg Public Library
Charlotte-Mecklenburg Schools
Charlotte Regional Transportation Planning Organization
Charlotte Water
City Economic Development Department
City Engineering & Property Management
Friendship Community Development Corporation
Greater Charlotte Apartment Association
Historic West End Neighborhood Association (HWENA)
Martin Marietta Aggregates
McCrorey YMCA
Mecklenburg County Parks and Recreation Department
Neighborhood & Business Services
Neighboring Concepts
North Carolina Department of Transportation
Real Estate and Building Industry Coalition
Charlotte Self-Help

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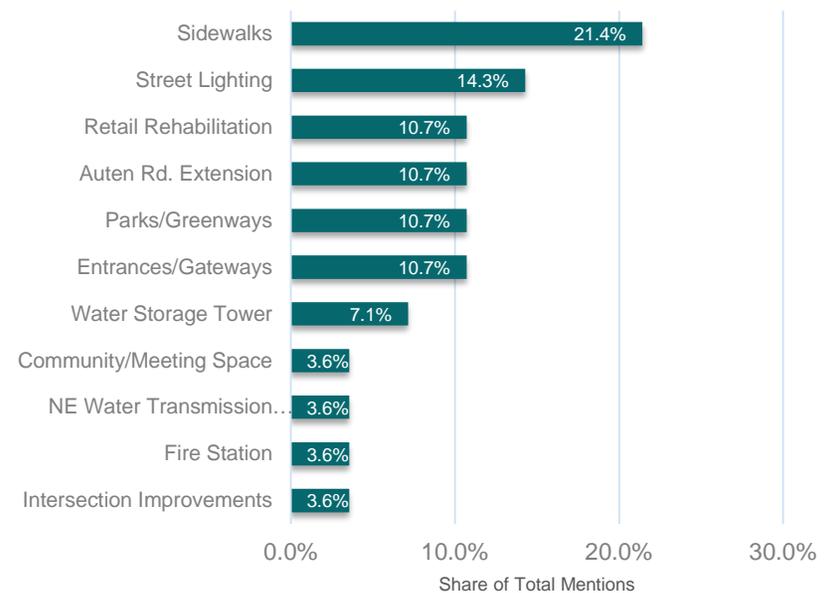
FOCUS GROUP MEETINGS

In addition to the stakeholder interviews, focus group meetings were also held to assess the area. These focus groups targeted:



Several themes emerged from the stakeholder and focus group meetings, including the need for increased sidewalk connectivity and street lighting, additional retail options, improved access to parks and placemaking/branding in specific locations throughout the area. Information learned during this phase of the process allowed City staff and consultants to create a more targeted approach to community-wide engagement efforts.

**Share of Priority by Total Mentions,
Stakeholder and Focus Group Summary, 2015-2030**



Sunset/Beatties Ford CNIP | comprehensive community investment strategy report

COMMUNITY MEETINGS

Three community meetings were held in April 2015 at McCrorey YMCA, Statesville Road Baptist Church, and Oakdale Elementary School with approximately 120 citizens in attendance from 37 different neighborhoods. The purpose of the meetings was to introduce the process and to receive public input through a series of interactive issue-identification exercises.

PUBLIC WORKSHOP EXERCISES

- Where do you live/work/go to school?
- Thought Wall
- Mapping Exercise
- Priority Theme Exercise

After data was gathered and potential improvements were identified and prioritized, the City held follow-up meetings to share the findings with the community. Three drop-in sessions were held on Tuesday, September 29, 2015 at Friendship Missionary Baptist Church. The attendance at these meetings was distributed evenly, with approximately 50 residents in attendance.

TOGETHER we can improve your community.

Let's talk. You choose when and where:

Tuesday, April 14, 2015 • 7:00 - 8:30 p.m.
McCrorey YMCA
3801 Beatties Ford Road

Thursday, April 23, 2015 • 6:00 - 7:30 p.m.
Statesville Road Baptist Church
4901 Statesville Road

Wednesday, April 29, 2015 • 6:00 - 7:30 p.m.
Oakdale Elementary School
1825 Oakdale Road

Comprehensive Neighborhood Improvement Program (CNIP):
Sunset/Beatties Ford Area

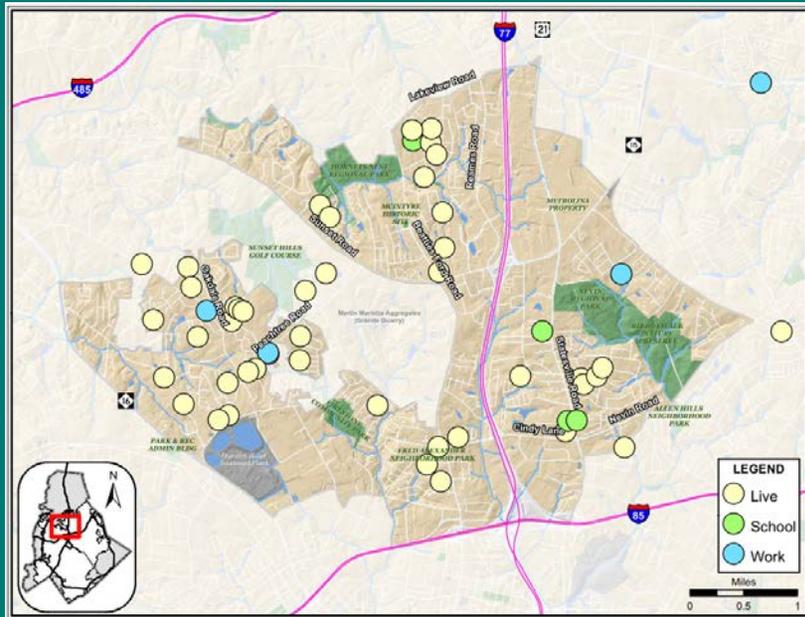
Join us to share your input on what your community needs most! We're offering three public meetings—choose the one that works best for you. These meetings are your opportunity to help the City of Charlotte identify improvement projects in the **multi-neighborhood area, including Oakdale** to the west, Derita and Nevin to the east, Lakeview Road to the north, and I-85 to the south as part of the City's Comprehensive Neighborhood Improvement Program. Maybe it's a sidewalk, street enhancements, or a bridge—you tell us. We're listening.

CHARLOTTE
Contact: Cary Chereskoff (704) 336-7040
cchereshkoff@ci.charlotte.nc.us
CharlotteFuture.com/CNIP
Click Link: Sunset/Beatties Ford Area

Where do you live/work/go to school?

This exercise asked participants three simple questions: “Where do you live? Where do you work? Where do you go to school?” To complete the exercise, participants placed a colored dot on the study area map to answer each question. The compiled data can be seen below, where yellow corresponds to live, blue to work, and green to school.

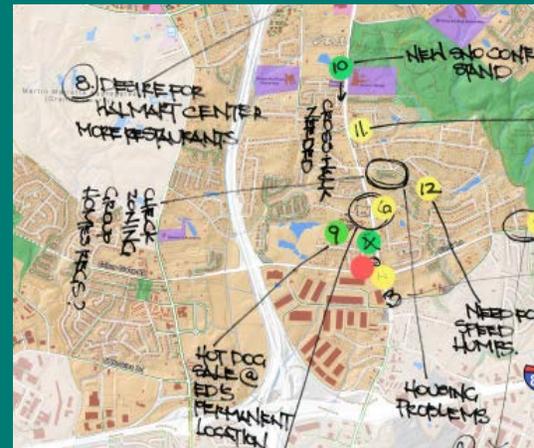
This data helped the team understand the demographics of citizens that participated in the public meetings. For instance, most of the participants live within the study area but do not work there. Also, the neighborhoods and geographic regions most represented at the meetings can be clearly seen.



Mapping Exercise

This exercise asked participants to identify assets to preserve and opportunities for improvement in the Sunset/Beatties Ford CNIP area. Participants placed markers on the maps indicating areas they thought were assets, areas that need improvement, and anything else they thought important to note. As can be seen below, this exercise allowed residents to voice their opinions on the good and bad they see in their neighborhood on a daily basis.

All of these locations and notes were compiled to generate a list of assets in the community, which can be seen to the right.



Community Assets

- Churches
- Good Roads
- History
- Housing
- Hornet's Nest
- Interstates
- Libraries
- McCrorey YMCA
- Metrolina Expo
- Nevin Park
- Nearby Services
- Northlake Mall
- Community Pride
- Proximity to Airport
- Public Transportation
- Quiet Place to Live
- Schools
- Ribbon Walk
- Sunflower Restaurant
- Good Connectivity
- Established Neighborhoods
- Proximity to Uptown Charlotte

Thought Wall



Four community strategies played a prominent role in the Thought Wall exercise: Economic Growth, Neighborhoods, Public Safety, and Transportation and Connectivity. During this exercise, participants were instructed to identify up to five issues, concerns, needs, or challenges facing the Sunset/Beatties Ford CNIP area. They wrote each thought on a single sheet of paper and reserved their most important thought for a blue sheet.

The Thought Wall exercise was completed by having participants place each sheet (i.e., "thought") on the wall under one of the four strategies. Ultimately, this exercise allowed the City staff and the consulting team to quickly establish a sense of community priorities based on the themes that received the most comments.

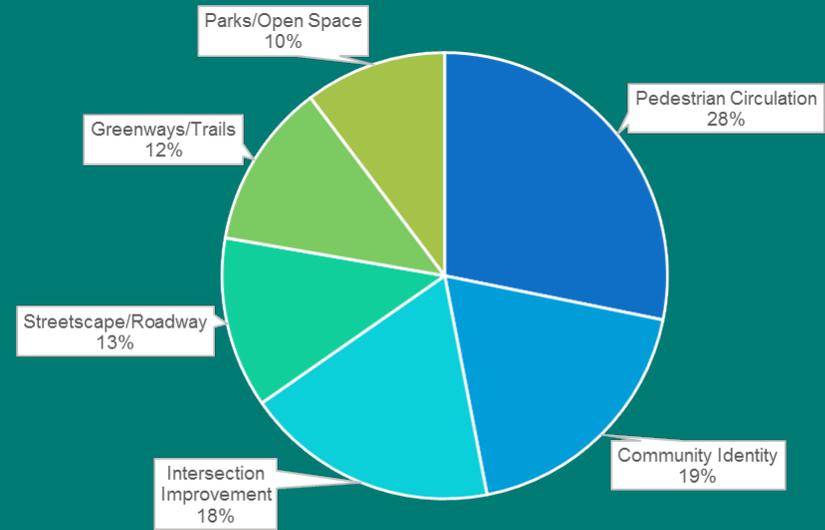


Priority Theme Exercise

Six themes were considered in this exercise: Intersection Improvement, Streetscape/Roadway, Pedestrian Circulation/Sidewalks, Community Identity, Greenways/Trails, and Parks/Open Space.

Participants were asked to place up to three dots next to the themes that they found most important. This provided the team with a better understanding of community priorities.

Participant responses from all three meetings can be seen in the pie chart to the right. Nearly 250 responses were polled, with 28% indicating that pedestrian circulation improvements are their highest priority. Other high-priority themes included Community Identity (19%) and Intersection Improvement (18%).



Intersection Improvement



Streetscape/Roadway



Pedestrian Circulation/Sidewalks



Community Identity



Greenways/Trails



Parks/Open Space

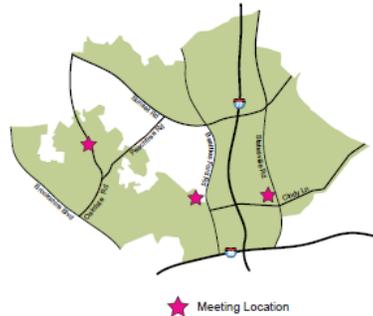
Sunset/Beatties Ford

Comprehensive Neighborhood Improvement Program (CNIP)

37
Neighborhoods
Represented

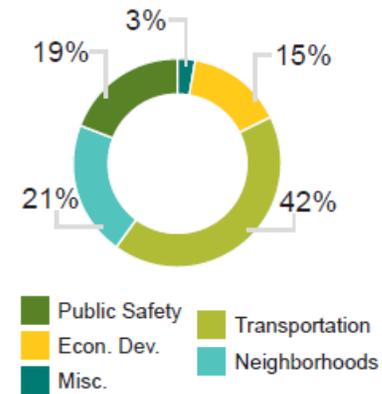
120
Citizens in
Attendance

3 Public
Meetings
April 2015



What we heard...

Residents were clear that they have deep community pride and a unique history that CNIP investments should build on and enhance.



Community Priorities

What are the possibilities?

Neighborhoods



- community identity
- libraries
- community centers
- senior housing
- park enhancements

Public Safety



- traffic calming
- street lighting
- pedestrian crossings

Transportation



- transit improvements
- sidewalks/bike lanes
- intersection improvements

Economic Growth



- catalyst for more retail
- expand neighborhood services
- public/private partnerships



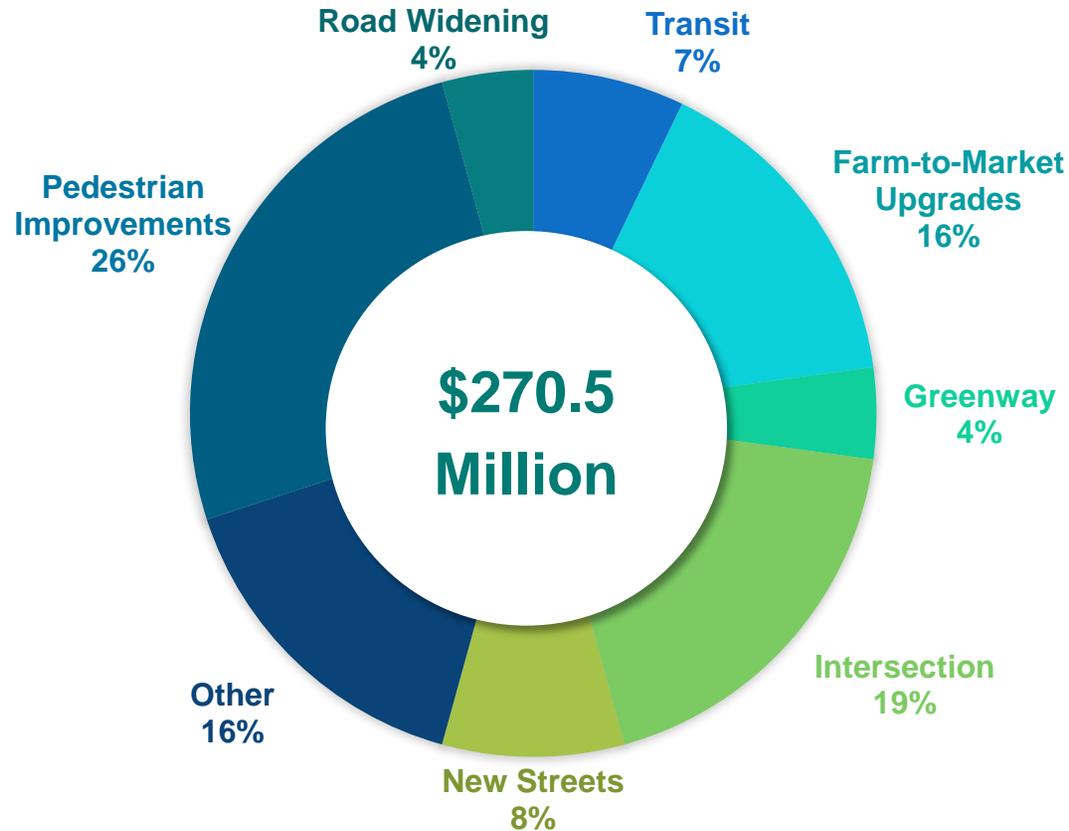
PROJECT IDENTIFICATION & PRIORITIZATION

Sunset/Beatties Ford CNIP | comprehensive community investment strategy report

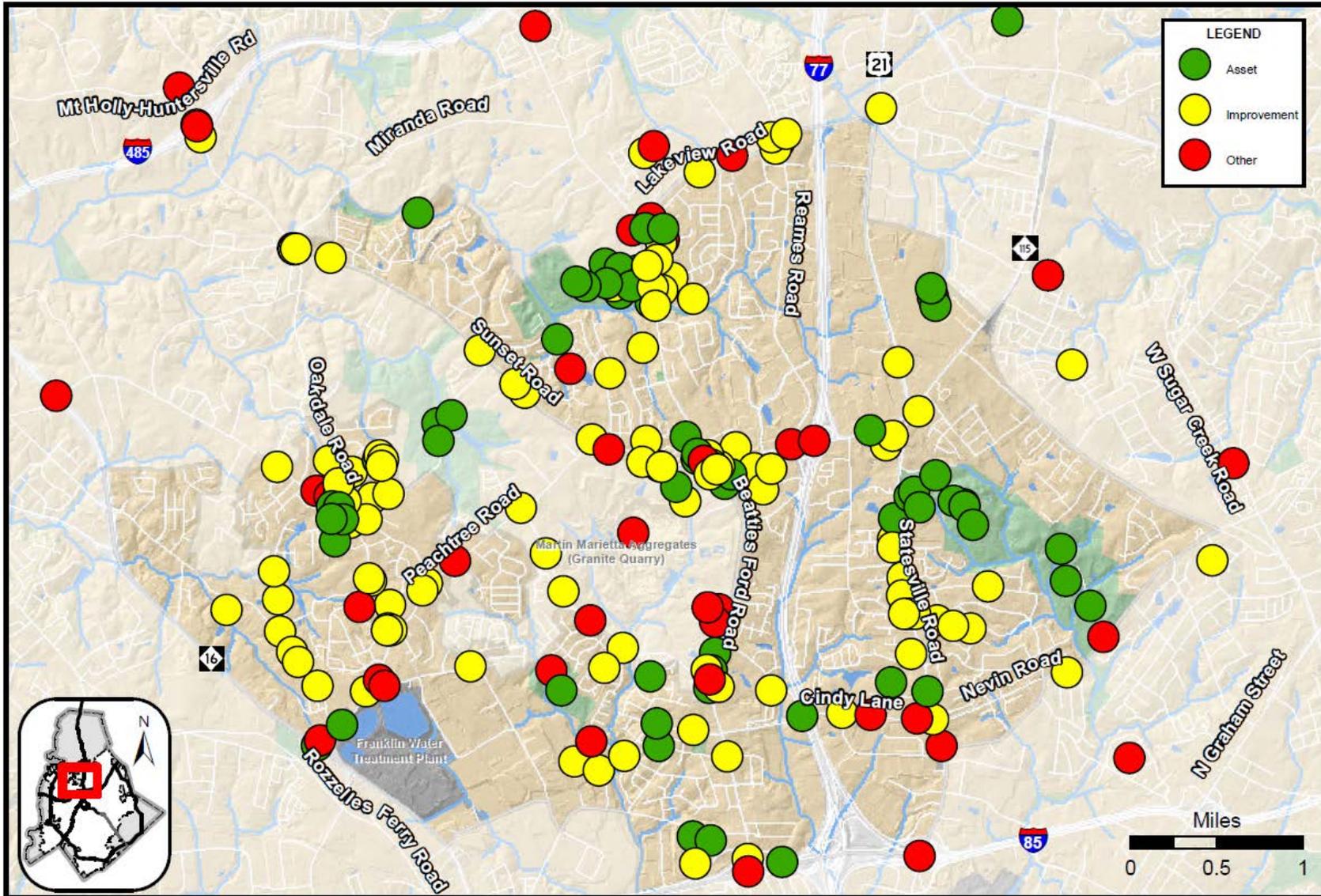
PROJECT IDENTIFICATION

Potential projects in the Sunset/Beatties Ford CNIP area were identified through consideration of existing conditions, a market assessment, and stakeholder and community input. Map 4-1, on the following page, summarizes the distribution of community identified assets and needs collected in early 2015.

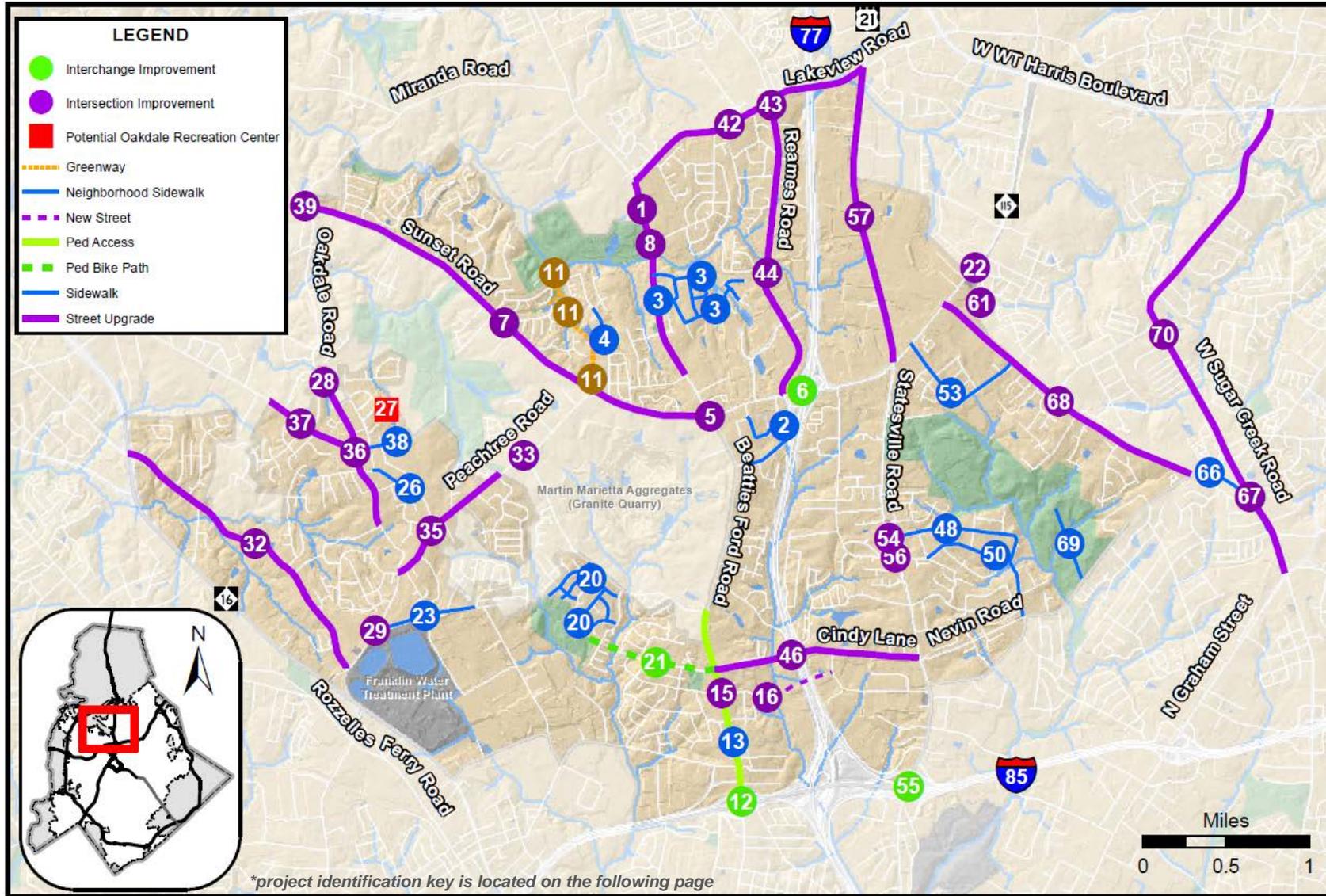
Community needs were combined and resulted in defining 70 potential projects, totaling over **\$270 million** in investment (Map 4-2). Including lighting, crossings, sidewalks, and aesthetics, pedestrian improvements make up 26% of the total projected investment cost. Other improvements captured the need for housing projects, library services, senior services, and recreation centers.



Map 4-1: COMMUNITY ASSETS & NEEDS



Map 4-2: IDENTIFIED PROJECTS



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#	Project
1	Beatties Ford Road Widening
2	Hamilton Circle Neighborhood Sidewalk
3	Hyde Park Neighborhood Sidewalks
4	Linda Vista Lane Sidewalk
5	Sunset Road & Beatties Ford Road Aesthetics
6	Sunset Road & I-77 Interchange Aesthetics
7	Sunset Road Farm-to-Market Upgrades
8	Beatties Ford Road & Trinity Road Intersection
11	Stewart Creek Greenway
12	Beatties Ford Road & I-85 Interchange Aesthetics
13	Beatties Ford Road Pedestrian Crossings
14	Capps Hill Mine Road Farm-to-Market Upgrades
15	McAllister Road & Beatties Ford Road Intersection
16	McAllister Road Extension
17	Rosa Parks Dive / Carrier Drive Improvements
20	Garden City Neighborhood Sidewalks
21	Griers Grove Road / Firestone Access & Improvements
23	Auten Road Farm-to-Market Upgrades
25	Fred D Alexander Blvd (New Alignment)
26	Oak Drive Sidewalk
27	Potential Oakdale Recreation Center
28	Oakdale Rd Farm-to-Market Phase II
29	Oakdale Road & Auten Road Intersection
32	Old Plank Road Farm-to-Market Upgrades
33	Peachtree Road & Capps Hill Mine Road Intersection
34	Peachtree Road & Oakdale Road Intersection
35	Peachtree Road Farm-to-Market Upgrades
36	Pleasant Grove Road & Oakdale Road Intersection
37	Pleasant Grove Road Farm-to-Market Upgrades
38	Radio Road Sidewalk
39	Sunset/Oakdale/Miranda Intersection
42	Lakeview Road Farm-to-Market Upgrades
43	Reames Road & Lakeview Road Intersection
44	Reames Road Farm-to-Market Upgrades
46	Cindy Lane Farm-to-Market Upgrades
48	Durham Lane Sidewalk

#	Project
50	Lake Road Sidewalk
53	Oak Drive/Garvin Drive Sidewalk
54	Statesville Road & Durham Lane Intersection
55	Statesville Road & I-85 Interchange Aesthetics
56	Statesville Road & Milhaven Lane Intersection
57	Statesville Road Widening
58	Sunset Road & Statesville Road Aesthetics
60	Oakburn Drive Extension
61	Palustris Court Extension
63	West Sugar Creek Rd Extension
66	Derita Avenue Sidewalk
67	Gibbon Road & West Sugar Creek Road
68	Gibbon Road Farm-to-Market Upgrades
69	Ribbonwalk Pedestrian Access
70	West Sugar Creek Road Widening

Identified Needs Not Shown on Map	
9	Hornets Nest Park Improvements
10	McIntyre Creek Greenway
18	Auten Road Extension
19	CATS - Enhance existing service on Milan Road
22	NE Water Transmission Main (CLT Water Project)
24	CATS - New service in Oakdale
30	Oakdale Road Lighting I (inside city limits)
31	Oakdale Road Lighting II (outside city limits)
40	CATS - New service on Lakeview Road
41	Lakeview Road Direct Connect (Partnership ONLY)
45	CATS - New service on Statesville Road
47	O'Dillon Lakes (Housing Partnership Project)
49	Irwin Creek Greenway
51	Nevin Community Center/Recreation Center
52	Nevin Park Improvements
59	Library Service
62	Senior housing options
64	Water tower/Fire Station
65	CATS - New service in Derita

Project Identification & Prioritization

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PROJECT PRIORITIZATION

CNIP goals for the Sunset/Beatties Ford area were created to capture the community's priorities. These goals were used in conjunction with the City's CIP strategies to prioritize the 70 potential projects. Each project was ranked according to a high-medium-low scale. Additional weight was given to projects with potential partnering opportunities as well as if 'quick wins' could be achieved for the community.



CNIP GOALS

- Create a well-connected network of streets, sidewalks, greenways, and bike lanes that link to and enhance existing community assets
- Improve accessibility to/enhance transit
- Improve sense of place within the CNIP geography
- Foster successful public/private partnerships that leverage investments and catalyze change in the neighborhood
- Address public wants/needs as identified during community engagement

CIP GOALS

- Create jobs and grow tax base
- Leverage public and private investments
- Enhance public safety
- Enhance transportation choices and mobility
- Ensure housing diversity
- Provide integrated neighborhood improvements

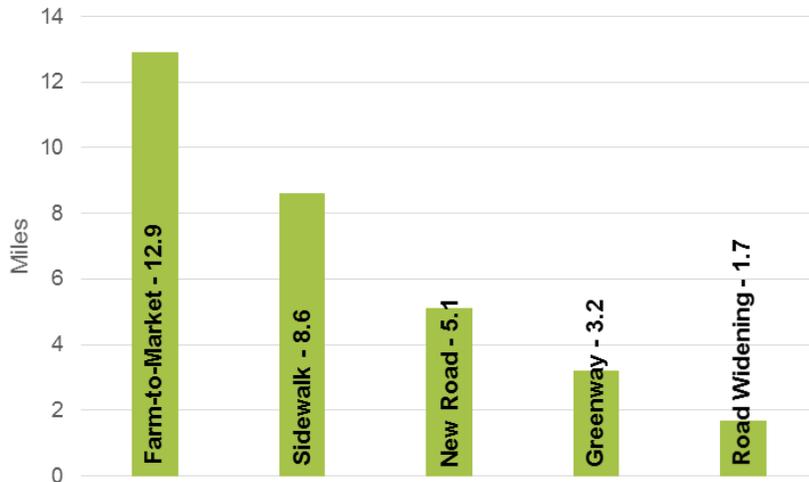
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COST ESTIMATE METHODOLOGY

High-level cost estimates were prepared for each of the 70 potential projects to aid in determining which could be completed within the constraint of the \$20 million CNIP budget. The cost estimates were based on lump sum and unit costs provided by the City of Charlotte. Estimates were based on project length and were not reflective of design constraints.

Farm-to-Market (FTM) improvements, described to the right, represented 12.9 miles of the identified projects. Sidewalks and new road facilities follow at 8.6 miles and 5.1 miles, respectively.

Miles of Identified Road Improvements, Sunset/Beatties Ford CNIP Area



FARM-TO-MARKET

Farm-to-Market (FTM) projects can typically include all or some of the following improvements: bike lanes, sidewalks, planting strips, landscaping, curb and gutter, storm drainage infrastructure, parallel parking, medians, signalization, and crosswalks.

Assumed Cost/Mile: \$8.3 Million

SIDEWALK

Sidewalk projects assume the construction of new six-foot sidewalk segments on one side of a road facility for the length of the project.

Assumed Cost/Mile: \$1.3 Million

NEW ROAD

New road projects assume the construction of a cross section that includes one travel lane in each direction.

Assumed Cost/Mile: \$10 Million

GREENWAY/TRAIL

Greenway/Trail projects can vary, but these assumptions include 12-foot widths, paved surfaces, and directional separation.

Assumed Cost/Mile: \$1.3 Million

ROAD WIDENING

Road widening projects assume the symmetric widening of the existing roadway with one new lane in each direction.

Assumed Cost/Mile: \$12 Million

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HIGH PRIORITY PROJECTS

The potential projects that rose to the top of the prioritized list achieve the City’s goals and meet community priorities. The community priorities, shown to the right, have been detailed for each project in Chapter 5. These projects were shared with the community and City of Charlotte Steering Team. Recommendations to move forward into planning phases will be presented to City Council.



PROJECT	COMPONENTS	ESTIMATED COST	COMMUNITY PRIORITIES
Beatties Ford Road Pedestrian Crossings	Evaluate opportunities to improve pedestrian crossings	\$500,000	
Gateway Aesthetic Improvements	Install landscaping, lighting, and signage at key locations	\$450,000	
Hornet’s Nest Park Access Improvements	Install sidewalks along key thoroughfares, evaluate Beatties Ford Road/Trinity Road intersection to improve safety for all travel modes	\$3,450,000	
Oakdale-Nevin Trail	Install pedestrian and bicycle facilities along the Griers Grove Road, Cindy Lane, and Nevin Road corridor to enhance connections to greenspace	\$6,100,000	
Oakdale Farm-to-Market (FTM) Phase 2	Add sidewalks, bicycle lanes, and curb and gutter along Oakdale Road; install sidewalks on Peachtree Road, Pleasant Grove Road, Oak Drive	\$3,900,000	
Oakdale/Miranda/Sunset Intersection Improvements	Modify intersection to address existing crash patterns	\$2,500,000	
Lakeview Road & Reames Road Intersection Improvements	Coordinate modification to Lakeview/Reames Road intersection with the I-77 HOT Lanes project; evaluate opportunities for pedestrian and bicycle improvements	\$3,700,000	
TOTAL		\$20,600,000	



PRIORITY PROJECTS

Sunset/Beatties Ford | comprehensive neighborhood improvement program

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COMMUNITY PRIORITIES

Four community priorities were identified through the public engagement process, with a focus on neighborhoods, public safety, transportation, and economic growth. For each of the seven priority projects, key considerations regarding specific project goals have been highlighted.



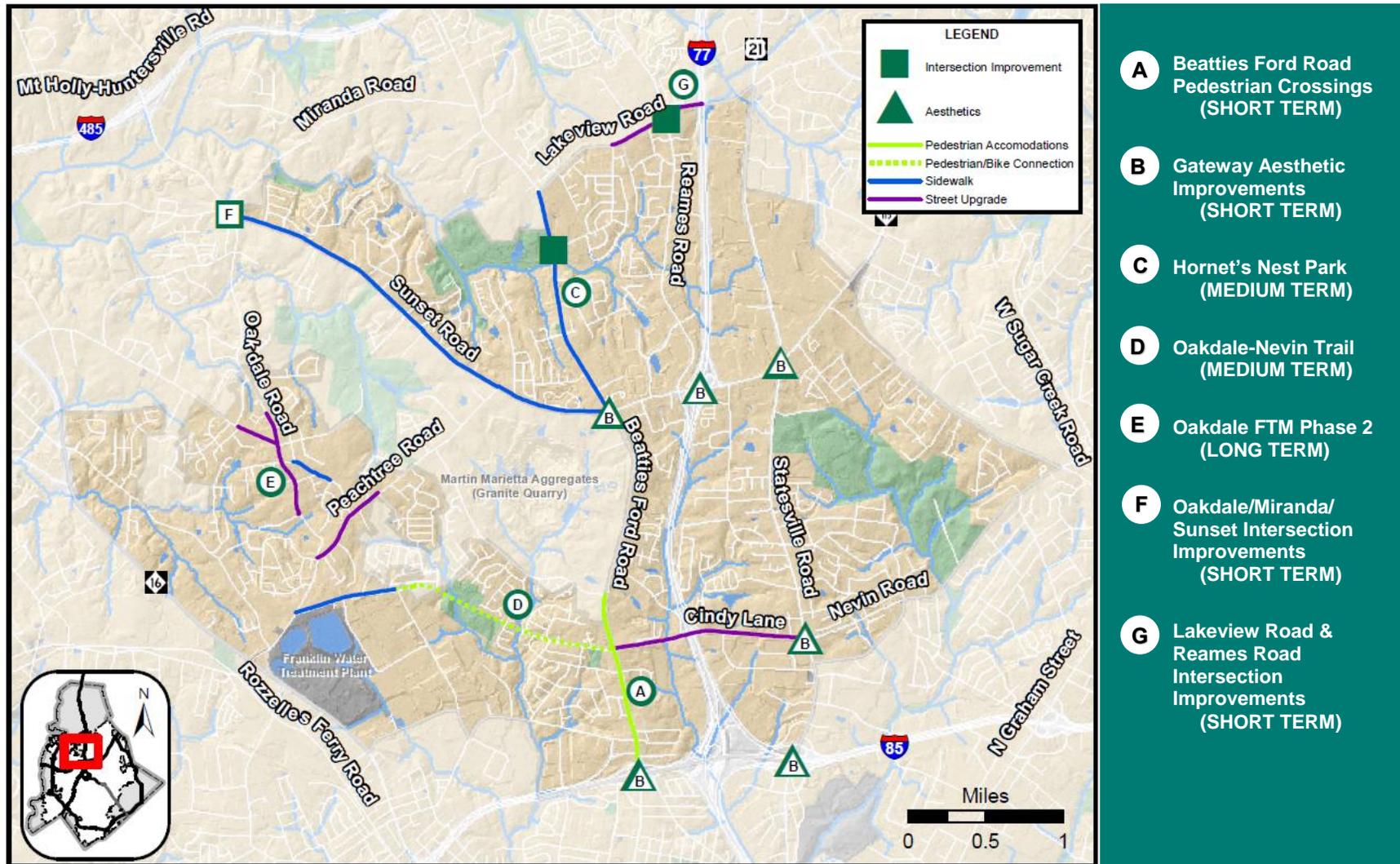
TIMELINE

No definitive timeline has been established for the initiation of the seven priority projects identified through this process. Project timing could be accelerated or delayed based on community need, new development in the area, or funding opportunities through partnerships that are not apparent today.

PROJECT INITIATION TIMELINE

SHORT (>3 Years)	<ul style="list-style-type: none">• Beatties Ford Road Pedestrian Crossings• Gateway Aesthetic Improvements• Oakdale/Miranda/Sunset Intersection Improvement• Lakeview Road & Reames Road Intersection Improvement
MEDIUM (4-5 Years)	<ul style="list-style-type: none">• Hornet's Nest Park Access Improvements• Oakdale-Nevin Trail
LONG (6+ Years)	<ul style="list-style-type: none">• Oakdale Farm-to-Market

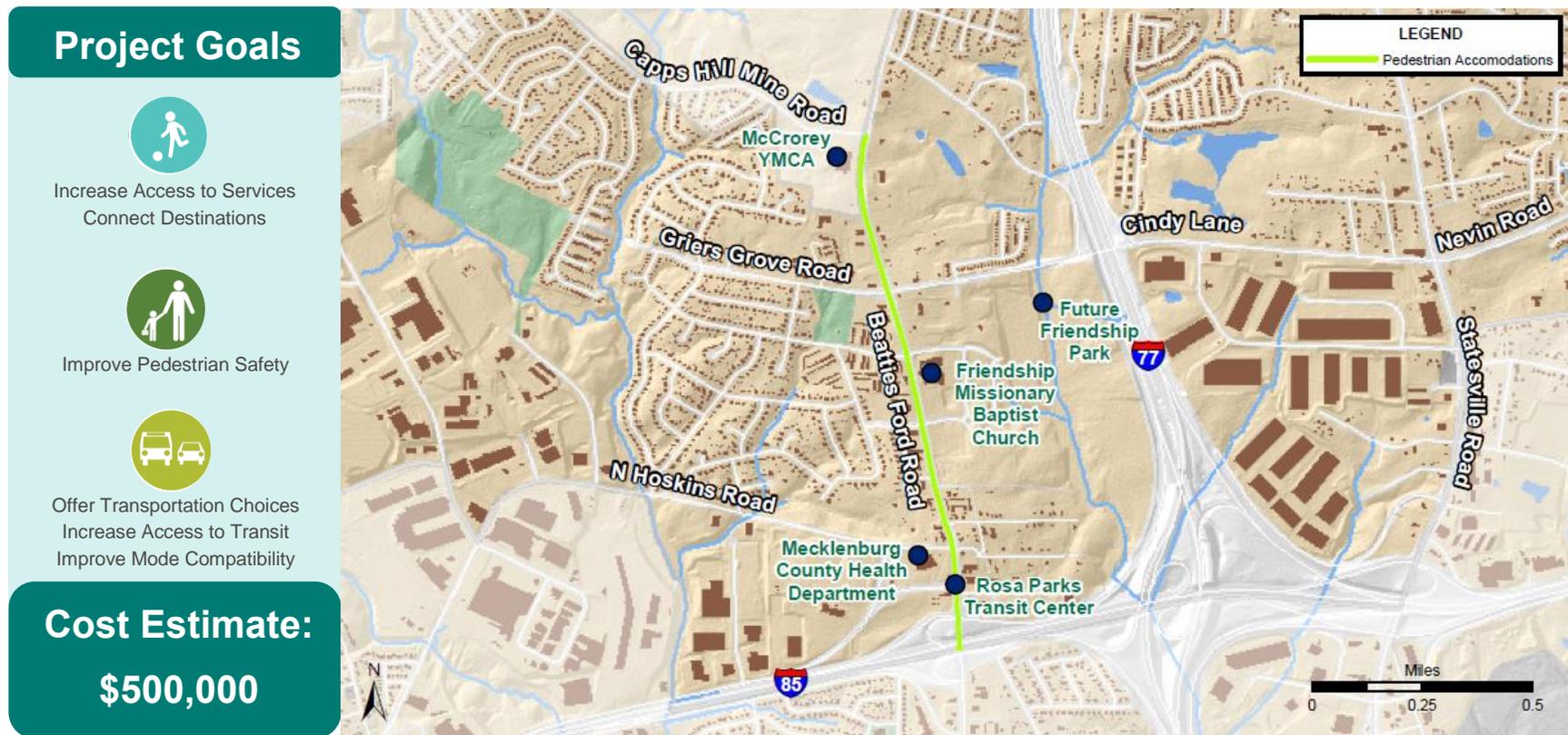
Map 5-1: PRIORITY PROJECTS



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BEATTIES FORD ROAD PEDESTRIAN CROSSINGS

Beatties Ford Road is a major north-south thoroughfare with sidewalk on both sides between I-85 and Capps Hill Mine Road. Pedestrian activity centers on several key destinations including Rosa Parks Transit Center, Friendship Missionary Baptist Church, the future Friendship Park and Sportsplex, Mecklenburg County Public Health Department, and McCrorey YMCA. Crossing the street on this corridor is challenging for pedestrians. Improved pedestrian crossings along this section of Beatties Ford Road would also be supportive of the Oakdale-Nevin Trail priority project, as described later in this chapter. Additionally, a potential partnership opportunity has been identified with Mecklenburg County at the Health Department location near Rosa Parks Transit Center.



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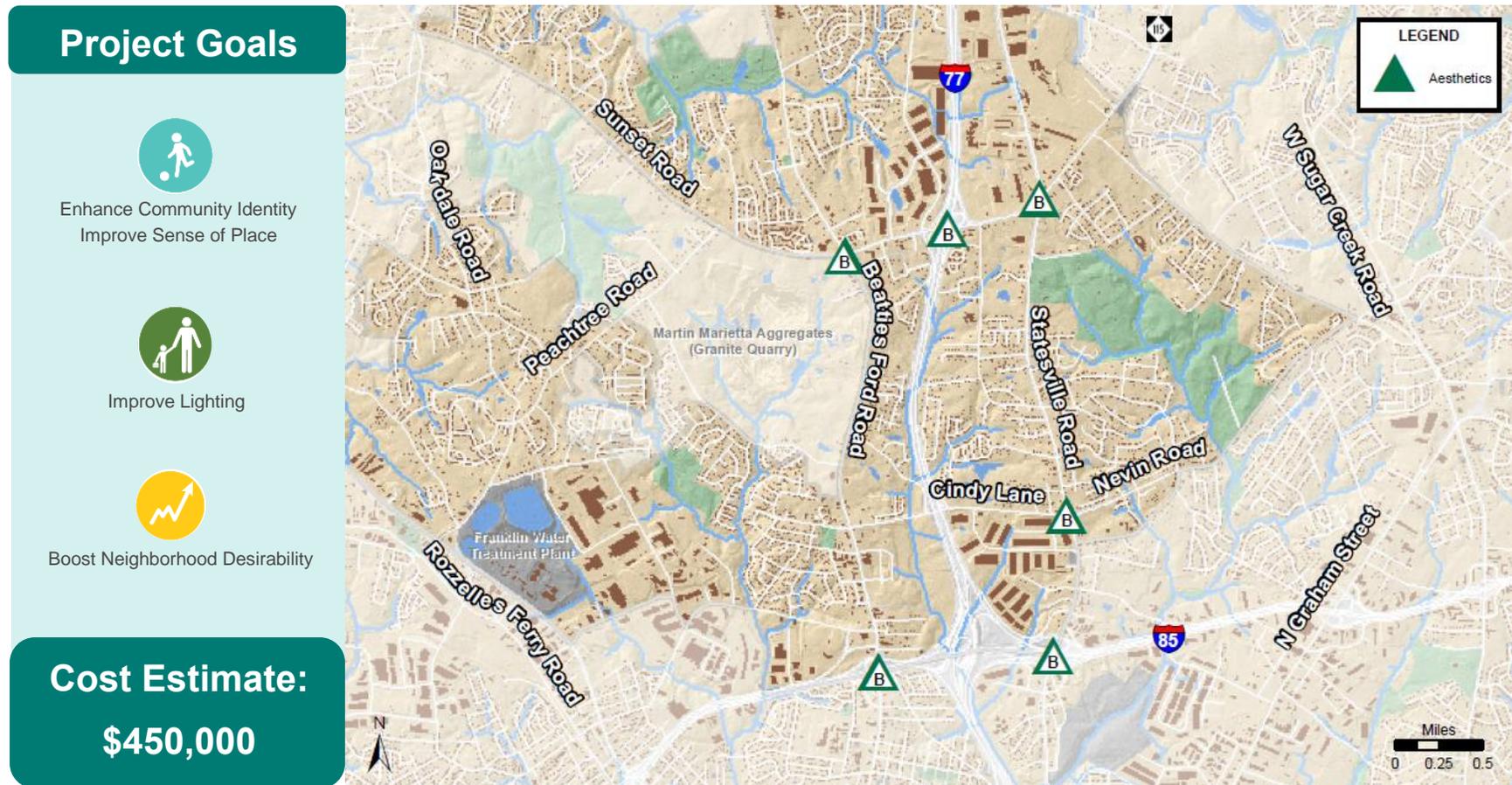


Above are examples of possible pedestrian improvements for the Beatties Ford Road corridor.

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GATEWAY AESTHETIC IMPROVEMENTS

The residents of the Sunset/Beatties Ford CNIP area have a strong sense of pride for the history of their community. Finding ways to preserve and exhibit that history in the form of public art, monuments, lighting or pedscape improvements was a high priority need identified through public engagement. These types of projects could improve the sense of community and the safety in the area. The six locations shown below are the primary gateways to this community and will be studied for possible aesthetic enhancements.



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Above are examples of possible aesthetic improvements that could be implemented throughout the Sunset/Beatties Ford area.

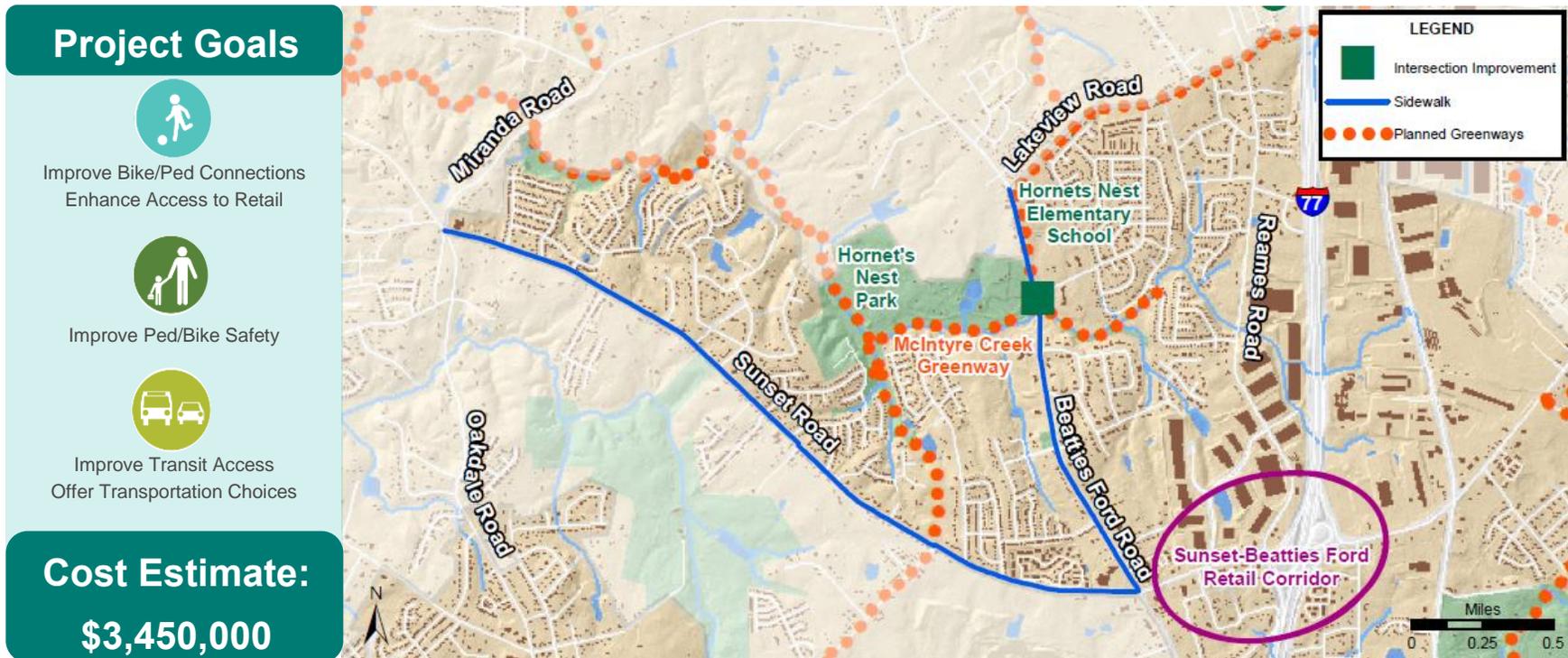
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HORNET'S NEST PARK ACCESS IMPROVEMENTS

Hornet's Nest Park is a key community asset and includes many amenities, athletic fields, a disk golf course, a community center, tennis courts, and a BMX bicycle track. While nearly 20% of the Sunset/Beatties Ford CNIP area is park/greenspace, safe pedestrian and bicycle access to the existing parks is limited. Residents in adjacent neighborhoods, as well as students and staff at Hornets Nest Elementary School, cannot safely walk or bicycle to the park or access retail at the intersection of Sunset and Beatties Ford roads. The Mecklenburg County Park and Recreation Department (MCPR) is currently installing internal improvements to the park, including a sidewalk within the park connecting to Beatties Ford Road, and a greenway within Hornet's Nest Park along McIntyre Creek. This project seeks to compliment the ongoing MCPR projects and enhance pedestrian and bicycle connections along Sunset Road, Beatties Ford Road, and make improvements to the entrance of the park.

Recommendations:

- Pedestrian and bike facilities along Beatties Ford Road from Sunset Road to Lakeview Road;
- Intersection improvement at Beatties Ford Road and Trinity Road;
- Sidewalk along the north side of Sunset Road; and
- Park access from Linda Vista and Glenlea Commons neighborhoods.



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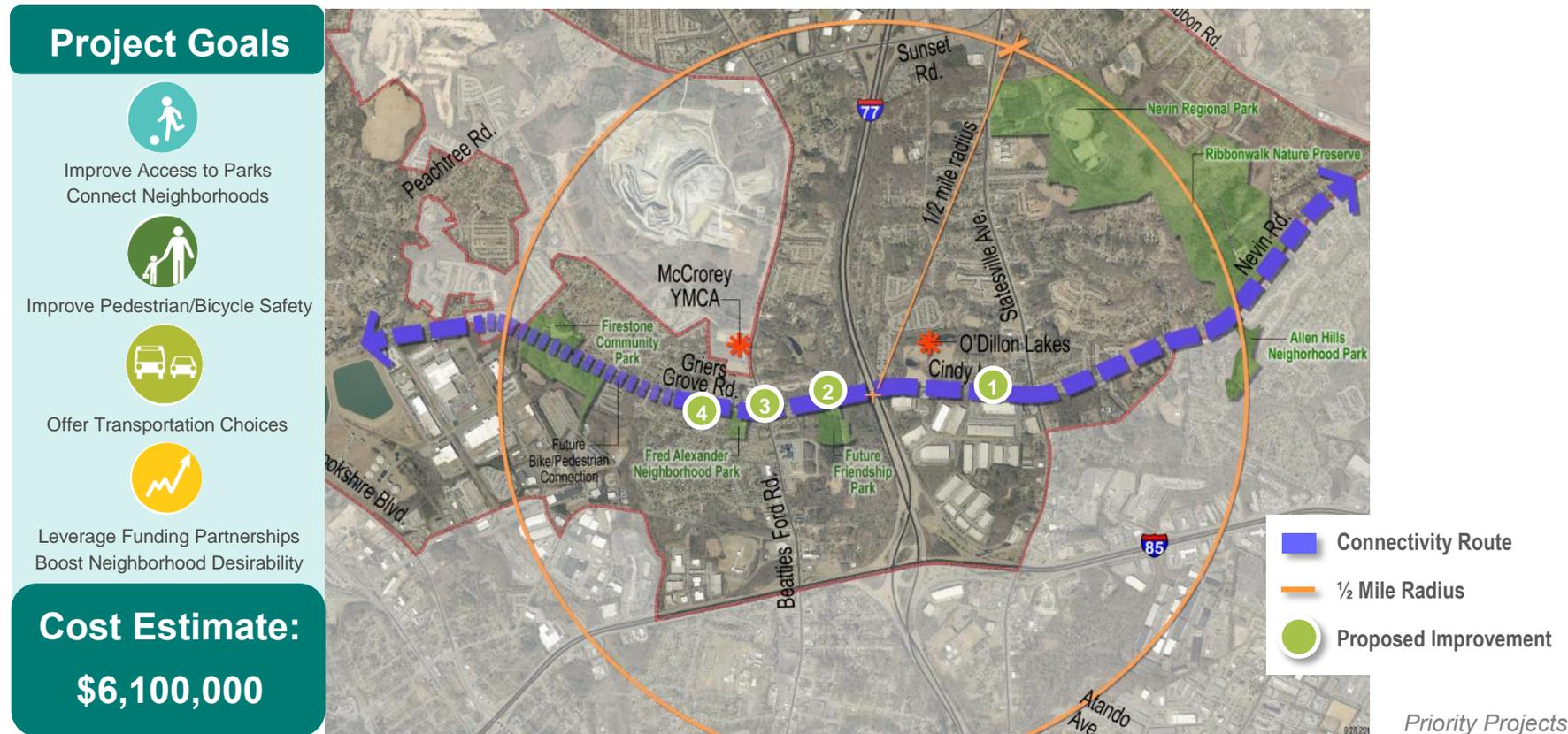
The existing entrance and facilities at the park are shown above. Well-lit fields and large playgrounds currently fill the park and draw many families from the Sunset/Beatties Ford Area.

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OAKDALE-NEVIN TRAIL

A high priority for the Sunset / Beatties Ford CNIP residents is safe pedestrian and bicycle access to their park amenities and improved east-west connectivity. Pedestrian and bicycle facility improvements will be built to link existing parks and planned parks along the corridor: Firestone Park, Fred D Alexander Park, the future Friendship Park/Sportsplex, Allen Hills Park, and Nevin Park/Ribbonwalk. There is also a partnership opportunity with Charlotte Mecklenburg Housing Partnership along the frontage of their proposed development, O'Dillon Lakes, which is planned to include a public greenspace.

- Recommendations:**
- Sidewalk/multiuse path or other alternative on Cindy Lane;
 - Sidewalk/multiuse path or other alternative on Griers Grove Road;
 - Pedestrian and bike access to Firestone Park; and
 - Sidewalk on one side of Auten Road from Oakdale Road to Chesapeake Drive.



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Proposed Improvements:
The figure on the previous page shows the connectivity that could be provided by the Oakdale-Nevin Trail. Site photo locations correspond with the renderings to the left and depict several potential improvements.

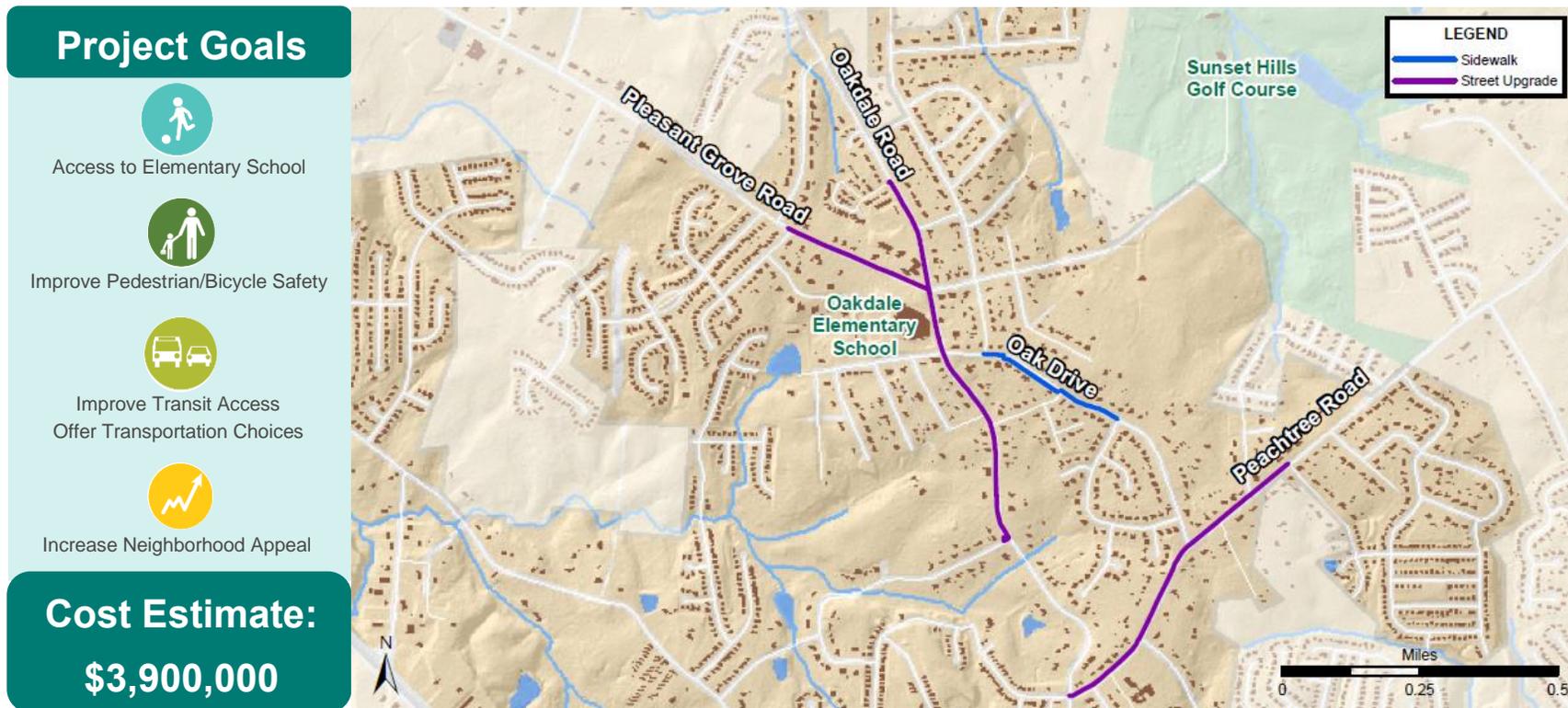


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OAKDALE FARM-TO-MARKET PHASE 2

Many of the streets in the Oakdale area are “Farm-to-Market” (FTM) type streets. “FTM” refers to a road that historically been used as a way to access rural areas, especially farms. Because of more recent residential growth, residents now want to have access to sidewalks, bicycle lanes, transit, and safer driving conditions by improving Oakdale Road. An existing project, Oakdale FTM Phase 1, will be built from Brookshire Boulevard to Dale Avenue and include sidewalks, bicycle lanes, and other improvements for all modes of transportation. Phase 2 will extend Phase 1 approximately one-half mile to Oakdale’s business district and Oakdale Elementary school, and it will fill in several sidewalk gaps in the area. Providing these facilities, in turn, will create a more walkable neighborhood and enable CATS to evaluate potential routes for transit service.

- Recommendations:**
- Sidewalk on the south side of Oak Drive between Oakdale Road and Oakbluff Circle;
 - Extend FTM from Dale Avenue to McClure Drive;
 - Sidewalk on Peachtree Road from Oakdale Road to Peachtree Hills Subdivision; and
 - Sidewalk on Pleasant Grove Road from Oakdale Road to Hipp Road.



Priority Projects



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The renderings to the left show how various components of a FTM project could be applied to a typical two-lane road with a ditch section and no shoulder.

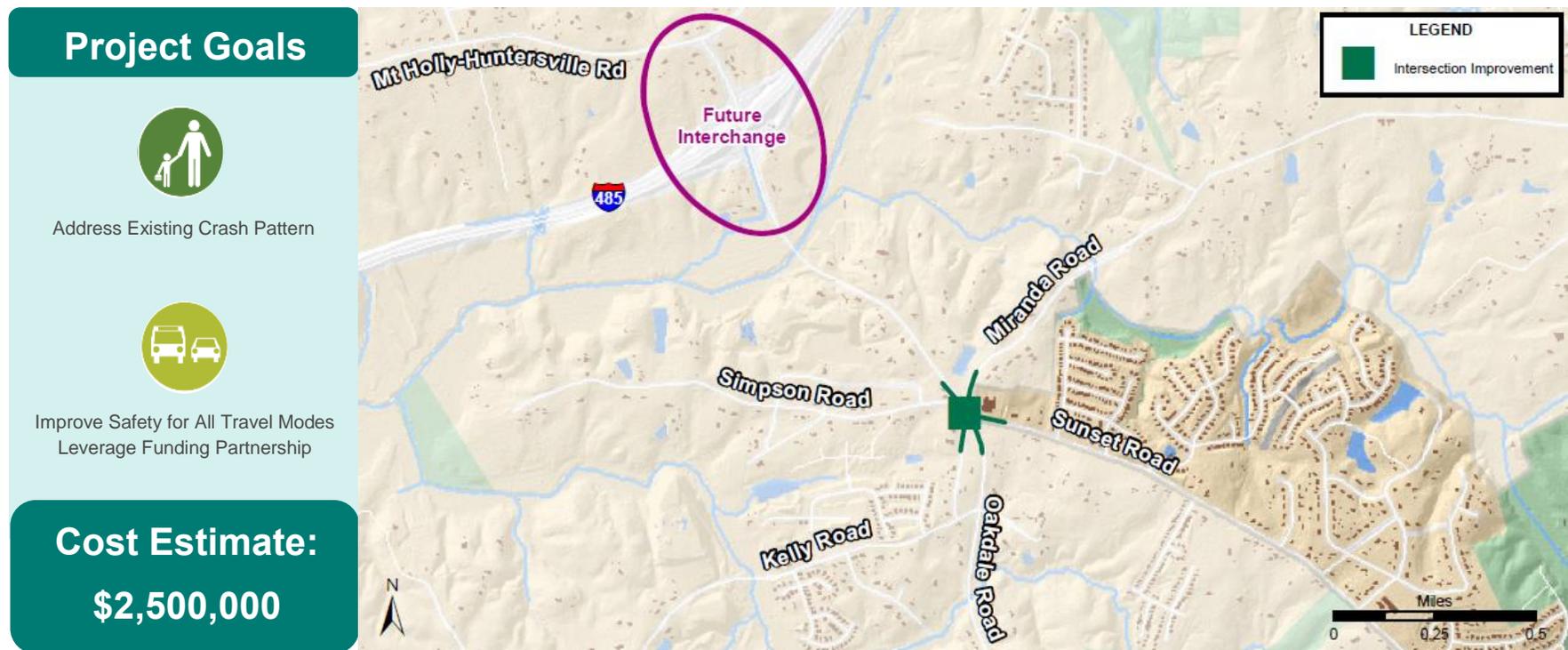
- 1 Add sidewalk only
- 2 Add sidewalk, curb and gutter, and planting strip
- 3 Add bicycle/pedestrian multiuse path, curb and gutter, and planting strip
- 4 Convert to a full FTM

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OAKDALE/MIRANDA/SUNSET INTERSECTION IMPROVEMENTS

Oakdale Road, Miranda Road, and Sunset Road intersect at a five-point intersection. This intersection has an identified crash pattern that is a safety concern for the City and NCDOT. Additionally, more traffic is anticipated when the I-485 interchange opens in 2016. There is existing retail and a post office as well as vacant land zoned for future retail adjacent to all legs of the intersection. The City will work with NCDOT to evaluate and implement potential improvements to enhance the intersection for all modes of transportation.

- Recommendations:**
- Roundabout or traffic signal
 - Bicycle lanes/pedestrian facilities



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AVERAGE DAILY TRAFFIC (ADT) DATA

ROADWAY	2010 ADT	2040 ADT	% INCREASE
Oakdale Road (north of intersection)	8,900	20,100	126%
Oakdale Road (south of intersection)	9,100	17,200	89%
Miranda Road	5,600	11,400	104%
Sunset Road	8,300	13,600	64%

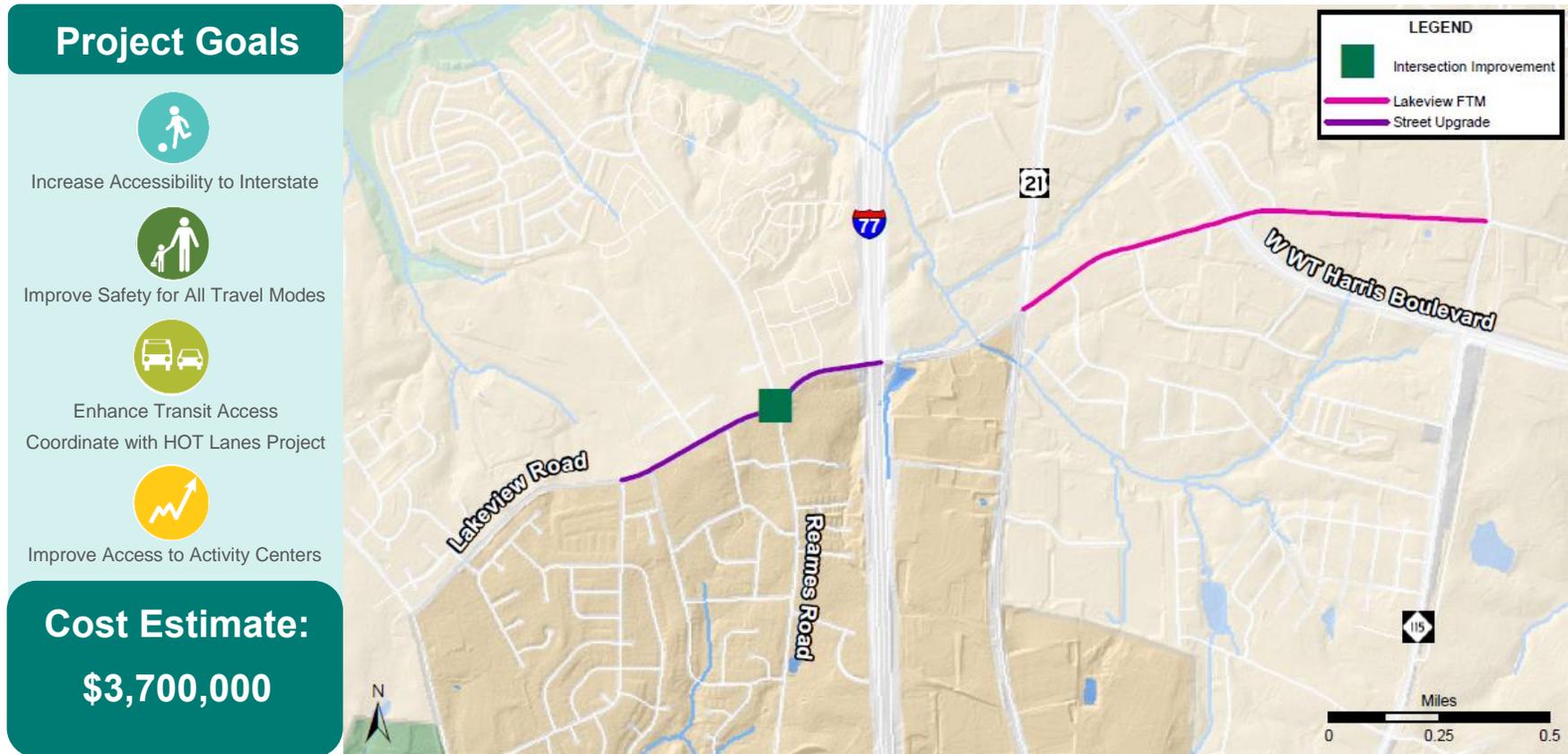


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LAKEVIEW ROAD & REAMES ROAD INTERSECTION IMPROVEMENTS

The intersection of Lakeview Road and Reames Road is currently a stop-controlled and processes a significant amount of traffic, and improvements were considered a high priority for the community. Lakeview Road will receive a new “direct connect” interchange as part of the I-77 High Occupancy Toll (HOT) Lanes project. In order to address the anticipated increase in traffic, NCDOT funded the Lakeview Road Farm-to-Market project between Statesville Road (US-21) and Old Statesville Road (NC-115). These planned improvements will likely alter existing travel patterns in the area and result in increased traffic volumes along Lakeview Road. The Lakeview & Reames intersection project proposes to extend the improvements to the Lakeview Road / Reames Road intersection and coordinate improvements with the two state-funded projects.

- Recommendations:**
- Pedestrian/bike facilities along Lakeview Road, west of I-77; and
 - Roundabout or traffic signal at the Reames Road/Lakeview Road intersection.



Priority Projects

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Above: Existing conditions along Lakeview Road, west of I-77.

Right: Cross-sections of potential Lakeview Road improvements.

