UrbanMain and Pro Neighborhoods Update
Economic Development Committee
October 24, 2019

UrbanMain
Every Neighborhood Deserves a Main Street

What:
• UrbanMain is a program that aims to restore economic vitality into under resourced historic neighborhoods

Why:
• Bring business and community together to rebuild a vibrant commercial district with a high level of pedestrian activity
**UrbanMain**
Every Neighborhood Deserves a Main Street

**NMSC Approach:**

- Surveyed and received input from over 300 area residents, businesses and stakeholders
- Traveled to successful Main Street programs in Birmingham and Washington, D.C.
- September 19 - reviewed survey results with 60 residents from community and received validation
- October 12 – NMSC and Urban Main programs from DC and Birmingham taught 30 residents the Main Street Four Point Approach

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**What’s Been Accomplished**

**Community Survey:**
Top three challenges facing the Beatties Ford/ LaSalle Corridor are?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Challenge</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Crime</td>
<td>139</td>
<td>68%</td>
</tr>
<tr>
<td>2</td>
<td>Cleanliness</td>
<td>67</td>
<td>33%</td>
</tr>
<tr>
<td>3</td>
<td>Affordable Housing</td>
<td>67</td>
<td>33%</td>
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What’s Been Accomplished

• Recruited a dedicated set of neighborhood champions to help drive the work and keep the community engaged

Community Survey: What three business types would you like to see on the corridor that are not currently present? (2019)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Desired Businesses</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pub/Restaurant</td>
<td>66</td>
<td>32%</td>
</tr>
<tr>
<td>2</td>
<td>Fine Dining</td>
<td>61</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>Coffee Shop / Bakery</td>
<td>55</td>
<td>27%</td>
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What We’ll Accomplish

• November 2019 – January 2020
  • Determine a market position for the district
  • Determine an economic vitality work plan
  • Determine the right measures of success for commercial revitalization in the district (performance metrics)
  • Identify “short-term” wins

Workplan Development

• Detailed workplan using the Main Street approach to advance revitalization efforts
• Half day Saturday session

Final Report Delivery

• Provides road map for next 12-18 months
• Final presentation of report via webinar
• Provides recommendation on future City roles
• City: determine best format for supporting future UrbanMain district
What We’ll Accomplish

• Determine whether there can be a grass roots effort to lead revitalization of the Beatties Ford-LaSalle District
Urban Main Advisory Committee

- Historic West End Partners
- CMPD
- People’s Dry Cleaners
- West End Fresh Seafood
- University Park Neighborhood Association
- Lincoln Heights Neighborhood Association
- American Deli
- Washington Park Neighborhood Association
- Oaklawn Park Neighborhood Association
- Dalebrook Neighborhood
- Carolina Small Business Development Fund
- Center City Partners
- Neighboring Concepts
- Knight Foundation
- Johnson C. Smith University