



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



Wilmore Neighborhood Association

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<p>Strengths</p> <ul style="list-style-type: none"> • See neighborhood potential • Step-up to be change agent • More favorably- perceived community • Historical perspective (melting pot) to gain insight • Working class: good thing, take pride in community <p>Challenges</p> <ul style="list-style-type: none"> • Negative connotation based on perceived stigma • Variety of zoning: should not have so many different ones (ex. I-2, Residential) • Unfavorable perception of actual crime/safety • No new branding for the change in the neighborhood 	<p>Strengths</p> <ul style="list-style-type: none"> • Favorable school districts • Stellar location/ proximity to Uptown/South End • Light rail access • Affordability • Live/Eat/Play • Walkable • Breweries <p>Challenges</p> <ul style="list-style-type: none"> • Somewhat of a food dessert • Zoning barriers for business uses that will be beneficial • Lack of connectivity (sidewalks/greenways) 	<ul style="list-style-type: none"> • Branding • Greater community involvement, engaging old/new • More inter-connectivity of churches, businesses • More park and green space improving areas to make community more functional • Continue revitalization of community pride (yards, etc.) • More consistent with regards to zoning and safety • Education: school zone lines are not equal but in the same neighborhood—need to be consistent

Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

The Wilmore Neighborhood is a vibrant and progressive community nestled in the heart of Charlotte promoting a rare and unique blend of city life and historic bungalow living.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

- Beautification
 - Clean up/improve sidewalks
 - Do something with the Wilmore School—eyesore that could use love
 - Street lights
 - Bury/consolidate power lines
 - Protect/promote tree canopy (develop canopy plan/vision)
- Community
 - More community activities to increase involvement funded by board
 - Foster communication efforts between churches and businesses and residential community
 - Work to get more real-time police insight into crime and get proactive tips/tools to prevent crime out to neighborhood
 - Increase neighborhood clean-up efforts
 - Neighborhood Block Party/ Wilmore Day
 - Crime watch/block captains
- Branding
 - Move forward with re-branding efforts to increase neighborhood visibility
 - Sign toppers/gateway/neighborhood logo and tagline
 - Create Wilmore branding template
 - Attract businesses (food, retail, etc.)
- Land Use
 - Stop railcar facility/rezone land
 - Work on zoning
 - Better parks
 - Improve “gateways” to Wilmore from major roads (West, Tryon, Mint, etc.); Branding and beauty
 - Work with Park and Recreation to build vision/plan for all 3 Wilmore parks
 - Build sound wall for I-77
 - Build in connectivity with Charlotte greenways
 - Bike lane expansion

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:

1

Make Land Uses More Compatible

2

Implement New Brand

3

Continue Beautification Efforts

Action Items for 2016-2017 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:

Complete zoning analysis of Wilmore with Charlotte-Mecklenburg Planning Department within 18 months

Formalize marketing plan with existing marketing company to include: signage (sign toppers, monument), logo, tag-line within 12 months.

Explore power line options with Duke Energy (consolidate, bury, etc.)



2016 Neighborhood Board Retreat Summary

Wilmore Neighborhood Association

OUR VISION:

The Wilmore Neighborhood is a vibrant and progressive community nestled in the heart of Charlotte promoting a rare and unique blend of city life and historic bungalow living.

TO HELP US REACH OUR VISION WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

Make Land Uses More
Compatible

2

Implement New Brand

3

Continue Beautification Efforts

IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Complete zoning
analysis of Wilmore
with Charlotte-
Mecklenburg Planning
Department within 18
months

Formalize marketing
plan with existing
marketing company to
include: signage (sign
toppers, monument),
logo, tag-line within 12
months.

Explore power line options
with Duke Energy
(consolidate, bury, etc.)

Please list any parking lot issues or items here:

- Provide new map without NPAs 317, 339 (digital provided to Justin 8/3/16, hard copy to be provided at later meeting)
- Are electric utility consolidations eligible for NMGs? Yes.



Resources to Get Started- You've rolled up your sleeves and established your vision. The resources on the following page may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
<p>Project #1</p> <p>Complete zoning analysis of Wilmore with Charlotte-Mecklenburg Planning Department within 18 months</p>	<ul style="list-style-type: none"> Gather information about placetypes Collaborate with other City officials and/or staff to learn about how they can assist Engage stakeholders in the process 	<p>Follow up with Grant Meacci (Grant.Meacci@ci.charlotte.nc.us, 704-336-8308) in the Planning Department (see 8/3/16 introductory email from Nicole Storey) to discuss placetypes</p> <p>Meet with City of Charlotte staff who serve your neighborhood: http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx</p> <p>Invite your City Council representative to a meeting: http://charmeck.org/city/charlotte/CityCouncil/Pages/default.aspx</p> <p>Choose what topic you want to address and invite a speaker: Need a Speaker: http://charmeck.org/speakersbureau/Pages/default.aspx, or call 311</p> <p>Effective Tips for Engaging Stakeholders: http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx</p>
<p>Project #2</p> <p>Formalize marketing plan with existing marketing company to include: signage (sign toppers, monument), logo, tag-line within 12 months.</p>	<ul style="list-style-type: none"> Leverage work with existing company with additional resources 	<p>Neighborhood Matching Grants (NMG): Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.</p> <p>SouthWood Identifying our Community Grant Program: http://www.southwoodcorp.com/</p> <p>How to Brand Your Neighborhood: http://www.communityprogress.net/tool-3--marketing-the-neighborhood-pages-278.php</p>
<p>Project #3</p> <p>Explore power line options with Duke Energy (consolidate, bury, etc.)</p>		<p>General Notes:</p> <ul style="list-style-type: none"> -This is typically a difficult project to undertake -How this project is funded will have an impact on how it is managed -Burying lines in an older neighborhood may involve updating the homes to have 3-phase wiring installed and have meter location changed -Duke doesn't necessarily own all utility poles -Must consider underground clearances as necessary -Must consider impacts on easements -A good possible solution may be to look at making this a requirement for new homes, if possible <p>Sheldon Sanders is a good first contact at Duke Energy (Sheldon.Sanders@duke-energy.com)</p> <p>Theresa Watley, 704.336.5268, is a contact on the City side (Engineering and Property Management)</p> <p>See PowerPoint from 2003 when City Council studied the prospect of undergrounding utility lines</p> <p>Neighborhood Matching Grants (NMG): Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.</p>

Your community is located within Charlotte's Southwest Service Area. Your staff contacts for following up and community assistance are:

Millicent Powell, Community Engagement Specialist	Eugene Bradley, Community Engagement Lead
mpowell@charlottenc.gov or 704-432-6814	ebradley@charlottenc.gov or 704-432-1579