NORTH END SMART DISTRICT

in Charlotte

February 15, 2017
Why are we here?

To start a conversation about how we can leverage “smart city” efforts to be a resource for the work you are already doing in your neighborhood, place of business, place of investment, or project area and to find new opportunities together.
What is a “Smart” City?

A “Smart City” collaborates to use data and technology to inform decision-making and action on issues such as: mobility; safety; energy efficiency; community services; education; and environmental health.
Why is a Smart City important to You?

It is a vehicle to:

• build **strong relationships** & preserve the community’s identity;
• create **partnerships**;
• increase **equitable community engagement**;
• use **data analytics, innovation and lessons learned** to inform institutional practices; and
• **replicate** in other City projects throughout Charlotte.
The North End Smart District (NESD) Boundaries
What are the NESD neighborhoods?

- Optimist Park
- Lockwood
- Graham Heights
- Druid Hills
- Greenville
- Park at Oaklawn
- Genesis Park
- Brightwalk
Statistics in the NESD (2014 Data)

- About 9,000 residents
- 70% of residential properties within 5 minute walk of a park
- All residents lives less than 10 minutes from a bus stop
- Average age of home is 55 years
- 50% housing units are rented
- 28% workforce unemployed
- Most people commute more than 20 minutes to work
- 14% of workers commute by public transit
What development is happening in the NESD?

- Market Rate Apartments
- Proposed One-Way Pair
- Blue Line Extension
- Innovation Hub Campus
- CIP Infrastructure Improvements
- Aquatic Center
- New Brewery and Deli/Bakery
- Mixed Income Housing
- Proposed New Brewery and Deli/Bakery
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Why focus on the North End?

- 15 studies of this area since 1993
  - 2011, the area was identified as part of a strategy for economic development as the “Applied Innovation Corridor”
  - 2014, ULI panel said, North End is the key anchor due to: its connection to Uptown; transportation accessibility; distinct neighborhoods; underutilized land; links to research at local universities
  - Presents an opportunity to leverage Public Safety Campus, other investments, technology, and innovation to build on community assets (rich history, community garden, parks, art, neighborhood leadership) and also address neighborhood concerns (affordable housing, employment options, homelessness, lost community character)
What is the Vision for the NESD?

A vibrant center for economic development and job growth with a great quality of life fueled by data, innovative technologies, and collaboration on a foundation of equitable community engagement.
What are the NESD goals?

1. **Build Community Capacity**
   Strengthen relationships with neighborhood members and leaders by partnering to provide access to government and community resources such as jobs, training, housing resources, mobility options, youth programs, and healthy living options.

2. **Catalyze Economic Development**
   Create a competitive and inclusive district that attracts local, national, and international businesses that help achieve the NESD vision by harnessing innovative smart technology, data analytics, and public investments that will support their growth.

3. **Apply Smart City Data + Technology**
   Utilize existing and develop new data sources and innovative technologies to understand current conditions and inform decision-making and impact of investments.

4. **Enhance Environment + Mobility Options**
   Foster built and natural environment improvements and enhance mobility options that support community and business.
NESD smart city pilot projects

1. Smart Home Utilities Savings
2. Mobility + Transit Options
3. Healthy Communities
4. Technology Training and Internships
<table>
<thead>
<tr>
<th>Pilot Project Name</th>
<th>Partners</th>
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<tbody>
<tr>
<td>Smart Homes</td>
<td>Charlotte Neighborhood &amp; Business Services Safe Homes Program, Duke Energy Neighborhood Program, Habitat for Humanity Home Repair Program, Blue Ridge Community Action</td>
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<tr>
<td>Mobility &amp; Transit Options</td>
<td>CATS, CDOT, Charlotte Urban Design</td>
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<tr>
<td>Healthy Communities</td>
<td>Charlotte Solid Waste Services, Carolina HealthCare, Crown Town Compost, Pop-Up Produce, Mecklenburg County Health Department</td>
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<tr>
<td>Tech Charlotte</td>
<td>Neighborhood &amp; Business Services Mayor Youth Employment Program, Mecklenburg County Schools, West Charlotte High School, Microsoft</td>
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Why these pilots?

- Addresses issues the community has brought up in past plans and engagement.
- Received initial, positive feedback from community leaders.
- Aligns with NESD goals.
- Greatest opportunity for quick implementation, partners are engaged and ready to help make it happen.
Platform for Engagement

• Establish Workgroups

• Equity Training

• Community Engagement
Who are we talking to?

- business owners
- community organizations
- government leaders
- developers + investors
- neighborhood residents
We look forward to your involvement!

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