



A Community Plan

NORTHSIDE



DRAFT
7/15/03



A Community Plan

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ADOPTED BY
WILMINGTON CITY COUNCIL
JULY 15, 2003

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Your Community...Your Plan

July 2003 City of Wilmington
The NorthSide Community Plan is available from the City of Wilmington, Development Services Department,
305 Chestnut Street, P.O. Box 1810, Wilmington, NC 28402 or by calling 910 254-0900.

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Executive Summary

Envision a community that is safe, clean and attractive, offers quality housing, ample recreational opportunities and convenient access to shopping, services and jobs. These desirable qualities are the vision of the NorthSide community. The NorthSide community is the northern gateway to Wilmington's historic downtown neighborhoods and central business district. The continued vitality of this community is important to the neighborhood residents, as well as to the overall city. This awareness inspired interested citizens, with the support of the City of Wilmington, to create the NorthSide Community Plan—a neighborhood revitalization strategy that envisions the successful future of this community.

The Plan identifies the current conditions and issues that residents and property owners wish to improve upon. It also addresses opportunities created by the Martin Luther King, Jr. Parkway connection into this area by the year 2005. Developed by a diverse group of citizens including community residents, business people, church leaders and other interested parties, the NorthSide Community Plan focuses on specific goals and the necessary steps to achieve them. The Plan includes short-term goals that can be more immediately achieved, as well as long-term goals that can be accomplished over time.

The NorthSide Community Plan process was guided by a citizen steering committee. The development of the Plan included identification of common concerns and the creation of goals, objectives, and action steps needed to make the community's vision a reality. Community meetings were held as a forum to allow the stakeholders to come to an agreement on how to make their neighborhoods better. Based on the community's input, the following common themes provide the foundation of the Plan:

- Crime Prevention
- Economic Development
- Attractive Community
- Housing
- Community Facilities and Programs
- Transportation

In addition to the community-wide meetings, numerous smaller citizen group meetings were held to form the goals, objectives and action steps for each theme in the Plan. Each action step identifies a specific task and the means to accomplish it. Citizens expressed their desire for a local grocery store and a community resource facility that supports recreation, education, vocation, and rehabilitation activities and provides community meeting space. Public/private partnerships will be a strong component in the realization of these projects, as well as many others in the Plan.

The NorthSide Neighborhood Association, which was created as a result of this planning process, is the key player in the success of the Plan. A major role of the Association will be to facilitate continued communication and cooperation among stakeholders and to help form the necessary partnerships. This community-based planning process has been an opportunity for residents and property owners in the NorthSide to come together to share their ideas and vision of what they want to see in their community in the future. The NorthSide Community Plan reflects their desire to create a "better tomorrow" for their community.

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Introduction

Plan Basics

The NorthSide Community Plan is a long-range neighborhood revitalization plan consisting of goals, objectives and action steps for the community's future. This partnership between the NorthSide and the City of Wilmington is the result of more than a year of hard work and perseverance by the NorthSide Steering Committee, residents, business people, elected officials and City staff.

Plan Boundary

The plan area is bounded by Smith Creek to the north, Burnt Mill Creek and N. 17th Street to the east, Market Street to the south and the Cape Fear River to the west. Residents agreed to this boundary at the first community-wide meeting. See Appendix A for the Plan boundary map.

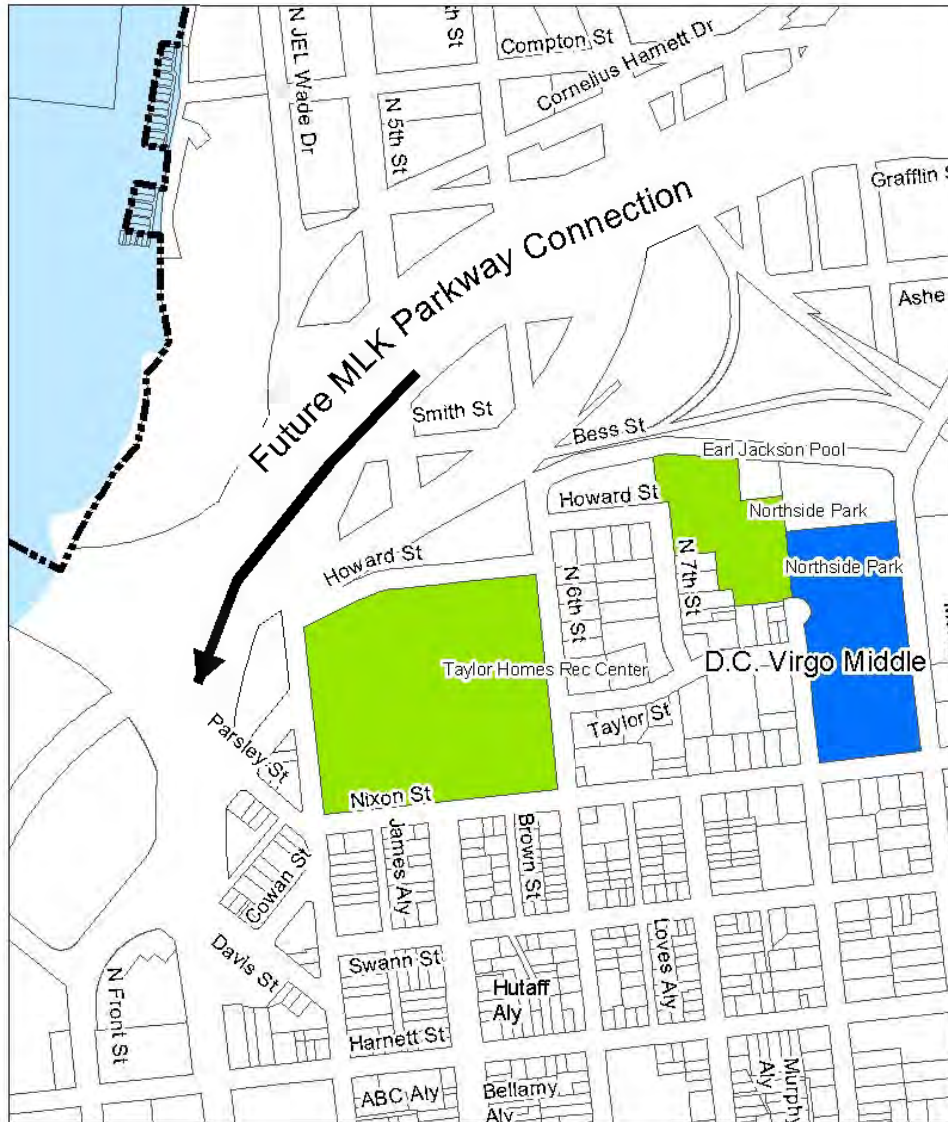
Why Create a Plan?

The NorthSide Community Plan process was initiated by City Council in the spring of 2002, primarily in response to the impact the connection of Martin Luther King, Jr. Parkway (MLK) will have on the north side of downtown when completed in 2005. Vehicle trips per day will nearly double from 13,000 to 24,000. Fifteen years later, in 2020, it is projected that the numbers will nearly double again to 42,000 vehicle trips per day. That is more than three times the number of cars traveling in the area today. The MLK Parkway connection will inevitably change the landscape of the north side of downtown.



Martin Luther King, Jr. Parkway Construction 2003

Introduction



The planning process is an opportunity for residents, property owners and business owners to jointly discuss current issues and the future of their community. The NorthSide Community Plan is a blueprint for action. By setting goals, objectives and action steps, the community created a single vision and identified the steps needed to achieve this vision. This plan organizes the community's ideas into a single document that can be shared with residents, potential community partners, investors and elected officials. The community has developed this plan in preparation for their successful future.

Planning Area Basics

The NorthSide community consists of inner-city neighborhoods that have not realized the same economic growth that other areas in the City have experienced. The neighborhoods include Brooklyn, Hemenway, Love Grove, and a portion of Carolina Heights. The oldest public housing development in North Carolina, Robert Taylor Homes, is located within the community. Most of the area of NorthSide that is west of N. 8th Street and south of Harnett Street has been recognized as historically significant by the State Historic Preservation Office and the National Park Service and is within the Wilmington National Register Historic District. This area is architecturally and historically significant for Wilmington because it depicts the character of a mid-nineteenth to early twentieth-century neighborhood that was home to factory, dock and railroad workers. The terminus of the Wilmington and Weldon Railroad established in 1838 was at that time the nucleus of development on the north side of the city's central business district. The railroad tracks, which run from southwest to northeast through the area, are still present but not being utilized and create both obstacles and opportunities for the community.

Demographics and Land Use Analysis

Demographics are a collection of information that describes the people of a community. This information includes population, income and descriptions of housing. Such data indicates the "health" of a community. Is it growing in terms of people, or are people leaving? Do these citizens have a better quality of life than in the previous ten years? Major "quality of life" indicators such as housing status, income and poverty status were investigated by City staff for the NorthSide community. Several tables of information and a brief summary of each are contained in the following pages.

Table 1 contains population data from both the 1990 and the 2000 U.S. Census. The population change in the NorthSide is compared to the City Proper, New Hanover County and the State of North Carolina. The NorthSide community has grown at a much slower rate, 0.65% annual growth, than other communities.

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Table 1: Population

Area	1990	% of Total Population of Larger Area	2000	% of Total Population of Larger Area	Change % -1990 to 2000	Annual Growth %
Northside Community	4,053	7.30%	4,317	5.69%	6.51%	0.65%
Wilmington Proper	55,530	46.17%	75,838	47.31%	36.57%	3.66%
New Hanover County	120,284	1.81%	160,307	1.99%	33.27%	3.33%
State of North Carolina	6,628,637	n/a	8,049,313	n/a	21.43%	2.14%

Source: 2000 US Census STF 3

Table 2, Median Household Income, and Table 3, Poverty Status, gives us information on the financial status of community residents. NorthSide residents increased their household income by 89.68% from 1990 to 2000. While this represents a substantial improvement, NorthSide household incomes are 30% of household incomes as a whole in the City. Poverty Status, Table 3, contains the most telling information since the percentage of families living below poverty level in the NorthSide did not decrease over the 10-year period but instead increased slightly. More than one-third of families in the NorthSide live in poverty.

Table 2: Median Household Income

Area	1990	2000	% Increase
Northside Community	\$9,914	\$18,805	89.68%
Wilmington Proper	\$20,609	\$37,526	82.09%
New Hanover County	\$27,320	\$40,172	47.04%
State of North Carolina	\$26,647	\$39,184	47.05%

Source: 2000 US Census STF 3

Table 3: **Poverty Status-Families**

Area	1990			2000		
	Total Number of Families	Number Below Poverty Status	% below Poverty Status	Total Number of Families	Number Below Poverty Status	% below Poverty Status
Northside Community	934	359	38.44%	969	411	42.41%
Wilmington Proper	13,835	2,318	16.8%	17,624	2,340	13.28%
New Hanover County	32,492	3,217	9.90%	42,026	3,507	8.34%
State of North Carolina	1,824,465	179,906	9.86%	2,173,346	196,423	9.04%

Source: 2000 US Census STF 3

Tables 4-7 describe the housing situation. Tables 5 and 6, Housing by Tenure, illustrates the number of people that own their own home. The number of owner-occupied housing decreased very slightly from 1990 to 2000. The City's owner-occupancy as a whole increased slightly.

Table 4: **Median Rent**

Area	1990	2000
Northside Community	\$191	\$325
Wilmington Proper	\$304	\$514
New Hanover County	\$324	n/a
State of North Carolina	\$284	n/a

Source: 2000 US Census STF 3

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Table 5: Housing by Tenure 1990

Area	Occupied Housing Units	Owner-Occupied	% to Total	Renter Occupied	% to Total
Northside Community	1,572	630	40.08%	942	55.48%
Wilmington Proper	23,557	11,099	47.12%	12,458	36.26%
New Hanover County	48,139	30,193	62.72%	17,946	26.32%
State of North Carolina	2,517,026	1,711,817	68.01%	805,209	25.71%

Source: 2000 US Census STF 3

Table 6: Housing by Tenure 2000

Area	Occupied Housing Units	Owner-Occupied	% to Total	Renter Occupied	% to Total
Northside Community	1,698	649	38.22%	1,049	61.78%
Wilmington Proper	34,359	16,702	48.61%	17,657	51.39%
New Hanover County	68,183	44,109	64.69%	24,074	35.31%
State of North Carolina	3,132,013	2,172,355	69.36%	959,658	30.64%

Source: 2000 US Census STF 3

Table 7: Housing Value

Area	1990	2000
Northside Community	\$33,800	\$61,000
Wilmington Proper	\$63,300	\$147,500
New Hanover County	\$72,000	n/a
State of North Carolina	\$65,800	n/a

Source: 2000 US Census STF 3

The above data indicates that the quality of life for NorthSide residents is declining. This is shown by slow population growth and economic and housing statistics that are losing ground to the surrounding community.

Community-Based Planning Process

The NorthSide Community Plan process informally began in February 2002 at a Town Hall meeting at Warner Temple AME Zion Church on Nixon Street. City Council and City officials learned of the various needs and concerns that residents had for their community. This led to the formation of a NorthSide Citizen Advisory Group.

Citizen Advisory Group – The Citizen Advisory Group met once in March and once in April at City Hall to further discuss issues in the community. The March meeting included a bus tour of the NorthSide neighborhoods. The group consisted of approximately 40 community leaders, business leaders and concerned citizens. In May 2002 City Council directed City staff to continue the process and develop a NorthSide Community Plan to guide the future of the NorthSide neighborhoods.

Ground Rules Committee – Citizen Advisory Group participants created a Ground Rules Committee in May 2002 to develop a structure for the long-term management of the NorthSide Community Plan process. The group of residents, citizens and business leaders identified ground rules for City Council, the City Planning Division and a NorthSide Steering Committee. The committee recommended a list of more than 30 candidates to be recruited as members of the NorthSide Steering Committee. The group agreed that at least two-thirds of the members should be NorthSide residents. This ensured that NorthSide residents, business owners, church leaders, developers, community activists and service providers were represented on the committee. The committee recruited ten NorthSide Steering Committee members in June 2002 as described below.

NorthSide Steering Committee – The committee is made up of key leaders representative of the community. The committee consists of eight residents and business owners from the NorthSide, the Chairman of the Planning Commission and a former resident of the NorthSide. The committee was formed to coordinate and guide the planning process with City staff and to keep it on track toward City Council adoption. The ten-member group first met in June 2002 and continued to meet monthly until June 2003. The committee has maintained their role as the key component in the planning process. The committee assisted staff in compiling all of the public input information from the community meetings into the NorthSide Community Plan document.

Community Meetings – Three community meetings have taken place at D.C. Virgo Middle School on Nixon Street in the past year. The purpose of the first meeting held in June 2002 was to learn what vision the residents had for their community's future. Participants initially met in the school auditorium before they were asked to disperse into nine different classrooms to begin the visioning process, since smaller groups

Introduction

allow better communication with participants. Participants were asked two questions: “What do you *want* in your community?” and “What do you *not want* in your community?” Each group developed lists with responses to each question. The groups voted on each response to prioritize the issues. See Appendix F for the complete list of responses. The Steering Committee compiled all the responses and developed six common themes to make it easier to understand the issues and focus on developing objectives and action steps. The common themes are:

- Crime Prevention
- Economic Development
- Attractive Community
- Housing
- Community Facilities and Programs
- Transportation



NorthSide Community Plan Meeting at D.C. Virgo Middle School June 2002

The second community meeting in September 2002 was an opportunity for residents to become more involved in the planning process. Work groups were formed to further discuss, refine and address the six themes. Meeting participants were asked to join one of the six theme teams to develop goals, objectives and action steps for each theme. The goals and objectives were written to reflect the responses from the first community meeting.

Theme Team Meetings – The six theme teams met several times in October and November 2002 and also in January and February 2003. These citizen teams, facilitated by staff, were responsible for developing measurable objectives and action steps that can be clearly understood and can feasibly be implemented in the future. The goal of the teams was to assure that anyone who reads the objectives and action steps now, and in the future, clearly understand what is being recommended.

Participants were presented with a draft NorthSide Community Plan document listing the goals, objectives and action steps for the six themes at the third community

meeting, again at D.C. Virgo Middle School, on May 17, 2003. This was the community's opportunity to view and discuss the goals, objectives and action steps developed by the theme teams before the plan is presented to City Council on July 15, 2003. The meeting was a celebration of all of the resident's hard work over the past year. More than 100 people attended the meeting. See Appendix E for the NorthSide Issues map that reflects the objectives and action steps of each theme.



NorthSide Community Plan Meeting May 2003

Community Outreach

The Outreach Committee was responsible for determining the most effective methods to have meaningful participation during the three community meetings held at D.C. Virgo Middle School. The committee was comprised of community leaders, a City Council member and members of the Steering Committee. Various outreach methods were employed as an effort to reach as many residents and business owners as possible to inform them of the upcoming public community meetings. The outreach methods included direct mail meeting invitations to residents and property owners, public service announcements on the radio, on Government-TV and in three local newspapers, meeting flyers posted throughout the community and in the City Administration Building, meeting announcements at City Council meetings and through word-of-mouth announcements.

Introduction



NorthSide Community Plan Outreach Committee April 2003

At the first community meeting in June 2002, nearly 200 people were in attendance. The September 2002 meeting saw a reduction in the number of participants to approximately 60 people. More than 100 people attended the third meeting in May 2003. Overall, the outreach methods used were successful and inclusive in getting the word out to citizens in the NorthSide community about the planning process.

In January 2003, the NorthSide Steering Committee, in conjunction with city staff, mailed 3,450 newsletters to NorthSide residents, property owners and business owners with an update of the NorthSide Community Plan process. In addition to the plan status, the newsletter also included pictures and descriptions of positive results that have already occurred in the community since the planning process began. The purpose of the newsletter was not only to inform citizens of the status of the plan, but also to show how community planning can make a difference in neighborhoods.

The VTA Group, a leadership consultant firm, helped facilitate the involvement and participation of the NorthSide community in the planning process.

NorthSide Neighborhood Association

The NorthSide Neighborhood Association (NSNA) was formed during the planning process primarily as a result of the initiative of the Attractive Community and Crime Prevention theme teams. Citizens on these teams wanted to form a citizen group to represent and be the voice of the community and assure ongoing ownership of the NorthSide Community Plan. The Association officially formed in March 2003 when citizens elected a Board of Directors consisting of a President, Vice President, Recording Secretary, Financial Secretary and Treasurer. The group has adopted a charter and by-laws. The Association's purpose, as stated in the charter, includes ensuring the implementation of the Northside Community Plan. The members of the association are very energetic and dedicated to increasing the quality of life in their community. This group will help to ensure the success of the plan.

The Association's Board of Directors was elected in March 2003 for a two-year term. The board members are: Lewis Green, President; Theresa Walker, Vice-President; Melinda Jackson, Treasurer; Billy Koch, Financial Secretary; and Jim Story, Recording Secretary.



NorthSide Neighborhood Association Meeting May 2003

Plan Recognition by the City of Wilmington

On July 15, 2003 the Wilmington City Council adopted the NorthSide Community Plan. See Appendix Q for the adopted resolution.

Consistency with the City's Strategic Plan

According to the Vibrant Neighborhoods section of the Strategic Plan, “the City is committed to maintaining and improving the safety, physical and economic conditions in all neighborhoods paying particular attention to the threatened neighborhoods”. The NorthSide Community Plan is consistent with the Vibrant Neighborhoods Goals in the City's Strategic Plan. See Appendix G for the complete excerpt of the Vibrant Neighborhoods section in the Strategic Plan. The goals include:

- Affordable Housing
- Access to Amenities
- Code Enforcement
- Infrastructure and Beautification

Plan Contents

The major element of the plan is the listing of the goals, objectives and action steps for each of the six themes. The themes are prioritized by the number of votes each response received at the first community meeting in June 2002. The responses related to Crime Prevention received the highest number of votes. The six themes of the plan are:

- Crime Prevention
- Economic Development
- Attractive Community
- Housing
- Community Facilities and Programs
- Transportation

Another major element is the Plan Implementation Matrix that lists the persons and entities responsible for implementing the action steps and the timeframe within which they are proposed to occur. See Page 8-1 for the Implementation section.

Crime Prevention

Introduction

Crime Prevention is the first theme to be addressed in the plan because it is considered by the community to be the highest priority among the six themes. The community expressed the need to eliminate drugs and drug dealers and the need for more police patrols in the area as its main priorities. Additionally, the community wants more opportunities and outlets designed to keep children off the streets. Another concern in the NorthSide community is people “hanging out” on street corners, which may contribute to drug activity. The following objectives and action steps support the goal to create a safer neighborhood by collaborating resources with other agencies, empowering NorthSide residents to reduce crime by utilizing preventative measures, and incentives to get youth off the streets.

Goal

To create a safer neighborhood that promotes continued crime prevention and shows a reduction of crime in accordance with the City's overall crime prevention plan of a 3% decrease in Type I and Type II offenses.



Objective 1.0 – Collaboration

Collaborate resources with other groups and agencies to increase neighborhood safety.

Action Steps:

- 1.1.** Utilize the NorthSide Neighborhood Association to speak for crime prevention in the NorthSide community.

- 1.2.** Partner with Safe Communities program to form a NorthSide community roundtable to discuss solutions to crime issues.

- 1.3.** Create a media/communication plan for residents to stay informed of the neighborhood association and community happenings. The plan should include a phone bank, email, flyers, Government TV, local TV stations, Internet and Radio (ex. 97.3 FM and 94.1 FM). Ask the Community Action Group to assist since they currently operate a communication plan.

- 1.4.** Produce a “Municipal Service Guide” that includes City services with phone numbers and make available to citizens in churches and businesses in the NorthSide.

- 1.5.** Request state and local officials to consider tougher jail sentences for criminals through petitions and letters.

- 1.6.** Enforce code violations and licensing violations on business owners who promote loitering around their establishments.



Action Step 1.1

Lead: NSNA
Funding: NSNA
Timeline: 1 year

Action Step 1.2

Lead: NSNA
Funding: NSNA
Timeline: 1 year

Action Step 1.3

Lead: NSNA
Funding: NSNA, City of Wilmington
Timeline: 2 Years

Action Step 1.4

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: 1 year

Action Step 1.5

Lead: NSNA, Elected Officials, Law Enforcement, DA's Office
Funding: N/A
Timeline: 1 year

Action Step 1.6

Lead: NSNA, Business Owners, City of Wilmington
Funding: N/A
Timeline: 1 year





Action Step 2.1

Lead: Wilmington Police Department

Funding: City of Wilmington

Timeline: 1 year

Action Step 2.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: 2 years

Action Step 2.3

Lead: NSNA, City of Wilmington

Funding: City of Wilmington

Timeline: 2 years

Action Step 2.4

Lead: Wilmington Police Department

Funding: City of Wilmington

Timeline: 3-6 Months

Action Step 2.5

Lead: Wilmington Police Department, NSNA

Funding: City of Wilmington

Timeline: 1 year



Objective 2.0 – Prevention

Create a partnership between the Wilmington Police Department and NorthSide residents to empower the NorthSide community by promoting and utilizing preventative measures everyone can do to reduce crime.

Action Steps:

- 2.1. Establish at least one additional officer in the NorthSide through the “Officer in Residency” program.
- 2.2. Add brighter street lighting at: N. 5th Avenue east of Railroad tracks to Nixon Street, and N. 7th Street between Red Cross and Hanover Streets. If a street light is out, call Progress Energy with the pole number.
- 2.3. Support the relocation of the City of Wilmington Police Headquarters to the NorthSide community that could potentially increase police patrols in the area.
- 2.4. Schedule through the police department neighborhood empowerment programs that include crime prevention strategies individuals can do to reduce their risk of being a victim of crime such as Community Watch, Citizens Police Academy, Auto Theft Action Campaign (ATAC), and youth programs.
- 2.5. Encourage the Police Department to target the following identified nuisance corners: N. 12th Street and Chestnut Street, N. 6th Street and Chestnut Street, N. 7th Street and Red Cross Street, Red Cross Street and Anderson Street, N. 5th Avenue and Swann Street, N. 6th Street and Harnett Street, Nixon Street from N. 4th Street to N. 8th Street, and N. 4th Street and James Alley.

2.6. Call whenever criminal activities are taking place and make a report.

2.7. Trim trees and bushes in the following locations: In front of Dorothy B. Johnson Elementary School and the Boys and Girls Club on McRae Street, N. 5th Avenue median tree canopy that is hanging over the roadway, at N. 6th and Campbell Streets, and at N. 6th and Red Cross Streets. Continue to monitor areas where criminals could hide and then eliminate the hiding place.

2.8. Clear or clean up property at the following location: N. 5th Avenue and Swann Street. Continue to monitor the community.

2.9. Repair or condemn structures at the following locations: 914 and 916 N. 5th Avenue, Brunswick Street between N. 3rd and N. 4th Streets, Dudley School, and at McRae and Campbell Streets.

Action Step 2.6

Lead: NSNA

Funding: N/A

Timeline: 1 year

Action Step 2.7

Lead: City of Wilmington, New Hanover County, NSNA

Funding: City of Wilmington, New Hanover County

Timeline: 1 year

Action Step 2.8

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: 1 year

Action Step 2.9

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: 1 year





Action Step 3.1

Lead: NSNA, City of Wilmington, School principals, and Executive Director of B&G Club

Funding: B&G Club, City of Wilmington

Timeline: 1 year

Action Step 3.2

Lead: NSNA

Funding: Non-profit funding sources, Fundraisers

Timeline: 1 year

Action Step 3.3

Lead: NSNA, Non-Profit

Funding: Non-Profit, City of Wilmington

Timeline: 10 years

Action Step 3.4

Lead: NSNA, Non-Profit, City of Wilmington

Funding: Non-profit funding sources, Fundraisers

Timeline: 1 year



Objective 3.0 – Alternatives for Youth

The NorthSide community must work together with the entire community towards providing incentives that will get youth off the streets and pointed in a more positive direction.

Action Steps:

- 3.1. Arrange to have a resource network of materials and communication methods at local areas that youth frequent such as the Boys and Girls Club, Dorothy B. Johnson Elementary School, D.C. Virgo Middle School, New Hanover County High School, Head Start, Hemenway Center, Rankin Terrace, etc., to give input on types of services and programs needed to help youths.
- 3.2. The NorthSide Neighborhood Association will coordinate and work with youth groups in enhancing programs for youth and talent development.
- 3.3. Support a community resource center that offers recreation, education, and counseling opportunities to NorthSide residents. Request the support of the City Council and County Commissioners.
- 3.4. Organize a "Faith-Based Community Initiative" program that would provide existing facilities for educational and recreational programs.

Economic Development

Introduction

Economic Development is the second highest priority in the plan primarily due to the community's lack of nearby "everyday" services and amenities. The single issue that received the highest number of votes at the first community meeting in June 2002 was the need for a grocery store in the community. Other services that the community desires include a laundromat, family restaurants and a farmer's market. Bringing more commercial businesses to the area may also increase quality jobs available in the community, which is another need expressed by residents. The following objectives and action steps support the accomplishment of the goal to market the NorthSide area to increase the convenience of commercial services and amenities while increasing jobs available to NorthSide residents.

Goal

Ensure convenience and commercial amenity needs are met and quality jobs are provided through the development of new stores and businesses in the NorthSide community. This new development should revitalize existing retail stores and buildings. The result should include the creation of employment opportunities that increase the average household income, decrease the poverty level and improve the quality of life for residents of the NorthSide community.



Objective 1.0 – Grocery Store

By the year 2005, members of the NorthSide community would like to have a grocery store that provides the following:

- Quality produce and meats
- Affordable groceries
- Employment for NorthSide residents
- Close access to public transportation
- Pleasing architectural design
- 24/7 extended hours of operation.

In the year 2010, the members of the NorthSide community would like to have a multi-service grocery facility that provides the following:

- Internal facilities for banking, pharmacy and postal service
- 24/7 extended hours of operation
- Dry cleaning component
- Quality produce and meats
- Affordable groceries
- Employment for NorthSide residents
- Close access to public transportation
- Pleasing architectural design

Possible Locations:

- Red Cross Street Corridor
- N. 3rd and 4th Sts. between Campbell and Red Cross Sts. (U-Haul Building)
- Across from the water plant
- Davis and N. 4th Sts. (Former Kentucky Fried Chicken site)
- Johnson School-Love Grove Area
- N.10th and Rankin Streets
- Azalea Inn site
- N. 4th St. between Harnett and Bladen Sts. (Health Center)
- N. 5th and Campbell Sts. (adjacent to First Baptist Church)
- N. 6th at former Independent Ice Company



Action Step 1.1

Lead: City of Wilmington,
DARE, GWCC

Funding: City of Wilmington,
DARE, Private Developers and
Investors

Timeline: Two Years

Action Step 1.1.1

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 1.1.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 1.1.3

Lead: City of Wilmington, New
Hanover County Planning,
NCDOT

Funding: City of Wilmington

Timeline: Two Years

Action Step 1.1.4

Lead: City of Wilmington,
Developers

Funding: City of Wilmington,
Private

Timeline: Two Years

Action Step 1.1.5

Lead: City of Wilmington,
Developers, Realtors

Funding: City of Wilmington,
Private

Timeline: Two Years

Action Steps:

1.1. Coordinate development of a NorthSide marketing plan.

Action Sub-Steps/Contents of Marketing Plan:

1.1.1. Provide basic demographic information one to three years out.

1.1.2. Provide existing and projected traffic count information.

1.1.3. Provide information on all current road improvements and projected road improvements.

1.1.4. Provide information on all new development and projected development in the next 5-10 years.

1.1.5. Provide a list of the available inventory of land and buildings.

1.1.5.1. Work to improve area appraisals and include the best appraisals available.

1.1.5.2. Determine through the City of Wilmington Zoning Ordinance which uses could go on specific locations.

1.1.6. Provide a list of existing businesses in the area and credit tenants.

Action Step 1.1.6

Lead: City of Wilmington, NHC
Tax Office

Funding: City of Wilmington

Timeline: Two Years

1.1.7. Provide a background of the NorthSide project, (why it started what it is, what it has done).

Action Step 1.1.7

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

1.1.8. Include letters of support from key officials and stakeholders to show the City's commitment to the NorthSide project.

Action Step 1.1.8

Lead: City Officials (elected and managers), Community stakeholders (business leaders and developers) City of Wilmington, NSNA, DARE

Funding: City of Wilmington

Timeline: Two Years

1.1.8.1. Include any public driven incentives and funding possibilities.

Action Step 1.1.9

Lead: City of Wilmington,

DARE, Private sponsors

Funding: City of Wilmington,

DARE, Private sponsors

Timeline: Two Years

1.1.8.2. Create public/private business partnerships that will lead to more economic development.

1.1.9. Assemble all information into a professional presentation and deliver it to target individuals (brochures, block maps, etc.).

Action Step 1.1.10

Lead: City of Wilmington,

NSNA, DARE

Funding: City of

Wilmington/Private, DARE

Timeline: Two Years

1.1.10. Designate key development, investment, and community stakeholders to follow up with interested parties (mixture of public and private sectors).

Action Step 1.1.11

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

1.1.11. Provide all relevant crime statistics for the NorthSide.

Action Step 1.1.12

Lead: DARE, City of Wilmington
Funding: City of Wilmington, DARE
Timeline: Two Years

Action Step 1.1.13

Lead: DARE, Private Business, GWCC, WID, NC Southeast, NSNA
Funding: NH County, Private, City of Wilmington
Timeline: Two Years

Action Step 1.2

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Two Years

Action Step 1.3

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Two Years

Action Step 1.4

Lead: City of Wilmington, DARE
Funding: City of Wilmington, DARE
Timeline: Two Years

Action Step 1.5

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Two Years

1.1.12. Obtain copies of the Vision 2020 video and use as a marketing tool and produce a NorthSide specific marketing video.

1.1.13. Establish a speakers bureau that will set up booths at national trade shows to market the attractiveness and profitability of the NorthSide.

1.2. Provide staff resources to assist with the NorthSide project and coordinate support for the plan on items such as the marketing plan, Neighborhood Association and documentation of efforts to implement the plan.

1.3. Hire an economic development person to improve the recruitment and retention of business to the NorthSide and the City overall.

1.4. Compile information from all past efforts dealing with a grocery store and use as reference point for new efforts.

1.5. Create a current parcel list of properties to be condemned and cleared in the NorthSide from the Abandoned Structures list in the Community Services Department.

- 1.6 Compile a list of all financing programs available (loans) and publicize instructions on how to apply and receive them.
- 1.7 Recruit commercial brokers to solicit investors.
- 1.8 Provide guidelines for accessing Community Development Block Grant (CDBG) monies and educate public on how to qualify and apply.
- 1.9 Provide guidelines for receiving Downtown Area Revitalization Effort, Inc. (DARE) monies and educate the public on how to qualify and apply.
- 1.10 Produce photos and maps of the NorthSide area for use in marketing.
- 1.11 Establish a multi-modal transportation hub in close proximity to the NorthSide to increase the means of transportation to and from the area.

Action Step 1.6

Lead: City of Wilmington, DARE, Lending Institutions
Funding: City of Wilmington, DARE, Private
Timeline: Two Years

Action Step 1.7

Lead: Developer community, City Economic Development
Funding: Private
Timeline: Two Years

Action Step 1.8

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Two Years

Action Step 1.9

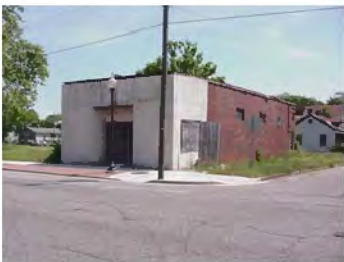
Lead: DARE
Funding: DARE
Timeline: Two Years

Action Step 1.10

Lead: City of Wilmington, NSNA
Funding: City of Wilmington, Private, DARE
Timeline: Two Years

Action Step 1.11

Lead: City of Wilmington, NHC
Funding: City of Wilmington, NHC
Timeline: Two Years



Objective 2.0 – Business Recruitment

Increase the number of commercial/retail businesses in the NorthSide.

The community would like to see new stores and businesses in the NorthSide community that do not drastically change the integrity or design of the neighborhoods and attempt to revitalize existing retail stores and buildings. The following businesses and services are what the community desires as a part of the NorthSide community in the near future:

Grocery Store	Family Restaurants	Drug Store
Movie theater	Dry Cleaners	Farmer’s Market
Laundromat	Post Office	Bank
Coffee Shop	Delicatessen	Specialty Retail
Fish Market	Pub	Art Gallery
Discount Clothing	Hair and Nail Salon	Fitness Center
Merchandise		

Action Steps:

2.1. Coordinate Development of a NorthSide marketing plan with the following elements.

Action Sub-Steps/Contents of Marketing Plan:

See Objective 1.0 “Grocery Store”

Objective 3.0 – Counseling

Establish a NorthSide Financial Counseling Center where residents and businesses can find out about available loans and receive advice on financial topics ranging from balancing a checkbook to starting a business.

Action Steps:

- 3.1. Support the construction of a new NorthSide facility or the use of an existing facility that would provide space for a financial counseling component. The counseling component could be included in the recommended resource center in the Community Facilities and Programs section.
- 3.2. Identify a location for the center (seek donation).
- 3.3. Form a public/private commission to build and administer the operation of the center.
- 3.4. Approach the banks, lending institutions, City, New Hanover County Cooperative Extension, NC State, business education sources, Partners for Economic Inclusion, etc., to participate in the center.
- 3.5. Conduct a business roundtable of NorthSide businesses to help identify financing and other issues that the center could include in its services.
- 3.6. Identify individuals qualified to staff the center.
- 3.7. Gather "best practices" information from other cities that have provided a similar financial resource in a similar community.



Action Step 3.1

Lead: NSNA, City of Wilmington
Funding: N/A
Timeline: Two Years

Action Step 3.2

Lead: NSNA, local banking institutions, City of Wilmington, NSNA
Funding: Unknown
Timeline: Two Years

Action Step 3.3

Lead: NSNA, City of Wilmington
Funding: N/A
Timeline: Two years

Action Step 3.4

Lead: NSNA, local banking institutions, City of Wilmington
Funding: N/A
Timeline: Two Years

Action Step 3.5

Lead: NSNA, local banking intuitions
Funding: Private
Timeline: Two Years

Action Step 3.6

Lead: NSNA, City of Wilmington
Funding: N/A
Timeline: Two Years

Action Step 3.7

Lead: City of Wilmington, County
Funding: N/A
Timeline: Two Years



Action Step 4.1

*Lead: City of Wilmington,
DARE*

*Funding: City of Wilmington,
DARE*

Timeline: 1 year

Action Step 4.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: 1 year

Action Step 4.3

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 4.4

Lead: Community

Funding: Community

Timeline: One Year

Objective 4.0 – Jobs

Provide more and better paying jobs: Hand in hand with the development of the NorthSide, residents would like to see an increase in quality jobs that lead to higher average household income and a lower poverty level. These jobs could be generated by having:

- A full service grocery store
- A discount retail store
- Available space to house a corporation
- A manufacturing facility in the community
- Businesses with the ability to pay upscale salaries

And by providing educational facilities to:

- Train people in trade skills (local vocational/technical center)
- Provide outreach and incentives to generate interest in continued education.

Action Steps:

- 4.1. Invite the entire downtown to be a part of bringing new business to the NorthSide.
- 4.2. Bring in qualified speakers to provide community information on demographics, finance, traffic counts, zoning, property, crime statistics, past area projects, current development plans and how to market a community.
- 4.3. Hire a City economic development staff person.
- 4.4. Create a NorthSide Neighborhood Association.

- 4.5. Coordinate with Wilmington Industrial Development, DARE, Greater Wilmington Chamber of Commerce, NorthSide Neighborhood Association and a city economic development staff person to put together an area marketing plan.
- 4.6. Compile a “development incentives” list to make NorthSide investment more attractive to outside interests.
- 4.7. Put together a user-friendly information and fact sheet packet with all information pertinent to the NorthSide and distribute to the NorthSide community to keep it up to date on marketing efforts.
- 4.8. Support the construction of a new NorthSide facility, or the use of an existing facility, that would provide space for a vocational training component.
- 4.9. Gather "best practices" information from other cities that have provided vocational training resources in a similar community.
- 4.10. Work with Cape Fear Community College on a program to provide satellite education programs in the NorthSide.

Action Step 4.5

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: One Year

Action Step 4.6

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: 1 year

Action Step 4.7

Lead: DARE, City of Wilmington
Funding: City of Wilmington, DARE
Timeline: 1 year

Action Step 4.8

Lead: NSNA, City elected officials
Funding: City of Wilmington, Private
Timeline: Five Years

Action Step 4.9

Lead: City of Wilmington, NHC
Funding: City of Wilmington, NHC
Timeline: 1 year

Action Step 4.10

Lead: City of Wilmington, NSNA, CFCC
Funding: Private
Timeline: 1 year



Attractive Community

Introduction

With the completion of MLK Parkway, the NorthSide community will be one of the first images of the City that visitors, as well as area residents, encounter. Improving the appearance of the community will increase resident pride and may also deter crime. Criminal activity often occurs and flourishes in deteriorated areas. The Attractive Community theme group recommends improving the appearance of NorthSide neighborhoods by decreasing the number of code violations, reducing litter, improving streetscapes, increasing green space, rehabilitating residential and commercial structures and implementing a unified signage program. The following objectives and action steps seek to support the Attractive Community goal of preserving the history, character and beauty of the NorthSide residential and commercial neighborhoods.

GOAL

Create an attractive NorthSide community that residents and visitors can enjoy while preserving the history, character and beauty of its residential and commercial neighborhoods.



Objective 1.0 – Reduce Code Violations

Reduce the number of public nuisance, minimum housing, and junk vehicle violations by the following percentages: public nuisances 75%, minimum housing 80%, and junk vehicle 90%, within 5 years (2008). (Base year 2002: 161 public nuisance violations, 89 minimum housing violations, and 69 junk vehicles violations).

Action Steps:

- 1.1. Aggressively enforce public nuisance, minimum housing and junk vehicle laws.

- 1.2. Provide sufficient staff resources to enforce the City’s Code of Ordinances.

- 1.3. Institute an EYES ON THE STREET neighborhood watchdog group to report code violations.

- 1.4. Develop an EYES ON THE STREET educational packet on what to look for, who to call and why it is important.

- 1.5. Prepare and distribute EYES ON THE STREET complaint forms to residents to utilize in reporting property violations (overgrown yards, abandoned cars and houses, etc.).

- 1.6. Showcase EYES ON THE STREET program through Government TV, City website, mailings (utility bills), signage, neighborhood associations, local churches and schools, posters in NorthSide businesses, bulletin boards, local media (newspapers, radio and TV), magnets and postcards.



Action Step 1.1

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: One Year

Action Step 1.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 1.3

Lead: NSNA, City of Wilmington

Funding: NSNA, City of Wilmington

Timeline: One Year

Action Step 1.4

Lead: NSNA, City of Wilmington

Funding: NSNA, City of Wilmington

Timeline: One Year

Action Step 1.5

Lead: NSNA, City of Wilmington

Funding: NSNA, City of Wilmington

Timeline: One Year

Action Step 1.6

Lead: NSNA, City of Wilmington

Funding: Local businesses, NY Times Community Grant Fund, City of Wilmington

Timeline: One Year



Action Step 2.1

Lead: NSNA, City of Wilmington
Funding: City of Wilmington
Timeline: One Year

Action Step 2.2

Lead: Solid Waste, Fire, Environmental Services, GTV and NHC Environmental Management
Funding: City of Wilmington, New Hanover County
Timeline: One Year

Action Step 2.3

Lead: NSNA, City of Wilmington
Funding: CDBG funds
Timeline: Two Years

Action Step 2.4

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: One Year

Action Step 2.5

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: One Year

Action Step 2.6

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: One Year



Objective 2.0 – Decrease Litter

Reduce litter in the NorthSide by targeting “hot spots” that include Nixon Street, N. 4th Street and Red Cross Street within 5 years.

Action Steps:

- 2.1. Establish and implement spring and fall clean-up weekends prior to the Azalea Festival and Riverfest and as needed.
- 2.2. Institute a public awareness program on how and where to dispose of hazardous materials.
- 2.3. Establish a clean-up and repair co-operative for the elderly and physically challenged NorthSide residents.
- 2.4. Install vandalism proof trash receptacles along N. 3rd Street, N. 4th Street, Nixon Street and Red Cross Street commercial business districts.
- 2.5. Install public trash receptacles in areas adjacent to bus stops.
- 2.6. Maintain regular trash pick-up days and enforce solid waste/trashcan ordinance that prohibits leaving items on the street indefinitely.

Objective 3.0 – Revitalization

Revitalize commercial and residential areas in the NorthSide community.

Action Steps:

- 3.1. Conduct a lighting level analysis to determine if the “cobra” lights along the North 4th Street business district can be removed and, if so, remove them.
- 3.2. Paint N. 6th Street Bridge.
- 3.3. Work with the owners of the Independent Ice Plant at N. 6th Street and Brunswick Street to adaptively reuse the building for community or residential uses.
- 3.4. Prepare a Historic Structures Report for the Dudley School which is currently under condemnation.
- 3.5. Expand the National Register and local historic districts. Inform owners of property in National Register Historic Districts that they may be eligible for tax credit incentives for the rehabilitation of historic structures.
- 3.6. Create an annual facade grant program (Community Development Block Grant) for commercial buildings in the City.
- 3.7. Establish an endangered buildings program to preserve or rehabilitate architecturally, culturally or historically significant resources that are threatened by demolition, neglect or are unoccupied.



Action Step 3.1

Lead: Progress Energy, Public Utilities-City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 3.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Three Years

Action Step 3.3

Lead: NSNA, City of Wilmington

Funding: CDBG funds, tax credits, and private funds

Timeline: Five Years

Action Step 3.4

Lead: Preservation Engineer

Funding: National Trust for Historic Preservation

Timeline: Six Months

Action Step 3.5

Lead: Historic Preservation Commission

Funding: City of Wilmington, CLG grant funds

Timeline: One Year

Action Step 3.6

Lead: City of Wilmington

Funding: CDBG program funds

Timeline: Six Months

Action Step 3.7

Lead: Historic Preservation Commission and Historic

Wilmington Foundation, NSNA

Funding: CDBG Funds

Timeline: One Year



Action Step 3.8

Lead: Historic Preservation Commission, NSNA

Funding: City of Wilmington

Timeline: One Year

Action Step 3.9

Lead: City of Wilmington

Funding: CDBG Funds

Timeline: One Year

Action Step 3.10

Lead: Historic Preservation Commission, Historic Wilmington Foundation, NSNA, CFCC, Churches

Funding: CDBG funds

Timeline: Two Years

Action Step 3.11

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: One Year

Action Step 3.12

Lead: UNC-W, Historic Wilmington Foundation (Resource only), NSNA, City of Wilmington

Funding: Grants

Timeline: One Year

Action Step 3.13

Lead: NSNA

Funding: NSNA

Timeline: One Year

Action Step 3.14

Lead: NorthSide Community Garden Club

Funding: NorthSide Community Garden Club

Timeline: One Year

3.8. Conduct educational seminars about rehabilitation strategies, including historic preservation tax credits and soft second mortgages for residential and commercial property owners.

3.9. Re-establish the \$1.2 million revolving low-interest loan pool for small businesses.

3.10. Collaborate with public and private organizations to implement new and support existing revitalization programs like paint-fair (to provide color selection assistance) and repair-fair.

3.11. Protect and preserve the historic brick streets in the NorthSide community.

3.12. Establish a historic plaque research program for low-to-moderate income families.

3.13. Establish a NorthSide garden club.

3.14. Institute a program that recognizes "Great Yards" and place award signs in yards quarterly or monthly.

Objective 4.0 – Streetscape Enhancement

Implement streetscapes, landscapes and other measures on public property including signage, pedestrian-scale lighting and other amenities (curb and gutters, trash cans, bus shelters and benches) in the NorthSide community.

Action Steps:

- 4.1.** Hire sufficient grounds maintenance employees and equipment to ensure the health, safety and beauty of the existing public parks, street trees and plazas.

- 4.2.** Add green-scaping to existing parks by planting grass and trees species to be determined by Parks, Recreation and Downtown Services Department.

- 4.3.** Landscape entrances into NorthSide including Holmes Bridge (consider 9/20/02 American Institute of Architects recommendations).

- 4.4.** Install brick crosswalks, acorn globed streetlights and street trees throughout the NorthSide community, particularly along the N. 3rd and Red Cross Streets commercial corridors to create a uniform appearance. The streetscape should look like those found along the N. 4th Street business corridor.

- 4.5.** Conduct a tree survey and develop an urban reforestation plan.

- 4.6.** Install coordinated and unique street and directional signs for each NorthSide neighborhood.



Action Step 4.1

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Five Years

Action Step 4.2

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Five Years

Action Step 4.3

Lead: NCDOT

Funding: NCDOT, City of Wilmington (CIP)

Timeline: Three Years

Action Step 4.4

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Ten Years

Action Step 4.5

Lead: City of Wilmington

Funding: Grants

Timeline: Two Years

Action Step 4.6

Lead: NSNA

Funding: NSNA, Grants

Timeline: One Year

Action Step 4.7

Lead: NSNA, Local Garden Clubs, and City of Wilmington

Funding: United States Department of Agriculture, Seed Companies, Lowes, Home Depot, Local Nurseries

Timeline: Two Years

Action Step 4.8

Lead: City of Wilmington, NSNA

Funding: City of Wilmington

Timeline: One Year



4.7. Create Community Gardens in City owned vacant lots at 511 Swann Street, 1018 N. 6th Street, at 8th and McRae Streets, northwest corner of 10th and Post Streets and fenced property behind the Boys and Girls Club. Community gardens may also be established on private property with the owner's consent such as the southeast corner of N. 6th and Campbell Streets.

4.8. Display appropriate amount of Christmas lights along N. 4th Street during the Christmas Holiday season.

Objective 5.0 – Urban Design

Improve the appearance of the NorthSide community through unified urban design that complements the character and sense of place by incorporating site and building design features that respond to its distinctive cultural, historic and architectural character. Begin local historic district expansion process by the expansion of existing historic district boundaries or creation of new local historic districts or historic overlay districts within ten years.

Action Steps:

- 5.1. Educate NorthSide property owners and residents about the value and benefits of local and national historic districts.

- 5.2. Work with NorthSide property owners and residents to develop and adopt flexible design guidelines, particularly for roofs on existing buildings as well as for windows and synthetic siding for new construction.



Action Step 5.1

Lead: NSNA, Historic Preservation Commission
Funding: City of Wilmington
Timeline: One Year

Action Step 5.2

Lead: NSNA, Historic Preservation Commission
Funding: City of Wilmington, CLG Grants
Timeline: Three Years



Action Step 6.1

Lead: NSNA

Funding: NSNA

Timeline: One Year

Objective 6.0 – Neighborhood Association

Establish a Neighborhood Association to assure the implementation of the NorthSide Community Plan.

Action Steps:

- 6.1. Continue to maintain a NorthSide Neighborhood Association to ensure the implementation of the NorthSide Community Plan, work on neighborhood issues and projects, speak as one voice before public bodies, organize social gatherings, protect residential and commercial neighborhoods, and share information about projects that impact the community.

Housing

Introduction

The majority of NorthSide houses are rental houses. There is a desire to increase owner-occupied homes. The Plan recommends conducting community workshops to inform citizens of the loans and options available to qualified applicants through the City and other agencies to purchase or renovate a home. The City will also educate citizens on the meaning of “qualified applicant”. The primary objectives of the Housing Theme group are to promote home ownership and housing renovations in the NorthSide community by increasing the awareness of resources available to purchase a home or renovate an existing house. Additionally, it is recommended to demolish Taylor Homes Public Housing and construct a mixed-use development in its place. The following objectives and action steps support the Housing Theme goal of promoting opportunities for affordable homeownership by providing homebuyer education.

Goal

Promote opportunities for quality affordable home ownership by providing homebuyer education and financial resources.



Objective 1.0 – Renovations

Increase community awareness of the resources available to provide funding for renovations of dilapidated structures.

Action Steps:

- 1.1. Schedule quarterly public meetings for NorthSide residents and business owners. Topics to include but not limited to: Lending Sensitivity, How to Write an Award-Winning Grant Proposal, How to Identify Predatory Lenders, How to Maintain Your Home, How to Apply for City Funding and Understanding the Lending Process.

- 1.2. Secure radio, newspaper and TV airtime to advertise public meetings as often as available.

- 1.3. Post flyers at the Boys and Girls Club, local business, churches, resident/neighborhood meetings and councils/association meetings.

- 1.4. Develop a full-scale informational brochure and distribute it throughout the NorthSide community. Topics to include but not limited to grant writing, credit counseling, home maintenance, code enforcement and loan programs.

- 1.5. Provide consumer credit counseling and budgeting programs.



Action Step 1.1

Lead: CFCC Design Program, NSNA, City of Wilmington (for contents), UNCW, Owners, Developers, Realtors, Non-Profits, Banks

Funding: City of Wilmington, Grants

Timeline: One Year

Action Step 1.2

Lead: Advertising Agencies, City of Wilmington - GTV

Funding: Advertising Agencies, City of Wilmington

Timeline: One Year

Action Step 1.3

Lead: NSNA, City of Wilmington, Wilmington Housing Authority, Youth and Church Groups

Funding: City of Wilmington, Sponsoring Agency

Timeline: One Year

Action Step 1.4

Lead: NSNA, City of Wilmington, Wilmington Housing Authority, Youth and Church Groups

Funding: City of Wilmington, Sponsoring Agency

Timeline: One Year

Action Step 1.5

Lead: City of Wilmington, Non-Profits, Consumer Credit Counseling, Banks

Funding: City of Wilmington, Public/Private Organizations

Timeline: One Year



Action Step 2.1

Lead: CFCC Design Program, NSNA, City of Wilmington (for contents), UNCW, Owners, Developers, Realtors, Non-Profits, and Banks

Funding: City of Wilmington, Grants

Timeline: One Year

Action Step 2.2

Lead: City of Wilmington, Banks, Non Profits, Public/Private Organizations

Funding: City of Wilmington, Public/Private Organizations

Timeline: One Year

Action Step 2.3

Lead: Advertising Agencies, City of Wilmington - GTV

Funding: City of Wilmington, Sponsoring Agency

Timeline: One Year

Action Step 2.4

Lead: NSNA, City of Wilmington, Wilmington Housing Authority, Youth and Church Groups

Funding: City of Wilmington, Sponsoring Agency

Timeline: One Year

Action Step 2.5

Lead: City of Wilmington, Non-Profits, Consumer Credit Counseling, Banks

Funding: City of Wilmington, Public/Private Organizations

Timeline: One Year

Objective 2.0 – Ownership

Increase community awareness of resources available for individuals that provide funding for purchase or construction of single-family housing.

Action Steps:

- 2.1. Schedule quarterly public meetings for NorthSide residents. Topics to include but not limited to: Homebuyer Education Seminars, Understanding the Lending Process, Applying for City Funding, Understanding your Credit Score, Predatory Lending.
- 2.2. Secure radio, newspaper and TV airtime to advertise public meetings as available.
- 2.3. Post flyers at the Boys and Girls Club, local businesses, churches, resident/neighborhood meetings, and councils/association meetings.
- 2.4. Develop a full-scale informational brochure and distribute it throughout the NorthSide community. Topics to include but not limited to Homebuyer Education, credit counseling, budgeting, and loan programs.
- 2.5. Provide consumer credit counseling and budgeting programs.

Objective 3.0 – Replace Taylor Homes

Replace Taylor Homes with a mixed-use development.

Action Steps:

- 3.1.** Support the Wilmington Housing Authority (WHA) in redeveloping Taylor Homes.

- 3.2.** Designate community representative to serve on WHA redevelopment committee or citizen input committee for Taylor Homes.



Action Step 3.1

Lead: Wilmington Housing Authority, City of Wilmington

Funding: WHA

Timeline: 2008

Action Step 3.2

Lead: NSNA

Funding: N/A

Timeline: One Year

Community Facilities and Programs

Introduction

Residents of the NorthSide community have expressed the need for additional recreational opportunities for people of all ages. Providing additional recreation activities supports the Crime Prevention Theme, since it may be an opportunity to offer more options to keep children off the street. The Community Facilities and Programs Theme group recommends providing a new resource facility that includes recreational and educational opportunities for everyone in the NorthSide community. However, a new facility may not be an immediate reality for the community. In order to immediately offer additional recreational and educational opportunities, the group recommends increasing programs by utilizing existing facilities such as churches and schools. The following objectives and action steps support the goal of providing recreational, educational, vocational, community meeting space and cultural opportunities in the NorthSide.

Goal

Provide recreational, educational, vocational, cultural opportunities and community meeting space to meet the needs of everyone in the NorthSide community.



Objective 1.0 – Resource Facility

Determine feasibility of providing a resource facility within ten years with recreation, education, vocation, rehabilitation and community meeting space opportunities located in the N. 10th Street area from Hanover Street to Hall Street, Taylor Homes area, or another area in the community. See Appendix H for specific recommended activities.

Action Steps:

- 1.1.** Form a Project Management Team to plan and oversee the physical development of the project.
- 1.2.** Form a Finance Committee to develop a strategic plan for funding. (Use the Brigade Boys and Girls Club Financial Reports as example)
- 1.3.** Form a Program Committee to determine staffing requirements to operate the facility.
- 1.4.** Look at financial design for the County Senior Center on Shipyard Boulevard.
- 1.5.** Find examples of how other cities funded similar centers such as YMCA/YWCA.
- 1.6.** Determine if Community Development Block Grants can be utilized and subsequently apply for the grants.



Action Step 1.1

Lead: NSNA, City of Wilmington

Funding: Public/Private Partnership

Timeline: One Year

Action Step 1.2

Lead: NSNA, City of Wilmington

Funding: Public/Private Partnership

Timeline: One – Two Years

Action Step 1.3

Lead: NSNA, City of Wilmington

Funding: Public/Private Partnership

Timeline: Two Years

Action Step 1.4

Lead: County, City, NSNA

Funding: Public/Private Partnership

Timeline: One Year

Action Step 1.5

Lead: City of Wilmington, NSNA

Funding: Public/Private Partnership

Timeline: One Year

Action Step 1.6

Lead: City of Wilmington

Funding: City of Wilmington

Timeline: Two Years

Action Step 1.7

Lead: City, County
Funding: City of Wilmington
Timeline: One Year

Action Step 1.8

Lead: City of Wilmington
Funding: City of Wilmington, Federal
Timeline: 5 years

Action Step 1.9

Lead: NSNA
Funding: N/A
Timeline: One Year

Action Step 1.10

Lead: State, NSNA
Funding: N/A
Timeline: One Year

Action Step 1.11

Lead: NSNA, GWCC, Partners for Economic Inclusion, Wilmington Industrial Development
Funding: Private/Non-Profit Partnership
Timeline: One Year

Action Step 1.12

Lead: Non-Profit, City of Wilmington
Funding: Non-Profit, City of Wilmington
Timeline: One Year



- 1.7. Become certified with “Weed and Seed Grant Program” for potential grant funds.
- 1.8. Apply for Brownfield Grants for the proposed site if applicable. Completion timeframe dependent on site conditions.
- 1.9. Mobilize the community to show their support of the center to City Council.
- 1.10. Seek funds from State drug seizures in accordance with State Statues.
- 1.11. Create a community stewardship program to give back to the community to help fund/run the center.
- 1.12. Develop a marketing plan for the proposed center, coordinating with local marketing experts, University of North Carolina at Wilmington, Wilmington Industrial Development and other agencies.

1.13. Keep City informed of plans for the center that are currently underway.

Action Step 1.13

Lead: NSNA, City of Wilmington

Funding: N/A

Timeline: One Year

1.14. Form a Site Selection Committee if facility cannot be constructed at N. 10th Street area or Taylor Homes area.

Action Step 1.14

Lead: NSNA, Non-Profit, City of Wilmington

Funding: N/A

Timeline: Ten Years



Action Step 2.1

Lead: NSNA
Funding: Non-Profit
Timeline: One Year

Action Step 2.2

Lead: NSNA
Funding: Non-Profit
Timeline: One Year

Action Step 2.3

Lead: NSNA, New Hanover County School System
Funding: N/A
Timeline: One Year

Action Step 2.4

Lead: NSNA, New Hanover County School System
Funding: City/County
Timeline: One Year

Action Step 2.5

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Three Years

Action Step 2.6

Lead: City of Wilmington
Funding: City of Wilmington
Timeline: Three Years



Objective 2.0 – Existing Facilities

Increase recreation and community programs in the NorthSide by utilizing existing community facilities for youth, teens, adults and seniors.

Action Steps:

- 2.1. Encourage cultural and performing arts activities at St. Andrews Church site.
- 2.2. Organize faith-based “Adopt a Neighborhood” program through churches in the community. The program could include day care, after school programs, civics, family planning, banking, investments, etc.
- 2.3. Make use of tutor programs (math, music, etc.) at New Hanover High School.
- 2.4. Determine if unused, undeveloped areas around Johnson Elementary and D.C. Virgo Middle Schools can be used for recreation activity.
- 2.5. Redevelop the Love Grove landfill into a useable public greenspace that includes reuses such as open space, habitat restoration, parks, gardens, fishing, playgrounds, and trails for pedestrians, horseback riding and bicycles. See Appendix L for a Love Grove location map.
- 2.6. Level out the existing uneven City property along Post Street between N. 10th Street and N. 11th Street for recreation activity purposes.

2.7. Establish a drug screen program that provides drug education, including addiction recovery, within an existing church. The program should be a satellite location for Treatment Alternatives for Street Crimes (TASC), whose main facility is located at Shipyard Boulevard and Carolina Beach Road.

2.8. Encourage cultural and performing arts activities at Eden Institute located at 701 N. 4th Street.

Action Step 2.7

Lead: NSNA, Churches, TASC

Funding: Non-Profit

Timeline: Two Years

Action Step 2.8

Lead: NSNA, Non-Profit

Funding: Non-Profit

Timeline: One Year





Action Step 3.1

Lead: City of Wilmington
Recreation Intervention
Division, NSNA, Marketing
Agencies

Funding: City of Wilmington
Timeline: One Year

Action Step 3.2

Lead: City of Wilmington
Recreation Intervention Division
Funding: City of Wilmington
Timeline: One Year

Action Step 3.3

Lead: City of Wilmington, Non-
Profits
Funding: City of Wilmington
Timeline: Two Years

Action Step 3.4

Lead: NSNA, Marketing
Agencies, Churches, Radio,
City of Wilmington
Funding: City of Wilmington
Timeline: Three Years

Action Step 3.5

Lead: NSNA, Marketing
Agencies, City of Wilmington
Funding: City of Wilmington,
Non-Profits
Timeline: Two Years



Objective 3.0 – Education

Educate the public on existing programs and facilities offered in the NorthSide community.

Action Steps:

- 3.1. Hand out information brochures containing existing programs offered at City and non-profit facilities at Hemenway Center, Rankin Center, 6th Sense Community Center, Churches, City Council meetings, etc.
- 3.2. Use Government TV and local media to advertise existing programs and existing facility locations.
- 3.3. Link existing programs and services by forming a Resource Team consisting of the City and other agencies to collaborate on advertising and communicating existing programs to the public.
- 3.4. Create a NorthSide Calendar of Events website that includes all services and programs in the NorthSide. The website would be a useful tool for residents in the entire City. An email list server and phone bank should also be created to notify NorthSide residents of calendar happenings.
- 3.5. Create a NorthSide map that shows all of the resource, service and program locations and what each place offers.

3.6. Establish a Community Programs and Career Development Day at a local church annually that includes information and training on existing public and private programs and services relating to recreation, education and vocation opportunities in the NorthSide.

Action Step 3.6

Lead: NSNA, Churches, Marketing Agencies, City of Wilmington

Funding: City of Wilmington, Non-Profits

Timeline: One Year



Transportation

Introduction

The Transportation group's goal is to provide safe and efficient traffic flow and provide convenient and accessible public transportation for the NorthSide community. The objectives of the theme rely on partnerships among the City, Wilmington Transit Authority, the NC Department of Transportation and the community. Providing input at upcoming Neighborhood Traffic Study meetings is crucial to the Transportation goal of providing safe and efficient traffic flow. Increasing the convenience of public transportation will require support from the Wilmington Transit Authority. Additional objectives of the Transportation Theme include reconnecting the 5th Avenue Bridge to improve traffic flow in the community and to provide another access into the Love Grove neighborhood.

Note: The Wilmington Transit Authority (WTA) is currently transitioning to Wave Transit.

Goal

To provide safe and efficient traffic flow and public transportation for the NorthSide community.

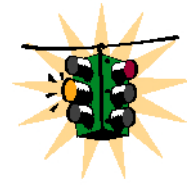


Objective 1.0 – Traffic-Calming

Slow traffic on neighborhood streets.

Action Steps:

- 1.1. Provide input to Neighborhood Traffic Studies on areas in need of traffic-calming devices to slow traffic (especially between N. 8th and N. 11th Streets). Also consider installing pedestrian safety amenities.
- 1.2. Support staff recommendations resulting from Neighborhood Traffic Studies at City Council public meetings.
- 1.3. Increase enforcement for speed limits in the community to decrease speed violation frequency (track number of speeding citations as measure of decrease).
- 1.4. Install traffic recorder tubes for data collection to measure speed reduction on N. 8th, 10th, 11th, and McCrae Streets between Rankin / Red Cross Streets and Nixon Streets.
- 1.5. Eliminate the "blind spot" at N. 10th and Campbell Streets by cutting back foliage.



Action Step: 1.1

Lead: City of Wilmington-Transportation Division

Funding: City of Wilmington

Timeline: Two Years

Action Step: 1.2

Lead: NSNA

Funding: N/A

Timeline: Two Years

Action Step: 1.3

Lead: City of Wilmington Police Department

Funding: City of Wilmington

Timeline: One Year

Action Step: 1.4

Lead: City of Wilmington Traffic Division

Funding: City of Wilmington

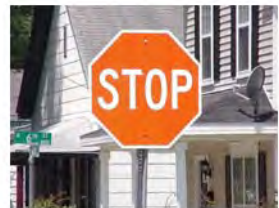
Timeline: One Year

Action Step: 1.5

Lead: City of Wilmington Streets Division

Funding: City of Wilmington

Timeline: One Year





Action Step: 2.1

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: One Year

Action Step: 2.2

Lead: NSNA

Funding:

Timeline: Ongoing

Action Step: 2.3

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: One Year

Action Step: 2.4

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: One Year

Action Step: 2.5

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: One Year

Action Step: 2.6

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: Two Years

Action Step: 2.7

Lead: Wilmington Transit Authority

Funding: Wilmington Transit Authority

Timeline: One Year

Objective 2.0 – Enhanced Transit Service

Increase convenience of public transportation by adding bus stops in strategic locations and extending bus and trolley service to and from strategic locations.

Action Steps:

- 2.1. Add a bus stop that is more convenient to the Love Grove area. (1 stop/day).
- 2.2. Maintain NorthSide resident on Wilmington Transit Authority Board to represent community interest regarding bus services.
- 2.3. Add a more convenient bus stop for the Harris Teeter grocery store on Oleander Drive or other nearby grocery stores.
- 2.4. Provide a bus route to strategic shopping areas, specifically, the Monkey Junction area.
- 2.5. Provide bus shelter at the existing stop at the corner of Harnett and N. 8th Streets or at Bladen and McCrae Streets.
- 2.6. Add the N. 4th Street area to the free trolley service route (specifically around the New Hanover Health Center).
- 2.7. Repair existing benches at bus stops where needed on a regular basis.

Objective 3.0 – N. 5th Avenue Bridge

Reconnect N. 5th Avenue with a bridge.

Action Steps:

- 3.1.** Rally support from property owners in vicinity of bridge by informing them that the N. 5th Avenue Bridge is important for emergency access as well as for convenience of travel.



Action Step: 3.1

Lead: NSNA

Funding: Volunteer efforts

Timeline: Two Years



Action Step: 4.1

Lead: NSNA

Funding: Volunteer efforts

Timeline: Ongoing

Action Step: 4.2

Lead: NSNA

Funding: Volunteer efforts

Timeline: Ongoing

Objective 4.0 - Rail Corridor Maintenance

Provide ongoing maintenance of railroad corridor in addition to North Carolina Department of Transportation maintenance.

Action Steps:

- 4.1. Participate and encourage others to participate in upcoming "Make a Difference Day" sponsored by City Office of Neighborhoods.

- 4.2. Monitor trash dumping and report to City Code Enforcement.

Objective 5.0 - Sidewalks

Provide sidewalks in identified priority areas.

Action Steps:

5.1. Install sidewalks as needed.



Action Step: 5.1

Lead: City of Wilmington
Streets Division

Funding: City of Wilmington

Timeline: Two Years



Action Step: 6.1

Lead: NCDOT, City of
Wilmington

Funding: State, City, Private

Timeline: Twenty Years

Objective 6.0 – Love Grove Access

Provide a second access to the Love Grove neighborhood. The current access crosses railroad tracks and the train could block emergency vehicles.

Action Steps:

- 6.1. Coordinate with State and Local officials, landowners and potential developers to construct a new entrance/exit preferring that the railroad tracks do not interfere.

Implementation Section

Action steps to implement community desires represent the end result of this planning effort. Staff analyzed the number of actions to be accomplished each year and identified the involved parties for each action. The following table, “NorthSide Action Step Distribution”, lists all of the responsible parties and their commitment for each year. City responsibilities will be spread among a number of departments. The bar graph illustrates the distribution among involved parties. The following pie chart indicates that 49% of the tasks will be initiated in Year One. Many of the action steps are already underway. The City of Wilmington is listed as the responsible party for the majority of the action steps as indicated on the bar graph, but most of the action steps list other agencies, in addition to the City, to accomplish each step.

Staff will work with the NorthSide Neighborhood Association to develop an annual action list that includes action steps that have been accomplished and action steps to be accomplished.

Staff will work with the NorthSide Neighborhood Association in the year 2008 to review and evaluate the Plan’s effectiveness.

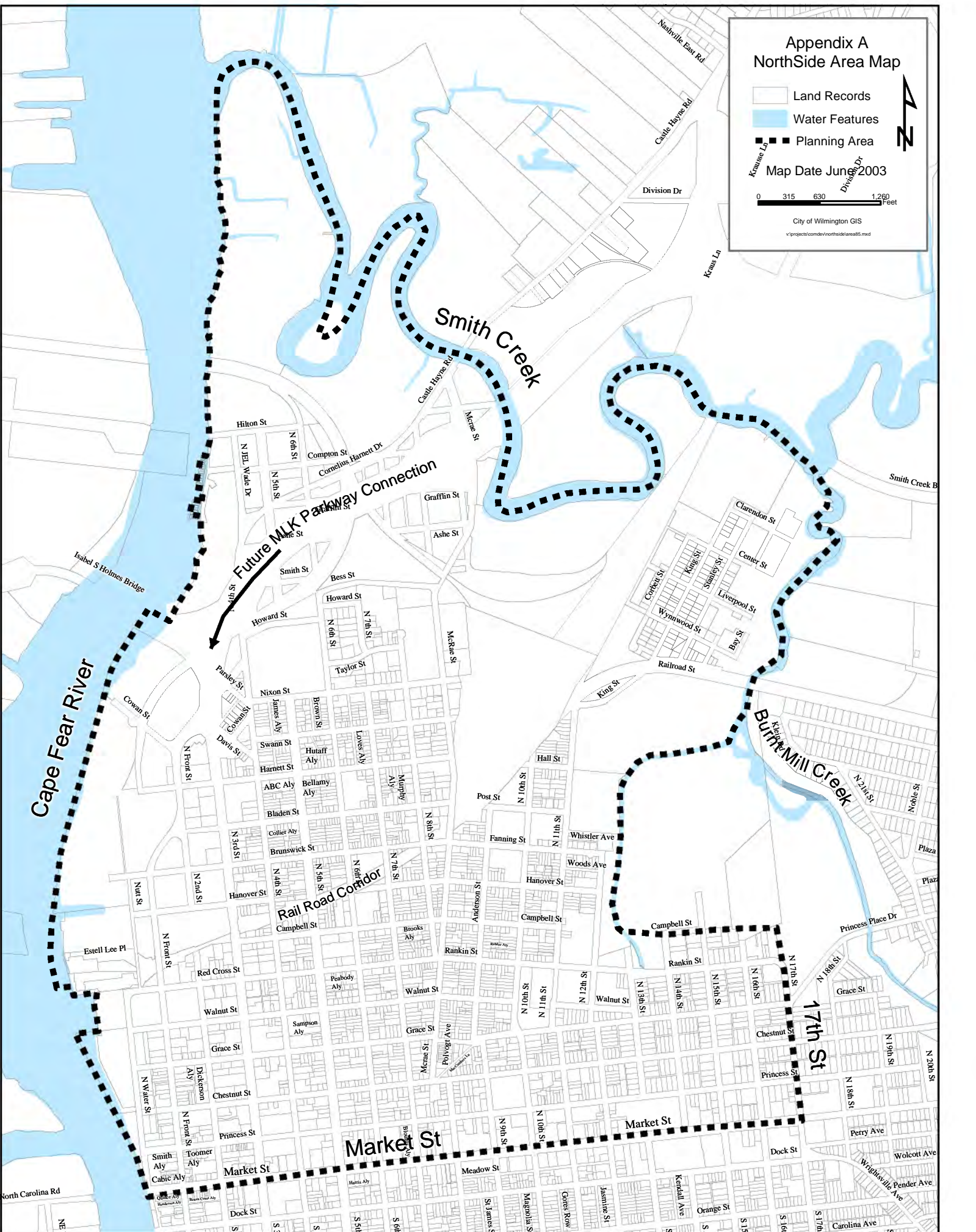
Appendix A NorthSide Area Map

Legend:
Land Records (white outline)
Water Features (light blue)
Planning Area (dashed black line)

Map Date Jun 2003

Scale: 0 315 630 1,260 Feet

City of Wilmington GIS
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Appendix C NorthSide Area Land Use Map

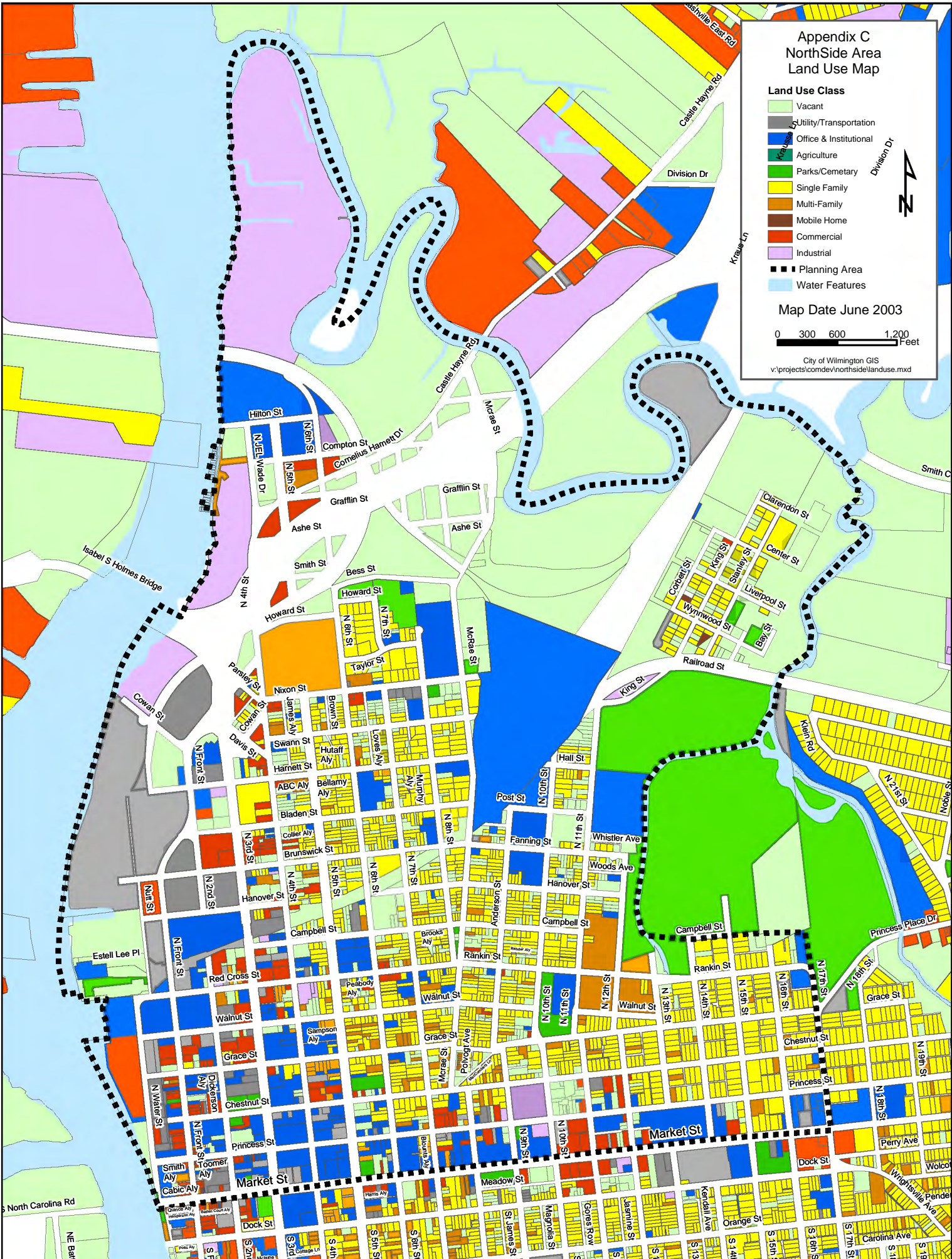
Land Use Class

- Vacant
- Utility/Transportation
- Office & Institutional
- Agriculture
- Parks/Cemetery
- Single Family
- Multi-Family
- Mobile Home
- Commercial
- Industrial
- Planning Area
- Water Features








Map Date June 2003

0 300 600 1,200 Feet

City of Wilmington GIS
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Appendix D NorthSide Area Institution and Historic District Map

-  Churches
-  Land Records
-  Schools
-  Parks
-  Water Features
-  Planning Area
- Historic District**
-  Existing National Register

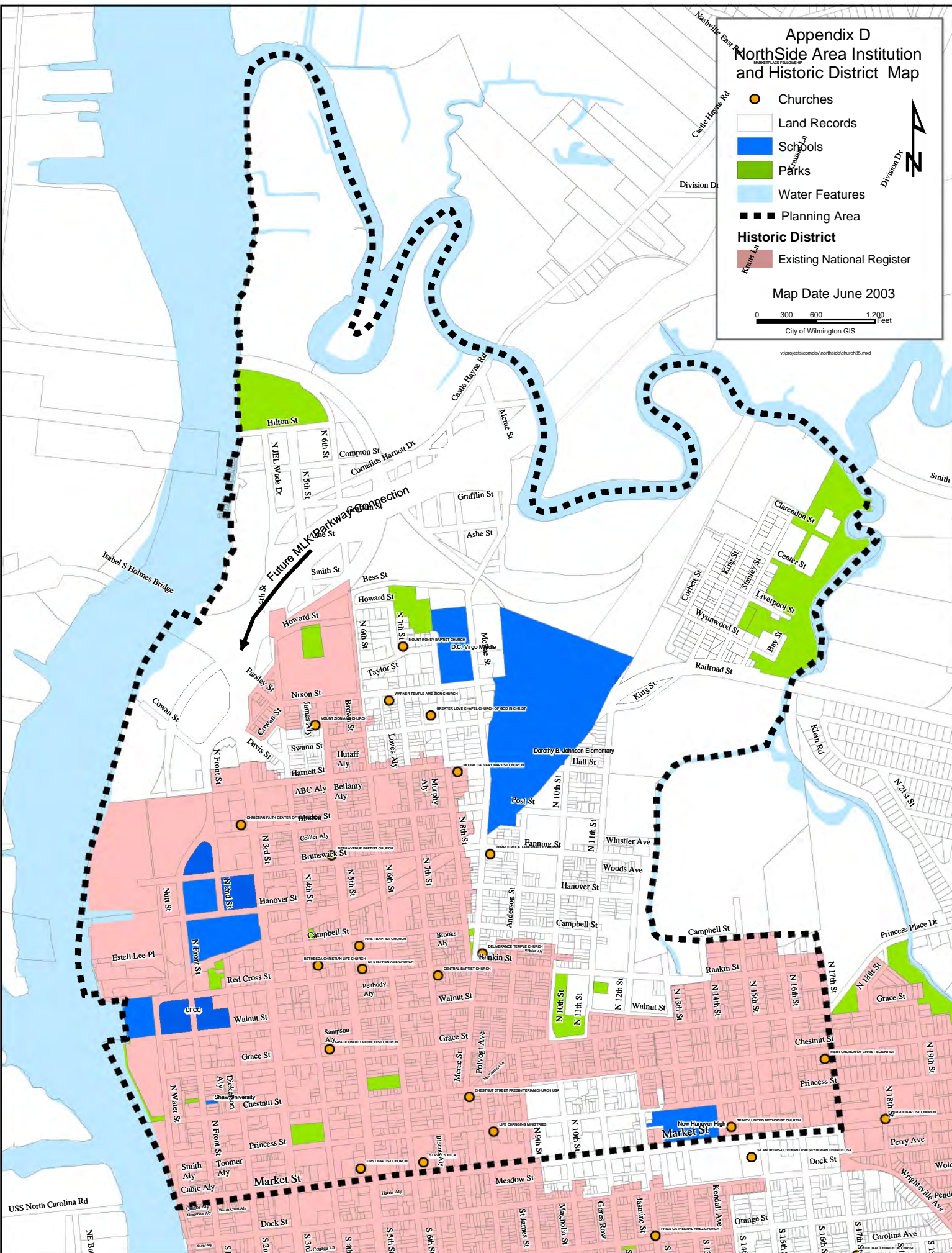


Map Date June 2003

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City of Wilmington GIS

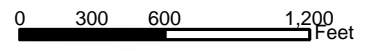
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Appendix E NorthSide Issues Map

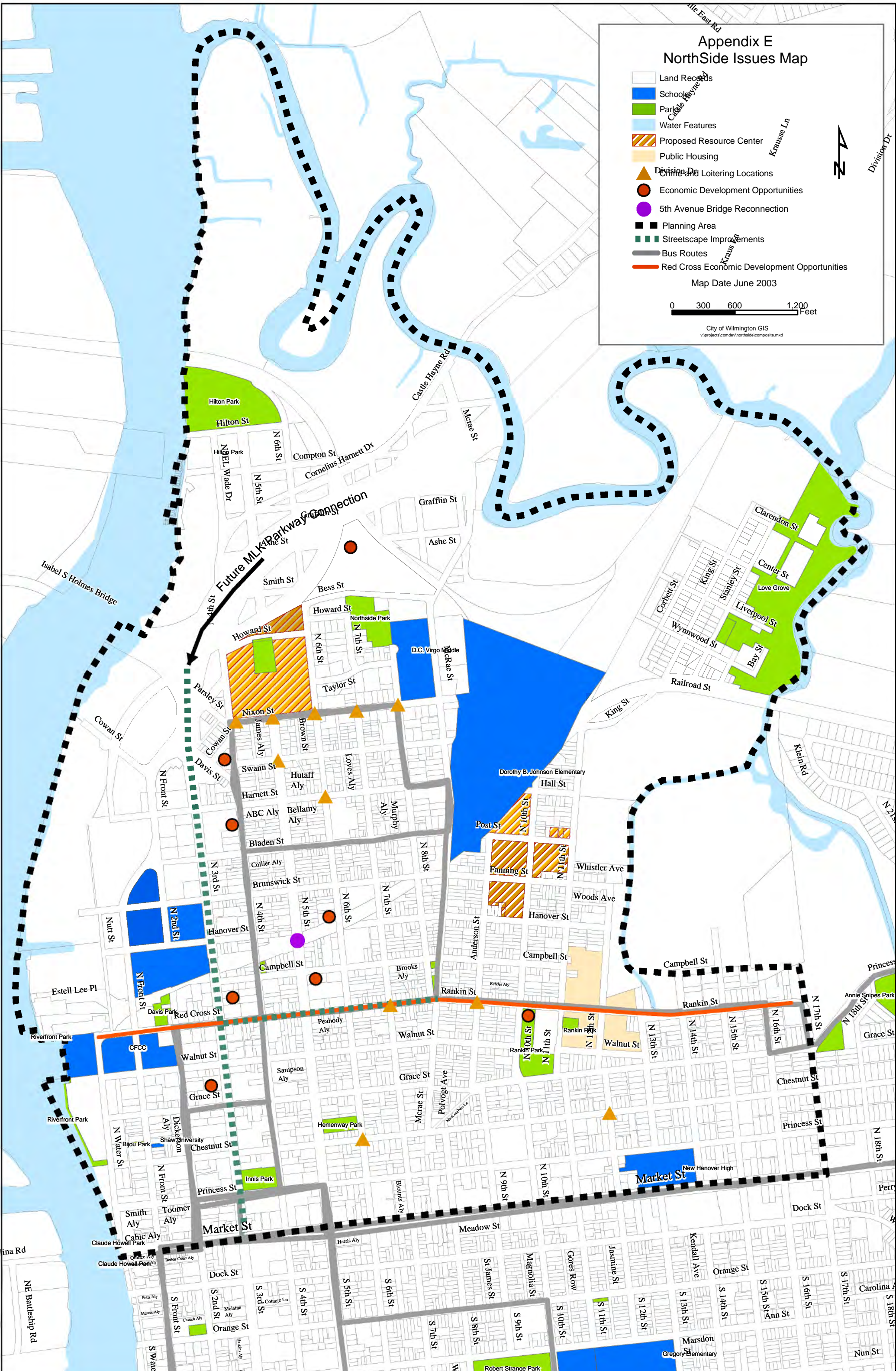
-  Land Records
-  Schools
-  Parks
-  Water Features
-  Proposed Resource Center
-  Public Housing
-  Crime and Loitering Locations
-  Economic Development Opportunities
-  5th Avenue Bridge Reconnection
-  Planning Area
-  Streetscape Improvements
-  Bus Routes
-  Red Cross Economic Development Opportunities

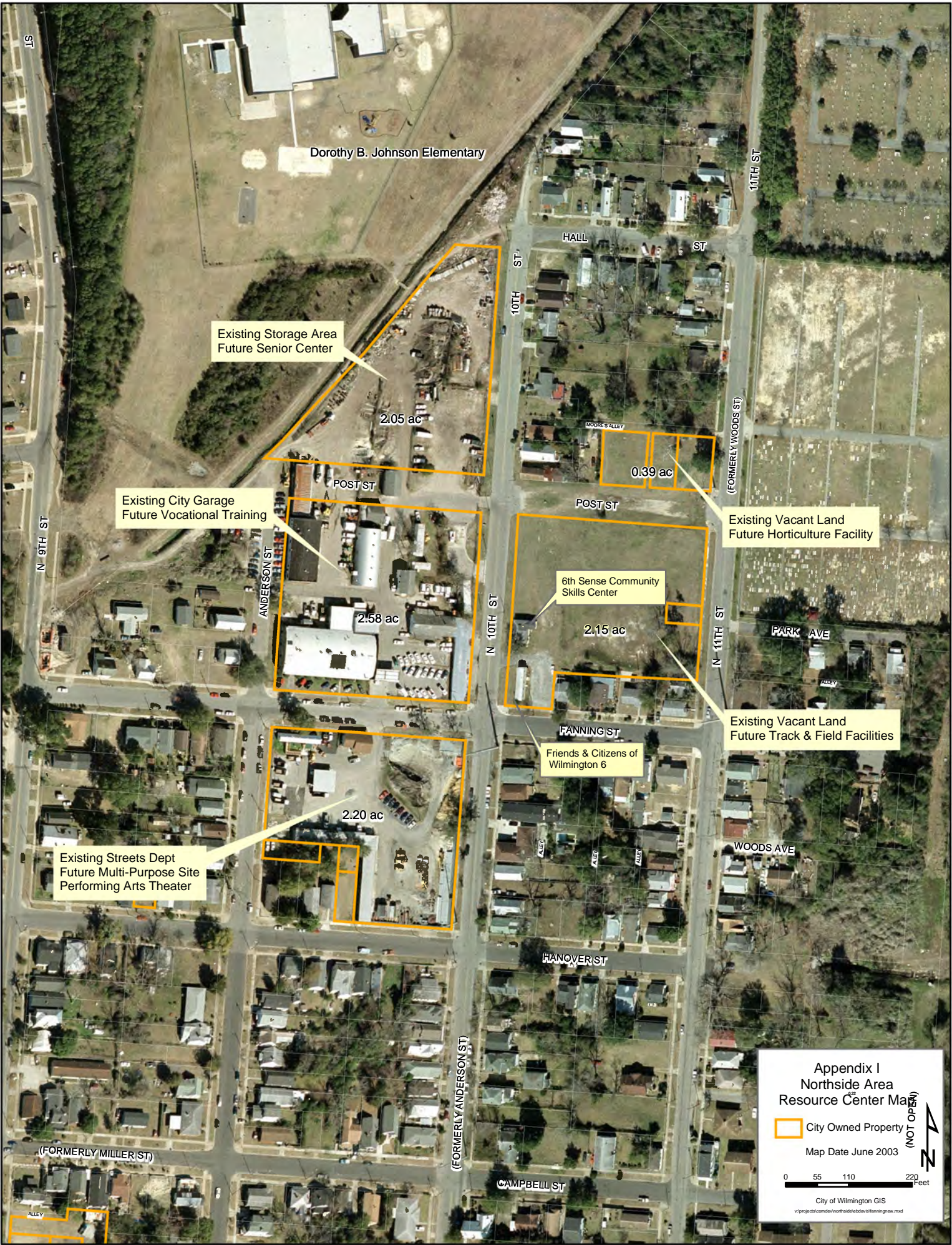
Map Date June 2003



City of Wilmington GIS

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Dorothy B. Johnson Elementary

Existing Storage Area
Future Senior Center

2.05 ac

Existing City Garage
Future Vocational Training

2.58 ac

0.39 ac

Existing Vacant Land
Future Horticulture Facility

6th Sense Community
Skills Center

2.15 ac

Existing Vacant Land
Future Track & Field Facilities

Friends & Citizens of
Wilmington 6

Existing Streets Dept
Future Multi-Purpose Site
Performing Arts Theater

2.20 ac

Appendix I Northside Area Resource Center Map

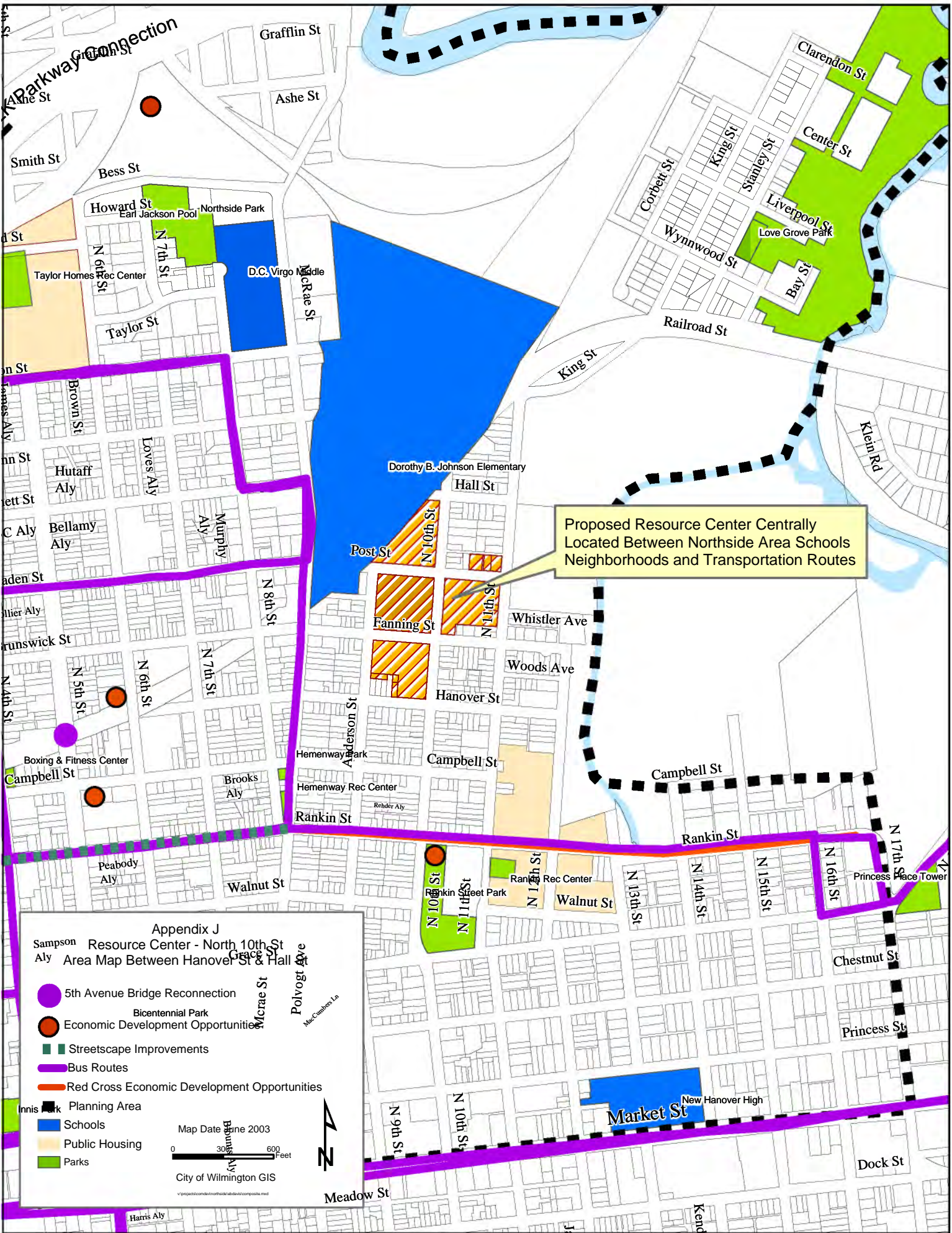
City Owned Property (NOT OPEN)

Map Date June 2003

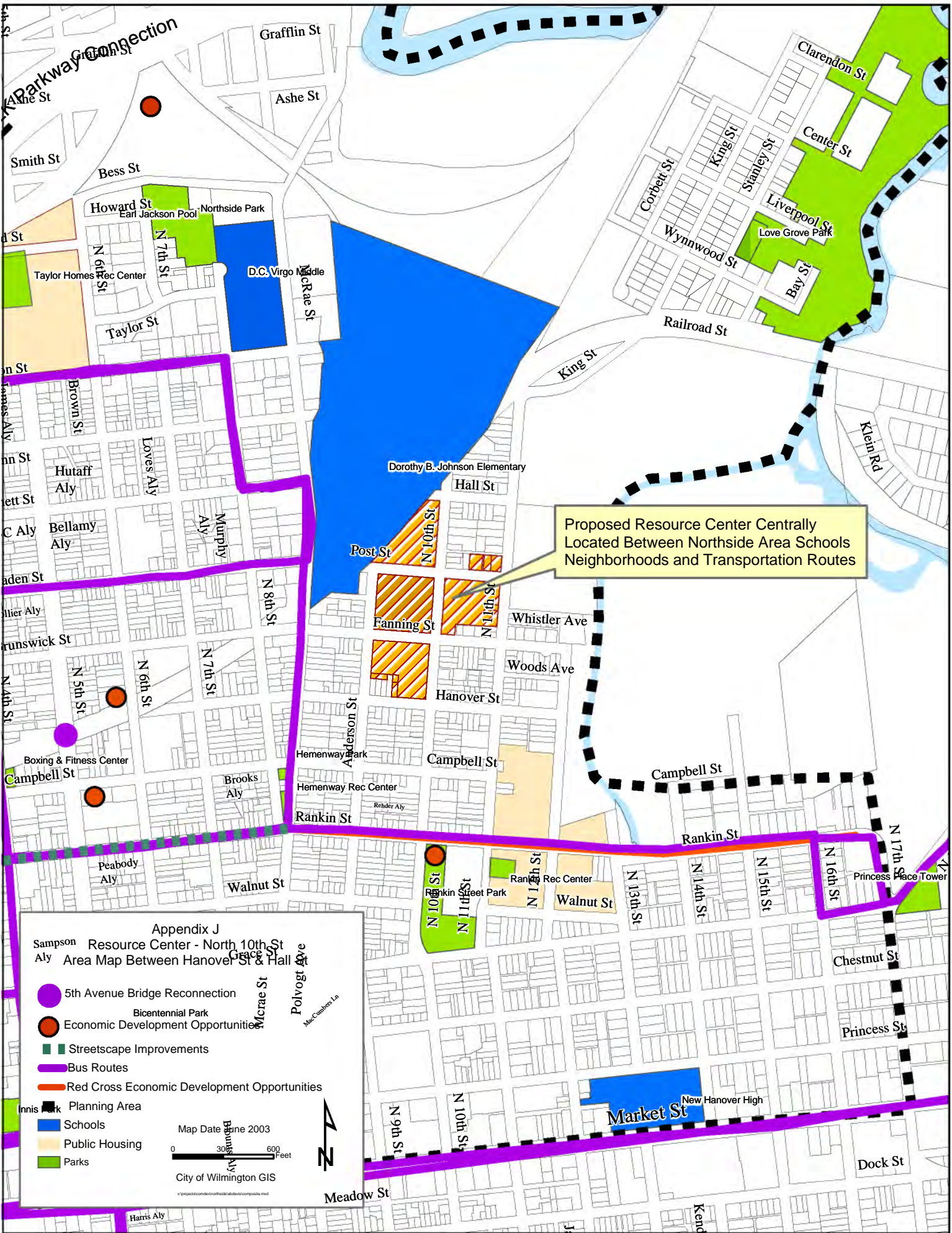
0 55 110 220 Feet

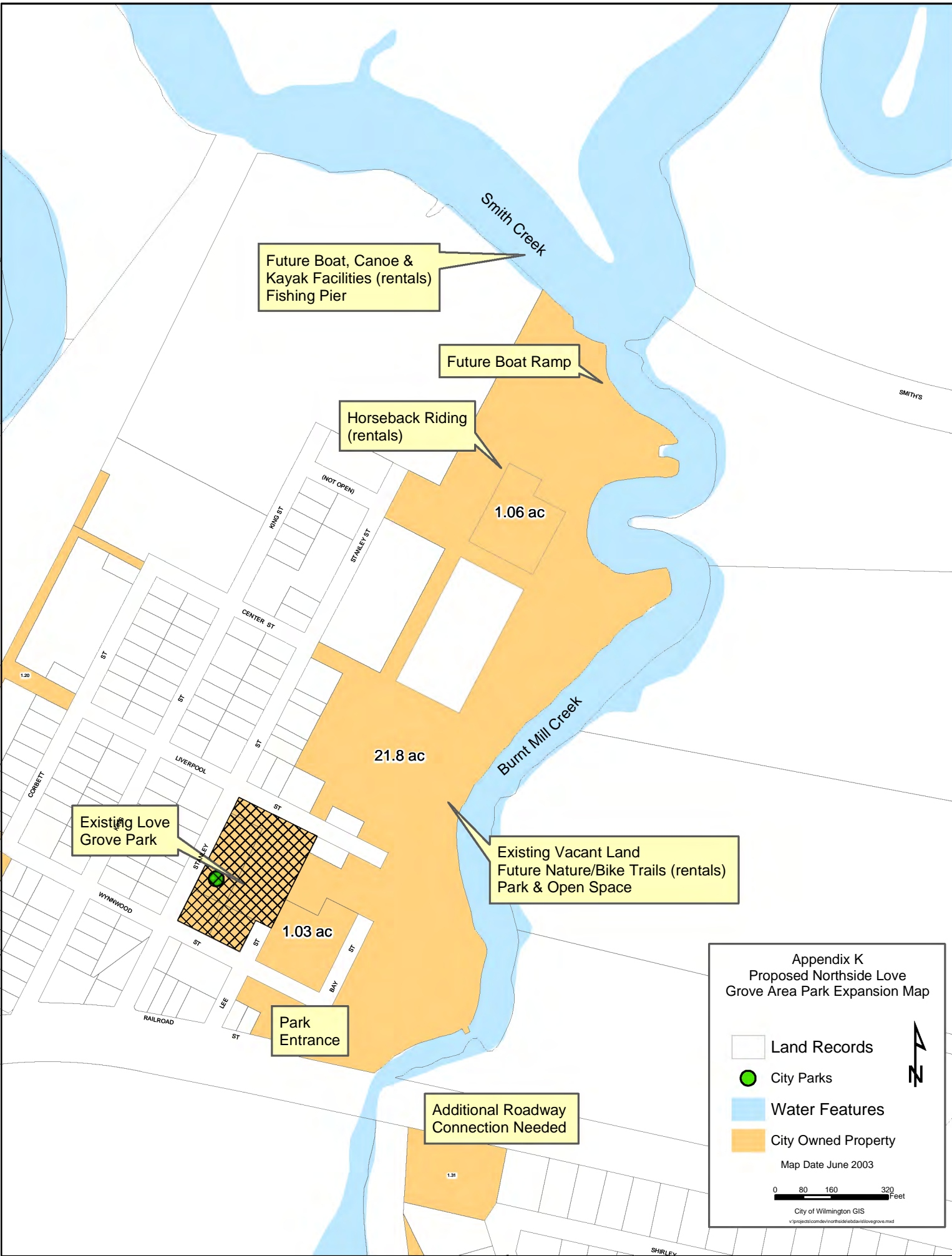
City of Wilmington GIS

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Proposed Resource Center Centrally Located Between Northside Area Schools Neighborhoods and Transportation Routes





Appendix K
Proposed Northside Love Grove Area Park Expansion Map

- Land Records
- City Parks
- Water Features
- City Owned Property

Map Date June 2003

0 80 160 320 Feet

City of Wilmington GIS

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