

HOW TO GROW

Create new and enhance existing employment centers.

Connect people with jobs and reduce commute times.

Focus on sidewalks, bikeways, and trails.

Create efficient road connections as new development occurs.

Introduce a mix of housing types to provide affordable options.

POTENTIAL STRATEGIES

POTENTIAL STRATEGY
Build more offices and employment uses in the Northern Riverfront.



POTENTIAL STRATEGY
Provide mid-rise, mixed-use housing and good connections to the Northside community.



POTENTIAL STRATEGY
Develop this area in a well-connected and coordinated way, so that residential areas are within a short drive or bike ride to the North 23rd St. employment corridor. Create a film-based mixed-use district.



POTENTIAL STRATEGY
Provide housing for Cape Fear Community College students within walking distance to campus.



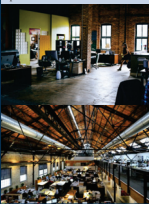
POTENTIAL STRATEGY
Foster the development of arts-based entrepreneurship in the Brooklyn Arts District and in area surrounding the former Coca-Cola bottling facility. Encourage live-work building types and affordable studio spaces.



POTENTIAL STRATEGY
Encourage redevelopment of the former Coca-Cola bottling facility as an employment incubator, with special emphasis on job training for nearby residents.



POTENTIAL STRATEGY
Encourage more creative, technology-based and light manufacturing start-ups in the Southside industrial area.



POTENTIAL STRATEGY
Develop housing, retail and good sidewalks along Market Street; make connections to employment area.



POTENTIAL STRATEGY
Connect streets to create a walkable urban grid structure. Connect offices with housing and retail.



POTENTIAL STRATEGY
Ensure that housing is well-connected to Burnt Mill Business Park through multiple routes.



POTENTIAL STRATEGY
Develop an integrated eastside medical office campus. Add housing, retail and open space to the mix.



WHERE TO GROW

- VACANT LAND
- POTENTIAL REDEVELOPMENT SITES
- PARKS



POTENTIAL STRATEGY
Ensure connections between Barclay West / Gallery Park and employment areas along Carolina Beach Road.



POTENTIAL STRATEGY
Reconsider a portion of River Lights for low-impact industrial use with other employment and housing.



POTENTIAL STRATEGY
Develop medium-density housing around New Hanover Regional Medical Center; ensure walkability.



POTENTIAL STRATEGY
Use the K-mart parking lot, the UNCW Center for Innovation and Entrepreneurship, and nearby vacant land to create a mixed-use academic village, giving UNCW an urban center.

