



**MURCHISON CHOICE**  
**NEIGHBORHOOD PLAN**  
— FAYETTEVILLE, NC —

FINAL PLAN

NEIGHBORHOOD ELEMENT

A close-up photograph of a person's hand pointing at a map. The map is covered with numerous colorful pushpins in red, green, blue, and purple. A white line is drawn across the map. The background is blurred, showing a desk with a blue folder and a green container.

# NEIGHBORHOOD ELEMENT



THE NEIGHBORHOOD ELEMENT BUILDS ON EXISTING COMMUNITY ASSETS, AS WELL AS THE AREA'S CENTRAL LOCATION, EDUCATIONAL AMENITIES, AND NATURAL SPACES AS THE FRAMEWORK FOR REVITALIZATION.

The Planning Team used active and ongoing community engagement to build consensus on the Neighborhood Element's desired outcomes and projects.

During the planning process, several other projects and initiatives were undertaken in the community that will create and enhance local assets, ensure new connections, and provide additional support for both local residents and existing businesses along the corridor.

Significant improvements are already underway, or are being planned in the Murchison Neighborhood. Some of these initiatives are outlined here:



**\$172M IN STATE FUNDING  
EARMARKED FOR THE  
MURCHISON NEIGHBORHOOD**

DEMOLITION OF VACANT AND  
ABANDONED STRUCTURES

**\$600K PLANNED FOR  
PEDESTRIAN SAFETY  
IMPROVEMENTS**

\$8M SENIOR CENTER PLANNED  
FOR FILTER PLANT AND  
MURCHISON ROADS

**PUBLIC ART INSTALLED AT  
CATALYST SITE**

\$750K PLANNED FOR  
COMMUNITY HEALTH CENTERS

**BUSINESS WATCH PROGRAM  
ORGANIZED AND OPERATIONAL**

UMOJA WALL OF HONOR  
UPGRADES PLANNED



FSU MASTER PLAN IN PROGRESS  
WITH \$139M IMPROVEMENTS  
TARGETED



**\$250K IN SMALL IMPROVEMENT  
GRANTS FOR BUSINESSES**

\$700K CITY INVESTMENT FOR  
FACADE IMPROVEMENTS HAVE  
LEVERAGED \$500K IN PRIVATE  
SECTOR IMPROVEMENTS

**\$7M IN PLANNED  
IMPROVEMENTS TO MARTIN  
LUTHER KING JR PARK**



PLANNED \$47M NCDOT  
IMPROVEMENTS TO MURCHISON  
ROAD

**MURCHISON ROAD FOOD TRUCK  
PARK ESTABLISHED**

\$2.37M ENTREPRENEUR &  
BUSINESS HUB OPENED



# OVERVIEW

The Neighborhood Element is greatly influenced by the community's desire to delineate Areas of Change and Growth from Areas of Preservation and Investment. Strategies are organized around four key Focus Areas, while also identifying important connections and community-wide improvements that are intended to help improve economic vitality, safety and community identity.

The Focus Areas are organized as follows:

**FOCUS AREA A:** Is the northern gateway to the community and includes the blocks immediately surrounding FMHA's Murchison Townhouses site, one of the housing redevelopment sites identified in the Plan. This Focus Area also includes the key commercial intersection of Murchison Road and County Club / Pamalee Drive.

**FOCUS AREA B:** Includes the important commercial intersection of Murchison Road and Jasper Street, as well as the blocks immediately to the north of the Elliott Properties housing redevelopment site.

**FOCUS AREA C:** Includes the area between Fayetteville State University and Glenville Lake, including academic, commercial and residential uses.

**FOCUS AREA D:** Is the southern gateway to the neighborhood and includes the City-owned "Catalyst Site"



A

B

C

D

AREAS OF CHANGE AND GROWTH

AREAS OF PRESERVATION AND INVESTMENT





Focus Area A is located at the northern gateway to the Murchison community. The Plan recommends the mixed-income redevelopment of the Murchison Townhouses property, along with additional commercial development of the vacant lot along Pamalee Drive. The former Walmart store should be adaptively reused as a grocery or to provide other community services. Bus shelters should be enhanced with public art incorporated to create a stronger identity along Murchison Road. Additional commercial and mixed-use development at the corner of Rosemary and Murchison would help to create a neighborhood hub. Over time, additional larger properties should be redeveloped along the east side of Murchison Road. A walking path to Westarea Elementary School should be established, along with a path in the natural / retention pond area to improve pedestrian access to these resources. Additional single-family development should be focused along Waddell Drive.

**PROPOSED ELEMENTS**

- A** MIXED-INCOME REDEVELOPMENT OF FMIHA'S MURCHISON TOWNHOUSE PROPERTY
- B** COMMERCIAL DEVELOPMENT OF VACANT LOT
- C** ADAPTIVE REUSE OF FORMER WALMART STORE
- D** NCDOT STREET IMPROVEMENTS TO MURCHISON ROAD
- E** ENHANCED BUS SHELTERS AND PUBLIC ART
- F** ADDITIONAL MIXED-INCOME MULTIFAMILY DEVELOPMENT
- G** MIXED-USE DEVELOPMENT
- H** COMMERCIAL REDEVELOPMENT
- I** FUTURE MIXED-USE DEVELOPMENT OF LARGER PROPERTIES
- J** WALKING PATH TO ELEMENTARY SCHOOL
- K** WALKING PATH IN NATURAL / RETENTION AREA
- L** SINGLE-FAMILY INFILL DEVELOPMENT



# FOCUS AREA B



Focus Area B is located at the intersection of Jasper Street and Murchison Road. This intersection has been highlighted by residents as a blighted area and a hot-spot for criminal activities. The Plan recommends creating enhanced crosswalks at this corner to slow down traffic and create a safer pedestrian environment. Commercial development should be focused on the vacant lots at University Avenue, while townhouses are appropriate along Jasper Street to increase housing options in the area. Medical office development along Temple Avenue could help to complement the existing Stedman-Wade Medical Center. Single-family development between University and Temple Avenues would create additional homeowner options for local residents. South of Pennsylvania Avenue, a bicycle/pedestrian trail would help to connect and provide additional access to natural areas to the west.

## PROPOSED ELEMENTS

- A** ENHANCED CROSSWALKS
- B** COMMERCIAL DEVELOPMENT OF VACANT LOT
- C** TOWNHOUSE INFILL DEVELOPMENT
- D** MEDICAL OFFICE DEVELOPMENT
- E** SINGLE-FAMILY INFILL DEVELOPMENT
- F** BICYCLE / PEDESTRIAN TRAIL CONNECTION



Focus Area C includes the redevelopment of key properties to the west of the FSU campus. This includes the development of an off-campus student center, and commercial development of vacant lots along College Street, with businesses catering to students and faculty. Additional multi-family and townhouse development west of Coley Drive could take advantage of new bicycle/pedestrian connections to Glenville Lake, including a new kayak/canoe dock. Additional new park space could be established west of Coley Drive to create an additional public amenity for residents. Bronco Midtown could be further enhanced with commercial development along Murchison Road to create a more pedestrian-friendly environment. New and enhanced crosswalks at Coley Drive and near College Street would help to improve both safety and identity in the Focus Area.

**PROPOSED ELEMENTS**

- A** FSU OFF-CAMPUS STUDENT CENTER
- B** COMMERCIAL DEVELOPMENT
- C** TOWNHOUSE DEVELOPMENT
- D** MULTI-FAMILY DEVELOPMENT
- E** NEW PARK SPACE
- F** NEW OR EXTENDED STREET
- G** NEW/ENHANCED CROSSWALK TO FSU
- H** GARDENS AT GLENVILLE LAKE
- I** BICYCLE / PEDESTRIAN TRAIL CONNECTIONS
- J** KAYAK AND CANOE LAUNCH/DOCK
- K** SINGLE-FAMILY INFILL DEVELOPMENT
- L** PRESERVATION OF MURAL
- M** SENIOR CENTER

# FOCUS AREA D



Focus Area D is located at the southern gateway to the neighborhood, just past Martin Luther King Drive. The Plan proposes mixed-income apartment units and townhouses at the City-owned catalyst site property, along with new institutional and office uses. Along Murchison Road, a series of improved natural retention areas would be complemented by public art and sculpture. The MLK Drive overpass would be enhanced with new signage and artwork, celebrating arrival into the neighborhood. Active recreation areas and ballfields could connect directly to Cross Creek, as well as a new community center, through bicycle/pedestrian trail connections. Over time, the land that now houses the Mt. Sinai homes (located within the floodplain) would be transitioned into natural space.

## PROPOSED ELEMENTS

- A** MIXED-INCOME DEVELOPMENT AT CATALYST SITE
- B** MULTI-FAMILY DEVELOPMENT AT CATALYST SITE
- C** TOWNHOUSE DEVELOPMENT AT CATALYST SITE
- D** INSTITUTIONAL / OFFICE DEVELOPMENT AT CATALYST SITE
- E** NATURAL RETENTION AREA
- F** PUBLIC ART
- G** OVERPASS GATEWAY SIGNAGE AND ART
- H** TRANSITION OF MT. SINAI HOMES TO NATURAL OPEN SPACE
- I** ACTIVE RECREATION / BALLFIELDS
- J** COMMUNITY CENTER
- K** LANDSCAPED BUFFER ALONG RAILROAD TRACKS
- L** BICYCLE / PEDESTRIAN TRAIL CONNECTIONS
- M** BICYCLE / PEDESTRIAN BRIDGE OVER CREEK



## BUILD ADDITIONAL RENTAL HOUSING INCLUDING SENIOR HOUSING

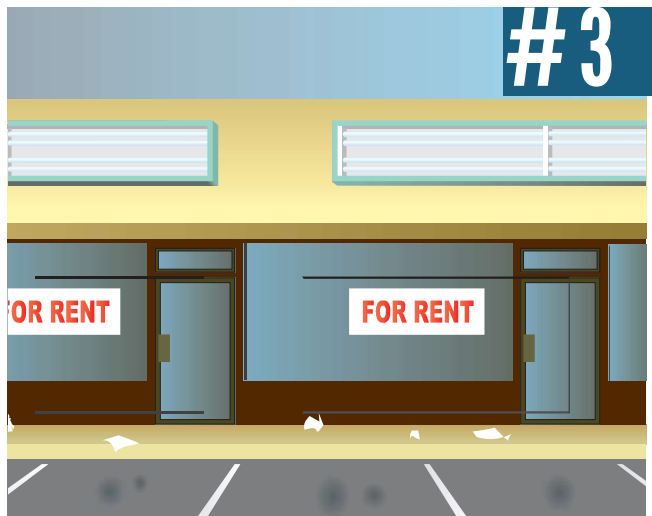
Focus on building new affordable and mixed-income housing in areas of growth and opportunity, starting with the replacement of FMHA’s Murchison Townhouses units within the neighborhood.

- Consider FSU Employee Housing Initiative to incentivize local housing growth
- Consider starting a Community Land Trust to help ensure long-term affordability.
- Focus on transitional housing to allow seniors to age in place

## ESTABLISH OR RECRUIT A GROCERY STORE

Set the stage for the establishment of a grocery store through public improvements, incentives and promotion.

- Utilize public service announcements to promote positive changes coming to Murchison Road
- Pharmacy and bank could be within a grocery space
- Focus on health-conscious stores
- Investigate co-op grocery model
- Tap into military and FSU population so support store
- Start with the re-establishment of the Murchison Farmers Market



## EVALUATE AND INVENTORY VACANT BUILDINGS FOR POTENTIAL REUSE

Create and update a database of available and potentially available commercial properties to help identify spaces for new businesses to set up shop.

- Focus on the adaptive reuse of existing spaces
- Beautify and repurpose vacant buildings to attract new businesses
- Research and utilize tax records to help contact existing owners
- Help inspire existing owners to redevelop vacant and underutilized properties

## PROMOTE MLK PARK AS A NEIGHBORHOOD ASSET

Improve the overall quality of MLK Park, while enhancing access and activity in order to help create a stronger community amenity.

- Implement plans to expand greenways and trails from Little Cross Creek
- Include additional murals and sculptures in the park
- Work to promote existing trails for community residents
- Hold bicycle events and partnerships to help create awareness
- Establish a trail running club
- Create a hub to access play and outdoor recreation spaces

# #4



## CREATE NATURAL PLAYSPACES AND TRAIL CONNECTIONS

Utilize natural areas for new community connections and recreational amenities, including the creation of nature-based playspaces. Create access points to existing amenities such as Glenville Lake.

- Create a children's discovery garden
- Design spaces that are appropriate for all ages and accessibility levels
- Consider new activities like disc golf courses and dog parks
- Incorporate events and activities (food, ice cream, crafts, music) to attract people

## EXPAND COMMUNITY GARDENS AND FARMS

Help to create a network of community gardens and urban farms within the neighborhood by supporting existing efforts and establishing and expanding to new vacant spaces.

- Consider a large-lot ownership program to give existing residents more space to garden near their homes
- Identify available and appropriate vacant parcels within the neighborhood
- Establish a teaching and training program
- Work together to share resources, building knowledge and community
- Connect to Murchison Farmers Market

# #6



#7



**CREATE A SATELLITE POLICE SUBSTATION WITHIN THE NEIGHBORHOOD**

A satellite police station, or “Strong Neighborhoods House” could help to build trust between the police and community.

- Help to educate the community on new trends in crime
- Could help to be a deterrent for local crime
- Consider incentivizing police officer to move to the neighborhood
- Recruit current residents to join the police force
- Re-establishing a positive image of the police in the community
- Potential collaboration with existing Cumberland County Sheriff’s Office space

**ESTABLISH A COMMUNITY CLEAN UP PROGRAM**

Working with local community groups and partners to establish a sustainable community clean up program focusing on highly visible areas within the neighborhood.

- Help to change the image of the community
- Coordinate with code compliance efforts
- Cut back trees and brush for safety and visibility
- Ensure sustainability through organization and ongoing events

#8



**CREATE PLACEMAKING IMPROVEMENTS AT KEY INTERSECTIONS**

Placemaking focuses on improving underutilized space to enhance the local community. It can include public art, landscape improvements, seating, signage and other enhancements that beautify the area and make it more welcoming.

- Downtown placemaking is a great model
- Include plants and greenery
- Help dispel the myth of Murchison Road
- Public art including murals and sculpture
- Enhanced bus stop areas

#9



## EXPAND HOME REHAB PROGRAM AND ESTABLISH A TOOL LENDING LIBRARY

Assist existing homeowners in fixing their properties through training programs, technical assistance, and financial resources. In addition, establish a tool lending library in the neighborhood for local residents.

- Focus on assisting seniors and others in great need
- Tool lending library could also run training programs and classes
- Help to promote young families investing in the neighborhood
- Expand Fayetteville Urban Ministry's Nehemiah Project

# #10



# #11



## CREATE DESIGNATED HISTORIC DISTRICTS

Placing areas of the Murchison neighborhood on the local, state or national registry, as well as designating individual buildings for preservation. Fayetteville currently includes 4 designated historic districts within the City.

- Research and documentation through local partners
- Creating inventory of existing listed buildings
- Connecting to other neighborhood art and history projects

## INSTALL TRAFFIC CALMING FEATURES

Make streets safer for pedestrians and bicyclists by installing traffic calming features at key locations.

- Consider speed bumps in residential areas
- Create bulb-outs along Murchison Road in areas of higher pedestrian traffic, especially near FSU
- Work with Police and Fire Departments to ensure traffic calming features are appropriate for emergency response vehicles.

