



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

FINAL PLAN  
A COMMUNITY-LED PLAN

A photograph of a community meeting outdoors. In the foreground, a man with a shaved head, wearing sunglasses and a black t-shirt with red horizontal stripes, is looking down at a large map or document on a table. Behind him, another man wearing a white t-shirt with a graphic of houses and a tree, and a white face mask, is also looking at the map. The background shows a green and white striped canopy tent and some trees under a clear blue sky.

# A COMMUNITY- LED PLAN

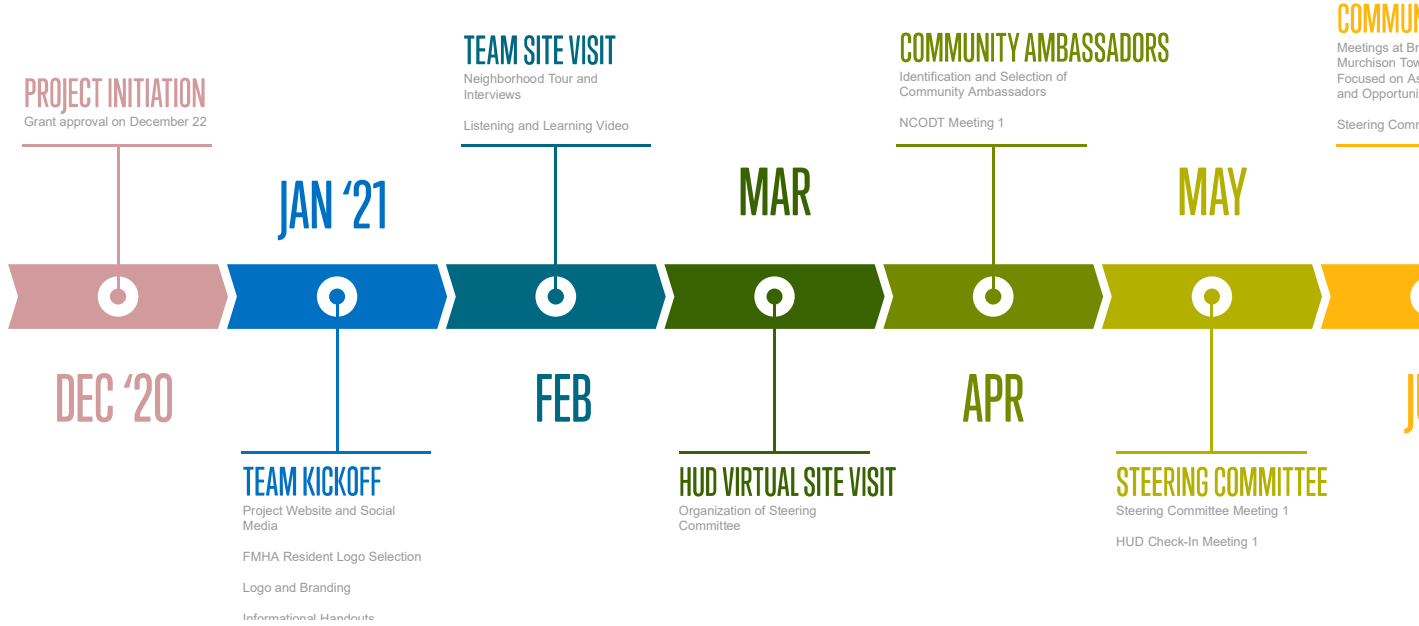


THE MURCHISON CN PLAN PROCESS HAS BUILT UPON LOCAL STRENGTHS BY ENGAGING NEIGHBORHOOD RESIDENTS, LOCAL BUSINESSES AND ORGANIZATIONAL PARTNERS IN A COMPREHENSIVE AND COLLABORATIVE WAY.

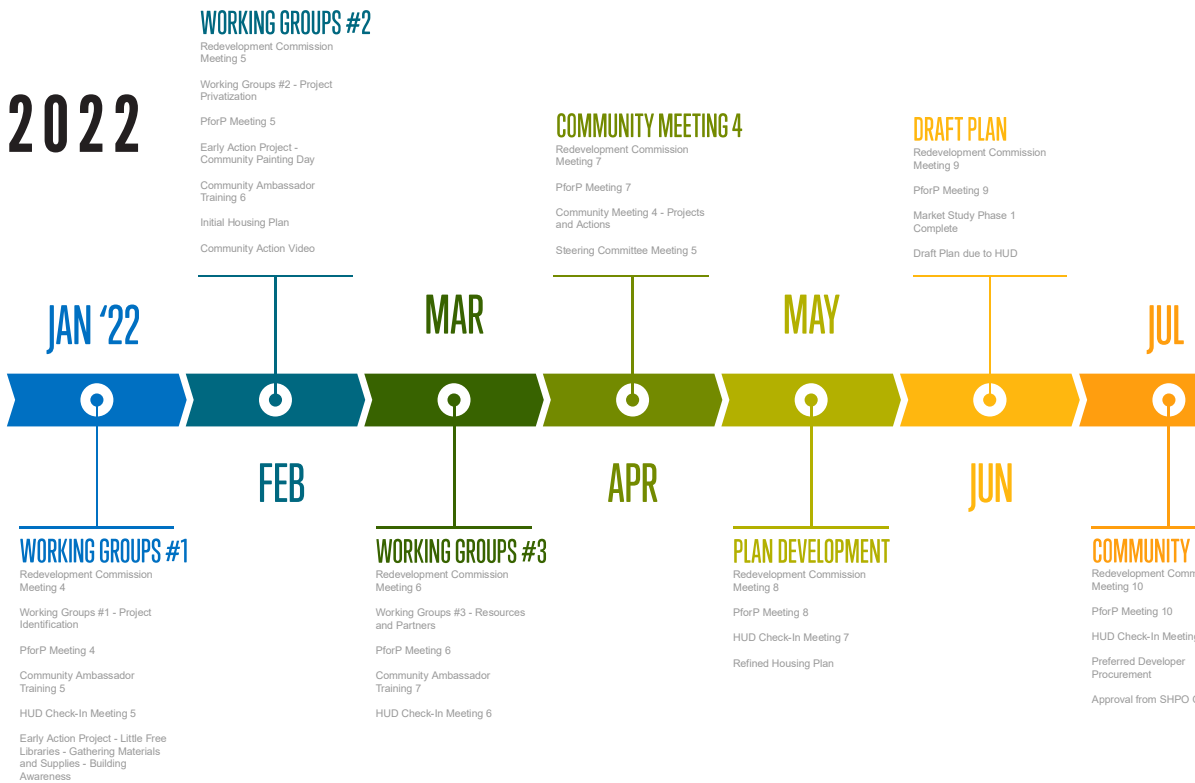
The City, FMHA, and its strong group of partners have utilized unique and effective outreach techniques and activities supplemented by online interactive tools and social media to keep residents engaged throughout the process. Because of constraints due to COVID-19, our engagement approach has been tailored to the current situation and was adaptable over time to ensure that all voices are heard.

Multiple forms of communication have been utilized to reach FMHA residents. A project website has been established to document the planning process and provide easy access to information. Flyers and notices have been distributed before meetings through our Community Ambassadors. Residents have been engaged at key points in the planning process. Initial public housing resident meetings early in the planning process have helped to strengthen trust and instill confidence so that FMHA residents can successfully engage with the larger community. The Planning Team has also engaged local youth to document their preferences for projects and programs that will directly benefit themselves and their peers.

# 2021

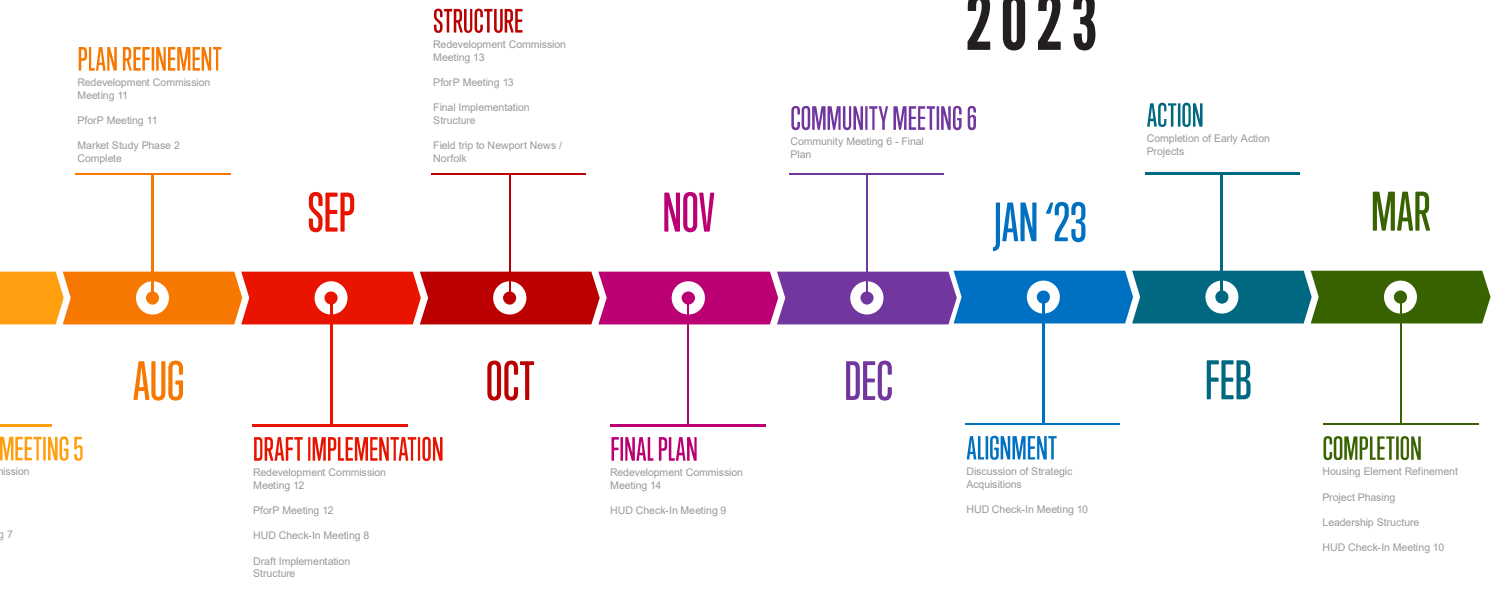


# 2022





# 2023





## WHEN RESIDENTS ARE GENUINELY AT THE CENTER OF A PLANNING PROCESS, A UNIQUE OUTCOME UNFOLDS.

Relationships become the focal point of the work. This is because for Murchison Neighborhood residents, planning is personal – it’s about their children, their families, their homes, their neighbors, and their streets. It is about making their day-to-day lives better in real-time. As we worked together to envision, design, and implement the investment and physical changes necessary to revitalize the Murchison Neighborhood, it has been critical that residents are engaged from day one, so that they can help to assume a leadership role in the process. An indicator of the level of genuine engagement achieved is the establishment of trust.

Relationships are the currency of collective impact, and the ability to achieve lasting results. A denser network of relationships produces a wider array of possibilities, a more robust set of potential opportunities, and a larger implementation ripple effect.





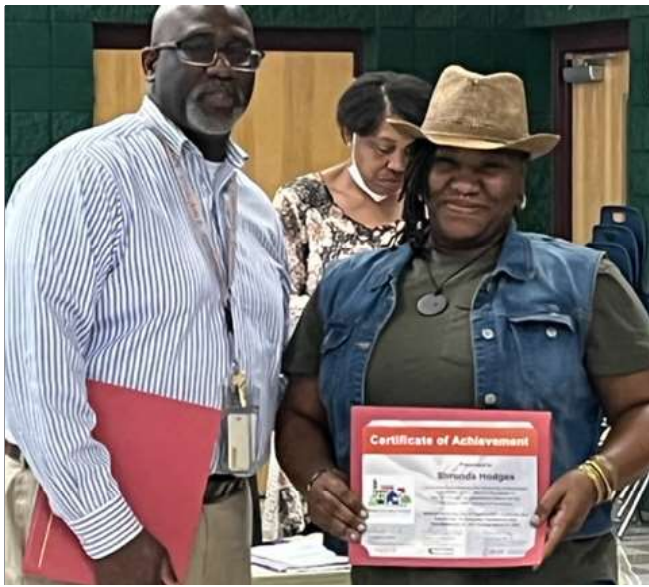
"WE HAVE TO  
LIVE HERE. IT'S  
GOOD THAT WE  
HAVE SOME SAY-  
SO ON WHAT  
GOES ON IN OUR  
NEIGHBORHOOD"

SHRONDA HODGES

MURCHISON TOWNHOUSE RESIDENT  
COMMUNITY AMBASSADOR







**WE STRONGLY BELIEVE IN RESIDENT EMPOWERMENT, AND HAVE AIMED TO ENSURE THAT OUR TEAM, OUR COLLABORATORS, AND OUR ACTIONS REPRESENT THE MURCHISON NEIGHBORHOOD.**

**COMMUNITY AMBASSADORS IDENTIFIED THROUGH THIS PROCESS HAVE BECOME PART OF THE PLANNING TEAM, ASSISTING WITH ENGAGEMENT, EARLY ACTION PROJECTS, AND DECISION MAKING WHILE BUILDING THEIR LEADERSHIP SKILLS AND MAKING IMPORTANT CONNECTIONS WITHIN THE NEIGHBORHOOD.**

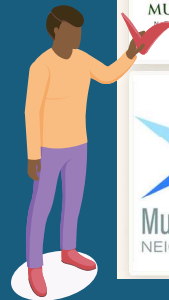


**THE COMMUNITY AMBASSADORS HAVE RECEIVED A STIPEND FOR THEIR EFFORTS AND HAVE BEEN TRAINED AND COACHED ON ENGAGEMENT TECHNIQUES TO HELP INCREASE THEIR CAPACITY THROUGHOUT THE PROJECT.**

# LOGO DEVELOPMENT

Residents from the Murchison Townhouses helped to select our project logo from a variety of choices. This initial step in the planning process helped to ensure that our most important stakeholders were involved on day one. This element helped to generate the “graphic soul” that has been used throughout the project.

VARIOUS  
PLANNING TOOLS  
WERE UTILIZED  
THROUGHOUT THE  
PROCESS TO ENSURE  
SIGNIFICANT PUBLIC  
PARTICIPATION



# PROJECT WEBSITE AND SOCIAL MEDIA

ABOUT NEWS BACKGROUND PROCESS TEAM FAQ MATERIALS CONTACT



## ABOUT

In December of 2020, the City of Fayetteville, in partnership with the Fayetteville Metropolitan Housing Authority (FMHA), was awarded a HUD Choice Neighborhoods Planning Grant for the Murchison neighborhood. Through the Grant, the City and FMHA are working with local residents and a variety of community stakeholders – including nonprofits, faith-based organizations, anchor institutions, supportive services agencies, businesses, and others – to create a forward-looking Transformation Plan with a strong commitment to diversity and inclusion.

The Plan will be centered on redevelopment of FMHA’s Murchison Townhouses, which includes 60 units of low-income housing. The CNI Plan will seek to replace 100% of those housing units within the neighborhood, or in other areas of opportunity as part of new mixed-income developments.

# ONLINE MEETINGS

Due to COVID-19, our process has been designed for full flexibility in outreach methods to ensure active participation regardless of the current circumstances. Throughout 2021 and into 2022, online meetings were a useful tool to ensure that the Steering Committee, Advisory Groups, local partners, and the community as a whole were able to continue to provide feedback and ideas from the comfort of their home or office.



# MURCHISON CN VIDEOS

To provide an easy-to-understand summary of the Choice Neighborhood goals and process, as well as a document of engagement activities, a series of videos were produced and hosted on the project website. The videos were often distributed to residents and partners to help brief them on the status of the planning effort.

**AS OF MARCH 2023,  
MURCHISONCHOICE.COM HAS  
HAD OVER 4,200 UNIQUE  
VISITORS!**



# COMMUNITY MEETINGS

In addition to online meetings and smaller gatherings, we have held four larger in-person Community Meetings at various stages of the process. These meetings provided the opportunity for face-to-face conversations and hands-on activities related to identifying assets, challenges, and opportunities, and prioritizing projects and strategies.







## STEERING COMMITTEE

We organized a CN Steering Committee, with membership representing the full cross-section of both neighborhood and citywide partners. The Steering Committee was comprised of City representatives, FMHA leadership, target housing residents, representatives of neighborhood organizations, institutional partners, nearby churches, businesses/employers, key service providers, potential funders, and other planning partners. The Committee has served as a sounding board for the project Planning Team and will allow for frequent and focused discussions with a smaller group of stakeholders.

## ADVISORY GROUPS

The Fayetteville Redevelopment Commission and the Pathway to Prosperity Coalition have served as Advisory Groups for the process. The Planning Team met with each group on a monthly basis to discuss project updates, and to elicit feedback relating to the Plan.



## WORKING GROUPS

Five Working Groups were organized around the topics of History, Equity and Inclusion, Housing and Commercial Development, Education and Job Training, Safety and Security, and Transportation and Open Space. A total of 230 residents and stakeholders participated in Working Group Meetings between January and March 2022. These conversations were essential to brainstorming and ranking project strategies, as well as identifying potential resources, and partners for implementation.



**"THIS AREA IS  
RICH IN CULTURE,  
POSITIVE PEOPLE,  
PROGRESSIVE  
PEOPLE, AND  
PEOPLE OF  
CHANGE"**

**DR. A. JAMALE JOHNSON**

**MT. SINAI MISSIONARY BAPTIST CHURCH**

ON-SITE COUNSELOR FOR CONFLICT RESOLUTION

LACK OF SHOPPING OR RESTAURANTS NEARBY - TOUGH FOR PEOPLE WITHOUT CARS

LOTS OF CAR ACCIDENTS ON MURCHISON ROAD

MORE LIGHTING IN THE NEIGHBORHOOD

TEEN/YOUTH CHALLENGES

GIVE PEOPLE SOMETHING TO BE PROUD OF!

AFTER SCHOOL CLASSES / TUTORING

WALKING TRACK

NEW PLAYGROUND AND BALLFIELDS

SIDEWALKS ON BOTH SIDES OF STREETS

COMMUNITY GARDEN WITH CLASSES FOR RESIDENTS

GRILLS FOR BBQS

MURCHISON TOWNHOUSES

DOESN'T FEEL SAFE AFTER DARK

REBUILD BUILDINGS FOR NEW BUSINESSES

MORE LIGHTING IN THE NEIGHBORHOOD

HELP FOR SENIORS AND DISABLED RESIDENTS

ON-SITE LIBRARY

RIDE SHARE PROGRAM

ON-SITE ENTERTAINMENT ROOM

REBUILD BUILDINGS FOR NEW BUSINESSES

MORE LIGHTING IN THE NEIGHBORHOOD

I LOVE THIS PLACE - LET'S MAKE IT GREAT!

FIX UP OLDER RUN-DOWN BUILDINGS

ASSIST LOCAL PEOPLE IN STARTING NEW BUSINESSES

RESOURCE LIST

ADDITIONAL RESOURCES TO HELP FAMILIES IN NEED

CRAFT / COOKING CLASSES

BETTER PARKING

DRYER HOOK-UPS IN UNIT



## COMMUNITY CONVERSATIONS

During the Visioning stage of the process, Community Ambassadors hosted a series of Community Conversations, designed as informal listening sessions. These Conversations, held with local FMHA and neighborhood residents, as well as students from E.E. Smith High School, provided significant feedback and direction for the development of the Plan.



THE AREA HAS A BAD REPUTATION

**GUN VIOLENCE AND GANGS ARE THE BIGGEST PROBLEMS**



WHY WERE WE INSPIRED TO HELP THE RESIDENTS ON MURCHISON ROAD?

NO MATTER WHAT YOU CAN HAVE HAPPENING AT HOME YOU CAN ALWAYS COUNT ON E E SMITH

SO MUCH TENSION AND AGGRESSION BETWEEN YOUNG PEOPLE



KIDS WANT TO GO OUTSIDE TO PLAY OR WALK TO THE PARK WITHOUT HAVING TO WORRY ABOUT BEING STOPPED BY GANGS

TEACHERS TREAT KIDS LIKE FAMILY AND WANT TO SEE THEM SUCCEED

**LOVE THAT E. E. SMITH IS VERY FAMILY-ORIENTED**

**BOND BETWEEN THE NEIGHBORHOOD AND THE SCHOOL**

TEACH KIDS TO CONFRONT THEIR PROBLEMS IN HEALTHIER WAYS

**DON'T FEEL TOO SAFE WALKING DOWN MURCHISON ROAD**

NOBODY KNOWS HOW TO WORK OUT ISSUES - THEY GO STRAIGHT TO VIOLENCE

THERE ARE A LOT OF STRONG CONNECTIONS



WE CARRY PEPPER SPRAY FOR SAFETY

**KIDS WOULD LOVE TO HELP DECORATE THE LITTLE FREE LIBRARIES**



PEOPLE HAVE LIVED IN THE AREA FOR A LONG TIME

**THE LEGACY IS TOP-NOTCH**

A RICH HISTORY

**COULD BRING KIDS CLOSER TOGETHER**

STUDENT COUNCIL WOULD LOVE TO HELP OUT ON PROJECTS

IT WILL KEEP THEM ON-TRACK

BRING THE COMMUNITY CLOSER TOGETHER



**TRY TO DO AN ANNUAL EVENT WITH THE WHOLE COMMUNITY**

**CREATE A BOYS AND GIRLS CLUB**



HELPS TO KEEP KIDS OUT OF TROUBLE

**TUTORING OR MENTORING PROGRAM**

NOT A LOT OF KIDS HAVE THAT HELP AT HOME

SOME OLDER STUDENTS AREN'T INTERESTED IN HELPING YOUNGER KIDS

THEY DON'T UNDERSTAND THE POINT THAT THEY CAN HAVE ON OTHER PEOPLE'S LIVES

CAN HELP TO STEER KIDS IN THE RIGHT DIRECTION

PROVIDES ROLE MODELS FOR STUDENTS



E.E. SMITH KIDS CAN TUTOR YOUNGER STUDENTS

HAVE SOMEONE TO TALK TO

**BIG SISTERS AND BIG BROTHERS CLUBS ARE GREAT**



MORE POLICE PATROLS NEEDED

**DRUGS ARE BIG CHALLENGE**

LACK OF FREE TUTORING PROGRAMS

HANGING LIMBS

**DEBRIS AND TRASH**

**SPEEDING - ESPECIALLY ON CORRINA CIRCLE AND JASPER STREET**



SOME STUDENTS ARE STRUGGLING WITH SCHOOL

LACK OF CODE ENFORCEMENT



**DILAPIDATED HOMES**



COMMUNITY PRIDE

LACK OF SENIOR ACTIVITIES AND FITNESS PROGRAMS



MORE ORGANIZED COMMUNITY WATCH PROGRAM

IMPROVE LIGHTING

**GREAT NEIGHBORS**

NEW SENIOR CENTER COMING IN 2022

**CYNTHIA LEAKS HOME**

BETTER TRANSPORTATION FOR SENIORS



**SENIOR CHECK-IN PROGRAM**



CLOSE TO DOWNTOWN



**COLLEGE TOWN**

SIGNIFICANT FORMER AND CURRENT RESIDENTS

BOWLING ALLEY OR SKATING RINK FOR YOUNG PEOPLE



MENTORING

THE WALL OF HONOR

WE NEED TO SHOWCASE COMMUNITY

MS. FELDER'S BOOK "EVERYDAY HEROES"



**NEIGHBORHOOD RESOURCE CENTER**

NEIGHBORHOOD BEAUTIFICATION

JOB TRAINING PROGRAMS

**RESOURCE MANUAL OR COMMUNITY WEBSITE**