




MURCHISON CHOICE
NEIGHBORHOOD PLAN
— FAYETTEVILLE, NC —

FINAL PLAN

NEIGHBORHOOD SNAPSHOT

A photograph of an outdoor basketball court. In the foreground, a chain-link fence runs across the frame. The court floor is dark with white and red painted lines. In the background, there is a playground with colorful equipment and several trees under a clear blue sky.

NEIGHBORHOOD SNAPSHOT



THE PLANNING AREA IS LOCATED JUST NORTHWEST OF DOWNTOWN FAYETTEVILLE, WITHIN A RING OF RESIDENTIAL NEIGHBORHOODS BOUNDED BY U.S. 401 (COUNTRY CLUB DRIVE).

The Murchison CN Planning Area includes the Murchison Road Corridor and adjacent neighborhoods generally bounded by Pamalee Drive and Greensboro Road (northwest), Cross Creek (east), Edgecombe Road, and Filter Plant Drive (south), and Little Cross Creek (west). The area is bisected by Murchison Road, which acts as the primary transportation and commercial spine for these neighborhoods. Fayetteville State University (FSU) is an important anchor institution, an HBCU situated in the southeast corner of the Planning Area.

CONTEXT

The last 20 years have seen significant development and changes in the City of Fayetteville including the revitalization of downtown Fayetteville with new shops, services, hotels, offices, and entertainment opportunities. Unfortunately, these positive improvements have not benefited all residents in a truly equitable fashion.

The Murchison Choice Neighborhood includes abundant opportunities, which will create a framework for transformation that will uplift and empower local residents.

The area is a rich center of African American culture in the city and is anchored by Fayetteville State University, a Historically Black College and University founded in 1867. In addition, the community contains easy access to public schools, early childhood learning centers, and various community medical clinics. The neighborhood's natural creek corridors and small lakes are underutilized assets that can be greatly improved for local recreation. Because of Fayetteville State University, along with the community's close proximity to downtown, the neighborhood provides a potential market for additional student and faculty-oriented housing, as well as potential retail uses that could provide additional jobs and services for residents.

Businesses along Murchison Road have suffered in recent decades as the neighborhood has undergone negative changes. This has only been exacerbated by COVID-19. The community contains a high concentration of very low-income units with FMHA's Murchison Townhouses (target housing), the 99-unit affordable assisted Mount Sinai Homes development, and the 110-unit Elliott Properties development, owned and operated by North Carolina Indian Housing, all located within the neighborhood.







6,063

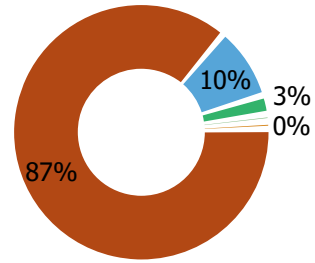
Population



2,127

Households

RACE / ETHNICITY



- Black Population
- White Population
- Hispanic Population
- Asian Population
- American Indian Population



32.8

2021 Median Age (Esri)



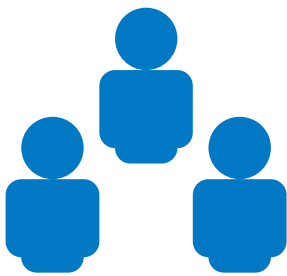
58%

2021 Female Population (Esri) (%)



42%

2021 Male Population (Esri) (%)



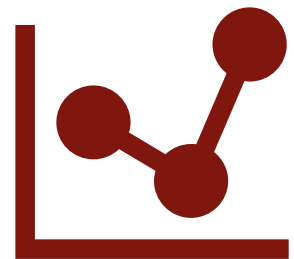
2,298.1

Population per Square Mile (Esri)



2%

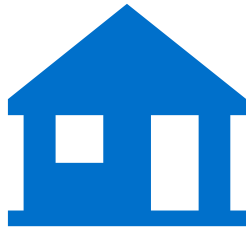
Pop 18-64 Speak Spanish (2019) (%)



\$31,135

2021 Median Household Income (Esri)

RENTER OCCUPIED HOUSING UNITS



64%

OWNER OCCUPIED HOUSING UNITS



36%



2,577

2021 Total Housing Units (Esri)



69%

2021 Has a Valid Driver`s License (%)
(Esri)



1969

2019 Median Year Structure Built (ACS 5-Yr)

COMMUTE TIME TO WORK



557

2019 Total Vacant HUs (ACS 5-Yr)



29%

15-19 Minutes (ACS 5-Yr)

UNEMPLOYMENT



9.9%

2021 Unemployment Rate (Esri)

BUSINESS



144

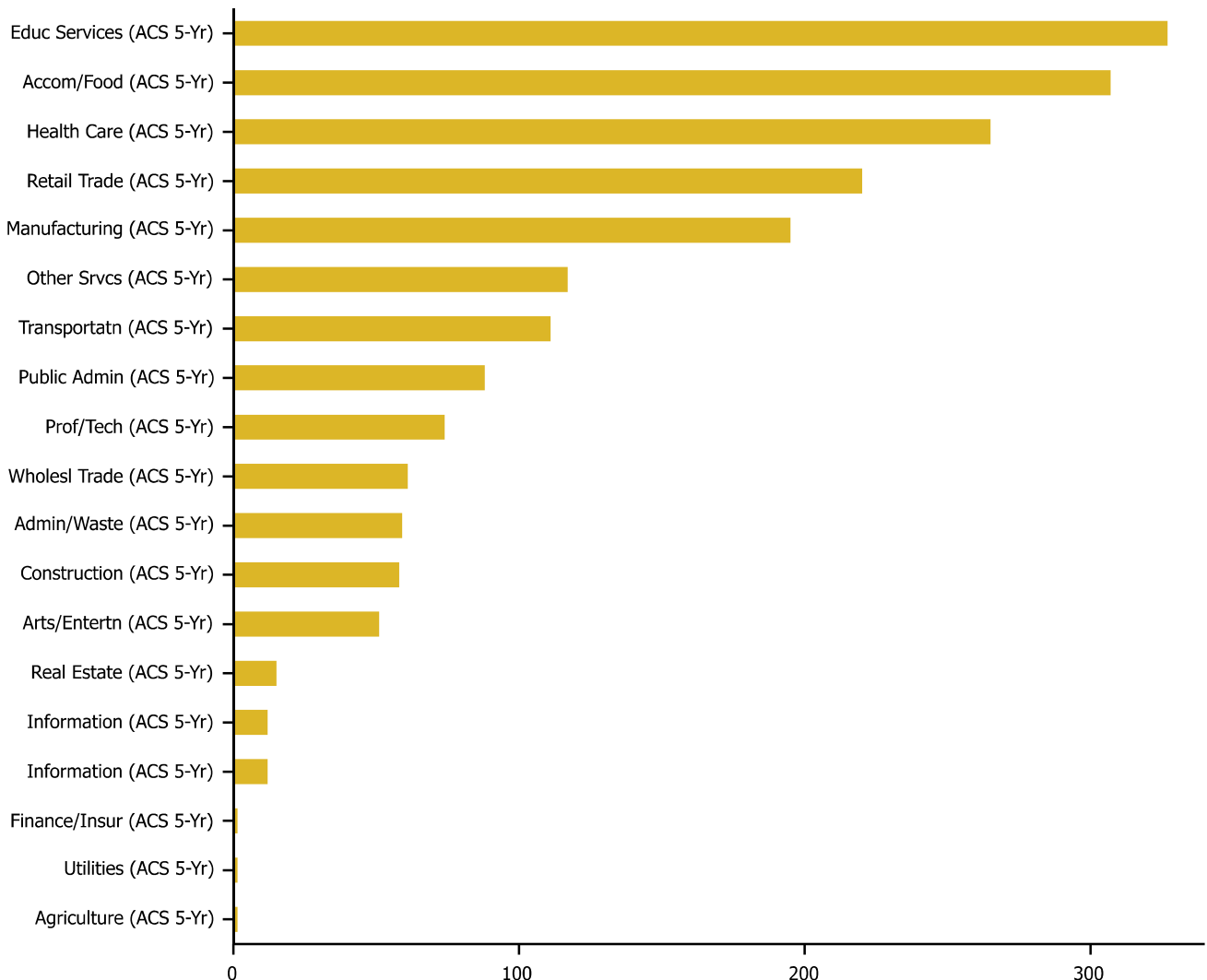
Total Businesses (Esri)



1,837

Total Employees (Esri)

Industries (ACS 5-Yr)

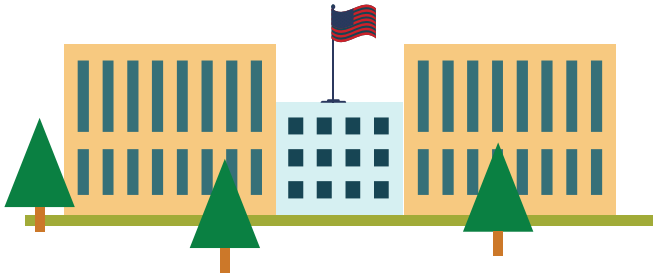




**"WHEN I WALK
THE LAND, I FEEL
HERITAGE, I FEEL
LIKE I BELONG"**

TONY BROWN
SOUTHERN CC INC.

#1



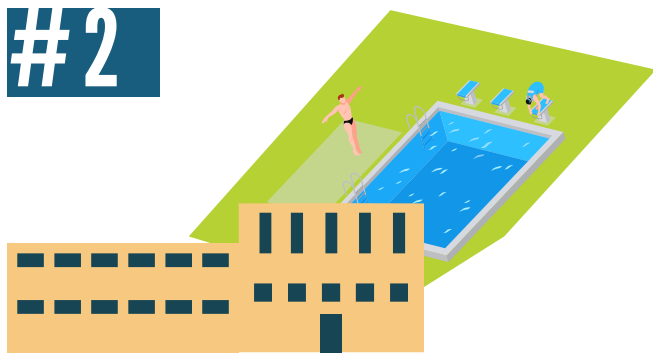
FAYETTEVILLE STATE UNIVERSITY

Fayetteville State University (FSU) is a public historically black university. The primary mission of FSU is to provide quality education to its students through a basic liberal-arts foundation, specialized professional training, and specific graduate programs. The university offers Bachelor's degrees in 43 areas, Master's degrees in 23 areas, and one doctoral degree in educational leadership.

SMITH RECREATION CENTER AND CHALMERS POOL

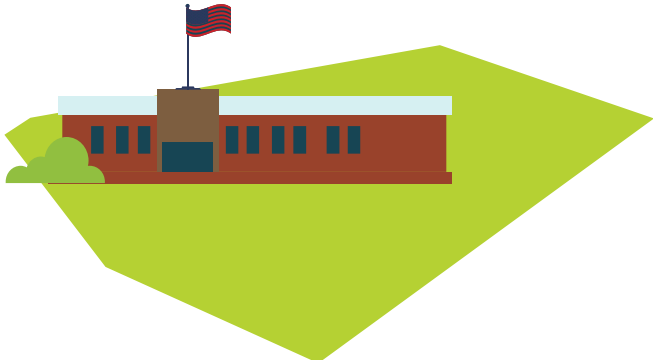
Smith Recreation Center is a city-run facility that includes meeting rooms, a gymnasium, a banquet room for 250 people, a commercial kitchen, and catering service. Outdoor facilities include two playground areas, a large picnic area with grills and lighted basketball courts. Programs held at the center relate to fitness, sports, self-defense, career development, and science.

#2



***AS RANKED BY LOCAL RESIDENTS AT COMMUNITY MEETING 1**

#3



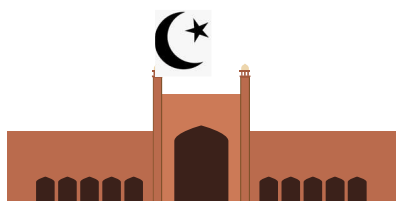
LOCAL PUBLIC SCHOOLS

The neighborhood includes three public schools within its boundaries. These include E.E. Smith High School, Ferguson-Easley Elementary, and Westarea Elementary School. The ties between local schools and the community are strong, and go back generations.

ATTRACTIVE AND AFFORDABLE HOMES

Residents have cited the availability of a wide range of attractive and affordable homes as a key asset in the community. These homes range from pre-WWII dwellings up to more recently built structures from the past decade. The median age of a home in the Murchison Neighborhood is approximately 50 years old.

#4



#5



HOUSES OF WORSHIP

The Murchison Choice Neighborhood includes a wide range of houses of worship, including large Christian congregations such as Mt. Sinai Missionary Baptist Church and Kingdom Impact Global Ministries. The largest mosque in Fayetteville, Masjid Omar Ibn Sayyid, is located within close proximity to the Target Housing Site.

PARKS AND NATURAL AREAS

Seabrook Park is the largest and most well-used open space within the neighborhood. Within close proximity, but currently lacking direct connections, Mazarick Park and Glenville Lake provide a regional recreational amenity.

#6



#1

LACK OF A GROCERY



Residents have often pointed out that one of the primary challenges in the community is tied to its status as a food desert, centered on the lack of a full-scale grocery store within the neighborhood.

POOR CONDITION OF SOME HOMES

Because of the age of many of the homes in the neighborhood, as well as the lack of resources or knowledge related to property upkeep, residents have cited that the poor condition of some houses in the area is a major challenge for the long-term viability of the community.

#2



***AS RANKED BY LOCAL RESIDENTS AT COMMUNITY MEETING 1**

#3

HISTORY OF RACIAL INEQUALITY



As a historic African American community, residents of the Murchison Neighborhood have dealt with generational issues related to inequality, lack of resources, redlining, and other methods of discrimination. This history of racial inequality still effects the community today.

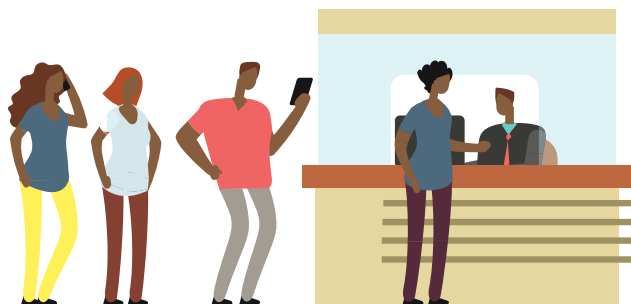
LACK OF OTHER SHOPS OR SERVICES

In earlier years, the Murchison Road corridor included an abundance of shops and services catering to the local community. Over time, many of these shops closed and now residents struggle to access neighborhood-based goods and services. Many need to leave the area to shop on a daily basis.

#4



#5



LACK OF A BANK

Residents of the Murchison Choice Neighborhood have cited the lack of a bank as a major challenge within the neighborhood. Historically, there had been banking services available to neighbors, but the past few decades have left the community without a bank or credit union.

GENTRIFICATION OR DISPLACEMENT

With growth in the Downtown Fayetteville area, many residents are concerned about potential displacement within the Murchison Choice Neighborhood. Though improvements and newer residents are generally welcome, it shouldn't come at the cost of long-term community members being unable to remain in the neighborhood.

#6

