



# WEST BOULEVARD CORRIDOR **PLAYBOOK**

EXECUTIVE SUMMARY - DRAFT 06.27.19

[LINK TO PLAYBOOK](#)

**Strong and vibrant  
business corridors  
are the cornerstones  
of healthy  
neighborhoods.**

# The primary goal is to establish a shared vision for West Boulevard as a vibrant corridor into the city.

For over twenty years, the City of Charlotte has invested in corridors because of the critical role each plays in supplying basic needs and opportunities for their communities.

As stated in the 2007 Business Corridor Revitalization Strategic Plan, The City will take a leadership role in developing and implementing public and private collaborative strategies and investments that aim to:

- Expand the tax base in the business corridors;
- Attract private sector investment to grow jobs, businesses and services; and
- Support the revitalization of the corridors into mixed use areas promoting the adjacent neighborhoods as safe, viable, and sustainable.

## GOALS OF THE PLAYBOOK



STRENGTHEN NEIGHBORHOODS AS A FOUNDATION FOR GROWTH



DEVELOP HIGH QUALITY BUILDINGS AND PUBLIC SPACES



IMPROVE PUBLIC SAFETY AND THE OVERALL APPEARANCE OF THE CORRIDOR



PROVIDE A JUMP-START FOR ECONOMIC DEVELOPMENT INITIATIVES AND JOBS



COORDINATE MULTI-MODAL TRANSPORTATION OPTIONS

Shared goals were co-created with the community to guide the project's focus and the development of the Playbook:



The process is designed to engage: residents, merchants, and property owners.



The project focuses on public interventions and partnerships to achieve actionable outcomes.



The project focuses on the public realm: public property and the public right of way (streets, sidewalks and required setbacks).

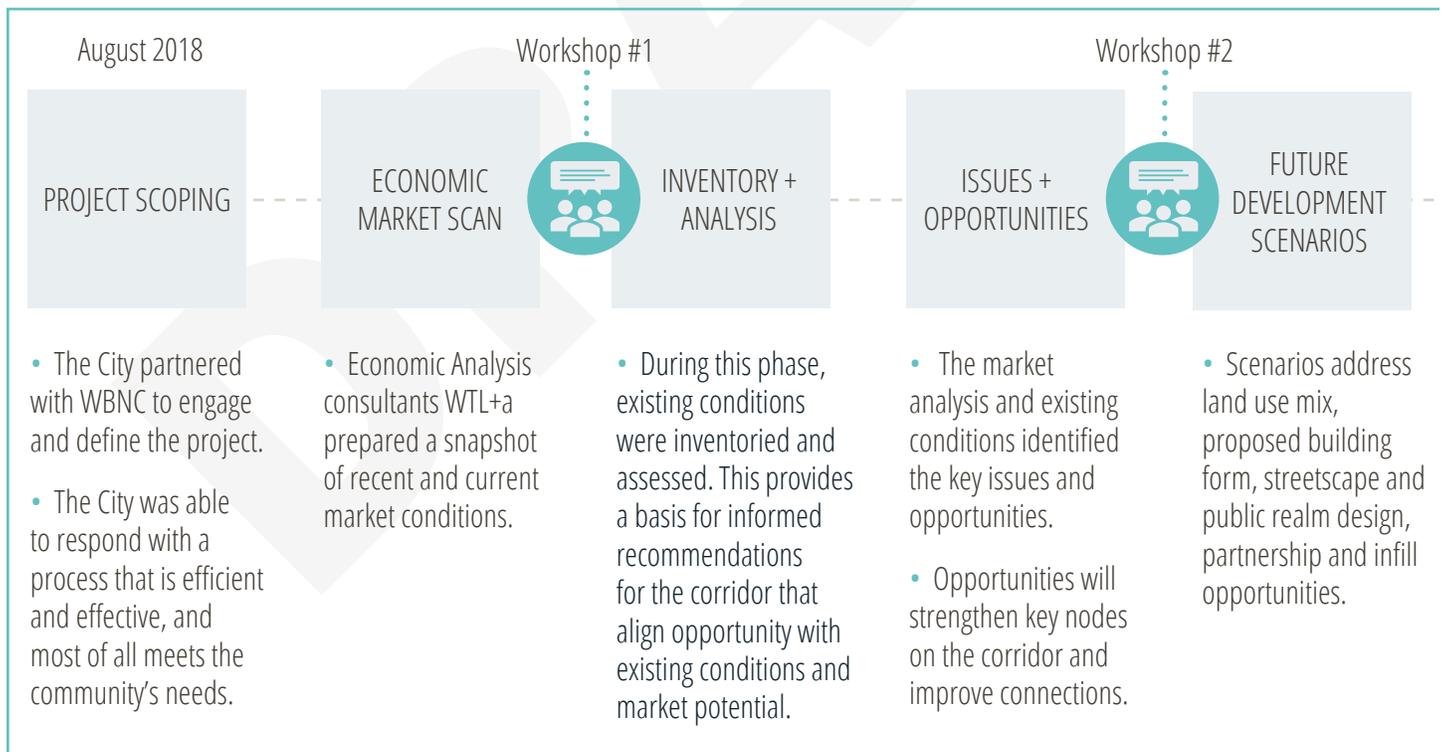


The project includes recommendations that can realistically be carried forward.



The result of the plan should generate projects to be considered for future public bond referendums and reprioritization efforts for current 2020 Capital Improvement Projects (CIP). Capital improvement funds are limited and highly competitive. The City Council allocates CIP funds annually.

## PROJECT TIMELINE



# WEST BOULEVARD CORRIDOR: Area of Interest, Project Study Area, and Nodes



## Workshop #3

July 2019

TRANSPORTATION + TRANSIT IMPROVEMENT SCENARIOS

CORRIDOR VISION



ECONOMIC DEVELOPMENT STRATEGIES

PREFERRED DEVELOPMENT SCENARIO + IMPLEMENTATION OPTIONS

PLAYBOOK

- A package of roadway improvements and transit enhancements were prepared based on revised travel demand estimates from the land use scenarios.

- The collective corridor vision represents community interests and real estate market realities.

- The WTL+a market study report recommends near-term implementation priorities as primary action steps.

- In concert with the development of the land use, transportation and public realm options, implementation tools were created to ensure that the proposed regulations and public investments are feasible.

- The Playbook, the final result of the work, summarizes all the work and findings.
- The Playbook contains detailed recommendations and strategies for implementation.



STUDY AREA POPULATION

**19K****19,000 RESIDENTS  
7,105 HOUSEHOLDS**

5-YEAR GROWTH FORECASTS (2023)

**↑2,075****2,075 NEW RESIDENTS  
730 NEW HOUSEHOLDS**

CITY OF CHARLOTTE (2023)

**↑89K****89,000 NEW RESIDENTS  
34,200 NEW HOUSEHOLDS**

The City of Charlotte contracted Washington, DC based firm WTL+a to conduct a market study of the West Boulevard corridor. The results of the study identified key market observations and inform the recommendations for the corridor in this document.

#### MARKET CONCERNS

- Potential for property loss among long-term owners and displacement for renters to outside developers
- Lower property values and incomes than other near Uptown neighborhoods

#### KEY MARKET OBSERVATIONS FOR RETAIL

- Current average daily traffic counts on West Blvd. do not meet thresholds for national credit retail operators (25,000 vehicles per day)
- Low population density along corridor limit for significant commercial/retail services potentials

#### MARKET OPPORTUNITIES

- Proximity to potential light rail corridor makes Transit Oriented Development (TOD) possible
- Development of housing could be mix of affordable and market rate over time
- Long-range future of Carolina Golf Club will affect neighborhood development opportunities

The analysis of the market and existing conditions of the corridor and study area (8.9 square miles) identified the key issues and opportunities associated with West Boulevard's strategic location between Uptown / South End and the expanding Charlotte Douglas International Airport.

West Boulevard competes for retail concentration and traffic with Wilkinson Boulevard to the north. In addition to the existing commercial advantage, the Silver Line light rail alignment is planned for the Wilkinson Boulevard corridor.

Opportunity lies in strengthening key nodes on the West Boulevard corridor to be neighborhood-serving destinations and improving connections to Wilkinson Boulevard.

## ISSUES



Inadequate multi-modal street infrastructure



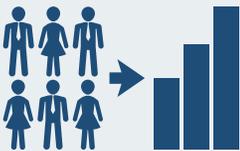
Lower property values and aging population could lead to speculative investment



The corridor and adjacent neighborhoods are poised for displacement



Average daily traffic counts on West Boulevard do not meet thresholds for national credit retail operators (25,000 vehicles per day)



Low population densities and lack of connectivity to retail and transportation nodes limit a potential for significant increase in commercial/retail services

## OPPORTUNITIES



Proximity to potential light rail corridor makes TOD possible



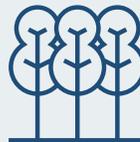
Mixed-use redevelopment with mixed-rate housing and supporting uses



Expanding population in key redevelopment nodes to provide additional consumers, new jobs, and generate new tax revenues



Charlotte Douglas International Airport as an employment hub and opportunity for business development



Abundance of natural features: rolling topography, mature tree canopy, creeks, and water features that could be maximized with the incorporation of public space and greenways



Potential key partnerships with institutional and faith-based anchors along the corridor

The vision for the corridor represents community interests and real estate market realities. The ideal locations to create dense, urban, walkable nodes are at the Remount (R) and Clanton (C) intersections.

## Multifamily



R 327 units

C 258 units



# Townhomes



**R** 46 units  
**C** 33 units

# Office



**R** 0 SF  
**C** 117,00 SF  
(County CRC)

# Commercial



**R** 16,800 SF  
**C** 12,000 SF



**REMOUNT ROAD:** Proximity to the Silver Line alignment and City West Commons provides a key opportunity for strategic infill development to create a dense, walkable node.



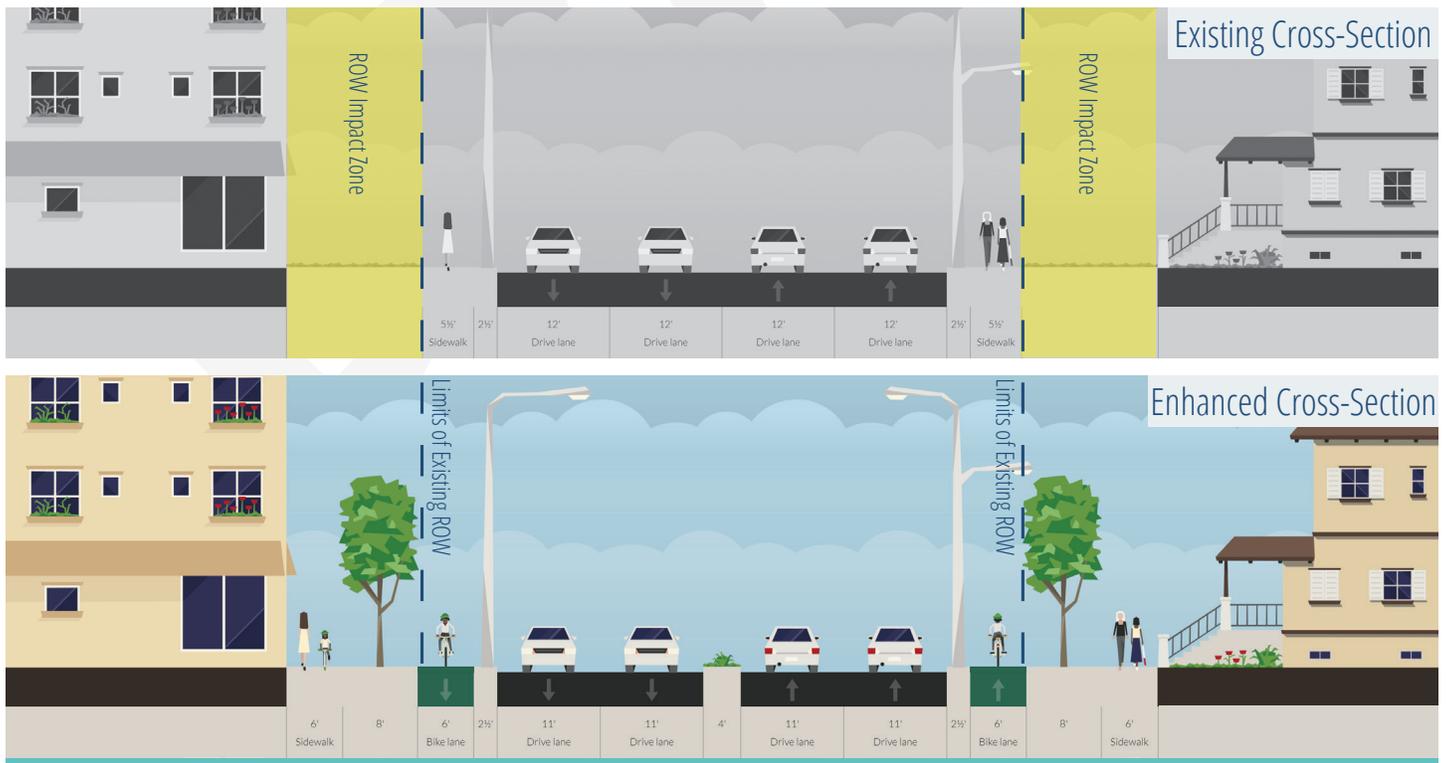
**CLANTON/DONALD ROSS ROAD:** Anchored by the Stratford Richardson YMCA and connectivity to the Silver Line alignment support the strategy to create a safe, walkable pedestrian environment.



**OLD STEELE CREEK/WEST TYVOLA ROAD:** Within a mile of Charlotte International Airport, opportunity lies in capitalizing on the airport's growth with existing vacant land (16 acres shown).



**STREETSCAPE IMPROVEMENTS:** Narrowing travel lanes to provide for a median and placing a raised bike lane, street trees, and sidewalks behind the curb improves safety and aesthetic improvements.



The Market Assessment and Strategic Revitalization Study is occurring at a point in which there are several emerging possibilities that could have a significant effect on longer-term strategies. These economic drivers have the potential to address development pressures, community needs, and longer-term implementation strategies:

WEST SIDE COMMUNITY LAND TRUST



CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT



LYNX SILVER LINE LIGHT RAIL



OPPORTUNITY ZONES



### COMMUNITY NEEDS



HOUSING



NEIGHBORHOOD-BASED SERVICES AND JOBS



OPEN SPACE AND CULTURAL IDENTITY

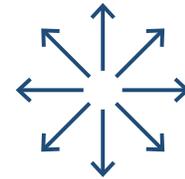
### ECONOMIC DEVELOPMENT STRATEGIES



COORDINATION



PROJECTS AND INITIATIVES



NEIGHBORHOOD CAPACITY

## IMPLEMENTATION RECOMMENDATIONS

### NEAR-TERM (0-3 YEARS)

- 1 Support the West Side Community Land Trust to combat displacement prior to redevelopment investments along corridor
- 2 Foster the construction of the Three Sisters Market food cooperative (co-op) grocery store to provide essential access to healthy food and anchor new business growth
- 3 Increase utilization of appropriate financial and regulatory incentives to provide essential access to healthy food and anchor new business growth
- 4 Work closely with CATS in planning and design of the LYNX Silver Line light rail to increase connectivity
- 5 Align Comprehensive Plan Placetype mapping (future land use) with redevelopment vision of corridor
- 6 Coordinate appropriate UDO zoning district translation to implement new Placetypes that support the redevelopment vision
- 7 Increase participation in the Aging in Place program and other tax exemption programs to provide residents the option to remain in their homes and to age-in-place
- 8 enhance pedestrian and bike routes, pathways and non-vehicular circulation
- 10 Focus new residential and selected commercial development in mixed-use formats at under-activated intersections with an emphasis on neighborhood-serving consumer services such as banking, legal, and medical professionals
- 11 Foster partnerships with existing property owners to explore affordable housing development opportunities: Stratford Richardson YMCA, Charlotte-Mecklenburg Library, faith-based organizations, and Charlotte Housing Authority
- 12 Coordinate with Mecklenburg County on development of the Community Resource Center to expand the range of destination activities near the Stratford Richardson YMCA, the future new library branch and Three Sisters Market
- 13 Explore how to create airport and airport business-related jobs training for area residents as Charlotte Douglas International Airport continues to expand
- 14 Explore long-range possibilities for a future investment-grade hotel at the intersection of West Boulevard and Billy Graham Parkway

### LONG-TERM (4+ YEARS)

- 8 Implement strategies for an expanded West Side Community Land Trust and other approaches to stabilize real estate speculation and gentrification pressures in West Boulevard's neighborhoods including an expansion to include commercial property
- 9 Complete design and implementation of new streetscape and roadway improvements that will also

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