

WEST BOULEVARD CORRIDOR



PLAYBOOK



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

WEST BOULEVARD CORRIDOR PLAYBOOK

STATEMENT OF INTENT

This “Playbook” is not intended to be prescriptive in nature and should not be seen or recognized as rigid requirements.

This “Playbook” was prepared with the West Boulevard Neighborhood Coalition by the City of Charlotte. 2019.

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West Boulevard Neighborhood Coalition

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“We’ve come together, cast a vision, and put our hands to the plow; determined to see the vision come to pass.”

LETTER FROM WEST BOULEVARD NEIGHBORHOOD COALITION

The Queen City is changing. Every day, more and more people are discovering her promise, and we are growing by leaps and bounds. That growth necessitates an honest assessment of who we are and who we want to be for years to come.

The West Boulevard Corridor is a community of nearly 15,000 residents, united by a powerful desire for an inclusive, sustainable, better way of life; where our neighbors are empowered because of where we come from, rather than limited by our beginnings. To do so, we earnestly seek to attain:

- Connectivity: to each other and to our city;
- Opportunity: to learn, earn, invest, and succeed;
- Health: for a lifetime, with access to quality food and care; and
- Responsible Growth: that doesn't displace or diminish.

We've come together, cast a vision, and put our hands to the plow; determined to see the vision come to pass.

Our aim is to create a foundation for community decision-making and socio-economic empowerment, to harness the power of the collective.

We have only just begun this part of the journey, but remembering those who came before us, we know that we will go farther, and remain stronger, together.



ACKNOWLEDGMENTS

WEST BOULEVARD NEIGHBORHOOD COALITION

- Bart Noona
- Beverly Clark
- Brenda Campbell
- Charlene Mack
- Chrystal Joy, Lee Institute
- Frank Coley
- Guy Cousins
- Harriett MaHoney
- Pastor Dennis Funderburke
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- Providence Group: Thurman Brooks
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International Airport: Stuart Hair, Rebecca Simensen, and Jennifer Thompson

- Charlotte Mecklenburg Housing Partnership: Julie Porter
- Koffee Kup: Anthony Crowder
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**Strong and vibrant
business corridors
are the cornerstones
of healthy
neighborhoods.**

SECTION 01

INTRODUCTION

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:

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

The Playbook serves as a first step in providing an inventory of existing conditions, opportunities for investment, and physical change in the area. In addition, it facilitates extensive public participation opportunities that will lead to partnerships for implementation of recommended actions. The Playbook seeks to provide strategies to invest in the current residents of the corridor as well as new residents - identifying that individual economic mobility is the bedrock of the plan, otherwise there is no distinction from the anticipated change due to market forces alone.

The primary goal is to establish a shared vision for West Boulevard as a vibrant corridor into the city with a focus on improving public safety, enhancing the overall appearance of the corridor, jump-starting economic development initiatives, and coordinating multi-modal transportation options. The Playbook guides the evaluation of current land use classifications, provides an opportunity to test place types for future mapping, and develops a conceptual streetscape improvement plan.

As part of the City’s continued efforts to focus on creating strong and vibrant business corridors, the project team with consultants have developed baseline information, conducted market assessments of corridor segments, and provided short, near, and long term strategies for improving the targeted geographies.

Process

The project process was designed in two phases: the first led by the community (WBNC) supported by the City of Charlotte (City) project team; and the second by the City with guidance from WBNC. By partnering with WBNC to engage and define the project, the City was able to respond with a process that is efficient and effective, and most of all meets the community's needs.

PROJECT UNDERSTANDING

For the purpose of the project's success the planning participants started by setting a common understanding of the goals for the Playbook:

- The process is designed to engage the public: residents, merchants, and property owners.
- The project focuses primarily on public intervention: what the City can do to intervene on private property. Public intervention is typically limited to capital investment, redevelopment of city-owned land, zoning, and incentives such as façade rehabilitation funds, and tax credits.
- The project also focuses on the public and semi-public realm: public property and the public right of way (streets, sidewalks and setbacks).
- The project identifies strategies to address socio-economic conditions that relate to upward mobility, aging in place, access to healthy food, and workforce development.
- The project includes recommendations that can realistically be carried forward.
- Capital improvement funds are limited and highly competitive. The City Council allocates capital improvement funds annually. The result of the plan should generate projects to be considered for future public bond referendums and reprioritization efforts for current Capital Improvement Projects (CIP) allocated projects.

PROJECT SCOPING

- Internal Meeting with stakeholders: City Staff convened meetings with the WBNC to identify issues and opportunities for the study area. This information assisted City Staff in drafting the scope of work. The City presented the draft Scope of Work to WBNC for feedback before it was finalized.
- Corridor site visit: Stakeholders from the West Boulevard Neighborhood Coalition undertook a walk-through along West Boulevard from Remount Road to Clanton Road.
- Revised Scope of Work: City Staff presented the scope of work to the stakeholders for feedback. Based on the stakeholder input, a revised scope of work was finalized and published and served as the scope for the remainder of the project. The scope of work included a map of the study area delineated.

TRANSPORTATION CONDITIONS

- A majority of this information was collected during the recent CDOT pedestrian safety corridor study and was reviewed and compiled.

ECONOMIC AND MARKET SCAN

- A snapshot of recent and current market conditions was prepared by a consultant selected by the team, WTL+a. These include an analysis of 2016 property valuations, a review of recent transaction data, and summaries of recent development activity.

INVENTORY AND ANALYSIS

- The Inventory and Analysis phase provided factual and analytical basis for the remainder of the planning effort. It is informed by the scoping process, but can be assumed to cover the major physical systems comprising the corridor. Sources for the inventory were existing maps, plans and studies; historical and

cultural organizations; and interviews with officials at NCDOT; CATS, Mecklenburg County property records. An inventory of existing land uses was prepared and the condition of properties inventoried and photographed.

ENGAGEMENT SUMMARY

- WBNC conducted the first series of public workshops where participants provided input on the scope of work and long-term vision of the corridor, conducted a site visit and asset inventory, and ultimately endorsed the plan and process for the project.
- Multiple workshops were held for the corridor area and focused on identifying issues, opportunities and quick fixes. Results from meetings hosted by WBNC and project team were compiled into one engagement summary.
- Intermediate steering team meetings were held between WBNC and the City.

ISSUES AND OPPORTUNITIES SUMMARY

- Staff has prepared a summary report of background information on the study area. The report includes a summary of the issues and opportunities.

FUTURE DEVELOPMENT SCENARIOS

- Using the currently adopted Future Land Use designations and newly developed Place Types, as a point of departure, more detailed future development scenarios were created for the study area. The scenarios address land use mix, proposed building form, streetscape and public realm design, partnership and infill opportunities. Build-out estimates of the scenarios were prepared with numbers of residential units and square feet of commercial space to illustrate various future conditions ranging from no-build to maximum redevelopment.

TRANSPORTATION AND TRANSIT IMPROVEMENTS

The transportation options address the following goals:

- Resolve unsafe or substandard conditions at intersections and interchanges;
- Facilitate pedestrian movement along and across the corridor; and
- Improve transit service and facilities.

OPEN SPACE, PUBLIC REALM, AND CULTURAL IDENTITY

This task explored options for public realm enhancements such as streetscapes, open space, public art, and cultural markers.

ECONOMIC DEVELOPMENT STRATEGY, TOOLS AND RECOMMENDATIONS

Economic development consultants WTL+a prepared a real estate market assessment to collect baseline demographic and economic information, a market analysis of specific geographic segments of the corridor and recommended near- and long-term strategies and tools for improved economic development. Key objectives from the City were to consider the unique advantages of the corridor study area through a SWOT analysis, evaluate redevelopment opportunities at specific nodes and to identify the study area's competitive market position.

PREFERRED DEVELOPMENT SCENARIO AND IMPLEMENTATION OPTIONS

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

- What zoning tools will likely be available to implement the land use vision?
- What sources of funding might be available to offset the costs of transportation investments and public realm improvements, including value capture?

THE PLAYBOOK - RECOMMENDATIONS AND REPORT

The final phase of the project resulted in a detailed report summarizing all the work and findings from the prior phases. The Playbook contains the detailed recommendations and will be presented to the City Council for endorsement. The Council may refer the report to the Planning Commission for review and recommendation. As the report is not a formal policy plan, a public hearing is not anticipated.

PROJECT TIMELINE

An aggressive timeline was proposed to complete the project, from initiation to delivery of a draft Playbook to the City Council and Planning Commission. The project duration was selected to correspond with key time windows for Capital Improvement Planning, and alignment with the Charlotte Future 2040 Comprehensive Plan and Unified Development Ordinance projects.



What do we know about the West Boulevard corridor?

SECTION 02

PROJECT CONTEXT

West Boulevard is one of Charlotte's primary western corridors and serves as the commercial center for established neighborhoods to its north and south. Its future is very much tied to the rapid planned growth of the Airport, the recently approved plan for the River District mixed use residential activity center, the expansion of CATS light rail service with the newly adopted Silver Line alignment, and the continued growth of the South End driven by demand created by the Blue Line transit investment. In addition to economic development, the corridor offers opportunities for housing redevelopment and preservation, streetscape and infrastructure improvements, and multi-modal transit improvements.

The core of this corridor study area generally includes frontage properties within 150-300 feet on either side of West Boulevard between Fordham Road to the east and Kenhill Drive to the west. Key agencies like the Airport, CMS, NCDOT, Veterans Administration Medical Center, the developers of the River District and others, have major interests within the study area as do numerous residents, business and property owners.

The West Boulevard Corridor can be broken into four subareas along its entirety:

- Subarea 1: South Boulevard to I77
- Subarea 2: I77 to Old Steele Creek
- Subarea 3: Old Steele Creek to Billy Graham Parkway
- Subarea 4: Billy Graham Parkway to I485.

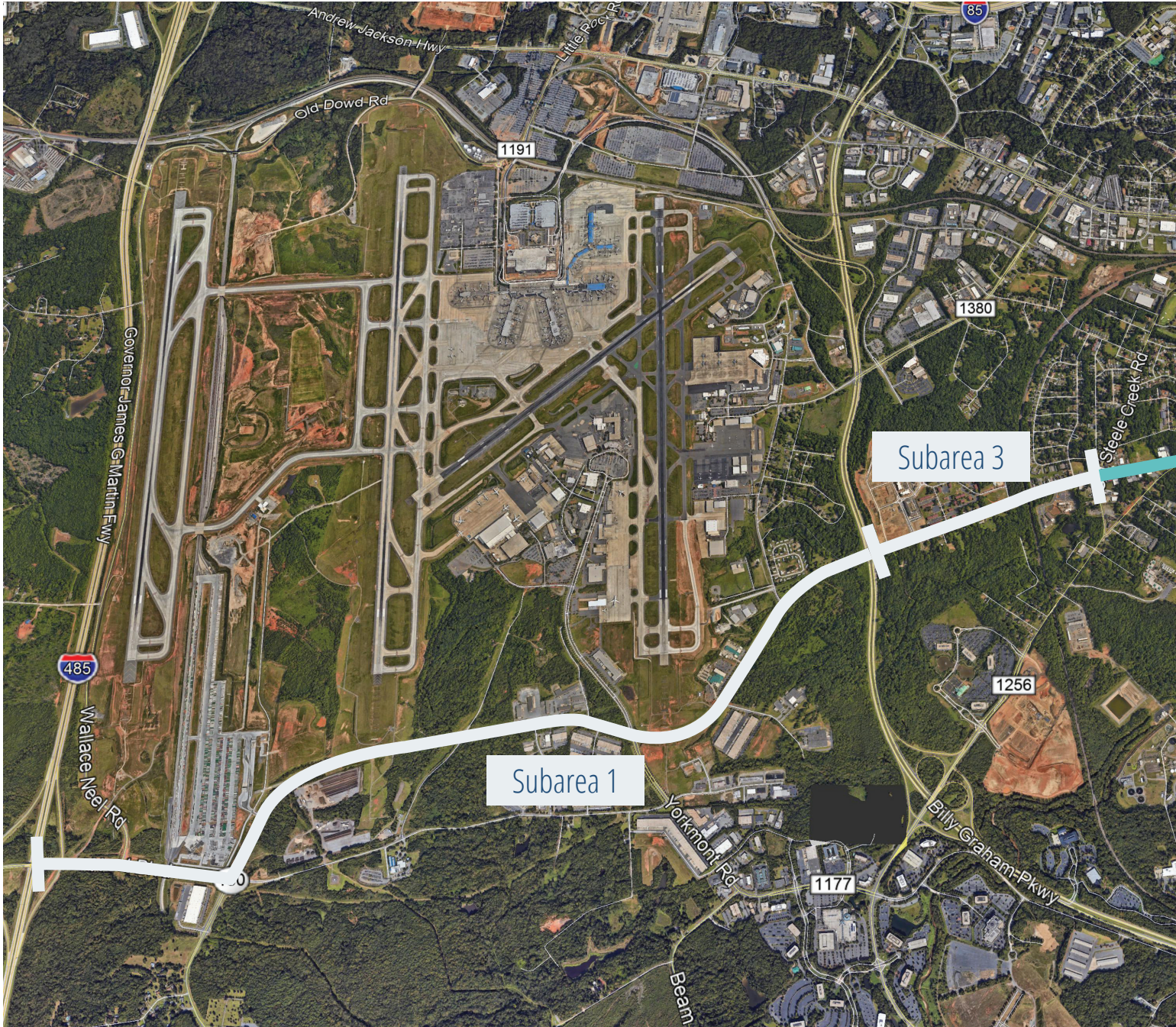
Key Issues

Project Area of Influence

The project will focus on the core of the corridor (sub area 2) with emphasis on the Remount, Clanton/Donald Ross, and Old Steele Creek/W. Tyvola intersections.

Project Study Area

Focus Areas





WEST BOULEVARD CORRIDOR

Extending from S. Tryon Street to I-485, the West Boulevard Corridor is approximately 7 miles in length.

Key Issues

SUBAREA 1: SOUTH BOULEVARD TO I77

- Protect Historic Wilmore neighborhood character;
- Improve public safety (sidewalks, crosswalks, accommodations for pedestrians and bicycles); and
- Streetscape improvements.



SUBAREA 2: I77 TO OLD STEELE CREEK

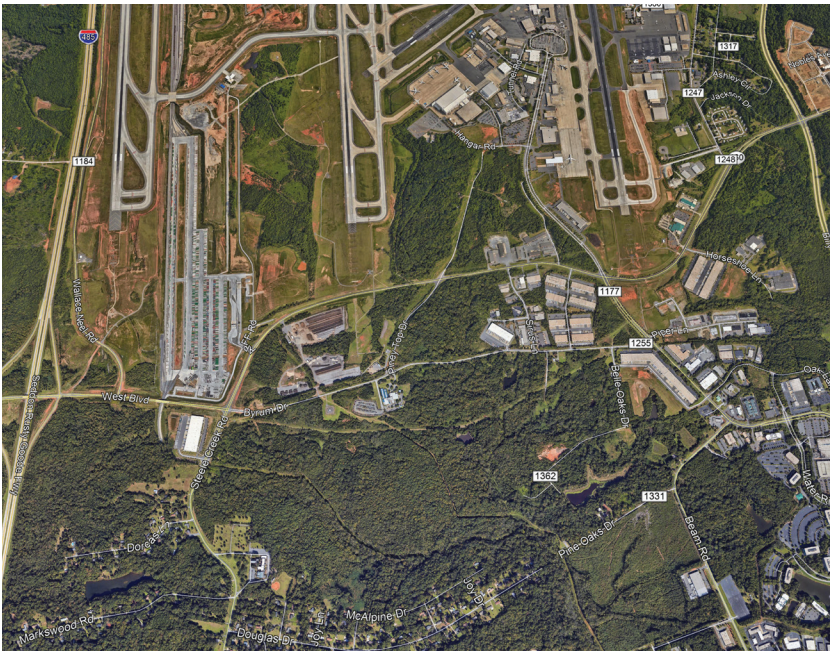
- Learn, discover and document the cultural identity;
- Improve public safety (sidewalks, crosswalks, accommodations for pedestrians and bicycles);
- Streetscape aesthetic improvements;
- Economic development;
- Socio-economic conditions that relate to upward mobility, aging in place, access to healthy food, and workforce development; and
- Housing and mixed use redevelopment.





SUBAREA 3: OLD STEELE CREEK/BILLY GRAHAM PKWY

- The relocation of West Boulevard identified in the Airport strategic plan will impact this subarea. While a likely realignment will move the current West Boulevard alignment to the south along current West Tyvola Road, its final alignment to the west is largely undetermined.



SUBAREA 4: BILLY GRAHAM PKWY/I-485

- The future of this area will be very much determined by the relocation of West Boulevard.

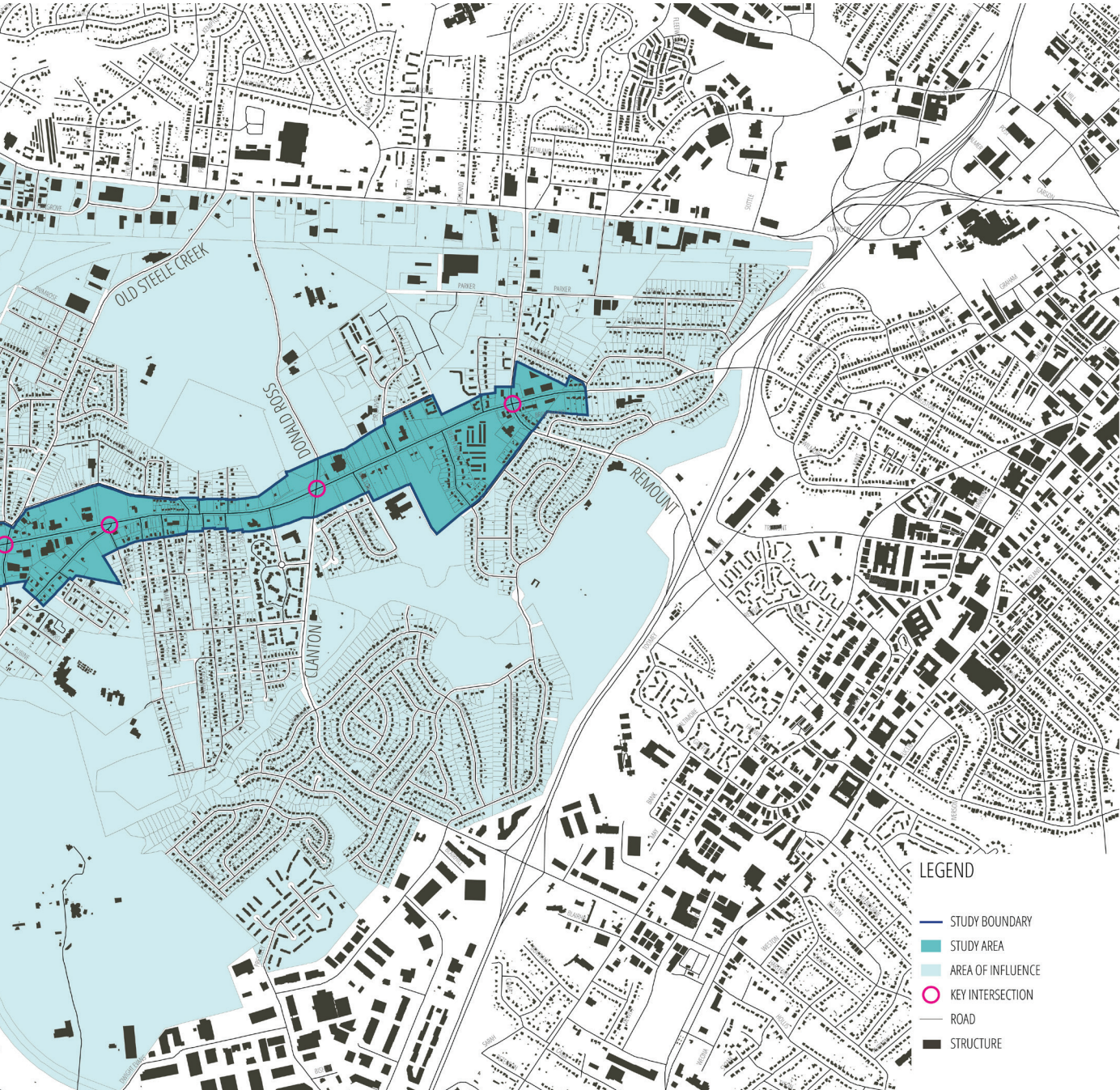
Project Area of Influence

The West Boulevard corridor extends west from the Historic South End neighborhood to south of the Charlotte Douglas International Airport property eventually extended into the heart of the River District. These two areas are experiencing rapid growth and development. Similarly, north of the corridor is the Wilkinson Boulevard corridor which is experiencing similar development pressures with the planned alignment of the Lynx Silver Line light rail alignment.

For the purpose of the project, a greater area than just the area located within the project boundary was identified as the Project Area of Influence. The Project Area of Influence, depicted in the light blue on the map, stretches north to Wilkinson Boulevard, east to I-77, south to Yorkmont Road and west to Bill Graham Parkway - and includes the business areas and neighborhoods.

The Project Area of Influence is relevant to this project because it is comprised of many of the neighborhoods and areas which are served by West Boulevard. Analysis of this area will inform plans and decisions that will influence future growth in the corridor.





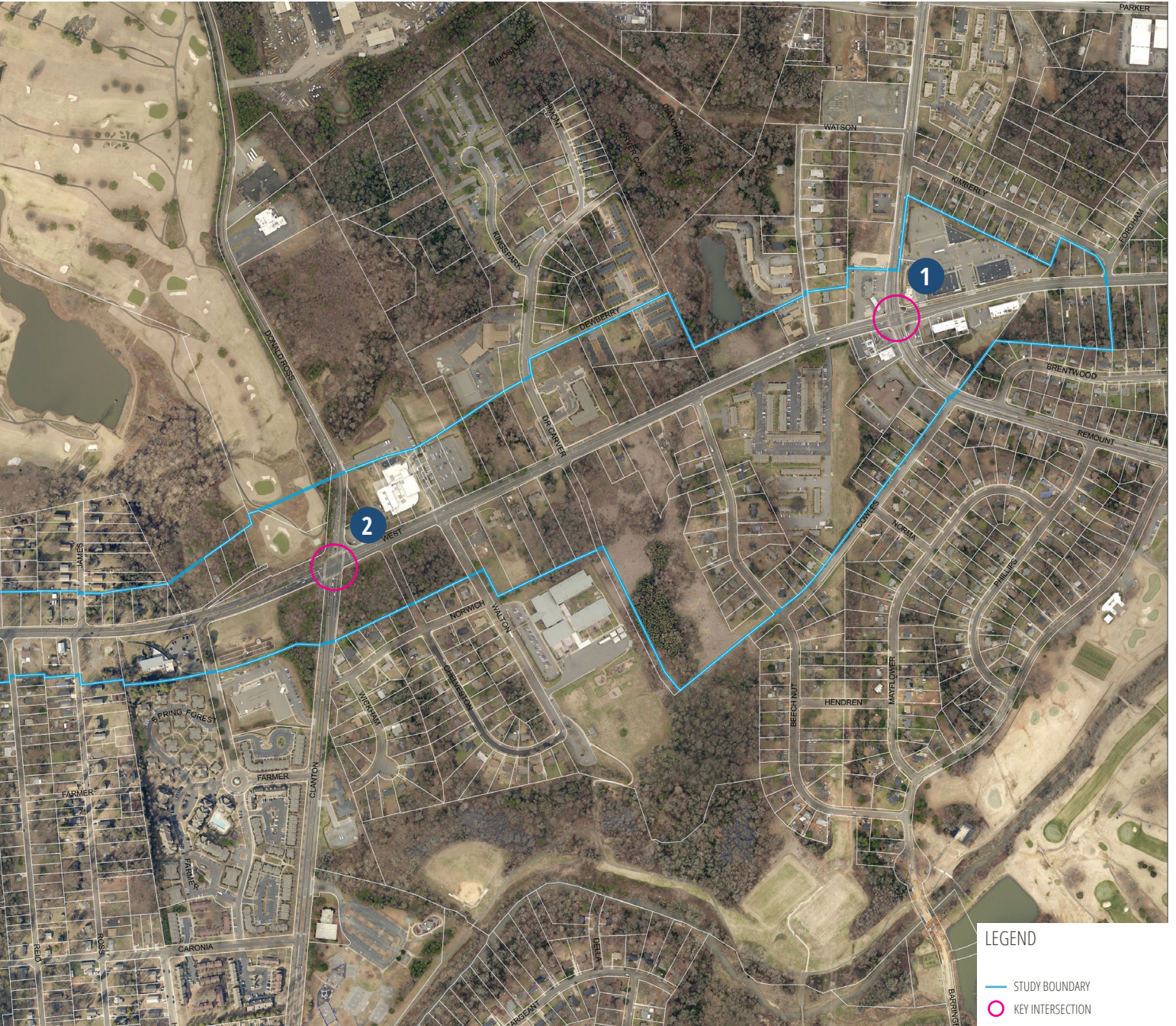
Project Study Area

The Project Study Area, defined by the blue boundary line on the map, includes all parcels fronting West Boulevard from Kenhill Street to the west and Fordham Street to the east. Due to the proximity of the Old Steele Creek Road and West Tyvola Road intersections, parcels lying between those intersections are also included in the Project Study Area.

The project will focus on the following key intersections:

- 1 Remount Road;
- 2 Clanton Road/Donald Ross Road;
- 3 West Tyvola Road; and
- 4 Old Steele Creek Road.





Focus Areas

REMOUNT ROAD

- The Remount Road intersection is anchored by small scale commercial development which includes CityWest Commons and other strip retail.
- This intersection is within one half mile (10 minute walk) of the proposed Lynx Silver Line light rail alignment.



CLANTON ROAD/DONALD ROSS ROAD INTERSECTION

- The Clanton Road/Donald Ross Road intersection is anchored by the Stratford Richardson YMCA and the Carolina Golf Club.
- Donald Ross Road is proposed to be realigned with Ashley Road to Wilkinson Boulevard and eliminate an at-grade railroad crossing.
- This intersection (with its current alignment) is less than one mile (20 minute walk) from the proposed Lynx Silver Line light rail alignment.





WEST TVOLA ROAD INTERSECTION

- The current configuration of the intersection is problematic because it is unsafe for pedestrians and difficult to navigate for vehicular traffic.
- All of the commercial development is oriented towards West Boulevard.



OLD STEELE CREEK ROAD INTERSECTION

- Much of the commercial development at the Old Steele Creek Road intersection is oriented towards automotive retail.
- Two of the three gas stations along the corridor are located at this intersection.
- The intersection is just over one mile (30 minute walk) from Wilkinson Boulevard and one of the few grocery stores in the Area of Influence (Walmart Super Center, 3240 Wilkinson Boulevard).

**What can we learn
about the corridor
today that will help
define it tomorrow?**

SECTION 03 INVENTORY & ANALYSIS

The inventory and analysis phase serves as the factual and analytic basis for the remainder of the planning effort. It is informed by the scoping process, but can be assumed to cover the major physical systems comprising the corridor. Sources for the inventory are existing maps, plans and studies; historical and cultural organizations; and interviews with officials at NCDOT; CATS, Mecklenburg County property records.

During this phase, existing conditions were inventoried and assessed. This provides a basis for informed recommendations for the corridor that align opportunity with existing conditions and market potential.

Past Studies

Transportation

Economic + Market Scan

Inventory + Analysis

Past Studies

Older planning efforts along the West Boulevard focused primarily on guiding neighborhood revitalization efforts and land use decisions. While these plans are largely outdated, the prior analysis and recommendations provides a foundation to guide the Playbook.

WEST BOULEVARD CORRIDOR PLAN (1998) SUMMARY

Focus: Parcels fronting West Boulevard from Interstate 77 on the east and past Charlotte Douglas Airport to the west.

Purpose: Assess current conditions and develop strategies for improving the economic stability of the corridor.

Vision: For West Boulevard to be “a place where it is pleasant to live, where residents can obtain basic services and access employment opportunities, and where business owners can operate productive enterprises.”

Key Issues/Strategies:

- Land Use
- Physical Appearance
- Transportation/Mobility
- Socioeconomic
- Business Development
- Community Safety
- Community Building

Key Priorities:

- Redevelop Westover Shopping Center as key community asset.
- Develop New single-family housing and upgrade the existing housing stock in the corridor area.
- Develop a neighborhood shopping center/grocery store to provide for basic shopping needs of area residents.
- Improve the appearance of the corridor by implementing streetscape improvements which focus resources at key intersections and by citing/demolishing unsafe and abandoned structures.
- Enhance public safety with increased police presence and greater community involvement.
- Develop a database, marketing tools and business recruitment strategy.
- Provide better access to job training and placement for area residents.

WESTSIDE STRATEGIC PLAN (2000) SUMMARY

Focus: Addressing eight challenges:

- Land Use: how to maintain a good balance of land uses and ensure appropriate and well-designed development in Airport noise-impacted areas, around I-485 interchanges and other major intersections; along the Catawba River; and around industrial concentrations.

- Image: how to change the negative image often associated with the Westside.
 - Education: how to improve the quality of education in and the condition of Westside schools.
 - Economic Development: how to retain existing employers and draw new jobs, businesses, and quality housing to the area, when competition in the region is so keen.
 - Neighborhoods: how to maintain stable neighborhoods; revitalize and improve conditions in the many fragile and threatened neighborhoods and areas showing signs of distress.
 - Transportation: how to improve the transportation system to better link people to jobs and provide transit, pedestrian and bicycle facilities.
 - Public Facilities: how to provide the same level of public facilities - such as parks, water and sewer service, libraries, and post offices - found in other parts of the community.
 - Environment: how to improve environmental quality - in particular, water quality and brownfield sites.
- Purpose: Develop a plan of action to guide the Westside into the 21st Century and identify specific implementation strategies to address land use issues.
- Vision:
- Land Use: The Westside's overall land use pattern will be balanced, allowing for a variety of quality commercial employment, residential and open space uses.
 - Image: The Westside will establish and sustain a new, positive image, built on the area's strengths and diverse housing and employment opportunities. Preserving and protecting the area's distinct landmarks and vegetation will be critical to the Westside's image.
 - Education: The quality of Westside schools, both physically and academically, will be equal to the best schools in the county, and more Westside students will stay in school and be better prepared for employment and/or higher education.
 - Economic Development: New employers will continue to be attracted to the Westside and existing ones will remain.
 - Neighborhoods: The quality of life in the now-fragile and threatened neighborhoods in the Westside will be improved and the areas stabilized. Existing stable neighborhoods will be maintained and preserved and new sustainable communities will be created.
 - Transportation: The transportation system serving the Westside will expand and improve, particularly linking people to job centers.
 - Public Facilities: The Westside will have the public facilities such as water and sewer, parks, libraries, post offices and medical facilities, to adequately serve residents and businesses.
 - Environment: A high level of groundwater and surface water quality will be sustained in all areas of the Westside, and adequate open space will be maintained.

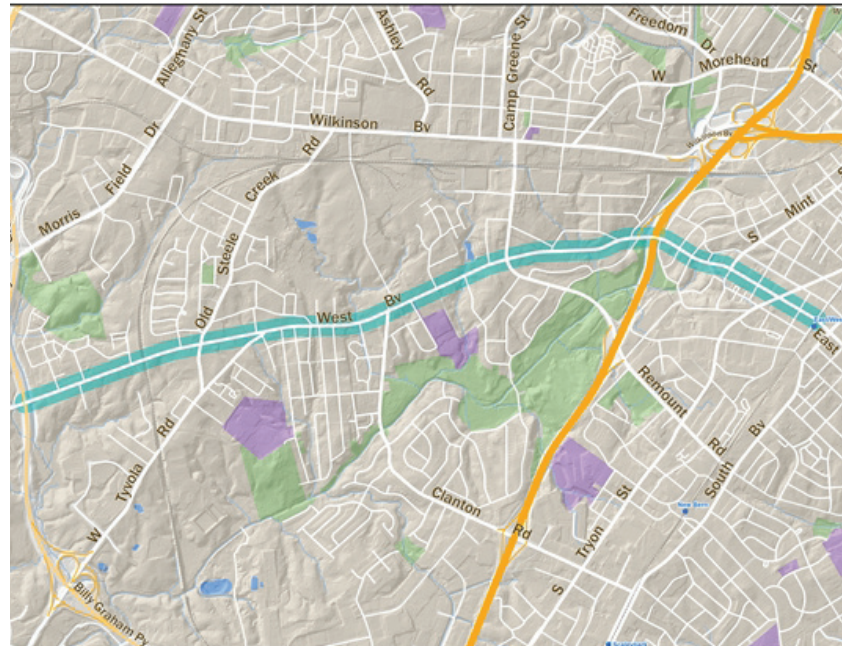
Transportation

Corridor Study

In 2016, the City of Charlotte began several multimodal planning studies to enhance pedestrian and bicycle travel on portions of arterials (thoroughfares) in Charlotte. The studies evaluate existing conditions, identify deficiencies, and make recommendations to improve the safety and ease of walking and biking along and across busy streets. These corridors were identified and selected for further study based on the evaluation of many criteria including: four or more lanes, a posted speed limit over 35 mph, top 15 transit ridership routes, no planned street improvements by other projects in the Community Investment Plan (CIP), and limited pedestrian crossing opportunities.

The corridors studied to date are:

- South Boulevard
- South Tryon Street
- West Boulevard
- Parkwood Avenue & The Plaza
- Eastway Drive (through the Comprehensive Neighborhood Improvement Program (CNIP))



CORRIDOR STUDIES (TOP); WEST BOULEVARD CORRIDOR STUDY AREA (BOTTOM)



In January 2017, the Charlotte Department of Transportation (CDOT) initiated a study of West Boulevard between Camden Road and Billy Graham Parkway. The focus of the study was to examine and address safety concerns, especially for those who walk or bike along the facility. West Boulevard is a key transportation link on the city's west side, connecting residents and commuters with Charlotte-Douglas International Airport, I-77, South End and Center City.

The current design of the road presents a number of challenges to pedestrians and bicyclists. It is generally four travel lanes (two in each direction) with turning lanes at signalized intersections. Sidewalks are present along most of the corridor, however, they are narrow (four to five feet wide) and generally located at back-of-curb. There are significant vehicular traffic volumes and high driver operating speeds, which results in an uncomfortable walking environment. There is also high transit use and pedestrian activity throughout the corridor, and a significant number of pedestrian and bicycle crashes have occurred over the past several years, including the deaths of Johnnie Lee Tisdale in 2013 and Ty'Asia Young in 2016.



KICK OFF MEETING

In order to better understand the conditions residents face, CDOT hosted a series of meetings, including walking tours that were open to the public over the course of the spring and summer of 2017.

As part of the study, CDOT hosted several public meetings, including walking tours, to gather on-the-ground feedback from participants, worked with NCDOT to determine a toolbox of options, and presented final recommendations to the public at a meeting in August 2017.

Transportation

West Boulevard Study Recommendations

The purpose of the corridor study is to evaluate and document the transportation conditions along the West Boulevard corridor and make recommendations for improvements that can be implemented over time. The public involvement process identified five key issues related to the transportation system on West Boulevard: crossing the street, lighting, walking along the street, maintenance, and traffic speed. The City has a number of tools to address the identified issues. Recommended solutions range from short-term, quick fixes to projects that require a longer-term approach. Some of the key improvements are identified below. The Charlotte City Council allocated funding in 2017 to implement the short and medium-term improvements.

Key short-term improvements include:

- **Street lighting improvements:** Street lights are operated and maintained by Duke Energy. The City conducted a lighting inventory as part of the study, and will work with Duke to improve the lighting by replacing burnt-out bulbs and adding additional street lights where needed including underneath the I-77 overpass.
- **Sidewalk maintenance:** Sidewalks are maintained by the City. CDOT will identify and make repairs to sidewalks.



EXISTING CONDITIONS ALONG WEST BOULEVARD

(Top left) Sidewalks are located at back of curb adjacent to high speed traffic and often unmaintained. (Top right) Community members assist CDOT staff with analysis during a walking tour of the corridor. (Bottom right) Uneven pavement is a common occurrence found on sidewalks along the corridor.



Key medium-term solutions include:

- New mid block crossing improvements: Pedestrian Hybrid Beacons, which are pedestrian-activated signals that stop traffic, will be installed.
- Accessibility improvements: Some sidewalks and wheelchair ramps require significant redesign and reconstruction as opposed to a quicker repair process. In these cases, engineers will design more technical solutions to create a sidewalk that is compliant with the Americans with Disabilities Act.

Key long-term improvements include:

- Coordinate with other studies & long range plans: Several planning studies and long range planning efforts are underway that could affect West Boulevard. The City will coordinate with these planning efforts to ensure that the plans are consistent with this study.
- Consider future streetscape project(s) for bond funding: Future changes to the pedestrian network and streetscape will require additional capital funding. The City will consider opportunities to fund these improvements.



Economic & Market Scan

Why Lead With A Market Study?

- 1 ANALYZE OPPORTUNITIES TO ENHANCE THE ECONOMIC VITALITY OF CORRIDOR & SURROUNDING NEIGHBORHOODS.
- 2 EXAMINE DRIVERS OF DEMAND FOR ECONOMIC DEVELOPMENT:
 - Demographic trends & forecasts
 - Real estate market conditions
- 3 EVALUATE REDEVELOPMENT OPPORTUNITIES AT KEY NODES:
 - Housing
 - Workplace
 - Hospitality
 - Retail & restaurants
 - Culture & entertainment
- 4 PROVIDE CLEAR DIRECTION, THAT CAN BE SUPPORTED BY THE COMMUNITY, TO DEVELOP AN ACTION PLAN WITH TOOLS & STRATEGIES OVER SPECIFIC TIME PERIODS.

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 to outside developers based on speculation;
- Lower property values & 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); and

- Low densities & population 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 & market rate over time; and
- Long-range future of Carolina Golf Club will affect neighborhood development opportunities.



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**

Analysis

Environmental

The corridor study area is located in the Irwin Creek watershed with three tributaries that cross West Boulevard and drain south into Irwin Creek. Much of the floodplain lies to the south and west of the study area.

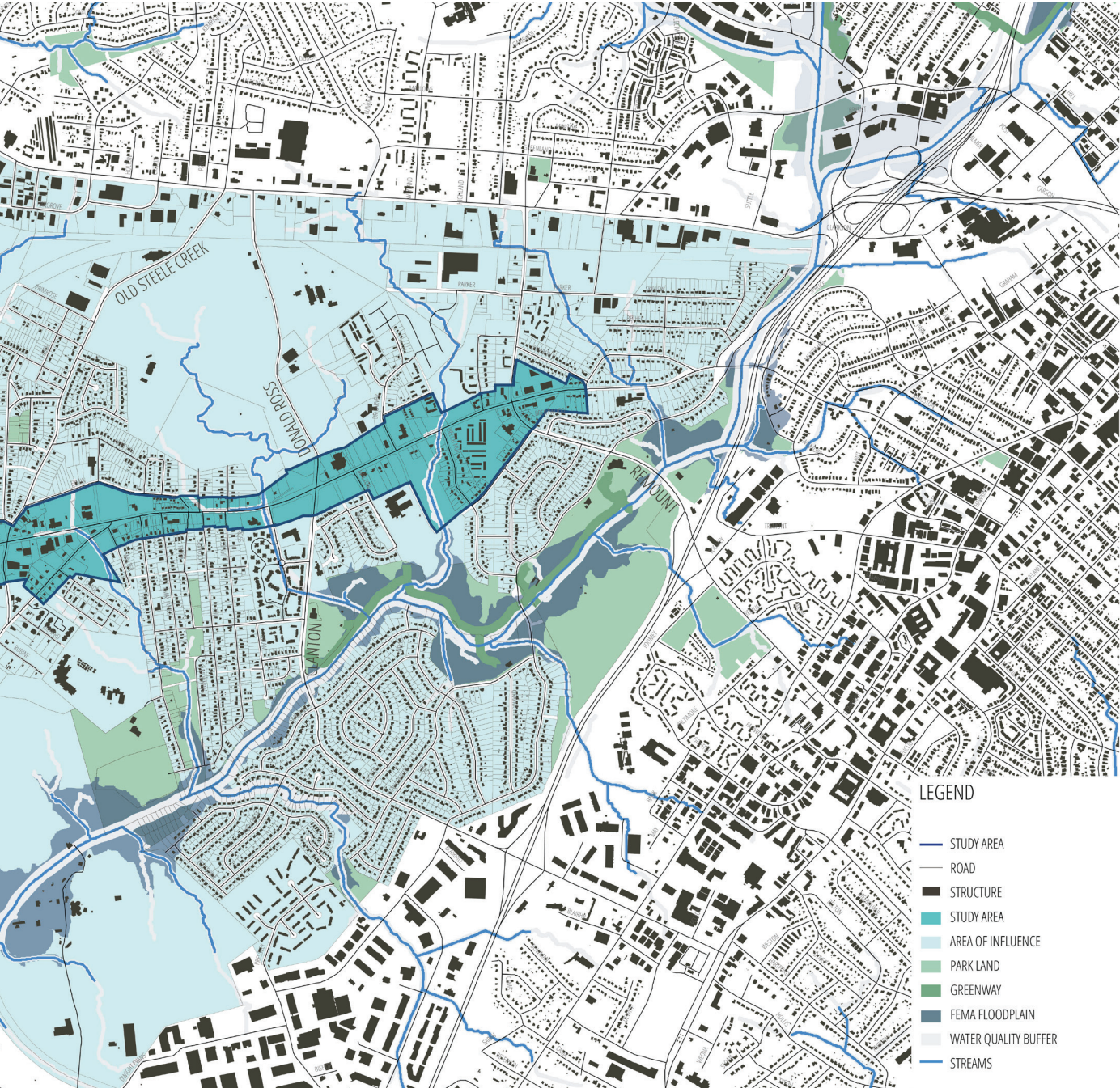
The Irwin Creek Greenway follows the north bank of the creek from West Boulevard southwest to Clanton Road. Revolution District Park, Revolution Park Golf Course, and Clanton District Park comprise the parkland south of the corridor. Southwest Park is located just west of the corridor study area.

The topography and natural features found in the corridor afford opportunities for increased greenway connections into the neighborhoods from Clanton Park to Tyvola and incorporation of unique open spaces.

ENVIRONMENTAL ANALYSIS

The Environmental Analysis poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





Analysis

Age of Structure

Age of structure identifies the decade in which the structure was built and coded at the parcel level from Mecklenburg County tax data. Many parcels located within the study area remain undeveloped. The majority of the commercial structures along the corridor were developed over the span of decades ranging from the 1960s through the mid-2000s with very few historically designated landmarks, outside of the Wilmore Historic District..

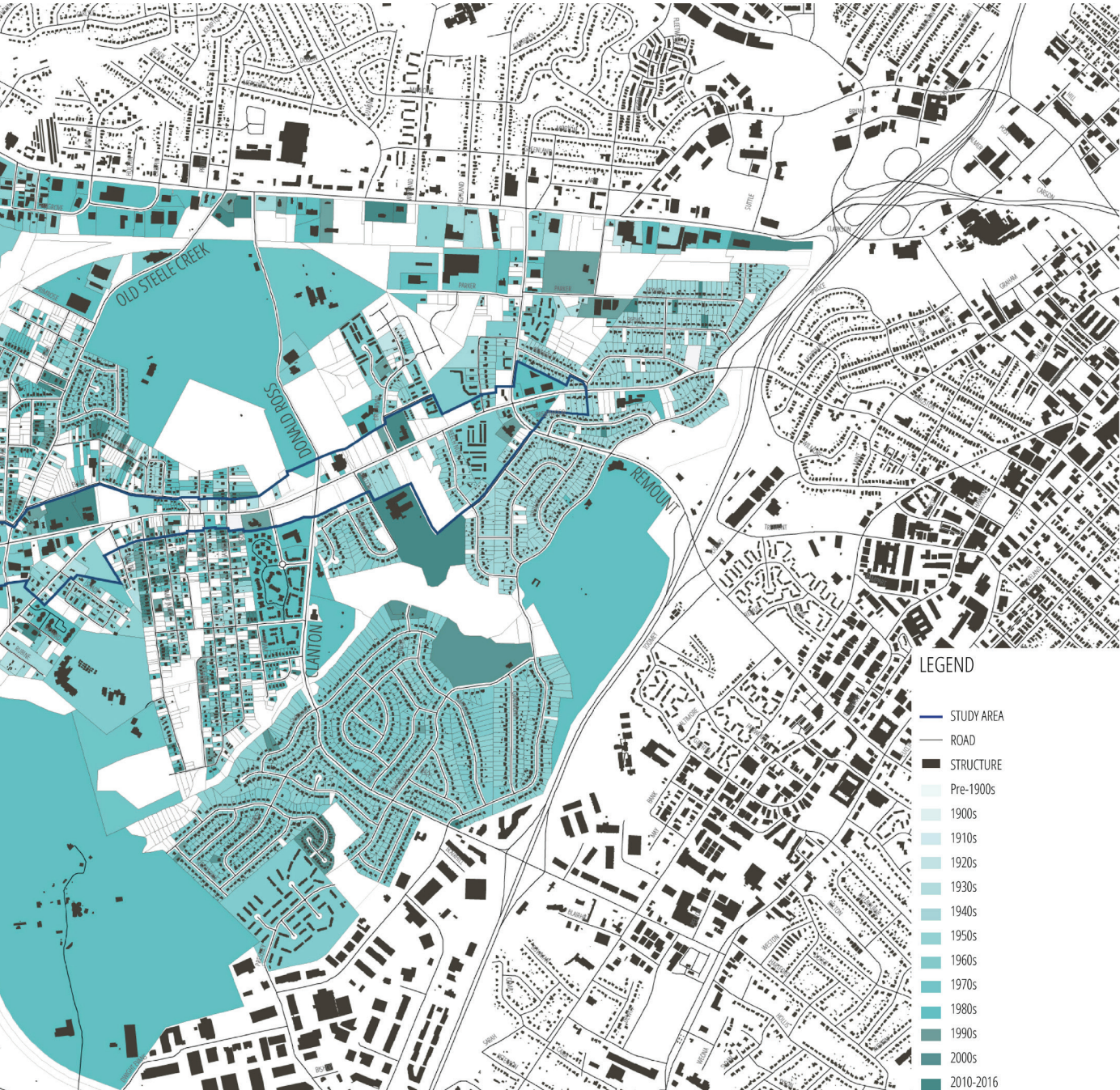
Few residential units were built prior to the 1940s. The largest residential growth took place during the 1960s with nearly 40% of the area's units built during that decade. Residential development slowed into the 1980's through the mid-2000s with the exception with the addition of large multifamily complexes developed in the early 2000s through 2015.

The corridor has seen steady, incremental growth that is typical of car-oriented, suburban cities. Opportunity lies in undeveloped land for substantial growth and further identification of culturally significant and historic resources.

AGE OF STRUCTURE

The Age of Structure poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





Analysis

Property Address vs. Mailing Address

Within the corridor study area, 221 residential and non-residential parcels were identified. Of those 221 parcels, 23% (50) of the parcels the physical address was the same as the mailing address; 77% (171) of the parcels did not have the same physical address as mailing address.

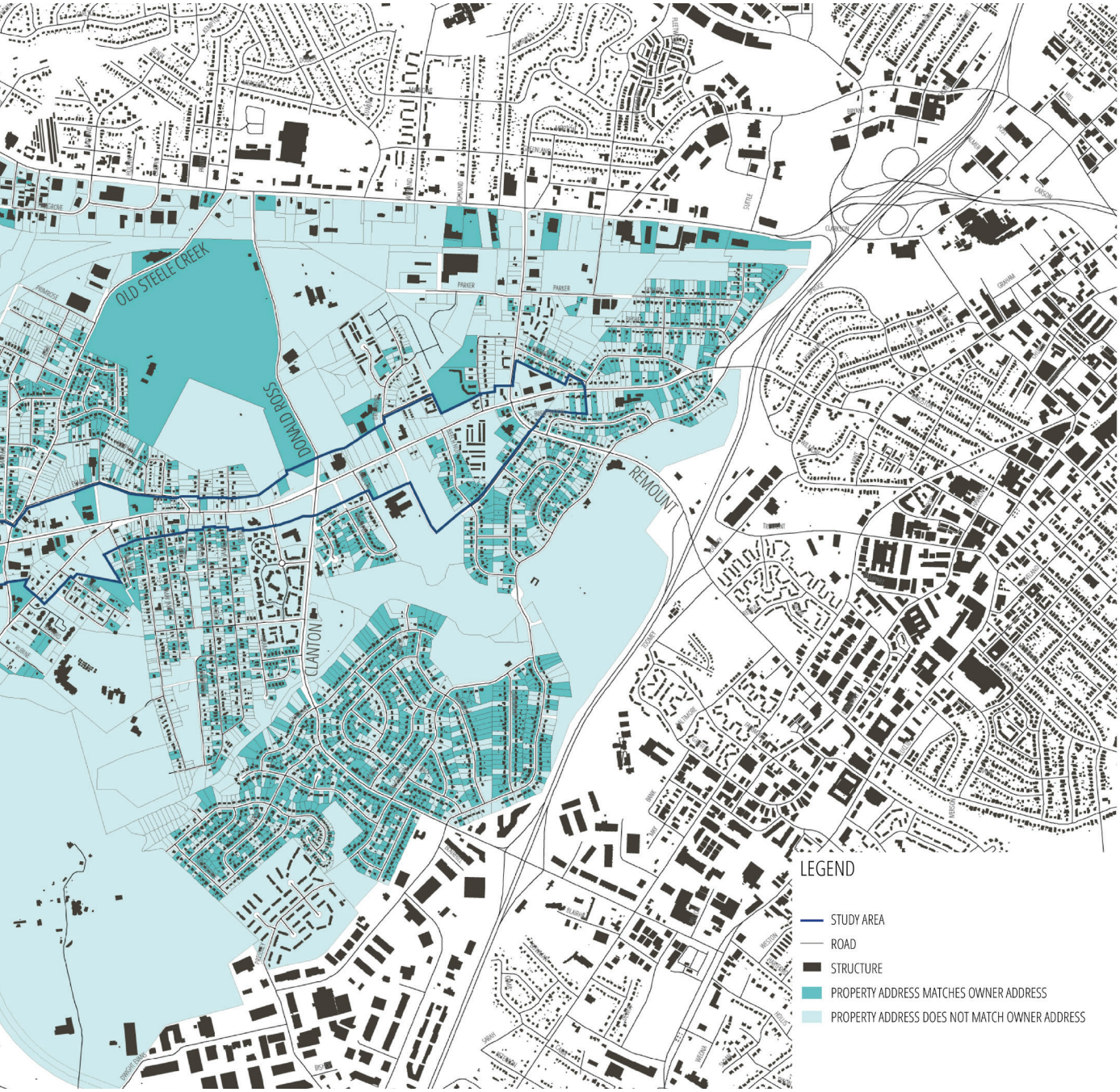
Within the corridor area of influence, 2,642 residential and non-residential parcels were identified. Of those 2,642 parcels, 31% (809) of the parcels the physical address was the same as the mailing address; 69% (1,833) of the parcels did not have the same physical address as mailing address.

This analysis can sometimes be an indication of the amount of property owned vs. rented in an area. Long-term stability could be a concern for the corridor due to the high percentage of estimated residential rental units.

MAILING ADDRESS VS. PROPERTY ADDRESS

The Mailing Address vs. Property Address poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





Analysis

Parcel Size

Within the corridor study area, parcel size ranges from 0.0625 of an acre to 13 acres. The median parcel size is 0.25 acre and the average parcel size is 1.15 acres. Of the 221 parcels in the corridor study area, 41 parcels are 1 acre or larger.

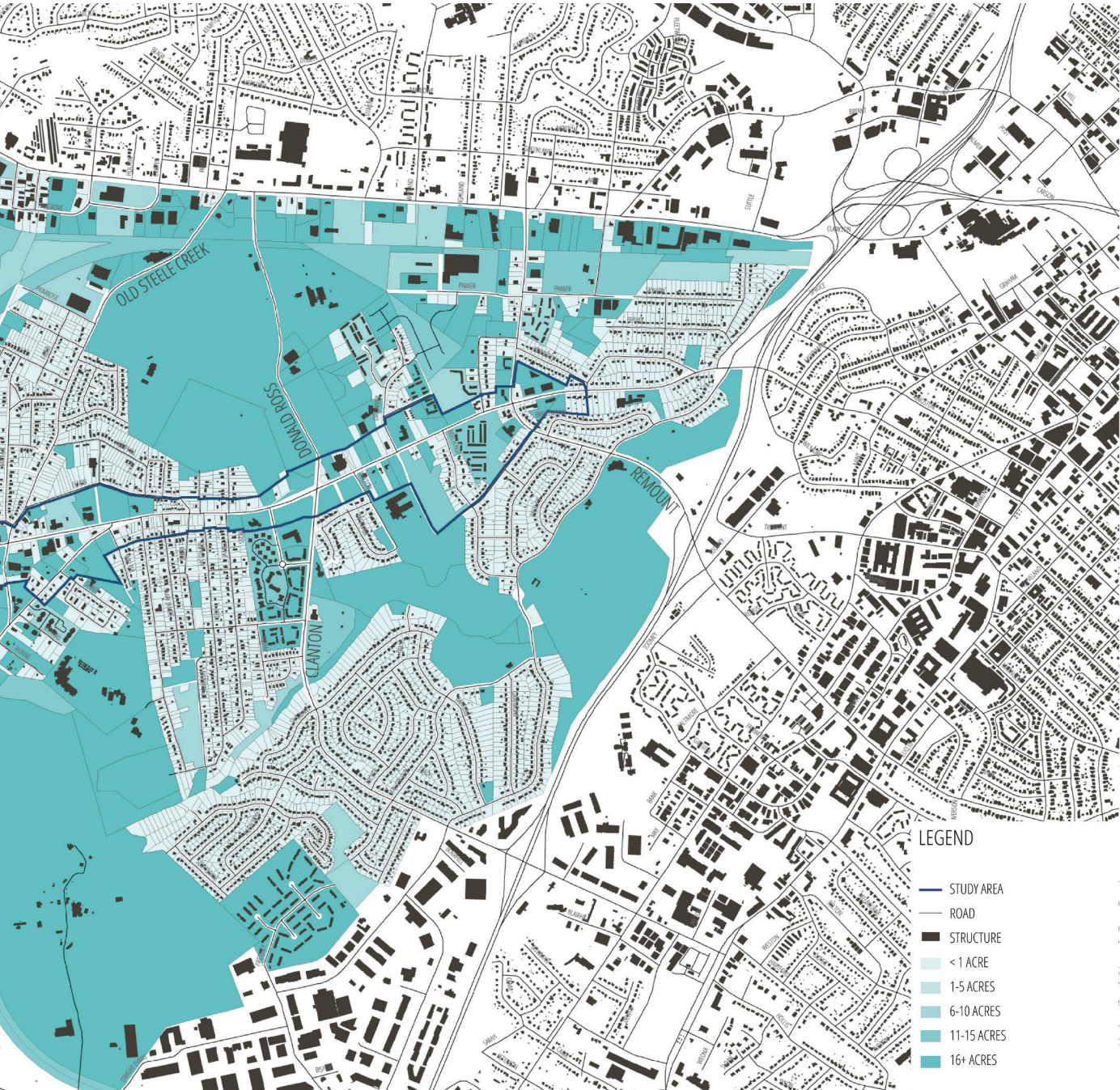
Within the area of influence, parcel size ranges from 0.0625 of an acre to 324 acres. The median parcel size is 0.25 acre and the average parcel size is 1.1 acres. Of the 2,421 parcels in the area of interest, 319 parcels are 1 acre or larger.

In both the corridor study area and the area of influence, only 20% of the parcels are larger than 1 acre which corresponds to commercial land use. The prevalence of larger tracts indicate areas where redevelopment may be more desirable than acquisition of multiple smaller parcels which could be difficult to assemble for large redevelopment areas.

PARCEL SIZE

The Parcel Size poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





Analysis

Property Ownership

Property ownership within the corridor study area and area of interest was studied to identify and map parcel ownership. Typically, single family residential parcels are controlled by one owner. The parcels shown in the darker blues depict properties that are controlled by property owners who control multiple properties in the corridor study area and area of influence. This was studied to determine if there were patterns of ownership within the corridor.

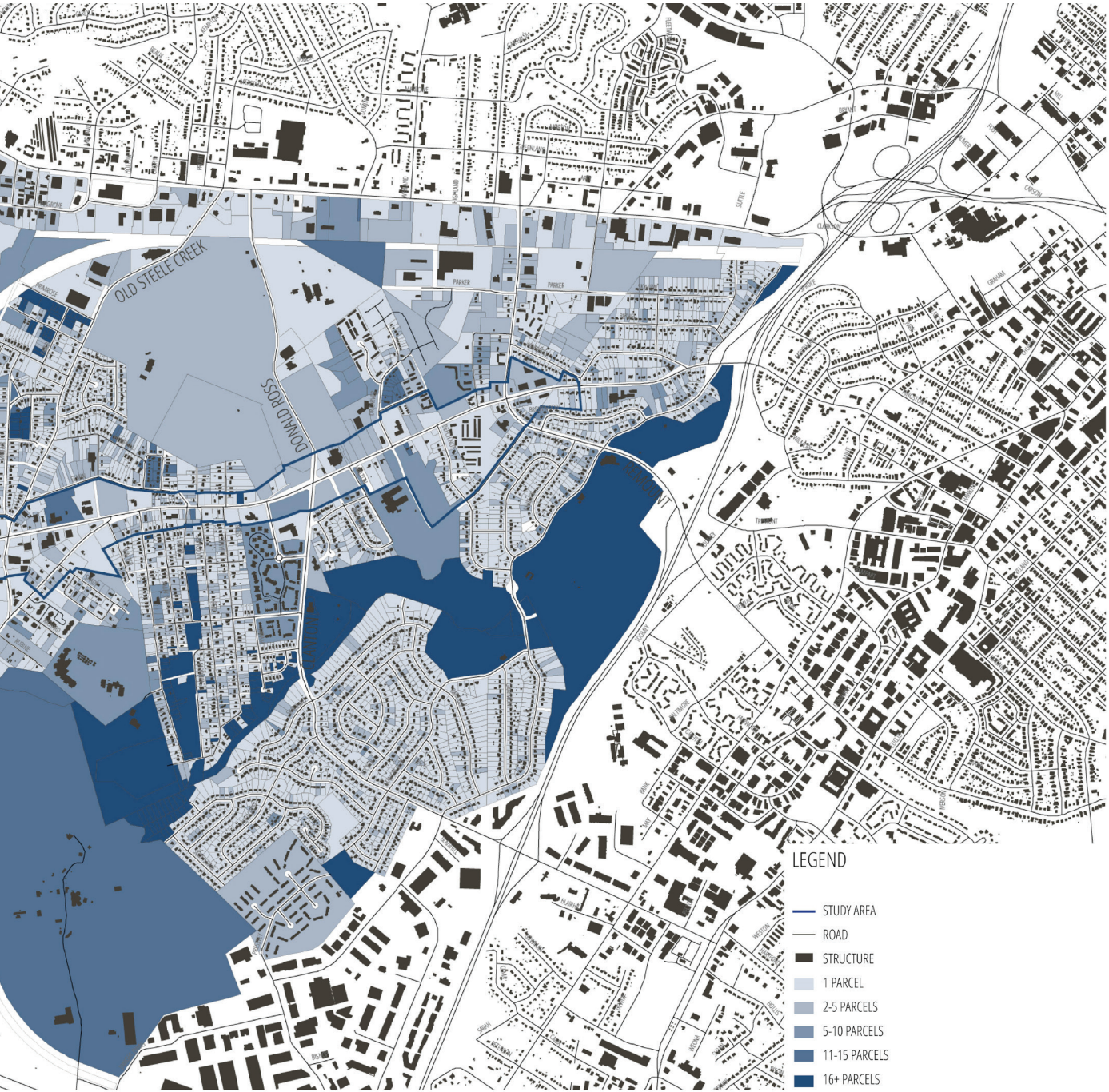
Parcels shown in the lightest blue color are controlled by property owners who own fewer than 1-5 parcels in the corridor study area and area of influence. Parcels shown in the medium color blues are controlled by property owners who own 5-15 parcels in the corridor study area and area of influence. Parcels shown in the darkest blue are controlled by property owners who own 15 or more parcels in the corridor study area and area of influence.

This is important, coupled with the size of the parcel, to determine the likelihood of large multiple parcel assemblages where speculative redevelopment is more likely.

PROPERTY OWNERSHIP

The Property Ownership poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





Analysis

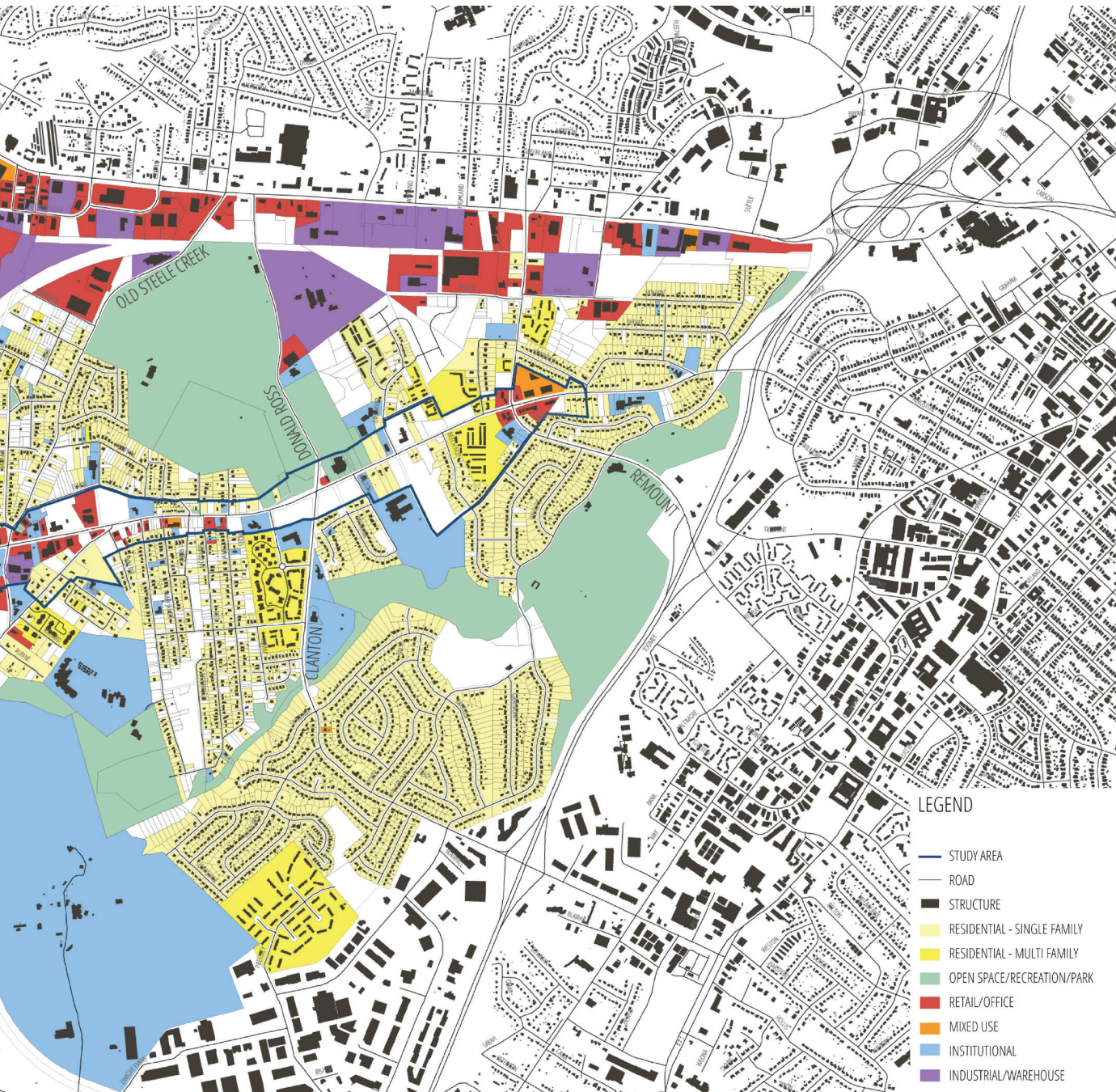
Existing Land Use

Within the corridor study area, institutional, industrial, and retail/office uses are concentrated around the Remount, Clanton, and Old Steele Creek intersections. The north side of the corridor is a mix of open space/recreation/park, office/retail, institutional, and residential, with single family concentrated towards the middle of the corridor study area and multifamily concentrated towards the eastern edge of the corridor study area. The south side of the corridor contains a similar mix as the north side, however has a larger concentration of residential multifamily at the eastern edge.

The area of influence has a mix of residential, open space/recreation/park, institutional, industrial and retail/office. The northern portion of the area of influence is largely retail/office with some industrial along Wilkinson Boulevard. Residential single family comprises much of the area surrounding the corridor study area with institutional and industrial uses towards the airport and open space/recreation/park along the eastern edge.

This is important because future land use designations that are inconsistent with the vision of the corridor can hinder development that may further vision goals. In this case, most of the corridor could support mixed use development (residential and commercial) at key nodes, yet the current land use is inconsistent with future land use patterns.





Analysis

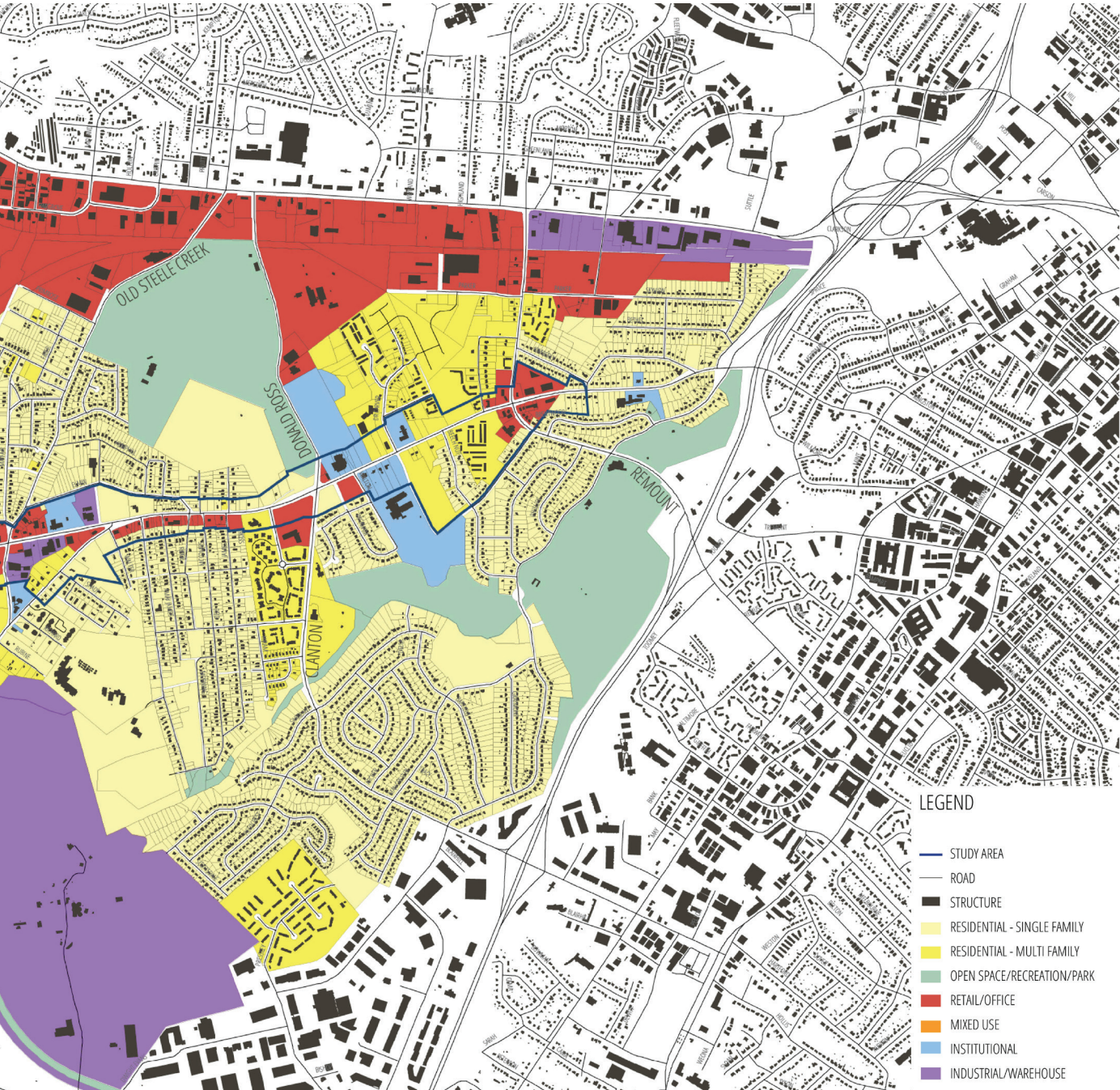
Proposed Land Use

The Proposed Land Use within the corridor study area and area of interest is defined in the Central District Plan (1993), and later in the West Boulevard Corridor Plan (1998). The West Side Strategic Plan (2000) also identifies proposed land use for the study area.

Within the corridor study area, institutional, industrial, and retail/office uses are concentrated around the Remount, Clanton, and Old Steele Creek intersections. The north side of the corridor remains residential with single family concentrated towards the middle of the corridor study area and multifamily concentrated towards the eastern edge of the corridor study area. The area of influence has a mix of residential, park/open space, institutional, industrial and retail/office. The northern portion of the area of influence is largely retail/office along Wilkinson Boulevard Industrial use is proposed adjacent to the Charlotte Douglas International Airport.

This is important because future land use designations, that are inconsistent with the vision of the corridor can hinder development that may further vision goals. In this case, while most of the corridor is supportive of a mix of uses, at key nodes, where mixed use projects that contain multiple beneficial uses (like residential over commercial) would be inconsistent with future land use patterns.





Analysis

Zoning

The Zoning within the corridor study area is largely a mix of residential with business, office and industrial uses concentrated at the Remount, Clanton and Old Steele Creek intersections.

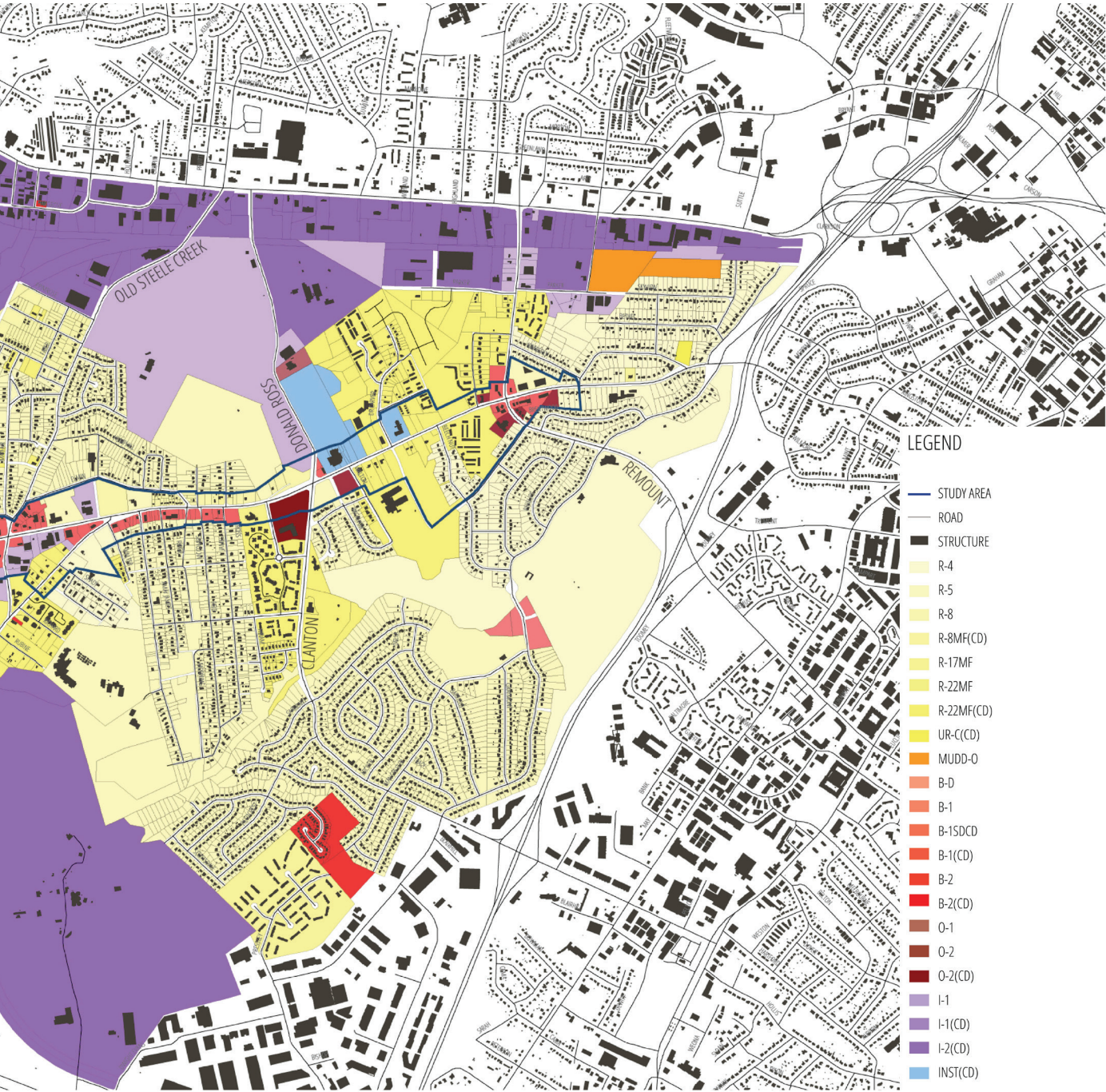
The Zoning within the area of influence is largely a mix of residential. Industrial uses are located to the north along Wilkinson Boulevard and to the southwest with proximity to Charlotte Douglas International Airport. A relatively new development, Renaissance West, located along the western edge of the area of influence, is one of the larger mixed-use zonings (MUDD-O) in the area.

The corridor study area and area of influence is zoned largely residential, with concentrations of non-residential zoning along West Boulevard, Wilkinson Boulevard, and adjacent to the Charlotte Douglas International Airport.

PROPOSED LAND USE

The Zoning poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.





**How do we unify
our voice for greater
impact and create
a foundation to
drive community-
led economic
development?**

SECTION 04 ENGAGEMENT

In the fall of 2017, WBNC approached the City of Charlotte (City) with a request: how might they build upon the momentum created from the CDOT study and harness it to create a foundation for collective community decision-making and drive community-led development to improve education and health outcomes in the West Boulevard Corridor?

The City responded by providing direction and equipping WBNC with the tools to conduct an initial analysis of the corridor to help better understand the existing conditions and identify the community's priorities. Over the course of the next several months, WBNC held meetings along the corridor and gathered input from the community.

WBNC returned to the City prepared to partner on a corridor study that would establish a shared vision for West Boulevard as a vibrant corridor with a focus on improving public safety, improving the overall appearance of the corridor, jump-starting economic development initiatives, and coordinating multi-modal transportation options.

Over the course of the study, the City and WBNC held three public workshops at Greater Mount Sinai Baptist Church:

- Workshop 1 introduced the project details and work to be completed. Attendees discussed analysis of the corridor and confirmed priorities for the corridor.
- Workshop 2 recapped what was learned at the first workshop and introduced the initial market analysis. The market analysis findings helped framed the conversation about expectations for the future of the corridor.
- Workshop 3 was the final workshop. The City summarized the work to-date and attendees discussed strategies for implementation. A shared vision for the corridor was presented to the community for input.

West Boulevard Neighborhood Coalition Engagement

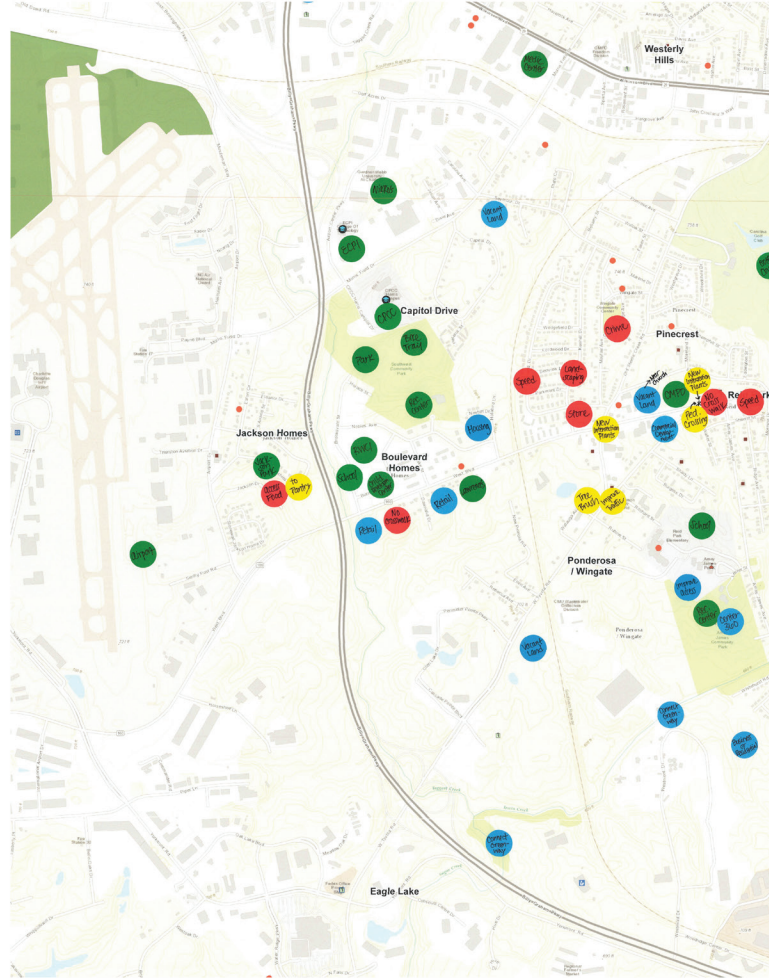
Workshop Summaries

Engagement West Boulevard Neighborhood Coalition Engagement Summary

The West Boulevard Neighborhood Coalition hosted a series of 5 engagement sessions with 80 participants identifying opportunities (blue), constraints (red), amenities (green), and quick fixes (yellow) along the West Boulevard corridor.

Priorities included addressing blight, traffic safety, business facade improvements, transportation (bus) improvements, increasing job opportunities, and improving access to amenities along the corridor.

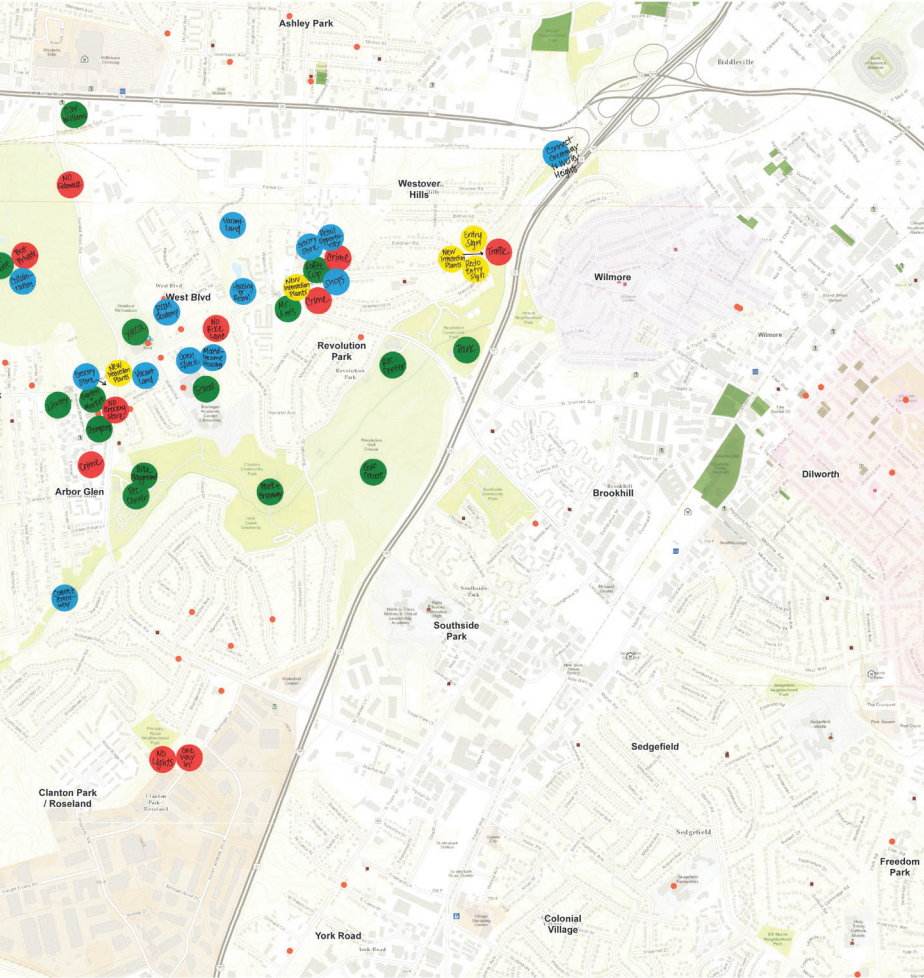
It was key for WBNC to initiate discussions within their community and begin to define priorities for the corridor's transformation.



5 Total Meetings

WEST BOULEVARD COALITION ENGAGEMENT SUMMARY

The WBNC engagement summary poster was displayed at the October 18, 2018 workshop hosted by the City of Charlotte.



Priorities:

- Demolish/rebuild unsafe/abandoned structures
- Work with businesses to improve facades and clean up the corridor
- Seize and redevelop areas of crime and loitering
- Increase housing exemption for seniors
- Increase job training and placement opportunities
- Covered bus shelters
- Speed bumps on neighborhood streets
- Add crossings along West Blvd
- Improve access to neighborhood and regional amenities



0 Participants



5 Maps Created

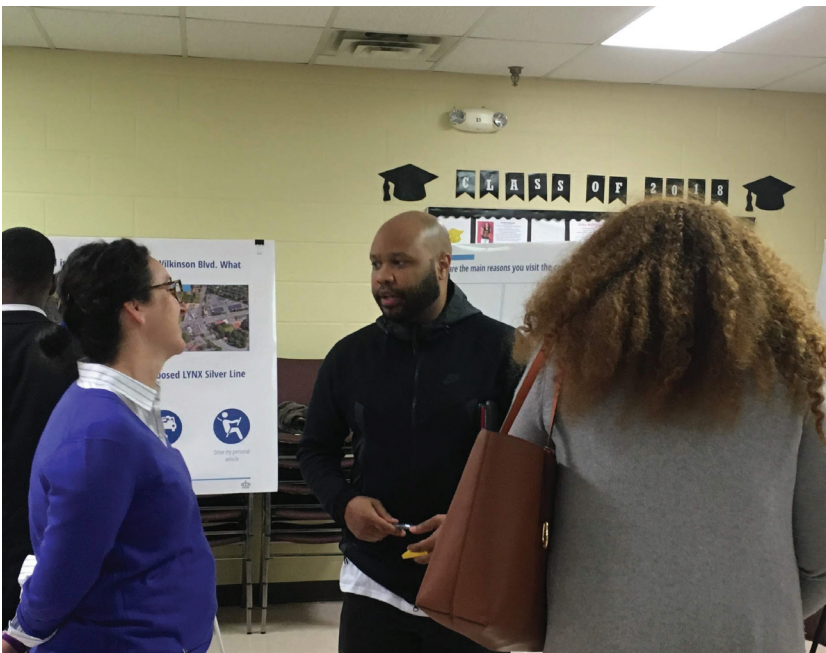
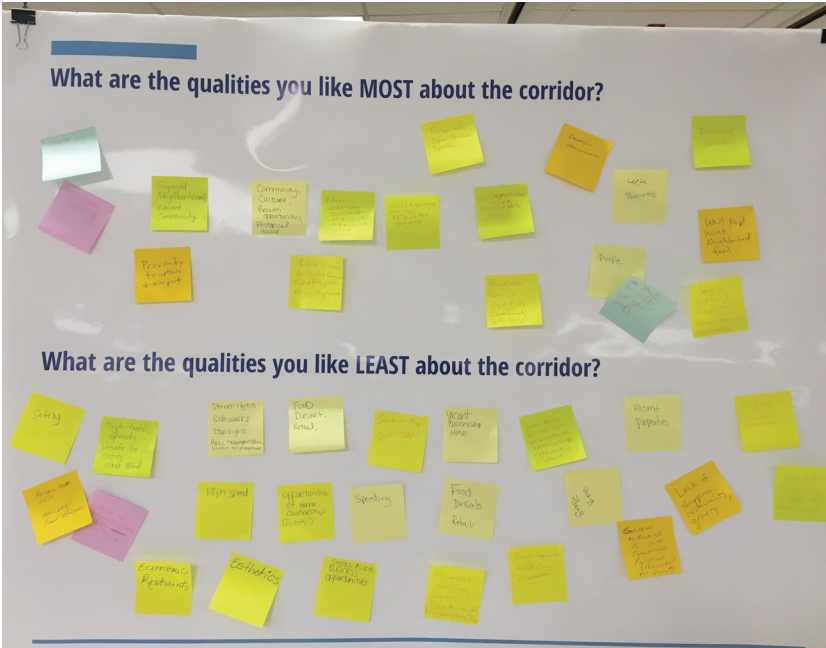
Engagement

Corridor Workshop #1

October 18th, 2018

The City of Charlotte hosted the first of three workshops for the West Boulevard Corridor Vision Plan on October 18th, 2018 at the Greater Mount Sinai Baptist Church. The workshop was a drop-in style format with a short presentation outlining the project. Various City departments participated including: Planning, Design, & Development (PDD); Economic Development (ED); Charlotte Department of Transportation (CDOT); Charlotte Area Transit System (CATS); Housing & Neighborhood Services; and the City Manager's Office. Participants provided input regarding qualities of the corridor, opportunities for economic development, transportation improvements, and transit use.

- The City presented analysis of the corridor study area and area of influence with a focus on natural systems, current and proposed land use, zoning, and parcel level analysis.
- CDOT provided updates for the West Boulevard Corridor Plan conducted in 2017.
- CATS provided updates on the Lynx System Integration Plan and planned Silver Line light rail corridor, requesting feedback from participants regarding where future stations should be located and what was their preferred way to access future stations.
- CATS requested feedback regarding enhanced bus service and preferred destinations to reach by bus, as well as other modes (bike, scooter, ride share, etc.) participants may utilize along the corridor.
- ED presented initial findings from the market study.
- PDD presented information about the department's comprehensive planning effort, Charlotte Future 2040, and spoke with participants about the project.



WEST BOULEVARD CORRIDOR WORKSHOP #1

A drop-in style meeting was held on October 18, 2018. Participants reviewed existing conditions and provided feedback.

Engagement

Corridor Workshop #1

What We Heard

LOCATE ON A MAP WHERE YOU LIVE IN PROXIMITY TO THE CORRIDOR AND HOW OFTEN YOU FREQUENTED THE CORRIDOR:

- 12 lived in a nearby community
- 10 utilized the corridor for travel
- 9 frequented businesses or organizations
- 6 worked along the corridor
- 0 do not visit the corridor

IDENTIFY YOUR PREFERENCE FOR STATION LOCATIONS FOR THE FUTURE LYNX SILVER LINE LIGHT RAIL PROPOSED ALONG WILKINSON BOULEVARD:

- Old Steele Creek Road received 2 votes
- Future Clanton Road to Ashley Road received 1 vote
- Remount Road received 3 votes

HOW WOULD YOU LIKELY ACCESS THE PROPOSED LYNX SILVER LINE LIGHT RAIL ON WILKINSON BOULEVARD?

- 7 would drive their personal vehicle
- 5 would walk
- 4 would use a bike, scooter, etc.
- 4 would ride a bus
- 0 would take a ride share or taxi

HOW OFTEN DO YOU UTILIZE TRANSIT?

- 2 utilize transit daily
- 1 utilizes transit weekly
- 0 utilize transit monthly
- 2 utilizes transit rarely

WHICH DESTINATION AREAS ARE YOU MOST INTERESTED IN REACHING BY BUS?

- 1 - Lynx Blue Line
- 0 - Uptown
- 0 - Midtown

WHAT ARE THE QUALITIES YOU LIKE MOST ABOUT THIS CORRIDOR?

- Greenway, parks and open space
- Walkability
- Local Businesses
- Well-kept secret, quiet neighborhood feel
- Strong cultural roots of African American community, growth opportunities, historical value
- Proximity to Uptown, airport, and major highways

WHAT ARE THE QUALITIES YOU LIKE LEAST ABOUT THIS CORRIDOR?

- High traffic speeds, unsafe pedestrian, and cycling conditions
- Aesthetics of the corridor
- Vacant homes and businesses
- Limited retail options: shopping, grocery stores, and restaurant choices
- Food and healthcare desert
- Access to recreational areas with walking distance

WHAT IS MISSING ALONG THE CORRIDOR THAT WOULD IMPROVE THE CORRIDOR?

- Neighborhood beautification, public art
- Traffic calming, safer crosswalks
- Grocery store
- Job opportunities
- Affordable housing, mixed income properties, home ownership
- Neighborhood transportation, improved bus stops
- Updated store fronts, parking behind buildings

Engagement

Corridor Workshop #2

November 29th, 2018

The City of Charlotte returned to Greater Mount Sinai Baptist Church November 29, 2018 for the second workshop. The market analyst consultant firm, WTL+a, presented the initial market study findings. The community had the opportunity to engage and ask questions regarding the initial findings. Following the presentation, community members were invited to breakout tables to discuss how the corridor might transform based on the initial market analysis.

The corridor was divided into three sections, each represented at an individual table with a staff facilitator. A fourth table was staffed by CDOT and CATS staff engaging with community members on how transportation and transit improvements could impact the corridor. Participants provided input regarding qualities of the corridor, opportunities for economic development, transportation improvements, and transit use for the following sections of the West Boulevard corridor:

- Section A: Old Steele Creek (Kenhill to Ridge);
- Section B: Clanton (Ridge to Walton); and
- Section C: Remount (Walton to Fordham).



WEST BOULEVARD CORRIDOR WORKSHOP #2

A drop-in style meeting was held on November 29, 2018. Participants reviewed initial market analysis findings and provided feedback.

Engagement

Corridor Workshop #2 *Streets + Connections Map*

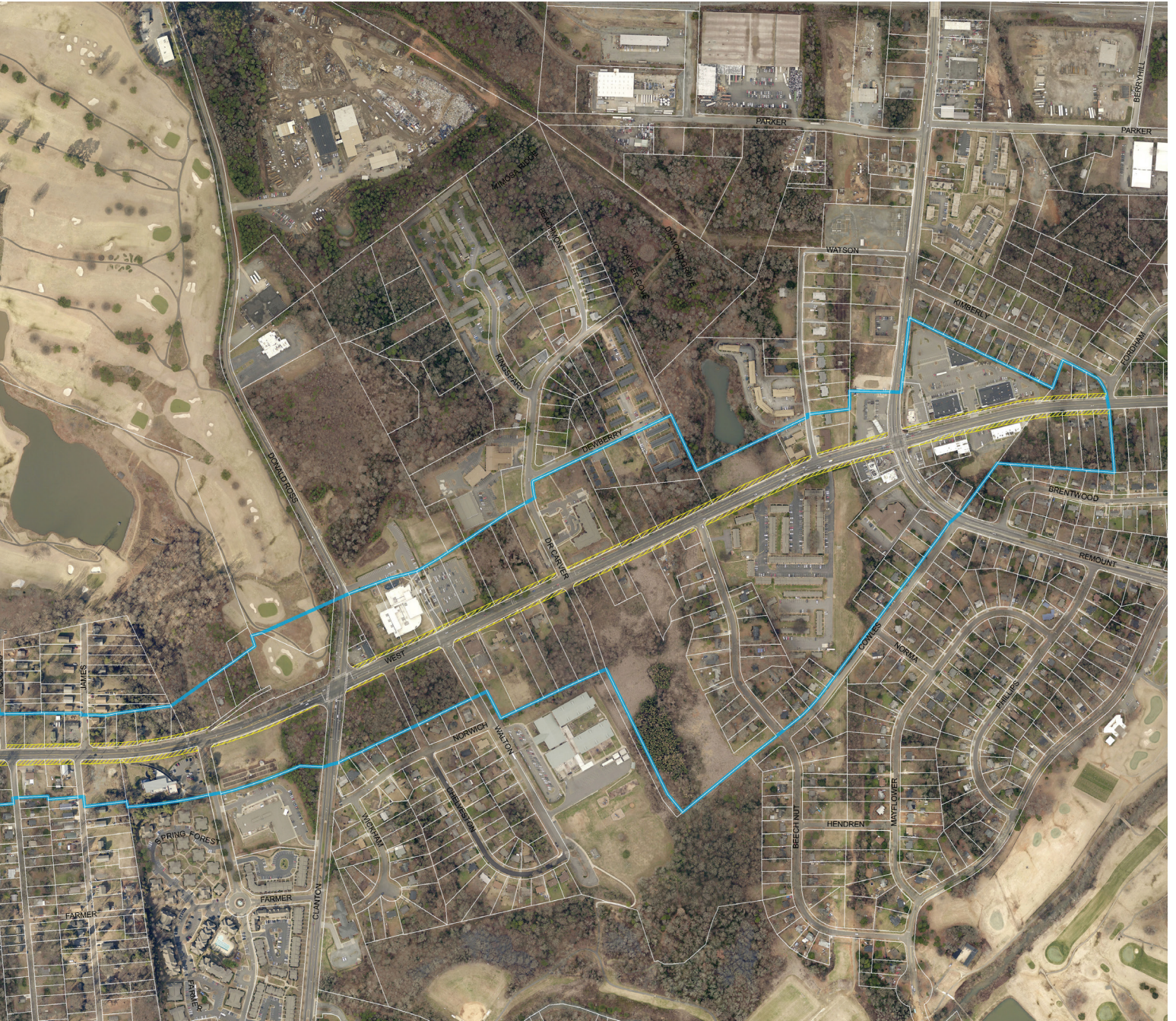
One of the key elements for the corridor was to study how enhancements to the streetscape could improve:

- Overall safety for all modes of travel;
- Increased mobility options;
- Enhanced transit options;
- Connectivity from the corridor to the neighborhoods; and
- Opportunities for economic development.

In its current form, the right-of-way (ROW) of the corridor is inadequate to incorporate the elements of a complete street that incorporates a multimodal approach to safely accommodate pedestrians, cyclists, and motor vehicles.

During the breakout portion of the workshop CDOT staff reviewed with community members how increasing the ROW could impact the corridor. Increasing the ROW along the corridor (depicted in yellow) could provide adequate space for enhancements to the streetscape. Community members provided feedback.





Engagement

Corridor Workshop #2

Streetscape Sections

The current design of West Boulevard is designed to quickly move vehicles through the corridor, however it creates unsafe conditions for pedestrians and cyclists. This study will recommend a cross-section that increases safety for all users on the corridor and improve the streetscape aesthetics.

The current 64' cross-section of West Boulevard is comprised of:

- (4) 12' lanes;
- 5.5' back of curb sidewalks ; and
- 2.5' curb and gutter.

An enhanced 105' cross-section could accommodate:

- (4) 11' lanes;
- 12' planted median/center turn lane/left turn lanes at key intersections;
- 8' buffered bike lane;
- 2.5' curb and gutter;
- 8' planting strip with trees; and
- 6' sidewalk.

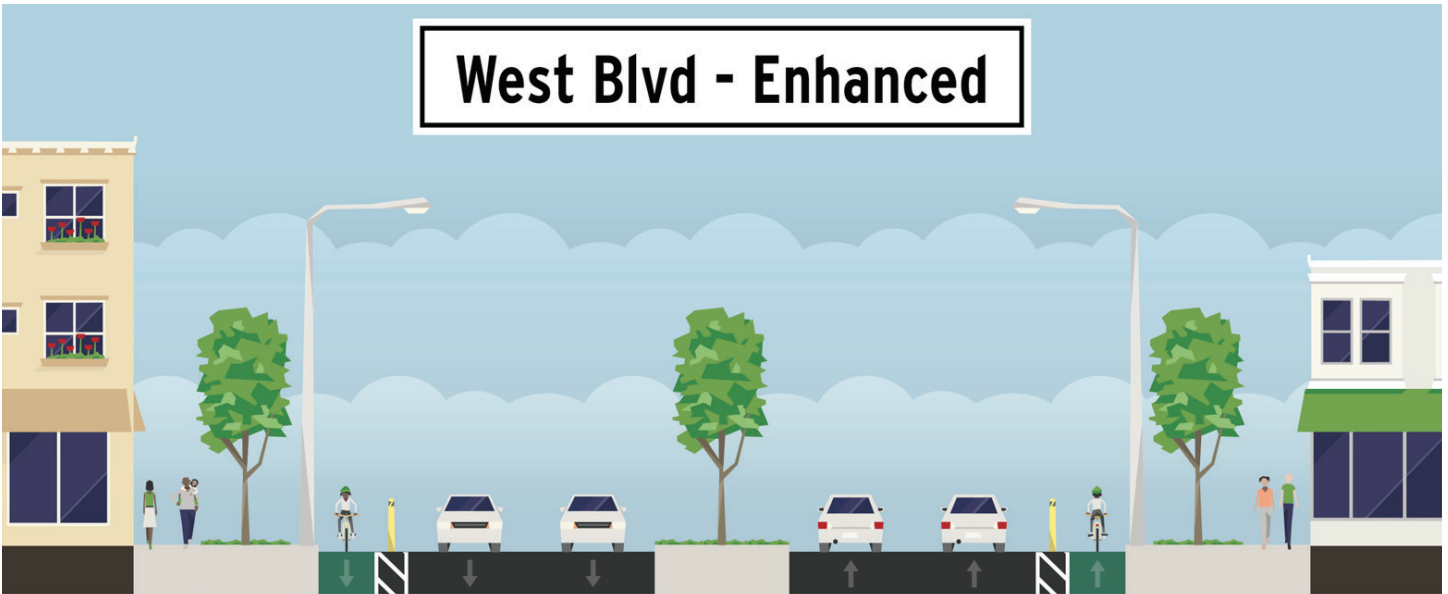
An enhanced streetscape could improve conditions on West Boulevard by:

- Reducing traffic speeds with narrower lanes;
- Providing pedestrian refuges at crossings with the addition of a median;
- Providing a safer alternative for cyclists with the buffered bike lanes;
- Improved aesthetics and environmental benefits from street trees; and
- Safer pedestrian conditions by placing sidewalks further from traffic.

West Blvd - Existing



West Blvd - Enhanced



Engagement

Corridor Workshop #2

Possible Streetscape Elements



PLANTING STRIP - PROVIDES BUFFER AND ADDS GREEN SPACE



BIKE FACILITIES - SEPARATES AND/OR BUFFERS BIKES FROM VEHICULAR TRAFFIC



STREETSCAPE FURNISHINGS - SEATING, WASTE RECEPTACLES, ETC.



TREES IN GRATES - EXTENDS PEDESTRIAN AREA



PEDESTRIAN LIGHTING - SAFETY AND AESTHETICS



CROSSWALK LIGHTING - SAFETY AND VISIBILITY

Engagement

Corridor Workshop #2 Streets + Connections

What We Heard

OBJECTIVES FOR BREAKOUT TABLE ACTIVITY

- Re-imagine the West Boulevard streetscape using the predetermined sections.
- Identify opportunities for new connections – both pedestrian and vehicular.

KEY QUESTIONS ASKED AT THE BREAKOUT TABLE

- How does the selected streetscape impact existing properties?
- Which connections are priorities and why?

STREETSCAPE CROSS-SECTIONS - WHAT WE HEARD

- Majority agreed that West Blvd. has deficiencies (such as poor condition of sidewalks, vehicle speeds, lighting, narrow sidewalks, and places to cross the street);
- Majority agreed that the enhanced cross-section would help address these type issues;
- Some folks commented that the enhanced cross-section is wider than the existing, but also understood that to achieve the enhanced cross-section additional space would be needed;
- One participant liked the enhanced cross-section, however voiced concern if it would ultimately help drive up land prices;
- The map showing the footprint of this cross-section helped explain how this might fit and that this was a very conceptual look at the types of changes to be considered if there is a funded project in the future; and
- Make sure new development preserves or complements existing tree line directly along the corridor.

CONNECTIONS - WHAT WE HEARD

- Participants positively reacted to the Donald Ross Road realignment project that will tie Donald Ross Road into Ashely Road at Wilkinson Blvd.;
- West – Road diet with buffered sections & prioritized bike lanes with physical barrier for entire corridor;
- Wider sidewalks along corridor;
- Bike facilities;
- Greenway connecting to Revolution Park; and
- Neighborhood connections are a priority.



WEST BOULEVARD CORRIDOR WORKSHOP #2

CDOT staff discussed streetscape cross-sections with community members.

Engagement

Corridor Workshop #2

Corridor Sections

What We Heard

OBJECTIVES FOR BREAKOUT TABLE ACTIVITY

- Re-imagine this section of West Boulevard to accommodate new uses and how the built form could transform the experience of the corridor.
- Identify opportunities for investment given the market projections for the corridor.
- Identify opportunities for preservation.

KEY QUESTIONS ASKED AT THE BREAKOUT TABLES

- Where are there the best opportunities for transformation? Where is preservation a priority?
- Where in this section is density a priority and where is it not?
- Where do specific uses make the most sense (i.e. where might a grocery store go) and what complimentary uses should be considered?

SECTION A: OLD STEELE CREEK (KENHILL TO RIDGE) - WHAT WE HEARD

- Preserve industrial uses along the corridor but improve the aesthetics of buildings;
- Green space on the top of retail;
- Patio home flats for seniors near Moreland/Tyvola;
- Small grocery store like Lidl/Aldi, drug store close to Renaissance West because of density of housing;
- Renaissance West scale/density OK because it is well designed;
- Concentrate retail near intersections and denser housing;
- Streetscape – duplicate East Blvd cross-section between South Boulevard and Kings Drive;

- Improve aesthetics of single family housing near Ridge and Morning;
- Golf Course – density overlooking course, additional green space;
- Preserve Christian Mission Church (Reid Park Community);
- 55+ want flats on existing vacant + large parcels; and
- Diverse housing - encourage mix of single family and townhomes – really like scale of building types (townhomes and quads) and would like to see ADUs (accessory dwelling units).

SECTION B: CLANTON (RIDGE TO WALTON) - WHAT WE HEARD

- Expand homestead tax exemption program based on homeowner tenure;
- Locate healthcare facilities (Novant and Atrium, a pharmacy) on the corridor;
- Tackle vacant housing first (e.g. in Clanton Park);
- Use partnerships with local institutions to stabilize housing and fill vacant housing (e.g. North Carolina Central University housing initiative in Durham);
- Don't tear down existing, occupied housing;
- Aging in Place strategies for current residents;
- Homestead tax exemption for long time homeowners;
- Line new Wilkinson/Ashley Rd connection with housing and retail;
- Cluster healthcare, neighborhood services and retail around Clanton Rd intersection;
- Add higher density housing along West at CM Library site;

- Support for grocery co-op to be located at this intersection, on southwest corner so it is easily accessible to the senior housing at Arbor Glen; and
- Greenway connectivity at Revolution.

SECTION C: REMOUNT (WALTON TO FORDHAM) - WHAT WE HEARD

- Grocery store (Harris Teeter or Food Lion) adjacent to existing multifamily;
- Provide anchor retail at the corner of Remount and West/at former Jack in the Box site;
- Coworking space in former CMPD space;
- Turn building around at CityWest Commons to face the street and rehab the spaces;
- Fill existing vacant retail spaces;
- Multi-use buildings - retail with housing above fronting West Blvd and along Remount;
- Open space access from corridor;
- Townhomes in vacant building spots;
- Townhomes style housing along Remount preferred;
- Detached, zero lot line, single family (shot gun houses) for dense, affordable options;
- Senior housing near retail; and
- Scale of buildings should consider adjacency to single family homes.

Engagement

Corridor Workshop #3

February 7th, 2019

The City of Charlotte returned to Greater Mount Sinai Baptist Church February 7, 2019 for the third workshop. The presentation focused on a recap of the study, findings of the market study, strategies for implementation, and the presentation of the community's shared vision for the corridor. The key takeaways for the workshop were:

- An understanding of the economics for the corridor;
- A confirmation of the process and that the presented vision for the corridor is representative of the community's vision; and
- What to expect next.

Marketing analyst consultant WTL+a presented a market assessment and revitalization strategies. Implementation priorities were presented in three categories:

- Coordination:
 - Other projects (Community Resource Center (CRC), future Airport development, light rail);
 - Other agencies/entities (West Side Community Land Trust, City, County, and Charlotte-Mecklenburg Housing Partnership); and
 - Other funding sources (CRA, EDA, foundations).
- Specific Projects/Initiatives:
 - Planning & economic development projects (streetscapes, CRC, Ashley Road realignment); and
 - Policies to provide balance in managing change (zoning, partnerships).
- Incentives to Build Neighborhood Capacity:
 - Financial (special & targeted use funding, loan funds, grants);
 - Public policies (housing mix, potential TOD, ownership retention); and

- Non-profit, philanthropic & corporate partnerships (Bank of America, Knight Foundation, etc.).
- Deliver a “Play Book” for the corridor; and
- Inform City Council of the “Play Book” and create momentum.

Near-term priorities for the corridor were identified:

- Organizational structure: West Side Community Land Trust;
- Resident-serving needs/food desert: Three Sisters Market food cooperative; and
- Potential funding partners: public and private sources.

The vision for the corridor focused on:

- Beautiful streets and better connectivity;
- High quality buildings and complimentary uses; and
- Walkable places.

The vision presentation focused on the streetscape and the corridor was presented in three sections:

- Remount Road;
- Clanton Road/Donald Ross Road; and
- West Tyvola Road/ Old Steel Creek Road.

Each of the sections identified building types, total residential square footage, and commercial square footage. Potential locations for new commercial and public space were also identified.

The workshop concluded with community members conversing one-on-one with staff and consultants while reviewing informational boards. The next steps presented to the community were:

- Further refine strategies for implementation;

**How do we capitalize
on our location to
make West Boulevard
a place to live, work,
and play?**

SECTION 05 ISSUES & OPPORTUNITIES SUMMARY

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.

How do we capitalize on the corridor's strategic location between economic generators?

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 and improving connections to Wilkinson Boulevard. Near-term opportunities should be focused at key nodes:

- 1 Remount Road
- 2 Donald Ross/Clanton Road
- 3 Old Steele Creek Road/West Tyvola Road

Issues



Inadequate multi-modal street infrastructure



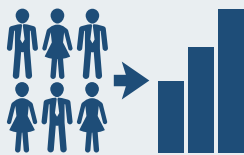
Lower property values and aging population could lead to speculative investment



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 along corridor, 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

How can our shared vision for West Boulevard transform it into a vibrant corridor into the city?

SECTION 06 RECOMMENDATIONS

Corridor Vision

Corridor Nodes

Transportation
Improvements

West Boulevard Corridor Vision

The primary goal of the study is to establish a shared vision for West Boulevard as a vibrant corridor into the city. A result of community direction and input, the goals for the vision are to:

- 1 Strengthen neighborhoods as a foundation for growth
- 2 Develop high quality buildings and public spaces
- 3 Improve public safety and the overall appearance of the corridor
- 4 Provide a jump-start for economic development initiatives and upward mobility
- 5 Coordinate multi-modal transportation options

A Shared Vision for West Boulevard Corridor


The corridor vision represents community interests and real estate market realities. The projected growth over five years focuses development in key locations to create walkable nodes at the Remount (R) and Clanton (C) intersections. A later phase could include nodes at Old Steele Creek and Tyvola intersections.




Multifamily
R 327 units
C 258 units



Townhomes
R 46 units
C 33 units



Office
R 0 SF
C 117,00 SF (CRC)



Commercial
R 16,800 SF
C 12,000 SF



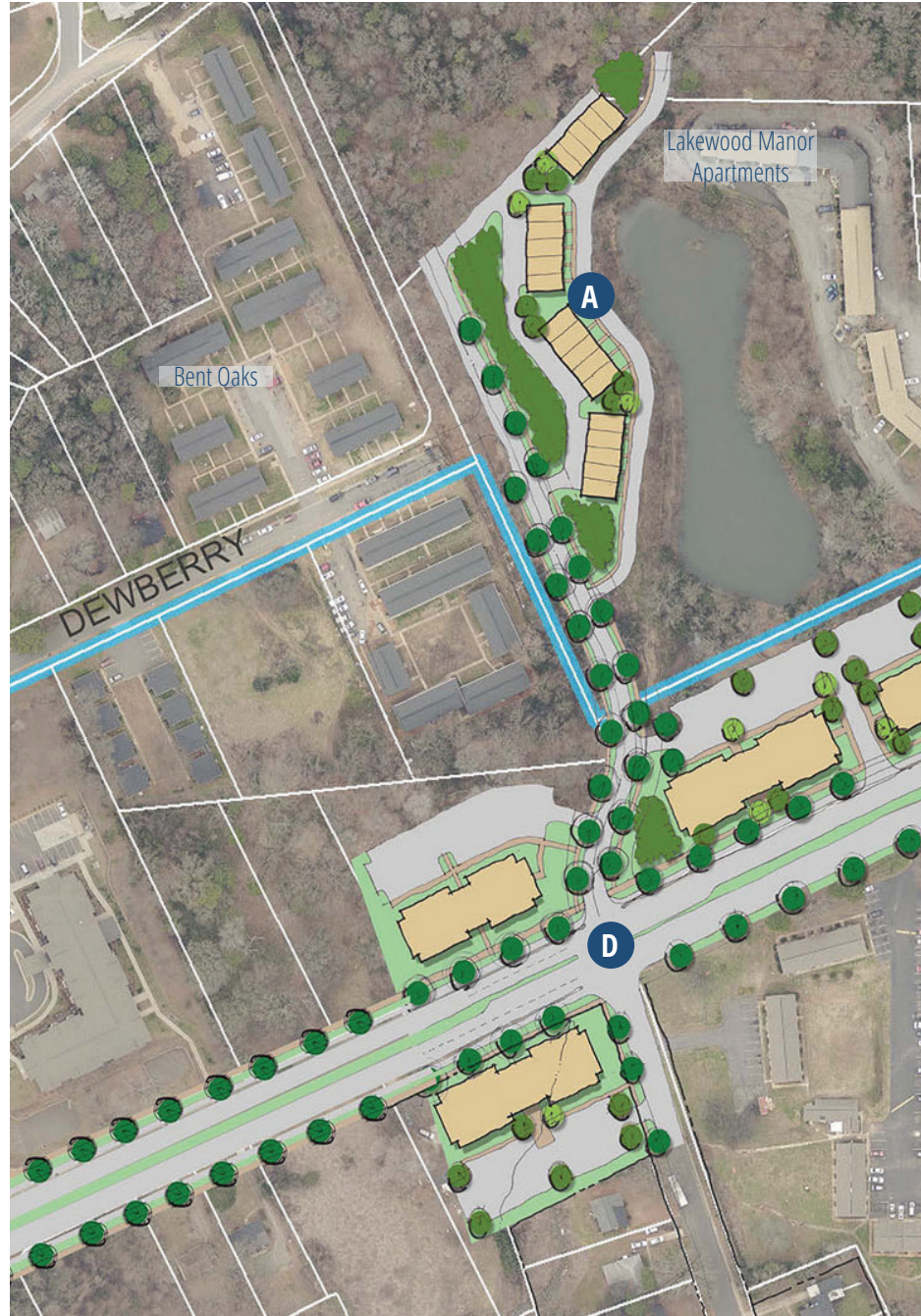
Remount Road

Remount Road connects the West Boulevard corridor to Wilkinson Boulevard to the north and I-77/South Tryon Street to the south. The intersection has the largest clustering of commercial properties within the corridor study area which includes the BP Station to the northwest, City West Commons to the northeast, restaurants to the southwest, and strip-mall retail to the southeast. The intersection is also adjacent to existing multifamily developments such as Parker Heights Apartments, 1701 CITYVIEW Apartments, Lakewood Manor Apartments, and Bent Oaks, among others. Neighborhoods such as Westover Hills and Revolution Park are located along Remount Road.

Located a half mile (10 minute walk) to the proposed CATS Lynx Silver Line alignment along Wilkinson Boulevard, there is opportunity to capitalize on the momentum that light rail will bring.

Over a five year projection, the Remount intersection could grow to accommodate approximately 326,480 SF of multifamily (327 units assuming 1,000 SF per unit), 46 townhouses, and 12,000 SF of commercial.

The strategy for Remount is to create an enhanced neighborhood node with a safe, walkable pedestrian environment by focusing dense development along the West Boulevard corridor and orienting retail entrances and public space towards the intersection.





A LAKEWOOD MANOR

The West Boulevard corridor has many assets in the form of scenic views of Uptown, rolling geography, and natural features. Located a stones throw from West Boulevard are the Lakewood Manor Apartments surrounded by a dense tree canopy and tucked up against a small pond. By connecting Beechwood Road across West Boulevard this could:

- A1 Provide connectivity to the west portion of the Lakewood Manor parcel and opportunity to develop an additional phase of residential;
- A2 Create better connections to the Bent Oaks community; and
- A3 Provide opportunity for potential public space.



B CITY WEST COMMONS

Located at the northeast corner of Remount and West, City West Commons was built in 2003 and comprised of three commercial buildings. Over the course of this study the City West Commons property and the former Jack in the Box restaurant have since been acquired. As one of the more prominent intersections along the corridor there is opportunity to:

- B1 Redevelop former restaurant site to include residential and groundfloor retail;
- B2 Orient new buildings towards street and incorporate public plaza space at intersection; and
- B3 Infill surplus parking along Remount with multifamily residential.

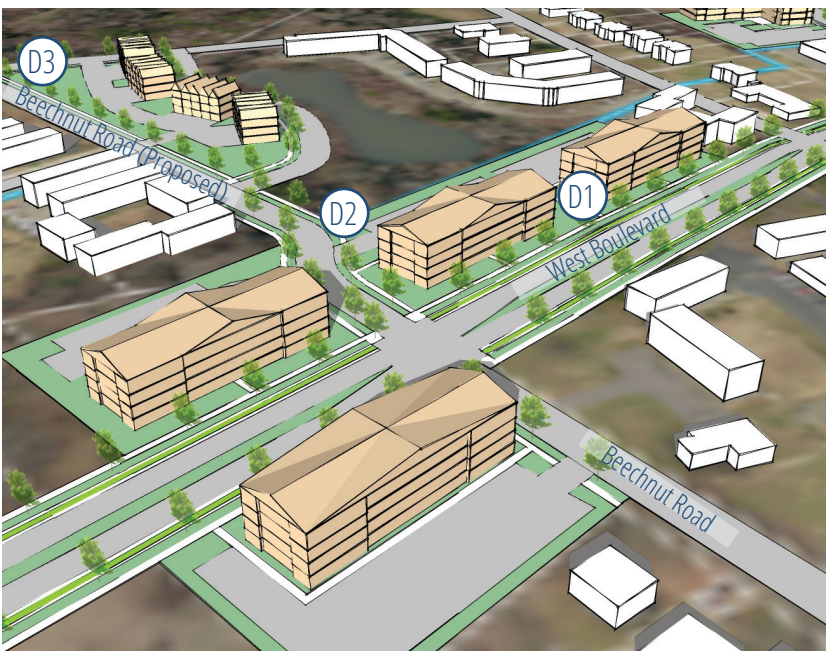




C REMOUNT ROAD/WEST BOULEVARD

Focusing development around the Remount Road/ West Boulevard intersection would create a strong node and opportunity for a safe, connected pedestrian environment. Aligning the densest development along West Boulevard would create a defined corridor. This could be achieved by:

- C1 Orienting residential multifamily buildings along West Boulevard;
- C2 Focusing retail and public plaza spaces at the Remount intersection; and
- C3 Decreasing scale of development by utilizing townhomes adjacent to single family homes.



D BEECHNUT ROAD

West Boulevard has multiple large, undeveloped parcels along the corridor that could support multifamily infill development. Focusing development of the parcels located near Beechnut Road could aid in achieving a cohesive, walkable corridor by:

- D1 Orienting multifamily development towards West Boulevard and placing parking at near of buildings;
- D2 Placing new driveway connections on Beechnut and other side streets so West Boulevard can be unencumbered for pedestrians and bikes; and
- D3 Connecting Beechnut Road north across West Boulevard to intersect with Dewberry Terrace and Dr. Carver Road.

Clanton/Donald Ross

A prominent intersection, Clanton/Donald Ross connects the West Boulevard corridor to Wilkinson Boulevard to the north and I-77/South Tryon Street to the south. West Charlotte anchor institutions such as the Stratford-Richardson YMCA, Charlotte-Mecklenburg West Boulevard Library, Charlotte Golf Club, Barringer Elementary School, and Harding University High School RAM Academy are located at or adjacent to the intersection. Neighborhoods such as Reid Park, Arbor Glen, and Clanton Park - Roseland are located along Clanton Road.

Over a five year projection, the Clanton/Donald Ross intersection could grow to accommodate approximately 25,280 SF of multi-family (258 units assuming 1,000 SF per unit), 33 townhouses, 16,800 SF of commercial, and 117,000 SF of office (CRC).

There is opportunity to capitalize on the momentum from the CATS Lynx Silver Line alignment proposed for the Wilkinson Boulevard corridor and the future plans for Mecklenburg County to develop a community resource center (CRC) in partnership with the YMCA.

The strategy for Clanton/Donald Ross is to create a safe, walkable pedestrian environment by focusing dense development along West Boulevard and stepping down density adjacent to existing single family homes. New buildings should orient to West Boulevard with retail entrances and public space oriented towards the intersection.

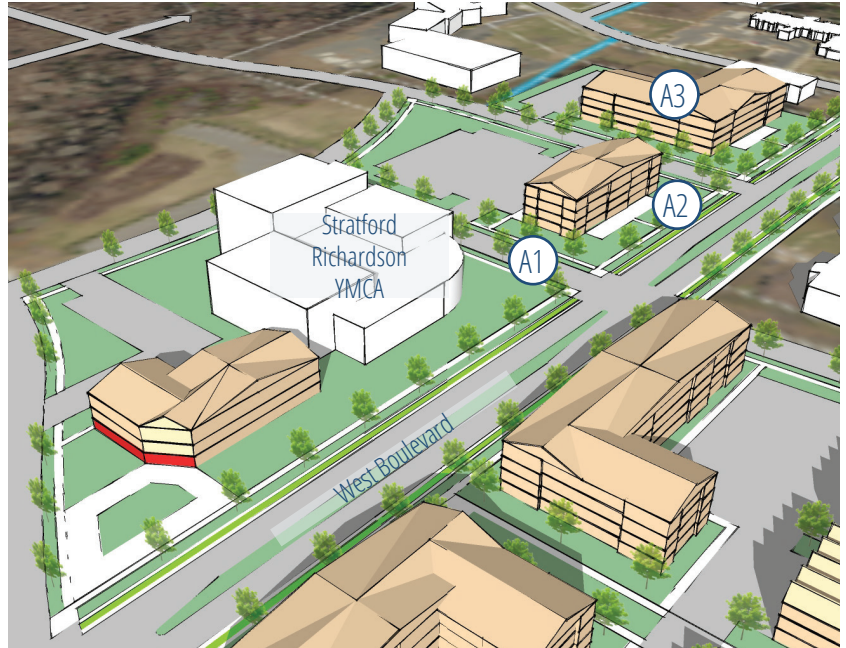




A STRATFORD-RICHARDSON YMCA PROPERTY

The West Boulevard is home to the YMCA, a major anchor institution along the corridor. Should the YMCA develop their vacant property, the new development could transform the corridor by:

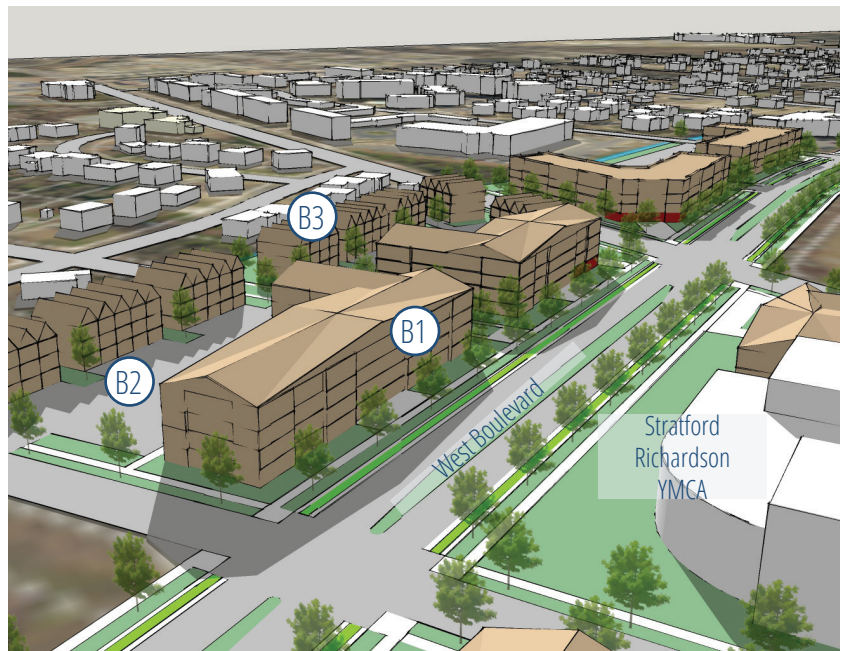
- A1 Creating new streets and shorter block lengths which would increase connectivity;
- A2 Placing buildings along the street, parking at rear, and minimizing driveways for a cohesive experience for pedestrians and cyclists; and
- A3 Using multiple buildings to achieve the program for the development vs. a single building.

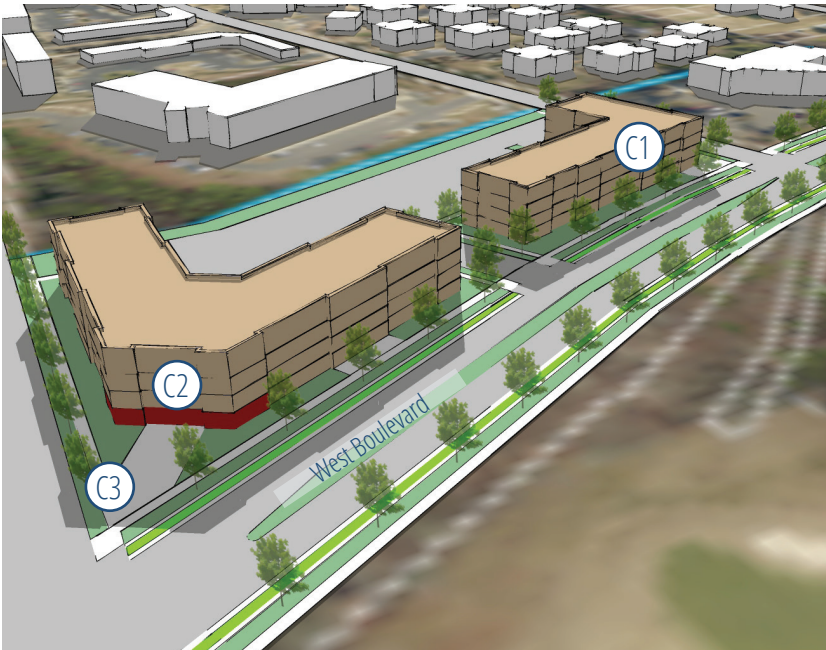


B WEST BOULEVARD - VIEW WEST FROM YMCA

Existing buildings along the corridor are set back from the street separated by a yard or parking. This creates a disconnect between the street and the building. There is opportunity in key locations to transform the corridor and create a cohesive, connected public realm by:

- B1 Creating an urban edge by orienting buildings to the street;
- B2 Placing parking behind buildings and utilizing side streets for driveways to allow for a cohesive streetscape for pedestrians and cyclists; and
- B3 Placing taller buildings along West Boulevard and decrease height and scale with townhomes when adjacent to single family homes.





C REMOUNT ROAD/WEST BOULEVARD

The southwest edge of the Remount and West intersection is owned by Charlotte Housing Authority. Potential development for the property could provide a unique opportunity to capitalize on views across West Boulevard of the Carolina Golf Club course and to further define the corridor by:

- C1 Creating an urban edge by orienting the buildings towards West Boulevard;
- C2 Activating the Remount node with a potential groundfloor commercial use located at the intersection; and
- C3 Creating public space to increase activation of the corridor.



D CLANTON/DONALD ROSS INTERSECTION

The Carolina Golf Club, located on the northwest corner of the Clanton/Donald Ross intersection has been successfully in business since 1929. The other three corners of the intersection provide opportunity to transform the intersection into a walkable, neighborhood node by:

- D1 Utilizing mixed-use buildings at the corners which could integrate housing with groundfloor commercial;
- D2 Capitalizing on views of the golf course with taller buildings; and
- D3 Positioning plazas at the intersection to activate the node and support the groundfloor commercial.

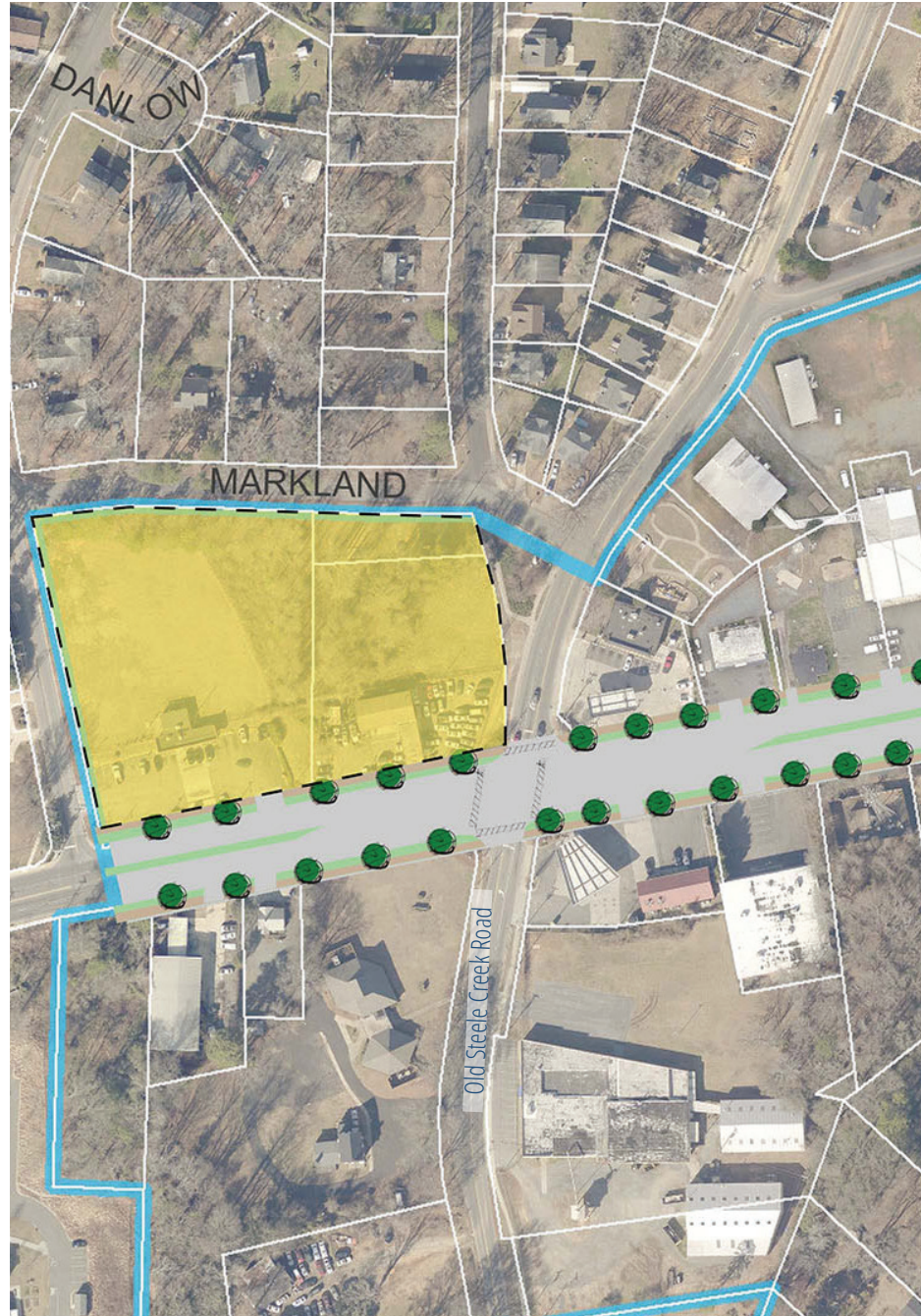
Old Steele Creek/Tyvola

Old Steele Creek Road connects the corridor north to Wilkinson Boulevard and Old Steele Creek/West Tyvola Roads connect the corridor to Billy Graham Parkway to the south. The West Boulevard Charlotte-Mecklenburg Police Department is located adjacent to the intersections. Neighborhoods such as Reid Park, Ponderosa-Wingate, Boulevard Homes, and Pinecrest are located along Old Steele Creek/West Tyvola Roads.

Within a mile of Charlotte Douglas International Airport, there is opportunity to capitalize on the airport's growth. Several large parcels near the intersections provide opportunities that could relate to the airport's development growth.

The West Boulevard Arterial Corridor Study conducted in 2017 by Charlotte Department of Transportation recommended traffic safety improvements to include new traffic signals at West Tyvola/Old Steele Creek and West Tyvola/West.

The strategy for Old Steele Creek/Tyvola is to create a safe, walkable pedestrian environment by focusing on traffic safety improvements along West Boulevard and focusing development that is compatible with the airport's growth.





Transportation Improvements

West Boulevard’s existing cross-section is designed to move vehicles quickly through the corridor, however creates unsafe conditions for pedestrians and cyclists. By increasing the right of way , the streetscape could transform to accommodate a planted median, bike lanes, street trees, and a buffered sidewalk. Widening the ROW could have impacts to existing properties.

A PLANTED MEDIAN

A planted median could be achieved by reducing the width of the travel lanes resulting in a decrease of traffic speeds. A larger median could also provide opportunities to incorporate pedestrian refuges.

B BIKE LANES

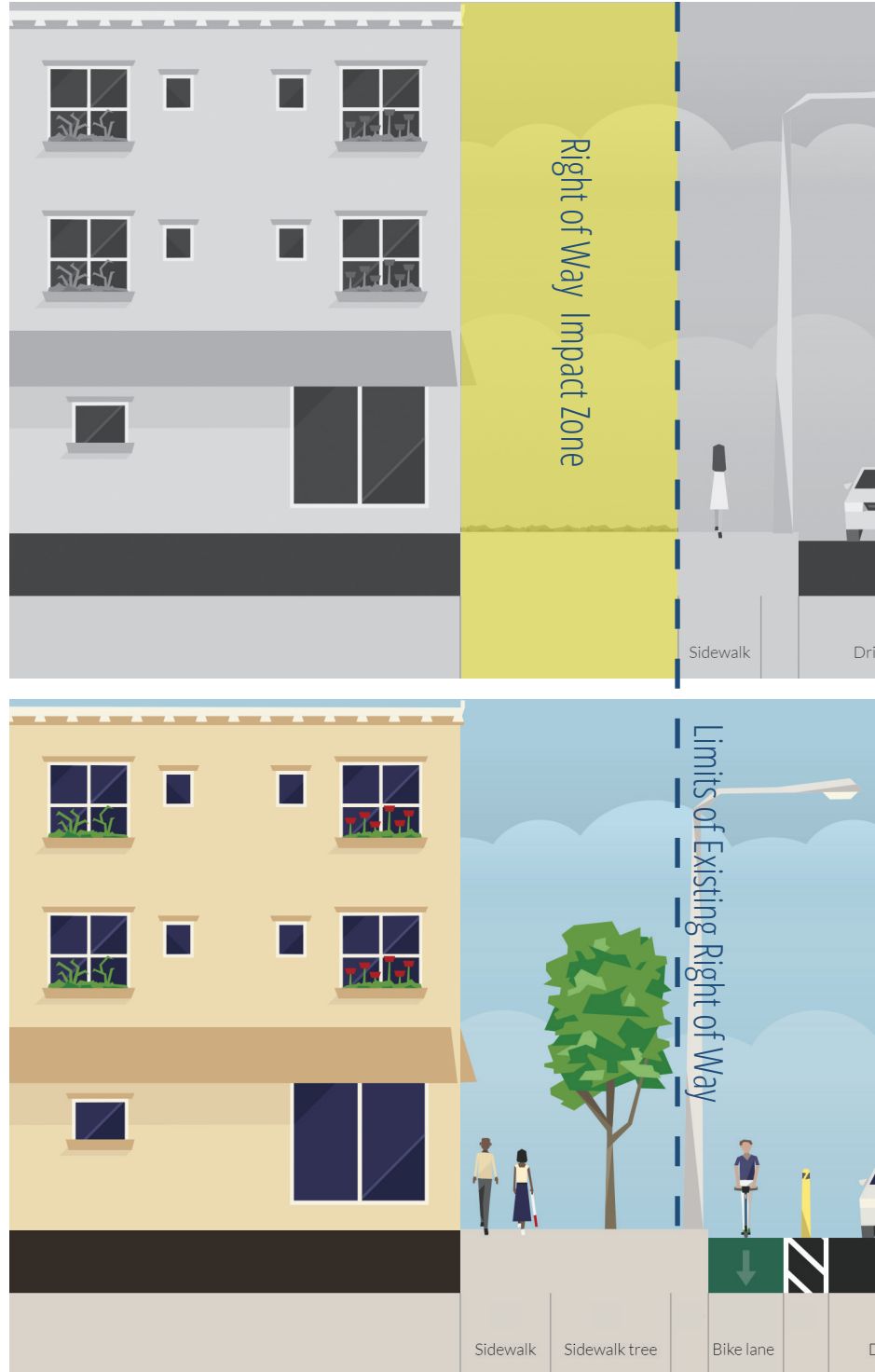
Separated/buffered bike lanes could provide a safer alternative for cyclists by separating them from vehicular traffic and making them more visible.

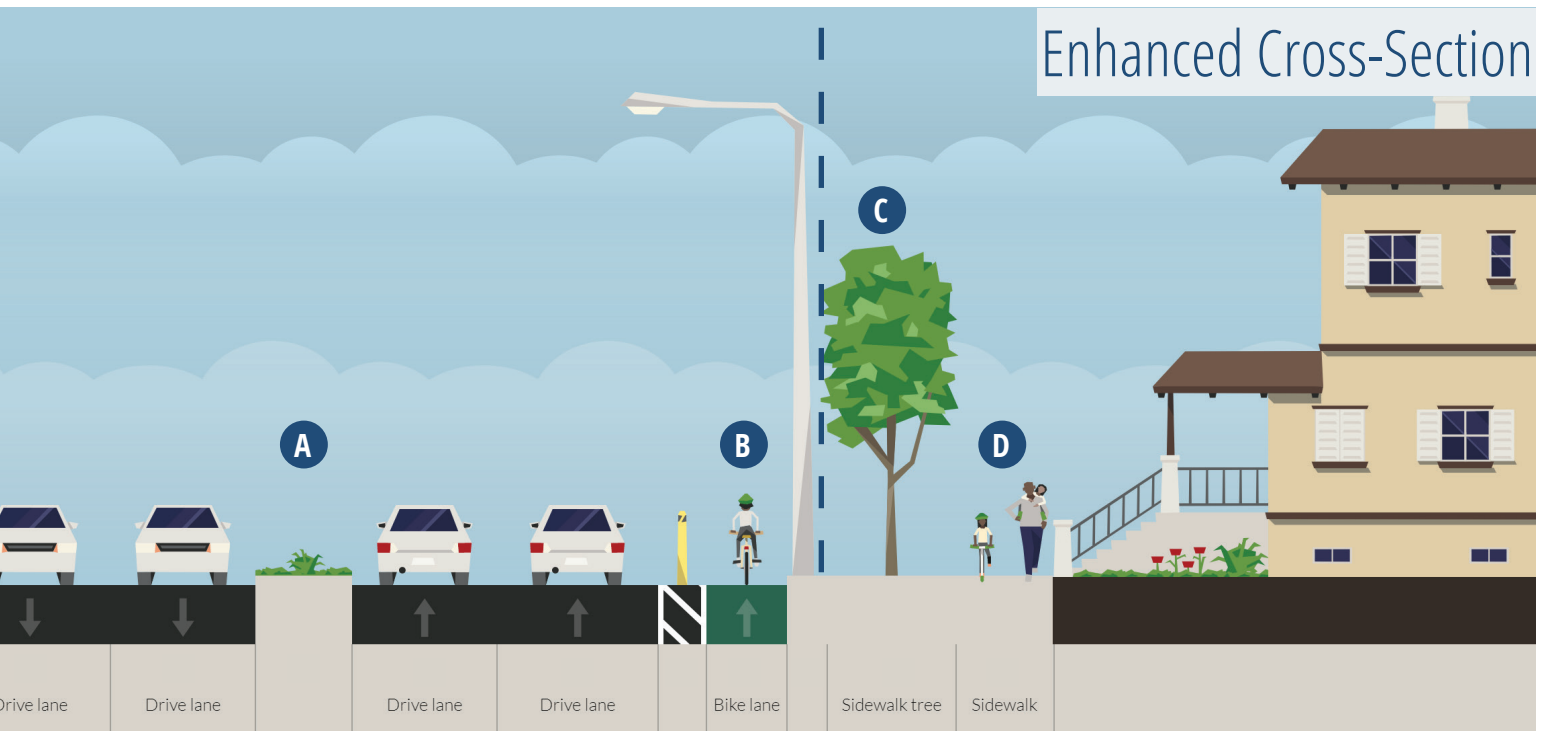
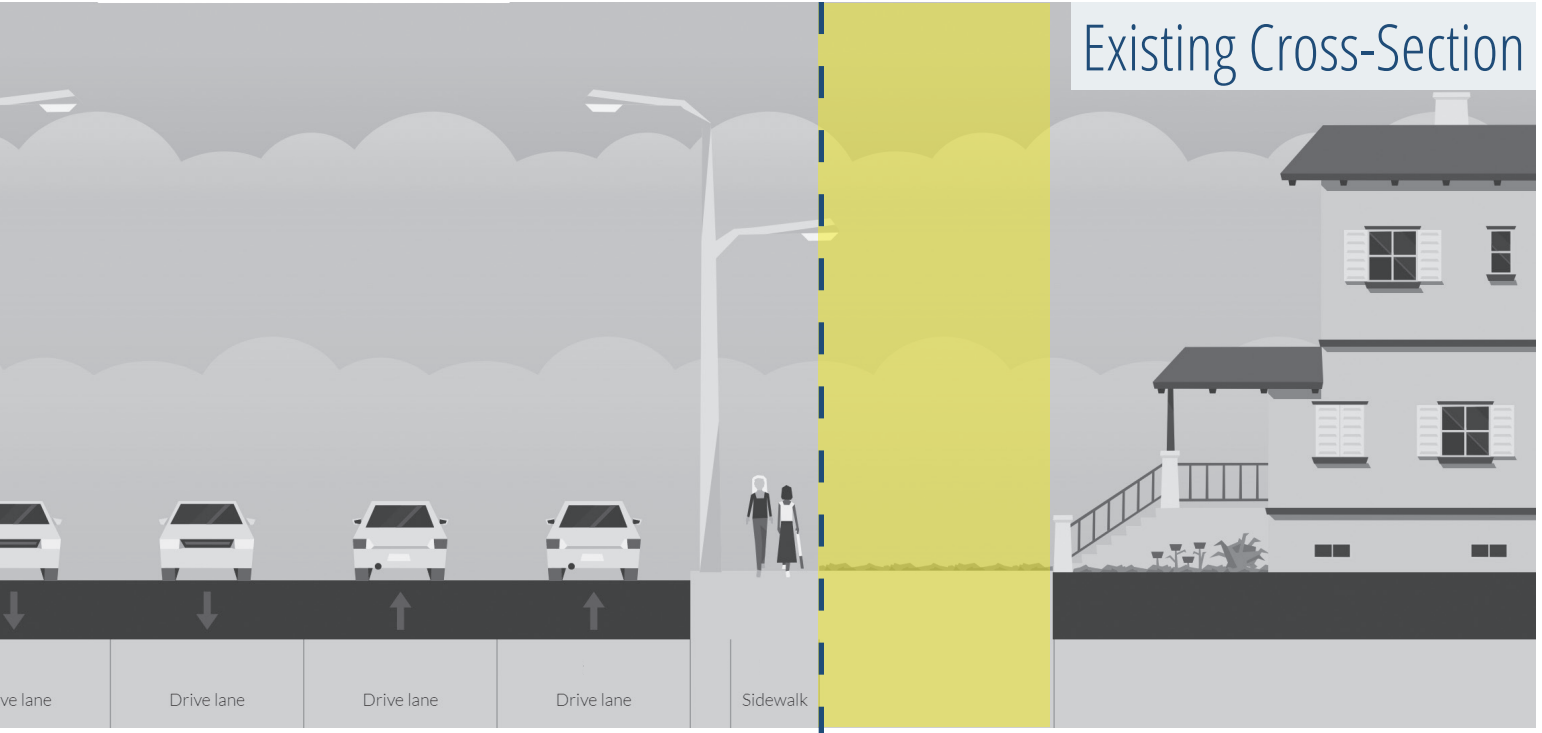
C STREET TREES

Increasing the ROW would allow for street trees to be planted which would improve the aesthetics of the corridor, help with traffic calming, provide shade for all users, and provide environmental benefits.

D SIDEWALKS

Located the furthest from the street and traffic, the sidewalks would be buffered by bike facilities and trees creating a safer and more comfortable pedestrian environment.





**The collective vision
for the corridor is
clear, now how can
we achieve it?**

SECTION 5 ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY

Economic Drivers

Strategic Recommendations

Community Needs

Implementation Priorities

Strategic Revitalization

The timing of the market assessment and strategic revitalization study for West Boulevard 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:

- 1 West Side Community Land Trust
- 2 Charlotte Douglas International Airport
- 3 CATS Lynx Silver Line light rail
- 4 Opportunity Zones

Economic Drivers

These economic drivers have the potential to address development pressures, community needs, and longer-term implementation strategies:

WEST SIDE COMMUNITY LAND TRUST

The West Side Community Land Trust (WSCLT) was created as a legal entity in 2017 as an outgrowth of concerns of grassroots community organizations—the West Boulevard Neighborhood Coalition and QC Family Tree—about increasing displacement of African-American, low-income residents from Charlotte’s west side due to rapidly rising rents and real estate speculation. The WSCLT’s mission is to provide permanently affordable housing with community-centered development in West Charlotte. As the market study was being completed, the WSCLT presented its five-year (2019—2023) business plan as a basis for seeking funding for its operational and capital budget needs. The market study outlines practices and principles of Community Land Trusts which illustrate the usefulness of the model for stabilizing neighborhoods in the West Boulevard corridor and the broader West Charlotte community as residents face the market conditions analyzed in the report.

CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT

Charlotte Douglas International Airport is located adjacent to the western edge of the West Boulevard study area. Its recent CLT Airport Strategic Development Plan, prepared on behalf of the City of Charlotte Aviation Department in March 2017, is intended to guide airport investments, development of new supporting services such as warehousing and distribution, and add new non-aviation revenues to the airport’s sources of income. This growth will also potentially provide new jobs, some of which could go to West Boulevard neighborhood residents.

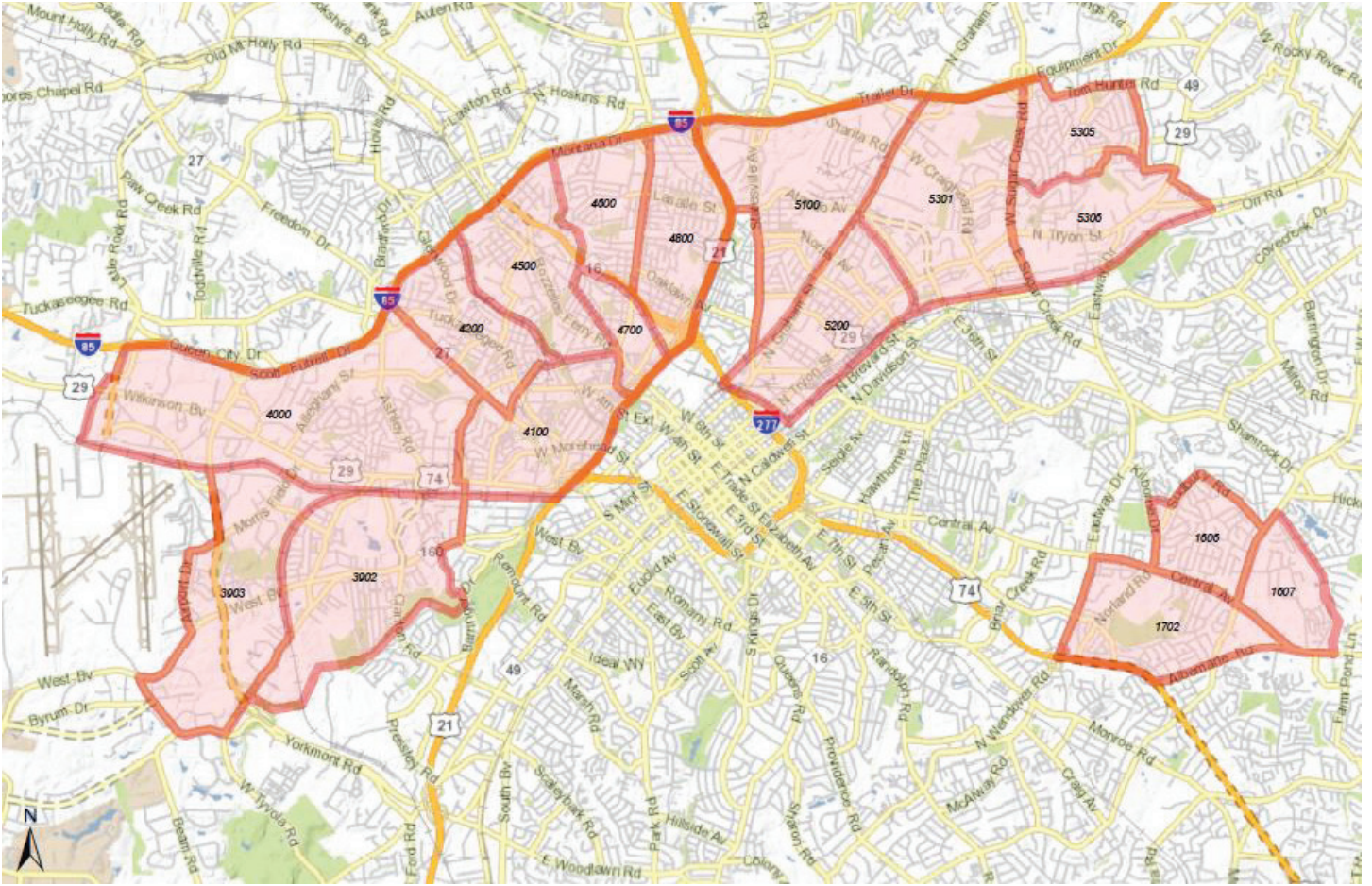
CATS LYNX SILVER LINE

The adopted alignment of the CATS Lynx Silver Line light rail extends from Matthews, NC, through Uptown Charlotte, west to the airport, and eventually into Gaston County. The existing Norfolk Southern rail corridor is parallel to Wilkinson Boulevard and continues westward between the airport terminal and Wilkinson Blvd. Construction of the Lynx Silver Line would increase development pressures in the West Boulevard study area, similar to that which has occurred along the CATS Lynx Blue Line corridor over the last five to 10 years.

OPPORTUNITY ZONES

The Federal government’s recently announced investment incentive program, called Opportunity Zones (OZ), is a new initiative to induce reinvestment in designated lower-income areas across the country. In response to this initiative, states identified over 8,700 OZs as investment target areas. Charlotte’s OZ includes two areas (sub-sections 3902 and 3903) within the West Boulevard study area, extending from the existing Norfolk Southern rail alignment south to one-half mile below West Boulevard. Other parts of the city’s OZ area extends north and south of the airport and continues east from I-85 to Orr Road and Route 29 near Gethsemane Cemetery.

OZ boundaries were determined by income mapping and exclude properties around the West Boulevard/Remount Road intersection. The program provides tax shelter protection for capital gains made by investors, allowing them to reinvest gains into Certified OZ Funds for economic development and real estate investment in traditionally lower income areas. While access to Certified OZ Funds can direct investment into West Boulevard (and other parts of the city’s OZ), it is anticipated that the program can also accelerate gentrification if not carefully managed.



CHARLOTTE OPPORTUNITY ZONE BOUNDARIES

Charlotte’s Opportunity Zone includes two areas (sub-sections 3902 and 3903) within the West Boulevard study area, extending from the existing Norfolk Southern rail alignment south to one-half mile below West Boulevard.

Strategic Recommendations

A priority of the market study is to find the best ways to understand, manage, and address existing conditions while maintaining neighborhood and resident stability during the process. Strategic recommendations are organized into three major categories:

COORDINATION

These actions involve opportunities for local residents, churches, community organizations like the WBNC, WSCLT, and governmental/economic development/charitable organizations to coordinate collective efforts to assure beneficial outcomes for West Boulevard neighborhood residents as the area evolves.

SPECIFIC PROJECTS & INITIATIVES

The City of Charlotte and Mecklenburg County are currently planning a series of policy, infrastructure, and facility improvements along the West Boulevard corridor to address a range of needs. These include:

- Streetscape improvements to include pedestrian safety, vehicular traffic calming, and traffic mitigation;
- Improved accessibility through bike facilities, wider sidewalks and better lighting;
- Expansion/relocation of the Charlotte-Mecklenburg Library West Boulevard Branch;
- Introduction of a new Mecklenburg County-funded CRC;
- Realignment of the Ashley Road north-south connector between West Boulevard and Wilkinson Boulevard;
- CATS Lynx Silver Line light rail; and
- Charlotte Future 2040 Comprehensive Plan and Unified Development Ordinance.

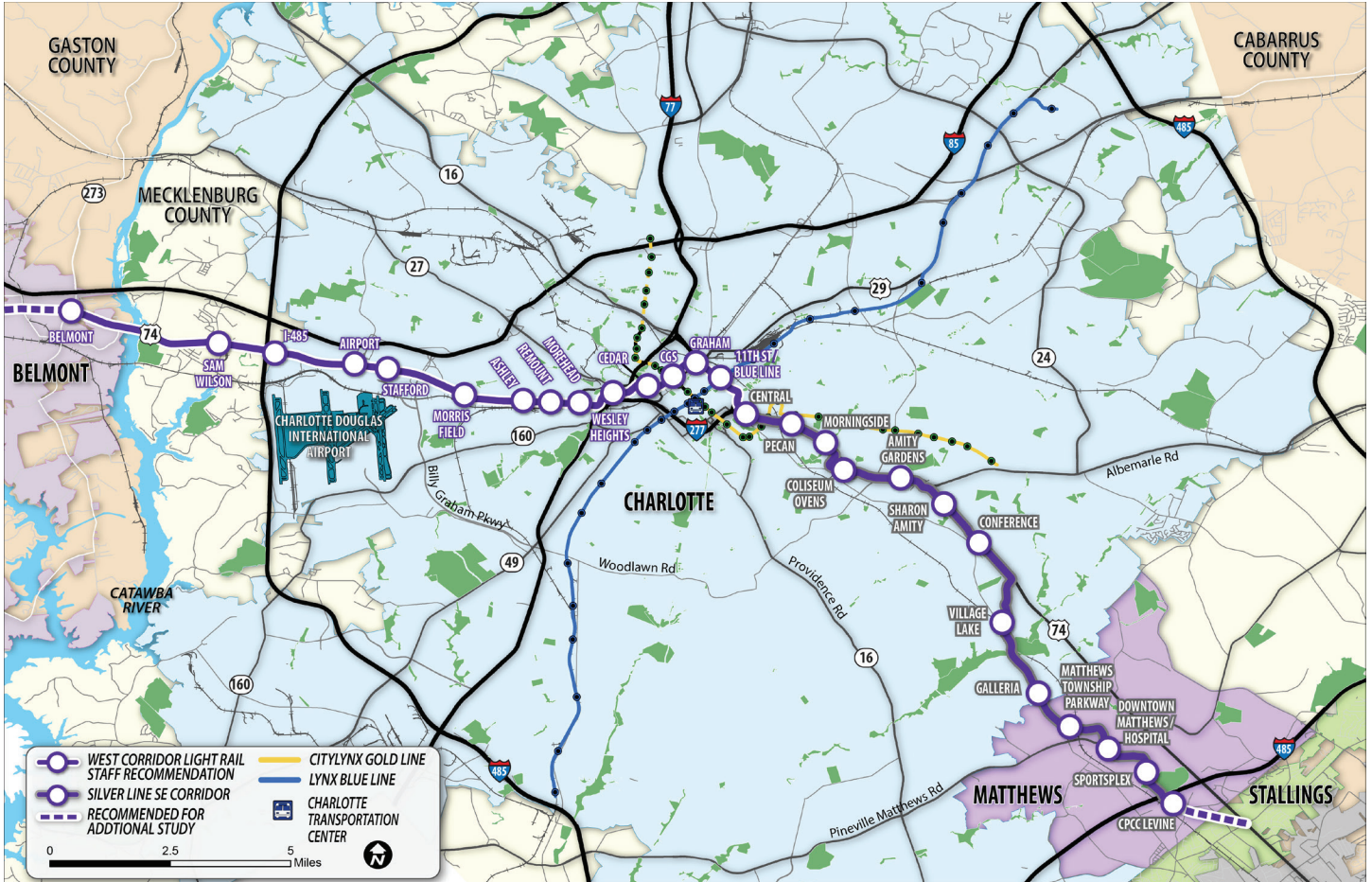
BUILD NEIGHBORHOOD CAPACITY

A critical objective in the market study is to recommend potential types of financial, public policy, and outside partnership-based incentives to foster greater stability for West Boulevard corridor neighborhoods—through direct funding, proper application of public policy to balance redevelopment, and opportunities for new partners from the foundation and redevelopment communities in Charlotte—to increase the neighborhood’s capacity to maintain and strengthen its own future in the face of property-value driven redevelopment forces.

The Charlotte area has particular advantages because of the city’s economic position as a banking capital, which could provide opportunities for partnerships. These strategies could include:

- Demonstration project funding partnerships with large-scale banks to demonstrate new commitments to more affordable housing, including \$50 million in funding already committed;
- Property retention by long-time owners and the ability to age-in-place rather than selling and moving out of the neighborhood;
- Innovative financing mechanisms to incorporate a range of housing types and prices into redeveloped neighborhoods;
- Suitable adaptation and incorporation of OZ investments by registered and certified OZ funds in the near-term; and
- Explore use of existing City of Charlotte programs for Business Security Improvement Grants and Façade Improvement Matching Grants.

The Charlotte area is also has a number of other corporations headquartered locally and at least half of all Fortune 500 Companies have a presence in the Charlotte area; and the CLT airport is ranked seventh in passenger volume in the United States.



CATS LYNX SILVER LINE LIGHT RAIL CORRIDOR

In February 2019, the MTC amended Southeast Corridor/LYNX Silver Line to include the West Corridor locally preferred alternative – light rail – resulting in the LYNX Silver Line being defined as one continuous light rail corridor from the Town of Matthews to Center City Charlotte and continuing west to the Charlotte Douglas International Airport and beyond to a western terminus in the City of Belmont in Gaston County. The Southeast and West corridors will connect in Center City at Highway 74 and I-277, via 11th Street near Charlotte’s North End and head toward the Charlotte Gateway District before connecting to Wilkinson Boulevard.

Community Needs: Housing

There is both sufficient demand and market opportunities for additional residential units in the study area, including both market-rate and mixed-income/affordable housing. Like most growing U.S. cities, Charlotte needs to provide more affordable and workforce housing as continued economic development and job growth have attracted new residents and generated additional, concurrent development pressures in many older, less dense neighborhoods.

The planning elements of this provide a series of 'test fit' locations in which new, mixed-income, infill housing can be incorporated without overly increasing densities and pricing pressures. In all cases, the scale of proposed infill housing is compatible with the existing character of the residential neighborhoods surrounding West Boulevard.

The planned locations of new infill housing reinforce the benefits of emerging nodes along the West Boulevard corridor. There are multiple vacant or underutilized parcels where several hundred new housing units can be built over time, whether in multi-family, mixed use projects, or in townhouse blocks at a scale that is compatible with adjacent single-family detached housing.





HOUSING PARTNERSHIP OPPORTUNITIES

(A) Stratford Richardson YMCA, (B) Seeds for Change/Charlotte Housing Authority, (C) Charlotte-Mecklenburg Library, (D) EXAMPLE of infill housing on First Mount Zion Missionary Baptist Church's parking lot

Examples of locations and partnerships include:

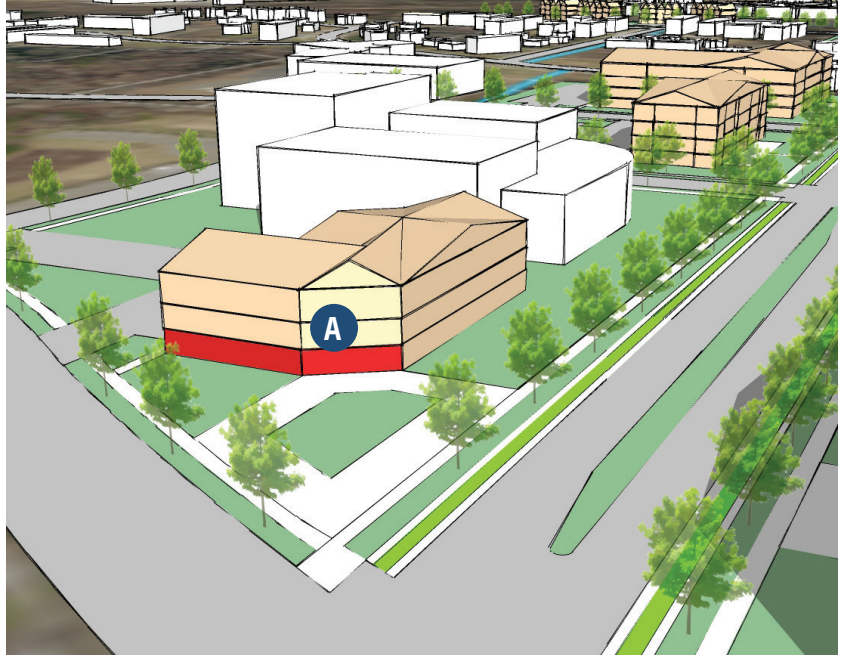
- A** The Stratford Richardson YMCA is an example of an organization along the corridor that has undeveloped property and could be a potential partner to build housing.
- B** The Seeds for Change property is owned by Charlotte Housing Authority which is an organization that develops, operates, and provides quality, diverse income housing. There is opportunity to partner to re-envision the property to provide housing.
- C** The Charlotte-Mecklenburg Library property is owned by Mecklenburg County and provides an opportunity to incorporate housing should the County redevelop the property.
- D** In Charlotte, there are examples of faith-based organizations that have developed affordable housing. There may be opportunities to partner with faith-based organizations along the corridor that have underutilized or undeveloped land that could be utilized for housing.

Community Needs: Neighborhood Services

As detailed in the market study, there is limited market demand for new office and commercial space in the study area, although it was noted that many essential professional services, such as accountants, attorneys, doctors, dentists and others, are not currently available to current residents. Mecklenburg County's proposed CRC could be planned to incorporate a limited amount of office space for professional and/or business services tenants or located in adjacent structures to complement planned social services operations within the County facility. As the CRC's intended location will be somewhere on the Stratford Richardson YMCA site along a reconfigured Ashley Road, the addition of other professional services would reinforce the destination role of this central location in the study area. Alternatively, professional/business services could be located in the mixed-use blocks of multi-family residential.

The West Boulevard Neighborhood Coalition has formed the [Three Sister's Market \(3SM\)](#), a community based cooperative grocery store. 3SM has developed a strategic business plan, initiated a membership drive, and have partnered with an architecture consultant to develop conceptual designs for a future grocery store.

The market study analyzed a potential grocery/co-op location at the West Boulevard intersections of Clanton Road and Remount Road. Aligning a location for the co-op that is highly visible from the corridor and accessible from the key intersections will play a key role in the co-op's success. Key partnerships can also contribute to the success of the co-op. By partnering with anchor institutions on the corridor, 3SM can leverage resources provided through the partnership.





Key opportunities could include the following locations:

A Mecklenburg County is currently in the process of planning a Community Resource Center (CRC) within the West Boulevard corridor area. One of the potential locations for the CRC is on the property owned by the Stratford Richardson YMCA or acquired by Mecklenburg County. There is a potential opportunity for the County or the YMCA to partner with a cooperative organization to bring a small grocery (red) to the corridor in the form of a redevelopment on the northeast corner of the Remount intersection.

B Seeds for Change, is currently operating a community garden on Charlotte Housing Authority property. There is potential for this site to redevelop as multifamily with groundfloor retail that could accommodate a cooperative grocery.

C Through private development, there is opportunity for a cooperative grocery to lease groundfloor retail space in a new or existing development.

COOPERATIVE GROCERY OPPORTUNITIES

(A) Northeast corner of the Remount intersection, (B) Seeds for Change/ Charlotte Housing Authority property, (C) EXAMPLE of a potential private development at the southeast corner of the Remount intersection

Community Needs: Open Space & Cultural Identity

The West Boulevard has multiple open space assets located along the corridor in the form of public and private recreation facilities which include: parks, Irwin Creek Greenway, Ratcliffe Golf Course (public), Carolina Golf Club (private), Stratford Richardson YMCA, and community/recreation centers. The challenge lies in connecting these assets, and revealing the significant history and unique cultural identity of the corridor which could be achieved by:

- Extending Irwin Creek Greenway to link to historic neighborhoods and emerging commercial nodes;
- Creating new public spaces (with public and private development) that provide additional linkage along the corridor; and
- Telling the story of the corridor by developing a unique branding that is representative of the area's history and culture; and
- Developing a wayfinding plan that thoughtfully celebrates the corridor by identifying and linking the area's assets.





Key opportunities for the creation of new public spaces could occur at the following locations:

- A** Reclaiming public space in the form of public plazas should be a priority for any development at the **Remount Road** intersection. Orienting buildings with retail spaces (red) toward the intersection would activate the plazas.
- B** The **Clanton Road** intersection has the opportunity to reclaim three of the four corners for public space in the form of public plazas. Groundfloor retail space (red) would activate the plazas.
- C** The West Boulevard corridor has an abundance of natural features in the form of rolling topography, mature tree canopy, creeks, and water features. Proper site design for infill developments is crucial to fully capitalize on the potential of the natural features. Providing access in the form of a public street is an example of how an infill development could be designed to capitalize upon views and public access to an existing water feature.
- D** The corridor has a rich history of community building, civil rights activism, religion, art, and culture. This history should be celebrated and incorporated into the branding of the corridor and the design elements of architecture and the public realm.



OPEN SPACE OPPORTUNITIES

(A) Remount Road intersection, (B) Clanton Road intersection, (C) EXAMPLE of infill development on Lakewood Manor Apartments property (D) "Plato Price School" by Nellie Ashford

Implementation Priorities

The WTL+a market study report recommends near-term (0-3 years) and long-term (4+ years) implementation priorities as primary action steps for the West Boulevard Neighborhood Coalition and both the City of Charlotte and Mecklenburg County governments.

NEAR-TERM PRIORITIES (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

LONG-TERM PRIORITIES (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 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



RENDERING OF THREE SISTERS MARKET FOOD COOPERATIVE BY NEIGHBORING CONCEPTS



Prepared by the City of Charlotte. 2019.