WEST BOULEVARD CORRIDOR

PLAYBOOK

EXECUTIVE SUMMARY
Strong and vibrant business corridors are the cornerstones of healthy neighborhoods.
The primary goal is to establish a shared vision for West Boulevard as a vibrant corridor into the city.

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

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

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

### GOALS OF THE PLAYBOOK

- **Strengthen Neighborhoods as a Foundation for Growth**
- **Develop High Quality Buildings and Public Spaces**
- **Improve Public Safety and the Overall Appearance of the Corridor**
- **Provide a Jump-Start for Economic Development Initiatives and Jobs**
- **Coordinate Multi-Modal Transportation Options**
The process is designed to engage: residents, merchants, and property owners.

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

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

The project includes recommendations that can realistically be carried forward.

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

**PROJECT TIMELINE**

<table>
<thead>
<tr>
<th>August 2018</th>
<th>Workshop #1</th>
<th>Workshop #2</th>
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<tbody>
<tr>
<td>PROJECT SCOPING</td>
<td>ECONOMIC MARKET SCAN</td>
<td>ISSUES + OPPORTUNITIES</td>
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<td>• The City partnered with WBNC to engage and define the project.</td>
<td>• Economic Analysis consultants WTL+a prepared a snapshot of recent and current market conditions.</td>
<td>• The market analysis and existing conditions identified the key issues and opportunities.</td>
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<td>• The City was able to respond with a process that is efficient and effective, and most of all meets the community’s needs.</td>
<td>• 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.</td>
<td>• Opportunities will strengthen key nodes on the corridor and improve connections.</td>
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<td>• Scenarios address land use mix, proposed building form, streetscape and public realm design, partnership and infill opportunities.</td>
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<td>FUTURE DEVELOPMENT SCENARIOS</td>
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The collective corridor vision represents community interests and real estate market realities.

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

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

The Playbook, the final result of the work, summarizes all the work and findings.

The Playbook contains detailed recommendations and strategies for implementation.

A living document, the Playbook is intended to guide implementation and to be integrated into future planning efforts (Charlotte Future 2040 Comprehensive Plan and UDO).
The City of Charlotte contracted Washington, DC-based firm WTL+a to conduct a market study of the West Boulevard corridor. The results of the study identified key market observations and inform the recommendations for the corridor in this document.

MARKET CONCERNS

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

KEY MARKET OBSERVATIONS FOR RETAIL

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

MARKET OPPORTUNITIES

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

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

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

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

- Inadequate multi-modal street infrastructure
- Lower property values and aging population could lead to speculative investment
- The corridor and adjacent neighborhoods are poised for displacement
- Average daily traffic counts on West Boulevard do not meet thresholds for national credit retail operators (25,000 vehicles per day)
- Low population densities and lack of connectivity to retail and transportation nodes limit a potential for significant increase in commercial/retail services

**OPPORTUNITIES**

- Proximity to potential light rail corridor makes TOD possible
- Mixed-use redevelopment with mixed-rate housing and supporting uses
- Expanding population in key redevelopment nodes to provide additional consumers, new jobs, and generate new tax revenues
- Charlotte Douglas International Airport as an employment hub and opportunity for business development
- Abundance of natural features: rolling topography, mature tree canopy, creeks, and water features that could be maximized with the incorporation of public space and greenways
- Potential key partnerships with institutional and faith-based anchors along the corridor
The vision for the corridor represents community interests and real estate market realities. The ideal locations to create dense, urban, walkable nodes are at the Remount (R) and Clanton (C) intersections.
**REMOUNT ROAD:** Proximity to the Silver Line alignment and City West Commons provides a key opportunity for strategic infill development to create a dense, walkable node.

**CLANTON/DONALD ROSS ROAD:** Anchored by the Stratford Richardson YMCA and connectivity to the Silver Line alignment support the strategy to create a safe, walkable pedestrian environment.
OLD STEELE CREEK/WEST TYVOLA ROAD: Within a mile of Charlotte Douglas International Airport, opportunity lies in capitalizing on the airport’s growth with existing vacant land (16 acres shown).

STREETSACE IMPROVEMENTS: Narrowing travel lanes, providing a median, bike facilities, street trees, and sidewalks improves safety and aesthetics of the corridor.
The Market Assessment and Strategic Revitalization Study is occurring at a point in which there are several emerging possibilities that could have a significant effect on longer-term strategies. These economic drivers have the potential to address development pressures, community needs, and longer-term implementation strategies:

**COMMUNITY NEEDS**

- Housing
- Neighborhood Services and Jobs
- Open Space and Cultural Identity

**STRATEGIC RECOMMENDATIONS**

- Coordination
- Projects and Initiatives
- Neighborhood Capacity
IMPLEMENTATION PRIORITIES

NEAR-TERM (0-3 YEARS)

1. Support the West Side Community Land Trust to combat displacement prior to redevelopment investments along corridor.

2. Foster the construction of the Three Sisters Market food cooperative (co-op) grocery store to provide essential access to healthy food.

3. Increase utilization of appropriate financial and regulatory incentives to 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 the corridor’s redevelopment vision.

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 (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 safety 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.