
West Boulevard Corridor Vision Study

City of Charlotte • 11.29.2018

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

Overview

Today's Purpose

- Recap what we've heard
- Discuss the market potential of the corridor.
- Reimagine West Boulevard.

Meeting Takeaways

1. Understand the economics of the corridor.
 2. Help us to shape the future of West Boulevard.
 3. Know what to expect next.
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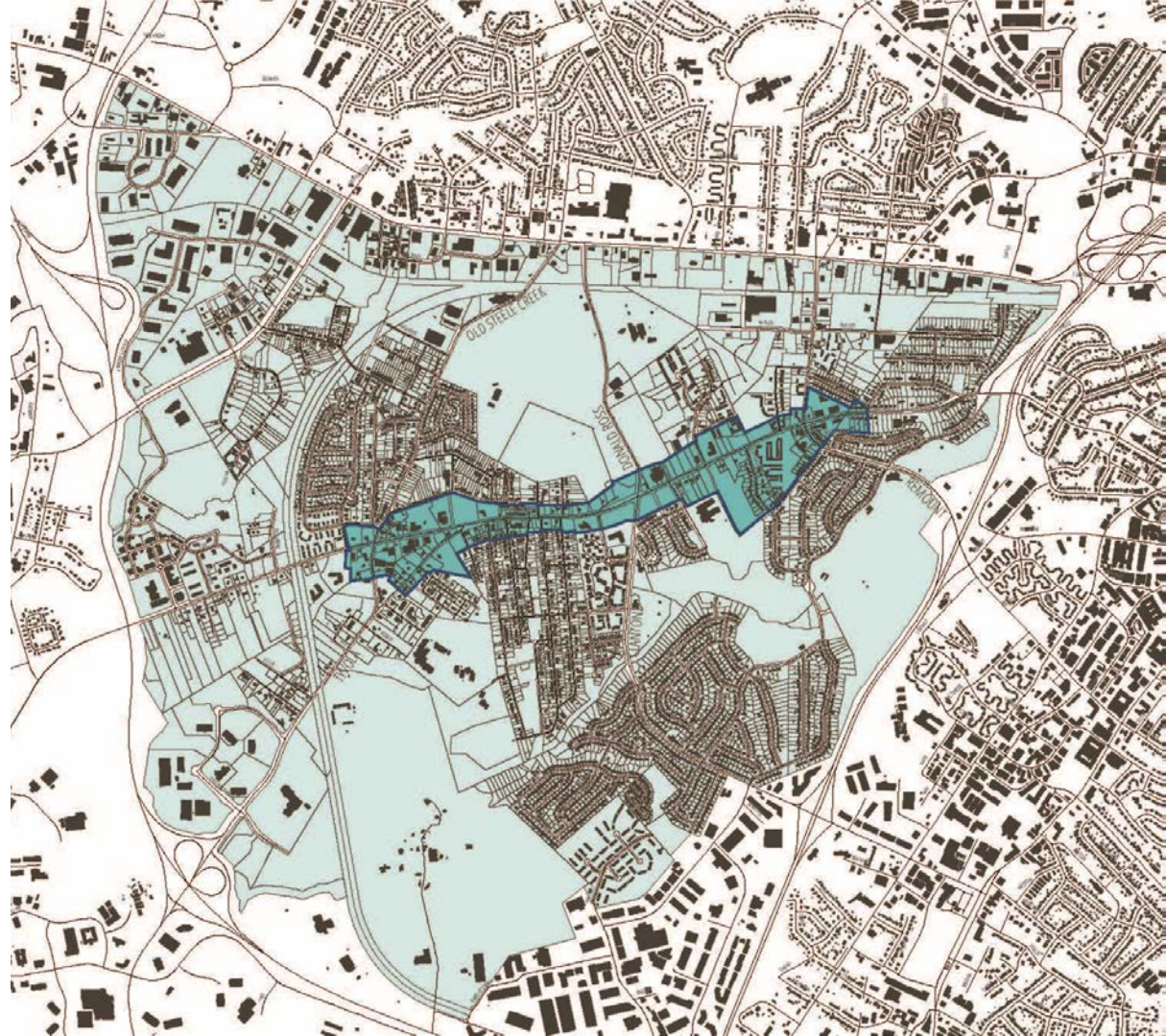
The primary goal is to to establish a **shared vision** for West Boulevard as a vibrant corridor into the city.

The study will focus on:

- Improving public safety + the overall appearance of the corridor
 - Providing a jumpstart for economic development initiatives
 - Coordinate multi-modal transportation options
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Study area

- **The Corridor:**
Remount to Old Steele Creek
- **Area of Influence:**
Wilkinson Blvd to Billy Graham to I-77



Process

Step 1

Gather + Analyze Data

Market and Economic
Conditions

Infrastructure

Urban Design + Physical
Conditions

Existing/Future Land Use

Step 2

Establish a Vision

Develop Future
Scenarios

Improve Infrastructure

Implementation Options

Step 3

Determine actionable outcomes

Economic development
programs

Public Realm Design and
capital projects

Future Land Use and
Zoning Changes

Milestones



**What we've heard from you
...so far**

WBNC Led Engagement

Priorities – Top Four

- Buildings + Land Use
 - Public Spaces
 - Jobs + Housing
 - Transportation + Community
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Workshop #1 – Oct. 18, 2018

Use of the Corridor

- Majority live in a nearby community
- Most utilize the corridor for travel and to frequent businesses and organizations

Transit on the Corridor

- Low utilization of transit on the corridor
 - Preference for a Light Rail station near Remount Rd vs. Old Steel Creek or Clanton/Ashley Rd extension
 - Mixed preference to use personal vehicle, ride a bus, bike, walk or use other forms to access a light rail station
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Workshop #1 – Oct. 18, 2018

Most Liked Qualities

- 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

Least Liked Qualities

- 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
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Workshop #1 – Oct. 18, 2018

What is Missing?

- 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
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Understanding the market

The logo for WTL+a, featuring the letters 'WTL' in a bold, orange font and '+a' in a smaller, black font, all contained within a white rectangular box.

WTL+a

Tom Lavash:
Real Estate & Economic Advisors
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Up Next... ReImagineWest Boulevard

1. Streets + Connectivity
2. Built Form + Land Use
3. Placemaking
4. Table Report Out



Next Steps

1. Understand the findings of the market study
 2. Develop a collective vision for change on the corridor
 3. Determine strategies for implementation
 4. Deliver a Community “Play Book” for the corridor
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