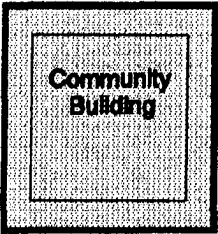
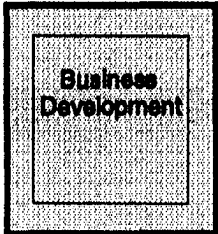
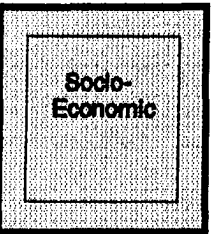
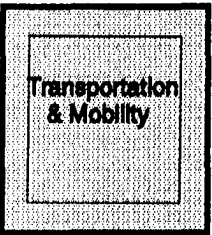
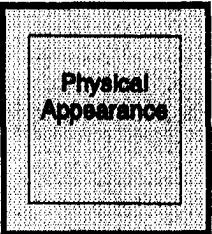
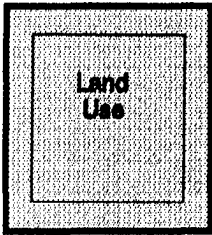
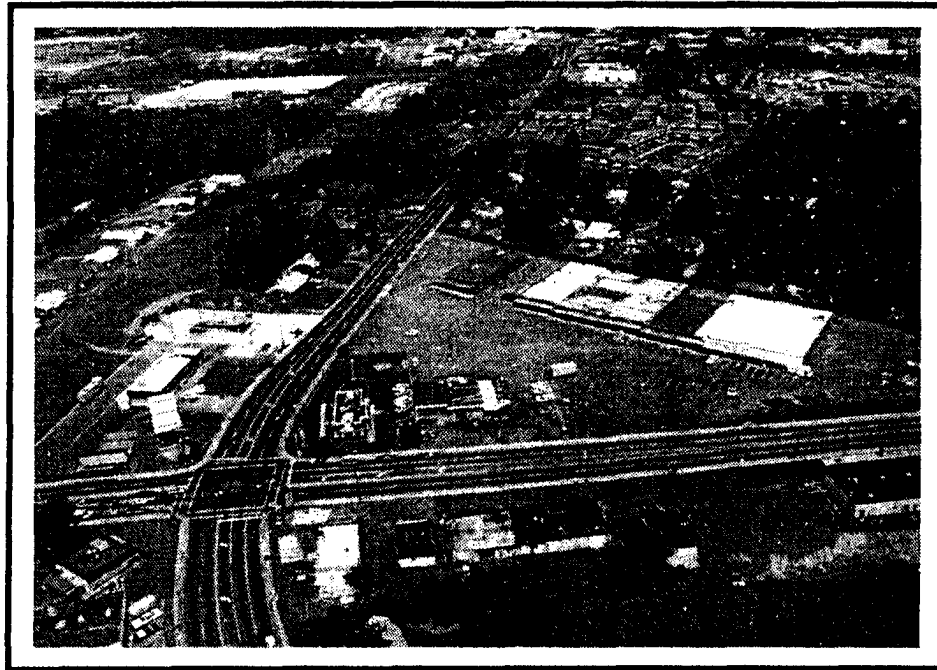


# West Boulevard Corridor Plan



Prepared By: The Charlotte-Mecklenburg Planning Commission  
& The West Boulevard Corridor Team  
Date: January 1998  
Draft



# ACKNOWLEDGEMENTS

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The Charlotte-Mecklenburg Planning Commission acknowledges the valuable contributions made by the West Boulevard Community in developing this business corridor revitalization plan. Corridor area residents, business owners and other concerned stakeholders provided a wealth of ideas, and their desire for a quality community has been a vital component of this plan. In particular, the Planning Commission would like to recognize the following organizations for their critical contributions to the plan development.

## NEIGHBORHOODS

Reid Park Associates  
Barringer Woods Association  
Boulevard Homes Residents  
Clanton Park Community  
Dalton Village  
Kingspark  
Little Rock Apartments  
Pinecrest Community Group  
Poderosa Community Association  
Westover Hills  
Wingate Neighborhood Association  
Revolution Park  
Wilmington Community  
Capitol Drive Community  
Lights of Joy  
Wilmore Neighborhood

## BUSINESSES

Reeves Barber Shop  
Unlimited Styles  
Reids Super Food Mart  
Neighboring Concepts, Inc.  
Omari Hair Salon  
Unique Alterations Shop  
Super Duper Food Mart  
Johnson Lighting  
Mangum's Barber Shop  
911 Boutique  
Salon Ni-J  
Exclusively Yours Hair Design  
TWC Accounting  
Clean 'N Fresh Powerhouse, Inc.  
Parbusters  
Compressor CrankShaft Co.  
Dynasty Florist  
Three Brothers Restaurant  
L.E.A.P. Child Care  
West Blvd. Amaco  
Davis Auto Service

## OTHER AGENCIES/ORGANIZATIONS

Charlotte Urban League  
CPCC  
Small Business & Technology Ctr  
West Enterprise Community  
Greater Mt. Sinai Baptist Church  
University Memorial Baptist Church  
Mission Church of the Lord  
Fighting Back  
West Boulevard Public Library  
Right Moves for Youth  
YMCA

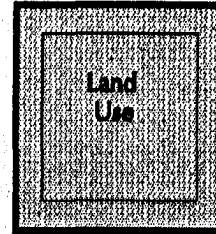
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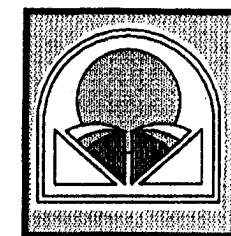
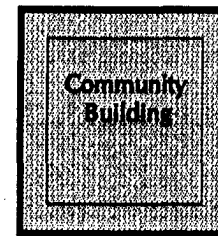
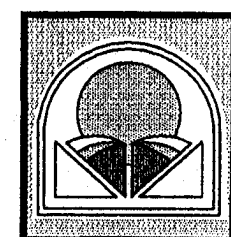
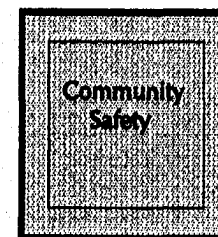
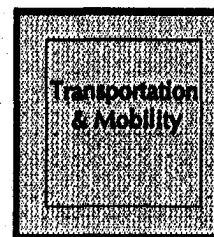
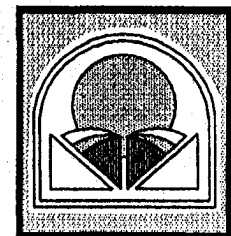
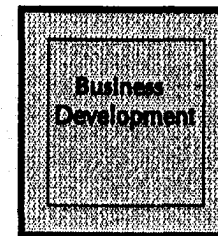
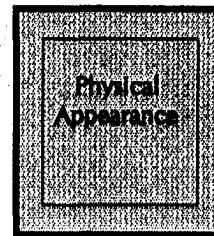
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# West Boulevard Corridor Plan



## Executive Summary





# EXECUTIVE SUMMARY

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## PROJECT BOUNDARIES, PURPOSE AND VISION

The West Boulevard Corridor, as defined for this plan, extends from Interstate 77 on the east, past the Charlotte Douglas Airport on the west. The major focus of the revitalization plan, however, is on the area from I-77 to Billy Graham Parkway. (In general, the width of the corridor is defined by the depth of the parcels of land fronting West Boulevard.)

The purpose of the West Boulevard Corridor Plan is to assess current conditions and develop strategies for improving the economic stability of the corridor, and subsequently, to enhance the quality of life in the surrounding neighborhoods.

The future vision for the corridor is 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.*

Through a series of general community meetings, a survey of businesses along the corridor, and small issue group meetings, a variety of issues were identified, and strategies were developed to work toward achieving the corridor vision. The Revitalization Plan reviews a full range of issues impacting the corridor area and provides a listing of strategies designed to deal with those issues.

Plan issues and strategies are organized around seven key elements:

1. Land Use
2. Physical Appearance
3. Transportation/Mobility
4. Socioeconomic
5. Business Development
6. Community Safety
7. Community Building

The City of Charlotte's corridor team has been actively working with residents and business owners in developing the corridor plan and addressing priority issues over the last three years. The work of the project team was enhanced by the development and real estate expertise of a consulting firm, Haddow & Co., who produced an economic analysis of the corridor (*Revitalization Plan: West Boulevard Corridor, 1995*).

## PRIORITY RECOMMENDATIONS

West Boulevard has been in the state of decline for many years. To revitalize the corridor will take a continued, focused commitment over the course of the next several years. The first step will be to begin reversing the downward spiral and establish upward momentum. Initial revitalization efforts should focus on a few key priorities. Successfully addressing these key priorities will spur broader redevelopment momentum. The following are critical priorities in the redevelopment of West Boulevard and should become the central focus of initial redevelopment efforts:

## Key Priorities

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

These key priorities are the building blocks for a renewed West Boulevard. Addressing these key priorities will provide the foundation for a proactive, comprehensive approach to the revitalization of the West Boulevard area.

## IMPLEMENTATION

West Boulevard is part of the City of Charlotte's Urban Corridor Revitalization Program. The Corridor Revitalization program was initiated in 1987 as a result of a Transportation Bond Referendum which provided funding for beautification of some of Charlotte's struggling business corridors. In 1994, the scope of the program was expanded to address a full range of

issues impacting urban corridors, including the need for beautification.

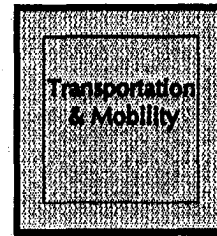
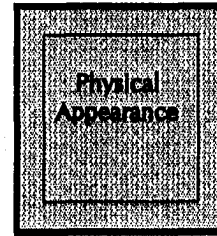
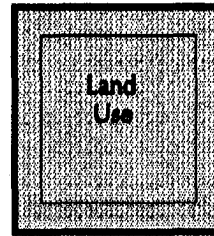
An interdepartmental team works in partnership with residents and businesses in the urban corridors to develop and implement plans designed to improve the economic health of the community. The corridor program provides funding for proposed streetscape improvements. Funding sources for other plan recommendations may come from the private sector or, in some cases, may be added to future projects in the City's capital improvement program.

Along with capital improvements, the Plan recommends two changes in land use to better support the vision for the corridor. These land use changes will require amendments to the Central District Plan and will be subject to the established processes for re-zoning and plan amendments.

The goals and strategies developed in the West Boulevard Corridor Plan provide a course of action for revitalizing the corridor area. Implementing the revitalization strategies will involve the work of numerous City and County departments and agencies as well as business and neighborhood organizations. The City of Charlotte has assigned a staff person to coordinate the implementation of the West Boulevard Corridor Plan. This staff person will act as a liaison between the City and the business corridor, assisting residents and business owners in accessing government services and resources. This corridor liaison will also be responsible for seeing that the revitalization strategies in this plan are carried out, or that alternate strategies are implemented, to further the revitalization of the corridor.

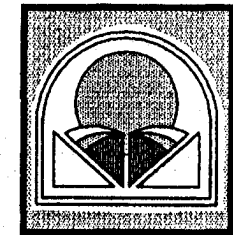
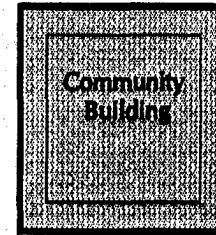
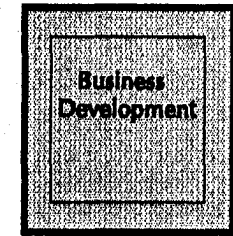
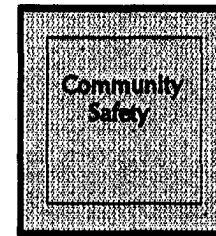


# West Boulevard Corridor Plan



## The Plan

- **Chapter 1:** Introduction
- **Chapter 2:** Existing Conditions: Issues & Opportunities
- **Chapter 3:** Vision, Goals & Strategies
- **Chapter 4:** Plan Concept Map





# CHAPTER 1: INTRODUCTION

---

*As Charlotte-Mecklenburg develops into a highly urbanized area, the City's roadway corridors must evolve as well, changing their form and function to meet changing needs. The economic and social viability of Charlotte's corridors will be, to a large extent, dependent upon their ability to adapt to, and capitalize on, these changing dynamics.*

*Several of the City's urban corridors have experienced difficulty in adapting to such changing market trends. Recognizing this difficulty, the Planning Commission has coordinated an interdepartmental process to develop a multi-faceted plan for one of the City's most distressed urban corridors - West Boulevard. This Plan addresses not only physical and social issues, but economic development concerns as well. Previous efforts have shown that streetscaping activities alone will not necessarily stimulate the revitalization of a corridor. What is needed is a definitive, realistic, and accepted vision of the future of the corridor, supported by resources, both public and private, and the shared commitment of local government and the community to bring about change in the corridor. This "vision", and the actions necessary to achieve it, form the foundation of this Corridor Plan for West Boulevard.*

*This first chapter presents a brief overview of the Corridor Plan and how it was developed. Following this introductory information, Chapter 2 provides an analysis of existing conditions, issues and opportunities; Chapter 3 defines goals and strategies; and Chapter 4 presents a vision and concept map. Implementation strategies and supplementary information follow Chapter 4.*

## **VISION AND PURPOSE**

The purpose of the West Boulevard Corridor Plan is to provide the direction needed to improve the economic stability of the West Boulevard Business Corridor, and subsequently, enhance the quality of life in the surrounding neighborhoods. This purpose guided the work of a team of staff, residents and business owners as they worked together to develop this plan.

Through a series of general community meetings, a survey of businesses along the Corridor, and small issue group meetings,

a variety of issues were identified, and strategies were developed to address them. The work of the project team was enhanced by the development and real estate expertise of a consulting firm which helped the team crystallize the future vision for the corridor: *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.*

## **PLAN ELEMENTS**

Plan issues and strategies are organized around seven key elements, which must work in unison for this plan to be successful in realizing the corridor vision. These seven

elements are described below, and discussed in detail in the ensuing chapters.

**Land Use:** West Boulevard is primarily a residential corridor, and will continue to have a residential future. Businesses and services along the corridor should enhance the surrounding neighborhoods and provide for the basic shopping and service needs of residents. Strategies and policy decisions must be implemented to stimulate residential development, support existing businesses and encourage new businesses and services to sustain the corridor neighborhoods. Currently, the *Central District Plan (1993)* and the *Southwest District Plan (1991)* provide the policy direction related to land use along the West Boulevard Corridor. Land use changes recommended in this corridor plan will require an amendment to these plans.

**Physical Appearance:** Improving the visual appearance of the West Boulevard Corridor is an essential element in bringing about the revitalization of this corridor. Trash, abandoned buildings, unattractive storefronts, and poor signage are indicative of the many issues this element addresses. Streetscaping improvements, including landscaping and signage, are needed to provide a unifying appearance or "sense of place" for the corridor.

**Transportation and Mobility:** The goal of this element is to ensure that access to business and other facilities in the corridor is safe, convenient and affordable for area residents. Support of the EZ-Rider transit project is especially key to this element, as is the need to improve the linkage between the

Airport area, with the area east of Billy Graham Parkway, by providing better transit and pedestrian facilities.

**Socioeconomic:** Key to revitalizing the business areas, is improving the standard of living in the surrounding communities. Strengthening neighborhoods by improving the livability of this area and providing more opportunities for middle-income housing, will help to foster increases in population and income levels needed to support the growth of businesses along the corridor. Providing better access to jobs for area residents will also be a key strategy in improving living standards.

**Business Development:** The goal of this element is to promote economic development in the corridor, thus providing job opportunities and serving the needs of area residents for shopping and other services. Strategies addressing business development issues focus on supporting businesses currently operating in the corridor; fostering the creation of new businesses within the corridor area; and, creating an environment which is conducive to operating a business.

**Community Safety:** The goal of this element is to decrease the level of both real and perceived crime in the West Boulevard Corridor. Since crime, and the perception of crime are directly related to the ability of businesses to attract customers, and thus the ability of the corridor to attract business, addressing community safety concerns is a key element in improving the economic stability of the corridor. The need for a stronger police presence, better lighting, greater citizen involvement, and solutions to the problems associated with drug and alcohol

abuse, were identified as key issues that need to be addressed before economic revitalization can occur in this area.

**Community Building:** For this plan to be successful, the community realizes that they will need to take ownership of it, and be directly involved in developing strategies and implementing recommendations. The focus of this element is to increase community involvement in activities undertaken to improve the West Boulevard area. Underlying this element is the need to enhance the pride of people in themselves and their community. Particular attention is given to inspiring youth to become involved in community activities.

No one of these seven elements alone will bring about the economic revitalization of the corridor. Each is an essential piece of the puzzle that, once solved, will allow the West Boulevard Corridor to realize its vision of becoming a truly successful community.

## DEFINITION OF STUDY AREA

The West Boulevard Corridor, as defined for this study, extends approximately five miles, from Interstate 77 on the east, to Steele Creek Road on the west. (Map 1) In general, the width of the corridor is defined by the depth of the parcels of land fronting West Boulevard.

The Billy Graham Parkway provides a physical and psychological barrier between the two "halves" of West Boulevard. The area east of the Parkway is generally characterized by low income, residential areas and neighborhood service type businesses. The width of the

corridor study area is generally defined by the depth of the parcels of land fronting West Boulevard.

West of the Billy Graham Parkway, much of the land is controlled by the Charlotte Douglas Airport, with long-term use devoted primarily to industrial and business park type uses. The width of the corridor in this area is determined, in general, by the boundaries of the Airport-controlled land.

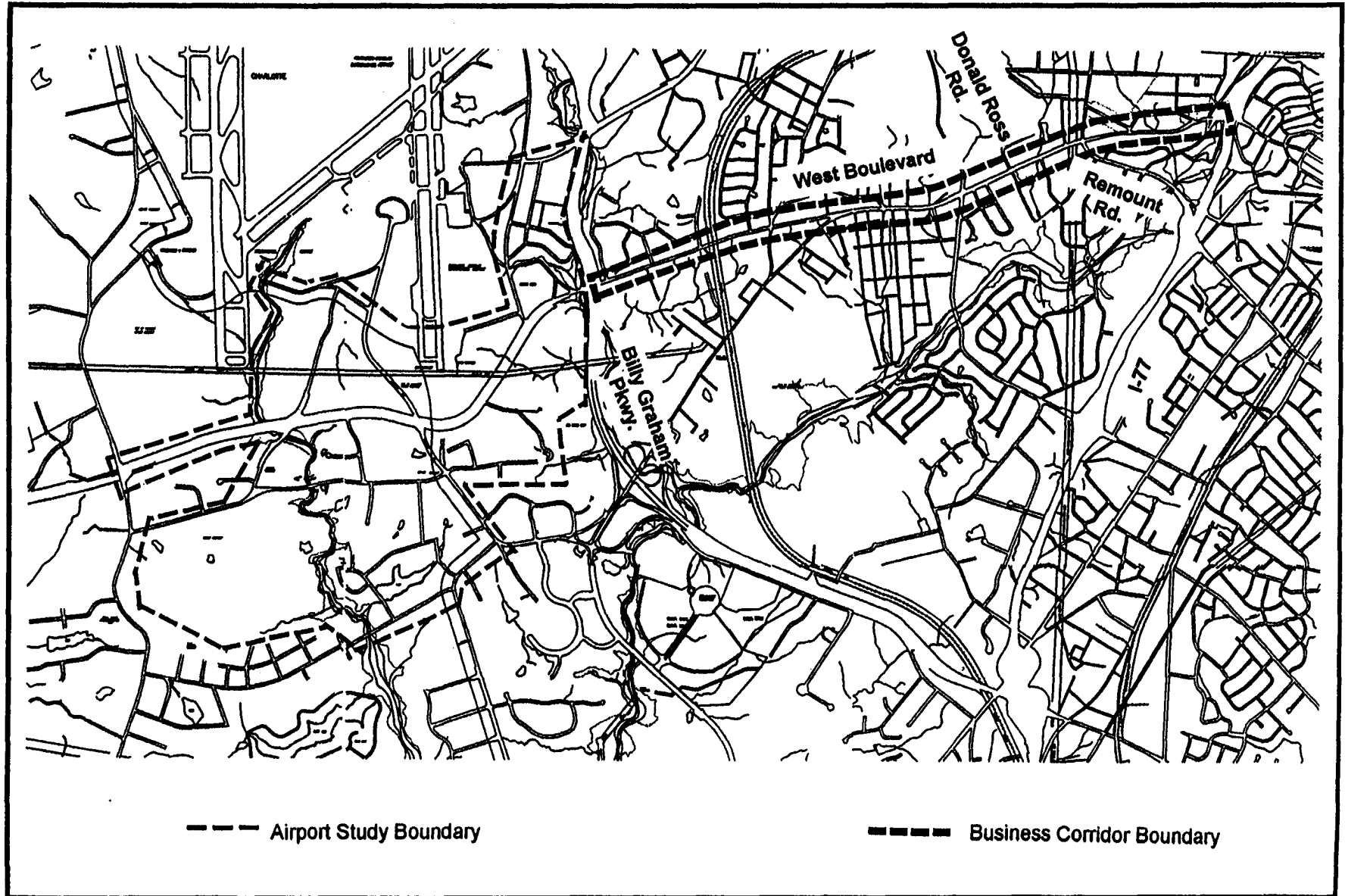
The Corridor's primary market area (Map 2) encompasses a larger geography than the study area. Residents within this market area would be likely to patronize the businesses along West Boulevard, and utilize services offered in the corridor. This area includes census tracts 36, 37, 38.98, 39.01 and 39.02.



The Billy Graham Parkway provides a physical and psychological barrier between the two "halves" of West Boulevard.

**Map 1: Study Area Boundaries**

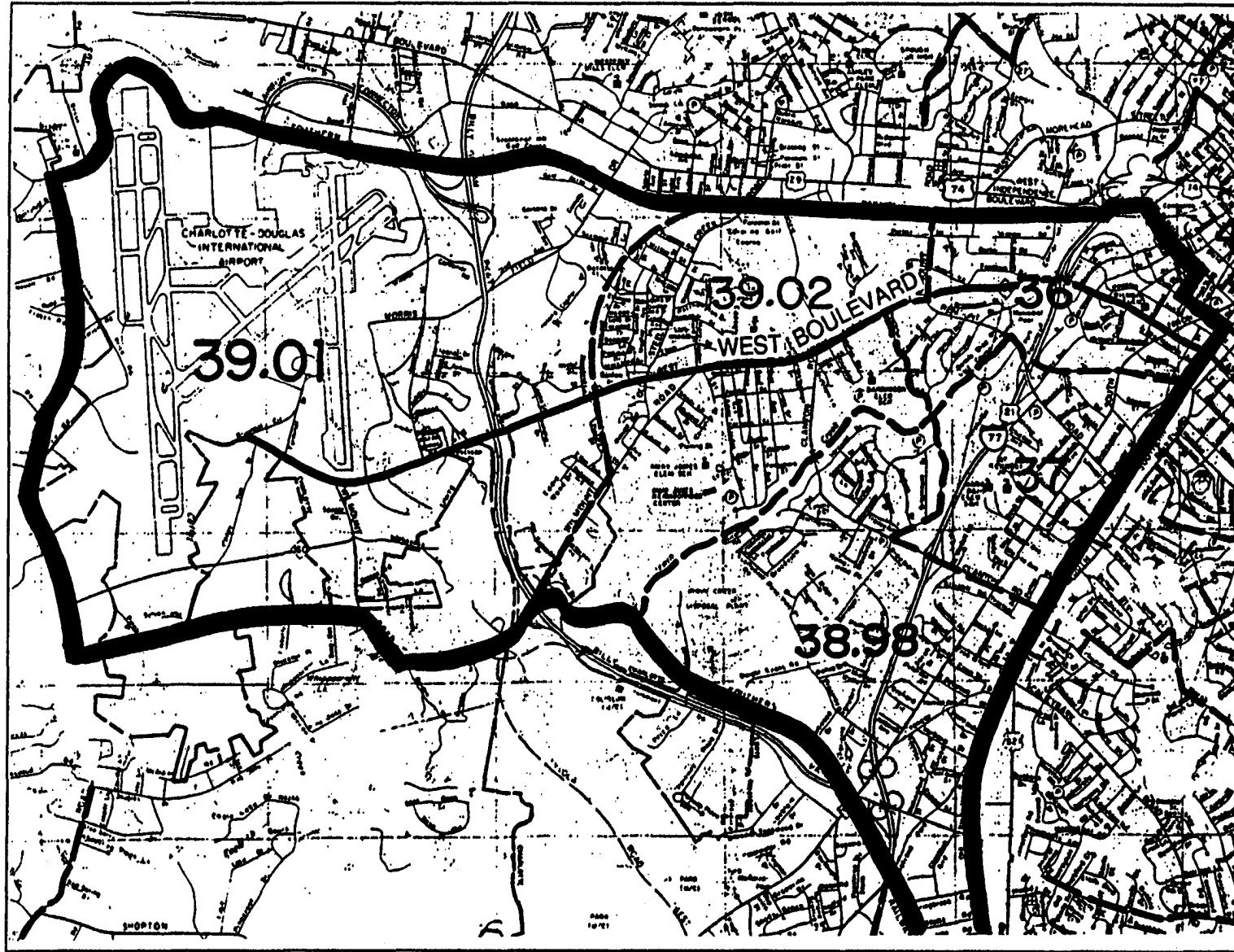
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Charlotte-Mecklenburg Planning Commission



**West Boulevard Business Corridor Revitalization Plan**

Map 2: Primary Market Area

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Charlotte-Mecklenburg Planning Commission



West Boulevard Business Corridor Revitalization Plan

## RELATIONSHIP TO AIRPORT

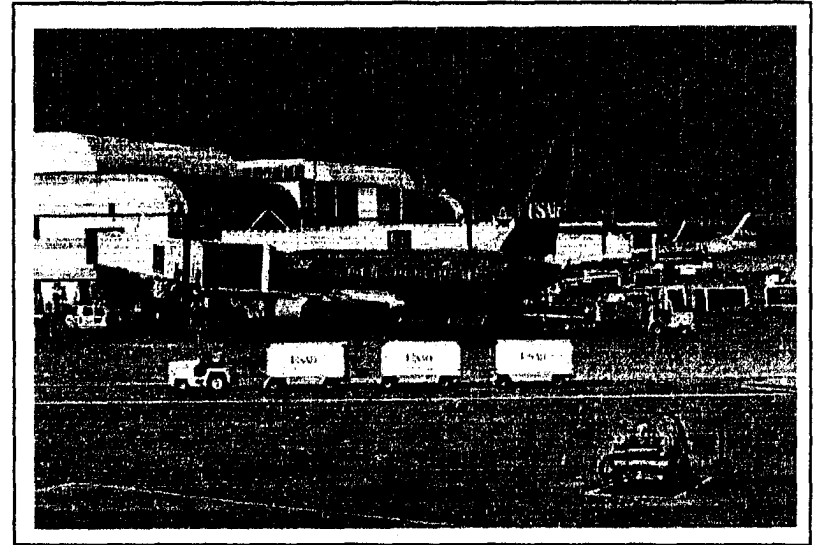
Although the physical appearance and “basic character” of these two “halves” of West Boulevard are very different, there is great potential to develop a strong connection between the two. The Airport has the capacity to provide significant employment opportunities as new business and industry locate operations close to the expanding Airport. The surrounding residential areas could provide an available labor pool, and corridor businesses could provide support services to Airport area employers.

Charlotte is unique to many communities which have their airport located at a distance from the labor pool. The close proximity of the Charlotte Douglas International Airport to the residential neighborhoods offers opportunities for both. Every effort should be made to create a sense of “partnership” between the two parts of West Boulevard to ensure that each can benefit from the strengths and opportunities of the other.

This Corridor Revitalization Plan attempts to link the two “halves” of West Boulevard by developing strategies which capitalize on the strengths and opportunities of each to encourage economic development throughout the entire corridor.

During the West Boulevard planning process, staff prepared a planting plan for West Boulevard, west of Billy Graham Parkway. Along with this planting plan, staff prepared a summary of specific land use and zoning issues discussed in the *Southwest District Plan, 1991*. Staff coordinated both of

these efforts with the current Plan for the West Boulevard Corridor.



The Aviation Department has recently updated the Airport Master Plan, and the Planning Commission is evaluating the land use impacts of the proposed new runway. (The Airport Master Plan was adopted by Charlotte City Council on April 28, 1997.)



## CHAPTER 2: EXISTING CONDITIONS--Issues and Opportunities

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*The West Boulevard Corridor includes areas of residential development, neighborhood commercial services, and a large expanse of airport-controlled property. Extensive data collection efforts have produced considerable information on this corridor area. Social, economic and land use data, along with the valuable information generated through the citizen participation process, form the foundation for the following analysis of existing conditions and important findings.*

*Policy direction for land use along West Boulevard is provided in the Central District Plan (1993) and the Southwest District Plan (1991). Any recommendations from this corridor plan, regarding land use changes will require a plan amendment to these policy documents.*

### I. LAND USE

In many ways the strategic location of the West Boulevard Corridor is one of its greatest strengths in realizing economic



*Much of the land along the corridor is occupied by single family homes and apartments.*

gain. West Boulevard provides a transportation link between the airport and Uptown Charlotte. It also serves as a convenient route to the Charlotte Coliseum and Ericsson Stadium. Plans to connect West Boulevard into Gaston County will further increase the importance of West Boulevard and development near the river crossing.

The importance of the corridor as a link between the airport and Uptown, diminished significantly when the Billy Graham Parkway was built. Further influencing this change in function was the extension of the airport runway, altering West Boulevard's connection to the west.

Today, West Boulevard serves primarily as a residential corridor which also links commuters to jobs near the airport and provides a local truck route connection. West Boulevard also provides some commercial and service area functions for the surrounding neighborhoods. However, neither its transportation function nor its service functions are currently being utilized to the fullest extent, resulting in the economic and social instability in this corridor.

## Important Findings

### East of Billy Graham Parkway

The predominant land use along West Boulevard, east of Billy Graham, is residential, with a retail node at the Remount Road intersection. **Table 1** lists the acreage in each of the major land use categories. As shown in Table 1, and illustrated on **Map 3**, nearly 36 percent, or 107.7 acres, of the land along this corridor is currently vacant. Most of this vacant land is zoned for residential development. (**Map 4**) Additionally, a large parcel (11.8 acres) of industrially zoned land is vacant on the south side of West Boulevard near the Norfolk-Southern rail line.

**Table 1**

Existing Land Use along West Blvd.: East of Billy Graham Parkway

Land Use	Acres	% of Total
Residential	132.9	43.9
single family	91.9	30.4
multi-family	41.0	13.5
Vacant	107.7	35.6
Institutional	34.3	11.3
Commercial	20.7	6.8
Industrial	6.7	2.2
Office	.4	.1
<b>Total</b>	<b>302.7</b>	<b>100.0</b>

Source: Planning Commission, 1995.

### West of Billy Graham Parkway

Major Land Uses: The majority of the existing land use in the corridor, west of Billy Graham is vacant (73.7 percent). **Table 2** lists the acreage in each of the major land uses.

**Table 2**

Existing Land Use along West Blvd.: West of Billy Graham Parkway

Land Use	Acres	% of Total
Residential	170.1	12.8
single family	129.9	9.8
multi-family	40.2	3.0
Vacant	981.4	73.7
Institutional	3.4	.3
Commercial	5.7	.4
Industrial	85.5	6.4
Office	85.9	6.5
<b>Total</b>	<b>1,332.0</b>	<b>100.0</b>

Source: Planning Commission, 1995.

### Issues and Opportunities

West Boulevard has a surprising amount of vacant land for a mature, urban area. Several sites are well suited for residential, commercial, and industrial development. (See appendix for fact sheets on vacant sites.)

One site (42.2 acres) adjoins the Carolina Golf club, offering an excellent location for a planned residential community. The redevelopment of Dalton Village will create a potential

9.3-acre assemblage in the southwest quadrant of West Boulevard and Clanton Road, suitable for commercial development. The Charlotte Housing Authority was recently awarded a \$24.6 million grant for redevelopment of Dalton Village. Current plans are to construct 35 single family homes; rehabilitate 78 existing units for the family self-sufficiency program, and build 112 units of elderly housing. (An additional 82 replacement units will be provided off site, not necessarily in the corridor.) The goal is to offer more home-ownership opportunities, and to provide support to enable people to take advantage of those opportunities.

In addition to the vacant land fronting the corridor, the City of Charlotte controls a large tract of land just off the corridor, adjacent to Amay James Community Center. This site is part of the Irwin Creek Disposal Plant location. Part of this large tract may be suitable for new residential development. The Reid Park CDC recently negotiated a land swap to build a new single-family subdivision of 44 - 46 homes on this site.

The large amount of vacant land available near the airport also provides tremendous opportunities. The Airport Development Plan indicates that this area should develop as an employment and business center. Office, manufacturing and distribution would be the major land uses. Such uses could provide jobs, and boost income levels in the West Boulevard Corridor area.

Map 3: Existing Land Use



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Charlotte-Mecklenburg  
Planning Commission

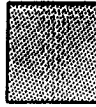
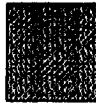
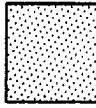
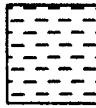


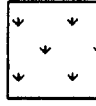



**Sections 1 and 2**  
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for Sections 3 and 4



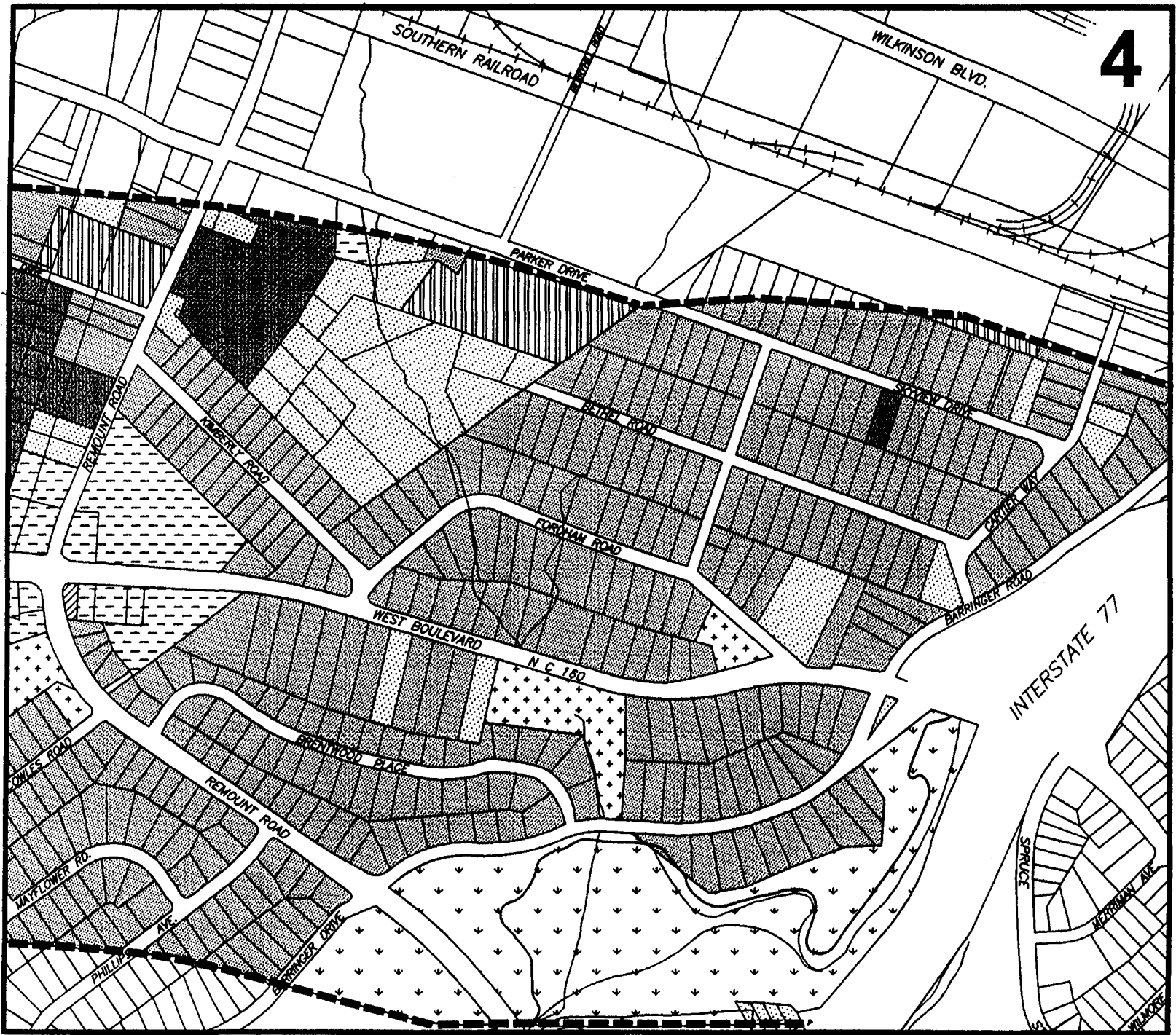
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**Legend for Land Uses**

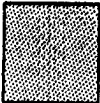

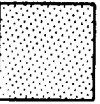
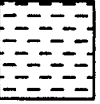


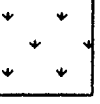
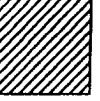
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-  Multi-Family Residential
-  Vacant
-  Commercial
-  Industrial
-  Institutional
-  Park
-  Office

West Boulevard Business Corridor Revitalization Plan





**Legend for Land Uses**

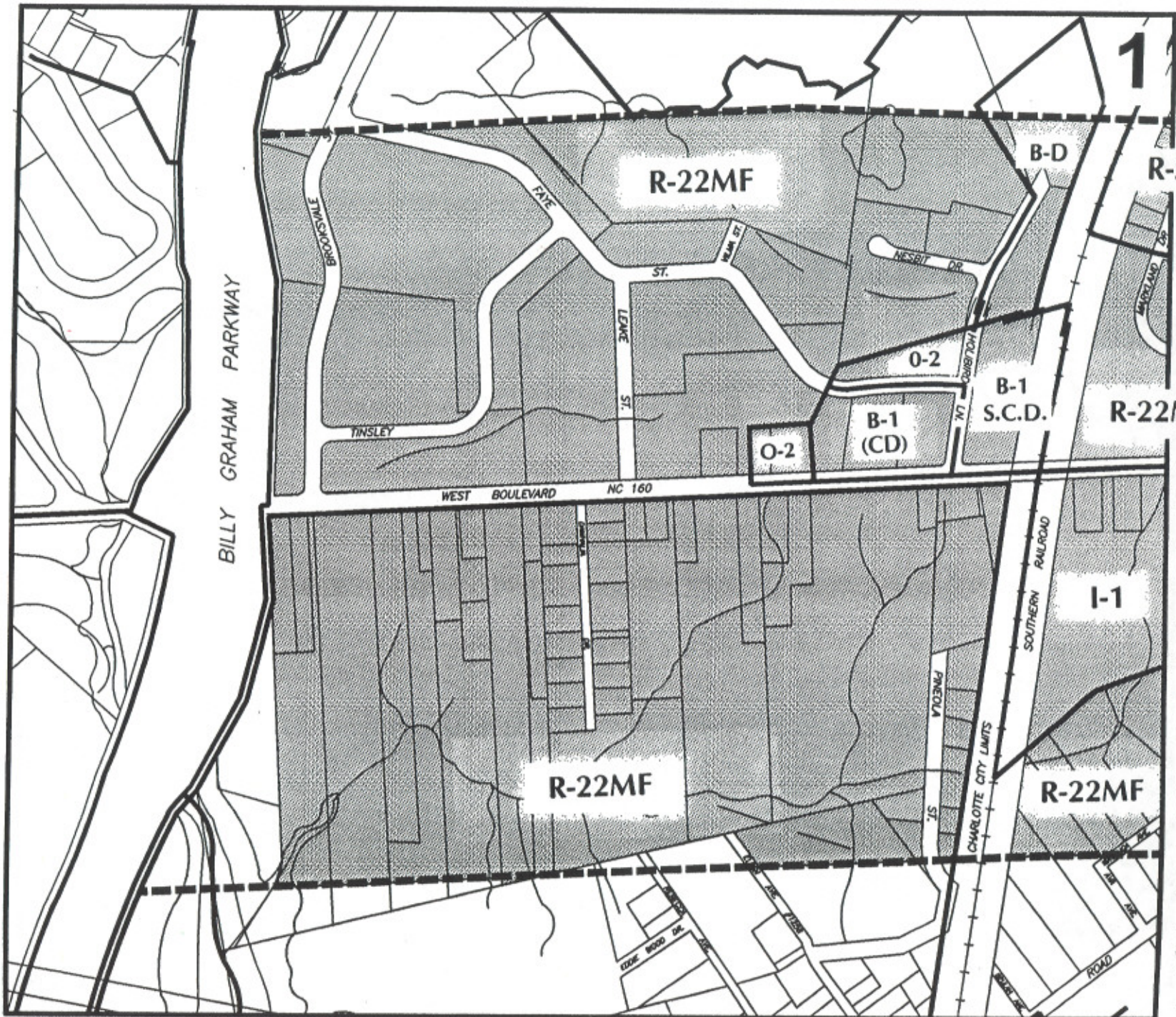
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-  Commercial
-  Industrial
-  Institutional
-  Park
-  Office

West Boulevard Business Corridor Revitalization Plan

Map 4: Existing Zoning



Date: 1995  
Scale: 1" = 500'  
Charlotte-Mecklenburg  
Planning Commission



Sections 1 and 2  
see following pages  
or Sections 3 and 4

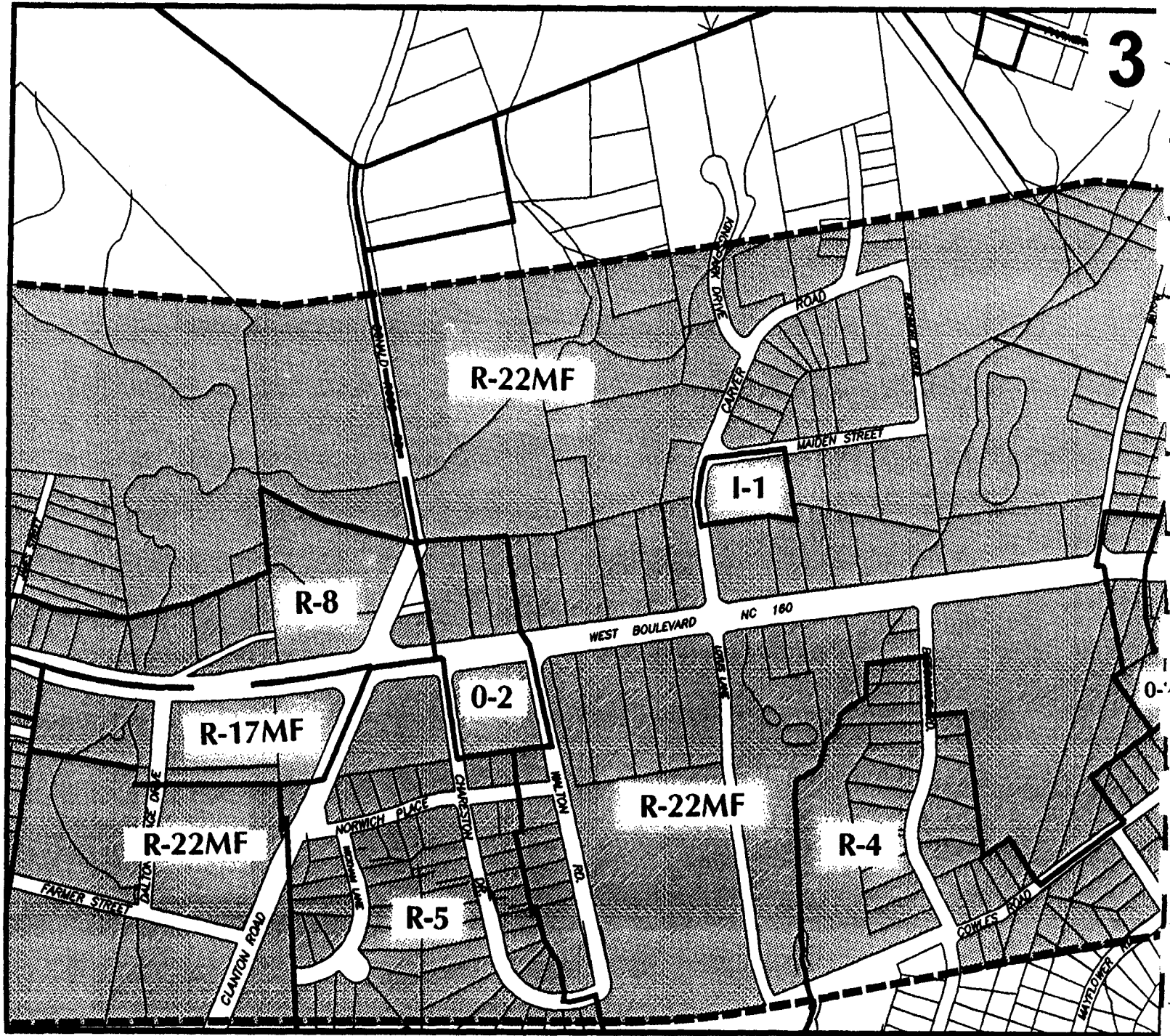




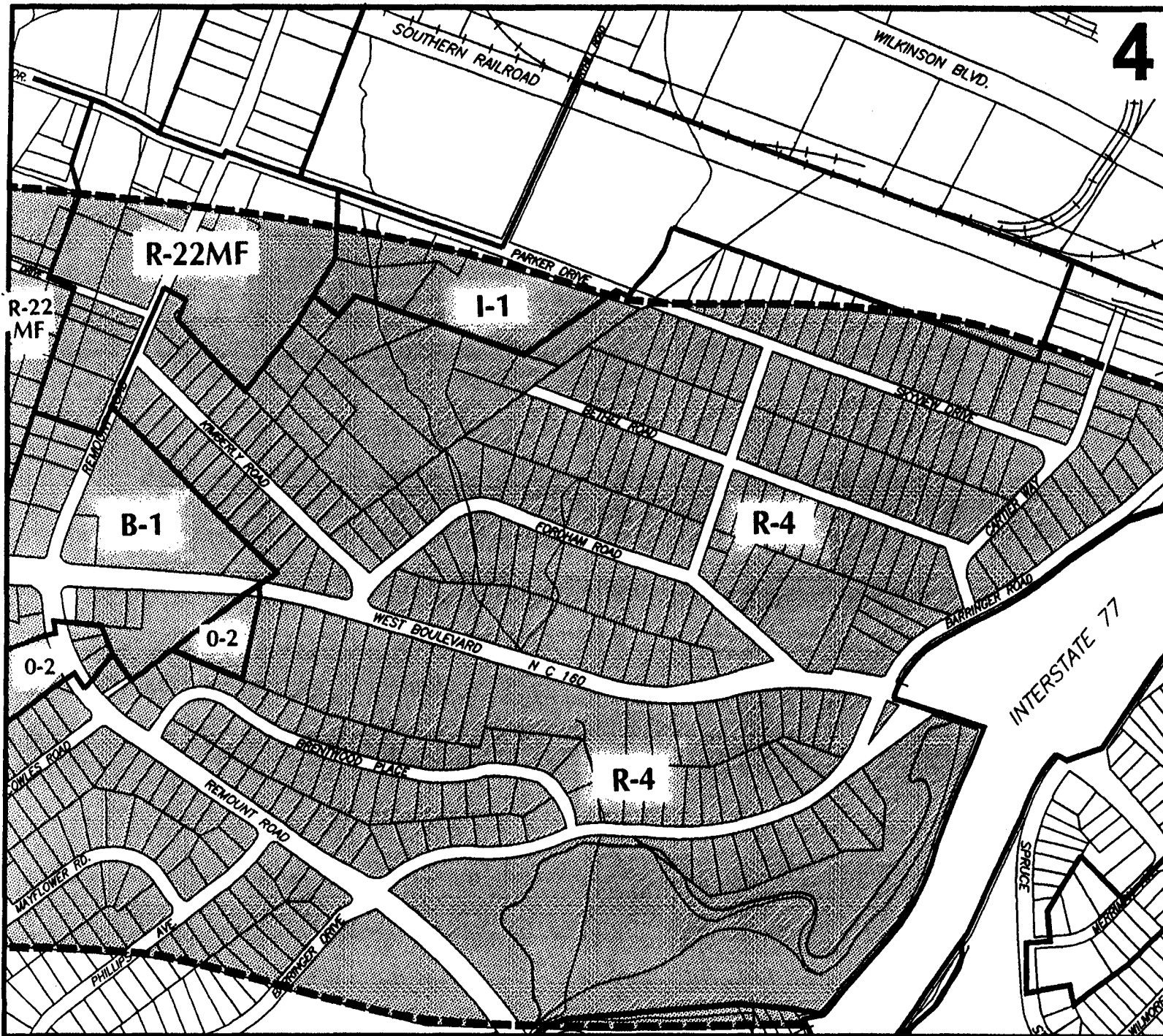
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Charlotte-Mecklenburg  
Planning Commission



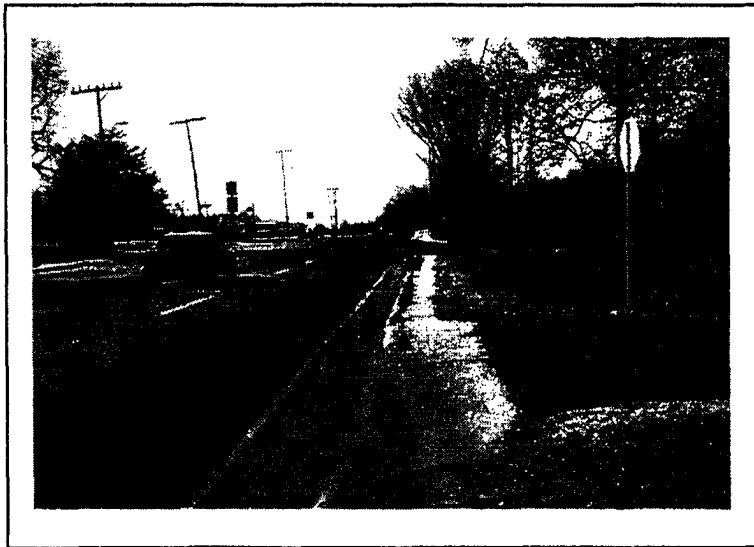
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for Sections 1 and 2



West Boulevard Business Corridor Revitalization Plan

## II. PHYSICAL APPEARANCE

The appearance of the corridor was identified as an area of great concern during the community meetings and business survey, which took place as part of this planning process. Issues regarding the presence of trash along the roadway, dilapidated buildings and signs, lack of landscaping, overgrown lots, poorly maintained sidewalks, parking lots in need of paving, and inadequate street lighting were identified as significant concerns to be addressed.



*Grass and weeds have over grown much of the sidewalk along West Boulevard.*

Business owners and residents alike expressed the feeling that improvements to the streetscape, like planting trees and flowers and cleaning up trash would benefit businesses. Signage to identify the amenities adjacent to the corridor, such

as Amay James Center and the various neighborhoods, would also enhance the image of the corridor.

In general, residential areas along the corridor do not appear to be as critical a concern in regards to physical appearance as are the commercial areas. The topography and natural vegetation in the residential areas conceal some of the problems of debris and other appearance concerns.

Several property owners are repeatedly cited for code enforcement violations. Even though some of these property owners respond promptly to such citations, the problem persists. Strategies to address these recurring problems need to be developed and implemented.

### ***Important Findings***

Several commercial buildings along West Boulevard are dilapidated and/or abandoned. As of January, 1997, the following structures were found to be vacant/abandoned:

- 2543-2557: Shopping Center (demolition completed 11/97)
- Residence near Billy Graham Parkway on south side of West Blvd.
- Boarded up residences on south side of West Blvd., west of Old Steele Creek

Dilapidated signage also detracts from the appearance of the corridor. An inventory of signage condition along West Boulevard found five possible zoning code violations for poorly maintained signs. The locations of these "dilapidated" signs on West Boulevard are listed below. All of these

property owners have been cited for sign code violations as of May, 1997.

- 1500: Clark's Garage
- 1540: Best Buy Tire Company
- 2215: Colormaster TV Service
- 2411: Wolfe's Lounge
- 2624: Pharr's Chic & Fish

Litter along the corridor contributes significantly to the poor overall appearance. The following areas, in particular, are prone to the accumulation of litter.

- 2169: Near "Sam's Mart" property
- At Westover Shopping Center
- Vacant lot next to Reid's Plaza (2321)
- Vacant lot across from "Same Old Grocery"
- Near bridge over railroad tracks at Holibird Lane
- In front of Boulevard Homes Apartments
- Vacant lot west of Christian Mission Church
- Vacant lot east of Dr. Carver Drive
- Creek at Billy Graham Parkway

The City's Zoning Ordinance regulates many appearance-related concerns. Diligent enforcement of the zoning code would help to improve the appearance of the corridor. For example, during the development of this corridor plan, the property owners at 2560 West Boulevard were notified that the heavy equipment stored on the property without any screening violated the code. This use is not permitted in the current I-1 zoning for this property. The property owners removed the equipment and cleaned up their property, thus improving the image of this area.



*Dilapidated shopping center west of West Tyvola Road was an "eyesore" and potential safety hazard.*

### ***Issues and Opportunities***

The topography and natural vegetation along West Boulevard are very positive attributes. Landscape improvements focused at key intersections, along with strategically located street tree plantings will be most effective in improving the visual appearance of this corridor.

Well-maintained and attractive grounds at several churches, apartment complexes, private homes, and public institutions, add to the aesthetic appeal of this corridor.

Prompted by residents' concerns at community meetings during the corridor planning process, the City cleared

overgrown sidewalks along West Boulevard. The sidewalk clearing not only improved the visual appearance of the corridor, but also improved the mobility and safety of pedestrians.

Opportunities exist to create a visual identity for the corridor by implementing a trailblazing signage system, adding decorative paving and planting areas, and using bus shelters and trash receptacles to reinforce design aspects. Key locations are at Remount Road, Clanton Road and Old Steele Creek Road.

The poor physical appearance of Westover Shopping Center has a strong negative impact on the image of this corridor. Renovation of this center is a critical ingredient in revitalizing this corridor.



*Well-maintained residences create a positive image.*



*The appearance of the Westover Shopping Center creates a poor image for the corridor.*

### III. TRANSPORTATION

A good transportation network is crucial to an area's economic well-being; it enables people to get from home to work, and is an important factor in attracting industry and business. West Boulevard offers excellent access to warehousing, commercial and business areas surrounding the airport. It also provides convenient access to Uptown.

#### **Important Findings**

Traffic volumes along the corridor range from a high at Remount Road of 17,600 vehicle per day, to 7,300 west of Billy Graham Parkway. The 24-hour mid-block counts for the corridor are listed in **Table 3**.

**Table 3**  
24-Hour Mid-block Traffic Counts

Location	Volume
<b>West Boulevard:</b>	
West of Billy Graham Pkwy.	7,300
East of Billy Graham Pkwy.	12,800
East of Clanton Road	16,300
East of Old Steele Creek	14,800
East of Remount Road	17,600
East of Tyvola Road	14,800
West of Cliffwood Place	14,100
West of Tryon Street	12,800

Source: CDOT, January 5, 1995

Charlotte transit reports West Boulevard as the highest ridership route in the city with an estimate 564 passengers per

week day. In addition, West Boulevard is served by the City's EZ-Rider system, which supplements the transit system by providing convenient, affordable and accessible transportation to key destinations. In the fourth quarter of 1996, EZ-Rider West's two routes, Revolution and Jackson Park reported serving 6,039 and 6,855 passengers respectively.

Sidewalks exist on both sides of the road along the majority of West Boulevard. A small section was missing at Billy Graham Parkway, but was constructed as part of this corridor planning process. Approximately half a mile of sidewalk is still missing on the south side of West Boulevard from Billy Graham Parkway to the Southern railroad tracks, just east of Holibird Lane, outside of the City limits but within the County's jurisdiction. Currently, there are no plans to construct sidewalks along this section.

Pedestrian traffic is high along the corridor, especially near convenience stores, Westover Shopping Center, the public library, and bus stops. A considerable number of pedestrians appear to be crossing Billy Graham Parkway at West Boulevard. This intersection is not equipped with any pedestrian improvements (i.e., no pedestrian signal, no painted cross walk, no refuge island, no sidewalk), making this an extremely difficult intersection for pedestrians to traverse. The 24-hour mid-block vehicle counts (1994) for Billy Graham Parkway south of West Boulevard are 45,700 vehicles per day.

Some of the pedestrian traffic traversing Billy Graham Parkway appears to be a result of the transit route schedule which does not provide service across the Parkway during early mornings and late evening hours when some workers need to cross this

intersection to get to or from their homes at Jackson Park or to their job near the airport.

The roadway configuration for most of West Boulevard is a four-lane cross-section with two eleven-foot lanes traveling in each direction. No roadway improvements have been made to facilitate bicycle travel. The only bicycle parking facilities anywhere along the Boulevard are at the new public library. Bicycle lanes are currently planned to be included in the future plans to widen West Boulevard near the airport. Bicycle lanes along the remainder of the corridor could facilitate the mobility of bicycle police patrols, as well as enhance the safety of area residents relying on bicycles as their primary means of transportation.

#### ***Issues and Opportunities***

The high level of pedestrian traffic and transit use along this corridor warrants improvements to transit related amenities, including bus shelters, trash receptacles, sidewalks, crosswalks and pedestrian signals. Such improvements will not only improve mobility, but could also be utilized to improve the corridor's physical appearance.

Traffic volumes suggest that West Boulevard merchants may have an opportunity to better capture the non-resident market, given other improvements in the corridor.

Traffic congestion is not currently a problem along the corridor. State guidelines suggest that the capacity of a four lane highway is approximately 30,000 cars a day on average.

While West Boulevard carries a substantial amount of traffic each day, it has not reached its capacity.

The current pavement condition indicates a need for considerable maintenance. Potholes, dips in the road, and buckling along the edges are significant problems. Although the intersection of Clanton Road and West Boulevard has recently been re-paved, much work is still needed to improve the road condition along other sections of the corridor.

#### **IV. SOCIOECONOMIC**

The socioeconomic make-up of the corridor area is an important consideration in understanding the issues and developing appropriate strategies to address them. **Table 4** provides a socioeconomic profile of the West Boulevard Corridor market area.(see Map 2)

#### ***Important Findings***

In general, lack of diversity plagues the West Boulevard area. The population is almost exclusively black. Unemployment levels are high. Home ownership is low. Very few residents have graduated from college. The area is estimated to have experienced a slight (4.3 percent) decrease in population from 1990 to 1995. However, this trend is expected to moderate in the future, with the area's population for 2000 projected to be 18,047.

Females slightly outnumber males (54.8 percent). And, youth: under the age of 18 make up a large portion of the population. Median household income by census tract in the market area ranges from \$14,765 to \$24,462 according to 1990 figures.



**Table 4: Socioeconomic Profile**

Total Population:

<u>1990</u>	<u>1995</u>	<u>2000</u>
18,974	18,149	18,047

Population by Race:

White	6.9%
Black	92.0%
Other	1.1%

Age Groups:

Under 18 yrs	32.6%
18 - 24	11.4
25 - 34	17.1
35 - 44	13.2
45 - 54	10.3
55 - 64	7.1
65 and over	8.2

Income:

Under \$10,000	29.2%
10,000 - 14,999	14.6
15,000 - 19,999	12.3
20,000 - 24,999	11.5
25,000 - 29,999	7.3
30,000 - 39,999	11.6
40,000 - 49,999	7.7
50,000+	5.9

Per Capita \$7,205

Housing Units:

Owner Occupied	32.5%
Renter Occupied	67.5%

Source: 1990 Census, except 1995 and 2000 population by CMPC

**Neighborhoods:** Numerous neighborhoods make up the market area for West Boulevard. Some of these neighborhoods are stable, moderate income communities. Others, however, are struggling with crime, unemployment and a myriad of social issues. Interested, involved citizen leaders in some of these communities are making strides to tackle many of these problems, lending to the improvement of the corridor.

Neighborhoods within the corridor area include: Wilmore, Westover Hills, Revolution Park, Kings Park, Barringer Woods, Clanton Park, Dalton Village, Reid Park, Pinecrest, Wingate, Ponderosa, Wilmont, Little Rock Apartments, Boulevard Homes, and Jackson Park.

Some variations are evident among these neighborhoods. For instance, the areas south of Irwin Creek (Clanton Park) and at the east end (Wilmore and Westover Hills) have higher income levels, better housing stock, and a much higher degree of home ownership.

Two public housing projects (Dalton Village and Boulevard Homes), that each contain 300 units and were built in 1970, have contributed to neighborhood decline in the core of the study area. Another public housing project (Southside Homes - 400 units) is located just east of Interstate 77, adjacent to the market area, further contributing to the concentration of low-income persons in rental housing.

**Issues and Opportunities**

The most effective strategy for improving low-income areas is to improve the incomes of the residents (*Revitalizing Low-*

*Income Neighborhoods*, Urban Land Institute, 1994). The creation of more mixed income level neighborhoods within the corridor market area will likely require significant public expenditures and private investments. Some efforts are already underway, including the creation of the Reid Park Community Development Corporation in 1989, and the City's focus on providing resources to neighborhoods in the "City Within A City" area.

As of March, 1997, the Reid Park CDC had renovated two duplexes and built three single-family homes in the Reid Park neighborhood. They are also scheduled to begin construction on three additional single family homes. The CDC has also recently completed a land swap with the Park and Recreation Department that will allow the CDC to build a small subdivision of new homes adjacent to the Amay James Neighborhood Center. (Refer also to Land Use section.)

The redevelopment of Dalton Village (refer to Land Use section) is also a crucial initiative in increasing home ownership in the area. Other programs to promote home ownership are also needed, as is improved access to jobs and training.

## **V. BUSINESS DEVELOPMENT**

The health and vitality of the businesses along the corridor significantly contribute to the strength of the community. They can provide for the shopping and service needs of area residents, offer employment opportunities, add to the visual appeal and safety of the corridor, provide a sense of community, and contribute to the community's tax base.

Providing convenient access to basic neighborhood services is a key ingredient in promoting the development of new housing, which is a critical part of strengthening this area.

### ***Important Findings***

As shown on the existing land use map (Map 3), most of the commercial businesses are either clustered around the intersection of West Boulevard and Remount Road, or scattered on small parcels from Old Steele Creek Road to Ross Avenue.

Approximately fifty businesses are currently located along the West Boulevard Corridor. Most of these are small, local, owner-operated commercial establishments. Hair salons, convenience stores, and restaurants characterize the type of neighborhood services provided along the corridor. About a half dozen businesses are engaged in industrial, manufacturing or warehousing activities.

In a survey of the corridor's businesses completed as part of this Plan, the majority of business owners indicated that they were at least fairly satisfied with the success of their establishment. However, they also saw room for improvement and expressed great interest in developing strategies to increase their sales.

Along with supporting the businesses already existing in the corridor, there is a need to attract additional businesses to the area. These additional businesses would, hopefully, be able to fill the existing needs for services not currently provided to the residents in the West Boulevard Corridor area. Some of the

identified needs include grocery, recreation, banks, post office, pharmacy and restaurants.

### ***Issues and Opportunities***

Westover Shopping Center is a significant blight on West Boulevard, yet it could become a symbol of hope and source of community pride. This facility is probably not well suited for renovation as a grocery-anchored shopping center because of its age, size, bay depths, and physical condition. It will be far more likely that a grocery store, large enough to accommodate the needs of area residents, would be attracted to a new site, possibly at Clanton Road and West Boulevard.

It is critical, however, that Westover be redeveloped. It may be suitable for a smaller retail establishment, or for conversion to non-retail use, possibly a community empowerment/business incubator use that could spur additional opportunities in the corridor.

Currently, the City of Charlotte is working with the West Enterprise Community Board and the Reid Park CDC in creating a redevelopment scenario for the Westover Shopping Center.

Establishing an active merchants association on West Boulevard would help business owners pull together to address issues and improve not only their individual businesses, but also the entire corridor area.

The West Enterprise Community, established in 1995, is working with the West Boulevard community to create job

training, entrepreneurial, and economic development opportunities.

Several "partners" have indicated a willingness to work with West Boulevard residents and business owner to make positive changes in the Corridor. CPCC is assisting the City implementing a small business owners program to help businesses with merchandising, marketing, finances and other concerns. CPCC is also interested in providing a campus in the West Boulevard area which would offer specialized training in airport-related fields.

The Airport is also a willing partner in the corridor revitalization effort and could bring employment and training opportunities to West Boulevard area residents. Local banks, as well as the City of Charlotte, have lending programs available to corridor businesses.

## **VI. COMMUNITY SAFETY**

Relative to other business corridors in the City's urban core, West Boulevard's crime statistics do not appear to be especially high. Yet, the corridor has the perception of being an extremely high crime area, possibly due to high crime rates in some of the surrounding neighborhoods. This perception hinders efforts to revitalize the area by making it very difficult to attract new residents and businesses.

### ***Important Findings***

Analysis of the annual crime rate pattern for the corridor for 1992 through 1994 indicates a 12.4 percent increase in

reported crimes. This increase was nearly twice as high (8.4 percent) from 1992 to 1993 than from 1993 to 1994 (4.0 percent).

Assaults, vandalism and auto thefts appear to be the most frequent types of crime reported along the corridor. The 1500 and 1700 blocks consistently rank highest in the number of crimes reported during the three-year reporting period. The 1500 block is located between Remount Road and Fordham Road and includes the shopping center at Remount Road. The 1700 block is located west of Remount Road and includes a vacant lot.

Groups of people loitering along the corridor add to the perception that this is a high crime area. People tend to loiter at the following locations.

- Best Buy Tires at Westover Shopping Center
- Amoco gas station across from Westover Shopping Center
- Reid's Plaza
- Convenience Stores

### ***Issues and Opportunities***

Business along the corridor are not currently organized in a Crime Watch. Several of the adjacent neighborhoods have initiated crime watch programs over the years, but many have lapsed and are not currently active. Organizing both neighborhood and business crime watches provides a great opportunity to assist the law enforcement agencies in reducing crime and the perception of crime in the corridor.

An Adam 2 police office is currently located on West Boulevard in the Reid Park Shopping Center. Corridor area residents and business owners are very pleased with this increased police presence on the corridor and would like to see additional officers assigned to this area.

## **VII. COMMUNITY BUILDING**

For a corridor revitalization plan to truly be successful, the ongoing involvement of an informed and empowered community is essential. Strong, skilled, and enthusiastic leadership is a vital ingredient for success. Also of critical importance is the willingness of the wider community to work with the leadership to reach common, identified goals.

### ***Important Findings***

The West Boulevard Community does not currently present an organized, unified front. Neighborhoods must often compete for scarce resources, and are therefore not as adept at working together. Turf issues can become obstacles to achieving results. Merchants along the corridor also do not have a history of working together.

### ***Issues and Opportunities***

During the development of this Plan, business owners expressed a strong interest in organizing, and pulling efforts to improve conditions in the corridor. Residents, too, acknowledged the importance of working in unison.

Residents, with the support of City staff, organized a corridor clean-up. Youths, adults, police officers and other City staff

pulled together to clean up trash along the roadway. Such activities help to instill pride in the community and give residents a well-deserved sense of accomplishment.

Building on the momentum created by the corridor planning effort, a group of corridor residents began meeting regularly to work on community building strategies. Their efforts include sponsoring programs for area youth, and "getting the word out" about happenings in the community.

The West Enterprise Community is making progress in bringing together the various interests along the corridor. Although the West Enterprise's focus is primarily on jobs and economic development activity, it is also playing an important role in keeping neighborhoods along the corridor informed and involved in community activities.

The Amay James Task Force, a coalition of neighborhood representatives and area service providers, also helps keep corridor stakeholders informed. The task force meets monthly to discuss corridor area issues and initiatives.

Weed and Seed is a comprehensive, coordinated multi-agency approach to law enforcement and community revitalization currently underway in the West Boulevard corridor area. "Weeding" involves a focused effort by the justice system and law enforcement agencies to control illegal activity in the area. "Seeding" provides broad economic and social opportunities in cooperation with other federal, state, and local agencies and with public and private sector organizations and community groups.

Even with these efforts, much still needs to be done to create a feeling of community in the West Boulevard Corridor. Support for community leaders, solutions to issues related to the large youth population, and wider involvement of residents and business owners is needed.



*Residents, business owners and staff enjoy a picnic lunch after the corridor clean-up.*



## CHAPTER 3: VISION, GOALS AND STRATEGIES

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At the outset of the West Boulevard Corridor Plan development process, City staff held a series of community meetings along the West Boulevard corridor to gather input from business owners and neighborhood residents. In these meetings, citizens worked with staff to identify key community issues and to develop goals and strategies to address the issues. They also developed a vision statement to help unify and guide efforts to revitalize the corridor.

*The vision statement for the West Boulevard Corridor is to make the West Boulevard Corridor area a place where it is pleasant to live, where residents can find gainful employment, and where business owners can operate productive enterprises.*

With this vision in mind, the City engaged the services of a real estate consultant, Haddow & Company, to assist in determining potential redevelopment opportunities along the West Boulevard Corridor. The following goals and strategies are an outgrowth of both the public involvement process and the recommendations set forth in the consultant's report.

### **LAND USE**

**Goal 1.1: Redevelop the Westover Shopping Center so that it becomes a key asset for the West Boulevard Community.**

#### **Strategies:**

**1.1.1** Evaluate potential uses and current development potential for the Westover Shopping Center site, and pursue potential development opportunities which are compatible with the long-term goals of the community. In particular, redevelopment of the center should be compatible with the Westover Enterprise mission of providing job training, career advancement and empowerment opportunities for the community.

**1.1.2** Acquire the Westover Shopping Center from the U. S. Marshall's Office.

**1.1.3** Ensure that redevelopment of the Westover Shopping Center is community-oriented, and contributes to the overall economic development of the West Boulevard Corridor.

**Goal 1.2: Provide opportunities for new single-family housing and upgrade the existing housing stock in the West Boulevard Corridor area.**

#### **Strategies:**

**1.2.1** Complete the proposed land swap between the Reid Park CDC and the Parks and Recreation department to provide

the CDC with a suitable site for development of a new subdivision of single-family homes. Before proceeding with residential development of this site, an amendment to the *Central District Plan* and a rezoning will be needed.

**1.2.2** Support the Housing Authority in its endeavor to redevelop Dalton Village to provide home ownership opportunities.

**1.2.3** Expand efforts to renovate the existing housing stock in the corridor area. The Reid Park CDC has a program to acquire dilapidated houses and renovate them. This type of effort must be expanded by involving other groups and by assisting in securing the necessary financial resources.

**1.2.4** Support stricter code enforcement efforts along the corridor and use the condemnation process to remove identified unsafe/dilapidated structures.

**Goal 1.3: Develop a neighborhood shopping center to provide for the basic shopping needs (i.e., grocery, drug store) of corridor area residents.**

**Strategies:**

**1.3.1** Facilitate the development of a grocery-anchored shopping center at West Boulevard and Clanton Road by working with the property owners (Housing Authority and Marsh Realty) to: recruit a developer; amend the *Central District Plan* to reflect commercial land use at this location; and initiate any needed rezonings.

**1.3.2** Foster community support and involvement in design and development of a neighborhood shopping center at Clanton Road and West Boulevard.



## PHYSICAL APPEARANCE

**Goal 2.1: Keep litter from accumulating along the road right-of-way, as well as on properties in the immediate corridor area.**

### Strategies:

**2.1.1** Continue to assist neighborhoods in organizing community clean-ups on a regular basis.

**2.1.2** Work with the Sheriff's department to enlist the assistance of the "gold brigade" to clean up public properties, including the road right-of-way, and other properties where the City has been granted the authority to act as the agent of the property owner.

**2.1.3** Provide trash receptacles at all bus shelters, and at other key locations along the corridor. Trash receptacles should be coordinated with bus shelters and signage to enhance the image being created for the corridor.

**Goal 2.2: Improve the appearance of businesses along the corridor.**

### Strategies:

**2.2.1** Notify the Building Standards Department of any suspected zoning code violations, and ensure that violators are cited and improvements are made.



*Poorly maintained signs should be cited for zoning code violation.*

The City of Charlotte Zoning Ordinance, in Chapter 13, provides standards for the maintenance, content, placement and types of signs allowed in the City. Section 13.104, specifically, states that: "All signs be maintained in good structural and aesthetic condition. Deficiencies such as chipped paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance." The Building Standards Department has cited several sign maintenance violations along West Boulevard. Other zoning code violations, such as the storage of equipment and machinery, should also be reported, and property owners cited.

**2.2.2** Initiate a public education program regarding code enforcement and community appearance. Residents and businesses can be more effective in “policing” the visual appearance of the corridor once they understand what constitutes a potential violation and know how to report it.

**2.2.3** Ensure that sidewalks are adequately maintained. The adjacent property owner is responsible for maintaining the sidewalk. Access to the necessary equipment and instruction would help to ensure that property owners assume this responsibility.

**2.2.4** Remove or repair the dilapidated shopping center at 2343-2557 West Boulevard. This shopping center detracts from the visual appearance of the corridor, and provides a convenient place for **COMPLETED** illegal activities to take place. The Building Standards Department has cited the property owners and will pursue demolition if warranted.

**2.2.5** Make Reid Park Plaza the highest priority for implementation of the City’s business “face-lift” program currently under development.

**Goal 2.3: Improve the visual appeal of the roadway corridor.**

**Strategies:**

**2.3.1** Implement a design plan for streetscape improvements to include the concepts illustrated in **Figures 1-6**.

Streetscape improvements should be focused on the following key intersections along West Boulevard: Remount Road,

Clanton Road and Old Steele Creek Road. Secondly, improvements should also be made at I-77. Improvements at each of these intersections should be similar in design to create a “sense of place” along West Boulevard, much like the effect created by improvements in SouthEnd.

Streetscape improvements should include brick pavers at intersections, small architectural walls with fencing, plantings, and signage. Each corner of the key intersections should be similar in design.

Street tree plantings can add character, create shade for pedestrians, and visually link the commercial, industrial, institutional and residential areas of the corridor. Three areas along the corridor have been identified for street tree plantings. These areas were chosen because their current lack of trees gives the area a barren and bleak appearance, in contrast to the rest of the boulevard which is heavily vegetated. The areas chosen to receive street trees are:

- 1) the north side of West Boulevard at Barringer Drive;
- 2) the north and south sides of West Boulevard at the intersection of West Tyvola Road; and
- 3) the north side of West Boulevard west of the Southern Railroad tracks.

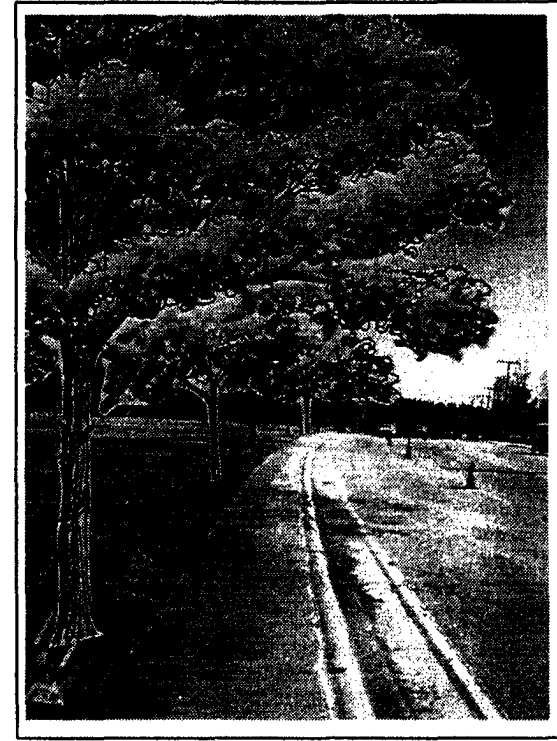
*(Complete design plans for the proposed streetscape improvements are available for review at the City of Charlotte’s Engineering Department.)*



**Figure 1: View of Existing Conditions**

**2.3.2** Encourage property owners, especially at key locations, to participate in a voluntary street tree planting program through the City's Urban Forestry Department.

No power lines currently exist between Interstate 77 and Remount Road. Therefore, large-scale trees can be planted on both sides of the street. Existing vegetation is well established in this area, but there are some opportunities for property owners to plant street trees.



**Figure 2: View of Proposed Street Tree Plantings**

Between Remount Road and Billy Graham Parkway, a mixture of large-scale trees and small scale trees is recommended to accommodate power lines. Because power lines are present on the south side of West Boulevard, small-scale trees are recommended to prevent interference with the lines. Large scale trees are suggested for the north side of the street.

**2.3.3** Implement a streetscape project to tie West Boulevard improvements to improvements in the South End area. This could be a separate, smaller-scale project to include West Boulevard from Camden Road to Interstate 77.

### Figure 3: Intersection Design

Date: 1997  
 Not to Scale  
 Charlotte-Mecklenburg  
 Planning Commission

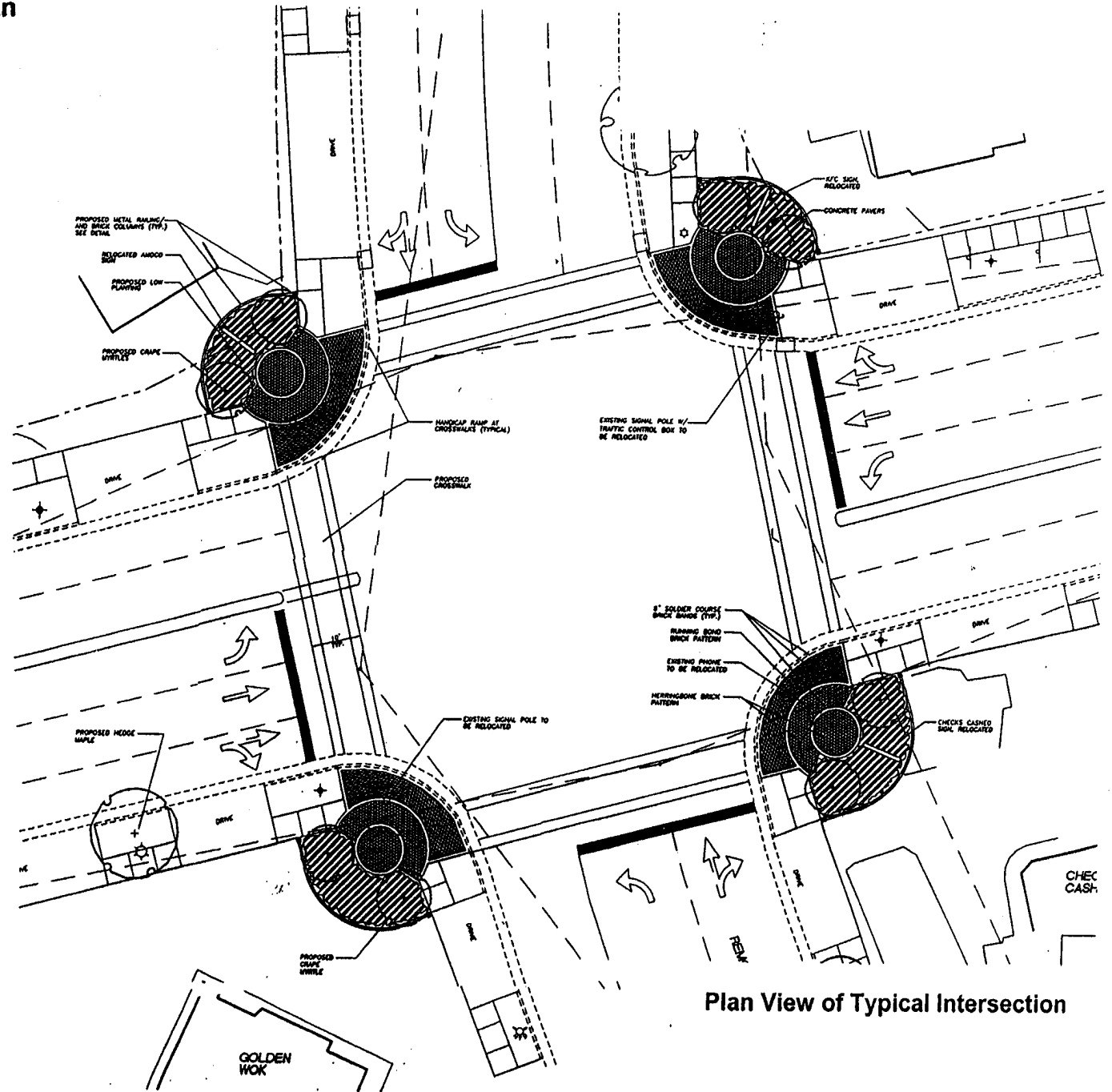
Three business intersections have been identified to receive attention. They were chosen because of current deteriorated conditions or because their location has the market potential to attract new development. The three intersections are:

- Remount Road
- Clanton Road
- Old Steele Creek Road

Planned amenities include:

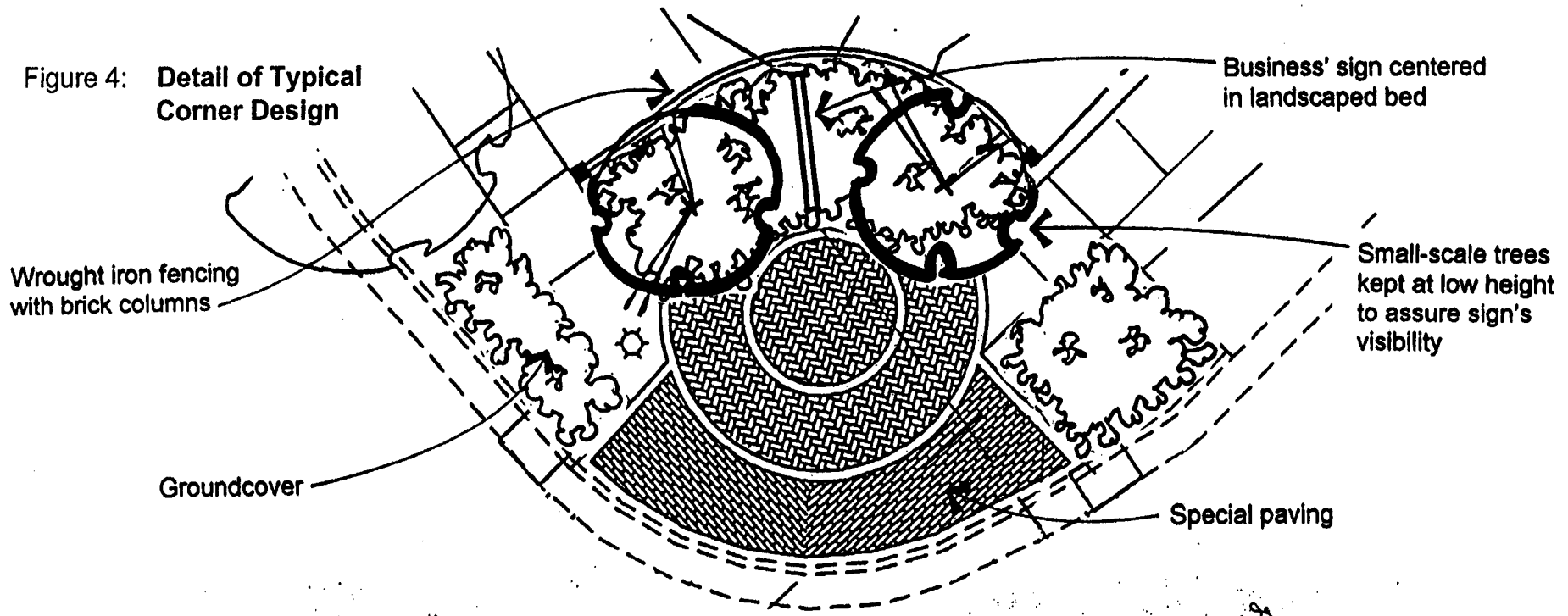
- Special paving
- Wrought iron fencing with brick columns
- Landscaping
- Lighting
- Signage

Right of Way is very limited along West Boulevard, therefore, easements will have to be obtained from property owners with corner properties at the three intersections. Participation by all involved property owners will assure the impact of the design. Revitalization efforts will continue, however, without full participation of property owners.



Plan View of Typical Intersection

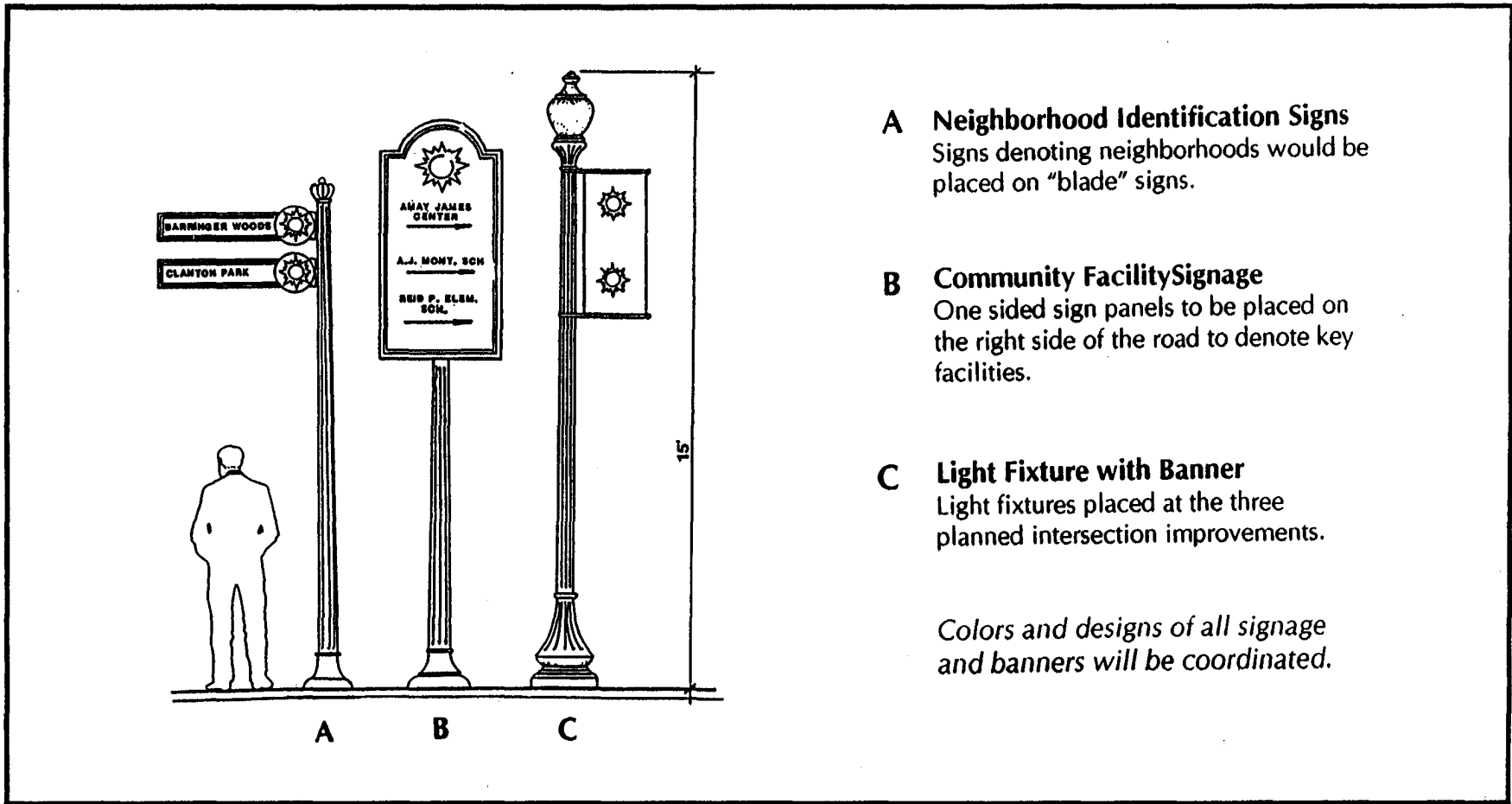
Figure 4: Detail of Typical Corner Design



Elevation

West Boulevard Business Corridor Revitalization Plan

Figure 5: Proposed Signage



**A Neighborhood Identification Signs**  
Signs denoting neighborhoods would be placed on "blade" signs.

**B Community Facility Signage**  
One sided sign panels to be placed on the right side of the road to denote key facilities.

**C Light Fixture with Banner**  
Light fixtures placed at the three planned intersection improvements.

*Colors and designs of all signage and banners will be coordinated.*

**West Boulevard Business Corridor Revitalization Plan**

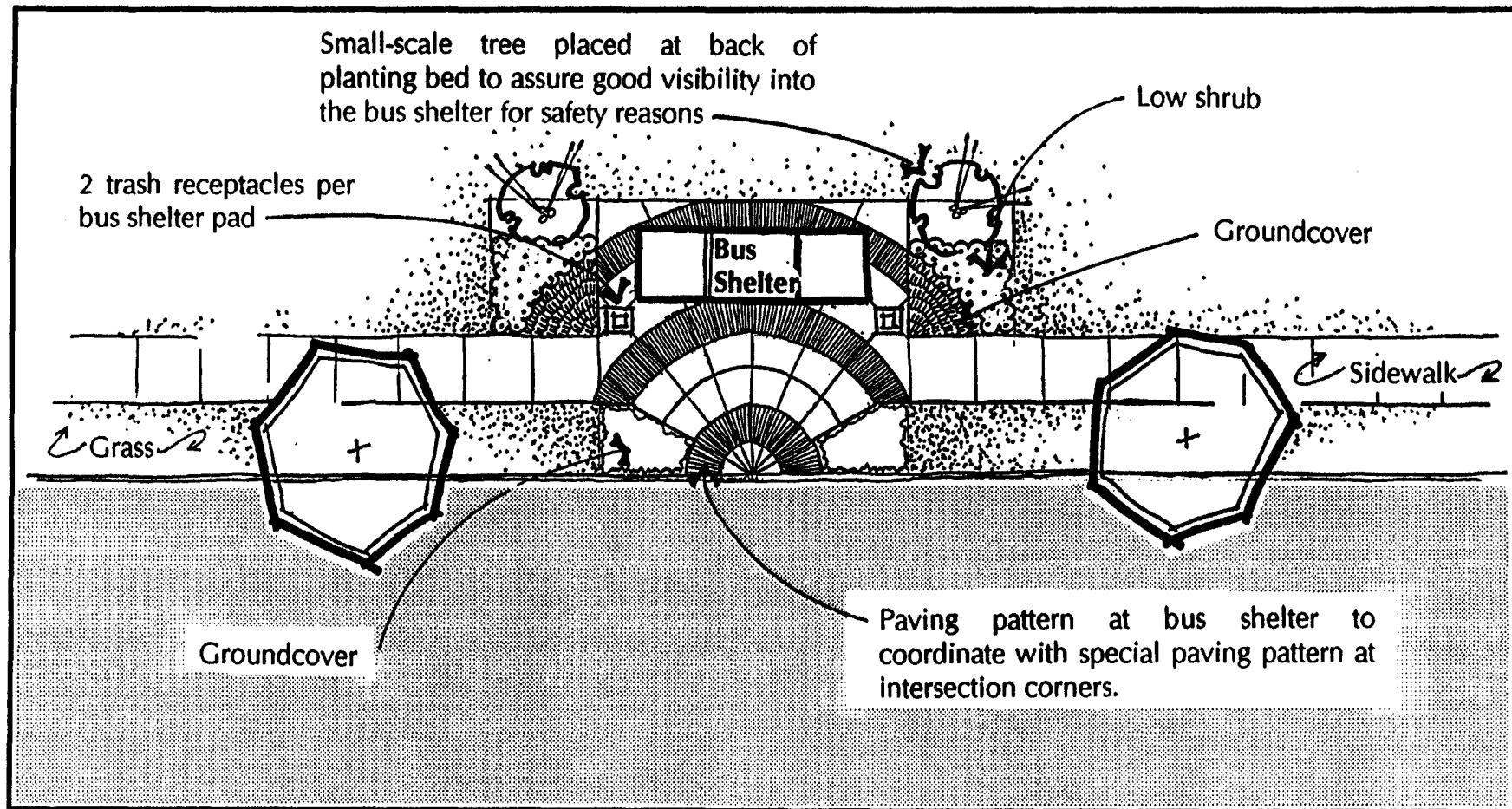
2.3.4 Design and implement a trailblazing signage system for the corridor.

Trailblazing signage would help to identify the many amenities provided just off the Corridor, such as schools and parks. This signage will also help to link the two "halves" of West

Boulevard, and also strengthen the Corridor's connection to Uptown Charlotte.

The design of the trailblazing signs should be coordinated with new bus shelter signage and other streetscaping elements intended to create a unified image for West Boulevard.

Figure 6: Proposed Bus Shelter Pad



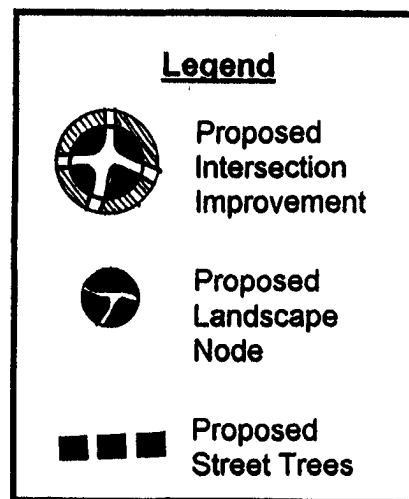
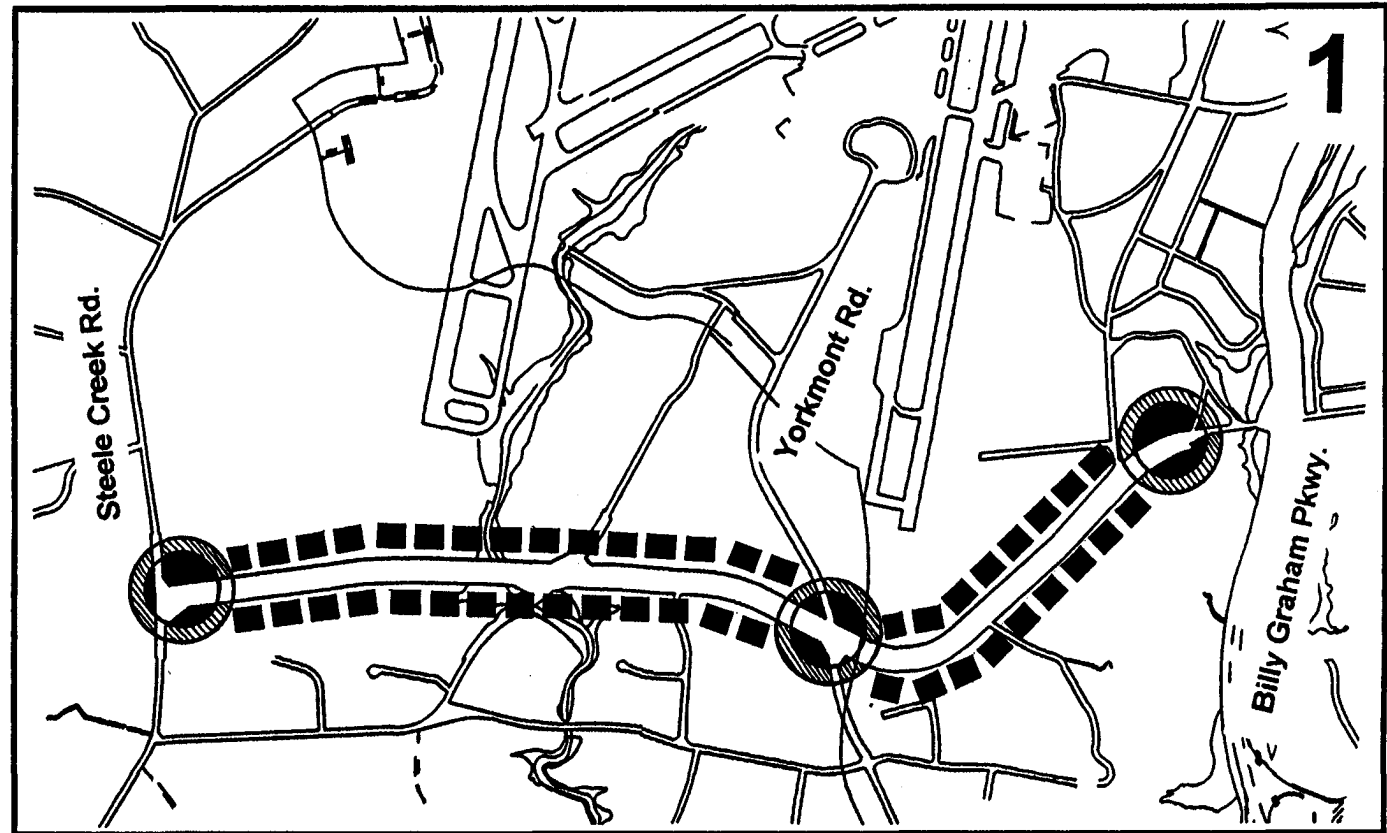
West Boulevard Business Corridor Revitalization Plan

2.3.5 Replace existing bus shelters with new vandal-resistant glass shelters. Consider including the names of sponsoring neighborhoods. Neighborhood name and Charlotte Transit Identification could be color-keyed to match the trailblazing signs. Each shelter should have a matching trash receptacle.

**Map 5: Proposed Streetscape Improvements**



Date: 1995  
 Scale: 1" = 2000'  
 Charlotte-Mecklenburg  
 Planning Commission

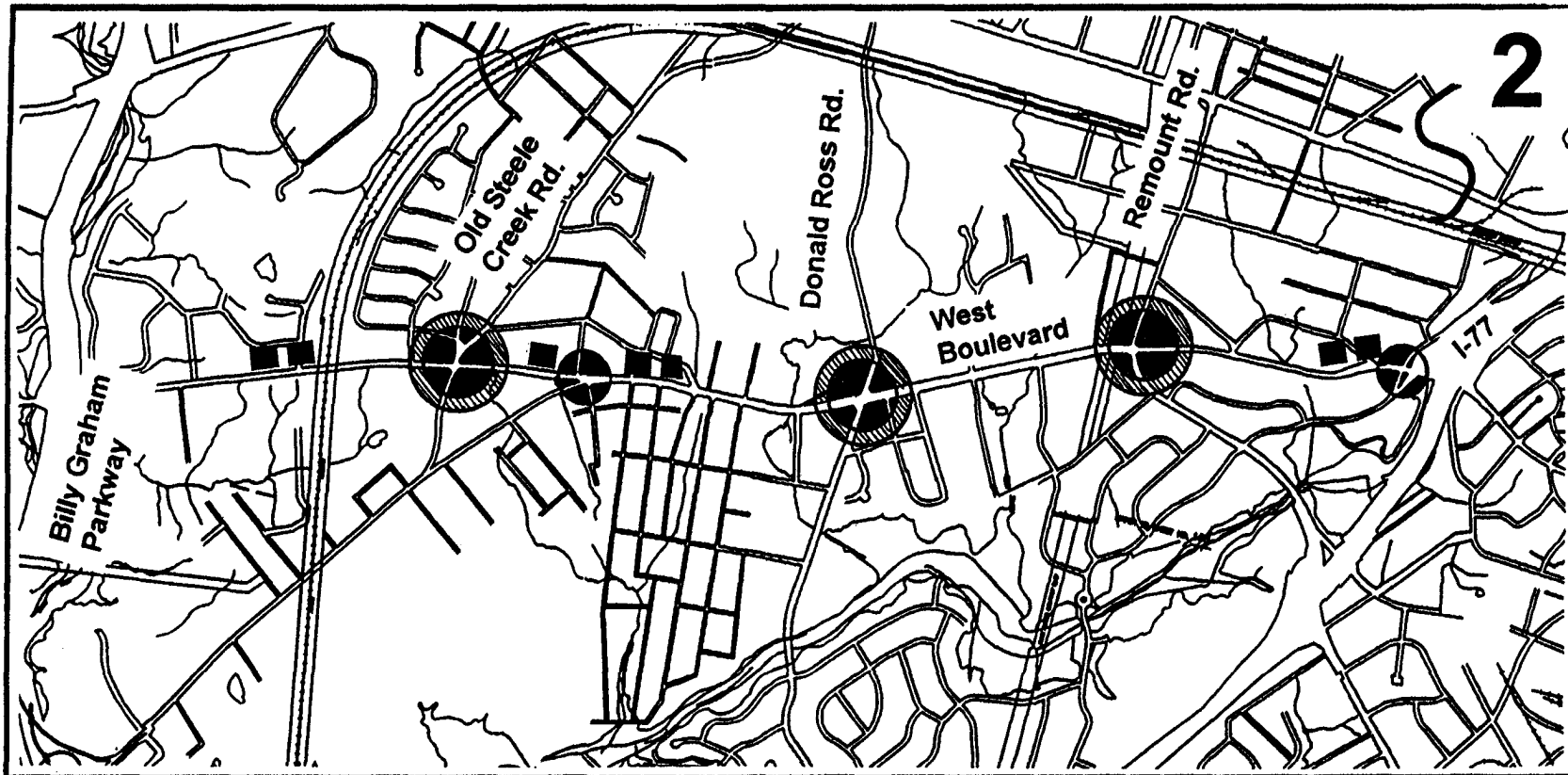


**Goal 2.4: Form a visual linkage between the two "halves" of West Boulevard.**

**Strategies:**

**2.4.1** Streetscape plans for both "halves" of West Boulevard should use the same species of trees and other plant materials whenever possible. Design plans will incorporate the natural vegetation and existing topographical features, and will concentrate on enhancing key "nodes," or intersections, with landscaping.





Improvements made within the *West Boulevard Business Corridor Revitalization Study Area* will include improvements at major intersections. See Figure 3: **Intersection Design** and Figure 4: **Detail of Typical Corner Design** for more design information on the improvements planned. The three intersection chosen to receive streetscape improvements are:

**Remount Road**  
**Clanton Road**  
**Old Steele Creek Road**

## TRANSPORTATION AND MOBILITY

**Goal 3.1: Ensure that access to businesses and other facilities in the corridor is safe, convenient and affordable for area residents.**

### Strategies:

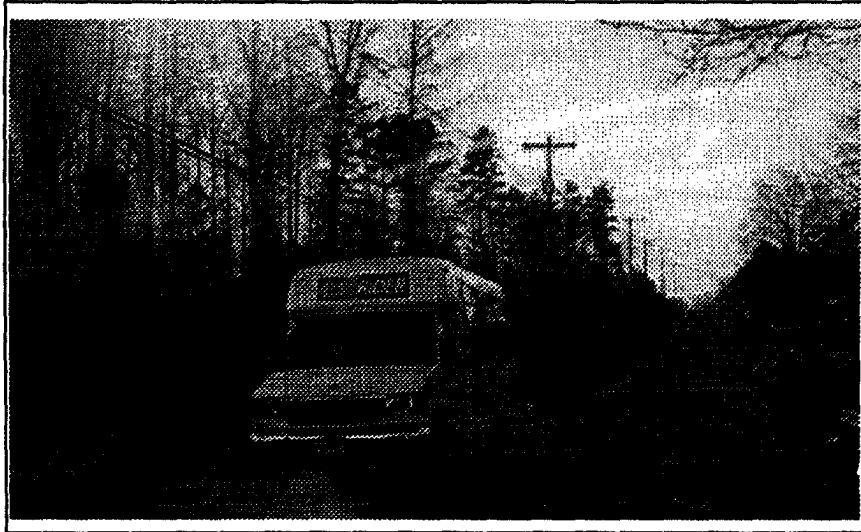
**3.1.1** Continue to monitor the need to extend hours of bus service on West Boulevard, across Billy Graham Parkway.

Pedestrian counts do not currently appear to warrant additional bus service. However, as more development occurs south of the Airport terminal, additional service may be needed to provide work force transportation.

**3.1.2** Provide sidewalks along the corridor wherever possible, given right-of-way constraints.

As part of this corridor planning process, a short section of sidewalk that was missing on the north side of West Boulevard, just east of Billy Graham Parkway, has been installed. Sidewalks are also needed on the south side of West Boulevard between Billy Graham Parkway and the railroad overpass (just east of Holibird Lane).

**3.1.3** As roadway improvements are made to this corridor, improvements should be made to improve the safety for bicycle travel. When the roadway is resurfaced, travel lanes could be re-stripped to decrease the width of the inside lanes to nine feet, and increase the width of the curb lanes to thirteen feet. This would improve the safety conditions for residents



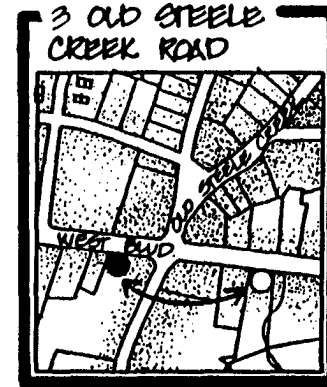
who rely on bicycles as their primary means of transportation. If the roadway is widened in the future, bicycle lanes could be added.

**3.1.4** Provide bus shelters in key locations along the corridor as listed below and illustrated in **Figure 8**.

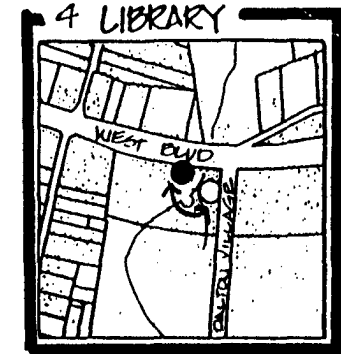
1. Add a new shelter at Brooksvale Street
2. Locate shelter on west side of Leake Street
3. Relocate shelter at Old Steele Creek Road to west side of street
4. Relocate shelter on Dalton Village Drive on to West Boulevard
5. Add two new shelters at Remount Road
6. Add new shelter at Barringer Drive, adjacent to Revolution Park

**3.1.5** Work with the State Department of Transportation to repave West Boulevard.

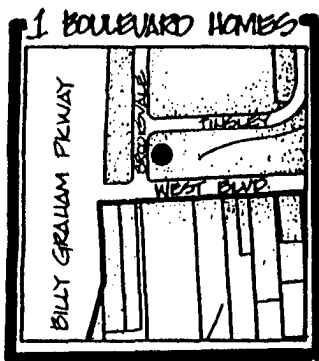
**Figure 7: Proposed Proposed Bus Shelter Locations**



*Relocate bus shelter to west side of Old Steele Creek Road to better serve apartment residents.*



*Relocate bus shelter from Dalton Village Drive to West Boulevard.*



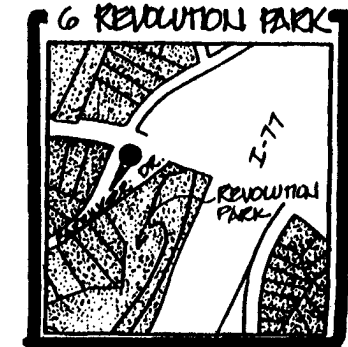
*Because of high ridership in this area, a new bus shelter should be located on Brooksvale Street.*



*Locate bus shelter on west side of Leake Street to better serve in-bound passengers.*



*At Westover Shopping Center, locate 2 new bus shelters across from one another to serve Uptown and Airport destinations.*



*Locate new bus shelter adjacent to Revolution Park to serve park users and Uptown riders.*

## **SOCIOECONOMIC**

**Goal 4.1: Create more mixed income neighborhoods in the corridor area.**

### **Strategies:**

**4.1.1** Provide attractive, safe and affordable home ownership opportunities which make it appealing for people to live in the corridor area.

**4.1.2** Support the redevelopment of Dalton Village to provide more homeownership opportunities.

**4.1.3** Provide education, training and other services to help ensure the successful transition of area residents to homeownership.

**4.1.4** Support the efforts of Reid Park CDC, and others, to provide affordable homeownership opportunities in corridor neighborhoods.

**4.1.5** Encourage the development of other programs and initiatives which assist renters in purchasing their homes with a nominal down payment.

**4.1.6** Support efforts of the West Enterprise Community to provide jobs and training opportunities to area residents.

## **BUSINESS DEVELOPMENT**

**Goal 5.1: Provide information about, and access to resources (technical and financial) available to support new and existing businesses.**

### **Strategies:**

**5.1.1** A Business Resources Forum/Corridor Roundtable should be offered in the community on an on-going basis to provide information and opportunities to network for area residents and business owners.

A Business Resources Forum, designed to bring together information and resources to address issues of business development for new and expanding businesses was organized as part of this planning effort. The first forum, held on May 23, 1995, brought the West Boulevard Business Community together with local lending institutions, and a number of organizations providing support for businesses. Subsequent forums have addressed a variety of corridor-related issues.

**5.1.2** Establish an active and effective Merchants Association.

**5.1.3** Produce a quarterly newsletter for the corridor to keep the community informed of progress on plan implementation, key events in the community, community safety information, jobs and training information.

**5.1.4** Develop and distribute a directory of West Boulevard businesses and services.

**5.1.5** Assign a West Boulevard liaison to the Airport Area Council/Business West Group. This liaison would be responsible for working with these organizations to attract and create new businesses in the West Boulevard area and to link residents with jobs.

**Goal 5.2: Improve the economic stability of the West Boulevard business area.**

**Strategies:**

**5.2.1** Encourage West Boulevard business owners to participate in the City's small business owners program.

In addition to the need to improve information sharing, business owners expressed a need to gain additional skills in marketing, merchandising, and other areas directly applicable to their business. Through a partnership with Central Piedmont Community College, the City has developed a small business owner's program (SBO). This program provides businesses the opportunity to have on-site, customized instruction, as well as seminars covering pertinent topics like financial management, marketing and cooperative advertising.

**5.2.2** Implement a building facade program to assist business owners in improving the appearance and security of their buildings.

Improving the appearance and safety of individual businesses was a concern in the corridor. The City is currently developing a building facade program that would provide financial support to business owners for improving their

individual storefronts, as well as for undertaking security measures to improve the community safety of the corridor area.

**5.2.3** Work with Enterprise Community Board to ensure that the needs in the corridor for jobs and economic development are appropriately addressed in this initiative.

**5.2.4** Work with home-based and other small business enterprises in the community to find opportunities to advertise and market their goods.

## COMMUNITY SAFETY

**Goal 6.1: Reduce crime and the perception of crime along the corridor to the extent that there is little or no visible evidence of drug trafficking, street dealing, loitering, prostitution, vandalism or other types of crime being committed in the area.**

### Strategies:

**6.1.1** Increase police patrols along the corridor with particular emphasis at key locations, including convenience stores.

**6.1.2** Increase police visibility by initiating bicycle patrols along the corridor and in the adjacent neighborhoods.

**6.1.3** Initiate a public education and crime prevention program to include working with merchants and utilizing the corridor newsletter and events for dispersing information.

**6.1.4** Assist businesses in forming a business crime watch.

**6.1.5** Increase enforcement of loitering laws. Property owners should be encouraged to sign an agreement to allow the police to act as their agent when they are not present. This gives the police the authority to arrest loiterers on private property.

**6.1.6** Eliminate loitering, littering and alcohol consumption on the property behind *Sam's Mart*.

This area has become a haven for loitering and drinking. It is also a well-traveled short-cut between Dalton Village and Sam's Mart convenience store. Broken bottles and other trash are strewn throughout the area, presenting a hazard to the children and other residents using the path.

Although the area has been cleaned up in the past, the problem returns. A long-term solution would require removing some trees, and perhaps adding some fill to level the area. Making this area into a community garden, perhaps with the assistance of Charlotte Greens, could help to ensure that the loitering and littering problem does not return.

**6.1.7** Provide grants and loans for specified security improvements as part of the building facade program.



**6.1.8** Increase the street lighting level at key locations along the corridor, including all bus stops.



## **COMMUNITY BUILDING**

**Goal 7.1: Increase community involvement in, and responsibility for, improving living and working conditions in the corridor.**

### **Strategies:**

**7.1.1** Develop an inventory of currently available programs and activities for area youth and seniors, and communicate this information throughout the corridor.

**7.1.2** Sponsor a "Right Moves for Youth" program in the corridor.

**7.1.3** Provide information on community events and projects in the corridor newsletter or flyer.

**7.1.4** Distribute the corridor newsletter to all businesses and residents in the corridor area, representatives of adjacent neighborhoods, libraries, churches, Amay James Task Force, etc.

**7.1.5** Identify neighborhood sponsors and develop and implement a customized "Adopt-A-Shelter" program for the corridor. The shelters can be used to enhance the visual appeal of the roadway and create a sense of community ownership. They present an opportunity for neighborhoods to "Adopt a Bus Shelter" and have their neighborhood name appear on bus shelter signage in recognition of their community spirit. In exchange for this chance to have their neighborhood identified, neighborhood organizations would assume specific responsibilities for keeping the bus shelter clean.

**7.1.6** Establish an on-going Community Building Committee to sponsor and coordinate projects, workshops, events, and training in the West Boulevard Corridor.

**Goal 7.2: Increase the capacity and skills of community and business leaders to effectively participate in and maintain positive changes in the area.**

### **Strategies:**

**7.2.1** Establish and continually recruit members to a business/merchant association and increase involvement in neighborhood and corridor activities.

**7.2.2** Encourage neighborhood and business leaders to attend leadership classes.

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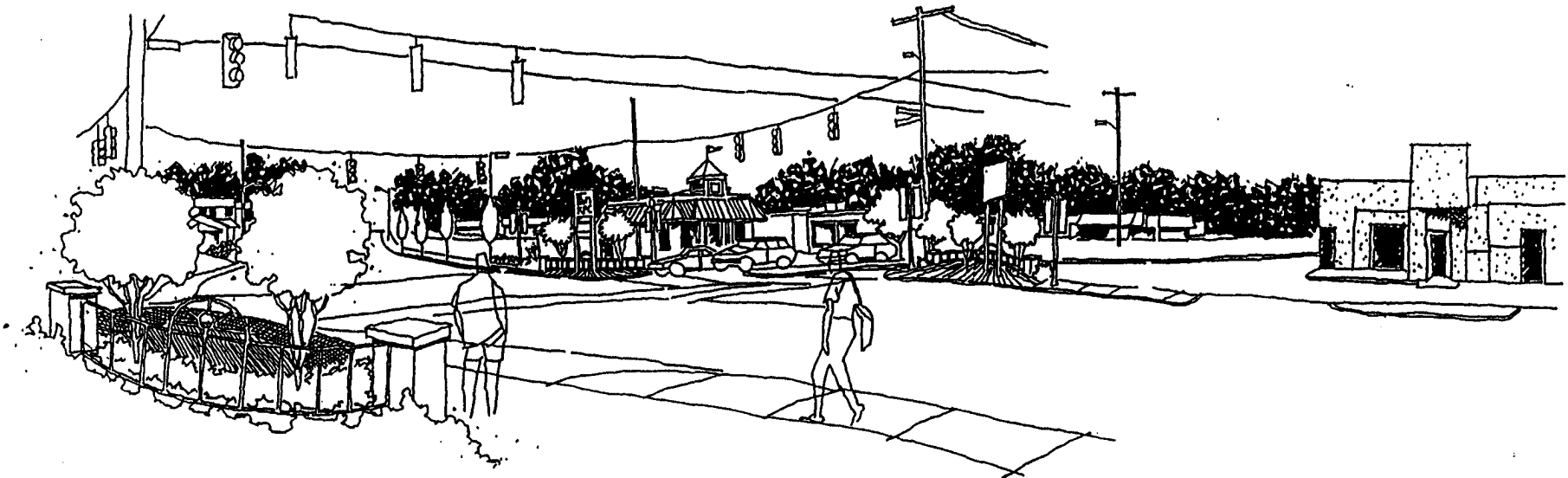
## CHAPTER 4: VISION AND PLAN CONCEPT MAP

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The plan concept map is a visual representation and summary of the major physical improvements recommended in this West Boulevard Business Corridor Revitalization Plan. The concept map is intended to help the reader pull together the various improvements and understand how they fit together to form a vision for the West Boulevard Corridor.

From streetscape improvements, to new residential and retail development, to removal of deteriorated buildings, the proposed improvements are designed to work together to stimulate revitalization of the corridor area.

The sketch below is intended to help the reader visualize what West Boulevard could look like in the future.

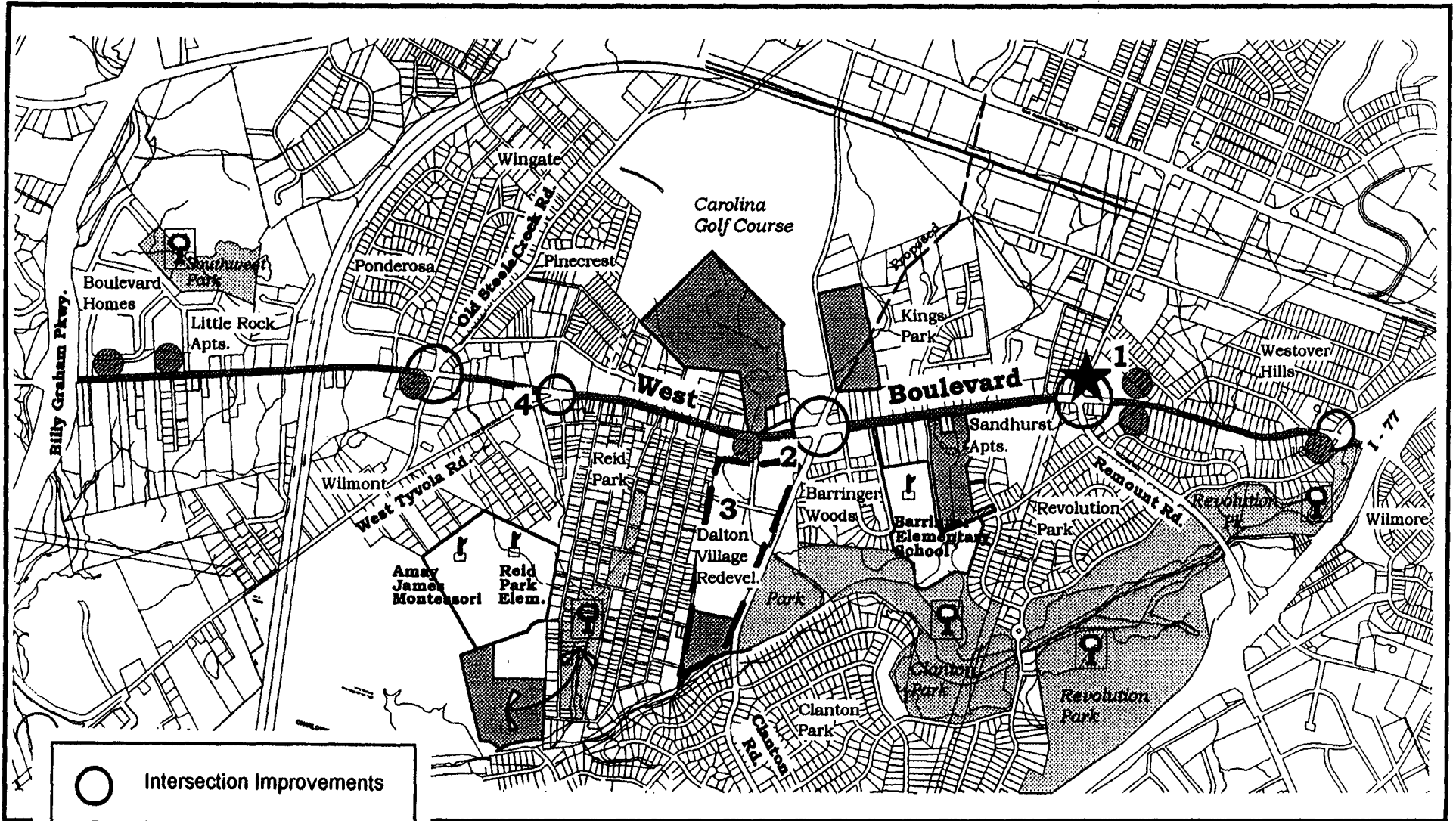







**Map 6: West Boulevard Business Corridor Revitalization  
Concept Map**


Date: July 1997

Not to Scale

Charlotte-Mecklenburg Planning Commission

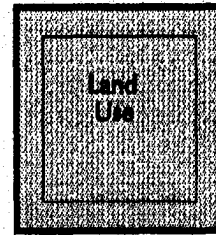


-  Intersection Improvements
-  Landscape Nodes
-  Bus Shelter Location
-  Potential Locations for New Single Family Development
-  Land Swap (in progress)

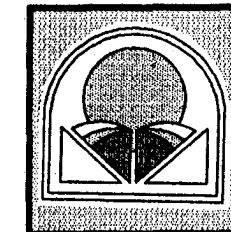
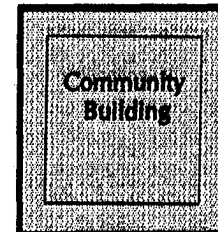
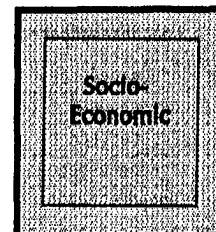
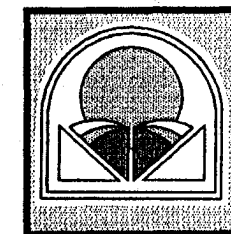
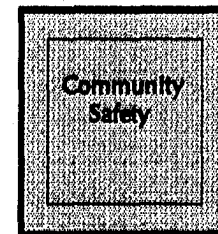
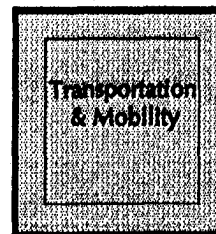
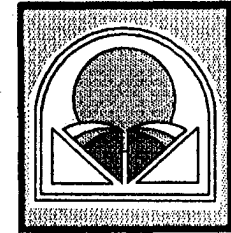
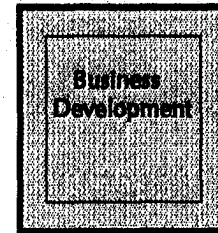
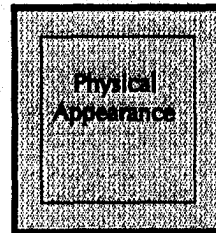
-  **1 Westover Shopping Center**  
Plan for redevelopment in planning phase
- 2 Potential Development Location**  
Shopping/grocery store
- 3 Dalton Village**  
Redevelopment of housing underway
- 4 Remove Abandoned Shopping Center**  
Recommend demolition of 'eyesore'

**West Boulevard Business Corridor Revitalization Plan**

# West Boulevard Corridor Plan



Implementation  
Strategies and  
Schedule of  
Improvements





# IMPLEMENTATION STRATEGY

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## ROLE OF CORRIDOR LIAISON

The goals and strategies developed in the West Boulevard Corridor Plan provide a course of action for revitalizing the corridor area. Implementing the revitalization strategies will involve the work of numerous City and County departments and agencies as well as business and neighborhood organizations.

The City of Charlotte has assigned a staff person to coordinate the implementation of the West Boulevard Corridor Plan. This staff person will act as a liaison between the City and the business corridor, assisting residents and business owners in accessing government services and resources. This corridor liaison will also be responsible for seeing that the revitalization strategies in this plan are carried out, or that alternate strategies are implemented, to further the revitalization of the corridor.

An implementation matrix is provided here to assist the corridor liaison in tracking the progress of plan implementation. Each goal and corresponding strategies are listed in the matrix. Space is provided for the liaison to list the group or agency that will be responsible for implementing a particular strategy, along with space for supporting group/agencies and implementation target date. Space is also provided for the liaison to list additional/alternative strategies to address the goals.

The corridor liaison will work with other staff members, as well as residents and businesses to ensure that they understand the corridor plan and are committed to carrying out specific implementation strategies. The corridor liaison will monitor and track the progress in implementing the identified strategies.

## IMPLEMENTATION PRIORITIES

West Boulevard has been in the state of decline for many years. To revitalize the corridor will take a continued, focused commitment over the course of the next several years. The first step will be to begin reversing the downward spiral and establish upward momentum. Initial revitalization efforts should focus on a few key priorities. Successfully addressing these key priorities will spur broader redevelopment momentum. The following are critical priorities in the redevelopment of West Boulevard and should become the central focus of initial redevelopment efforts:

### Key Priorities

1. Redevelop Westover Shopping Center as a key community asset.
2. Develop new single-family housing and upgrade the existing housing stock in the corridor area.
3. Develop a neighborhood shopping center/grocery store to provide for basic shopping needs of area residents.

4. Improve the appearance of the corridor by implementing streetscape improvements which focus resources at key intersections and by citing/demolishing unsafe and abandoned structures.
5. Enhance public safety with increased police presence and greater community involvement.
6. Develop a data base, marketing tools and business recruitment strategy.
7. Provide better access to job training and placement for area residents.

These key priorities are the building blocks for a renewed West Boulevard. Addressing these key priorities will provide the foundation for a proactive, comprehensive approach to the revitalization of the West Boulevard area.

### **FY98/99 WORK PROGRAM**

The West Boulevard Corridor Liaison will strive to focus initiatives and resources on the seven key priorities, identified above, for the revitalization of the West Boulevard area. Each year, the corridor liaison will re-evaluate these priorities and establish a work program with the assistance of the City's interdepartmental corridor team and the West Boulevard Community.

The following is a preliminary FY 98/99 work program outline for the West Boulevard Corridor Liaison.

- Continue to work with the Westover Partners to develop and implement a feasible redevelopment scenario for the Westover Shopping Center.

- Work with the City of Charlotte's Engineering Department to implement the streetscape plan for West Boulevard.
- Implement strategies to eliminate littering and loitering on the vacant lot next to Sam's Mini Mart.
- Complete the process to either demolish or improve the abandoned shopping center at West Boulevard and West Tyvola Road.
- Complete and distribute a business directory for West Boulevard.
- Assist West Boulevard businesses in forming a business organization.
- Track Dalton Village redevelopment and Reid Park home building progress.
- Assist in plans to facilitate the development of a neighborhood shopping center, possibly at Clanton Road and West Boulevard.
- Assist corridor businesses and residents to access city services.
- Keep area businesses and residents informed regarding City/County initiatives including streetscape construction schedule, workshops, loan programs, matching grants, and corridor events such as round tables.

### **LAND USE AND ZONING CHANGES**

A key priority identified in this Plan is to provide more opportunities for development of single family homes in the

corridor area. The Reid Park CDC has plans to build a new subdivision of approximately 45 single family homes on a site adjacent to the Amay James Community Center, once they acquire this property from the Parks and Recreation Department. However, the property is currently shown as industrial on the adopted land use map for this area (*Central District Plan, 1993*). The property is also currently zoned for industrial development (I-2).

To facilitate Reid Park's development of this property, it is recommended that Planning staff initiate an amendment to the *Central District Plan* to show this area (portion of tax parcel #145-311-01 as shown in appendix) as single family residential and file a rezoning petition to change the zoning from I-2 to R-4.

Another key recommendation of this Plan is to facilitate the development of a neighborhood shopping center/grocery to provide basic shopping goods for area residents. The identified location for this center is at the southwest corner of West Boulevard and Clanton Road. It is recommended that the City work with the Housing Authority and Marsh Realty Company, the current property owners of this site, to facilitate development of a shopping center. In conjunction with the property owners, Planning staff should initiate an amendment to the *Central District Plan* to change the land use map from residential to commercial for this property (tax parcel #145-129-01,02 and 03). Staff should also file a rezoning petition to change the existing R-17MF to B-1.

Additional land use changes may be warranted as redevelopment occurs and the complexion of this corridor

begins to change. Future plan amendments and zoning petitions may be initiated by staff or, more likely, by private property owners.

<b>WEST BOULEVARD CORRIDOR REVITALIZATION PLAN IMPLEMENTATION SCHEDULE</b>			
	<b>Lead Business/Agency</b>	<b>Support Business/Agency</b>	<b>Implementation Schedule</b>
<b>LAND USE</b>			
<b>Goal 1.1: Redevelop Westover Shopping Center to become a key asset for the community.</b>			
1.1.1 Evaluate possible uses and development potential and pursue opportunities compatible with community goals.	Westover Partners		Underway
1.1.2 Acquire Westover Shopping Center from US Marshall's office.	Economic Development	Westover Partners	Underway
1.1.3 Ensure that redevelopment of Westover Shopping Center is community-oriented and contributes to overall economic development of corridor.	Westover Partners		Underway
<b>Goal 1.2: Provide opportunities for new single-family housing and upgrade the existing housing stock in the corridor area.</b>			
1.2.1 Complete the proposed land swap between Reid Park CDC and Parks & Rec. to provide CDC with suitable site for development of new subdivision of single-family homes.	Reid Park CDC & Parks Dept.		Underway
1.2.2 Support the redevelopment of Dalton Village to provide more home ownership opportunities.	CHA		Underway
1.2.3 Expand efforts to renovate the existing housing stock in the corridor area.	Neighborhood Dev.		
1.2.4 Support stricter code enforcement efforts along the corridor and use the condemnation process to remove dilapidated structures.	Neighborhood Dev. & Building Standards		
<b>Goal 1.3: Develop a neighborhood shopping center to provide for basic shopping needs of area residents.</b>			
1.3.1 Facilitate development of a grocery-anchored shopping center at West Boulevard and Clanton Road.	Economic Development	CHA, Planning	Underway
1.3.2 Foster community support and involvement in design and development of the shopping center.	Economic Development	CHA, Planning	1998
<b>COMMUNITY APPEARANCE</b>			
<b>Goal 2.1: Keep litter from accumulating along the road right-of-way, and on properties in the immediate corridor area.</b>			
2.1.1 Continue to assist neighborhoods in organizing community clean-ups on a regular basis.	Residents and Businesses	Community Improvement	
2.1.2 Enlist assistance of "gold brigade" to clean up public, and other properties.	Residents and Businesses	Sheriff's Office, Community Improvmt.	
2.1.3 Provide trash receptacles at bus shelters and other key locations.	Solid Waste Services, CDOT	Economic Dev. & Planning	Fall 1998



## WEST BOULEVARD CORRIDOR REVITALIZATION PLAN IMPLEMENTATION SCHEDULE

	Lead Business/Agency	Support Business/Agency	Implementation Schedule
<b>Goal 2.2: Improve the appearance of businesses along the corridor.</b>			
2.2.1 Notify the Building Standards Department of suspected zoning violations and cite violators.	Residents, Businesses, Community Improvmt., Building Standards		Underway
2.2.2 Initiate a public education program regarding code enforcement and community appearance.	Community Improvmt.	Economic Dev.	
2.2.3 Ensure that sidewalks are maintained by making equipment and instruction available.			
2.2.4 Remove or repair dilapidated shopping center at 2343-2557 West Boulevard.	Building Standards	Economic Development	Complete
2.2.5 Make Reid Park Plaza highest priority for business "face-lift" program, under development.	Economic Development	Planning	
<b>Goal 2.3: Improve the visual appeal of the roadway corridor.</b>			
2.3.1 Implement the design plan for streetscape improvements detailed in Corridor Plan.	Engineering	Economic Dev. & Plng	
2.3.2 Encourage property owners to participate in a voluntary street tree planting program.	Engineering	Economic Dev.	
2.3.3 Encourage development of a streetscape project for the West Boulevard/South Tryon Street Area.	Engineering	Planning & Economic Dev.	
2.3.4 Design and implement a trailblazing signage system for the corridor.	Engineering	Planning, Economic Dev., CDOT	Underway
2.3.5 Replace bus shelters with new glass shelters. Consider including names of sponsoring neighborhood as detailed in Corridor Plan.	Economic Dev., CDOT	Planning	Coordinate w. streetscaping
<b>Goal 2.4: Form a visual linkage between the two "halves" of West Boulevard</b>			
2.4.1 Use same tree species, plant materials, natural vegetation, topography and intersection enhancements wherever possible along corridor.	Landscape Mgmt., Aviation, Engineering, Planning		Coordinate w. streetscaping
<b>TRANSPORTATION AND MOBILITY</b>			
<b>Goal 3.1: Ensure that access to businesses and other facilities in the corridor is safe, convenient and affordable for area residents..</b>			
3.1.1 Continue monitoring need to extend hours of bus service on West Blvd., across Billy Graham Pkwy.	Residents, Aray James Transp. Comm. CDOT		Ongoing
3.1.2 Provide sidewalks along the corridor wherever possible, given right-of-way constraints.	CDOT, NCDOT		Complete
3.1.3 Make improvements for bicycle travel in conjunction with future road improvements.	CDOT, NCDOT		Coordinate w. road impovmts.
3.1.4 Provide bus shelters in key locations along corridor as identified in this Plan document.	CDOT	Planning, Engineering, Economic Dev.	Coordinate w. streetscaping
3.1.5 Work with the State DOT to re-pave West Boulevard.	CDOT		

<b>WEST BOULEVARD CORRIDOR REVITALIZATION PLAN IMPLEMENTATION SCHEDULE</b>			
	<b>Lead Business/Agency</b>	<b>Support Business/Agency</b>	<b>Implementation Schedule</b>
<b>SOCTOECONOMIC</b>			
<b>Goal 4.1: Create more mixed income neighborhoods in the corridor area.</b>			
4.1.1 Provide attractive, safe and affordable home ownership opportunities which make it appealing for people to live in the corridor area.	Reid Park CDC, Neighborhood Dev.		Ongoing
4.1.2 Support the redevelopment of Dalton Village to provide more home ownership opportunities.	CHA	Neighborhood Dev.	Underway
4.1.3 Provide the education, training and other services to help ensure the successful transition of area residents to home ownership.	CHA, Reid Park CDC	Neighborhood Dev.	Ongoing
4.1.4 Support efforts of Reid Park CDC and others to provide affordable home ownership opportunities in corridor neighborhoods.	Reid Park CDC, Neighborhood Dev.		Ongoing
4.1.5 Encourage development of other programs and initiatives which assist renters in purchasing their homes.	Economic Dev.		
4.1.6 Support efforts of the West Enterprise Community to provide jobs/training opportunities to area residents.	West Enterprise, Economic Dev.		Ongoing
<b>BUSINESS DEVELOPMENT</b>			
<b>Goal 5.1: Provide information about, and access to resources (technical and financial) available to support new and existing businesses.</b>			
5.1.1 Sponsor a Business Resources Forum in the community on an on-going basis to provide information and opportunities to network for area residents and business owners.	Economic Development	UNCC Small Bus. Center, CPCC	Annually
5.1.2 Establish an active and effective Merchants Association.	Business Owners, Economic Dev., West Enterprise	Charlotte-Mecklenburg Police	
5.1.3 Produce a quarterly newsletter for the corridor to keep the community informed of progress on plan implementation, key events in the community, safety information, jobs and training information, etc.	Economic Development	Corporate Communications	On-going
5.1.4 Develop and distribute a directory of West Boulevard businesses and services.	Economic Development		1998
5.1.5 Assign a West Boulevard liaison to the Airport Area Council/Business West Group.	Economic Development		On-going.
<b>Goal 5.2: Improve the economic stability of the West Boulevard business area.</b>			
5.2.1 Encourage West Boulevard business owners to participate in the City's small business owners program.	Economic Development	CPCC	On-going
5.2.2 Implement a building facade program to improve appearance and security of businesses along corridor.	Economic Development	Planning	1998-1999
5.2.3 Work with Enterprise Community Board to ensure needs for jobs and economic development are addressed.	West Enterprise, Economic Dev.	Neighborhood Dev., Residents	Immediately
5.2.4 Work with home-based and other small businesses to locate opportunities to advertise and market their goods.	Economic Development	West Enterprise, SBO program	

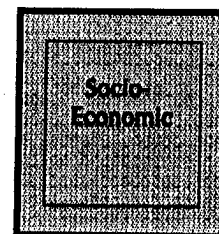
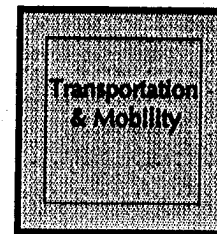
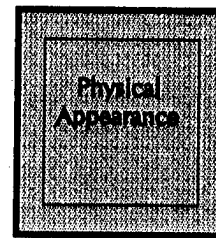
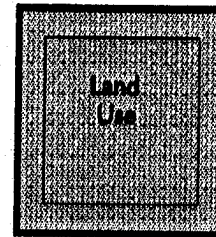
## WEST BOULEVARD CORRIDOR REVITALIZATION PLAN IMPLEMENTATION SCHEDULE

	Lead Business/Agency	Support Business/Agency	Implementation Schedule
<b>COMMUNITY SAFETY</b>			
<i>Goal 6.1: reduce crime and the perception of crime along the corridor.</i>			
6.1.1 Increase police patrols along the corridor, especially at key locations such as convenience stores.	Charlotte-Mecklenburg Police	Business Owners, Crime Watch, Residents	
6.1.2 Initiate police bicycle patrols along corridor and in adjacent neighborhoods.	Charlotte-Mecklenburg Police	Business Owners, Residents	
6.1.3 Initiate a public education and crime prevention program as described in Corridor Plan.	Charlotte-Mecklenburg Police	Community Empowerment	
6.1.4 Assist merchants to form a business crime watch.	Charlotte-Mecklenburg Police	Community Empowerment	
6.1.5 Increase enforcement of loitering laws.	Business Owners, Charlotte-Mecklenburg Police		
6.1.6 Eliminate loitering, littering, and alcohol consumption on property behind <i>Sam's Mart</i> .	Charlotte-Meck Police, Economic Dev., Reid Park CDC, Residents		Underway.
6.1.7 Provide grants and loans for specified security improvements.	Economic Development	Charlotte-Mecklenburg Police, Planning	
6.1.8 Increase the street lighting level at key locations along the corridor, including all bus stops.	CDOT	Engineering, Planning, Economic Dev.	Immediately.
<b>COMMUNITY BUILDING</b>			
<i>Goal 7.1: Increase community involvement in, and responsibility for, improving living and working conditions in the corridor.</i>			
7.1.1 Develop an inventory of currently available programs and activities for area youth and seniors, and communicate this information throughout the corridor.	Community Empowerment	Residents	
7.1.2 Sponsor a "Right Moves for Youth" program in the corridor.	Neighborhood Dev., Charlotte-Meck Police	Residents, Businesses	On-going
7.1.3 Provide information on community events and projects in a corridor newsletter/flyer.	Economic Development	Neighborhood Organs.	On-going
7.1.4 Distribute corridor newsletter to all businesses and residents in the corridor area, representatives of adjacent neighborhoods, churches, Amay James Task Force, etc.	Neighborhood Organs. and Businesses	Economic Dev.	On-going
7.1.5 Identify neighborhood sponsors and develop and implement a customized "Adopt-A-Shelter" program for West Boulevard.	Economic Development	Community Empmt., AJ/WB Task Force	
7.1.6 Establish an on-going Community Building Committee to sponsor workshops, events, and training in the West Boulevard Corridor.	Community Empowerment	AJ/WB Task Force, Economic Dev., Neighborhood Organs.	

**WEST BOULEVARD CORRIDOR REVITALIZATION PLAN  
IMPLEMENTATION SCHEDULE**

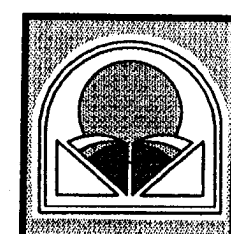
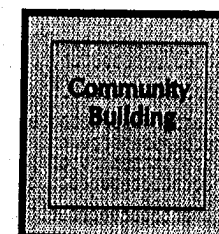
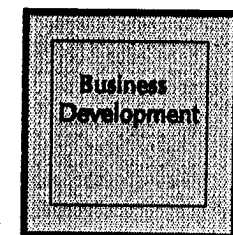
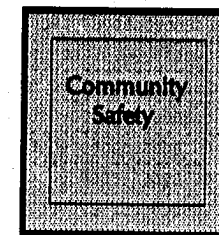
	Lead Business/Agency	Support Business/Agency	Implementation Schedule
<i>Goal 7.2: Increase the capacity and skills of community and business leaders to effectively participate in and maintain positive changes in the area.</i>			
7.2.1 Establish and continually recruit new members to merchant association and increase involvement in neighborhood and corridor activities.	Economic Dev.	Community Empowerment	
7.2.2 Encourage neighborhood and business leaders to attend leadership classes.	Community Empowerment	Fighting Back United Way, CPCC	

# West Boulevard Corridor Plan



## Appendix

- Capital Costs Estimates
- Vacant Land Fact Sheets





## West Boulevard Bus Shelter Cost Estimates

May 15, 1997

### Standard Shelter

Typical Shelter	\$5,000
Installation (includes assembly, pouring pad and final assembly)	<u>2,200</u>
<b>Total</b>	<b>\$7,200</b>



### Decorative Shelter

Bus shelter by JWI For quantity of 5+	\$12,900	\$12,900
Tempered Glass In lieu of Lexon	2,800	2,800
Display Cabinet in One end panel	1,125	1,125
Bollards for quantity of 21+ \$530 x 6/unit	3,180	3,180
Circular art work Both end caps 2/shelter	<u>750</u>	<u>3,000</u>
<b>Total</b>	<b>\$20,000</b>	<b>\$23,005</b>

West Boulevard and Remount Road Intersection  
 Cost Estimate  
 April 9, 1997

Item	Qty	Unit	Unit Cost	Total Cost
<b>Mobilization</b>	1	LS	2000.00	2,000.00
<b>Surveying/Engineering</b>	1	LS	4000.00	4,000.00
<b>Traffic Control</b>	1	LS		0.00
<b>Demolition</b>				
5' Concrete Sidewalk	7625	SF	1.25	9,531.25
Utility Pole Relocation	+/-20	EA		0.00
Sign Relocation (8)	1	LS	9500.00	9,500.00
Asphalt Paving	2250	SF	1.25	2,812.50
Concrete Median	30	LF	1.25	37.50
Sawcut Asphalt	440	LF	4.00	1,760.00
<b>Earthwork</b>				
Backfill 5' width Planting Strip 12" depth	285	CY	15.00	4,275.00
<b>Pavement</b>				
Concrete Sidewalk	7625	SF	3.00	22,875.00
Concrete Pavers	1320	SF	10.00	13,200.00
Bronze Inset 6' diameter	4	EA	4000.00	16,000.00
Concrete Paver Crosswalks	220	LF	235.00	51,700.00
Pavement Markings	1	LS	2000.00	2,000.00
<b>Site Furnishings</b>				
Metal Railings	128	LF	50.00	6,400.00
16" x 3' Brick Columns w/ Precast Cap	8	EA	600.00	4,800.00
Ornamental Lights	13	EA	2300.00	29,900.00
Landscaping	1	LS	10300.00	10,300.00
<b>Subtotal</b>				<b>191,091.25</b>



West Boulevard and Clanton Road Intersection  
 Cost Estimate  
 April 9, 1997

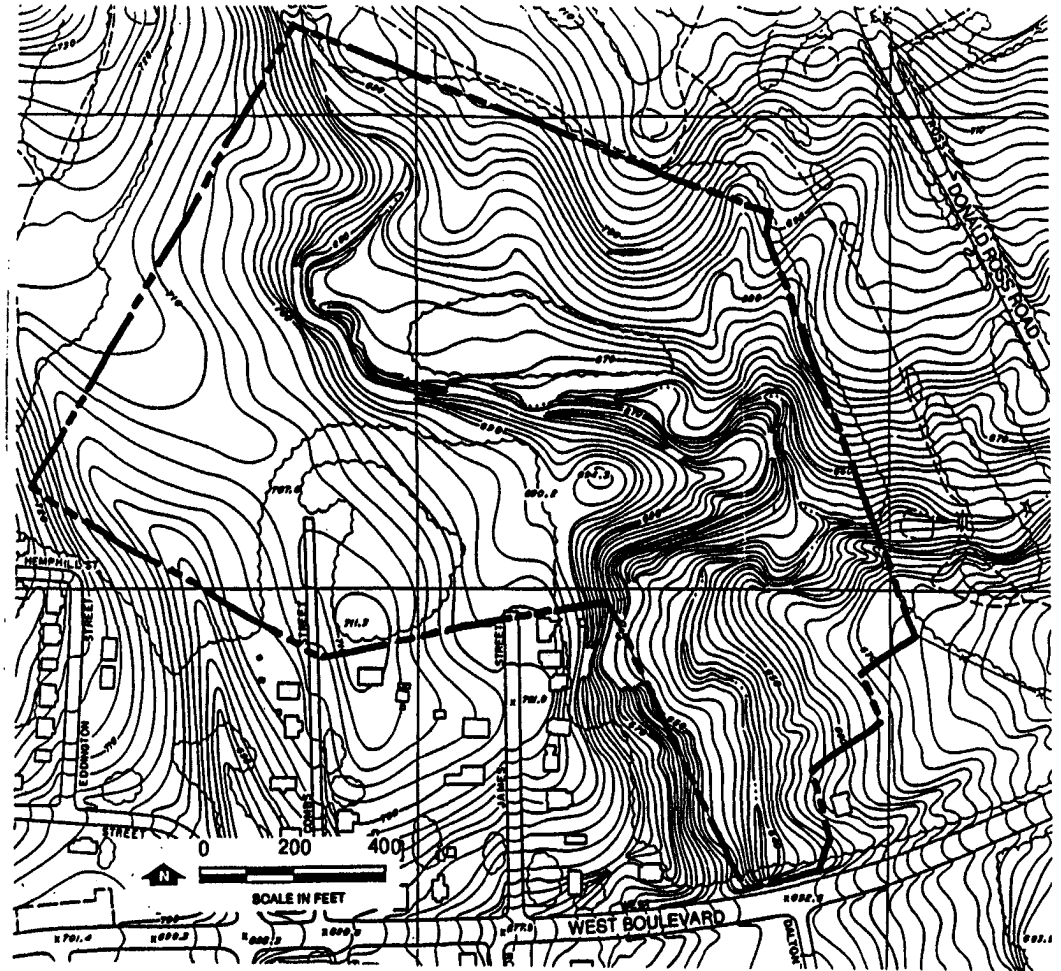
Item	Qty	Unit	Unit Cost	Total Cost
<b>Mobilization</b>	1	LS	2000.00	2,000.00
<b>Surveying/Engineering</b>	1	LS	1000.00	1,000.00
<b>Traffic Control</b>	1	LS		0.00
<b>Demolition</b>				
5' Concrete Sidewalk	5775	SF	1.25	7,218.75
Utility Pole Relocation	3	EA		0.00
Sawcut Asphalt Paving	800	LF	4.00	3,200.00
Asphalt Paving	4000	SF	1.25	5,000.00
Concrete Median	24	LF	1.25	30.00
<b>Earthwork</b>				
Backfill 5' width Planting Strip 12" depth	215	CY	15.00	3,225.00
<b>Pavement</b>				
Concrete Sidewalk	5775	SF	3.00	17,325.00
Concrete Pavers	1320	SF	10.00	13,200.00
Bronze Inset 6' diameter	4	EA	4000.00	16,000.00
Concrete Paver Crosswalks	400	LF	235.00	94,000.00
Pavement Markings	1	LS	2000.00	2,000.00
<b>Site Furnishings</b>				
Metal Railings	128	LF	50.00	6,400.00
16" x 3' Brick Columns w/ Precast Cap	8	EA	600.00	4,800.00
Ornamental Lights	7	EA	2300.00	16,100.00
Landscaping	1	LS	9500.00	9,500.00
<b>Subtotal</b>				<u>200,998.75</u>

West Boulevard and Old Steele Creek Intersection  
 Cost Estimate  
 April 9, 1997

Item	Qty	Unit	Unit Cost	Total Cost
<b>Mobilization</b>	1	LS	2000.00	2,000.00
<b>Surveying/Engineering</b>	1	LS	3000.00	3,000.00
<b>Traffic Control</b>	1	LS		0.00
<b>Demolition</b>				
Concrete Sidewalk	6150	SF	1.25	7,687.50
Utility Pole Relocation	15	EA		0.00
Sign Relocation (2)	1	LS	5300.00	5,300.00
Sawcut Asphalt Paving	480	LF	4.00	1,920.00
Asphalt Paving	2400	SF	1.25	3,000.00
Concrete Median	36	LF	1.25	45.00
<b>Earthwork</b>				
Backfill 5' width Planting Strip 12" depth	230	CY	15.00	3,450.00
<b>Pavement</b>				
Concrete Sidewalk	6150	SF	3.00	18,450.00
Concrete Pavers	1320	SF	10.00	13,200.00
Bronze Inset 6' diameter	4	EA	4000.00	16,000.00
Concrete Paver Crosswalks	240	LF	235.00	56,400.00
Pavement Markings	1	LS	2000.00	2,000.00
<b>Site Furnishings</b>				
Metal Railings	128	LF	50.00	6,400.00
16" x 3' Brick Columns w/ Precast Cap	8	EA	600.00	4,800.00
Ornamental Lights	7	EA	2300.00	16,100.00
Landscaping	1	LS	8950.00	8,950.00
<b>Subtotal</b>				168,702.50

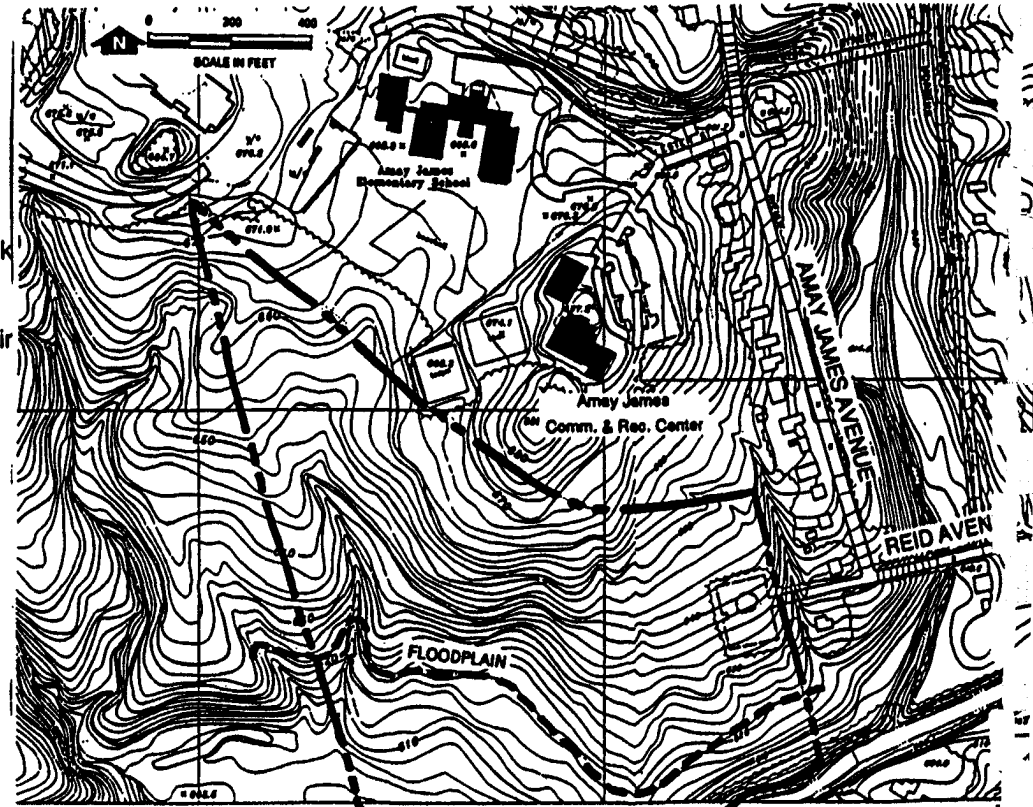
## POTENTIAL RESIDENTIAL SITE

PARCEL NUMBER: 11706142  
SITE AREA (ACRES): 42.24  
OWNER: Robert Lee and W.F. Lettie S. Winston  
EXISTING LAND USE: Vacant Land  
ZONING: Single-Family Residential (R-5)  
PROPERTY DESCRIPTION: The site fronts on West Boulevard (130 feet), and is adjacent to the Carolina Golf Club. It has a moderate to rolling topography and no floodplain.



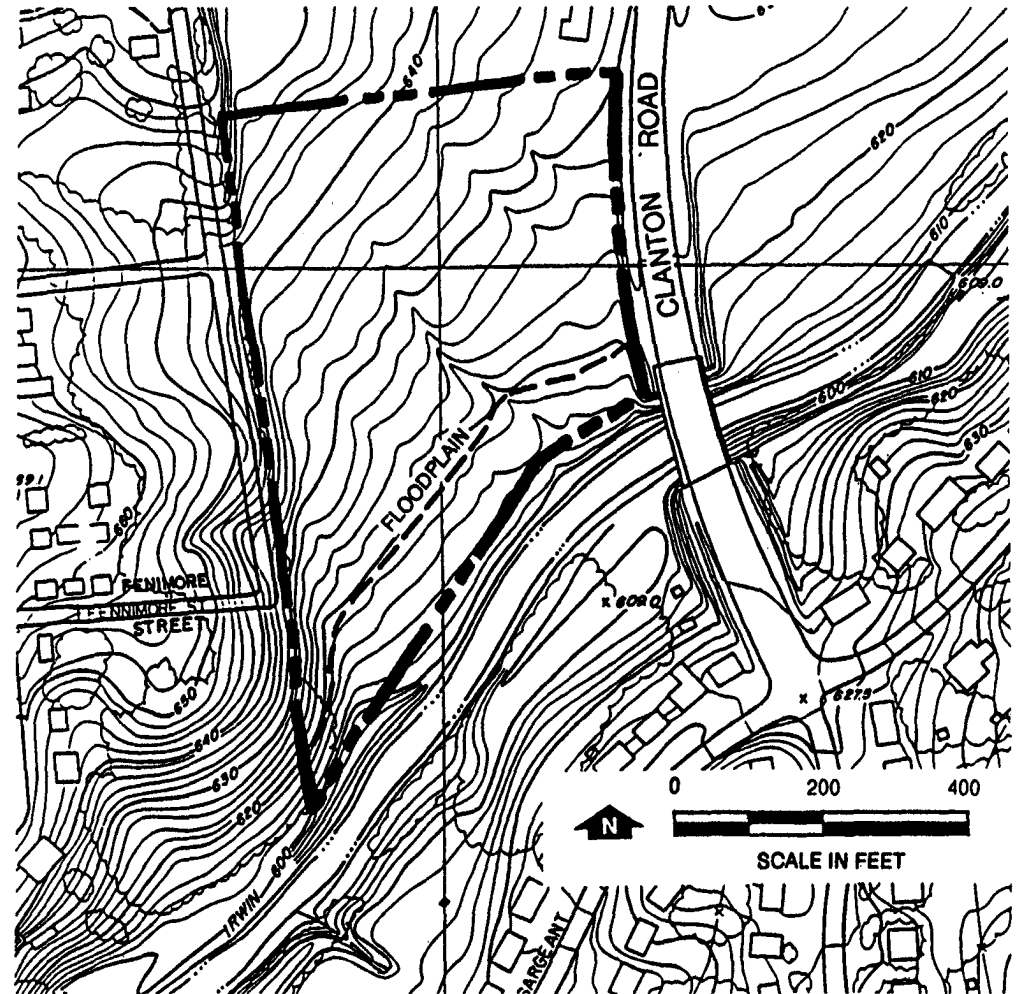
## POTENTIAL RESIDENTIAL SITE

**PARCEL NUMBER:** 14531101 (Portion)  
**SITE AREA (ACRES):** 20.0 Useable (Estimate)  
**OWNER:** City of Charlotte  
**EXISTING LAND USE:** Vacant Land  
**ZONING:** Industrial (I-2)  
**PROPERTY DESCRIPTION:** The site is part of a 366.03-acre tract of land, which is the location of the Irwin Creek Disposal Plant. Access is available from Reid Avenue. The site has a rolling topography, and extensive floodplain along Irwin Creek, which forms the southern property boundary. It is adjacent to Amay James Community and Recreation Center, Amay James Elementary School, and the Reid Park neighborhood.



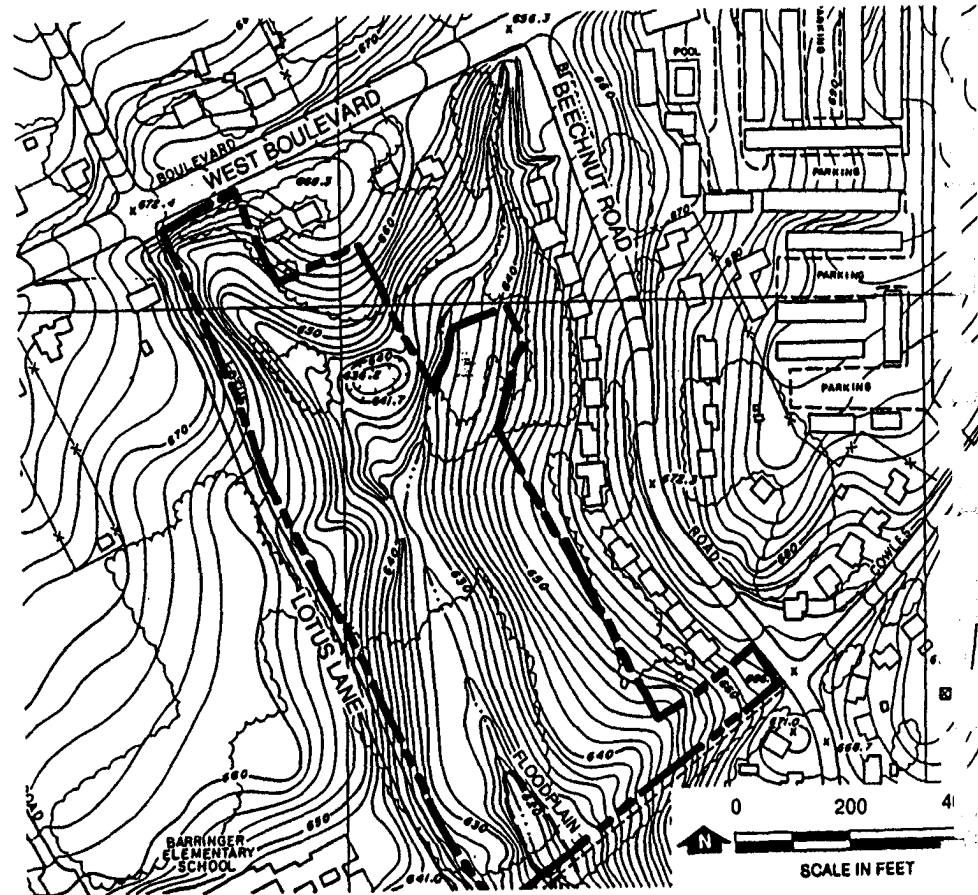
## POTENTIAL RESIDENTIAL SITE

PARCEL NUMBER: 14512801  
SITE AREA (ACRES): 8.2  
OWNER: City of Charlotte  
EXISTING LAND USE: Vacant Land  
ZONING: Multi-Family Residential (R-22MF)  
PROPERTY DESCRIPTION: The site has frontage on Clanton Road (420 feet). The topography is gentle. There is some floodplain along Irwin Creek, which forms the western property boundary. The site falls in the Reid Park neighborhood, and is adjacent to Dalton Village housing project.



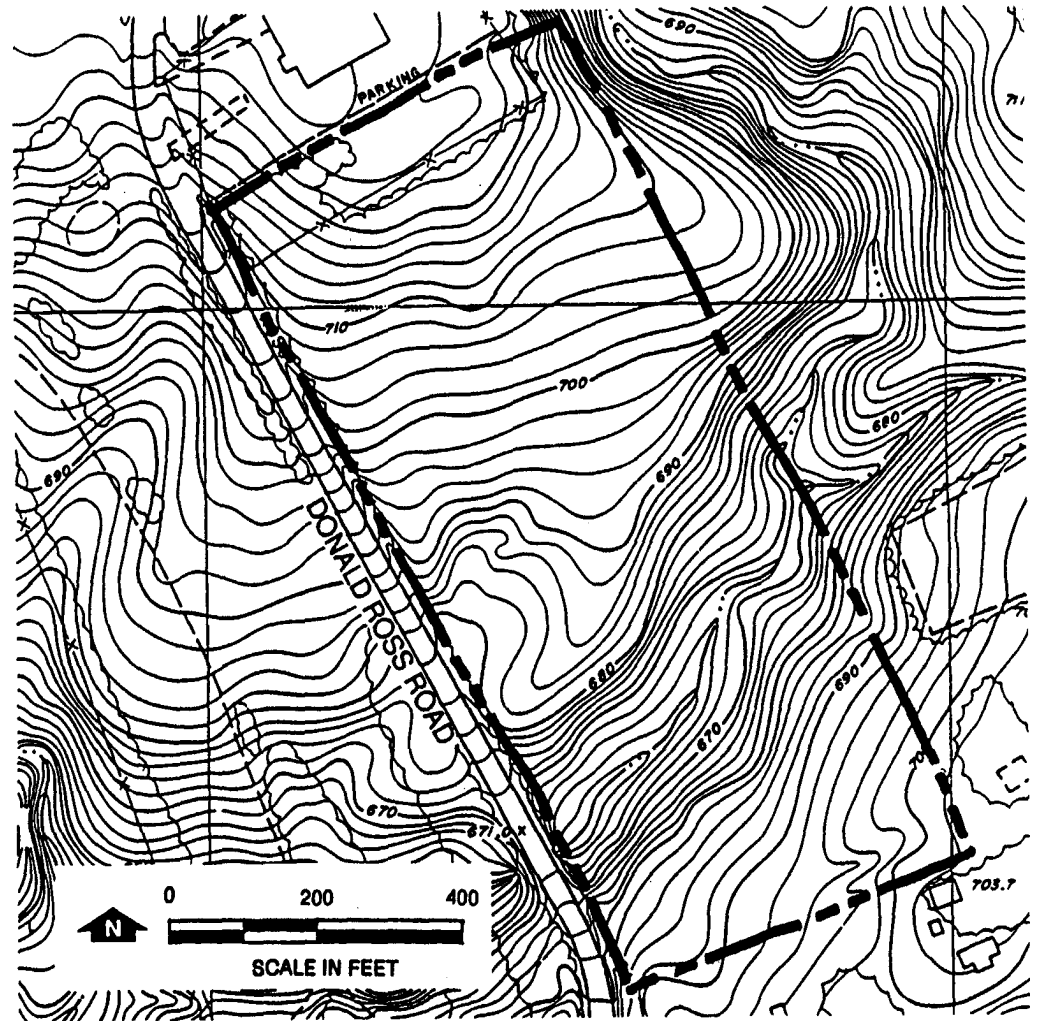
## POTENTIAL RESIDENTIAL SITE

PARCEL NUMBER: 14510317  
SITE AREA (ACRES): 10.5  
OWNER: William H. and Phyllis Ann Trotter  
EXISTING LAND USE: Vacant Land  
ZONING: Multi-Family Residential (R-22MF)  
PROPERTY DESCRIPTION: The site has frontage on West Boulevard (130 feet), Lotus Lane (1,175 feet), and Beechnut Road (70 feet). It has rolling topography, as well as a small portion of floodplain at the southern property line. Barringer Academic Center is located across Lotus Lane from the site. It is also situated in a single-family neighborhood.



## POTENTIAL RESIDENTIAL SITE

PARCEL NUMBER: 11703104  
SITE AREA (ACRES): 15.4  
OWNER: Independent Post No. 262, Inc.  
EXISTING LAND USE: Vacant Land  
ZONING: Multi-Family Residential (R-22MF)  
PROPERTY DESCRIPTION: The site has frontage on Donald Ross Road (1,075 feet), and is adjacent to the American Legion Independence Post 262 facility. It is also across the street from the Carolina Golf Club. It has a rolling topography, but no floodplain.



## POTENTIAL INDUSTRIAL SITE

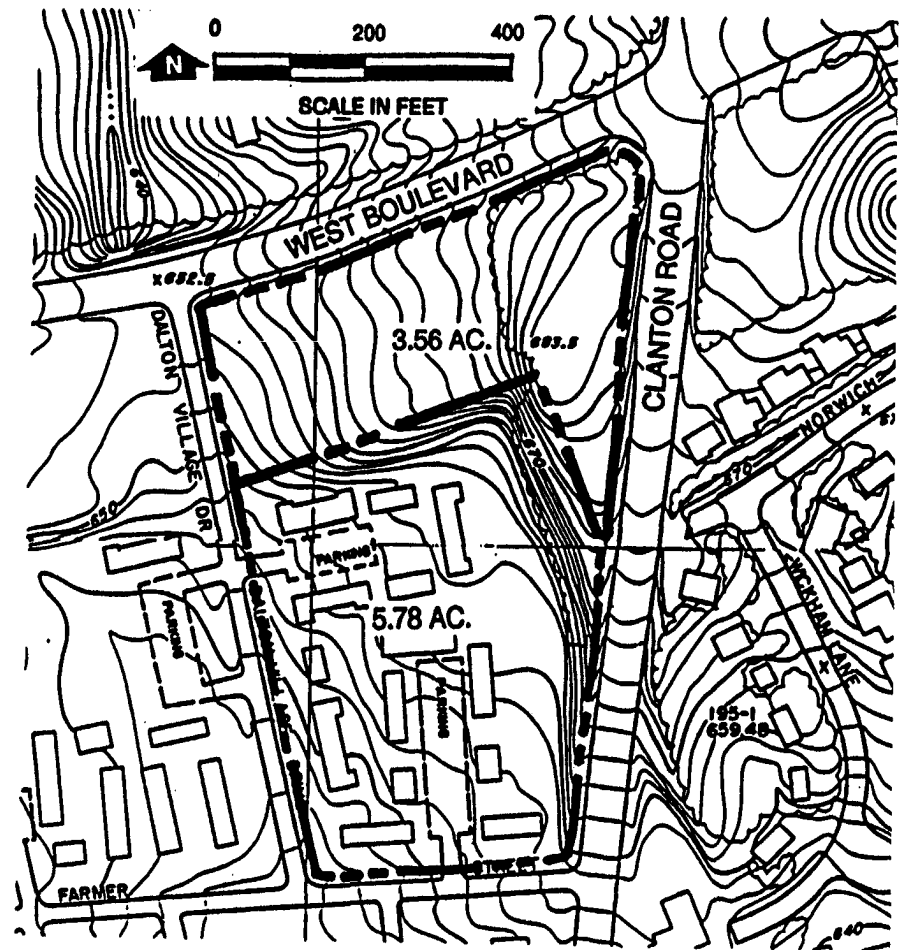
**PARCEL NUMBER:** 14309103, 14309106, 14310101, & 14310107  
**SITE AREA (ACRES):** 56.65  
**OWNER:** Marc H. Silverman and City of Charlotte  
**EXISTING LAND USE:** Vacant Land  
**ZONING:** Industrial (I-1) and Residential (R-22MF)  
**PROPERTY DESCRIPTION:** The site offers extensive frontage on West Boulevard (2,540 feet) and Billy Graham Parkway (1,760 feet). The topography varies from gentle to rolling. There is also some floodplain in the northeast corner of the site.





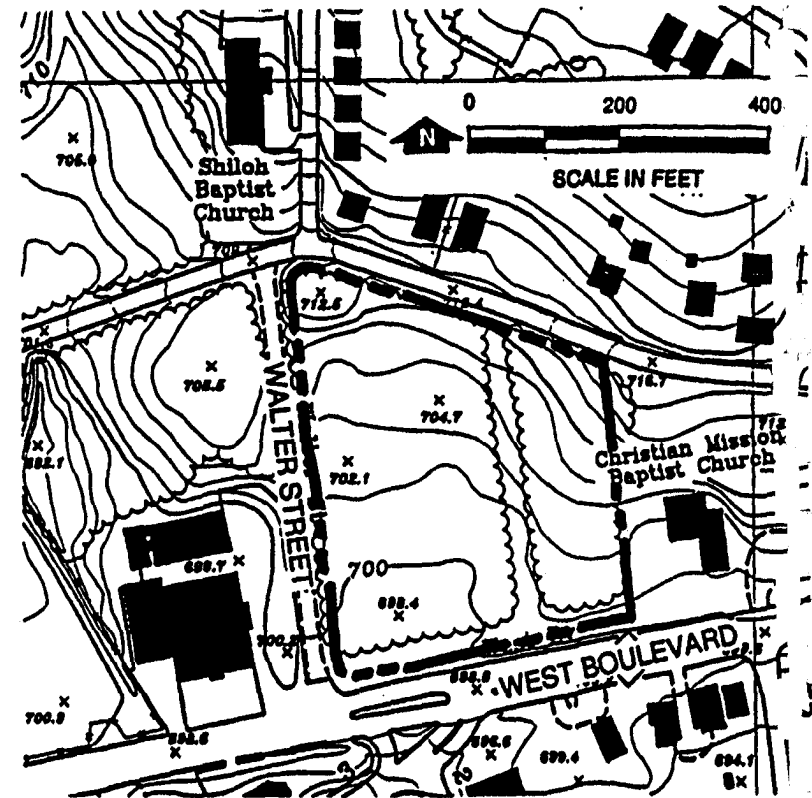
## POTENTIAL COMMERCIAL SITE

**PARCEL NUMBER:** 14512901, 14512902, and 14512903  
**SITE AREA (ACRES):** 9.34 (two sites)  
**OWNER:** Marsh Realty Company, Inc. and Charlotte Housing Authority  
**EXISTING LAND USE:** Vacant Land and Apartments  
**ZONING:** Multi-Family Residential (R-17MF)  
**PROPERTY DESCRIPTION:** The site is situated at the corner of West Boulevard (575 feet) and Clanton Road (858 feet). The topography is gentle and there is no floodplain. The southern site, which is earmarked for redevelopment by the Housing Authority, is part of the Dalton Village public housing project.



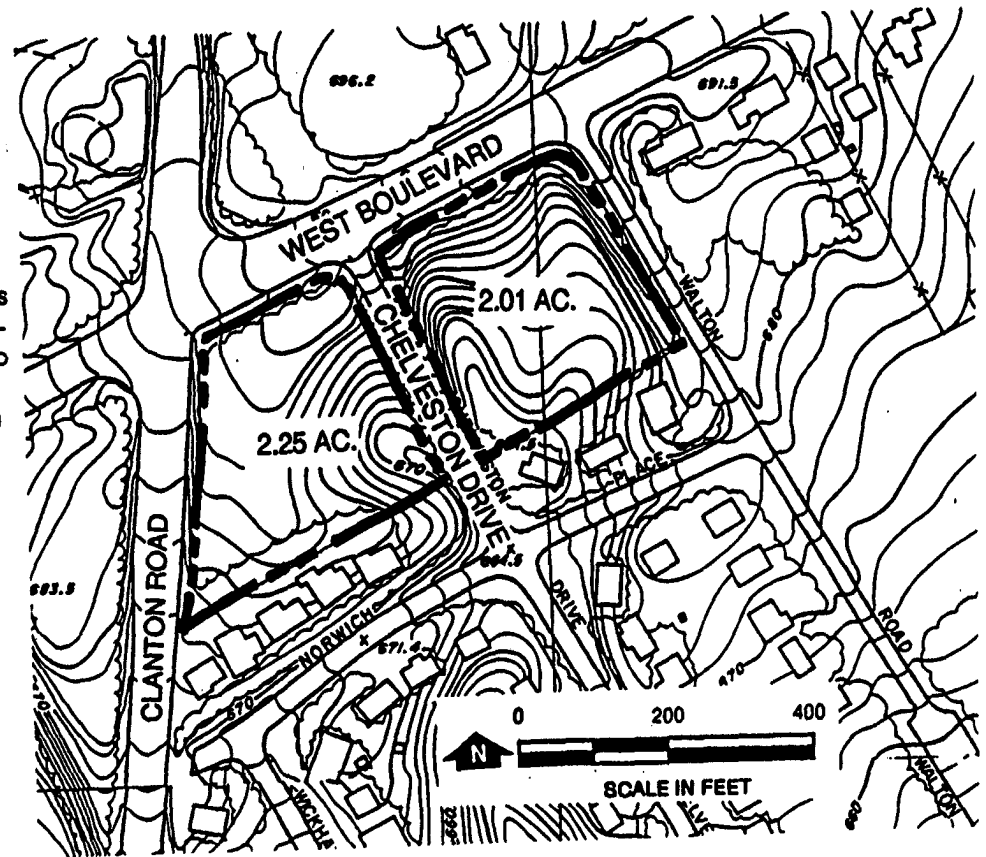
## POTENTIAL COMMERCIAL SITE

**PARCEL NUMBER:** 11707401  
**SITE AREA (ACRES):** 4.273  
**OWNER:** Gwendolyn G. Weathers (c/o NationsBank)  
**EXISTING LAND USE:** Vacant Land  
**ZONING:** Single-Family Residential (R-5 and R-8)  
**PROPERTY DESCRIPTION:** The site offers frontage on West Boulevard (415 feet). The topography is flat, and there is no floodplain. It is adjacent to the Christian Mission Baptist Church and a single-family residential neighborhood.



## POTENTIAL COMMERCIAL SITE

**PARCEL NUMBER:** 14512609 and 14510204  
**SITE AREA (ACRES):** 4.26 (two sites)  
**OWNER:** Marsh Realty Company, Inc.  
**EXISTING LAND USE:** Vacant Land  
**ZONING:** Single-Family Res. (R-5) and Office (O-2)  
**PROPERTY DESCRIPTION:** The site is situated at the corner of West Boulevard (420 feet) and Clanton Road (336 feet). Chelveston Drive (291 feet) splits the site into two separate parcels. The topography is gentle to moderate, and there is no floodplain. The site is adjacent to a single-family neighborhood and across from Dalton Village housing project.







**The Charlotte-Mecklenburg Planning Commission**  
**600 East Fourth Street, Charlotte, North Carolina, 28202**  
**704-336-2205**  
**[www.charmeck.nc/us/ciplanning/index.htm](http://www.charmeck.nc/us/ciplanning/index.htm)**