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for architecture and neighborhood design

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SG Southern Gateway
Corridor Study

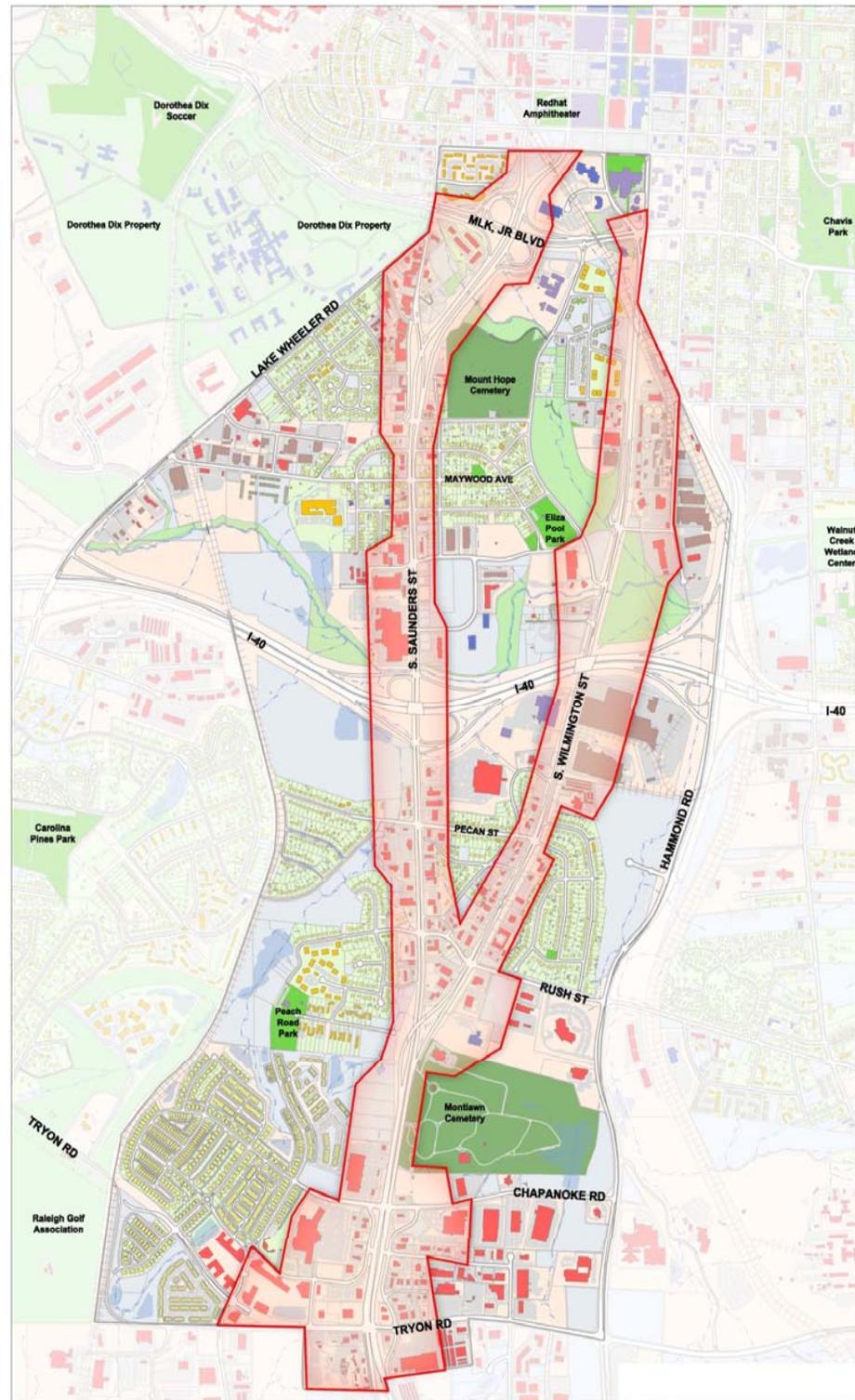
Design Alternatives
September 22, 2015

R
RALEIGH
URBAN
DESIGN
CENTER

Introduction

Scope of Design Effort

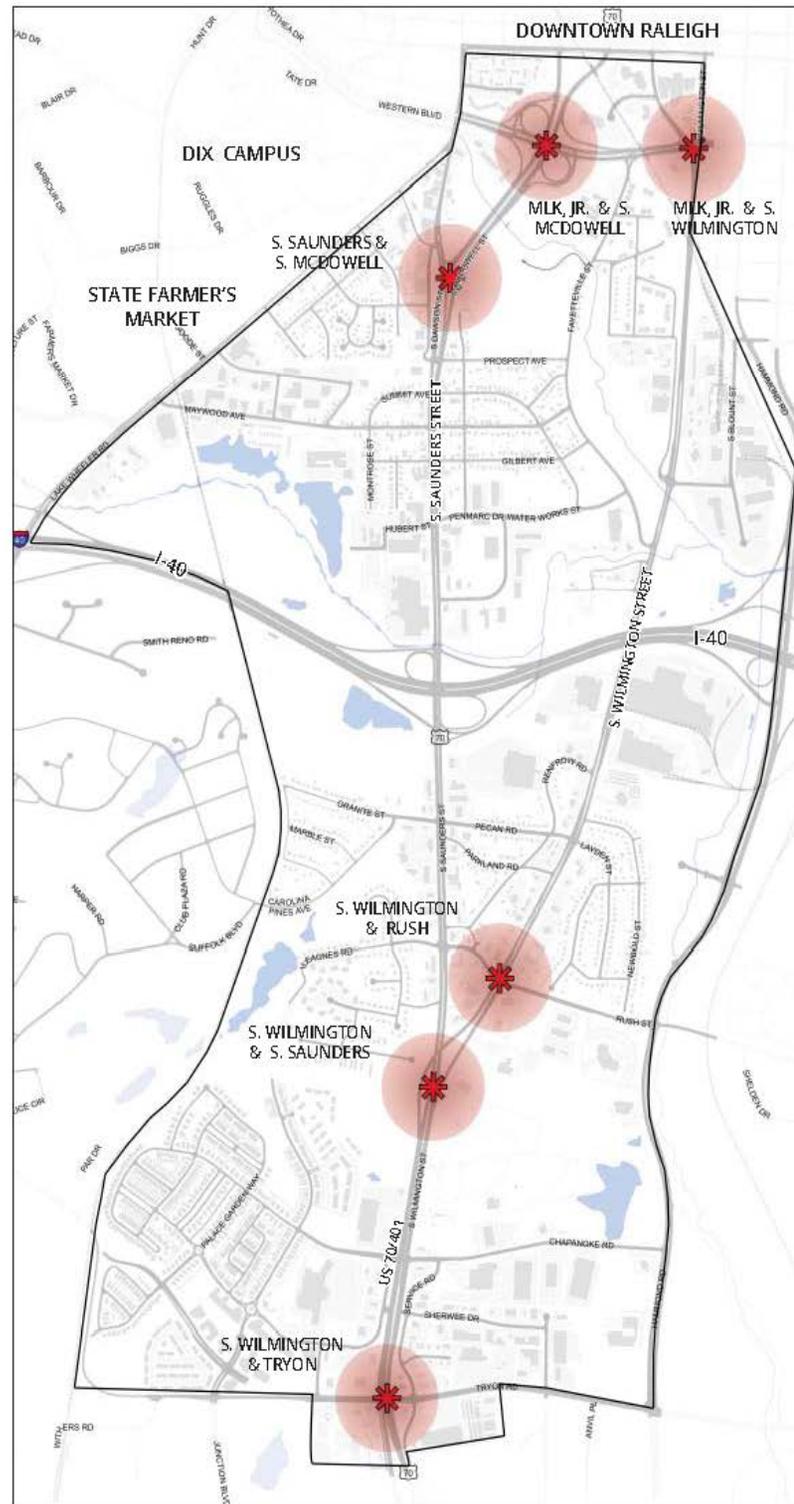
1. Build on the Vision Document
2. Effective and targeted community outreach
3. Establish an identity for the corridor
4. Emphasize market-driven development opportunities
5. Identify strategic infrastructure investments
6. Integrate transportation, transit, urban design and land use recommendations.
7. Provide implementable solutions.



Introduction

Key Intersections For Transportation Study

- Safety
- Connectivity
- Redevelopment
- Capacity



Introduction

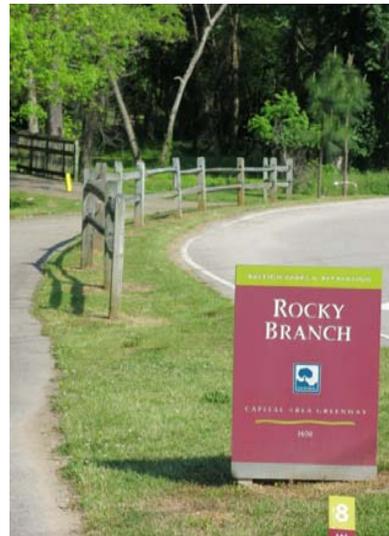
Process

	<u>Duration</u>	<u>Meeting</u>
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City Council Presentation		Late Winter 2016

Introduction

Issues & Opportunities

ASSETS
Proximity / Access to downtown
I-40 access
Development opportunity
Historic neighborhoods & architecture
Transit access
Greenway access [North of I-40]
Parks & Community Centers
View of downtown
Natural areas, streams, wetlands
Proximity to Farmer's Market & Dix Property
Wake Tech
New Housing at Renaissance Park
Cheap Gas
Diversity



Introduction

Issues & Opportunities

ISSUES
Unsafe intersections along S. Saunders St.
Lack of / unsafe bike connections to downtown
Lack of sidewalks / unsafe pedestrian environment
I-40 & MLK Blvd serve as barriers
Lack of east-west street connections
Lack of greenway connections [South of I-40]
Crime / Safety
Homeless camps / panhandling
Some blighted commercial & residential areas
Lack of neighborhood serving retail
Lack of workforce housing



Introduction

Issues & Opportunities

OPPORTUNITIES

Improve access management / signaling

Improve bike / ped access & safety

Improve secondary street network / connectivity to adjacent communities

Improve connectivity to greenway / open space

Preservation / re-use of historic resources

Protect water quality / minimize flooding

Focus on workforce housing

Attract residential development

Examine strategies for making underdeveloped land available for development

Examine underdeveloped / undeveloped sites for their ability to transform Image & Character



Issues / Opportunities Summary

Improve *Connectivity* within the study area

Establish a *Development Strategy* that maximizes the district's potential

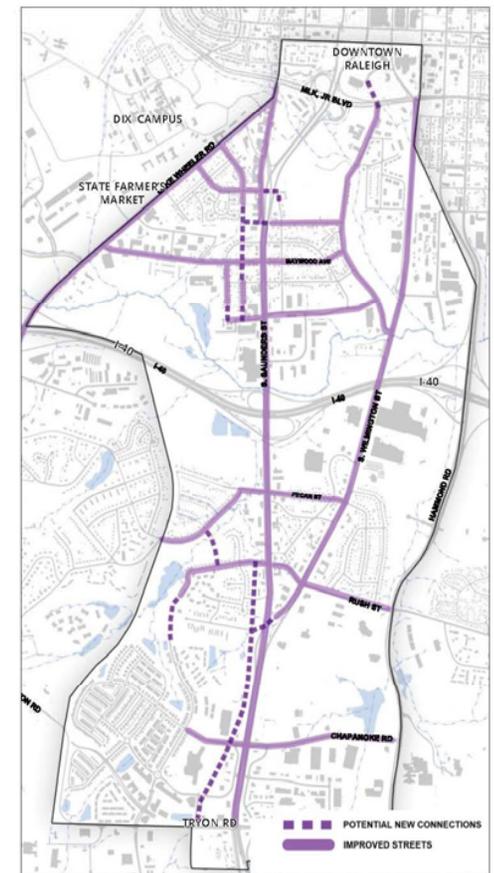
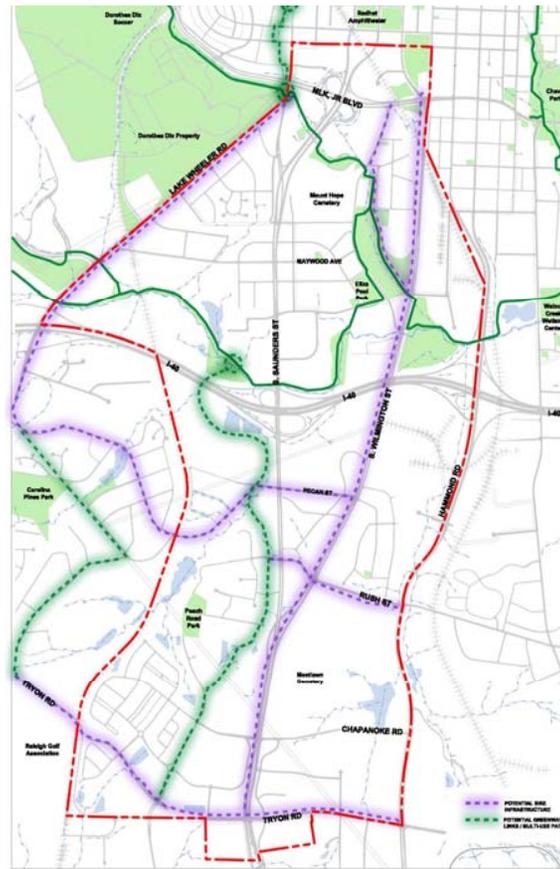
Develop an attractive *Image and Character* that transform the perception of Saunders and Wilmington

Identify *Transportation and Transit* improvements that address local needs while continuing to serve a regional role

Emerging Opportunities

Improve Connectivity : Greenways and Local Streets

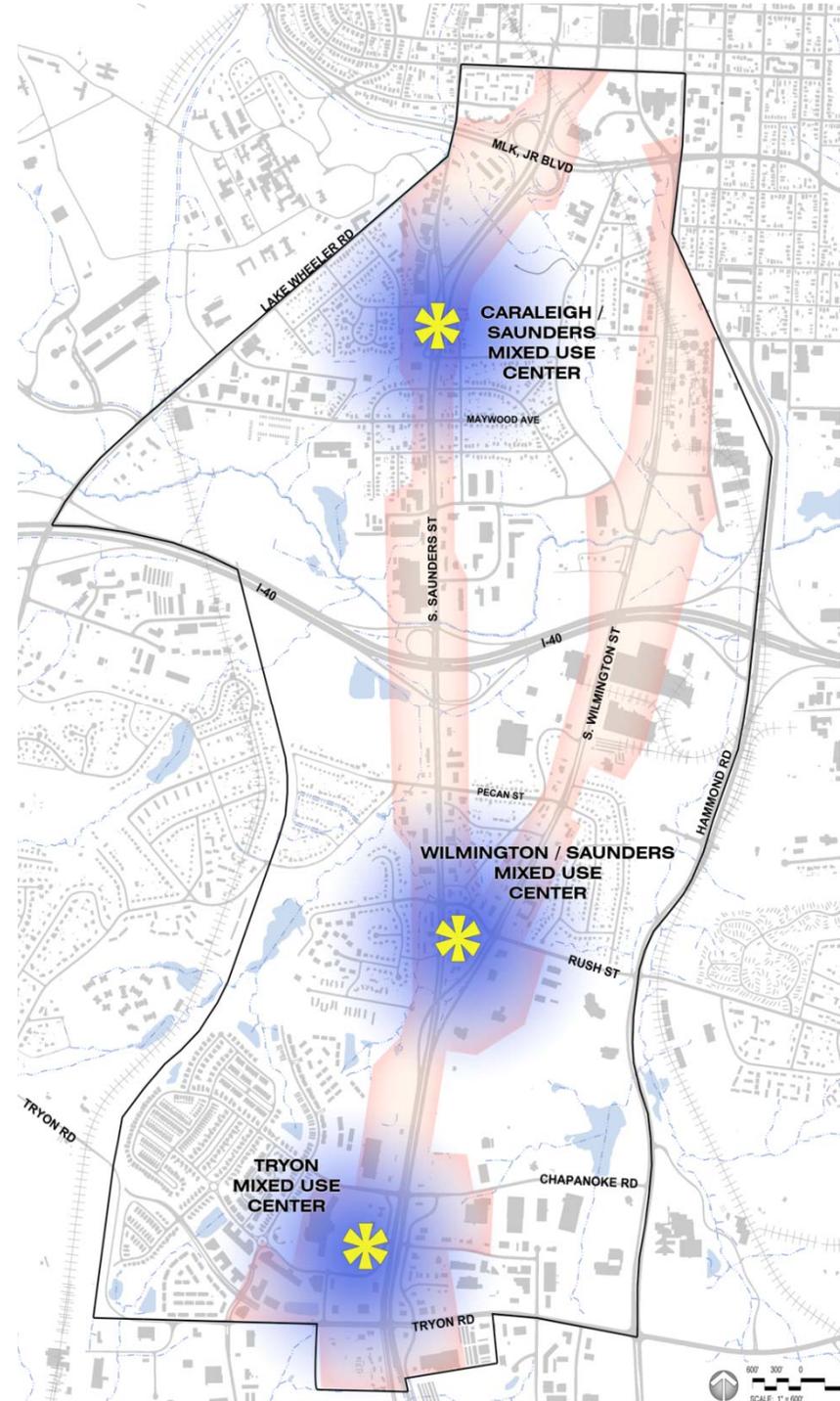
- East/West Street Connections
- Address Safety Concerns
- Expand Greenway Linkages
- Improve Access to Transit



Emerging Opportunities

Development Strategy: Concentrate on Key Centers

- Leverage proximity to Downtown
- Link development with infrastructure investment
- Create mixed-use centers
- Mix of neighborhood-oriented retail and services



Emerging Opportunities

*Image and Character:
Create “Real” Places*

- Celebrate and Reuse Historic Resources
- Conscientiously Transition Scale of Development at Edges
- Not a “one size fits all” solution for the whole District.
- Proactive approach for beautifying public spaces and street edges.

TOWN CENTER



NEIGHBORHOOD MIXED-USE



INDUSTRIAL CONVERSION

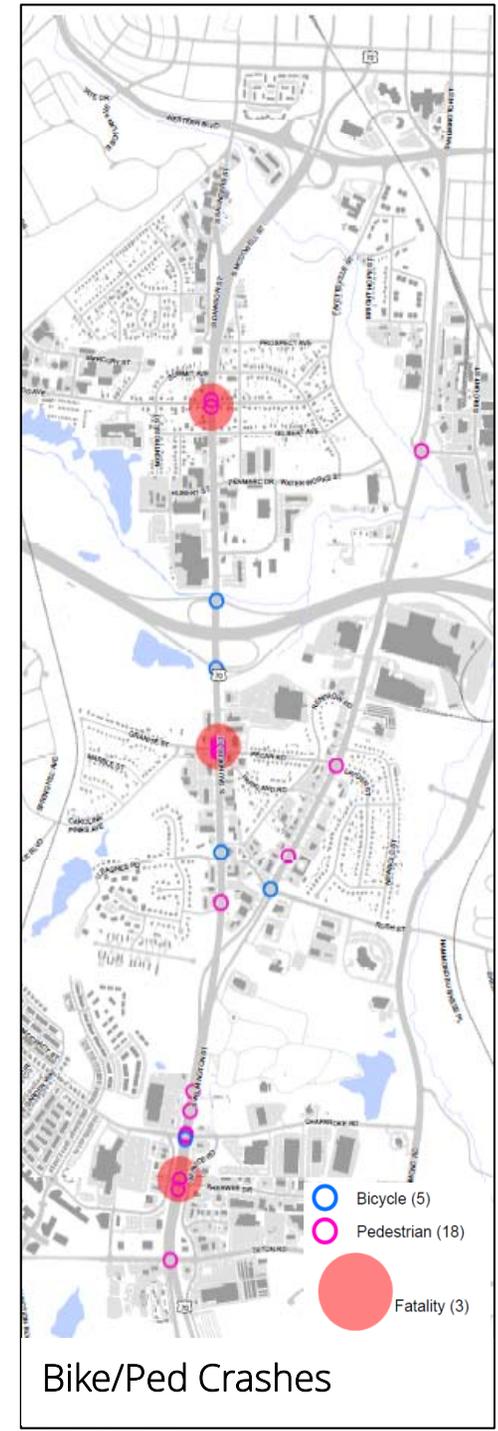
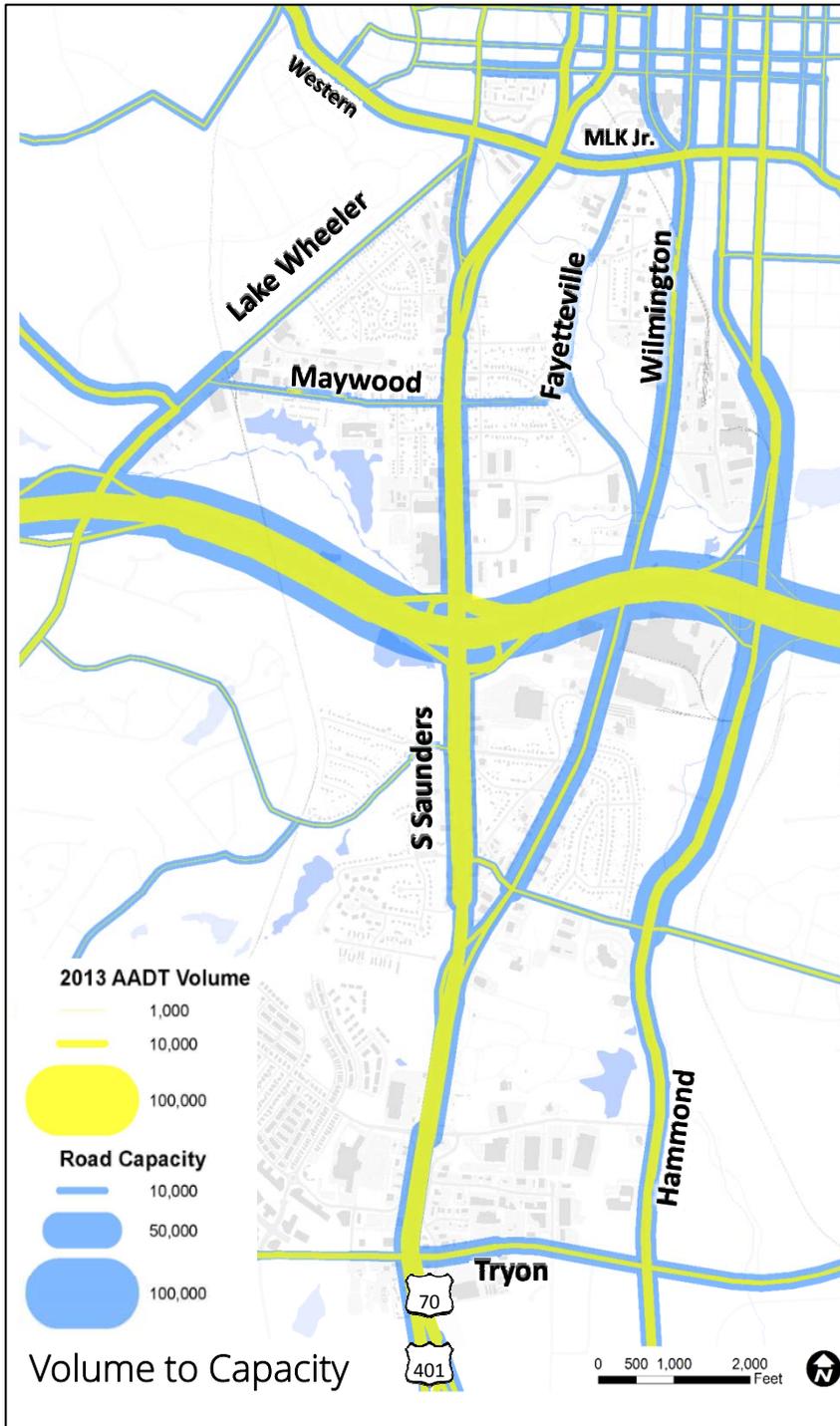


Emerging Opportunities

Transportation and Transit: Improving options

- Improve safety
- Provide options and different modes of travel (bike, car, transit)
- Transform Wilmington Street
- Reduce impact of roadways on surrounding community
- Improve access to transit
- Improve bus stops, transit facilities, and service





Transportation Corridors

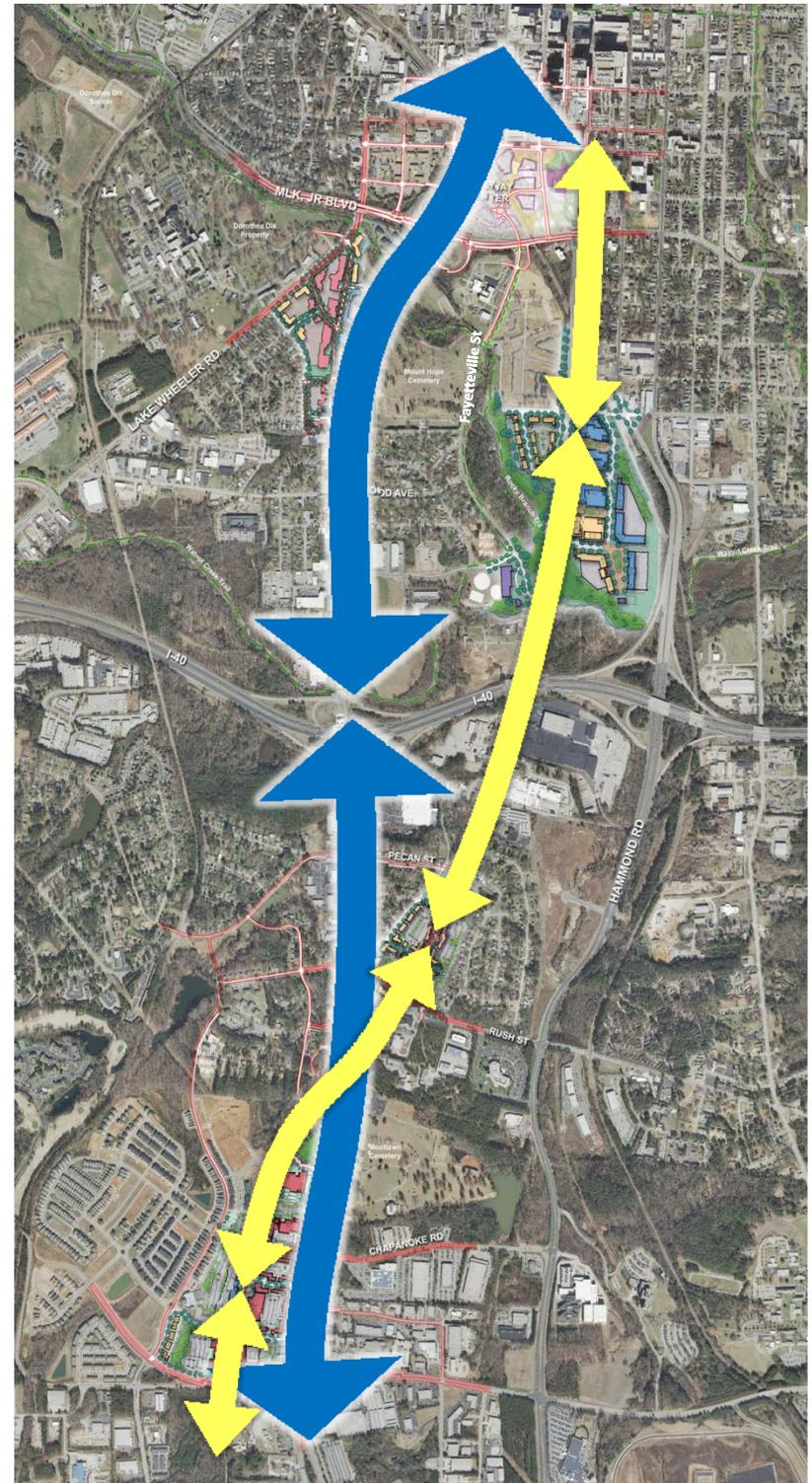
- Different functions
- Different markets served

South Saunders

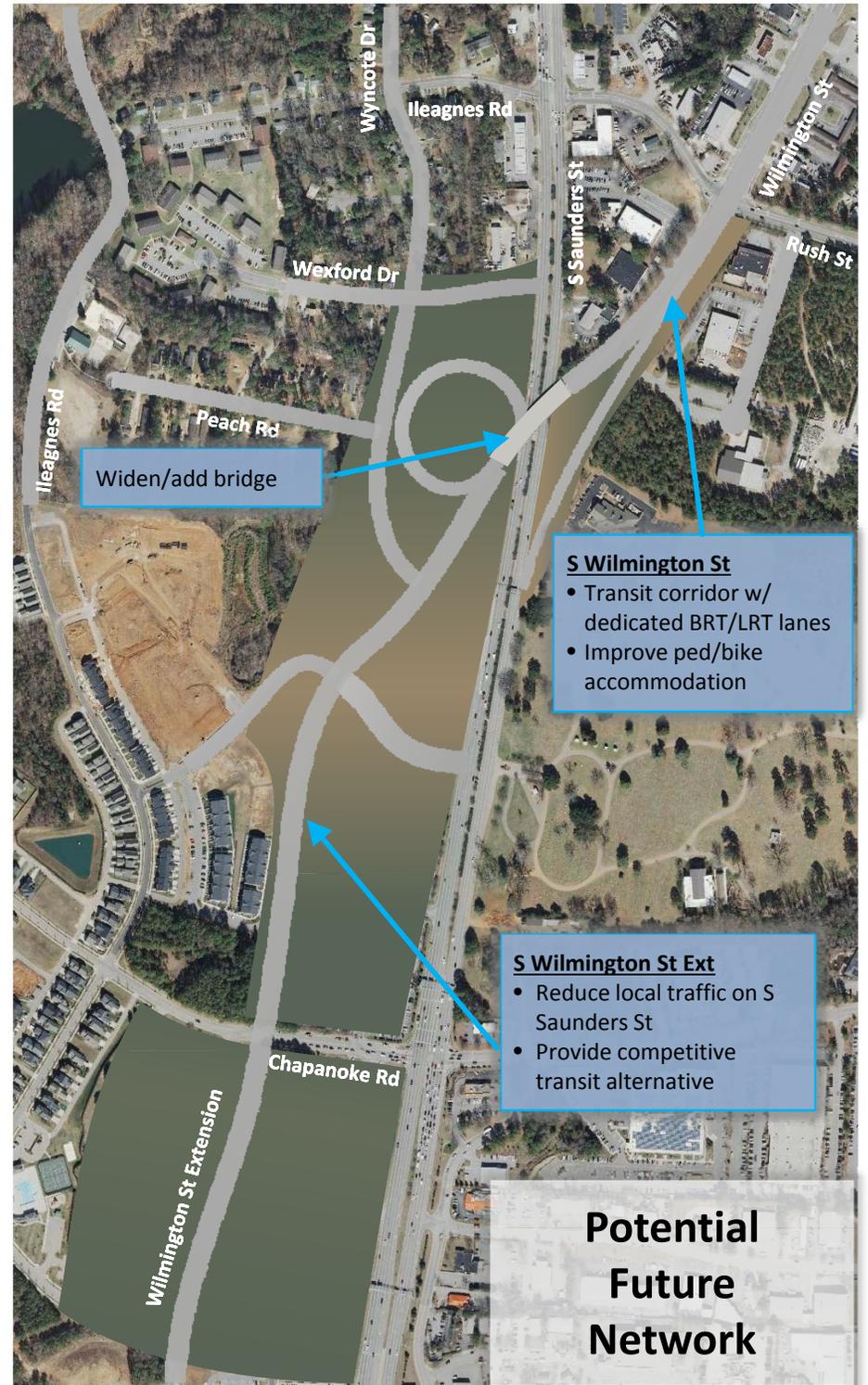
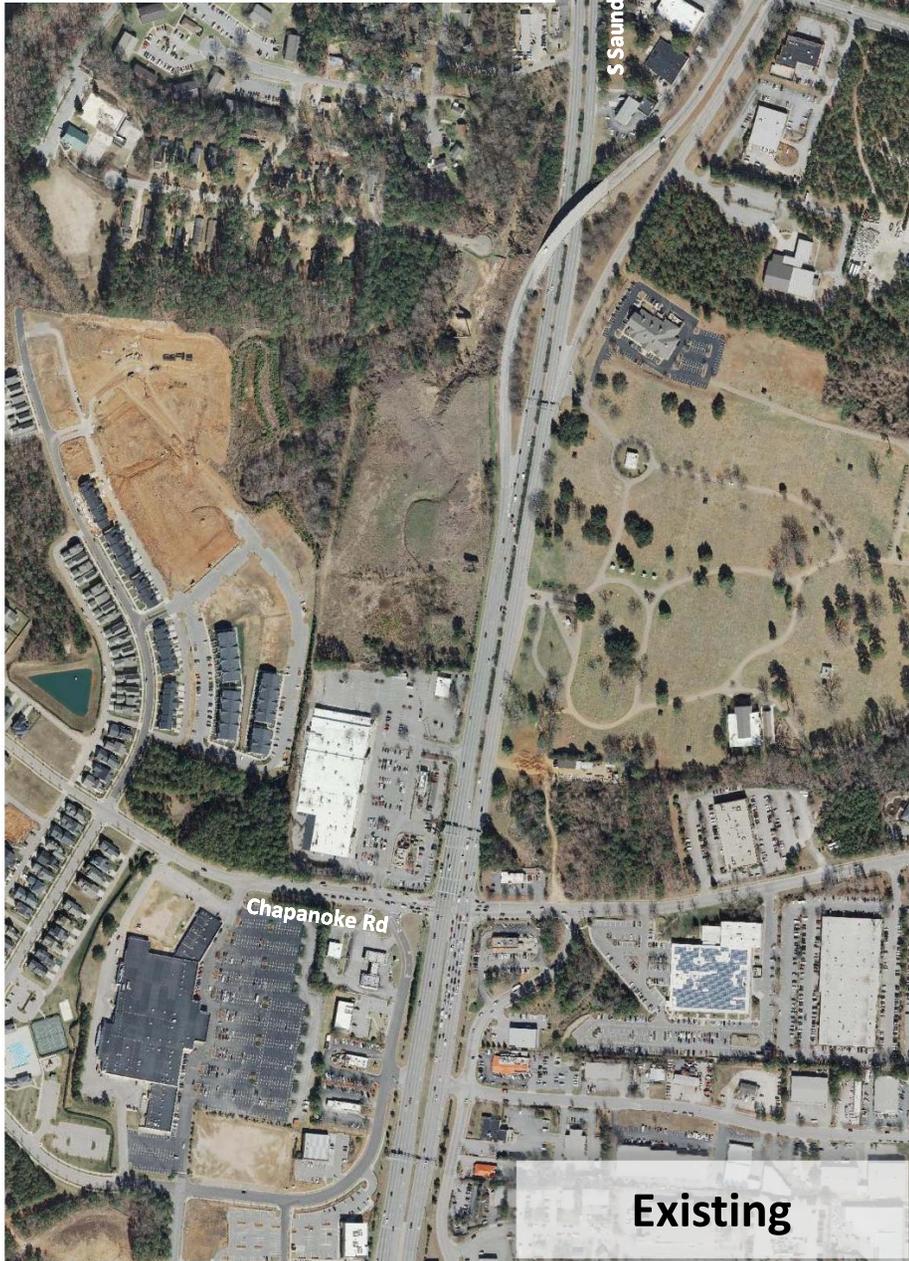
- Commute & through trips
- Longer car & truck trips
- Higher speeds & volumes
- I-40 access
- Mobility for vehicles
- Access management
- Intersection Improvements

Wilmington

- Local & commute trips
- Shorter transit, bike, & walk trips
- Lower speeds & volumes
- Avoid I-40 barrier
- Access for people



Tryon Focus Area



Downtown/ Old Saunders



MLK Quadrant

- Reconnect West St
- 3 new “blocks” in NW quad for redevelopment
- Potential redevelopment in NE quad

Realigned to favor Lake Wheeler

S Saunders St

- Access management

Fayetteville St Ext w/ Salisbury Realigned

- Fayetteville St & S Wilmington are two-way

Partial Signal

Signal

Partial Signal

Partial Signal

Signal

Fayetteville St

- Major bike/ped connection to downtown

S Dawson/McDowell St
S Saunders St/Lake Wheeler Rd

Extensive bike/ped & connectivity improvements
Considerable redevelopment potential

S Wilmington St

- Transit corridor w/ dedicated BRT/LRT lanes
- Improve ped/bike accommodation

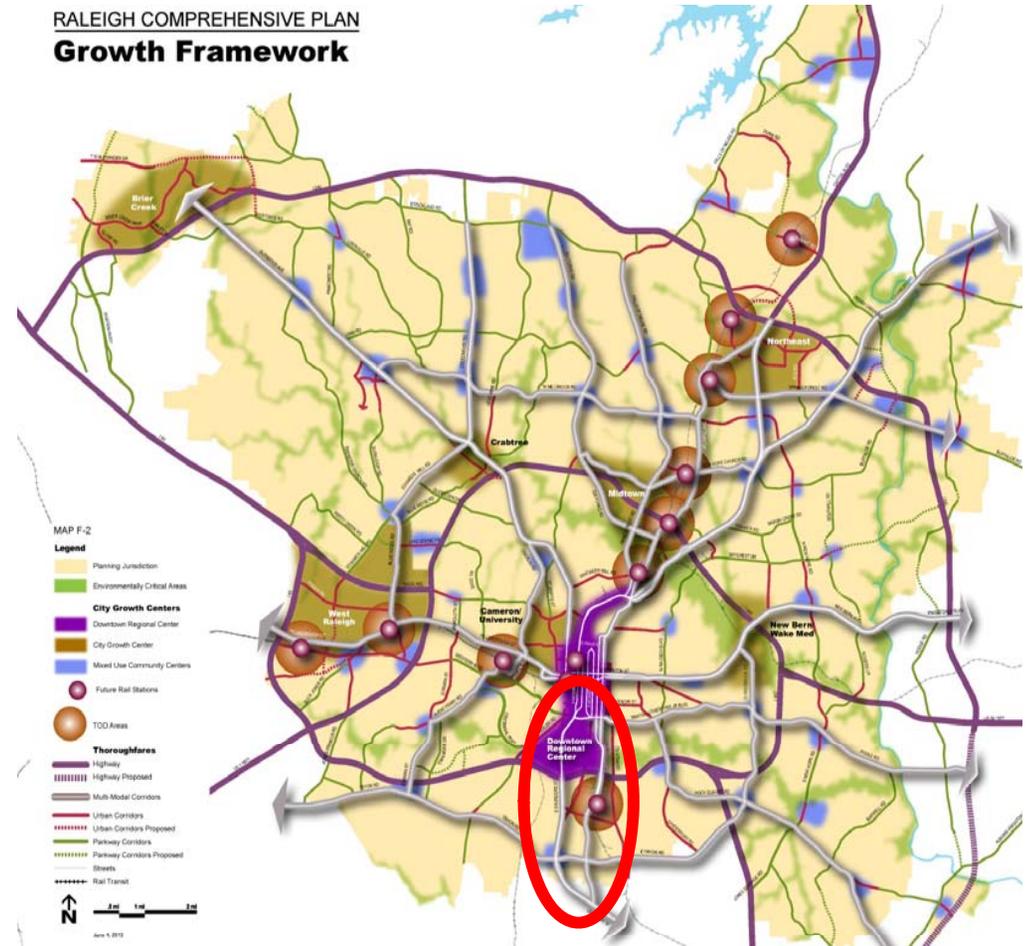
Market Assessment

	<i>Context / Observations</i>	<i>Opportunities</i>	<i>Challenges</i>
<i>Rental Apartments</i>	Region is approaching multi-family rental saturation; nearly 8,000 units to be delivered over the next 18 months. Of those, approx. 4,000 are in downtown.	Lots of jobs proximate to study area; easy access to downtown & regional employment centers.	Big roads; I-40 psychological & physical barrier.
		Few competitive / comparable apartment development sites with similar downtown proximity.	Development costs vs. attainable rents.
		Improving residential services.	Perceptions of safety / security.
		View of downtown skyline.	
<i>Office</i>	Regional job growth indicates continued office demand.	Vibrant, naturally occurring tech / start-up / creative industry employment clusters.	Big roads; I-40 psychological & physical barrier.
	Central Business District is location of choice for region's prestigious office address.	Several development sites of scale in the study area; appealing to office developers looking for downtown proximity w/out development complexities.	Development costs vs. attainable rents.
	Limited in-town development sites, high development costs present challenges for any sizable office user that wants to be in Central Business District.	Views of downtown skyline.	Not an established / prestigious office address. (This also means opportunity for the right, forward-thinking developer / user.)
<i>For-Sale Residential</i>	Wake County new closings up 24%.	High demand for in-town / proximate living.	No market identity, regional position unclear.
	New condo closings improving.	"Urban-Suburban" living = best of both worlds.	Current quasi-industrial context; not an "upscale" address.
	Little for-sale pipeline proximate to Central Business District.	View of downtown skyline.	Development costs vs. attainable rents.
			Perceptions of safety / security.
<i>Retail</i>	Household growth will drive increased retail demand, pushing retail development into new locations.	Other uses - apartments, office, single family development - will drive retail demand in the study area.	Image / Current industrial context.
	Study area a "food desert",	Large sites under single ownership (possibly) receptive to redevelopment.	Current income levels & density does not reflect future market demand.
		High visibility.	Development costs vs. attainable rents.
		Potential inflow from commuters.	Perceptions of safety / security.
			Limited walkability / foot traffic.

Market Assessment

Emerging Market Point of View for Study Area

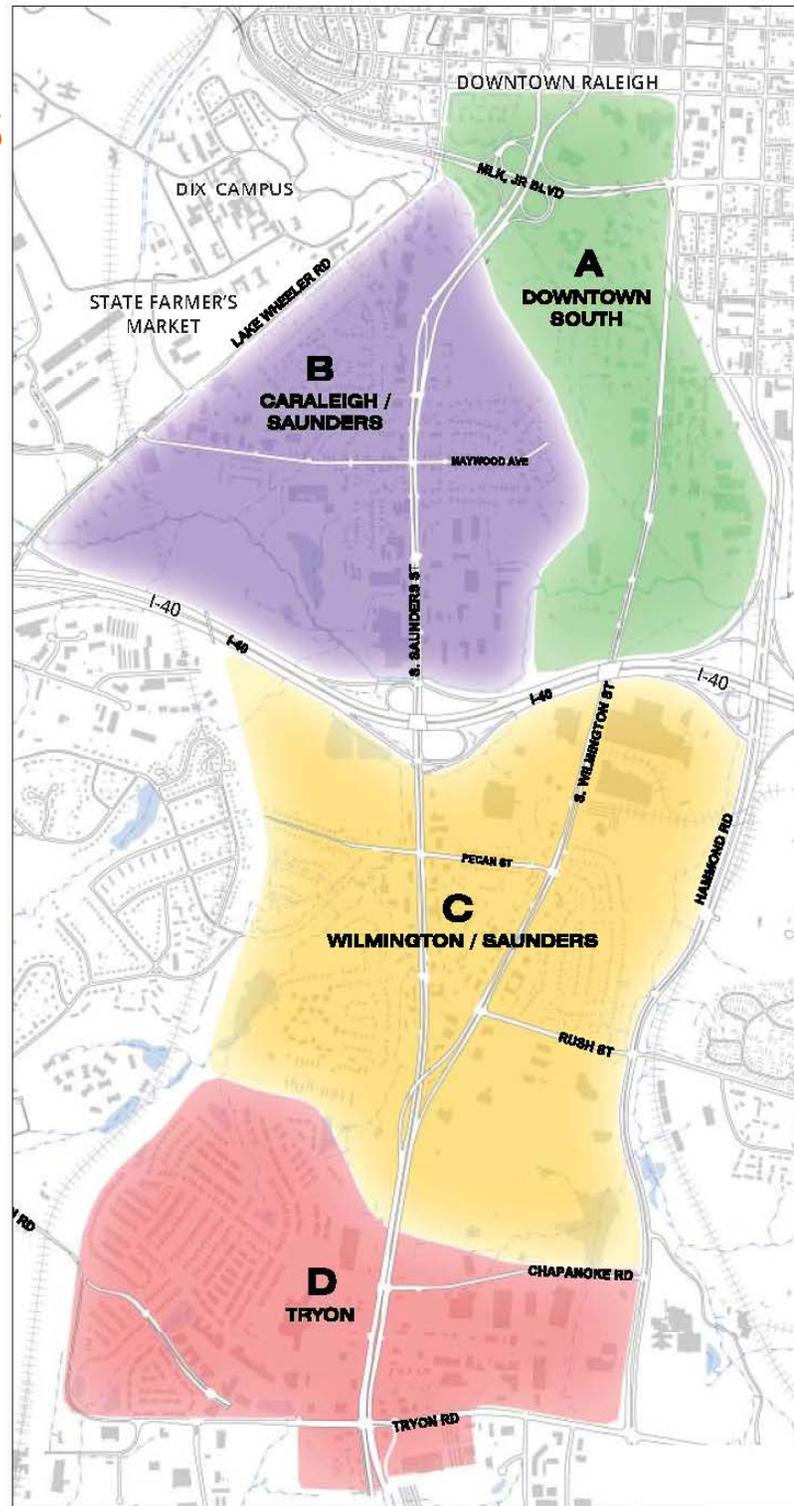
- Encourage residential development
- Facilitate interconnectivity for bike / ped
- Shape strategic vs. tactical development plans & concepts
- Nurture infill residential development
- Demonstrate market potential



Emerging Opportunities

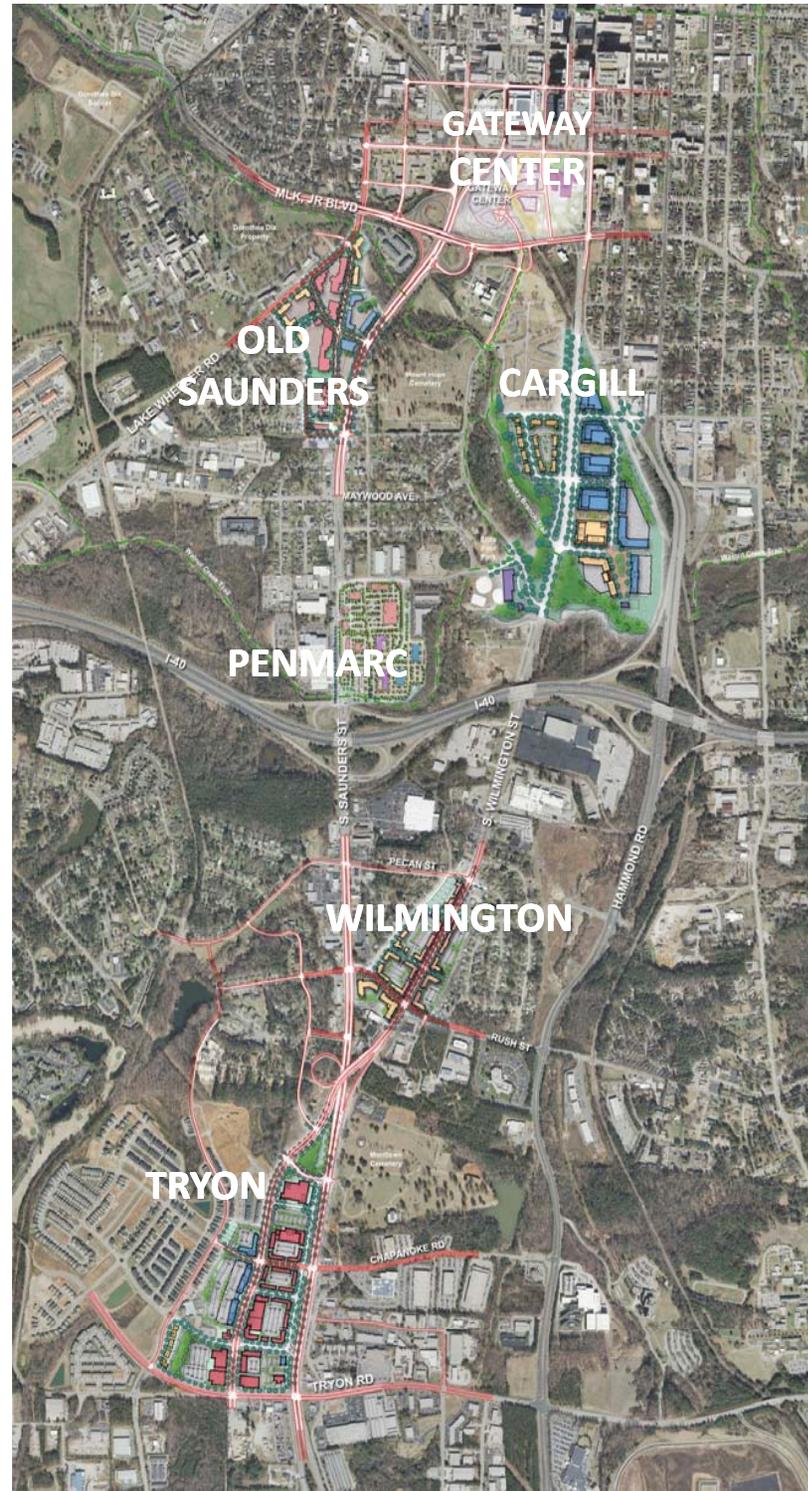
Sub-Districts

- Downtown South
- Caraleigh/Saunders
- Wilmington/Saunders
- Tryon



Key Focus Areas

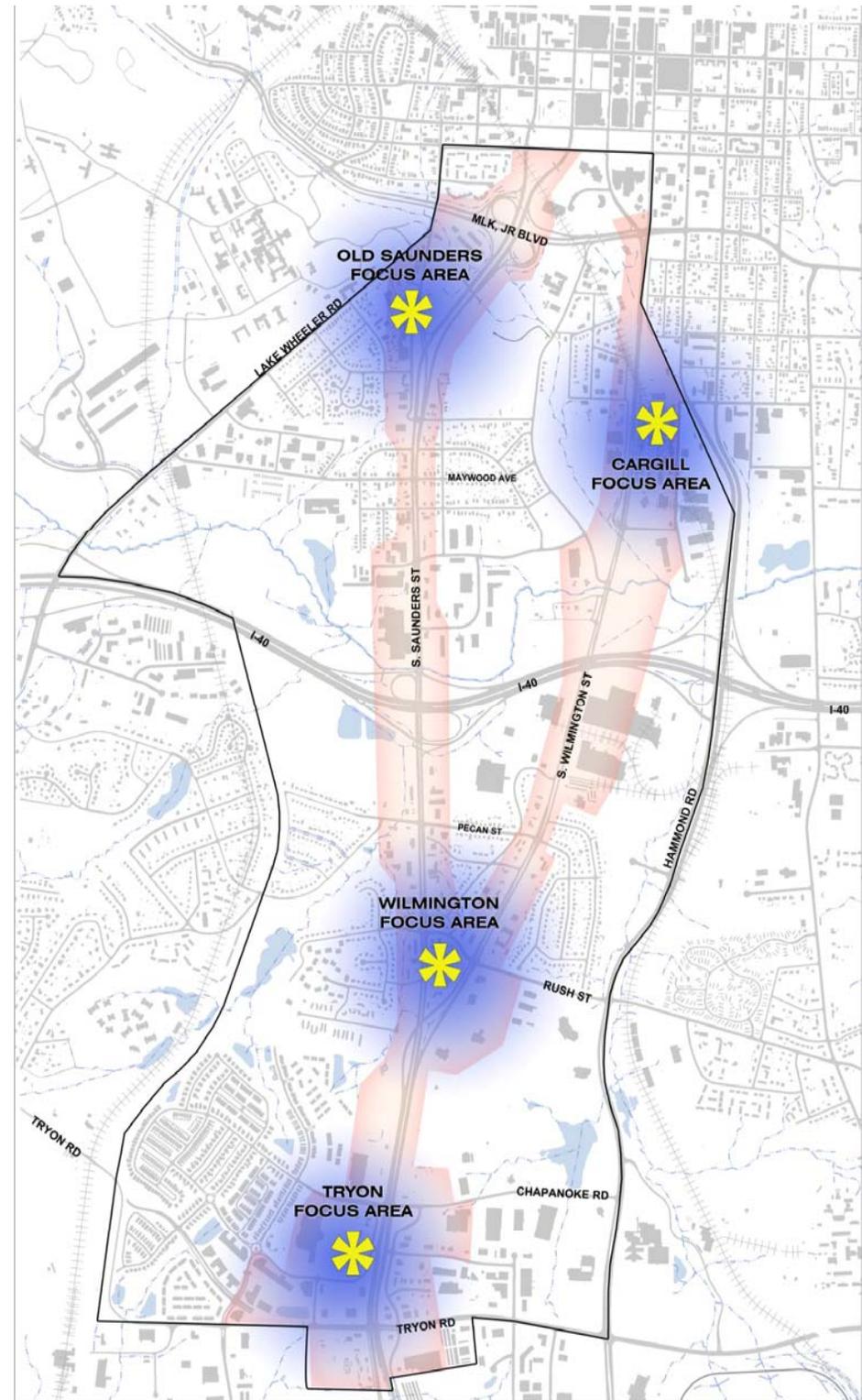
Emerging Opportunities



Emerging Opportunities

Development Focus Areas

- “Old Saunders”
- Cargill
- Wilmington
- Tryon

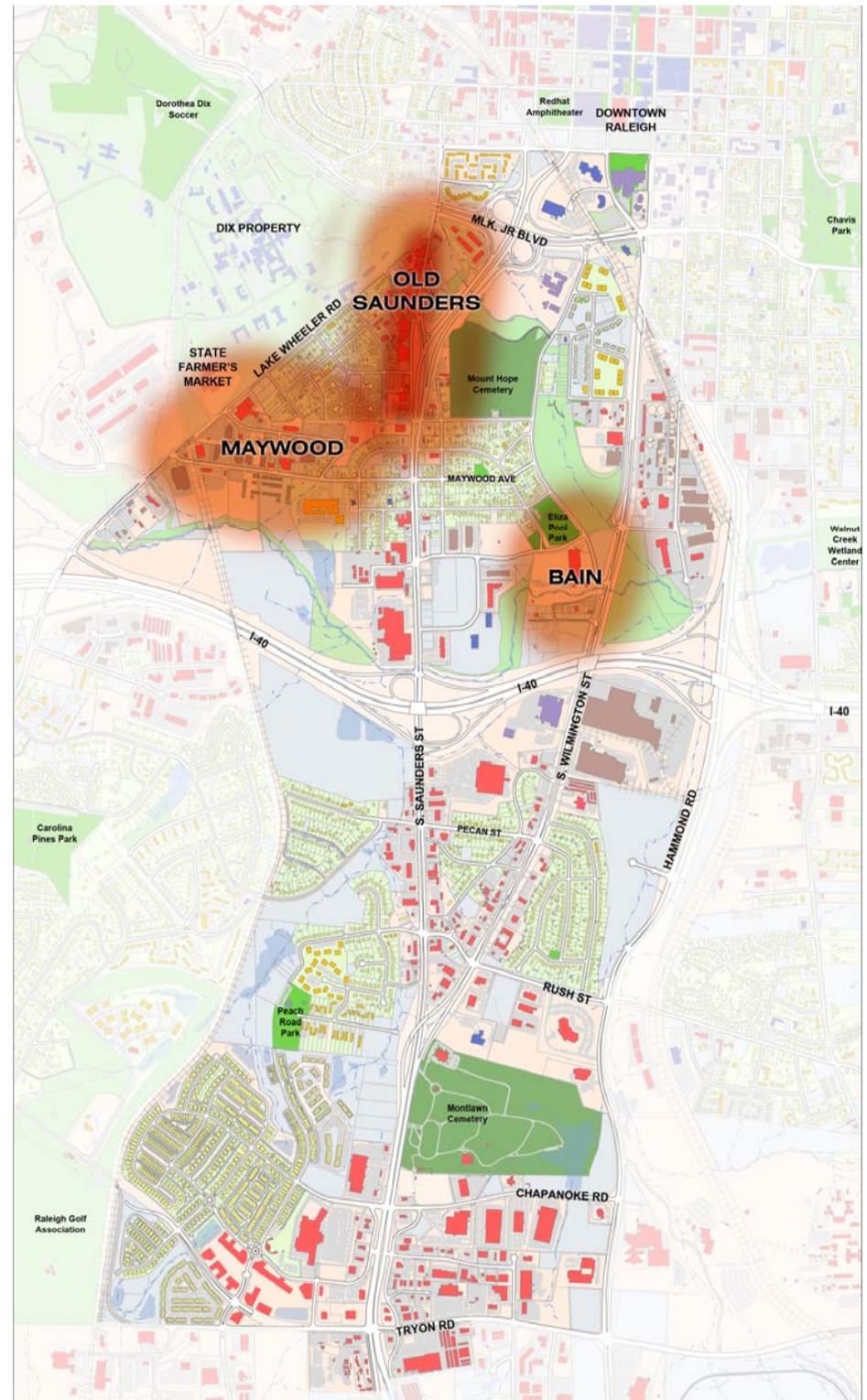


Emerging Opportunities

District Character

Industrial Conversion

- Old Saunders
- Maywood
- Bain



Key Focus Areas

“Old Saunders” Industrial Conversion

- Industrial “Chic” Warehouse conversion
- “Maker” district
- Downtown Gateway
- Specialty Retail / Office anchor
- Shared Programmable plaza / parking Market Place
- High Density Residential along Dix / Lake Wheeler frontage
- Lake Wheeler as Major Bike / Ped Corridor



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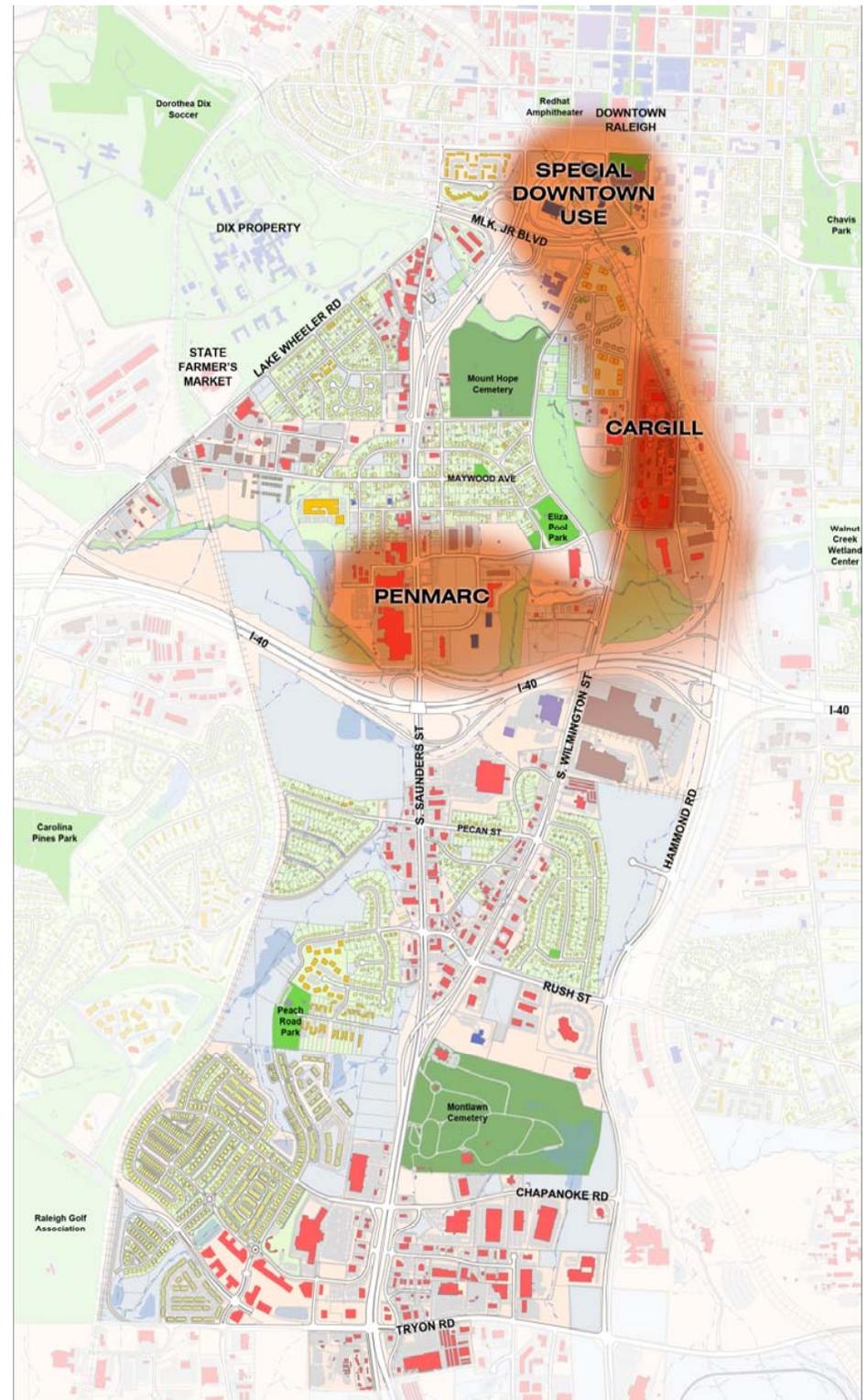


Emerging Opportunities

District Character

Urban Scale Development

- Special Downtown Site
- Cargill
- Penmarc



Key Focus Areas

Cargill Area

Urban Scale Development

- Office alternative to CBD
- Mixed use with high density residential component
- Flex space opportunities
- Connect to City street grid
- Transit Stop & Bike / Ped Corridor
- Potential Civic Use
- Long Term Cargill Decision



Key Focus Areas

Cargill Area

Urban Scale Redevelopment

- Office alternative to CBD
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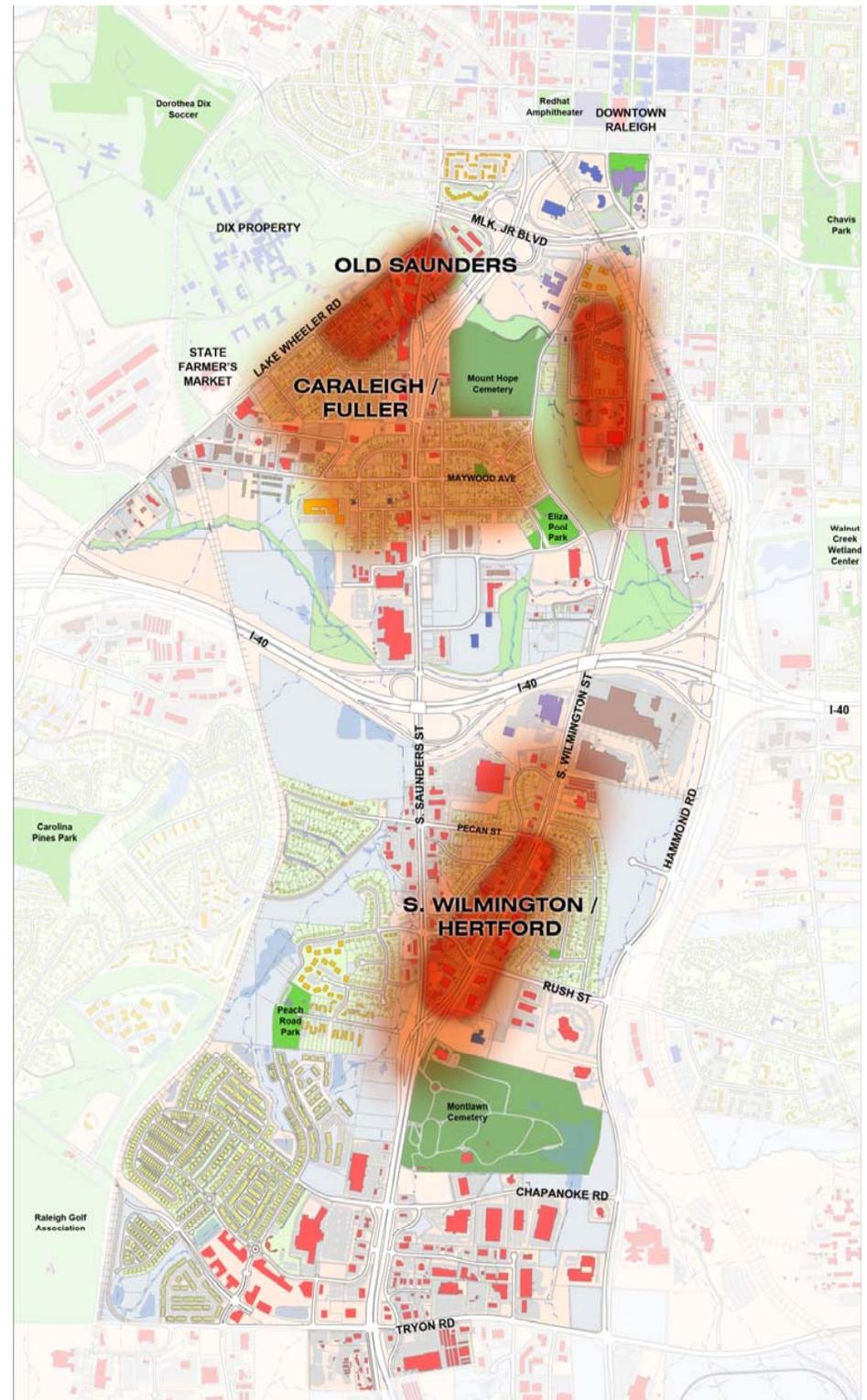




Emerging Opportunities

District Character: **Neighborhood Scale Development**

- Caraleigh / Fuller / Old Saunders
- Walnut Terrace
- S. Wilmington / Hertford



Key Focus Areas

S. Wilmington

Neighborhood Scale Development

- Medium to High Density Residential
- Work Force / Market Rate Housing Focus
- Neighborhood Service Retail
- Complete Streets Approach
- Transit Stop & Bike/Ped Corridor
- East/West connectivity
- Neighborhood “address”



Key Focus Areas

S. Wilmington

Neighborhood Scale Development

- Medium to High Density Residential
- Work Force / Market Rate Housing Focus
- Neighborhood Service Retail
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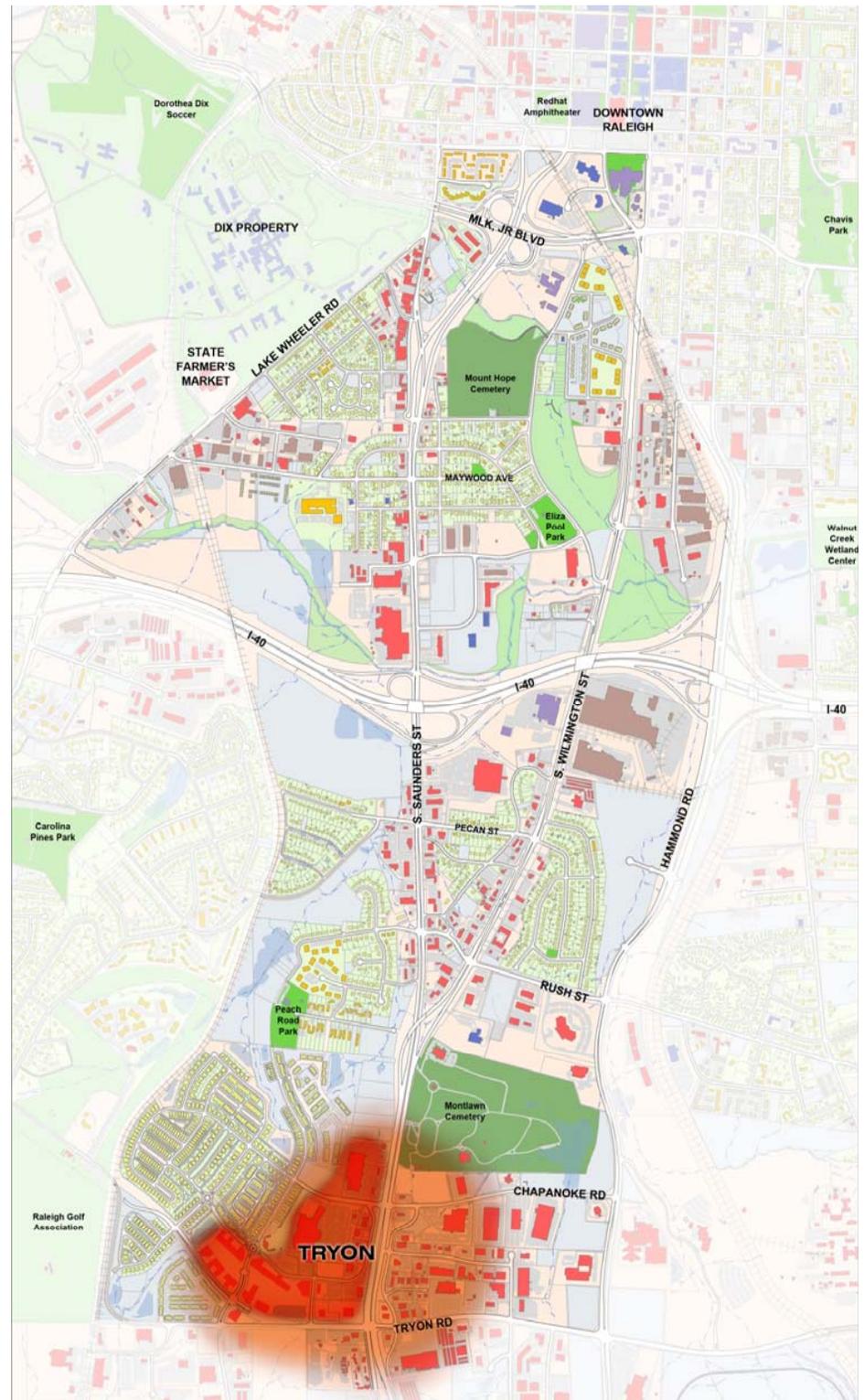




Emerging Opportunities

District Character **Town Center**

- Tryon

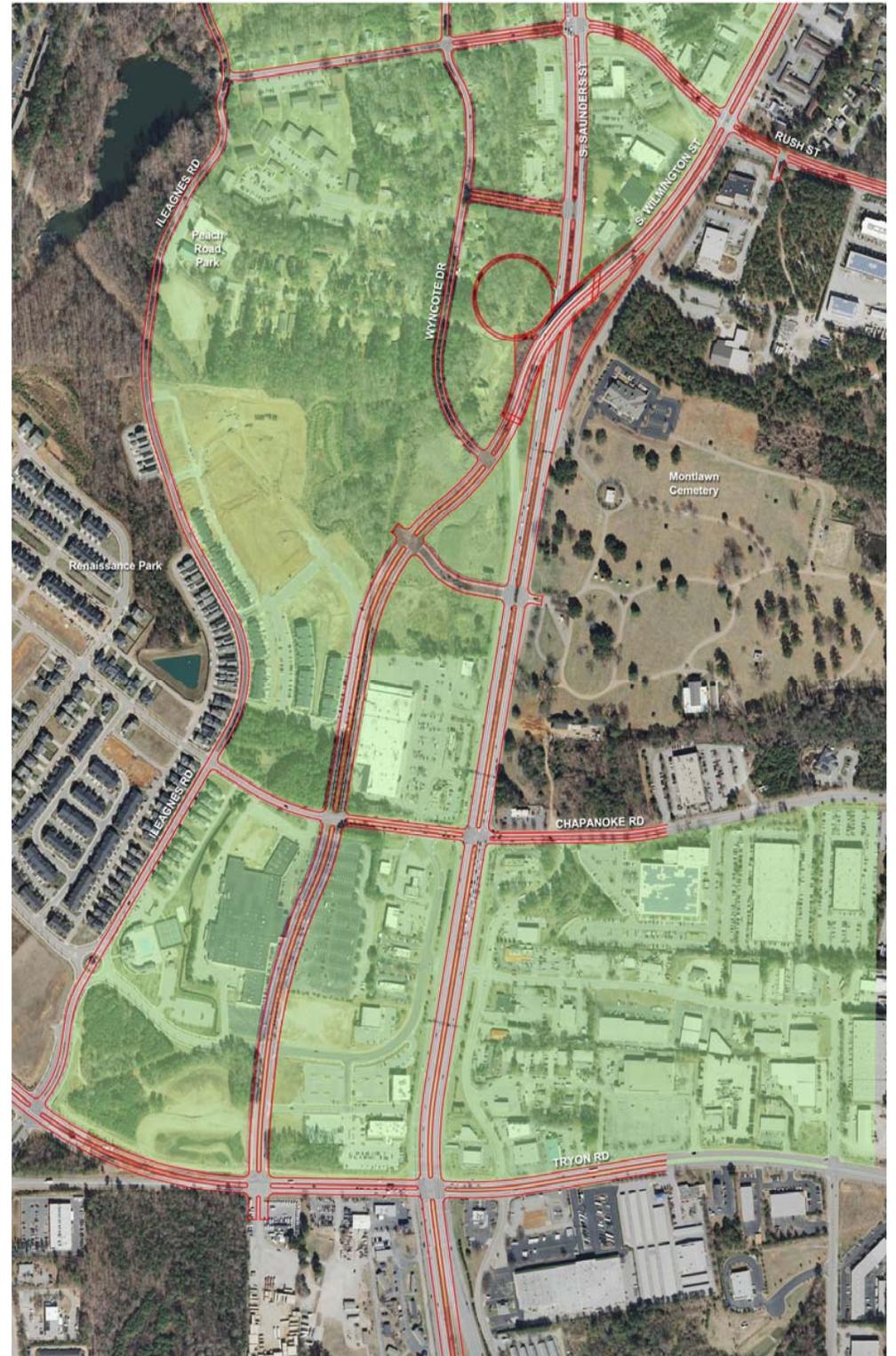


Key Focus Areas

Tryon

Town Center

- Destination Retail / Mixed Use Center
- Commuter Park & Ride
- Wilmington Extension Main Street



Key Focus Areas

Tryon

Town Center

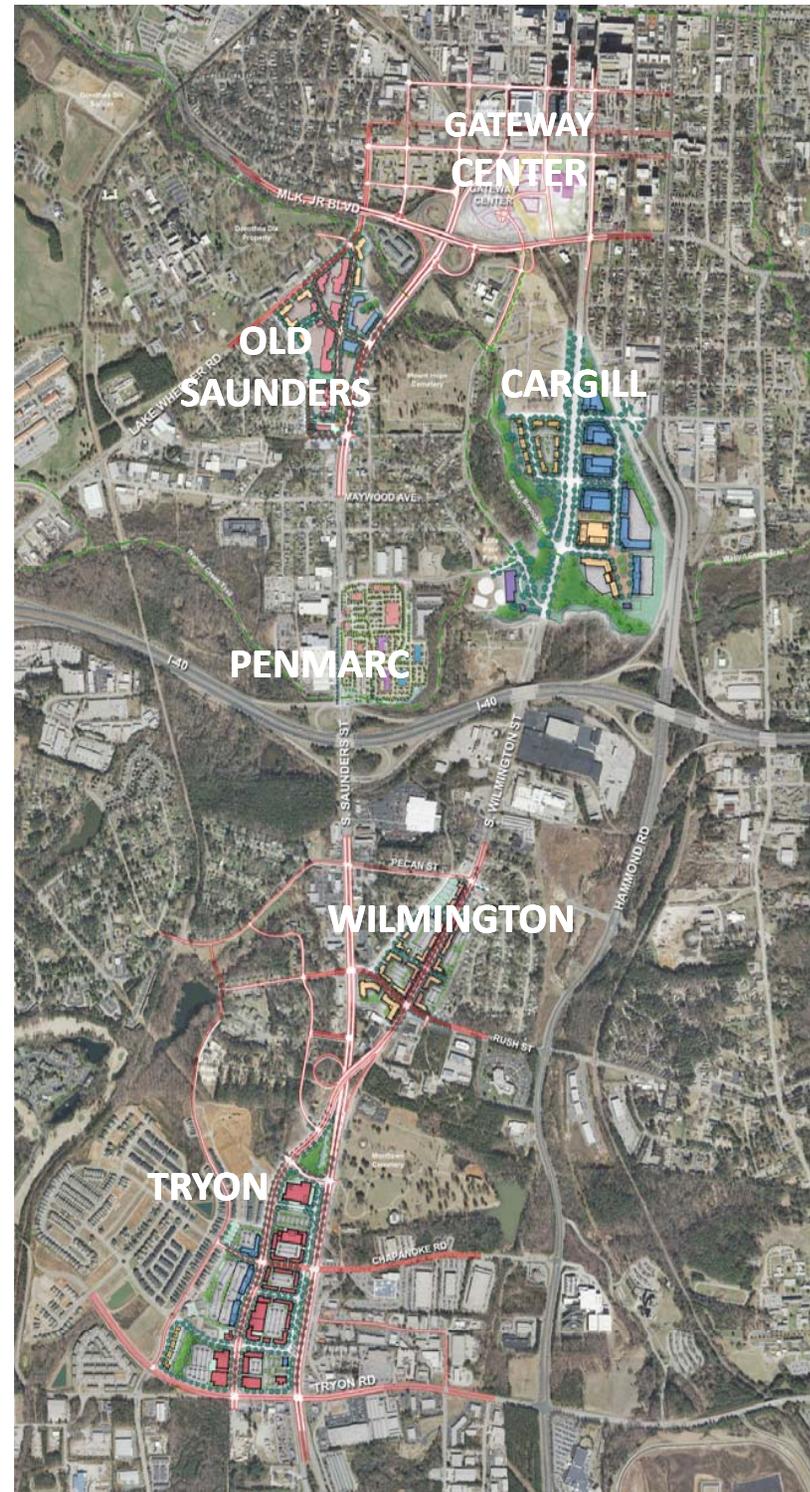
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- Commuter Park & Ride
- Wilmington Extension Main Street





Key Focus Areas

Emerging Opportunities



Next Steps

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Key Focus Areas

Please ask us questions
and give us your
feedback!

Four stations:

- Old Saunders
 - Cargill
 - Wilmington
 - Tryon
1. What do you think of the emerging ideas?
 2. What aspects of development would you prioritize?

