

Renaissance Area Master Plan Update



TOWN of
WAKE FOREST



May 10, 2016



It is not necessary to
change.

Survival is not mandatory.

-W. Edwards Deming





SELDON'S

TV - CR
REP - 99

7-11-11

BOOKS





GOAL

A vibrant and economically successful downtown Wake Forest.





Phase 1 Complete

What Next???



Monday

- 1 pm Public Utilities
- 2:30 pm Historic District & Historic Structures
- 4 pm AIA Charrette Results
- 7 pm Public Kickoff Workshop

Tuesday

- 9 am Event Programming
- 10:30 am Housing
- Noon Retail 101 Workshop
- 1 pm Parking
- 2:30 pm Mobility
- 4 pm Neighborhood Leaders
- 5:15 pm Daily Project Update & Design Pin-Up

Wednesday

- 9 am Streetscape Design & Gateways
- 10:30 am Parks, Greenways & Public Space
- 1 pm Open Session
- 2:30 pm Redevelopment Tools
- 5:15 pm Daily Project Update & Design Pin-Up

Thursday

- 9 am-noon Open Session
- 1-5 pm Open Session
- 5:15 pm Daily Project Update & Design Pin-Up



Walkability is about the **journey**
and the **destination**





The Journey is comfortable and well-connected

The Destination is
lively and
continuous





Development Density

Distance to Transit

Destination Accessibility

Land Use Diversity

Street Design

Human-Scaled Details

Dynamic Activity



Great downtowns are places
where people come together





Places to RELAX



Places to PLAY

Places to SHOP





GZ
I

PROVINCIAL
RESTAURANT

INSALATE

MELODY

FRESH ROASTED COFFEE
CHOCOLATE
HOUSE OF ANN ARBOR

ICED Lattes
Shakes & Sluffs
Peanut Butter Truffle Chocolate
Blended Coffee
Housemade - this
come in and enjoy new products
& old favorites!!!

Places to EAT



Places for ART &
CULTURE

THE HARRIET HIMMEL GILMAN THEATRE

FOR CULTURAL
& PERFORMING ARTS

VALET

VALET
PARKING

Great Places are complex,
organic, and sometimes messy







Welcome
to Asheville



Join Us
for
Brunch!
Sat - 11:30-2pm
Sun - 10-2pm



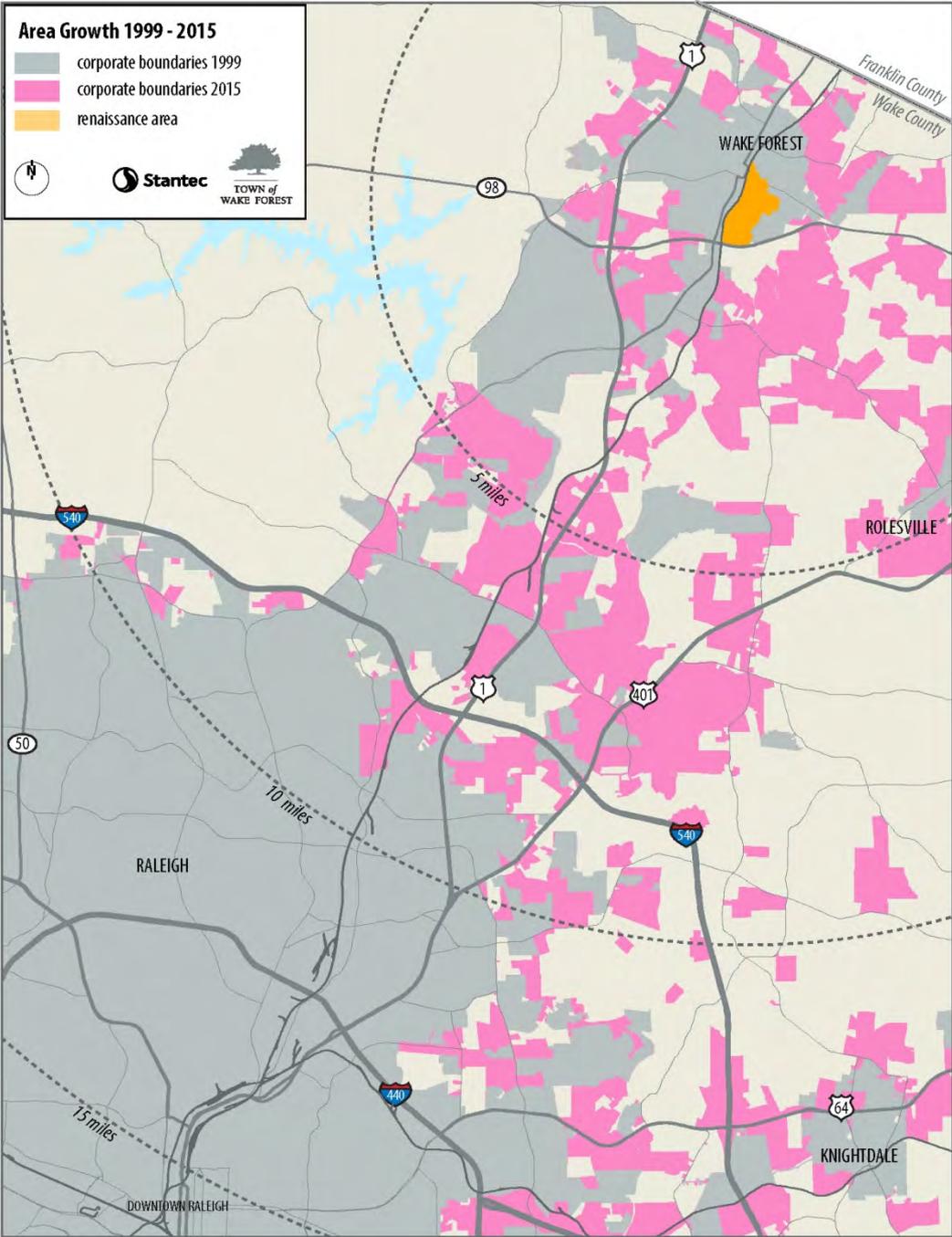


*“If you plan cities for cars
and traffic, you get cars
and traffic.*

*If you plan for people and
places, you get people
and places.”*

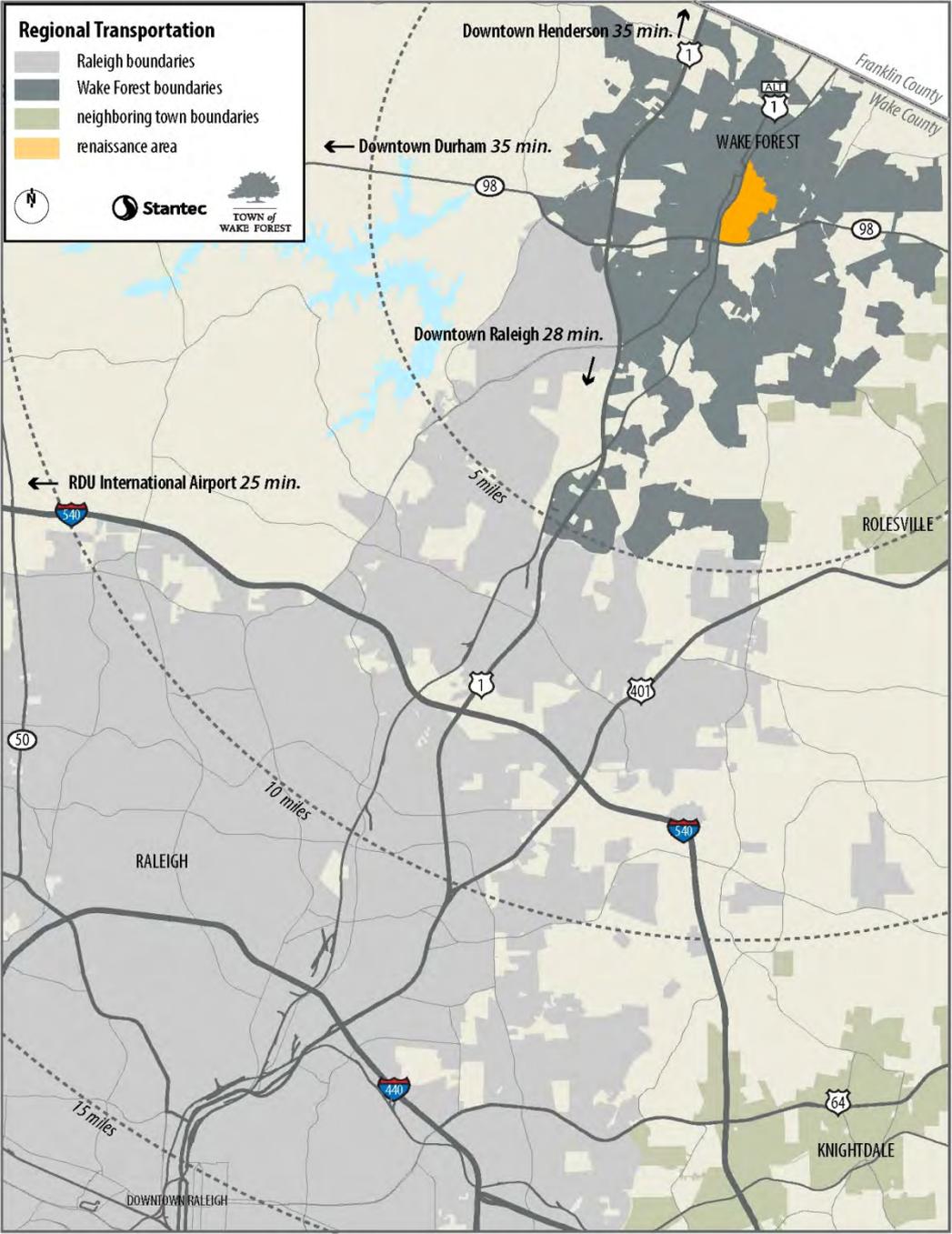
- Fred Kent, Project for Public Spaces

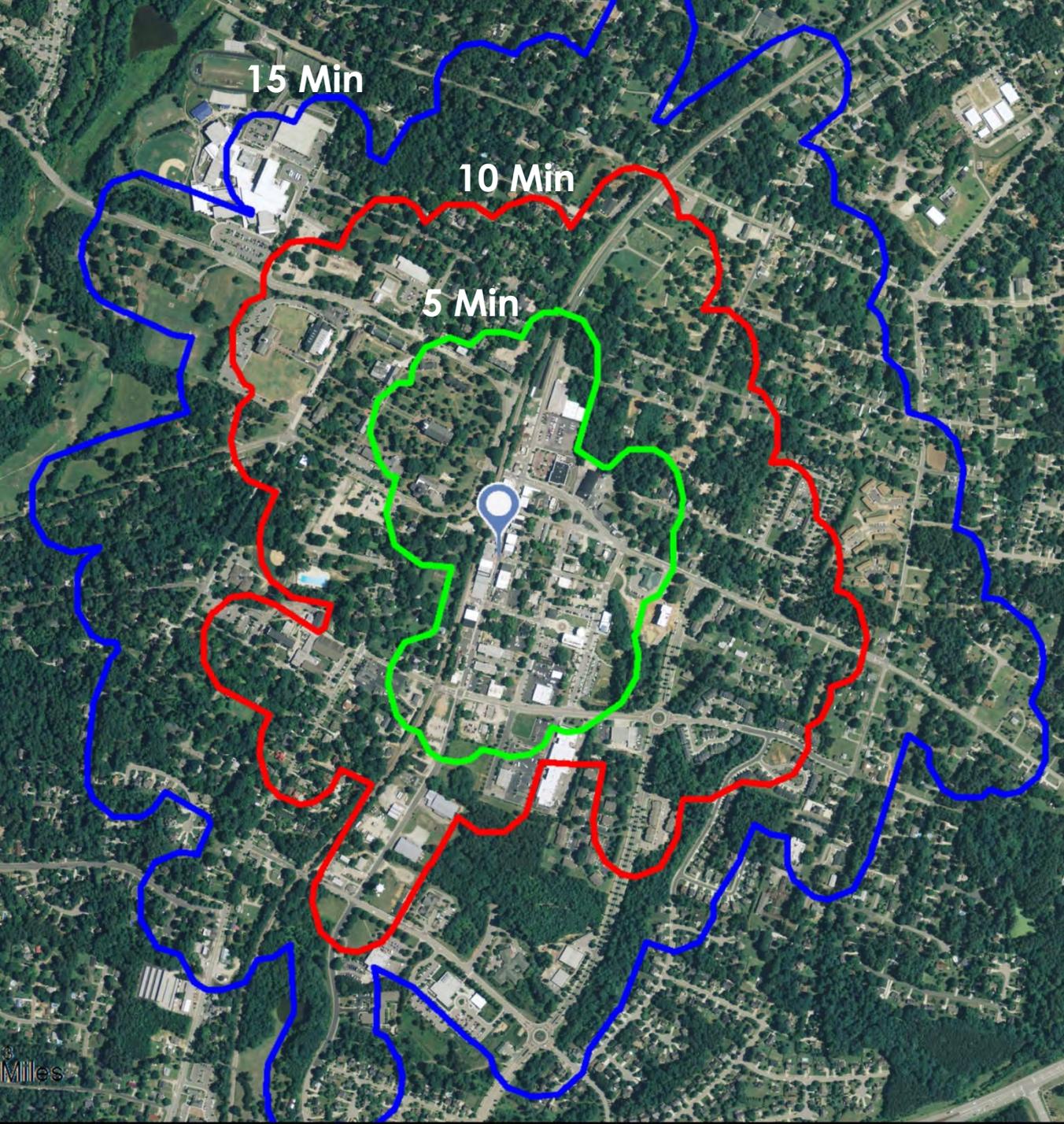




Regional Transportation

- Raleigh boundaries
- Wake Forest boundaries
- neighboring town boundaries
- renaissance area



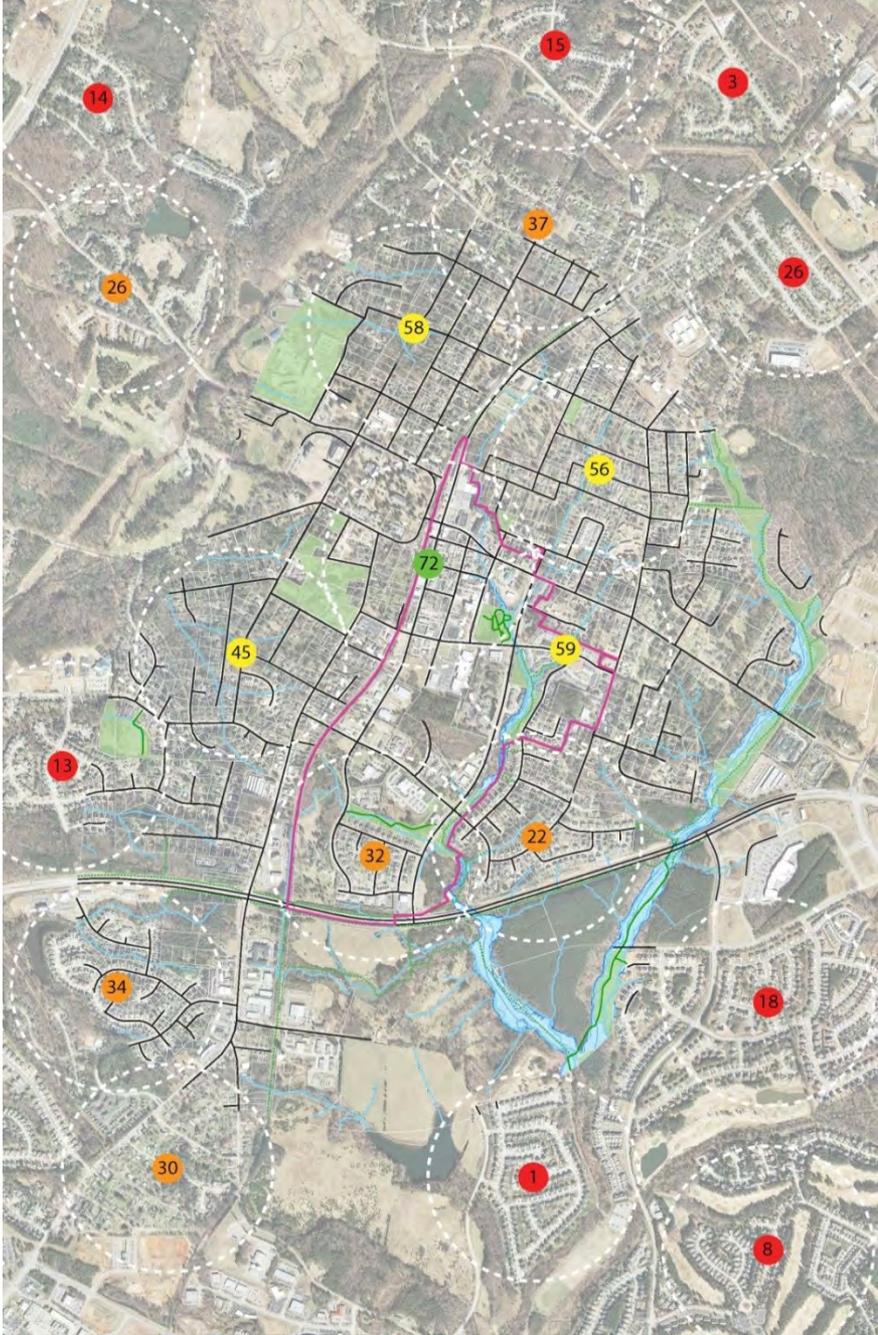


**5 Min – 30 units
204 people**

**10 Min – 577 units
1466 people**

**15 Min – 1186 units
2713 people**





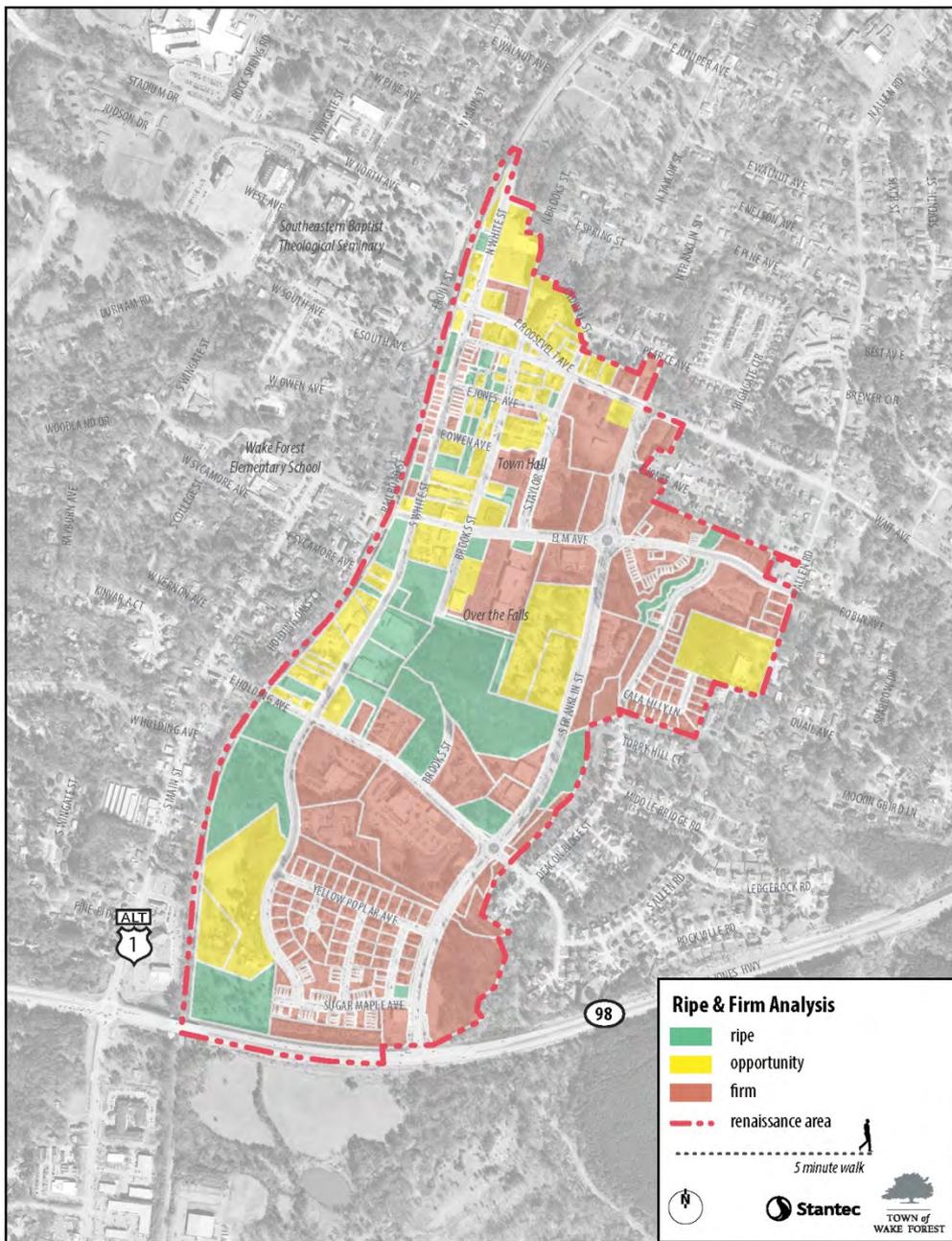
Walking to downtown

Legend

- 0-19
- 20-39
- 40-59
- 60+
- 5 min. walk

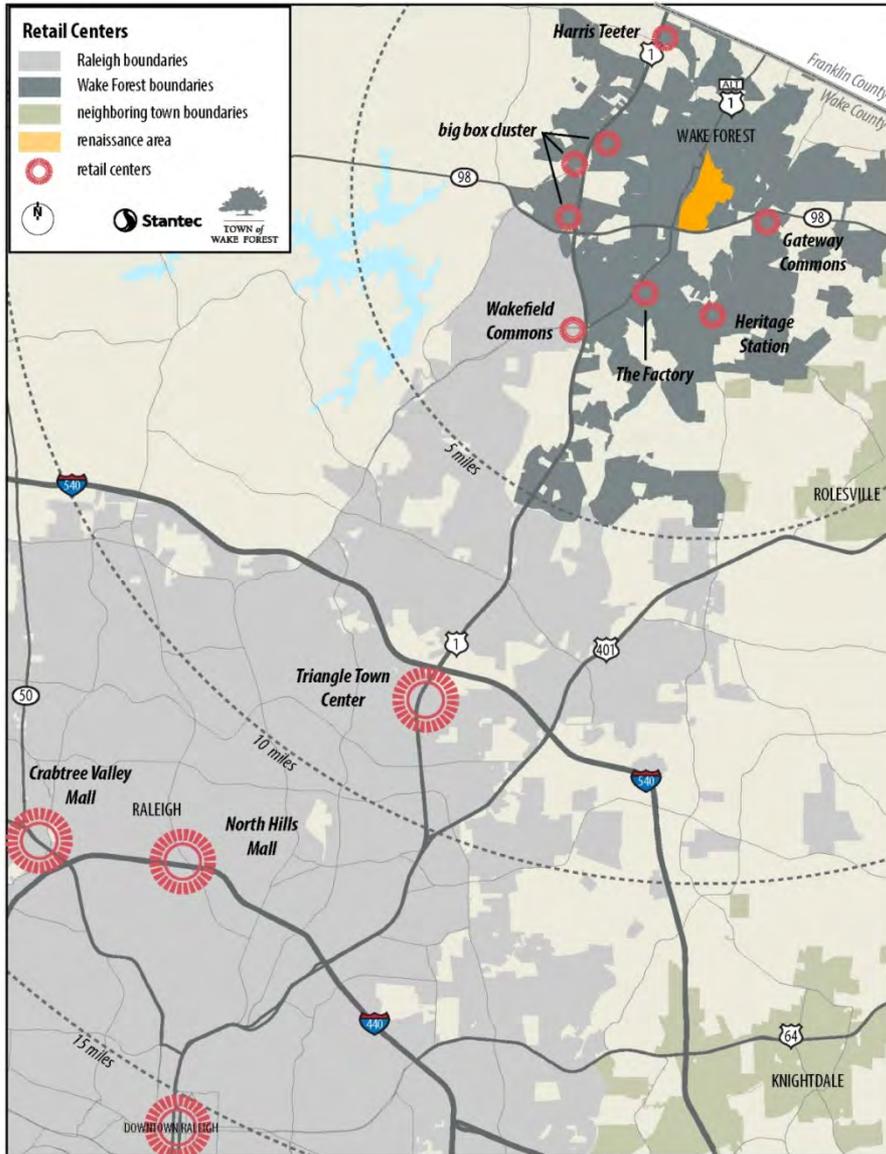


Ripe and Firm Analysis



Positioning

- *The Downtown for Northern Wake County sprawl (Trade area of 114K people, rising to 130K in 2020)*





Positioning

- “Browse-worthy” experience
 - Food, fun, people-watching and unique shops
 - Antidote to the busy/harried suburban lifestyle
 - Aligning with core customer(s)





Locational Priority

- Southern end (top priority)
 - Development and momentum
- S White / core (supportive)
 - In the hands of property owners
- Northern end (ad hoc)
 - Housing and neighborhood-serving retail





Locational Priority

- Which tenants are likely to be interested?
- What can they afford to pay?
 - Occupancy costs as % of gross sales
- Do the numbers (for development) pencil?
 - New construction
 - Historic renovation





Non-Permanent Retail Formats

- Serves multiple purposes
 - “Holding” use on development sites
 - Hedge against risk
 - Additional inventory
 - Evidence of market viability
 - Enlivened street life



Key
Strategies

- Connect the Core
- Manage the Cars
- Create a Destination
- Put People First

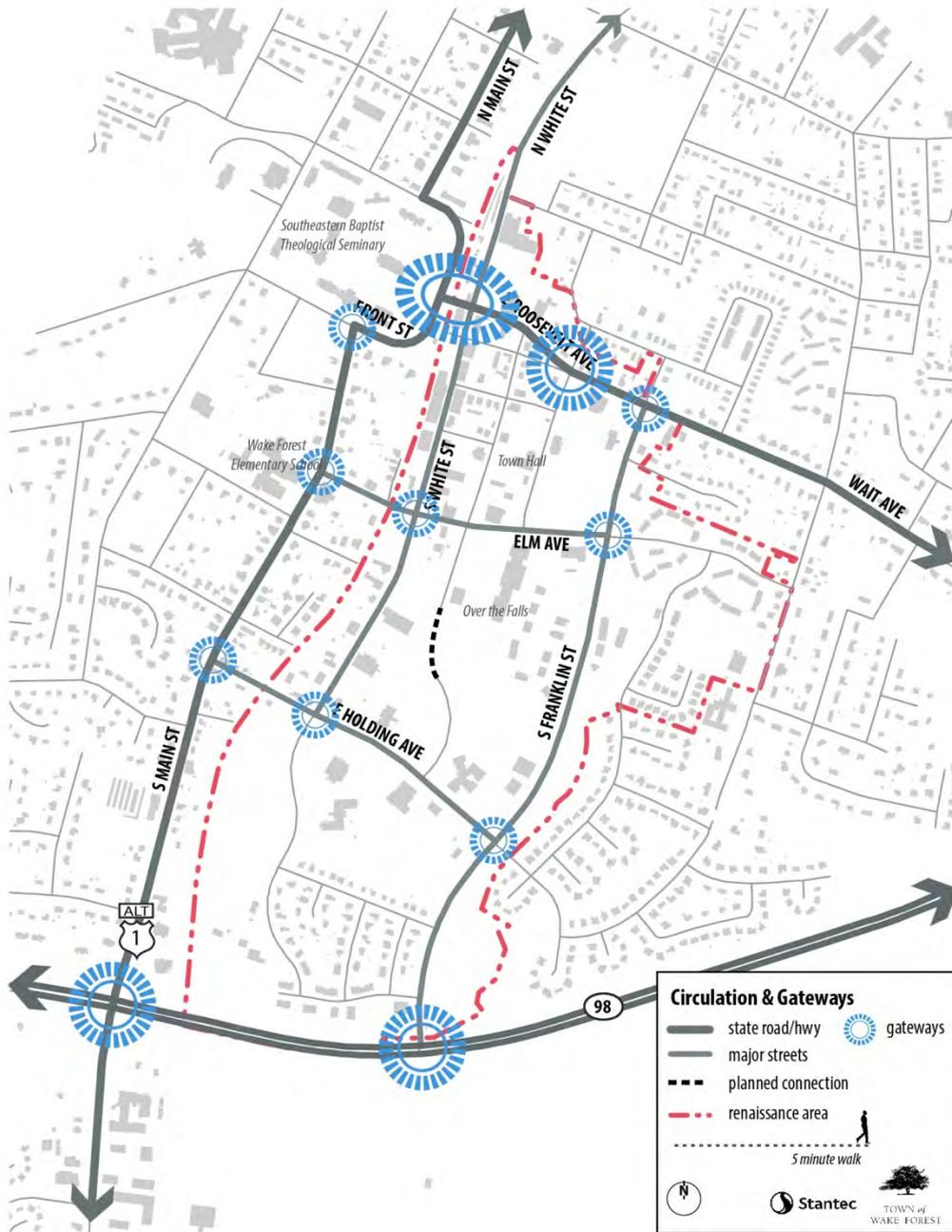


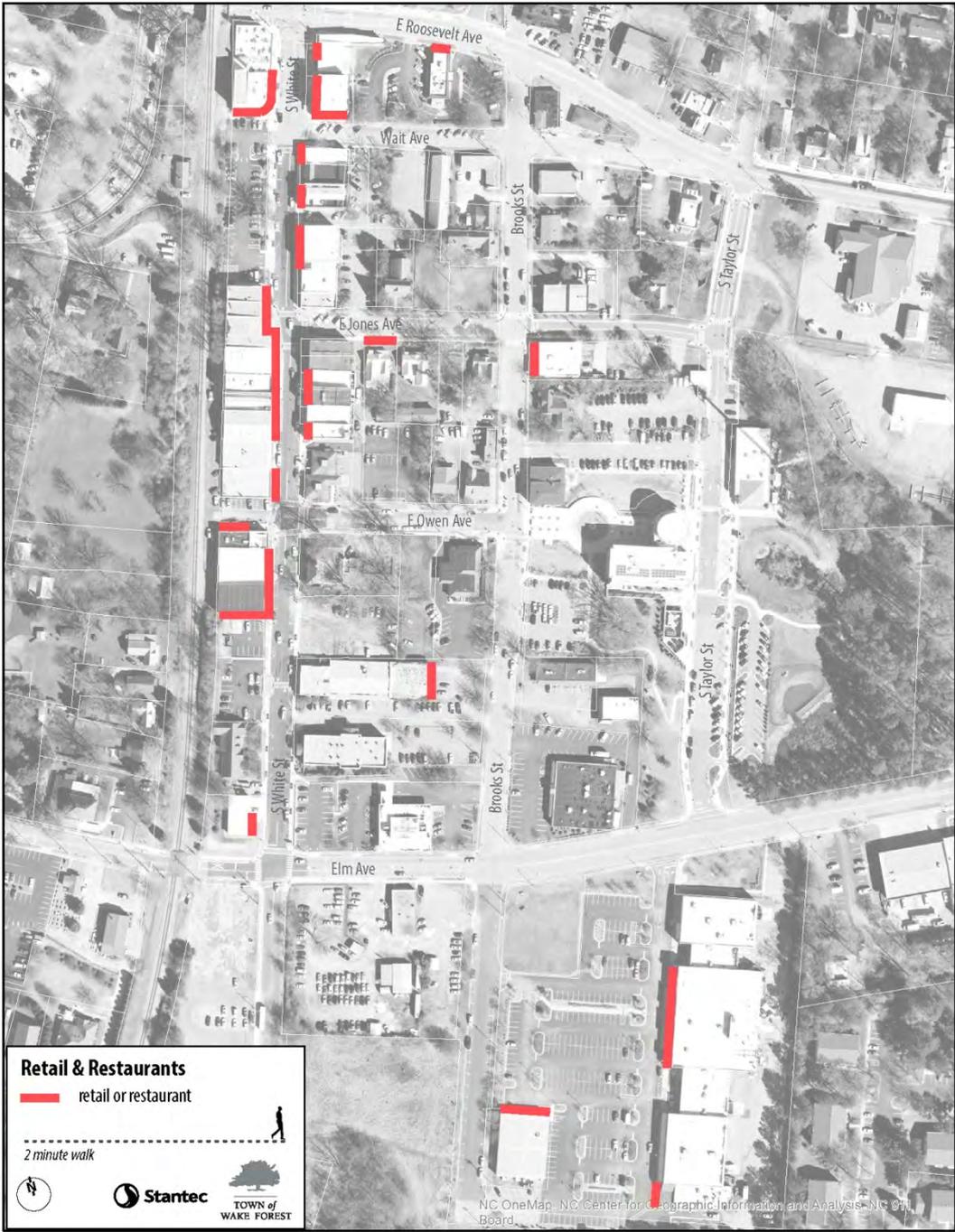
Connect the Core

Connect White to Renaissance/Brooks;
Connect White to Town Hall; Connect the
core to the neighborhoods; Connect the
Library & Senior Center to the core



Gateways







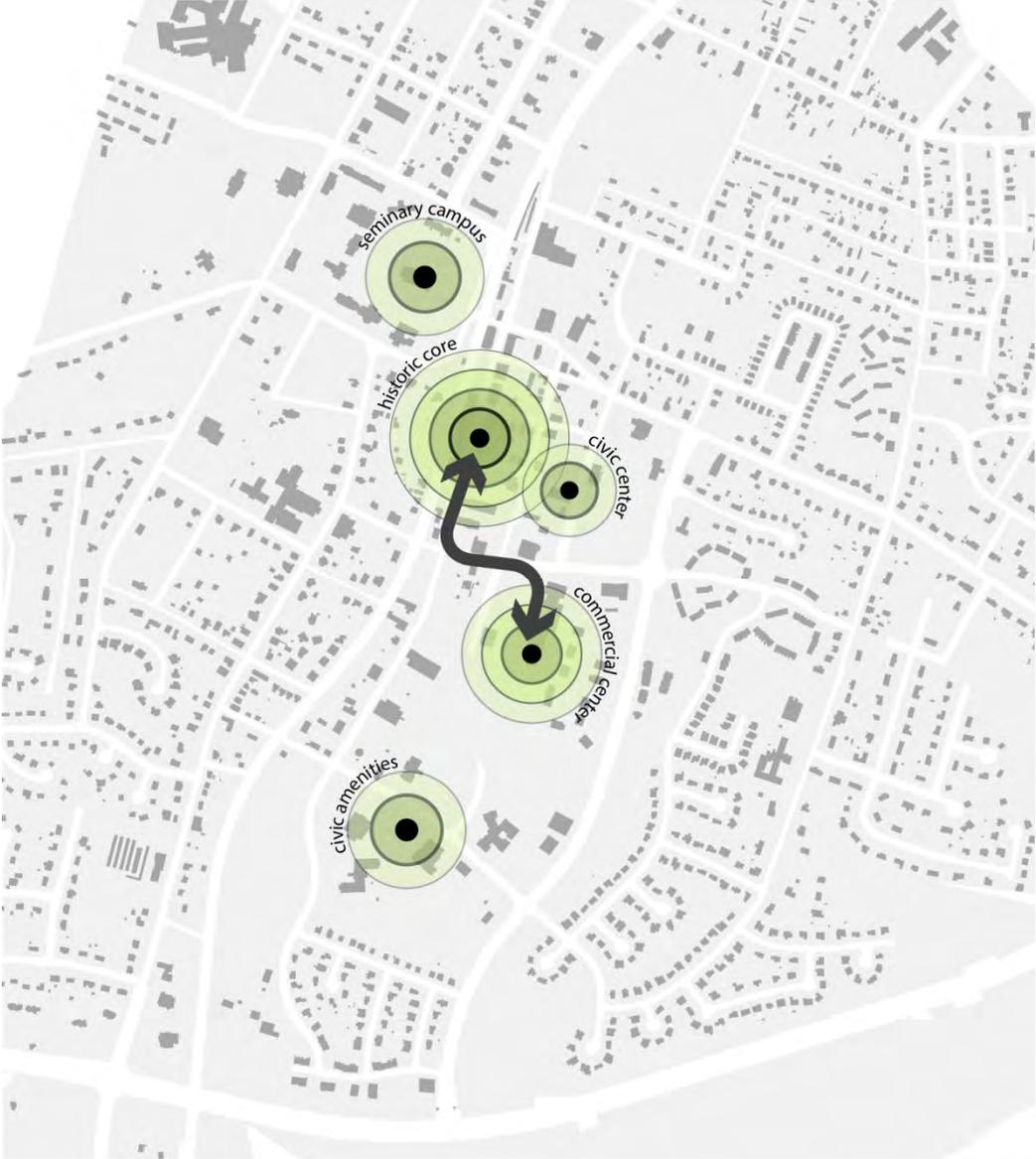
Key: Connect the Core



WAKE FOREST DOWNTOWN RENAISSANCE PLAN
Stantec - Urban Places Group | MJB Consulting | Zanetta Illustration

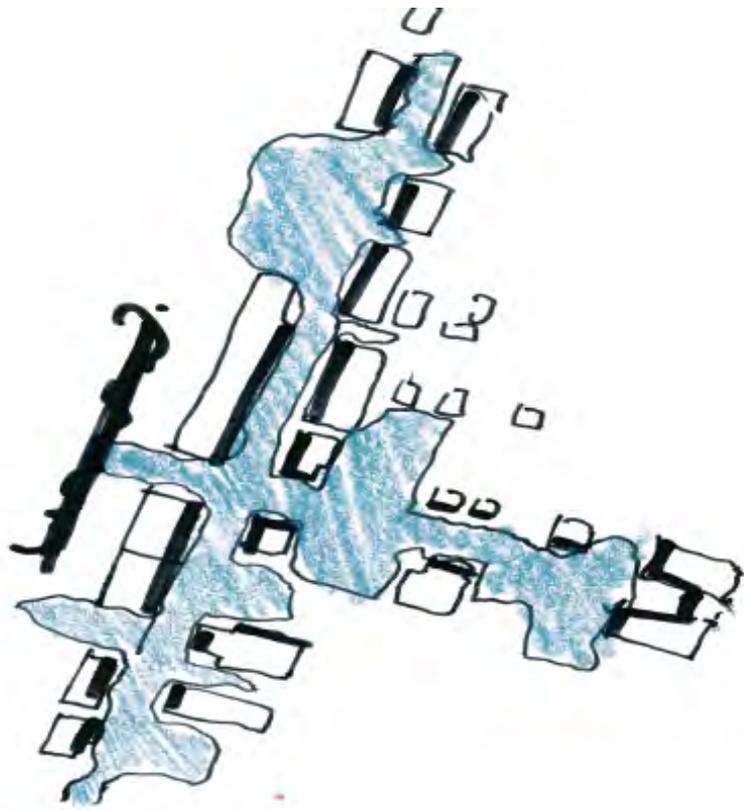


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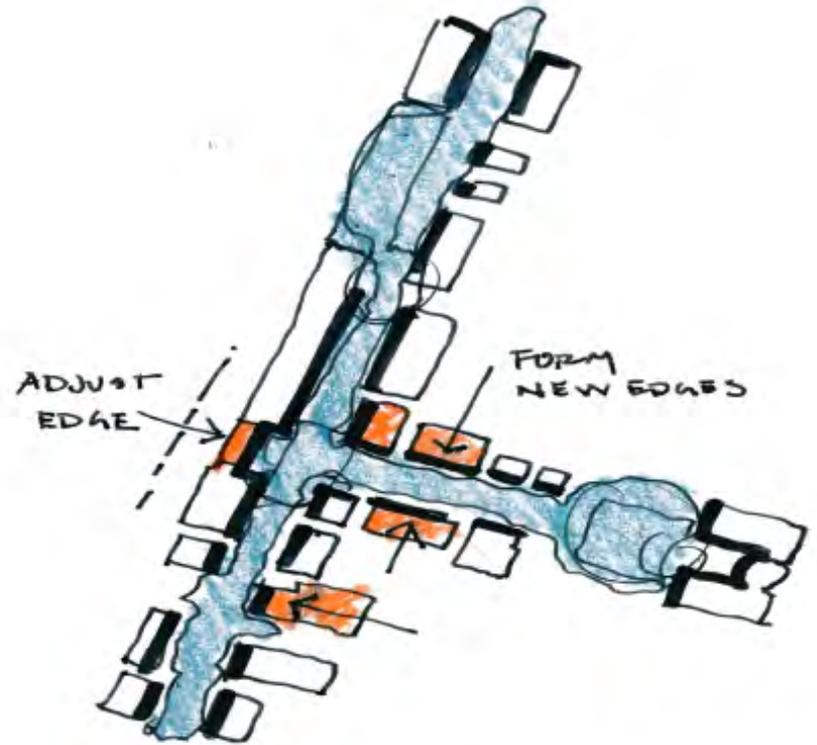


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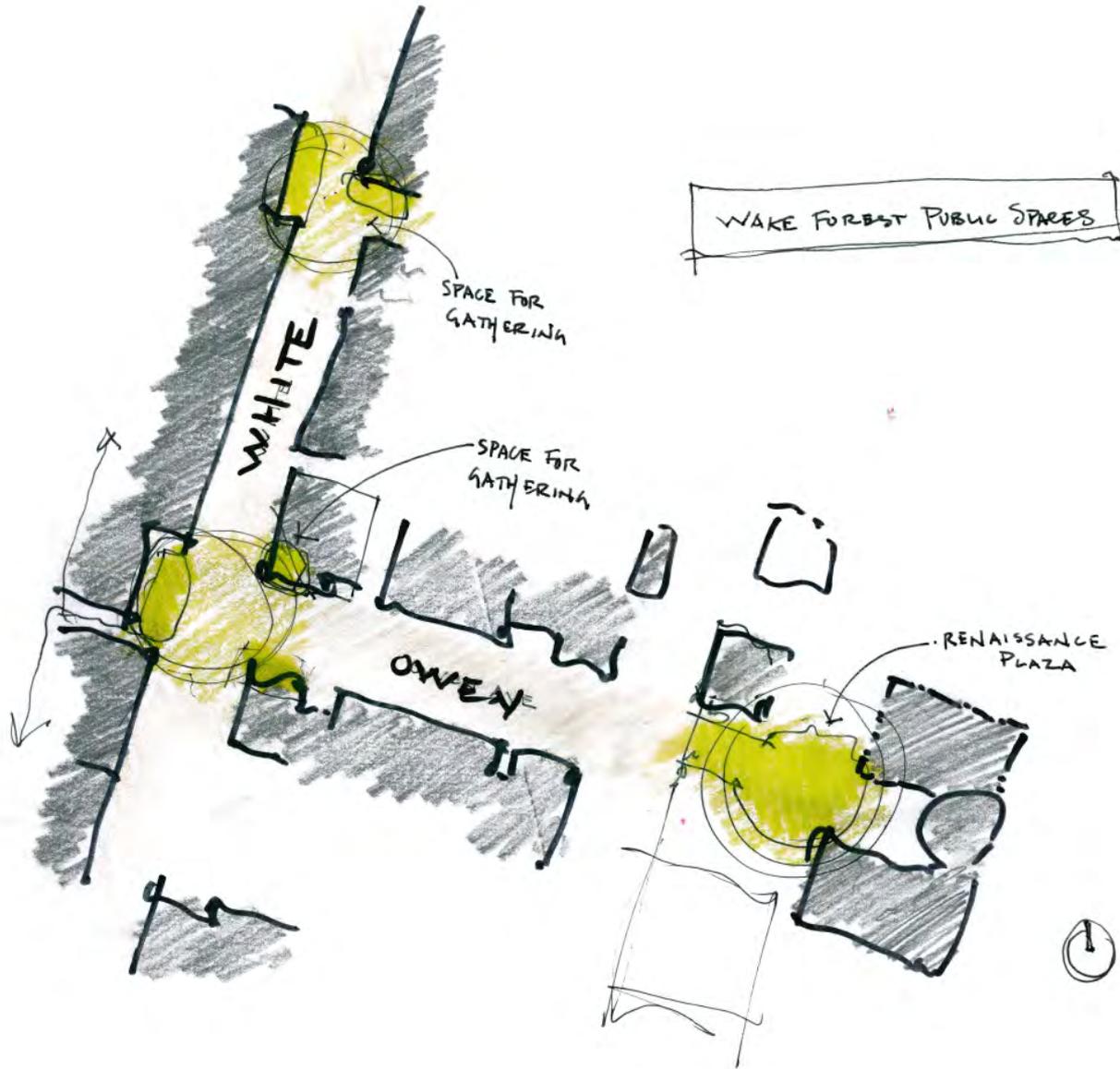


[EXISTING CONTEXT]



[HOLDING THE EDGE.]







Owen Street as a festival street

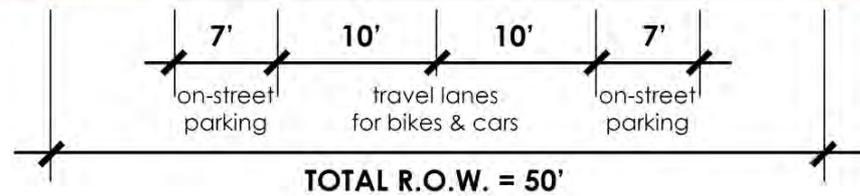


Owen Street as a festival street





**BROOKS ST
SECTION**
(Elm to
Roosevelt)



Manage the Cars

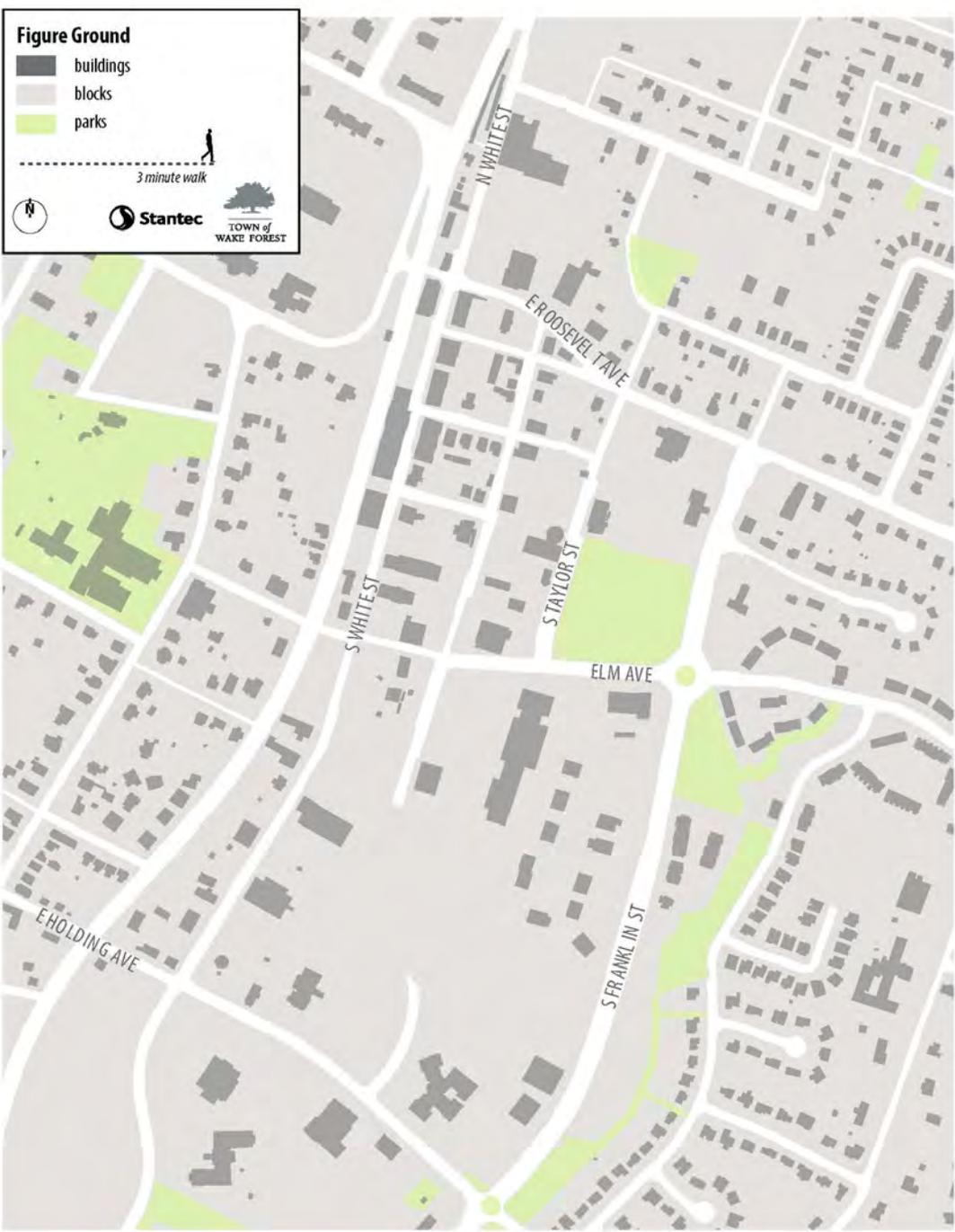
Enforce time limits; improve connections to parking reservoirs; manage the utility



“No place is worth caring about
that doesn’t have a parking
problem”

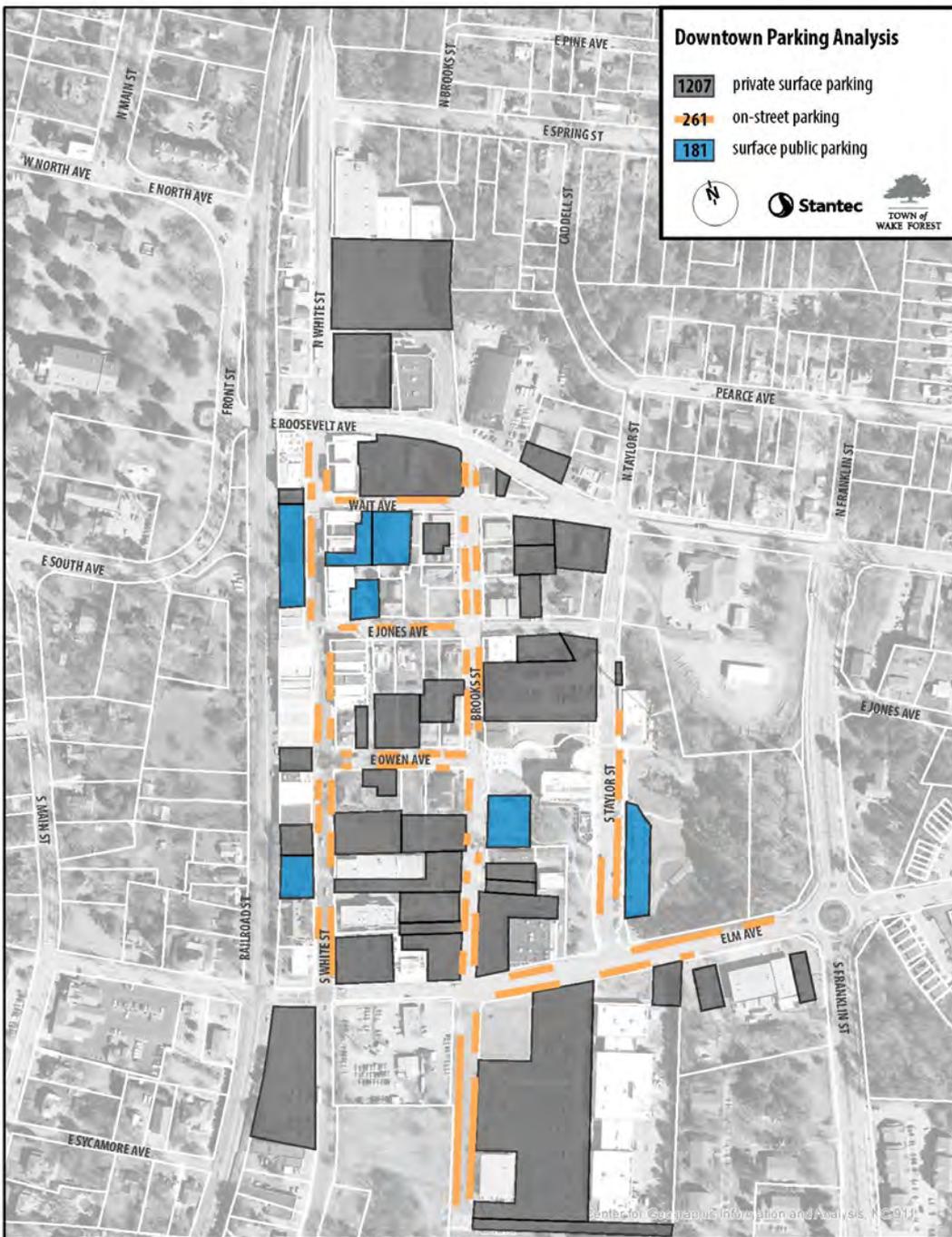
Rollin Stanley





Existing Conditions





Existing Parking Conditions



Short Term Parking Strategies

1. Enforce Current Timed Spaces
2. Repurpose existing parallel spaces for diagonal parking
3. Consolidate driveways (2 to 1) to increase number of on-street spaces
4. Add spaces along Taylor Street behind Town Hall
5. Coordinate private parking areas through shared parking easements held by the town



Short Term Parking Strategies

6. Investigate Baptist Church Lot for employee parking
7. Signage for existing available private lots (bank lots)



Long Term Parking Strategies

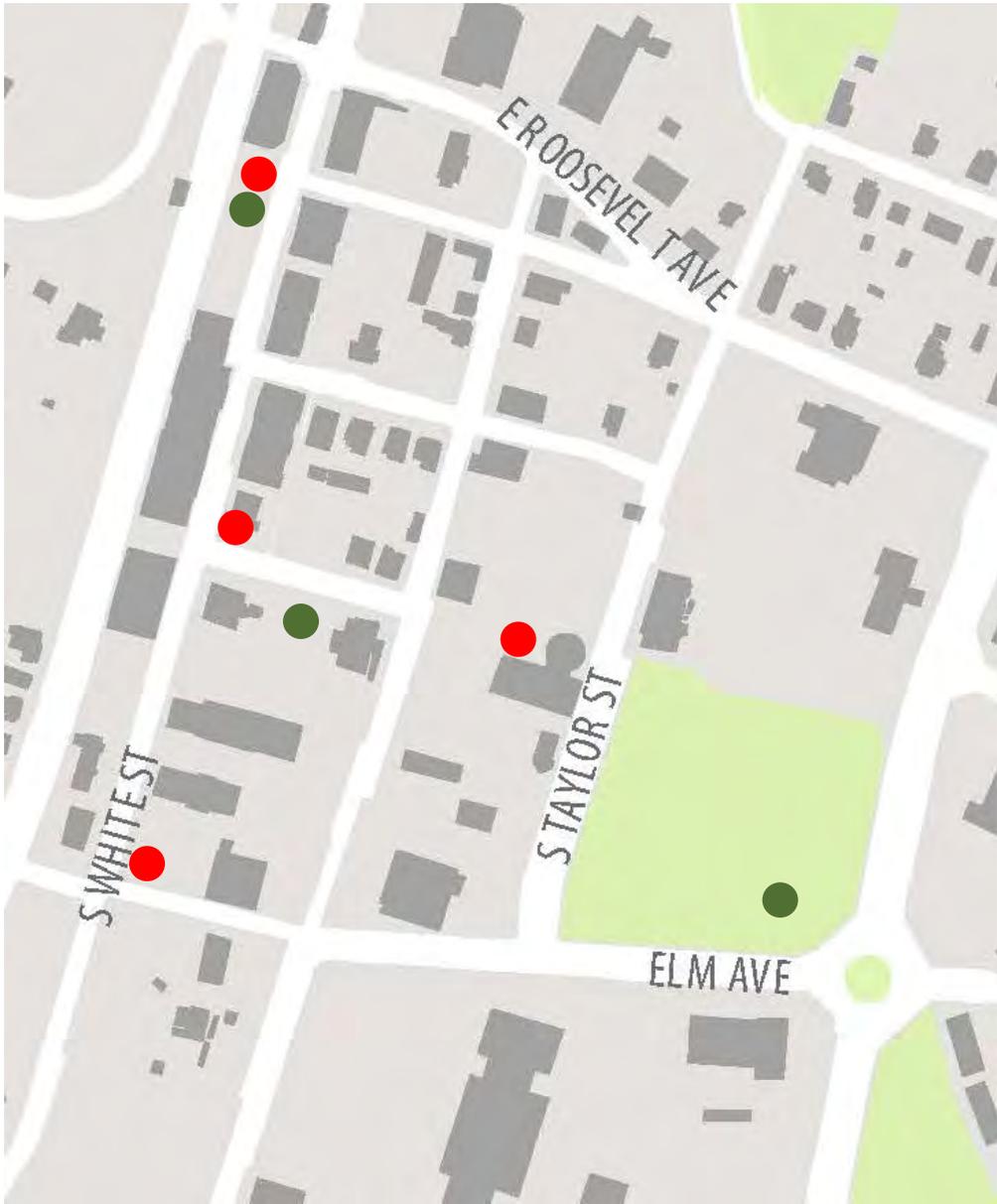
1. Add Pay Station to White Street Lot
2. Meter White Street Spaces
3. Increase Parking Fees and Transit Accessibility
4. Build a Parking Deck (Avoid unless it's for a specialized use)



Create a Destination

Performing Art Venue, Visual Arts Facility,
Sprayground, Santa's Mailbox, Playground,
Public Art, Permanent Outdoor Concert
Stage, Community Center, Aquatic Facility





- Sprayground Options
- Playground Options



Playgrounds



Interactive water/spraygrounds



Public Art and Landscaping



Town Hall Today



Town Hall Expanded

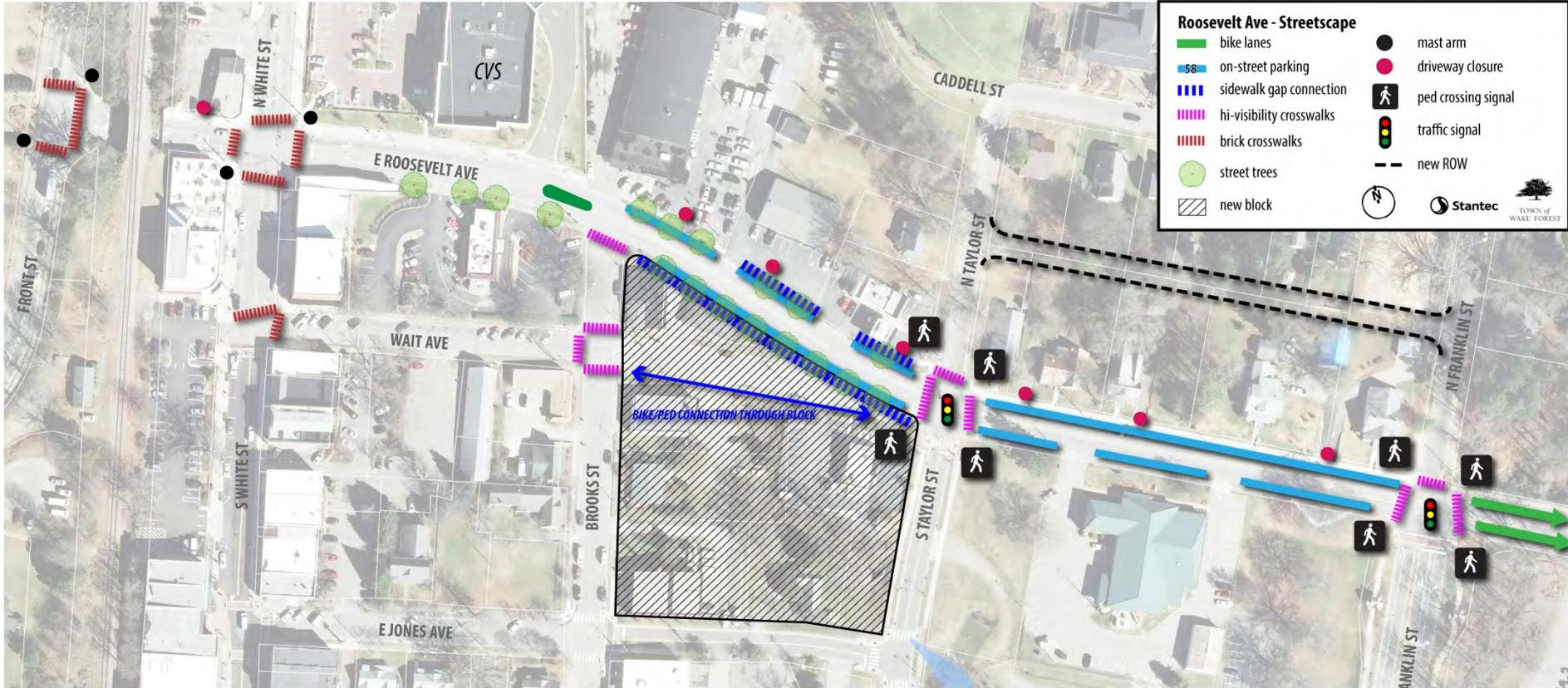


Put People First

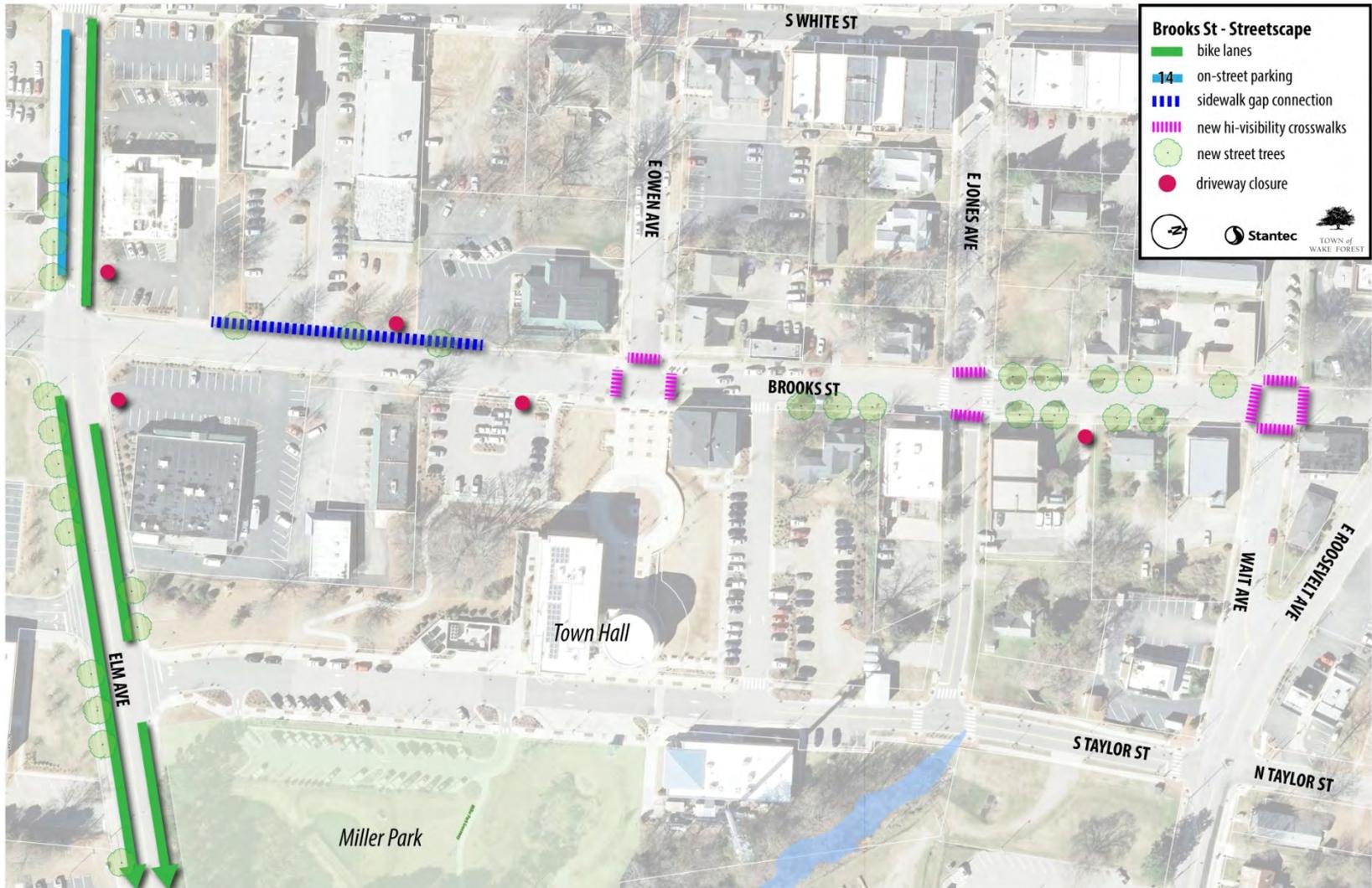
Improved crosswalks and pedestrian networks; Places to linger and play; Improved lighting; Pleasant streetscapes



Improve Roosevelt Avenue



Improve Brooks Street & Elm Ave



Tactical Improvements

Low Cost

High Impact

Quick to Implement



Outdoor seating at Forks

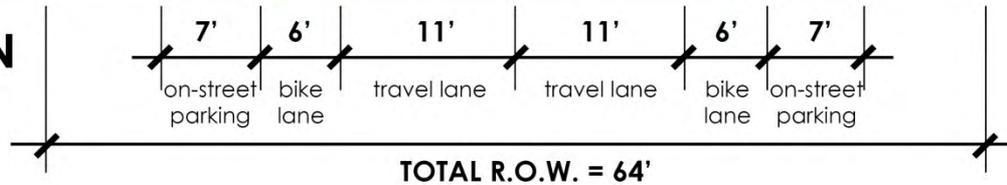


Outdoor seating at Forks





ELM AVE SECTION
(Brooks to Franklin)



Turning a Loading Zone into...



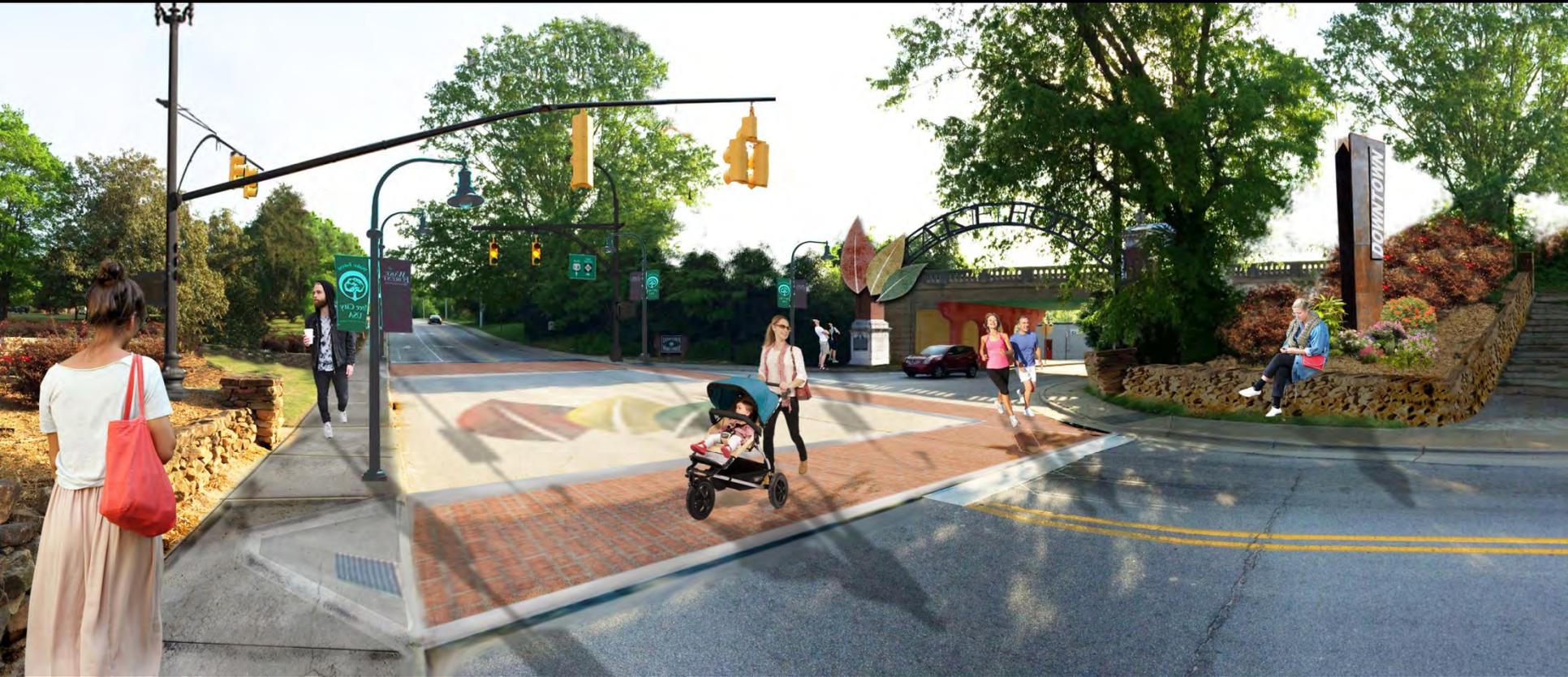
...a parklet with outdoor seating



Front Street improvements



Front Street improvements



Railroad walkway



Railroad walkway



The bridge



The bridge



158 S. White Street



158 S. White Street

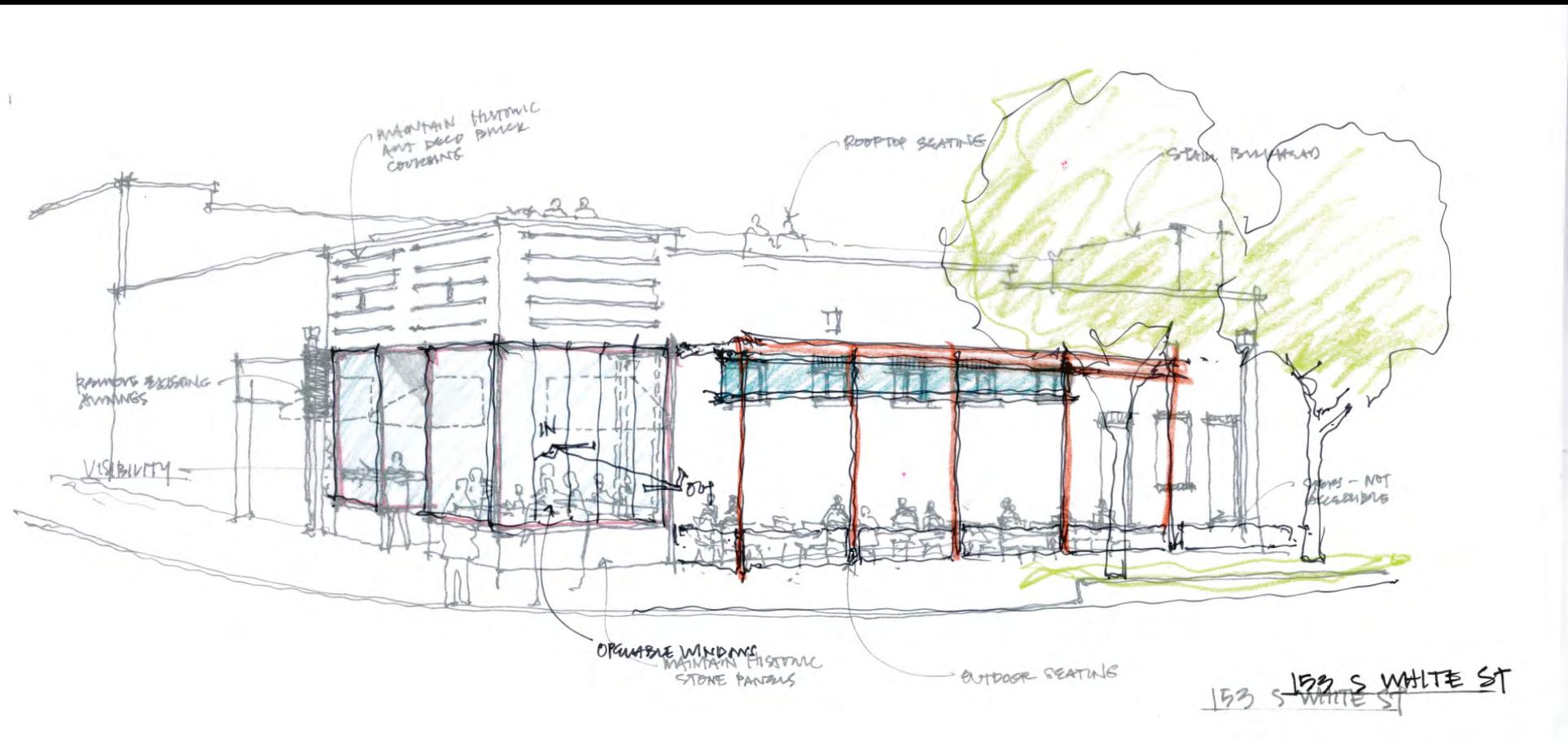


Image by Brad Burns / Gensler – Wake Forest AIA Charrette
October 10, 2015



Long-term Development Opportunities

Housing, housing, housing

Mixed-Use

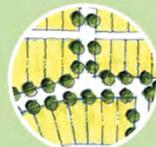
Redevelopment



5 minute walk



Legend



single-family housing



townhomes



multi-family housing



quadraplexes



mixed-use building



civic buildings



plazas



festival street



community garden



existing buildings



parking lots



open space



POTENTIAL BUILDOUT/INFILL

461 Housing Units
93,000 sf Office
85,000 sf Retail
60,000 sf Civic
16-24 room Boutique Hotel

Expanded Senior Center
Expanded Town Hall/
Community Center



Legend





Legend

single-family housing	townhomes	multi-family housing	quadraplexes
mixed-use building	civic buildings	plazas	festival street
community garden	existing buildings	parking lots	open space





Legend

single-family housing	townhomes	multi-family housing	quadraplexes
mixed-use building	civic buildings	plazas	festival street
community garden	existing buildings	parking lots	open space





Legend

			
single-family housing	townhomes	multi-family housing	quadplexes
			
mixed-use building	civic buildings	plazas	festival street
			
community garden	existing buildings	parking lots	open space



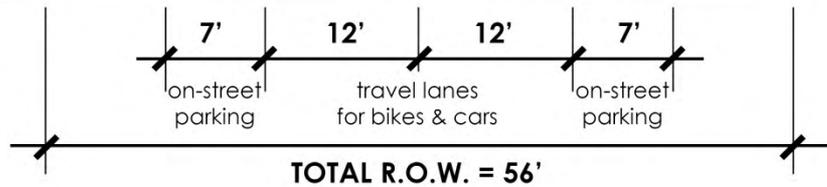


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ROOSEVELT AVE SECTION



Infill housing along Roosevelt



Infill housing along Roosevelt







Heading west on Wait Avenue



Heading west on Wait Avenue





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White Street Infill



White Street Infill



White Street Infill



White Street Infill



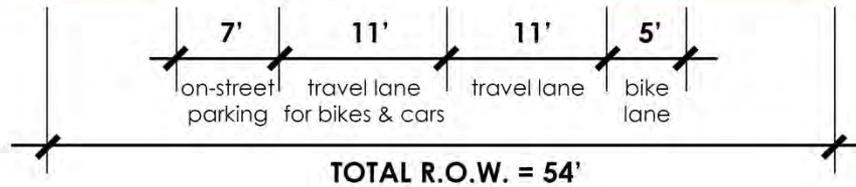


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ELM AVE SECTION
(Brooks to White)



Elm and White Infill



Elm and White Infill



Looking west at Elm and White



Looking west at Elm and White



Downtown in 2016



Downtown in 2040



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Five Year Goals

1. 5 new bars/restaurants
2. 50% of inactive White Street frontage converted to retail/restaurant use
3. 150 new housing units
4. Continuous pedestrian experience from Roosevelt to Franklin
5. Downtown is THE address in Wake Forest
6. A real parking problem



Ten in Five (10 projects in 5 years)

1. Install a parklet on White
2. Convert Owen to a festival street
3. Light the bridge
4. Close Wait Avenue
5. Implement a parking management program



Ten in Five (10 projects in 5 years)

6. Build an interactive water fountain
7. Construct the Smith Creek greenway
8. Build a playground
9. Fix the Front Street intersection for pedestrians
10. Expand town hall with a significant public use component

Let's Get Started!

