



TOWN of
WAKE FOREST
Renaissance
Area
Master Plan
Update

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
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- 5:15 pm Daily Project Update & Design Pin-Up

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It is not necessary to
change.

Survival is not mandatory.

-W. Edwards Deming





SOUND'S

TV CR
REP RT
555-8999

ZENTON

BOOKS



GOAL

A vibrant and economically successful downtown Wake Forest.





Phase 1
Complete

What
Next???





- Communities grow and thrive by harnessing the rising demand for urban life.
- Our communities must be walkable, authentic places where people love to live, work, learn and play.
- Development & redevelopment must create real social, economic, and environmental value for everyone.



76% are interested in a walkable lifestyle

50% consider it a high priority

-Urban Land Institute



LIVABLE COMMUNITIES ARE GOOD FOR PEOPLE AND BUSINESS

Higher property values, increased economic activity and savings for communities are some of the benefits you'll learn about in **THE LIVABILITY ECONOMY**



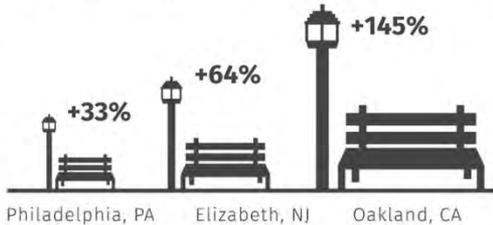
A LIVABLE COMMUNITY ...

- Features housing choices that are suitable for people of all ages and life stages.
- Reduces automobile dependence and supports a socially vibrant public realm.
- Integrates land uses so people can live closer to or within walking distance of jobs, community activities and the services they need.
- Has transportation options that enable residents to get around even if they don't drive.

LIVABLE COMMUNITIES INCREASE PROPERTY VALUES



Homes closer to parks and open spaces have higher property values than those further away.



A WalkScore increase of one point can improve the value of a home by as much as **\$3,000**.



Demand for compact communities consistently increases property values by more than **15 percent** for office, residential and retail use.

LIVABLE COMMUNITIES INCREASE ECONOMIC ACTIVITY



Bicycling has generated more than **\$400 million** in economic activity in Iowa.

LIVABLE COMMUNITIES SAVE MONEY



In Central Texas, compact, infill development decreased infrastructure costs by **70%** when compared to typical, more sprawling development models, resulting in a **\$7.5 billion** savings.

PEOPLE WANT LIVABLE COMMUNITIES



Boomers and **Millennials** have similar preferences for walkable, mixed-use neighborhoods.



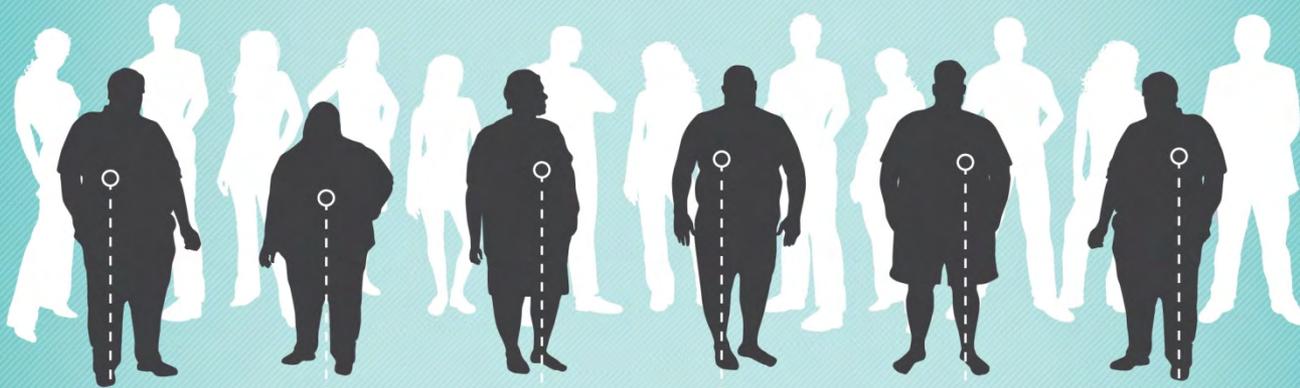
AARP
Real Possibilities



OBESITY.

IT'S AS SERIOUS AS A HEART ATTACK.

OBESITY IS A LEADING CAUSE OF:



CANCER

HIGH CHOLESTEROL

BACK PAIN

HEART DISEASE

HIGH BLOOD PRESSURE

DIABETES

33% OF U.S. ADULTS ARE OBESE

100% OF EMPLOYERS ARE PAYING THE PRICE

Image Source: alerewellbeing.com



STEP IT UP!

EVERYONE CAN HELP
MAKE OUR COMMUNITIES
MORE WALKABLE



WORKSITES:

Implement workplace policies and programs to promote walking.

MEDIA:

Spread the word about walking and creating safe and easy places to walk.

PARKS AND RECREATIONAL AND FITNESS FACILITIES:

Provide access to green spaces and recreation areas.

SCHOOLS:

Implement safe routes to school and daily physical education programs.

INDIVIDUALS & FAMILIES:

Walk with friends, family, and work colleagues.

TRANSPORTATION, LAND USE, & COMMUNITY DESIGNERS:

Design safe and easy places to walk.

PUBLIC HEALTH:

Provide information to plan, implement, and evaluate walking programs.

HEALTH CARE PROFESSIONALS:

Talk to patients about physical activity.

VOLUNTEER & NONPROFIT ORGANIZATIONS:

Offer free or low-cost community walking programs.

“Being physically active is one of the most important steps that people of all ages and abilities can take to improve their health.

Increasing people’s physical activity level will significantly reduce their risk of chronic disease and premature death and support positive mental health and healthy aging.”

-US Surgeon General, 2015



Step it up! Help make your community more walkable. Learn how by visiting www.SurgeonGeneral.gov





“ ...it’s all about the pedestrian and how many amenities — from housing to restaurants to work — the average citizen can get to on”

How Childress Klein is adapting development to work-force trends – July 4, 2014
Charlotte Business Journal



“ ...an additional one point increase in Walk Score was associated with between a \$500 and \$3,000 increase in home values.”

- Walking the Walk: How Walkability Raises Home Values in US Cities by Joe Cortright for CEOs for Cities, 2009

Walk Score Find Apartments Get Scores My Favorites

Type an address, neighborhood or city **Go**

555 Watson Street

Davidson

Commute to **Downtown Cornelius**

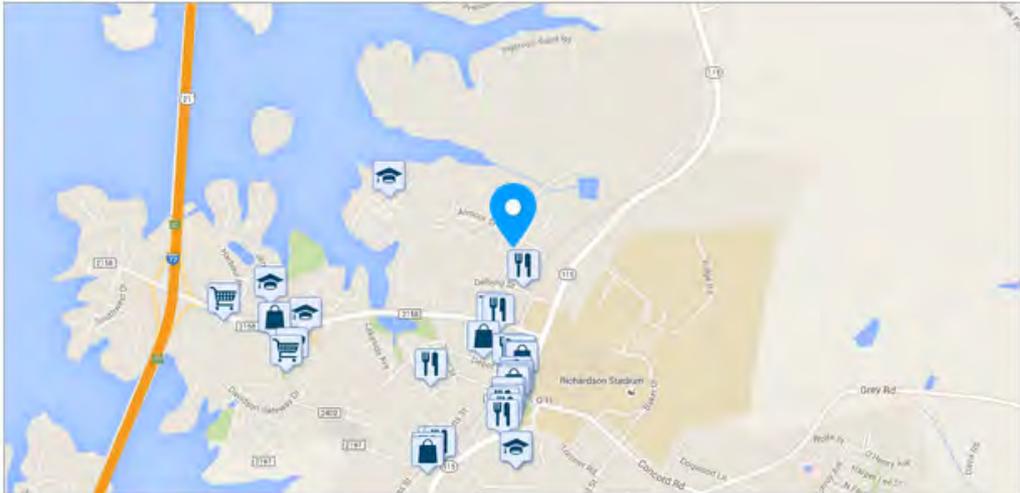
6 min 10 min 33 min View Routes

Favorite **Map** **Nearby Apartments**

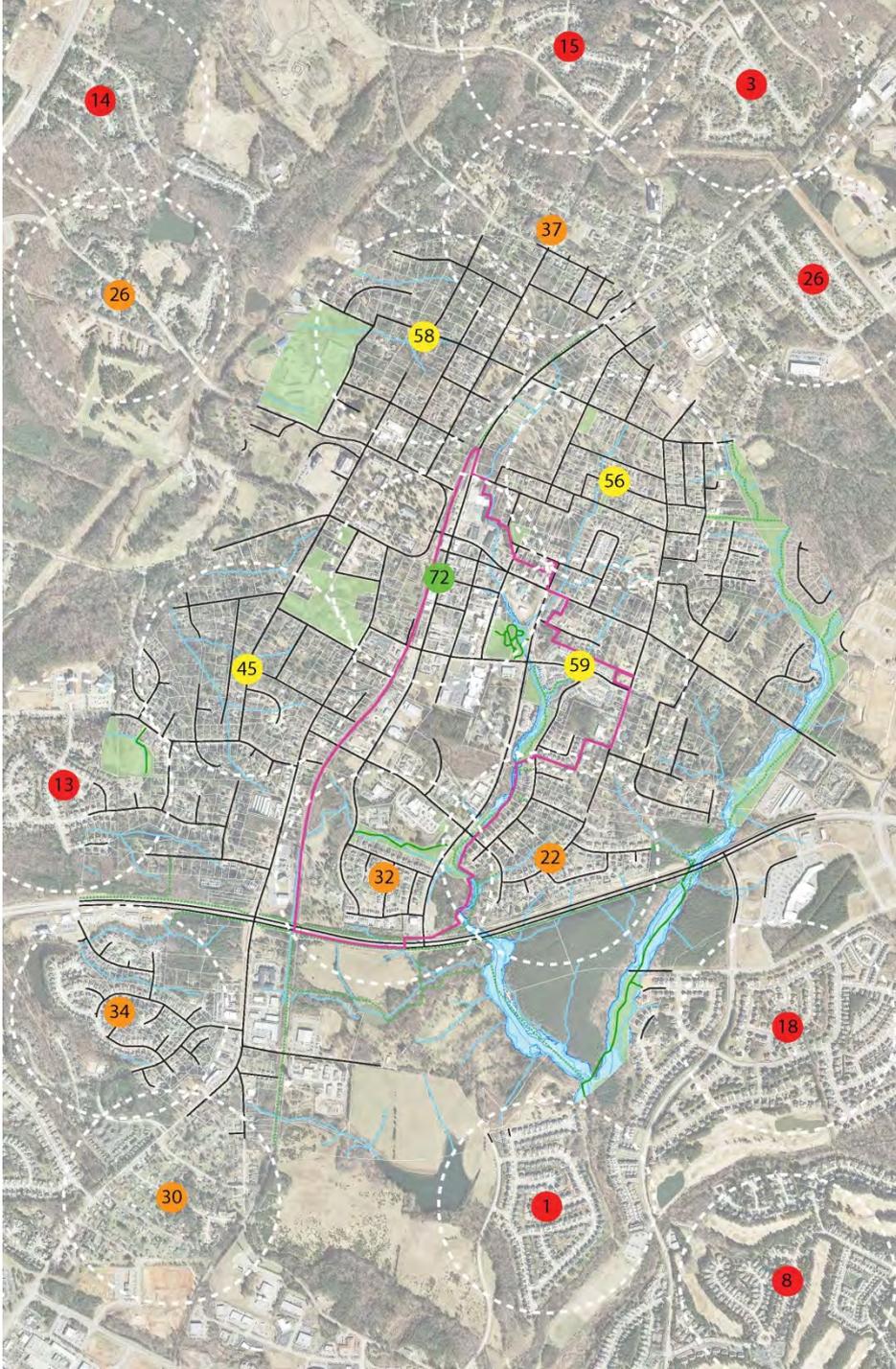
[More about 555 Watson Street](#)

Walk Score 67 **Somewhat Walkable**
Some errands can be accomplished on foot.

[Score Details](#)



Embed this map on your site for free



Walking to downtown



Community **vibrancy** comes when we leverage **public infrastructure** with **private investment** to create complete blocks that **create value** and are inherently **lovable**.



Vibrancy = Public Infrastructure

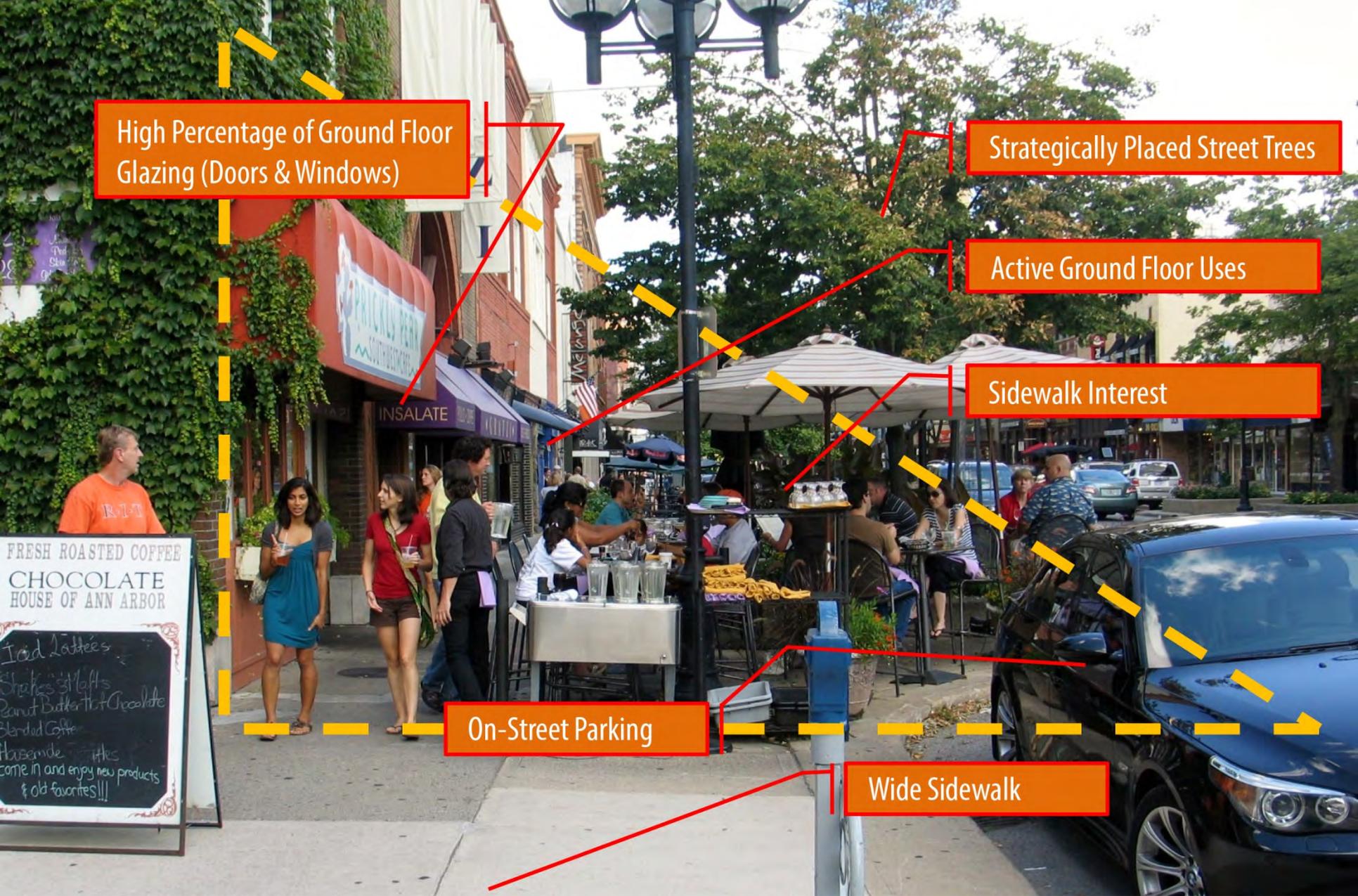


Vibrancy = Public Infrastructure
+ Private Investment



Vibrancy = Public Infrastructure
+ Private Investment





High Percentage of Ground Floor Glazing (Doors & Windows)

Strategically Placed Street Trees

Active Ground Floor Uses

Sidewalk Interest

On-Street Parking

Wide Sidewalk

Vibrancy = Public Infrastructure + Private Investment + PEOPLE



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





The Journey is
comfortable and
well-connected

The Destination is
lively and
continuous



*“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.”*

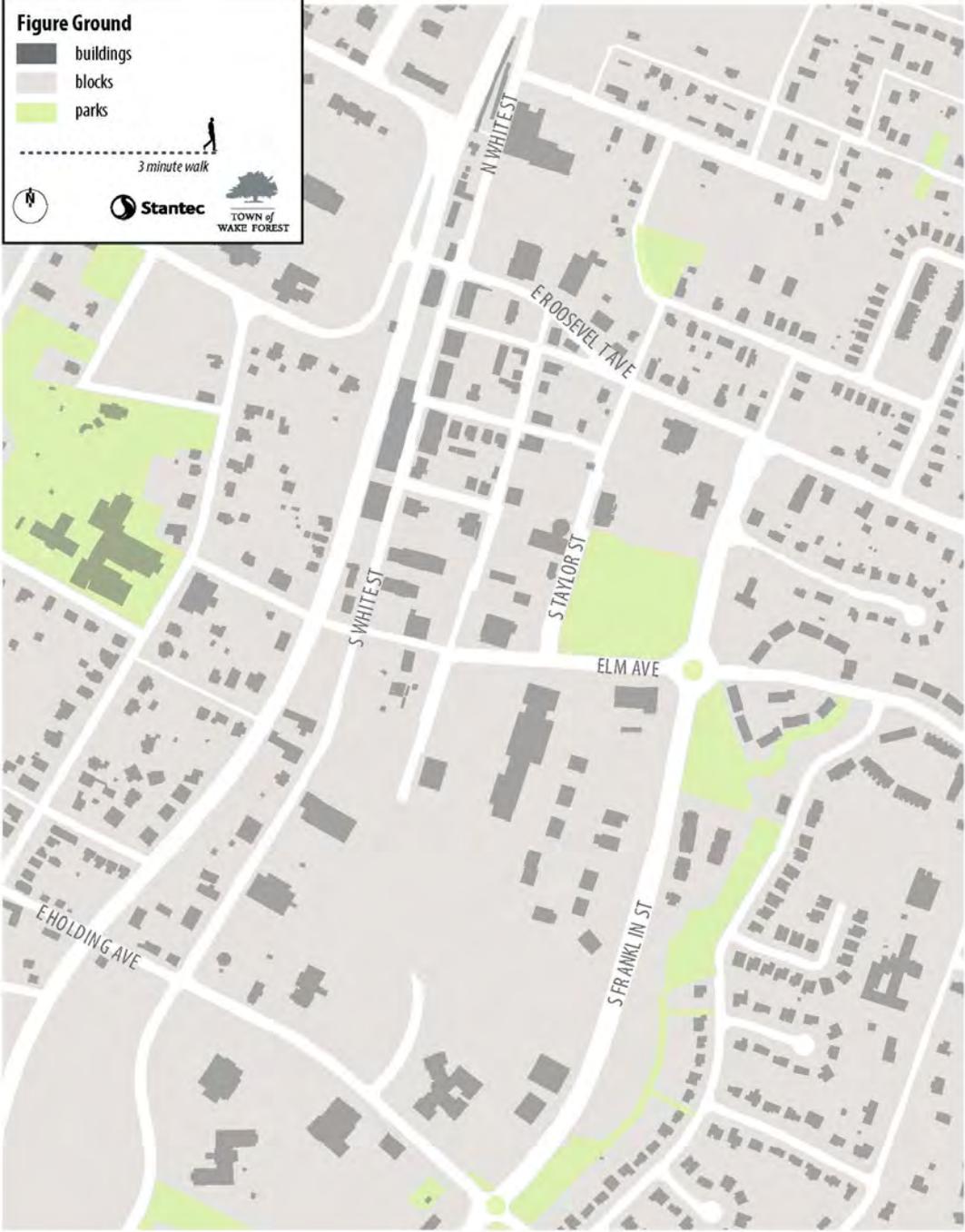
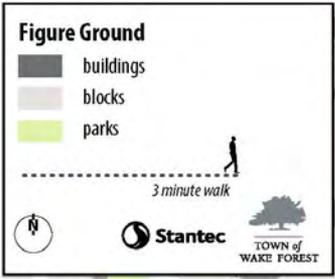
- Fred Kent, Project for Public Spaces



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

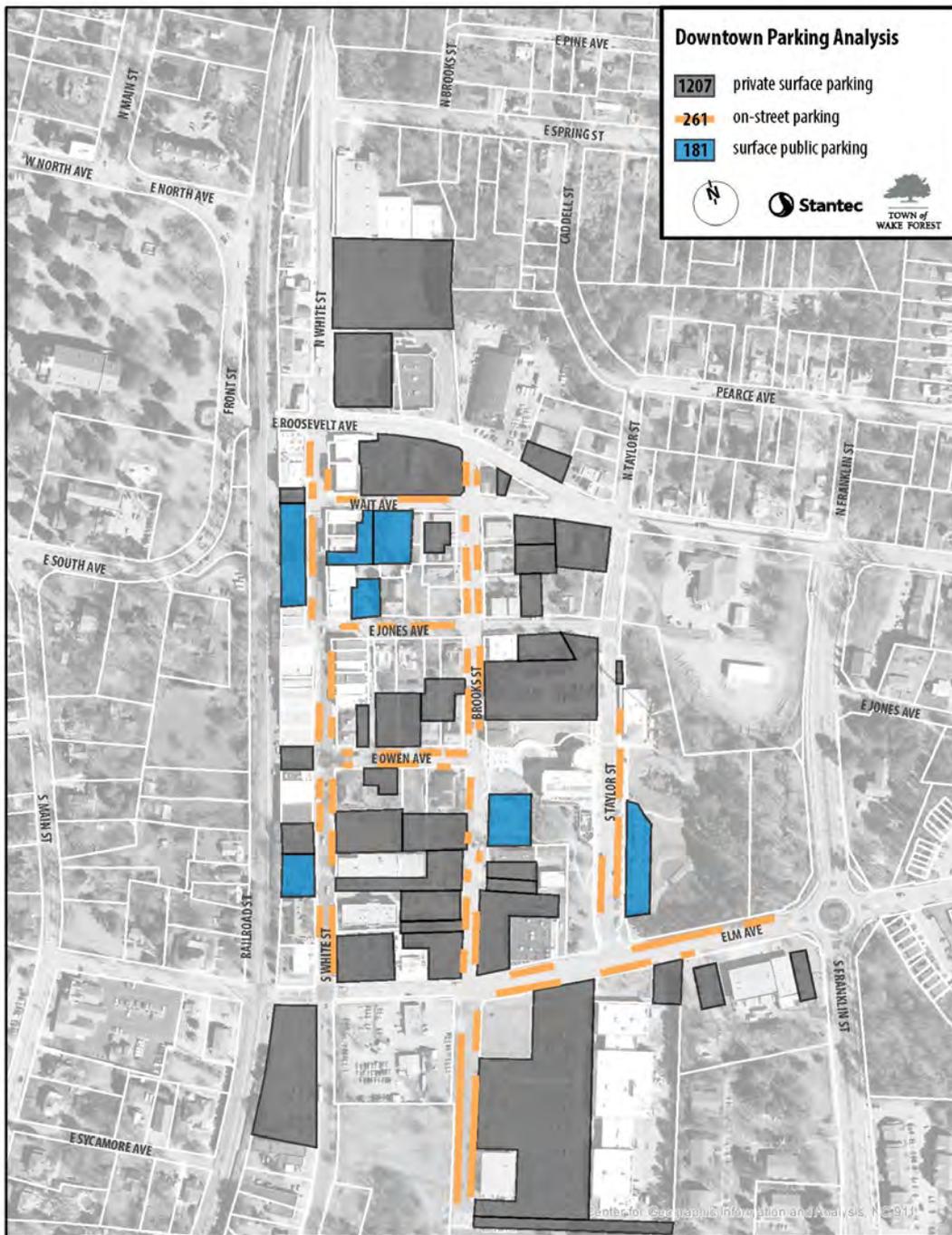
Rollin Stanley





Existing Conditions



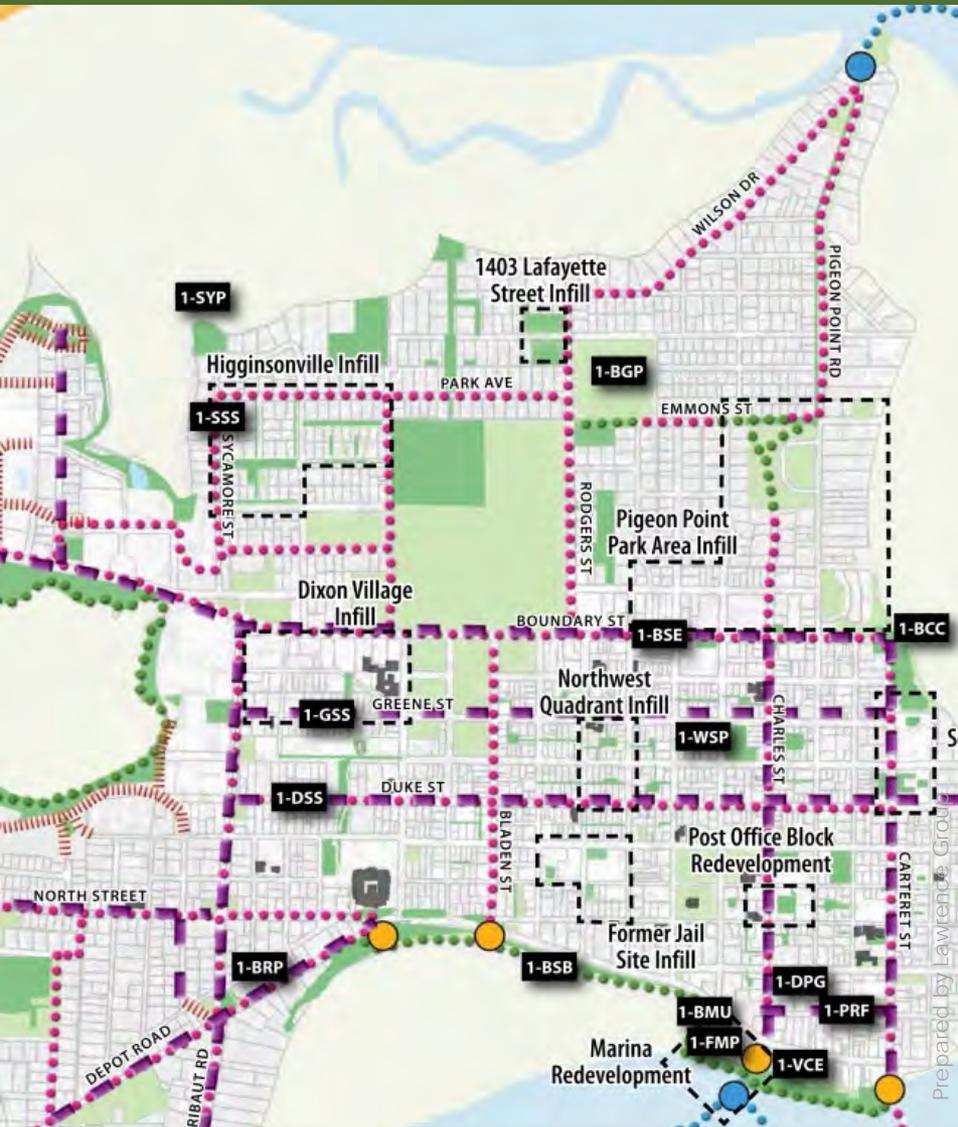


Existing Parking Conditions





Civic Investment Strategies



Civic Master Plan References			Sector 1 Civic Infrastructure Projects		
Diagram Reference	Sector 1 Project Name	Section Reference	Project Schedule	Site Data	Estimated Cost
1-BCC	Bellamy Curve Civic Space Enhancements	2.6/3.8	Years 6-10 (2019-2023)	Approximately 1.2 acres	\$\$
1-BGP	Basil Green Park Improvements	4.4	Years 1-2 (2014-2016)	Approximately 8.29 acres	\$1,068,240
1-BMU	Beaufort Museum	2.2	Years 1-2 (2014-2015)	Part of Marina Redevelopment	\$\$
1-BRP	Bay & Ribaut Park Area	4.7	Years 3-5 (2014-2016)	Approximately 0.3 acres	\$73,860
1-BSB	Bay Street Boardwalk	2.5	Years 6-10 (2019-2023)	Approximately 3,300 LF	\$\$
1-BSE	Boundary Street (East of Ribaut) Road Diet Phase 1	3.8	Years 1-2 (2014-2015)	Approximately 1,540 LF	\$34,269
1-BSE	Boundary Street (East of Ribaut) Road Diet Phase 2	3.8	Years 1-2 (2014-2015)	Approximately 1,360 LF	\$\$
1-DPG	Downtown Parking Garage	2.2	Years 11-20 (2026-2033)	Approximately 2.32 acre redevelopment site	\$\$\$
1-DSS	Duke Street Streetscape - Phase 1 (Bladen to Harrington)	5.6/10.2	Years 1-2 (2014-2015)	Approximately 1,015 LF	\$675,990
1-DSS	Duke Street Streetscape - Phase 2 (Harrington to Charles)	5.6/10.2	Years 11-20 (2026-2033)	Approximately 1,050 LF	\$\$\$\$
1-DSS	Duke Street Streetscape - Phase 3 (Ribaut to Bladen)	5.6/10.2	Years 11-20 (2026-2033)	Approximately 1,950 LF	\$\$\$
1-FMP	Farmer's Market Pavilion	2.2	Years 6-10 (2019-2023)	Part of Marina Redevelopment	\$\$
1-GSS	Greene Street Streetscape	5.6/10.2	Years 1-2 (2014-2015)	Approximately 5,200 LF	\$3,463,200
1-PRF	Port Republic Festival Street Improvements	3.3	Years 6-10 (2019-2023)	640 LF of frontage along Port Republic Street	\$\$\$
1-SYP	Sycamore Park	6.2	Years 3-5 (2014-2016)	Approximately 1.3 acres (2 properties)	\$\$
1-SSS	Sycamore Street Streetscape	5.6/10.2	Years 3-5 (2014-2016)	Approximately 1,780 LF	\$717,900
1-VCE	Visitor Center	2.2	Years 6-10 (2019-2023)	Either as Part of Marina Redevelopment or Downtown Parking Garage Development	\$\$\$
1-WSP	Washington Street Park	4.2	Years 3-5 (2014-2016)	Approximately 1.15 acres	\$\$
-	Bicycle Improvements-Dedicated Bike Facilities	5.3	Years 1-2 (2014-2015)	Approximately 6,000 LF	\$\$
-	Bicycle Sharrows	5.3	Years 1-2 (2014-2015)	Approximately 19,250 LF with Marking every 230 feet (80)	\$1,900 each = \$152,000
-	Downtown Wayfinding Signage	3.9	Years 1-2 (2014-2015)	Approximately N/A	\$-\$\$
-	Pedestrian Crossings	5.3	Years 1-2 (2014-2015)	21 Crossings	\$1,500 each + \$13.50/LF

Prepared by Lawrence Group

Development Opportunities

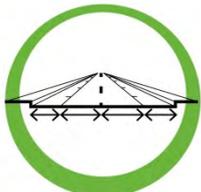


Prepared by Lawrence Group

Civic Master Plan References		Sector 1 Development/Redevelopment Project Information			
Sector 1 Project Name	Section Reference	Civic Investment Required	Approx. Site Acreage	Development Details	RDC Action
1403 Lafayette Street Infill	6.2	<ul style="list-style-type: none"> City-owned land 	1.75 acres	<ul style="list-style-type: none"> Multi-family housing: 24 units 	Requires RDC Attention
Commercial Courtyard Infill	3.5	<ul style="list-style-type: none"> Carteret Street Improvements 	6 acres	<ul style="list-style-type: none"> Commercial Mixed-Use: 22,000 square feet 	Long-term redevelopment
Dixon Village Redevelopment	6.2	TBD	16.5 acres	<ul style="list-style-type: none"> Single-family housing: 24 units Multi-family housing: 32 units Retail: 117,000 square feet Office: 177,000 square feet 	Long-term redevelopment
Former Jail Site Infill - Phase 1	6.2	TBD	5.5 acres	<ul style="list-style-type: none"> Multi-family housing: 32 units Single-family housing: 7 units Retail/Office (jail building reuse) 	Requires RDC Attention
Former Jail Site Infill - Phase 2	6.2	TBD	5.5 acres	<ul style="list-style-type: none"> Multi-family housing: 82 units 	Requires RDC Attention
Higginsonville Infill	6.2	TBD	19 acres	<ul style="list-style-type: none"> Single-family housing: 35 units Multi-family housing: 28 units Outdoor pavilion 	Requires RDC Attention
Marina Redevelopment	2.2/2.3	<ul style="list-style-type: none"> Waterfront Park Expansion Downtown Parking Garage 	3 acres	<ul style="list-style-type: none"> Multi-family Housing: 30 units Mixed Use: 30,000 square feet Civic: 5 buildings 	Requires RDC Attention
Northwest Quadrant Infill - Phase 1	6.2	<ul style="list-style-type: none"> Greene Street streetscape improvements Duke Street streetscape improvements 	3.5 acres	<ul style="list-style-type: none"> Multi-family housing: 6 units Single-Family housing: 4 units Accessory dwellings: 2 units 	Requires RDC Attention
Northwest Quadrant Infill - Phase 2	6.2	<ul style="list-style-type: none"> Greene Street streetscape improvements Duke Street streetscape improvements 	3.5 acres	<ul style="list-style-type: none"> Single-family housing: 10 units Accessory Dwellings: 14 units 	Requires RDC Attention
Pigeon Point Park Area Infill	6.2	TBD	36 acres	<ul style="list-style-type: none"> Single-family housing: 48 units Multi-family housing: 108 units Office: 55,000 square feet Retail: 57,000 square feet 	Long-term redevelopment
Post Office Block	6.2	<ul style="list-style-type: none"> Charles Street streetscape improvements North Street streetscape improvements 	3 acres	<ul style="list-style-type: none"> Civic: 20,000 square feet (school expansion) Mixed Use: 60,000 square feet Single Family Housing: 9 units 	Requires RDC Attention
University of South Carolina - Beaufort	7.1	<ul style="list-style-type: none"> Boundary Street Road Diet, Bellamy Curve Improvements 	5+ acres	<ul style="list-style-type: none"> Student housing: 300-500 units Classroom: 105,000 square feet 	Long-term redevelopment



Stormwater



Lane Width



Landscaping



Lighting



Furniture



Public Art



Utilities

On-Street Parking

Sidewalk dining

Public Space

Wayfinding

Bike Infrastructure

-  Streetscape Asset
-  Streetscape Enhancement
-  Streetscape Opportunity





Development Density

Distance to Transit

Destination Accessibility

Land Use Diversity

Street Design

Human-Scaled Details

Dynamic Activity



Development Density





**Small Town
(2-4 Stories)**

Distance to Transit





108

TRACK 1

TRACK 2

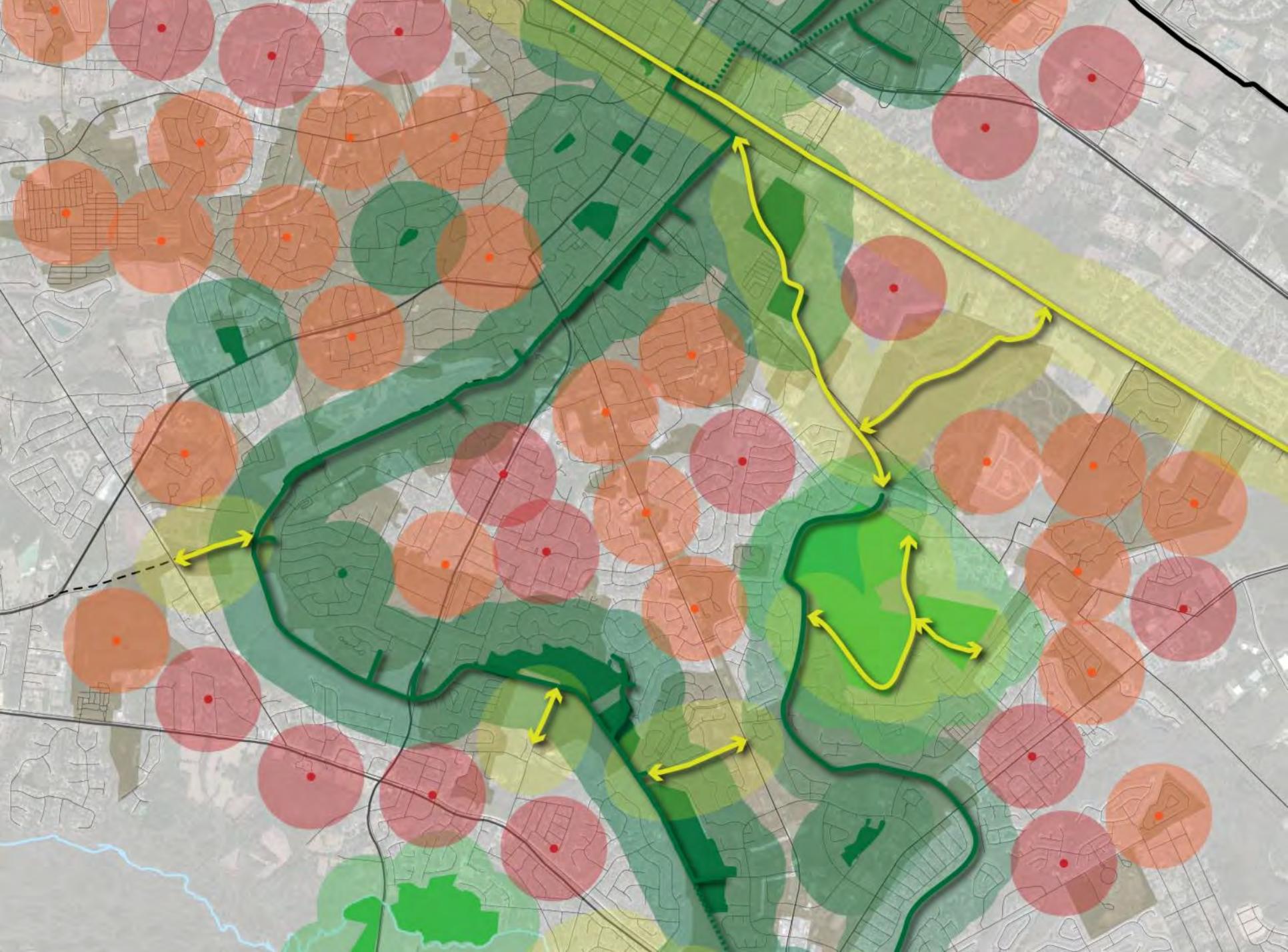
LYNX

8



Destination Accessibility





Land Use Diversity





The Hill
ON THE HILL
A RESTAURANT AT SERENBE

**Number of Homes
within 1/4 mile of a
Mixed-Use Center**

Street Design



Two Way Traffic
and On-Street
Parking



Flexible
right-of-way



Human-Scaled Details





% of Ground Floor Windows and Doors (70%+ preferred)





“Defensible” Public Space



60'6"



Dynamic Activity



BUSINESS HOURS:

Mon. 8:30 AM to 5:00 PM

Tues. 8:30 AM to 5:00 PM

Wed. 8:30 AM to 5:00 PM

Thur. 8:30 AM to 5:00 PM

Fri. 8:30 AM to 5:00 PM

Sat. 10:00 AM to 2:00 PM

Sun. CLOSED to

APRIL - MAY (Long Weekend)

ITEM 09309



Hours of Operation

70% after 6 pm

*% of Retail Spending (in bricks and mortar stores) occurring after 6PM
(Source: National Retail Federation)*



Great downtowns are
places where people come
together





Places to RELAX



Places to PLAY



Places to SHOP





FRESH ROASTED COFFEE
CHOCOLATE
HOUSE OF ANN ARBOR

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

Places to EAT



Great Places are complex,
organic, and sometimes
messy





andreaucchi

La Sultana



Welcome
to Philadelphia



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



Let's Get Started...



Your Turn: Step #1

1. Where do you live?
2. How often do you come downtown?
3. What would make you come more often and/or stay longer?
4. What is needed to get to downtown without a car?



Your Turn: Step #2

1. Where are your favorite destinations? (mark with a STAR)
2. Where are the best blocks? (color in RED)



Your Turn: Step #3

1. Identify good places for new public space (color in Green)
2. Next streets for streetscape improvements (color in Blue)
3. Parking improvements – on-street and off-street (color in Gray)



Your Turn: Step #4

1. What types of new tenants/businesses are desired?
2. Where are good places for new housing? (color in ORANGE)



Your Turn: Step #4

1. What is downtown's competition for your time and money?
2. What other downtowns/shopping areas can we learn from?



Time to Report Back



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Presentation of Preliminary Recommendations

Tuesday, May 10th at 6 pm



Questions?

