Livable Streets II
The Next Phase of Downtown Planning
Revitalizing a Declining Downtown: Addressing a Problem
Building a Team - Livable Streets Partnership:

- City of Raleigh
- City Boards and Commissions
- State of North Carolina
- Wake County
- Federal Government
- Downtown Raleigh Alliance
- Chamber of Commerce
- Convention Visitors Bureau
- Arts & Cultural Organizations
- Development Community
- Social Service & Faith Based Organizations
- Transportation & Parking Organizations
- Major Events & Attractions Facilities
- Colleges, Universities & Schools
- Office & Retail Tenants & Property Owners
- Downtown Residents & Area Neighborhoods
- Urban Design Partners
- Media Partners
Setting a Vision - Process Objectives:

• Develop a 5-year Strategic Plan
• Support Downtown Resources
• Sustain Current Efforts
• Recognize the Christmas Plan
• Focus on the Core
• Strengthen Links with Area Neighborhoods
• Strengthen Institutional Capacity
• Maintain Key Infrastructure
Creating 12 Point Framework:

- Government and Civic Uses
- Education
- Residential
- Office
- Regulatory
- Downtown Management
- Fayetteville Street
- Pedestrian Environment
- Transportation, Circulation and Parking
- Convention Center and Related Facilities
- Cultural / Arts / Events and Regional Attractors
- Faith / Community / Service Based Organizations
Identifying Priorities

FIVE IN FIVE INTRODUCTION

After months of meetings, attended by hundreds of people, proposing thousands of initiatives the Livable Streets Framework Plan and Action Strategy has identified five key strategies to undertake in the next five years—The 5 in 5.

1. Complete a Fayetteville Street Renaissance to reinvigorate the Street as the heart of Raleigh, our ceremonial corridor and the premier address for office, events and cultural activity.
2. Fund and build a new Convention Center & Hotel to attract conventions and trade shows and improve the business environment for hotels, restaurants and other visitor services.
3. Improve the pedestrian environment making downtown accessible to everyone. Balance the needs of pedestrians against those of the car. Create an attractive, well lit, safe environment that links office and residential uses to amenities such as restaurants, museums and other venues.
4. Undertake regulatory reform to improve the business climate by removing regulatory impediments, making it just as easy to do business downtown as any place in the region. Explore adding incentives in the regulations.
5. Expand downtown management to take a one stop approach to management and advocacy.

There are a total of over 130 strategies proposed in the Action Plan under twelve headings. These five were chosen because of their ability to catalyze the others, to build momentum and to excite all members of the community. One or more of the Livable Streets Partners has agreed to accept responsibility for each of the five. Each has already begun moving toward completion. As one is finished, others will be undertaken until we have the vibrant, active and livable streets that we all desire.
Complete a Fayetteville Street Renaissance:

- 525+ condominiums/apartments
  - = 750 neighbors
- 25+ coffee houses, bars and restaurants
- 875 hotel rooms @ 65%
  - = 250,000 overnight guests
- Progress Energy and Convention Centers
  - = 1,250,000 patrons
- History, Nat. Sciences, Archives, Capitol
  - = 1,250,000 visitors
- 500,000 sq. ft. new office space
  - = 2,500 new workers
- 10,000 parking spaces w/in 1 block
Fund and Build a new Convention Center and Hotel:
Improve the Pedestrian Realm:

• Fayetteville Street
• Hargett & Martin Street sidewalk widening
• Wayfinding system
• Sidewalk width requirements
• Creation of PUPS handbook
Undertake Regulatory Reform:

- Creation of a unified Downtown Overlay District
- Reduced parking requirements
- Reduced open space requirements, strengthened sidewalk requirements
- PUPS handbook for expedited approval of temporary sidewalk uses
Expand Downtown Management:

The Downtown Raleigh Alliance has become a strong leader and advocate for downtown
Key success points:

- Private sector leadership and advocacy
- Private sector fundraising
- Use of an outside consultant: Cooper Carry
- Strategic Plan, focused on short and long term results
- Project Steering Committee: Planning Commission, DRA Board
- Extensive outreach: workshops focused around various themes, open houses, drop in sessions, targeted stakeholder work sessions, charrettes
Raleigh Downtown Development
# Plans that Fit the Purpose

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Geography</th>
<th>Time horizon</th>
<th>Preparation time</th>
<th>Level of detail</th>
<th>Legal Status</th>
<th>Essential Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive</td>
<td>Municipality or County</td>
<td>10 – 25 years</td>
<td>2 – 3 years</td>
<td>Moderate</td>
<td>Policy, regulatory</td>
<td>Topical elements. Goals, policies, actions, maps</td>
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<tr>
<td>Area plans</td>
<td>Sub-area</td>
<td>5 – 10 years</td>
<td>6 months – 1 year</td>
<td>High</td>
<td>Advisory</td>
<td>Needs assessment, design concepts, operating policies, capital projects</td>
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Source: Barry Miller (2009), “Plans that Fit the Purpose.” Practice of Local Government Planning, ICMA.
Comprehensive Plan Actions

Action DT 1.3—Downtown Plan
Develop a physical master plan that provides a vision for downtown’s development.

Action DT 1.5—Downtown Strategic Plan Update
Develop a strategic plan update for downtown that identifies potential catalytic public investments and align these with the Capital Improvement Program.

Action DT 2.2—Lane Striping Study
Study lane striping in downtown to ensure that the number and widths of lanes match traffic loads: minimizing conflicts between through-traffic and parked vehicles to provide for the safety of pedestrians and bicycles; and maximizing opportunities for on-street parking.

Action DT 3.5—Downtown Economic Development Study
Conduct an economic development study to identify the representation of business sectors essential to downtown’s economic success.
Select Issues for Livable Streets II

- Meeting expectations of previous plan which attracted billions in investment
- Creating a plan that is achievable yet aspirational
- Building on the completion of the new zoning code
- Linking the downtown’s districts to one another
- Connecting downtown to the neighborhoods and far reaching suburban areas
- Position downtown as transportation hub for Raleigh and Wake County
- Renewing retail strategy
Demographics + Lifestyle Preferences
Strong Sense of Community
Vibrancy
High Density Location
Unique Districts
Rich Amenity Package
Strong entrepreneurial vibe
Growing Retail Scene!