



MAPLE TALKS

CORRIDOR DESIGN IDEAS WORTH SPREADING

Wednesday, August 23, 2017 | Paramount Theater | Burlington, NC

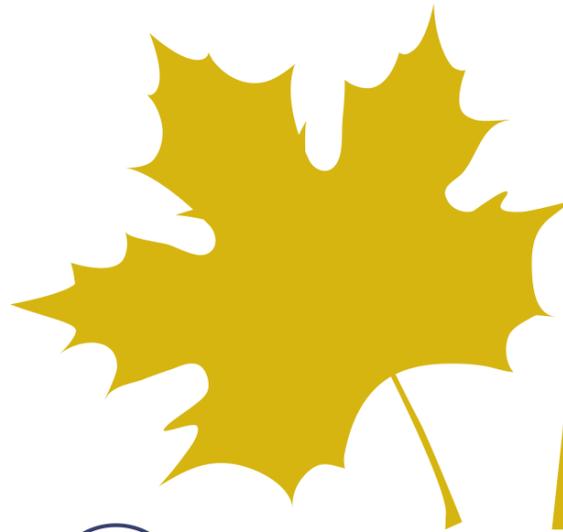
Ernie Boughman, AICP | @ErnieBoughman

Southeast Regional Director, Toole Design Group | @tooledesign

Kathleen Rose, CCIM, CRE

President and CEO, Rose & Associates Southeast

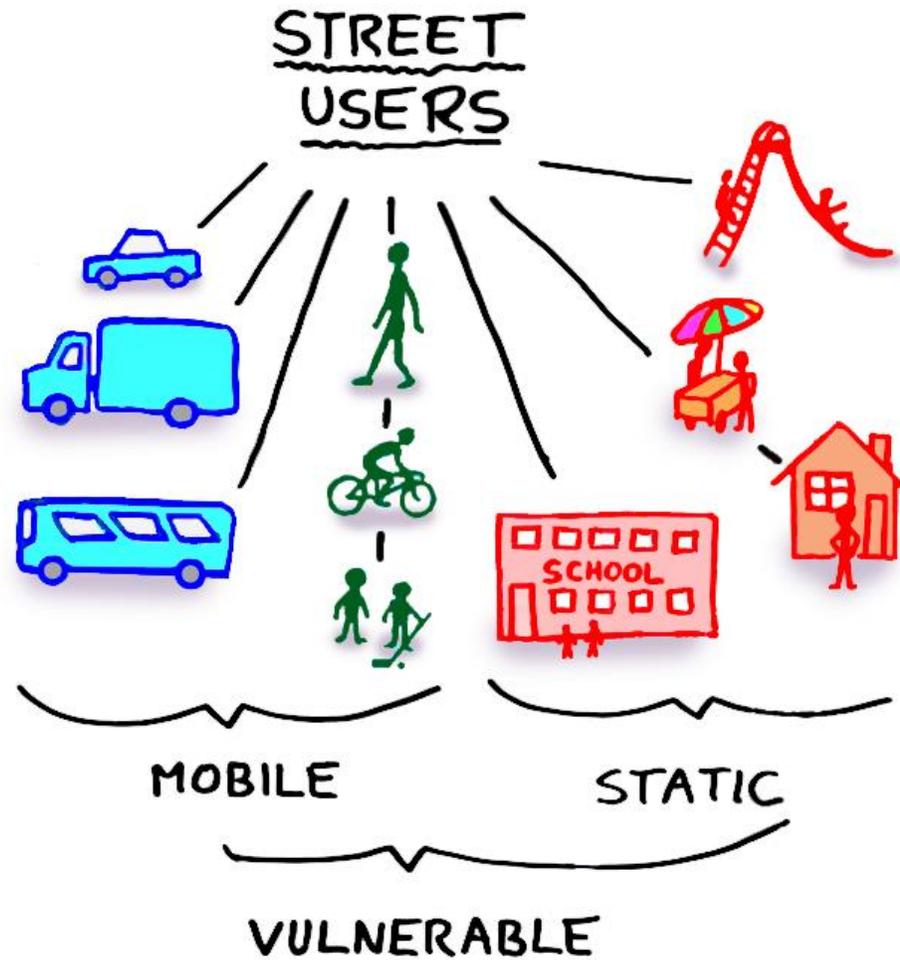
#renewmapleavenue



RENEW MAPLE AVENUE



A CITY OF BURLINGTON CORRIDOR INITIATIVE





"Capacity" of a Street

Lockwood

Great Streets Approach

People as priority

People who drive cars, trucks, walk, bike, ride transit, and live and work along/near the street

Quality of design

Quality of service for transportation

Quality of life for residents and users

*Make the trip as enjoyable
as the destination*



Reaching a Broader User Base



1% Experienced and confident

9% Casual and somewhat confident

60% Interested but concerned



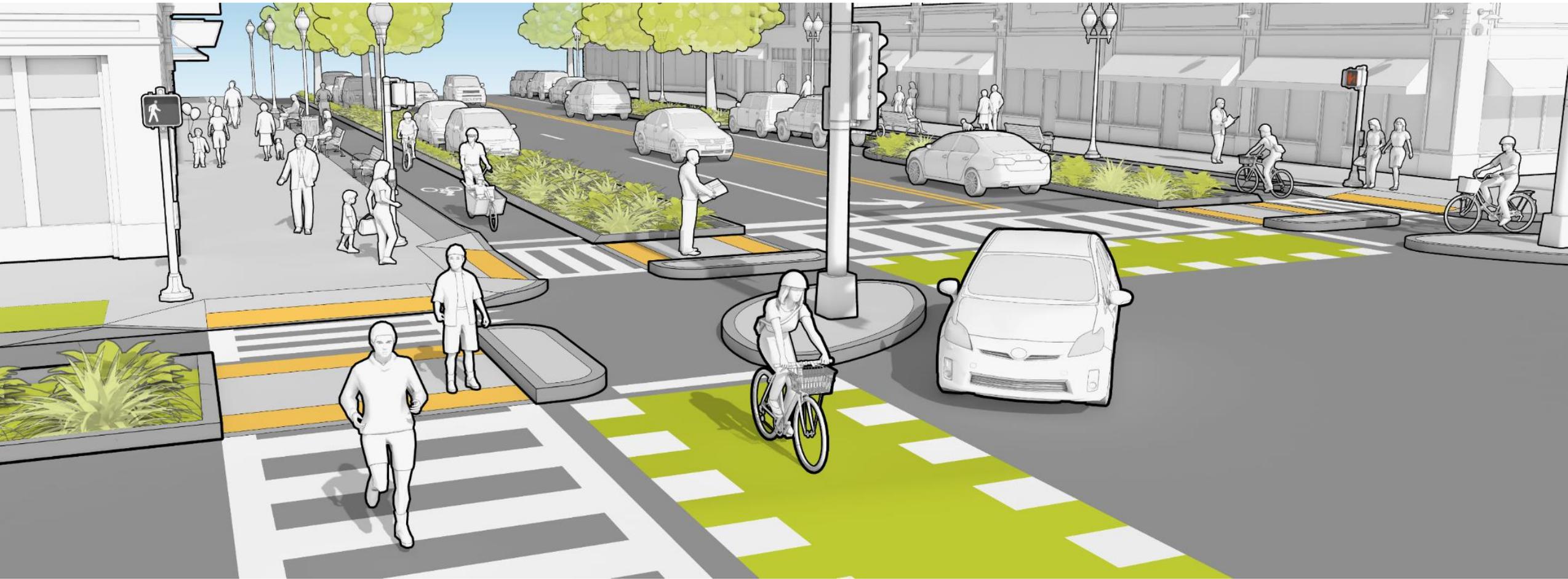
lower stress tolerance

higher stress tolerance

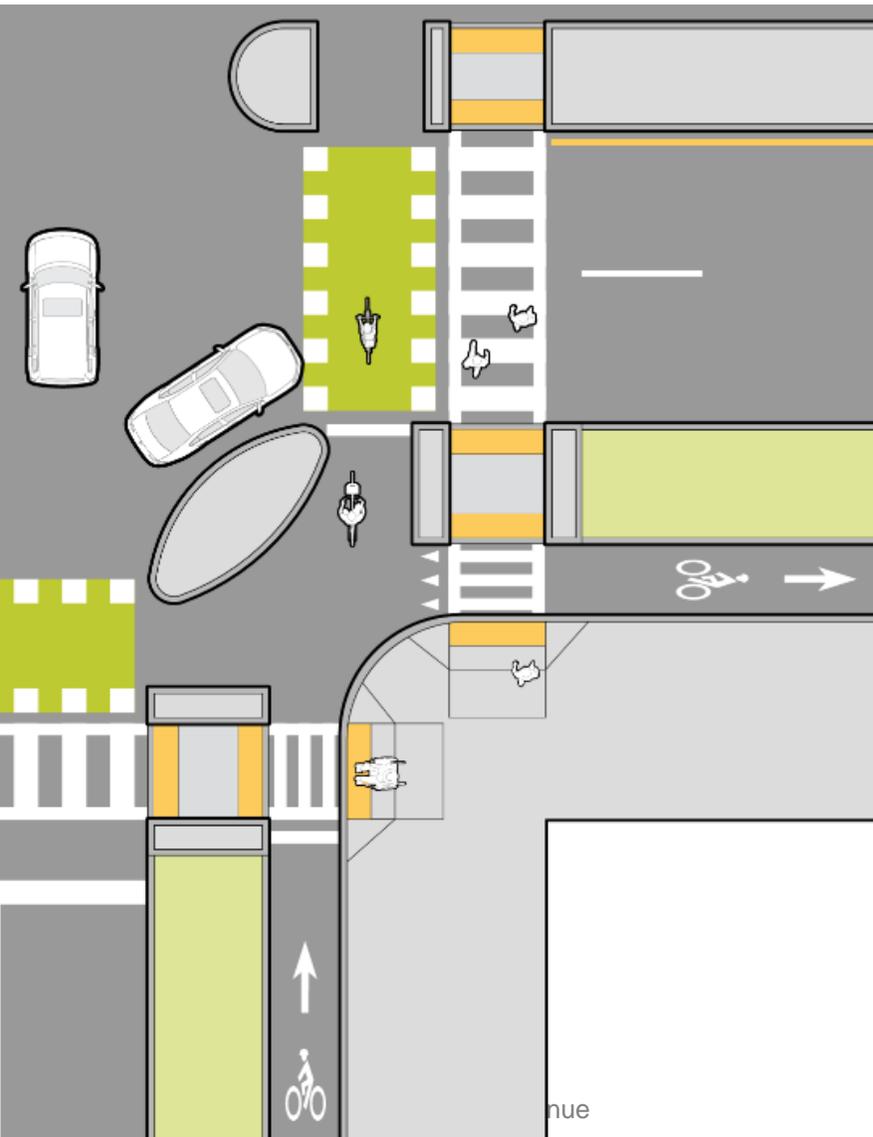
Source: Dill, J., McNeil, N. (2012). *Four Types of Cyclists? Examining a Typology to Better Understand Bicycling Behavior and Potential.*
Graphic: Toole Design Group



Protected Intersections



Why Protected Intersections?



Safety Benefits for All Modes

Slower traffic speeds

Coherent definition of space

Enhanced visibility

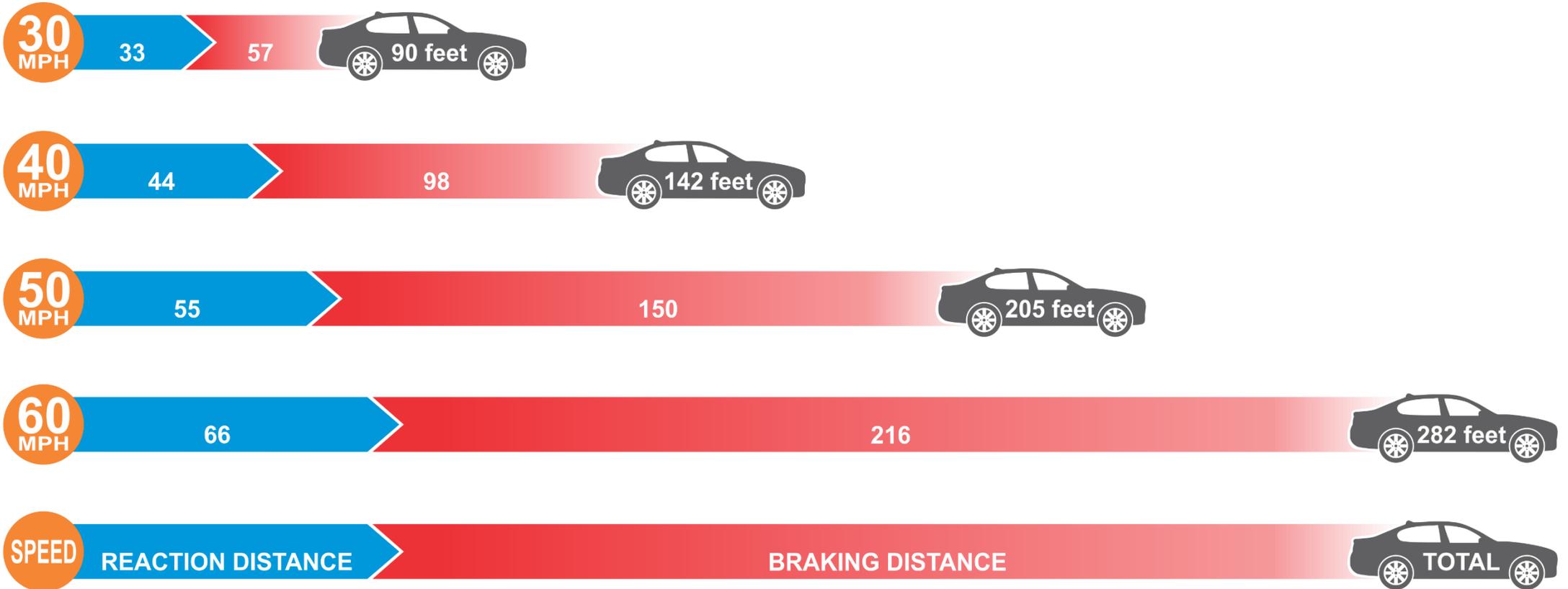
Improved sight lines

Better geometrics

Clear understanding/expectations



Speed and Stopping Distance



— PEDESTRIAN FATALITY & SERIOUS INJURY RISK +

18%



50%



77%



— 20 MPH 30 MPH 40 MPH +



CONE OF VISION

key roadway improvements have the potential to

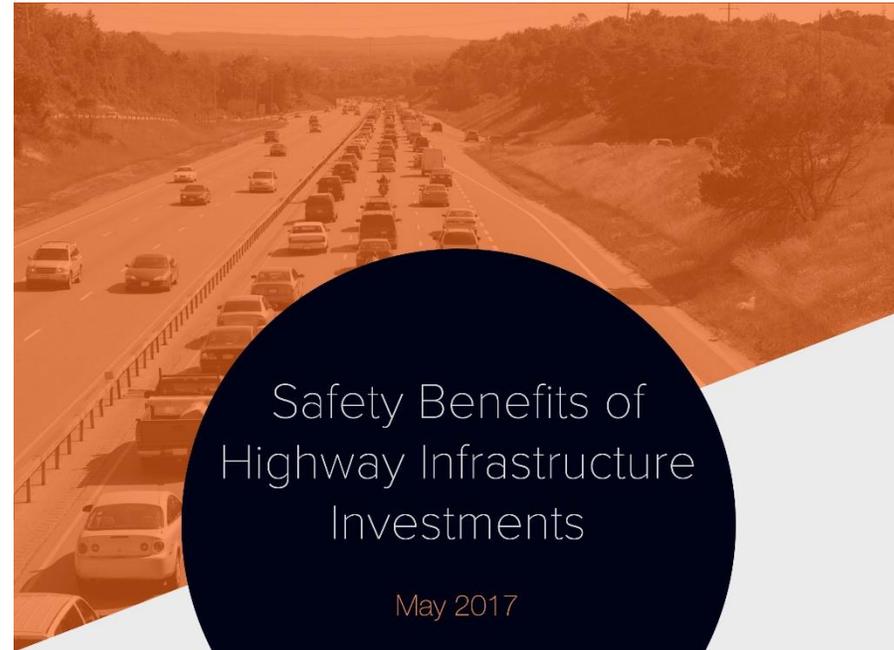
save

63,700 lives

prevent

353,560 serious injuries

over a 20-year period

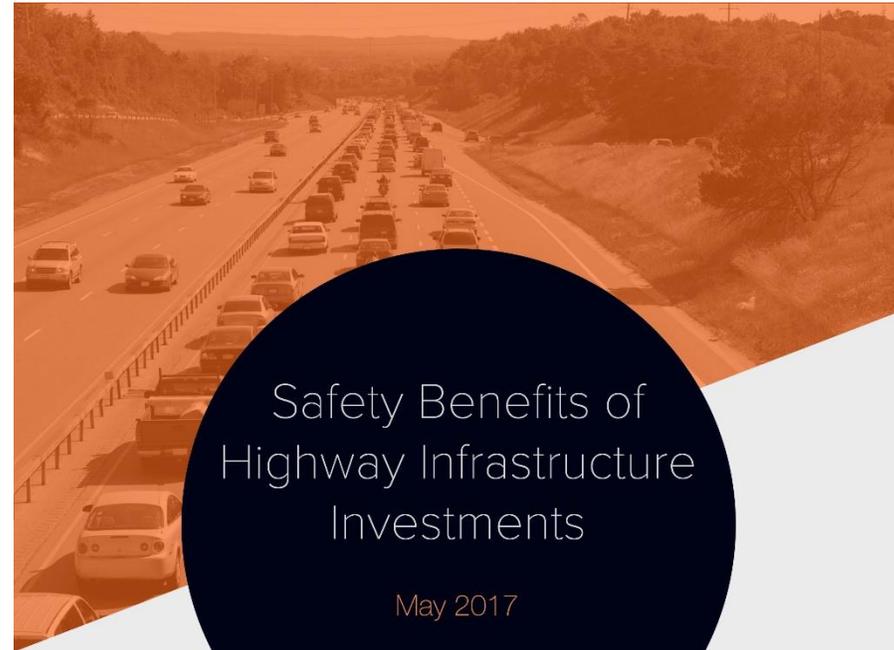


Safety Benefits of
Highway Infrastructure
Investments

May 2017

Cited 6 key infrastructure safety improvements, of which, 3 are related to Great Streets:

1. Converting key intersections into roundabouts (nearly 30% of total safety benefits)
2. Adding sidewalks and signalized pedestrian crossing on the majority of roads (nearly 20% of total safety benefits)
3. Paving and widening shoulders (approx. 3% of total safety benefits)



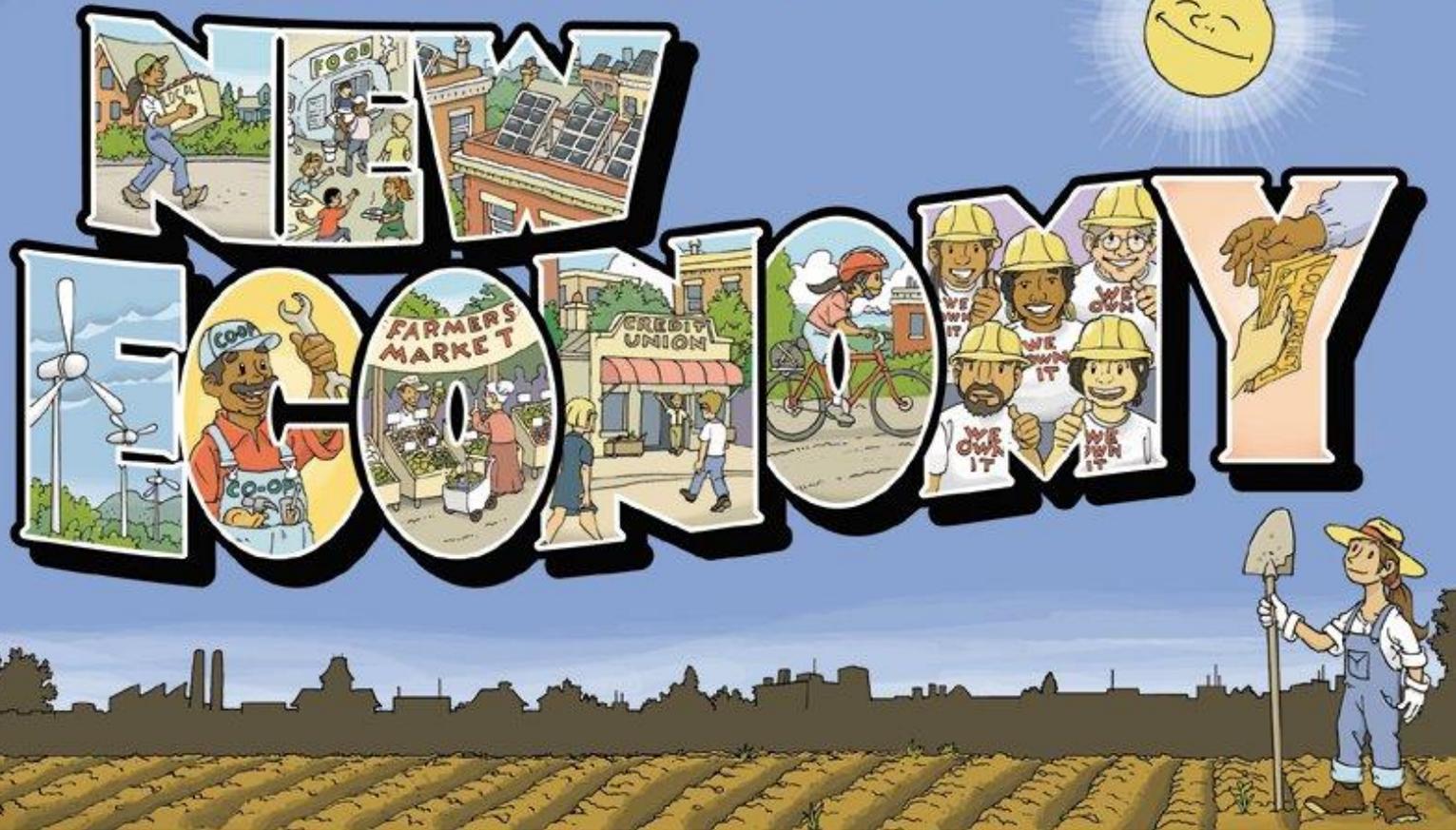
Safety Benefits of Highway Infrastructure Investments

May 2017

Vision Zero

1. **Traffic deaths are preventable** and unacceptable.
2. Human life takes priority over mobility and other objectives of the road system.
The street system should be safe for all users, for all modes of transportation, in all communities, and for people of **all ages and abilities.**
3. Human error is inevitable and unpredictable; the transportation system should be **designed to anticipate error** so the consequence is not severe injury or death.
4. The transportation system should be **designed for speeds that protect human life.**
5. **Safe human behaviors, education, and enforcement** are essential contributors to a safe system.

GREETINGS FROM THE



Burlington at a Glance

KEY FACTS

53,997

Population



Average
Household Size

39.3

Median Age

\$41,257

Median Household
Income

Burlington at a Glance

EDUCATION



No High School Diploma



27%

High School Graduate



32%

Some College



24%

Bachelor's/Grad/Prof Degree

Burlington at a Glance

BUSINESS



2,639

Total Businesses



37,892

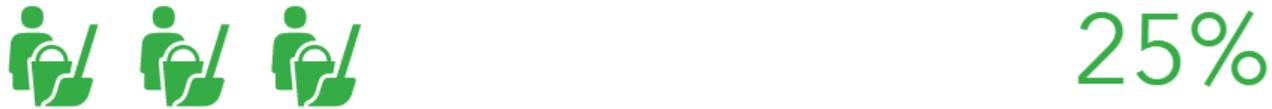
Total Employees

Burlington at a Glance

EMPLOYMENT



White Collar



Blue Collar



Services



Burlington at a Glance

INCOME



\$41,257

Median Household



\$24,791

Per Capita Income



\$35,273

Median Net Worth

Burlington's Tapestry Segments



8G

Hardscrabble Road

2,975 households

13%

of Households



8F

Old and Newcomers

1,835 households

8%

of Households



5B

In Style

1,756 households

8%

of Households

Economic Base Analysis

Basic Employment

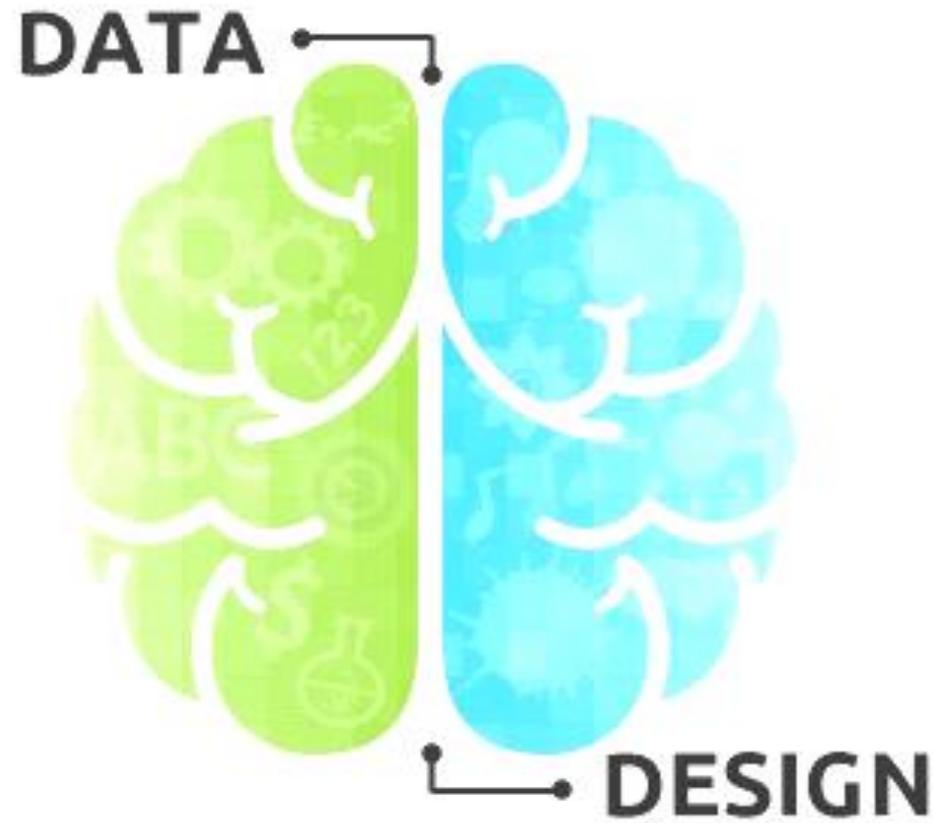
Total Employment

Total Population

Total Income

Total Demand

Integration



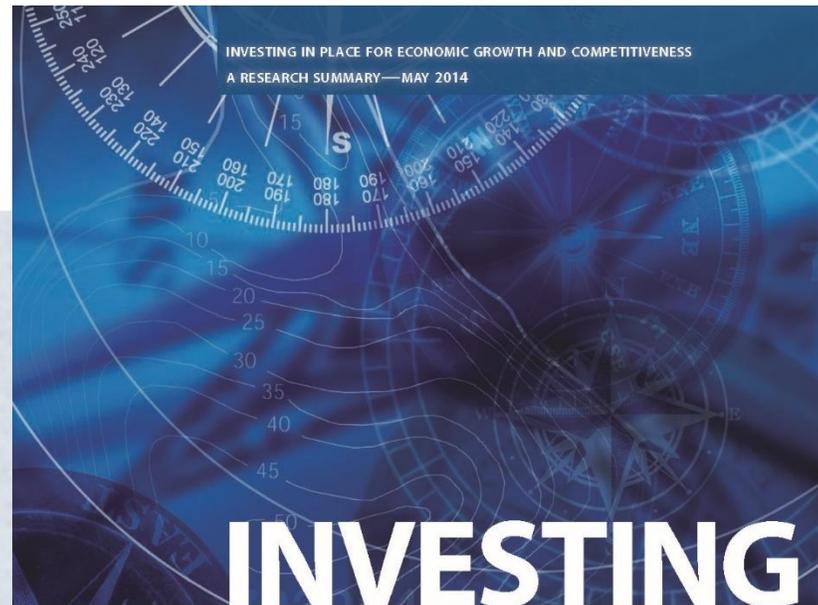


56%
OF MILLENNIALS



46%
ACTIVE BOOMERS

WOULD PREFER TO LIVE SOMEDAY IN A
walkable community, WHETHER AN URBAN,
SUBURBAN OR SMALL TOWN LOCATION.



INVESTING IN PLACE FOR ECONOMIC GROWTH AND COMPETITIVENESS
A RESEARCH SUMMARY—MAY 2014

INVESTING IN PLACE

Two generations' view on the future of communities:
millennials, boomers, and new directions for
planning and economic development

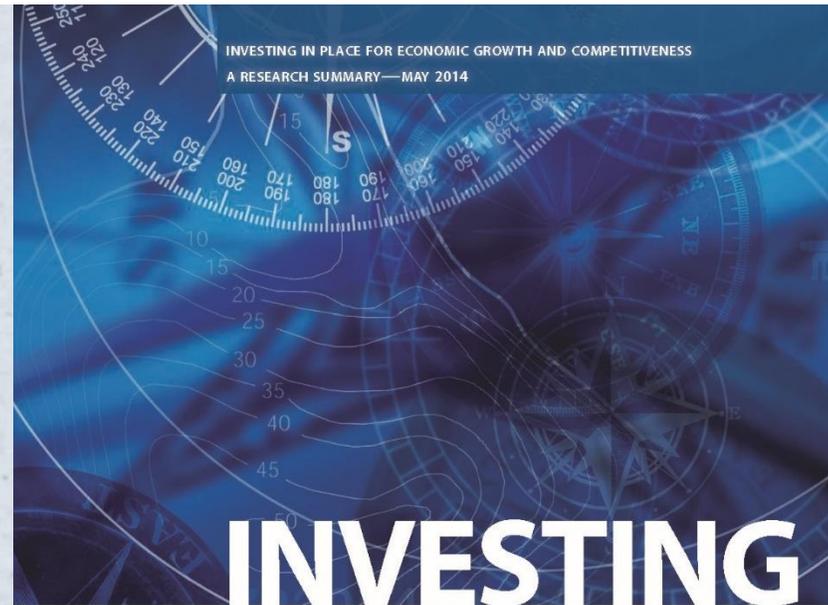


American Planning Association
Making Great Communities Happen



2/3

OF ALL RESPONDENTS AND
74 PERCENT OF MILLIENNIALS
believe INVESTING IN SCHOOLS, TRANSPORTATION CHOICES
AND WALKABLE AREAS IS A BETTER WAY TO *grow* THE ECONOMY
THAN RECRUITING COMPANIES



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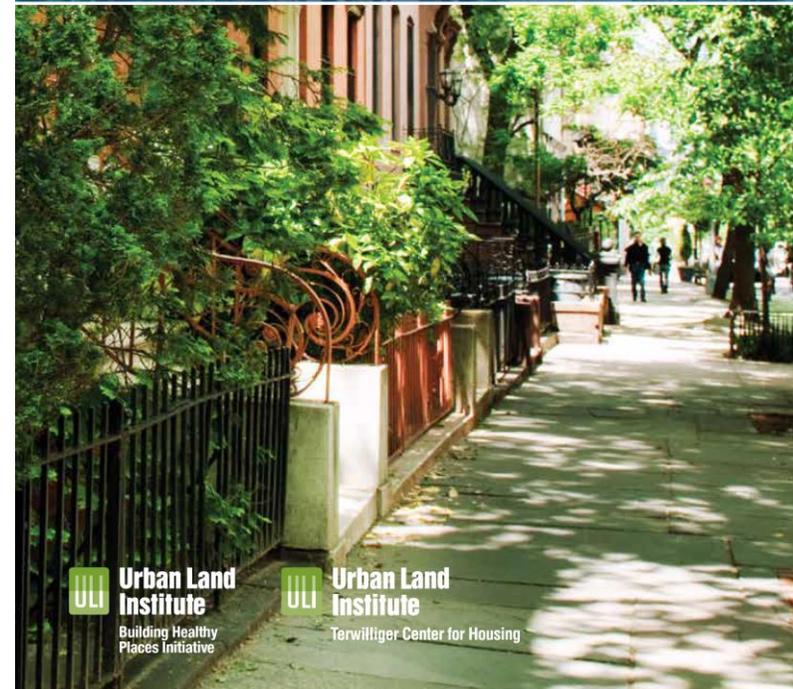
52%

of Americans would like to live in a place where they do not need to use a car very often.



AMERICA IN 2015

A ULI Survey of Views on Housing, Transportation, and Community



 **Urban Land Institute**
Building Healthy Places Initiative

 **Urban Land Institute**
Terwilliger Center for Housing

Driver's Licensure - Nationally

Cars/insurance/parking too expensive

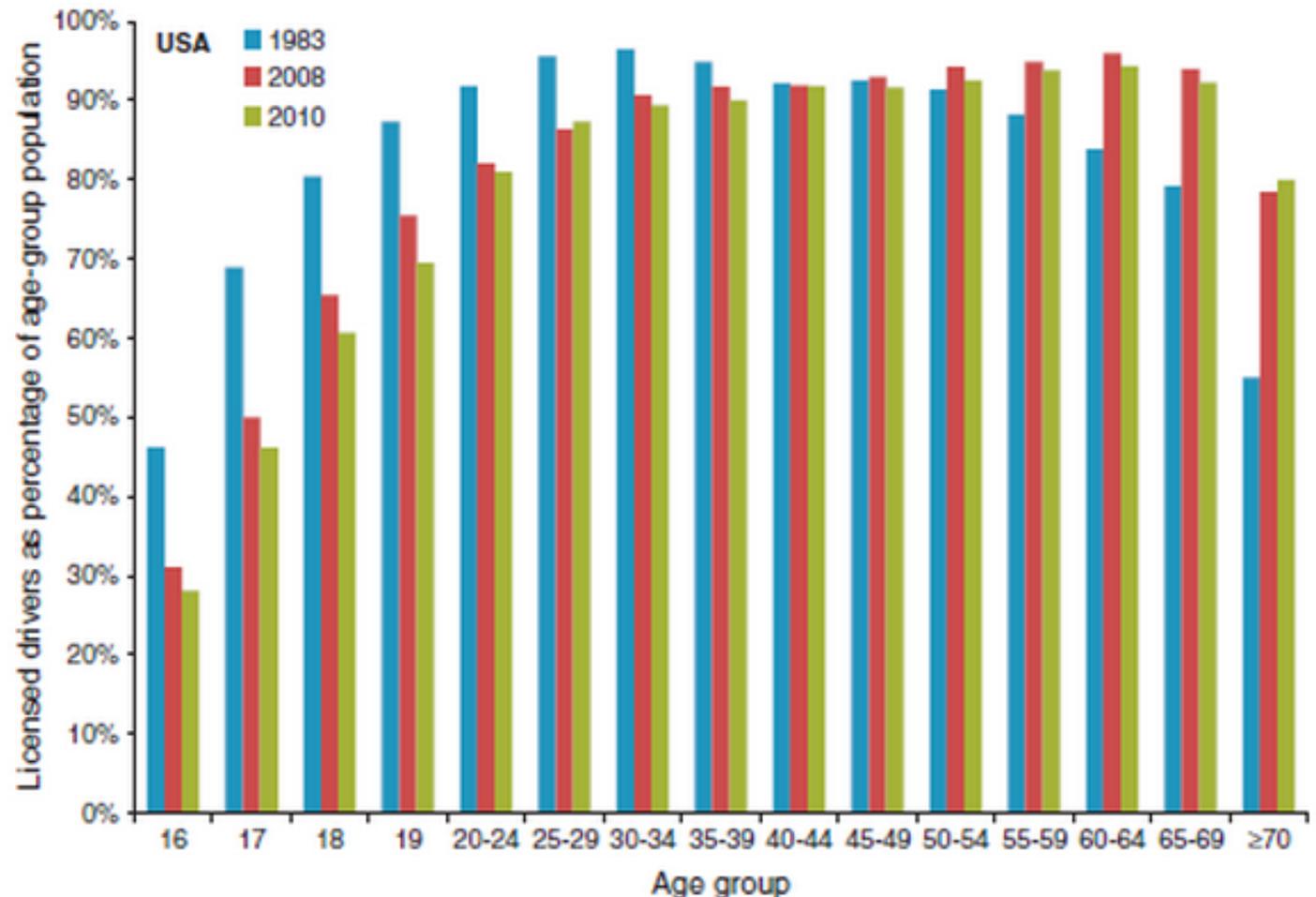
Prefer to walk, bike, or ride transit

Rideshare

Telecommuting

Environmental concerns

Too busy/different priorities



Source: www.umtri.umich.edu/what-were-doing/news/more-americans-all-ages-spurning-drivers-licenses

Driver's Licensure – North Carolina

19 and under

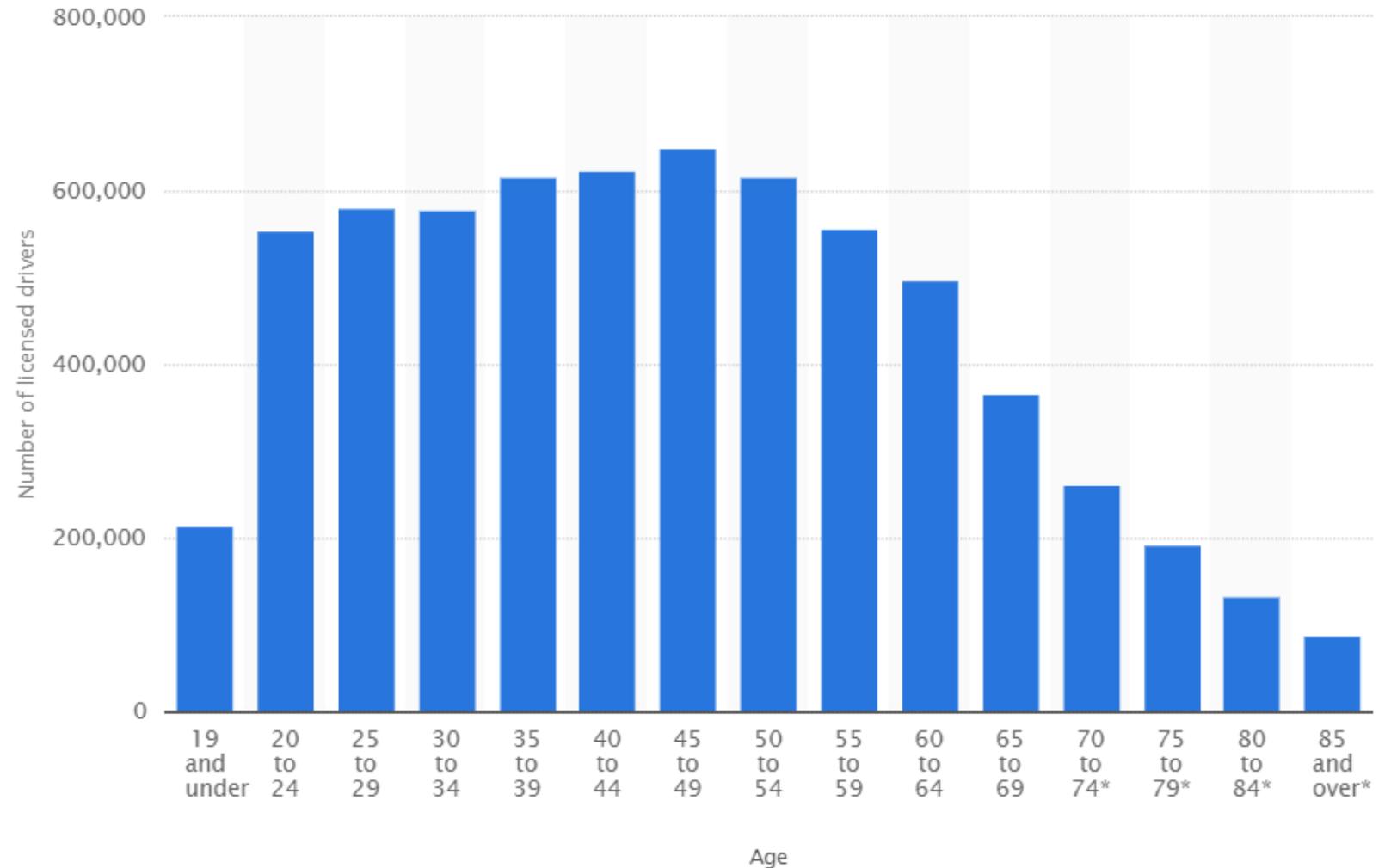
Nationally ~51%

NC ~40%

20-34

Nationally ~86%

NC ~89%



I don't think car-buying for Millennials will ever be what it was for Boomers.

Sheryl Connelly
Head of Global Consumer Trends
Ford Motor Company

Millennials' Trip Decisions

45% are **consciously** replacing driving with other modes

Between 2001 – 2009:

24% more bike trips

16% more walk trips

40% more trips on public transit



Transportation and the New Generation

Why Young People Are Driving Less and What It Means for Transportation Policy

FRONTIER GROUP U.S. PIRG
Education Fund



Whether out of necessity or choice, living in a community where walking [or biking] to the store, work, or church is a viable option makes life easier and more enjoyable.

Gastonia Comprehensive Pedestrian Plan

Economic Impacts

8th/9th Avenue Protected Bike Lane – New York, NY

49% increase in retail sales

49% fewer commercial vacancies

Broad Avenue Bike Lanes – Memphis, TN

16 new businesses

29 property renovations

Portland, OR

Customers arriving by bike **spend most per month**

Monon Trail, Indianapolis, IN

11% higher property values within ½ mile of trail



Individual Economic Benefits

Reduces household expenses

Increased job opportunities

More discretionary income

Reduced healthcare costs

Improved upward mobility



\$700 to \$3,000

amount property values increase
for each additional point on

Walk Score[®] 

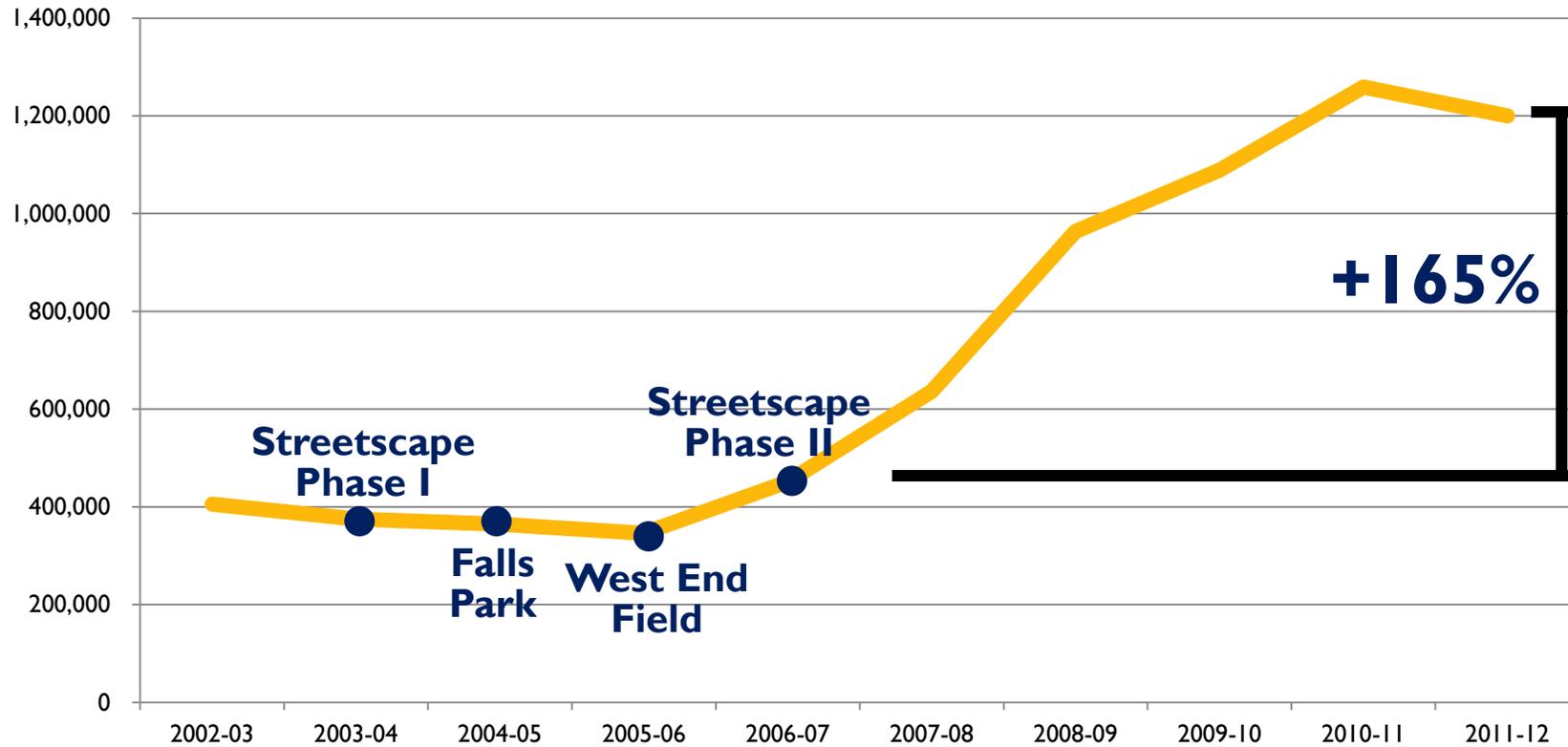
\$5.6 billion

amount that could be saved
in healthcare costs nationally **if**

1 of every **10** started a regular walking program

Greenville, SC's West End

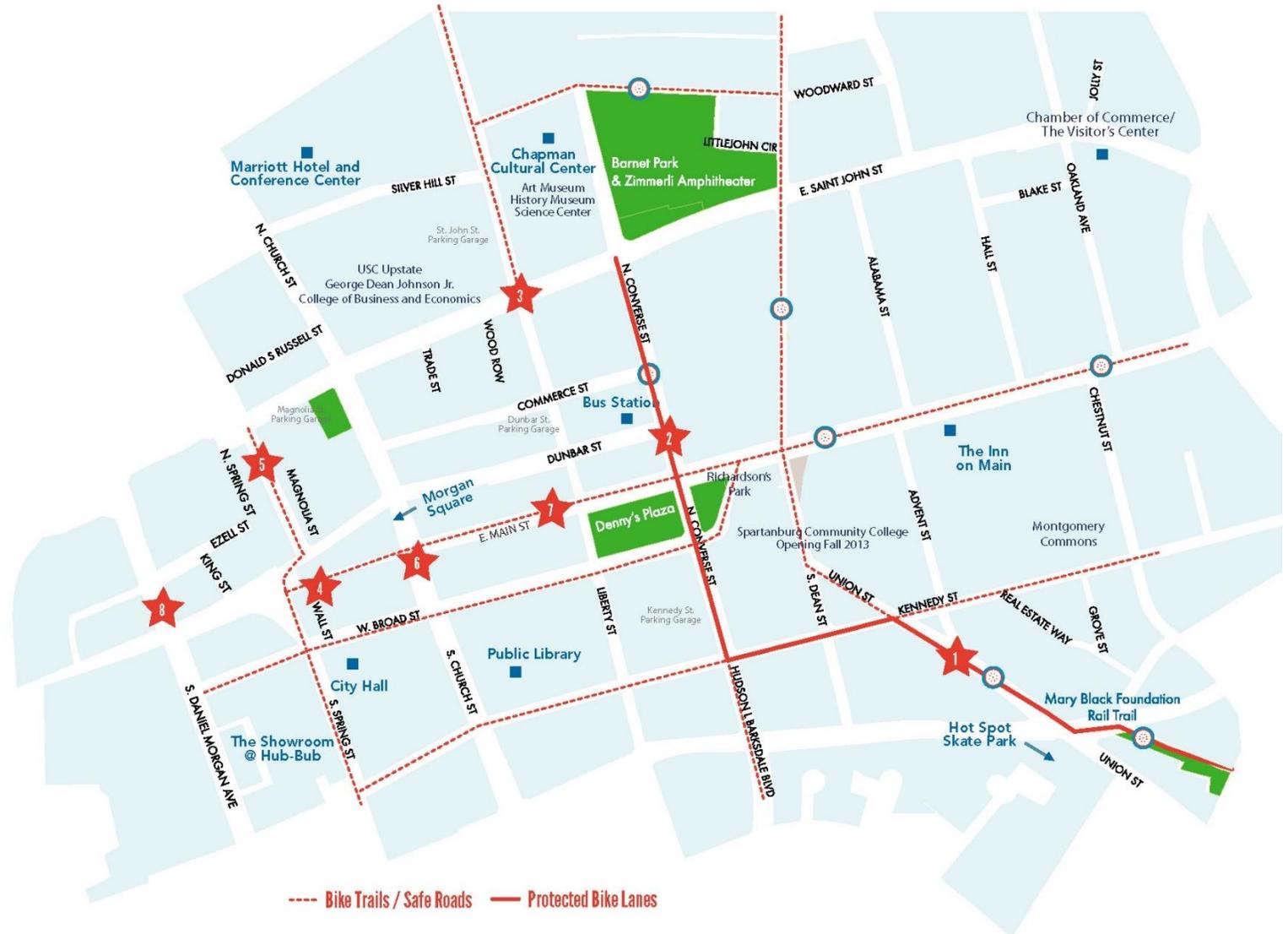
West End TIF Collections since FY 2002-03 to FY 2011-12



Source: www.greenvilledailyphoto.com

Spartanburg, SC - \$2.5 million to walking/biking

1. Rail Trail extension to Kennedy Street, including new sidewalks, striping for bike lanes, and re-engineered intersection at Henry and Union.
2. New protected bicycle lane (or cycle-track) along Converse Street, between Kennedy and East St. John. First cycle track in the state of South Carolina.
3. New pedestrian/bicycle crossing over E. St. John Street at The George and Chapman Cultural Center.
4. Conversion of Wall Street into a festival street.
5. New sidewalks, lighting, and trees on Magnolia Street, between Main and East St. John Street.
6. New sidewalks, lighting, and seating along Church Street, between Daniel Morgan Avenue and East Main Street.
7. Straightening out the chicanes on Main Street, with new sidewalks, lighting and trees.
8. New sidewalks, lighting, and bike lanes on Daniel Morgan Avenue, between Henry Street and W. Main Street.



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“Trust every quote you find on the internet.”
- Abraham Lincoln