

# RENEW MAPLE AVENUE



A CITY OF BURLINGTON CORRIDOR INITIATIVE

Steering Committee Meeting | April 23, 2019

1. Introduction

2. Baseline Review

3. Market Analysis

4. Recommendations

5. Implementation Plan

6. Return on Investment

# *Introduction*

# Corridor Limits

## Anthony Road to Church Street | 2.7 miles



# Maple Avenue Must be Transformed

““ Make the Maple Avenue corridor attractive and inviting with a ‘WOW’ factor! ””

*Public Engagement Participant*

# Destination Burlington

“ The negative perception of this corridor goes hand-in-hand with its principal gateway at the Interstate. Were it not plagued by the aesthetic chaos of overhead utilities and huge commercial signage, the roadway is a bleak and uninviting entryway to downtown.”

*Destination Burlington*

# 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*



# *Baseline Review*

# Public Participation

**Steering Committee**

**Maple Talks**

**Stakeholder Meetings**

**Survey**

**Public Workshop**

**Public Alternatives Vetting**

**Recommendations Reveal**







# *Market Analysis*

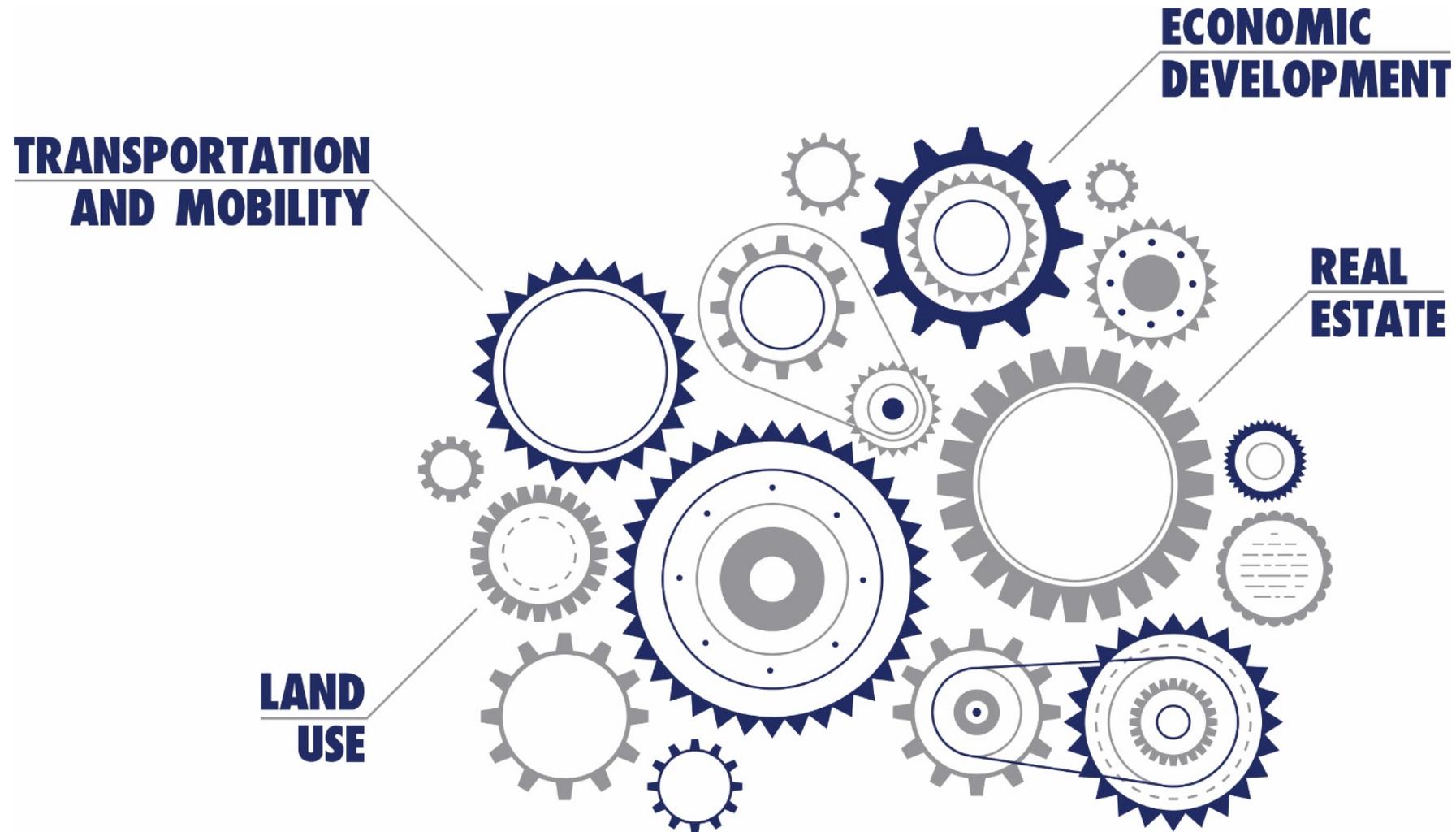
# Current Market Reality



- Strategic location
- Interstate interchange
- Visibility and accessibility
- Significant traffic volumes
- Existing businesses and industry
- Adequate utility capacity
- Zoning and entitlements
- Affordability

- Obsolescence and vacancy
- Crime and safety issues
- Transportation conflicts
- Aesthetically unattractive buildings/ structures/signage
- Competitive disadvantages
- Market supply constraints

# Primary Drivers for Renewing the Corridor



# Real Estate Types - Ten-Year Demand

## Work Space 259,000 +/- sf



Work space environments recommended for the Maple Avenue corridor include flex industrial, office, and institutional uses

- Multi-purpose use
- Open informal space concept
- Meeting and collaboration space
- Flexible floor plans and design
- Space for technology/lab/innovation
- Space for loading/unloading merchandise

## Retail / Entertainment 124,000 +/- sf



Retail should be considered in “Main Street” and/or mixed-use formats

- Integrate entertainment and/or employment uses
- Redevelopment of existing single-story retail sites
- New space retail
- Interconnect with other uses to create synergy

## Housing 450 units



Citizen preferences for housing and lifestyle options suggest that, apart from mobility and transportation concerns, area residents are ready for some new housing choices along the Maple Avenue corridor

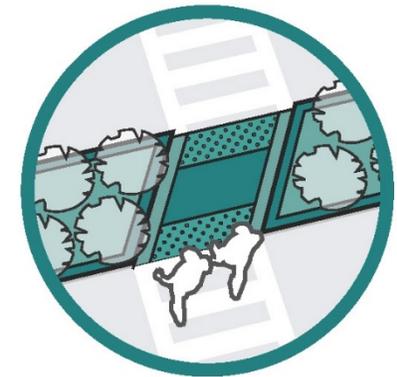
- Safe and secure environment
- Multimodal connectivity
- More or better retail, dining, and entertainment adjacent to residential

# *Recommendations*

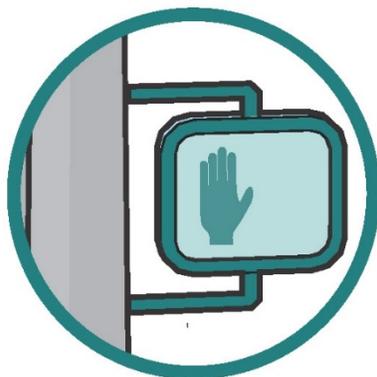
# Corridor-wide Recommendations

**Pedestrian improvements**  
**Safety/geometric improvements**  
**Access management**

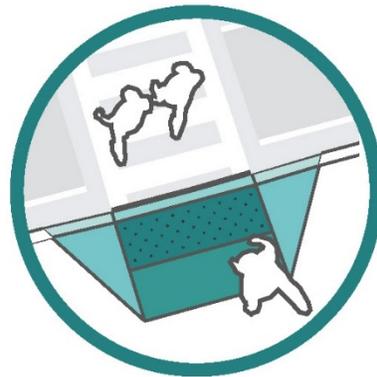
**Interconnectivity of parcels**  
**Architectural design guidelines**  
**Beautification**



**REFUGE ISLAND**



**PEDESTRIAN SIGNAL**



**ACCESSIBLE RAMP**



**LADDER CROSSWALK**



**STREET FURNITURE**



**STREET TREES**

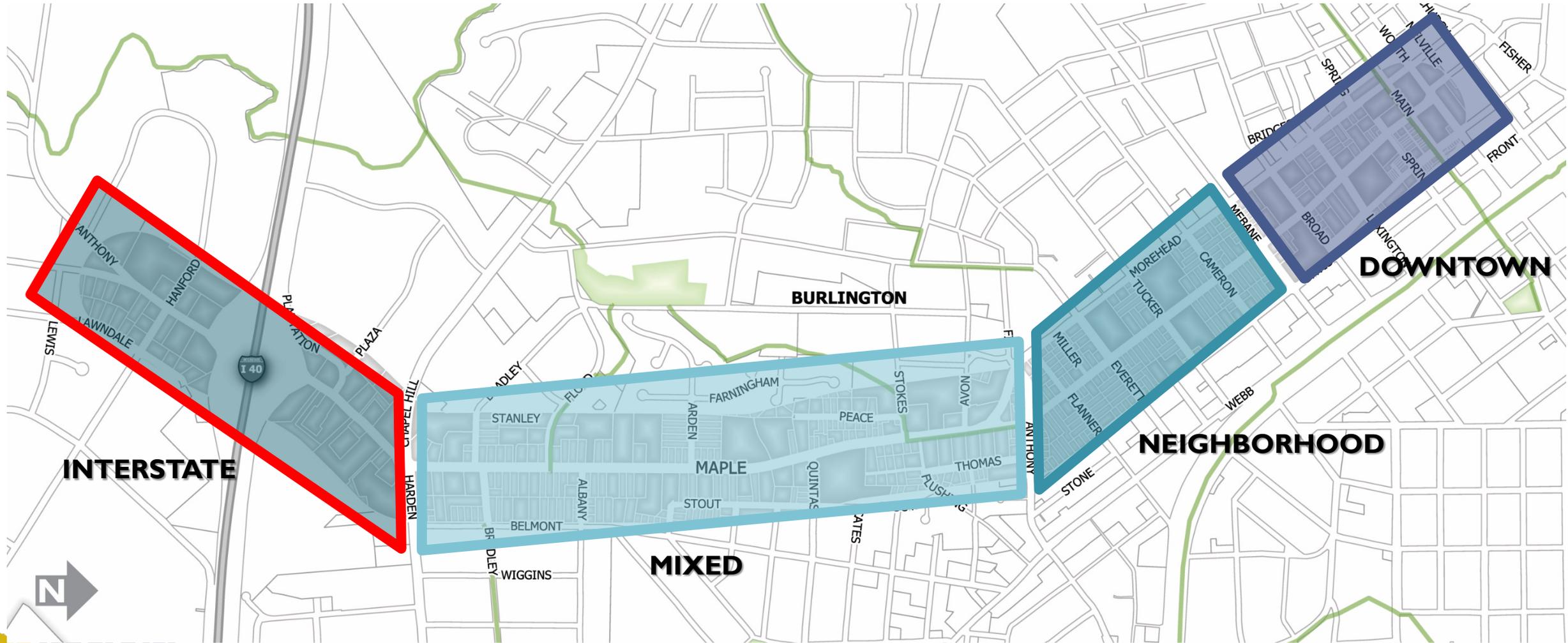
# Corridor Overlay District

- Multimodal connectivity
- Block structure
- Inter-parcel connectivity
- Parking
- Pedestrian access
- Shared-use path standards
- Architectural design guidelines
- Signage guidelines





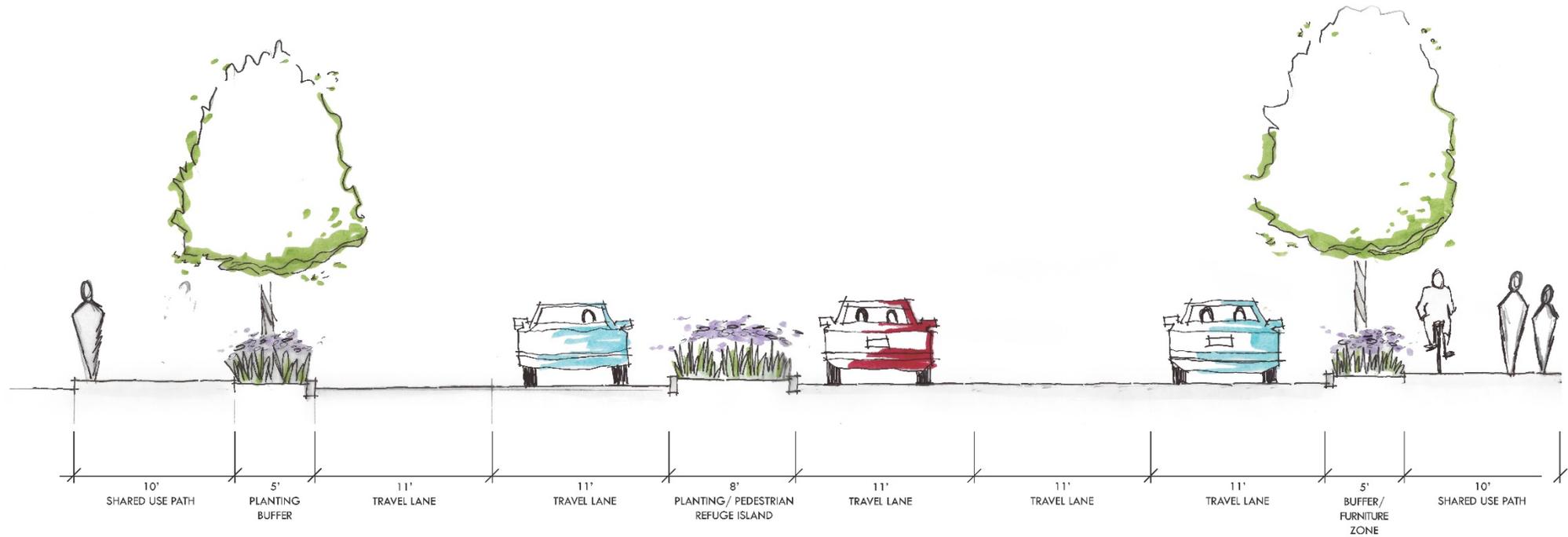
# District Recommendations



# Interstate Zone

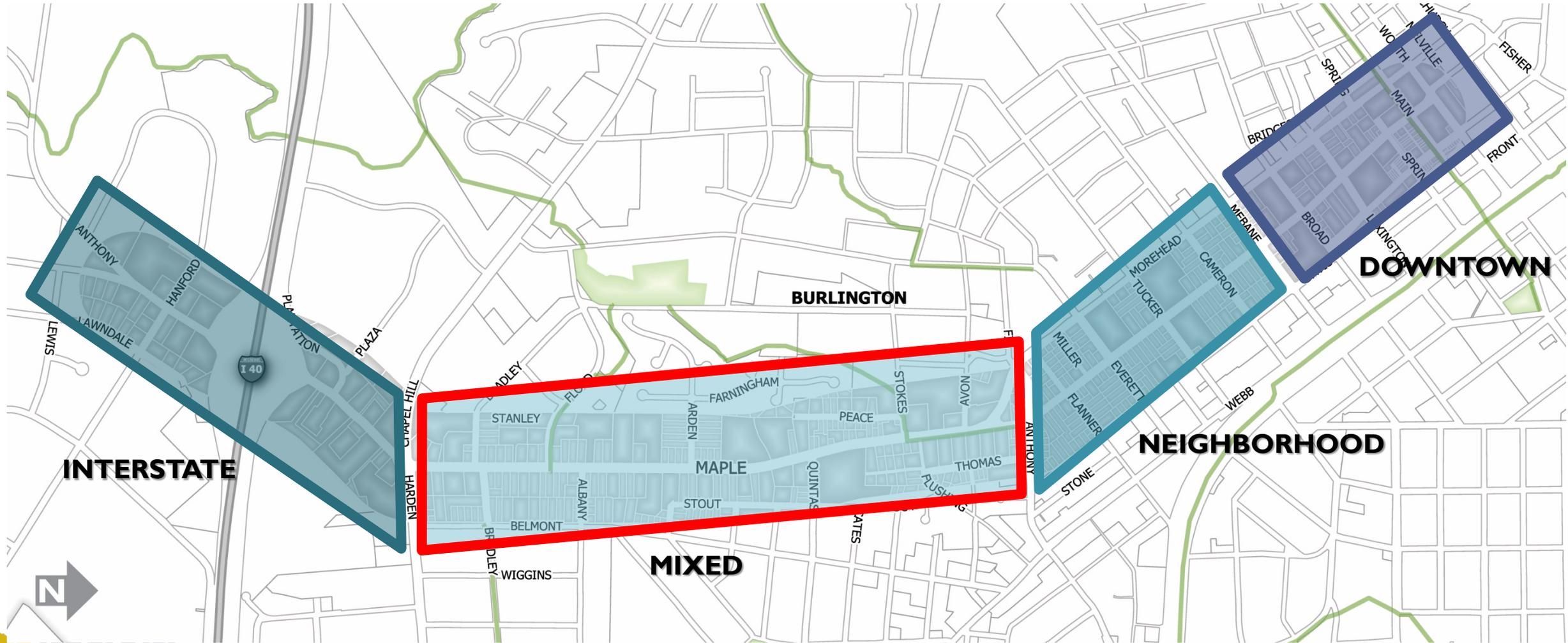


# Interstate Zone



## Recommended Cross Section

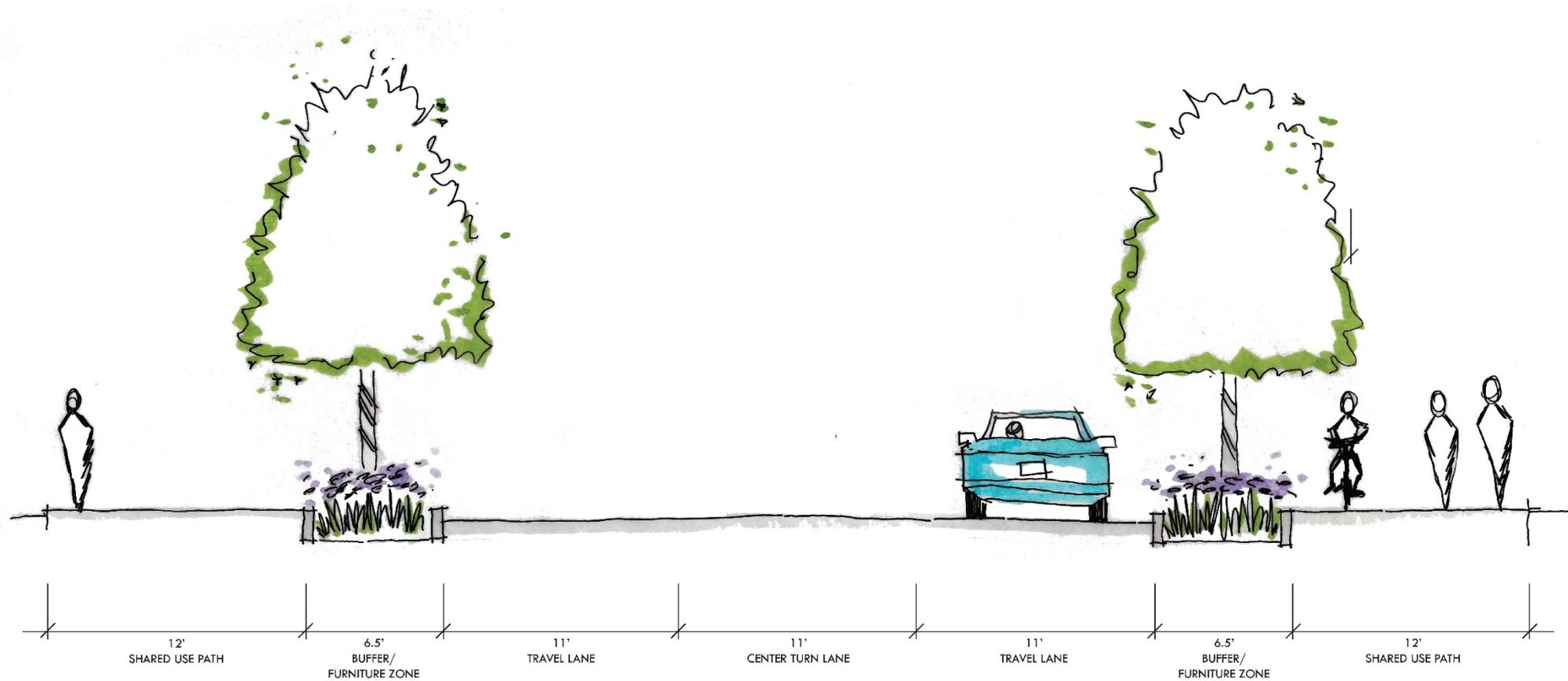
# Corridor Zones



# Mixed Zone



# Mixed Zone



## Recommended Cross Section

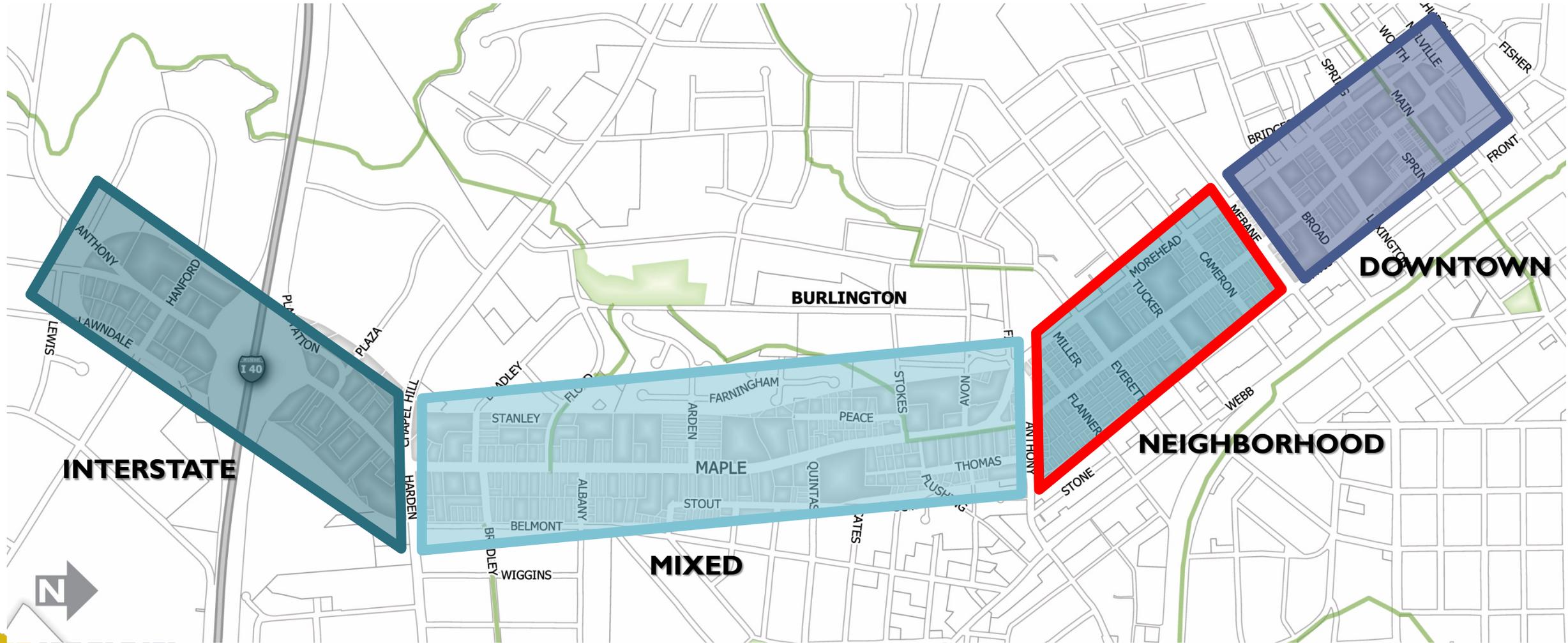
# Mixed Zone – Existing Conditions



# Mixed Zone – Recommended Improvements



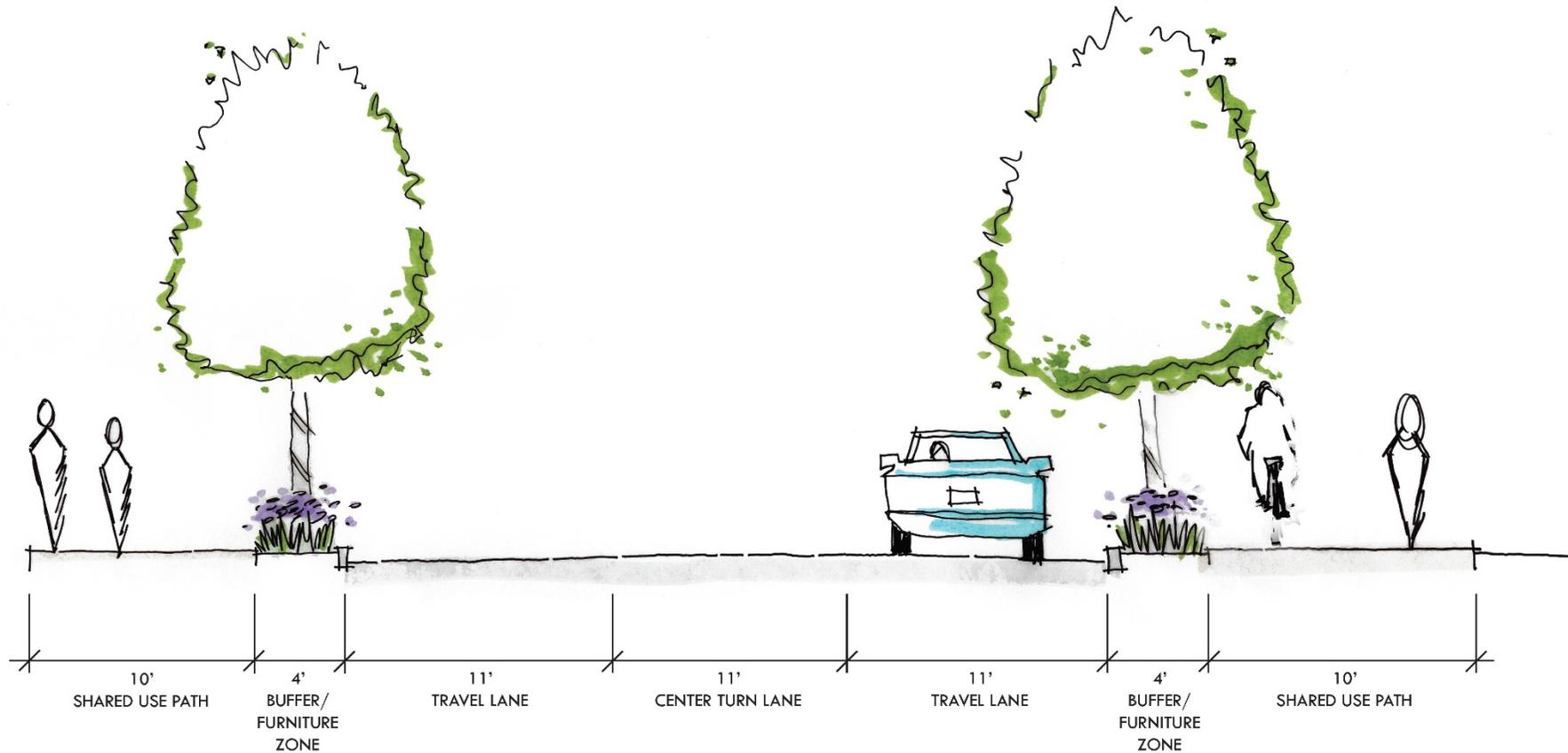
# District Recommendations



# Neighborhood Zone



# Neighborhood Zone



## Recommended Cross Section

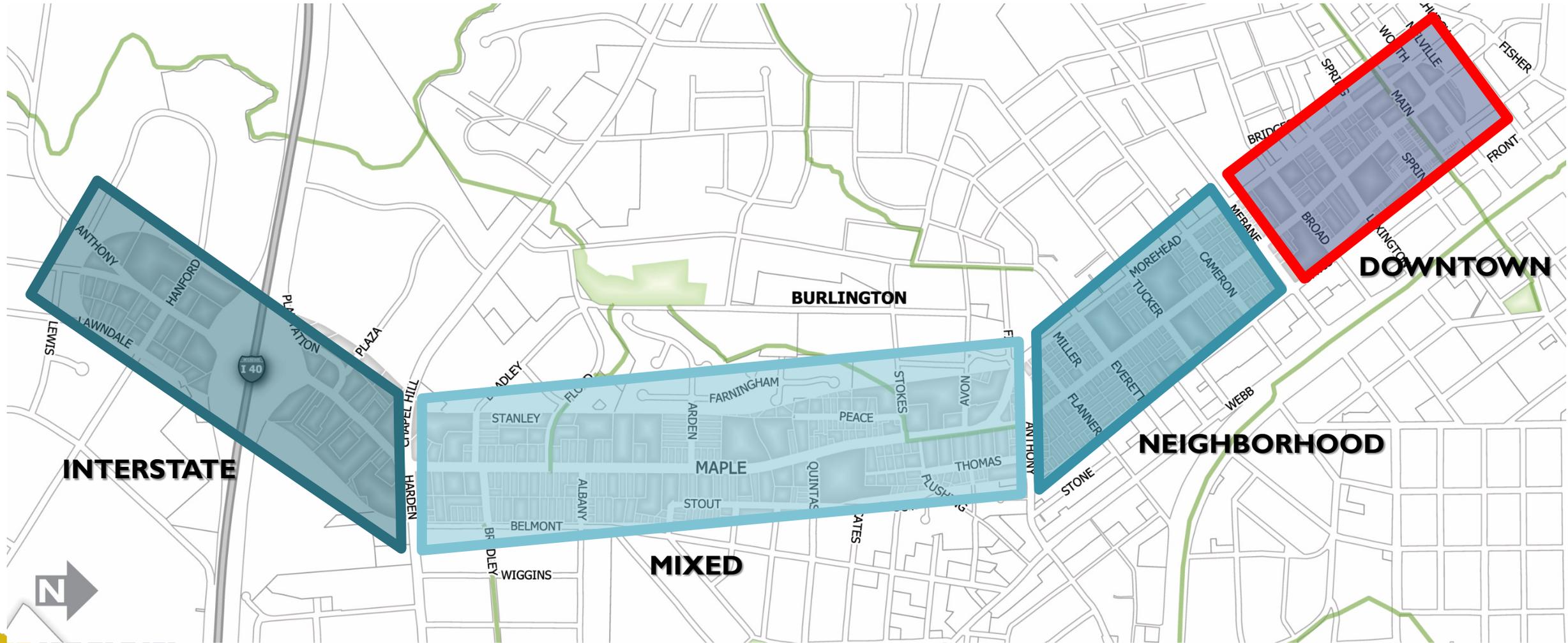
# Neighborhood Zone – Existing Conditions



# Neighborhood Zone – Recommended Improvements



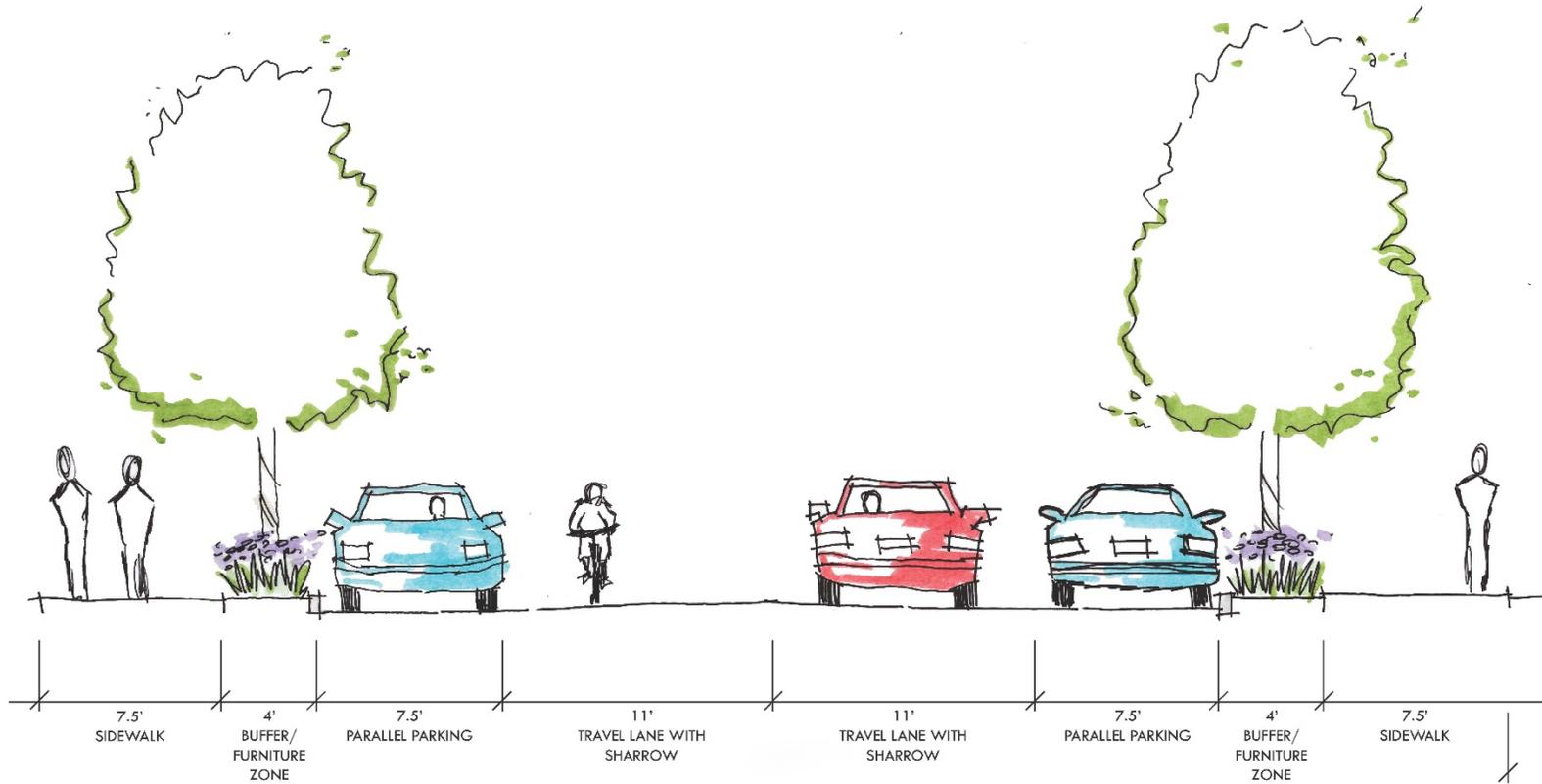
# District Recommendations



# Downtown Zone



# Downtown Zone

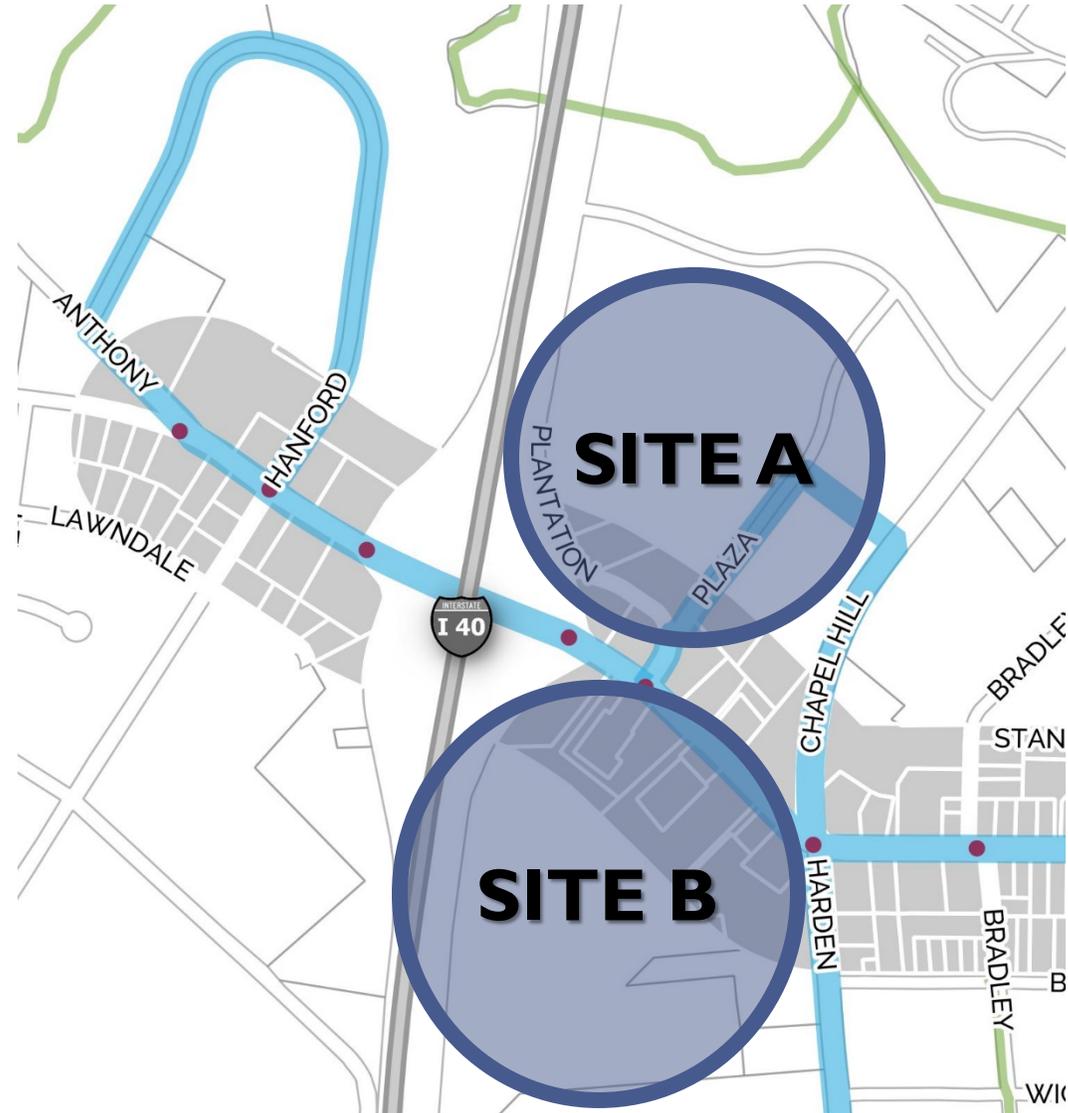


## Recommended Cross Section

# Corridor Concept Design



# Catalyst Sites



# Redevelopment Intent

## SITE A

Educational anchor

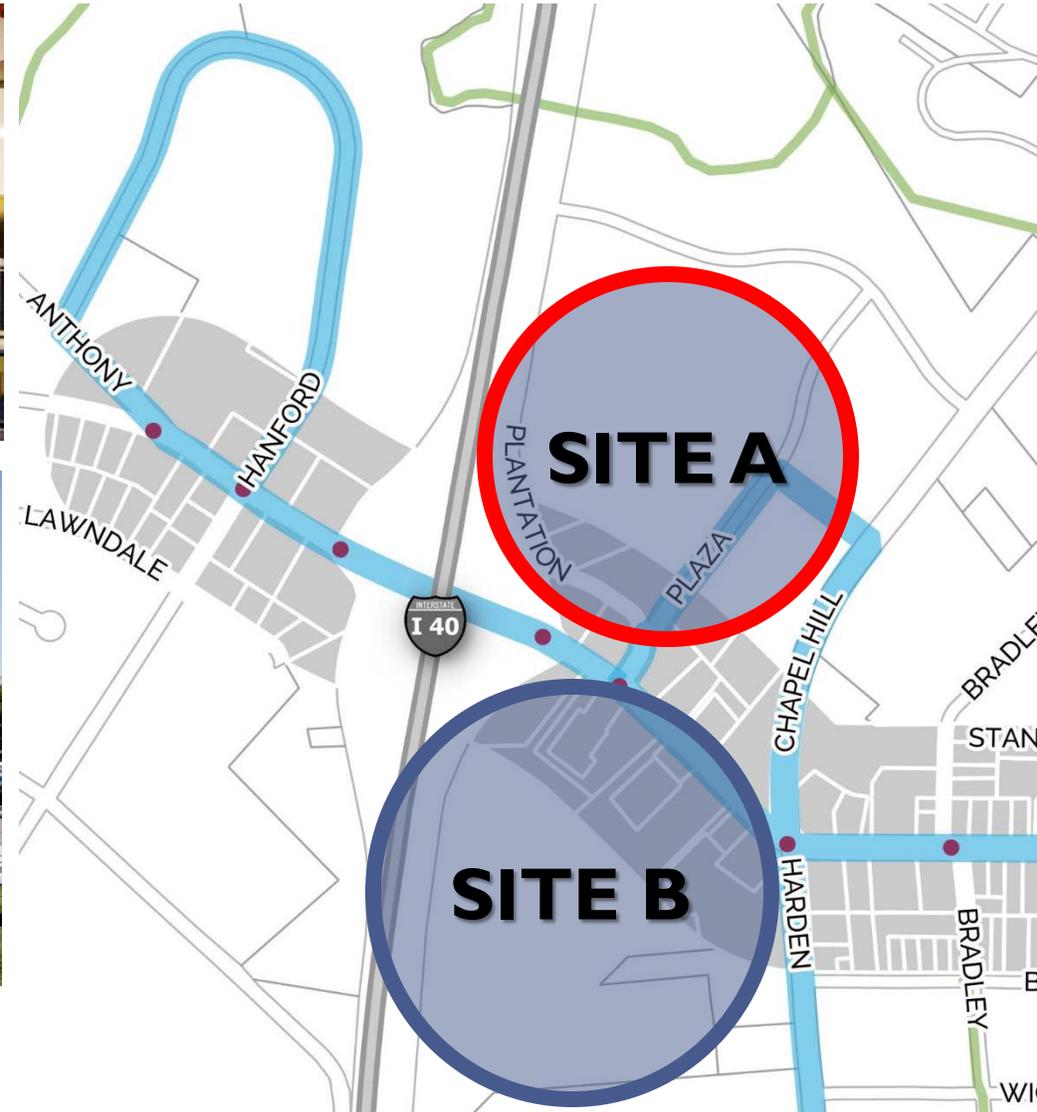
Retention of strong uses

Flexible office space/  
research/light industrial

Dining/retail

Consolidation and  
rebranding of  
existing businesses

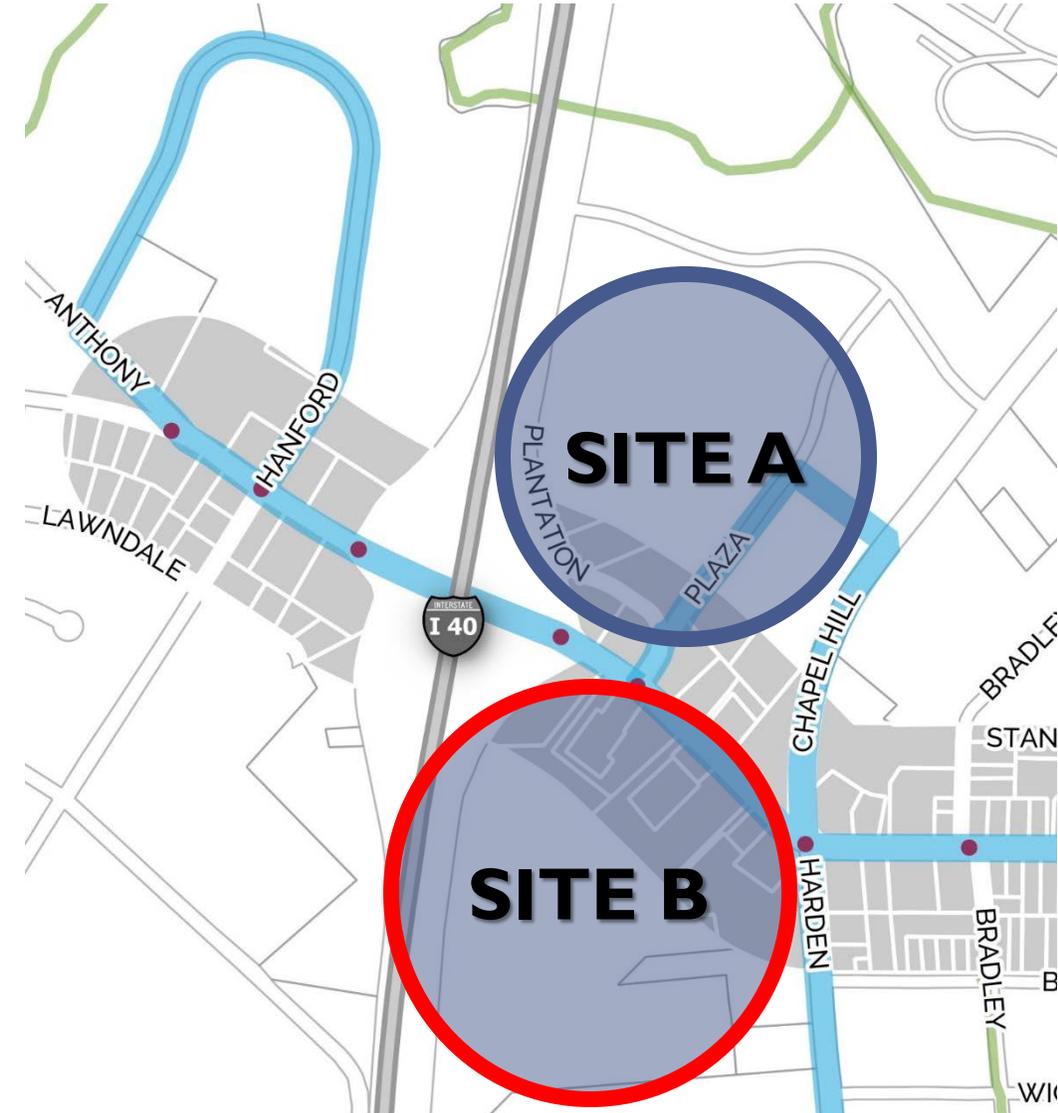
Strong public realm and  
multimodal network



# Redevelopment Intent

## SITE B

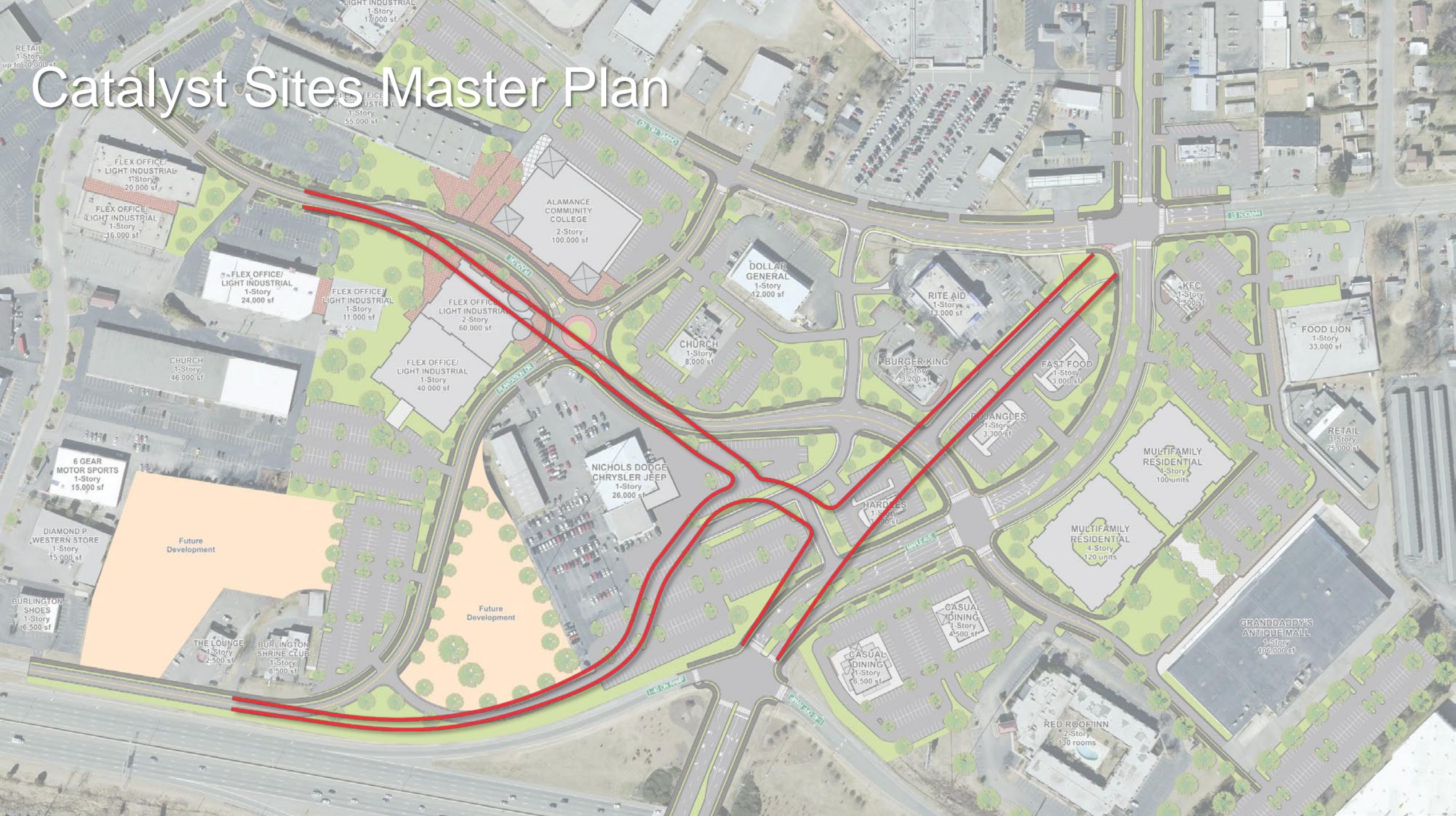
- Mix of uses
- Retention of strong uses
- Retail/dining
- Market-rate housing
- Entertainment/  
public gathering
- Strong public realm and  
multimodal network



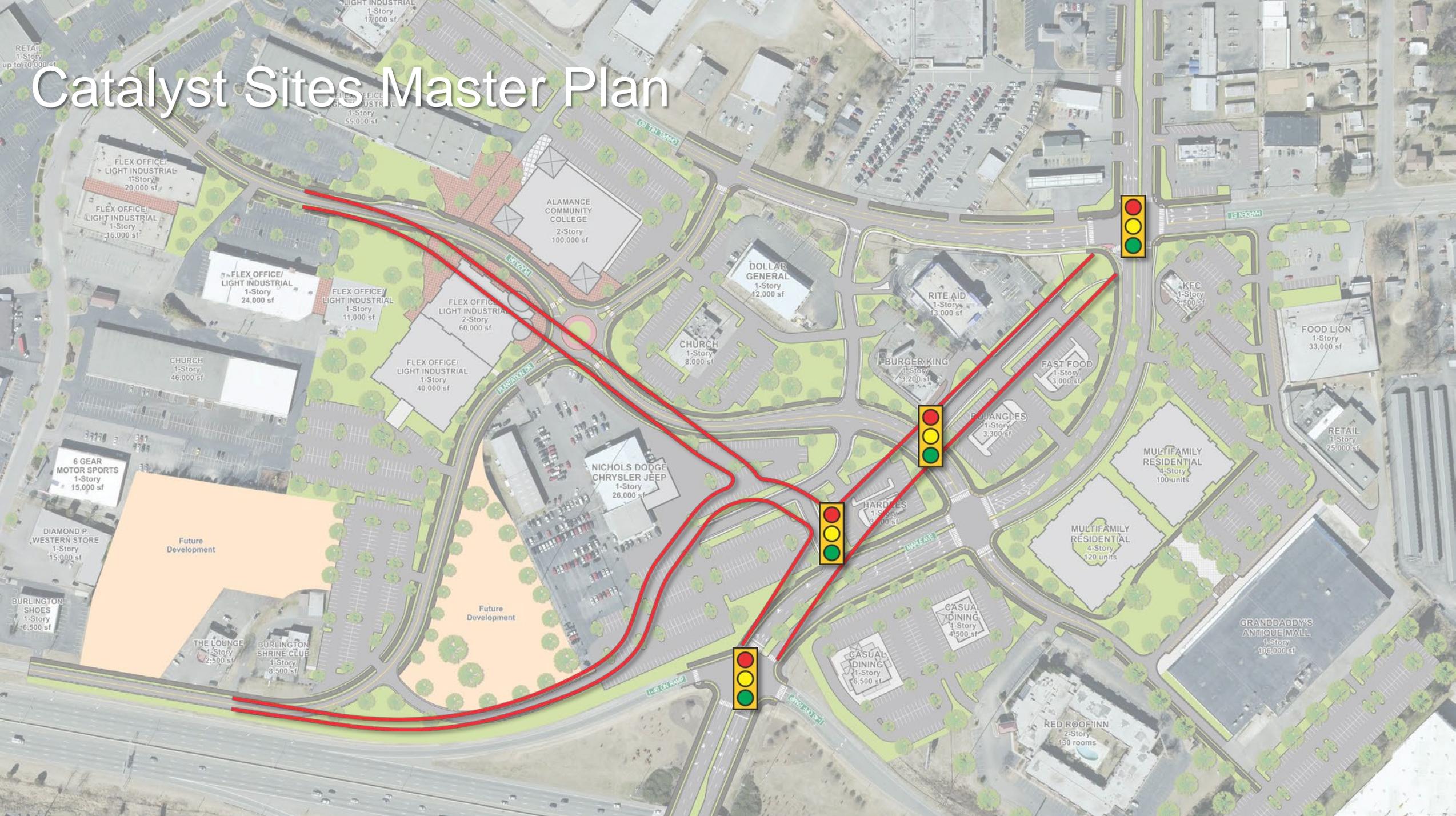
# Catalyst Sites Master Plan



# Catalyst Sites Master Plan



# Catalyst Sites Master Plan







# *Implementation Plan*

# Role of Renew Maple Avenue

**VISION**

Destination  
Burlington

100,000 feet

**PLAN**

Renew  
Maple Avenue

50,000 feet

**IMPLEMENT**

Design and  
Construction

Ground level

# Partnerships

NCDOT

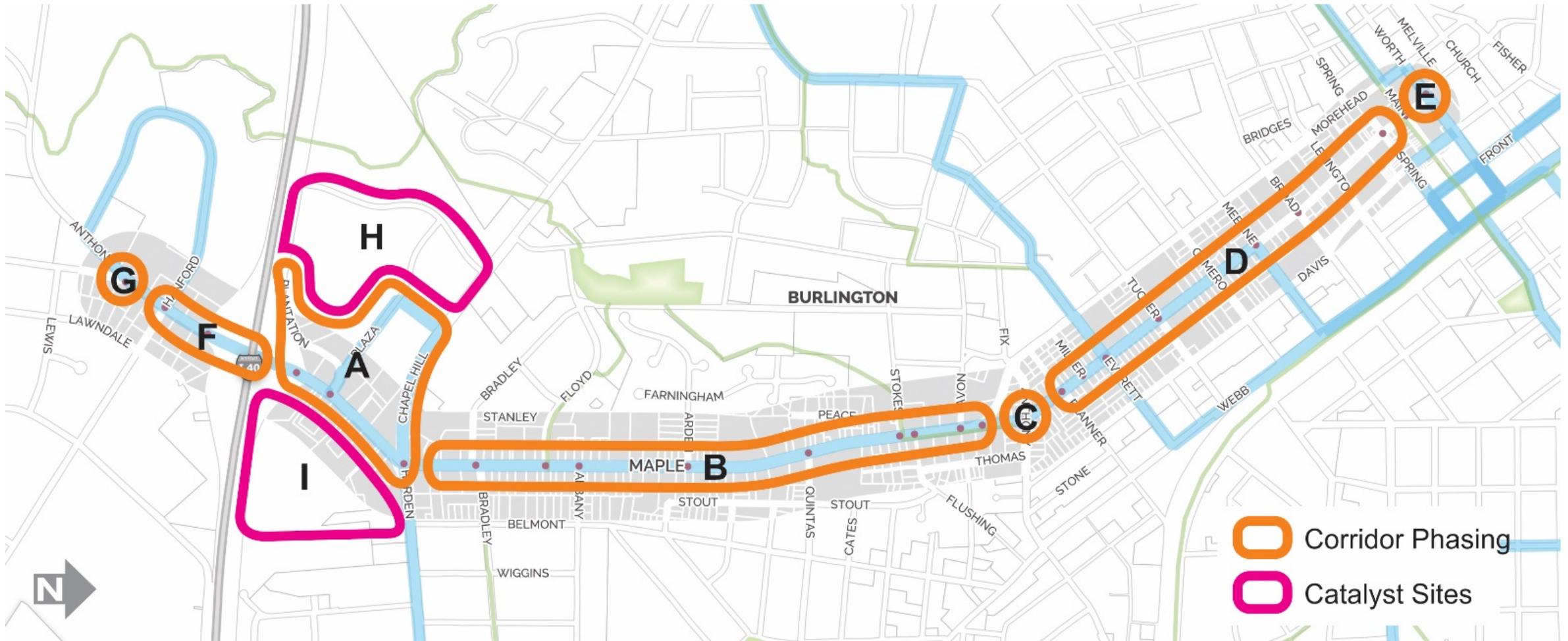
Link Transit

New Leaf Society

Property owners, businesses,  
and organizations



# Project Phasing



# Project Phasing

Table 5.3-3 | Project Phasing

MAP ID	RECOMMENDED ACTION	ESTIMATED COST*	POTENTIAL PARTNERS	NOTES
A	Maple Avenue Phase 1	\$16,840,000	City of Burlington; NCDOT; New Leaf Society	<ul style="list-style-type: none"> <li>Phase 1: Westbound interstate ramps to Chapel Hill Road/Harden Street (NC 54)                             <ul style="list-style-type: none"> <li>Realignment of Maple Avenue to facilitate ninety-degree intersection at Chapel Hill Road/Harden Street (NC 54)</li> <li>Realignment of Plantation Drive to remove safety and flow conflicts of multiple intersections in close proximity (i.e., Plaza Drive/Plantation Drive intersection is currently too close to Maple Avenue/Plantation Drive intersection)</li> <li>Roundabout at new Plaza Drive/Plantation Drive intersection</li> <li>Reconfiguration of individual parcel access on Catalyst Site A</li> <li>New access drive to Catalyst Site B at relocated Maple Avenue/Plantation Drive intersection</li> </ul> </li> <li>Continued coordination with affected property owners will be necessary</li> <li>Work with NCDOT to use P5.0 \$1.6M for intersection improvements</li> <li>While competing for and securing additional NCDOT funding will take time, work should begin immediately to position for P6.0 funds</li> </ul>
B	Maple Avenue Phase 2	\$9,170,000	City of Burlington; NCDOT; New Leaf Society	<ul style="list-style-type: none"> <li>Phase 2: Chapel Hill Road/Harden Street (NC 54) to Anthony Street</li> <li>Does not include Anthony Street roundabout</li> <li>Will need to emphasize safety aspects to be competitive for NCDOT funding</li> <li>While competing for and securing NCDOT funding will take time, work should begin immediately to position for these funds</li> </ul>
C	Anthony Street Roundabout	\$1,760,000	City of Burlington; NCDOT; New Leaf Society	<ul style="list-style-type: none"> <li>Ideally, this would be implemented in conjunction with Maple Avenue Phase 2</li> <li>If necessary or desired, this can be implemented following Maple Avenue Phase 2</li> </ul>
D	Maple Avenue Phase 3	\$11,110,000	City of Burlington; New Leaf Society	<ul style="list-style-type: none"> <li>Phase 3: Anthony Street to Worth Street</li> <li>Does not include Worth Street roundabout</li> </ul>

MAP ID	RECOMMENDED ACTION	ESTIMATED COST*	POTENTIAL PARTNERS	NOTES
E	Worth Street Roundabout	\$2,290,000	City of Burlington; New Leaf Society	<ul style="list-style-type: none"> <li>Ideally, this would be implemented in conjunction with Maple Avenue Phase 3</li> <li>If necessary or desired, this can be implemented before or after Maple Avenue Phase 3</li> </ul>
F	Maple Avenue Phase 4	\$3,860,000	City of Burlington; NCDOT; New Leaf Society	<ul style="list-style-type: none"> <li>Phase 4: Westbound interstate ramps to Anthony Road</li> <li>Does not include roundabout at Anthony Road</li> <li>Based on timing of implementation, it may be advised to reevaluate recommended improvements to ensure they still meet the needs of the corridor</li> </ul>
G	Anthony Road Roundabout	\$1,580,000	City of Burlington; NCDOT; New Leaf Society	<ul style="list-style-type: none"> <li>Based on timing of implementation, it may be advised to reevaluate recommended improvements to ensure they still meet the needs of the corridor</li> </ul>
H	Catalyst Site A Interior Infrastructure	\$4,680,000	City of Burlington; Private Developer(s)	<ul style="list-style-type: none"> <li>Reconfiguration of individual parcel access</li> <li>Surface parking lots</li> <li>Trail and sidewalk network</li> <li>Hardscape and landscape enhancements</li> <li>Continued coordination with affected property owners will be necessary</li> </ul>
I	Catalyst Site B Interior Infrastructure	\$4,020,000	City of Burlington; Private Developer(s)	<ul style="list-style-type: none"> <li>Formalize interior access road</li> <li>Reconfiguration of individual parcel access</li> <li>Surface parking lots</li> <li>Trail and sidewalk network</li> <li>Hardscape and landscape enhancements</li> <li>Continued coordination with affected property owners will be necessary</li> </ul>

\*Itemized opinions of probable cost are located in Appendix C.

# Potential Funding and In-Kind Sources

MAP ID	PROJECT	POTENTIAL FUNDING/IN-KIND SOURCES				
		City of Burlington	NCDOT	FTA	New Leaf Society	Total
<b>A</b>	Maple Avenue Phase 1	\$2,620,000	\$13,830,000	\$200,000	\$190,000	\$16,840,000
<b>B</b>	Maple Avenue Phase 2	\$4,450,000	\$4,380,000	\$300,000	\$40,000	\$9,170,000
<b>C</b>	Anthony Street Roundabout	\$690,000	\$1,060,000	\$0	\$10,000	\$1,760,000
<b>D</b>	Maple Avenue Phase 3	\$10,790,000	\$0	\$300,000	\$20,000	\$11,110,000
<b>E</b>	Worth Street Roundabout	\$2,280,000	\$0	\$0	\$10,000	\$2,290,000
<b>F</b>	Maple Avenue Phase 4	\$1,460,000	\$2,280,000	\$100,000	\$20,000	\$3,860,000
<b>G</b>	Anthony Road Roundabout	\$620,000	\$950,000	\$0	\$10,000	\$1,580,000
	<b>TOTAL</b>	<b>\$22,910,000</b>	<b>\$22,500,000</b>	<b>\$900,000</b>	<b>\$300,000</b>	<b>\$46,610,000</b>

# Early Actions

- Continue focus on public safety and code enforcement
- Submit eligible projects for NCDOT SPOT 6.0
- Apply for federal BUILD grant
- Strengthen partnerships
- Adopt a corridor overlay district
- Advance catalyst sites master plan
- Expand City grant programs
- Create a marketing and promotions campaign
- Perform a demonstration project
- Implement initial beautification
- Pursue Interstate gateway signage and wayfinding
- Brainstorm incentive programs
- Establish an incentives policy

# *Return on Investment*

# POTENTIAL RETURN ON INVESTMENT

Projects like *Renew Maple Avenue* can result in positive return on investment in a variety of areas, including:

- Health
- Environment
- Equity
- Quality of Life
- Safety
- Economics

# Safety

similar projects have shown a

# 19% to 47%

## CRASH REDUCTION

# VEHICLE AND PEDESTRIAN COLLISION SPEED AND SURVIVAL PERCENTAGE

When a vehicle is traveling at...



this is the driver's field of vision.



It takes...



and pedestrians hit at this speed have a...

95% SURVIVAL RATE



55% SURVIVAL RATE



15% SURVIVAL RATE



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

**46**  
percent

of Active Boomers would prefer to live in a walkable community, whether an urban, suburban, or small town location

## 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

**52**  
percent

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

## 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

**45**  
percent

of Millennials are consciously replacing driving with other modes

# \$700 to \$3,000

amount property values increase  
for each additional point on

**Walk Score**<sup>®</sup> 

# Similar Project Results

West Jefferson, NC's improvements resulted in **visitors increasing by 14%**

**Retail sales increased by 96%** following corridor improvements in Lancaster, CA

**Retail sales rose by 42%** along Hillsborough Street in Raleigh, NC

Following Edgewater Drive's improvement in Orlando, FL, **77 net new businesses opened and 560 new jobs were created**

In the five years since Spartanburg, SC announced improvements, **over 100 new businesses have opened** and downtown **hospitality taxes have seen an annual 8% increase**

# Leveraging Public Dollars for Private Investment

PROJECT	COMMUNITY	POPULATION	PUBLIC DOLLARS SPENT	PRIVATE INVESTMENT	RESULTING DEVELOPMENT LEVERAGED
Downtown Biking and Walking Improvements	Spartanburg, SC	38,000	\$2.5M	\$190M	\$76 to \$1
Ingersoll Avenue	Des Moines, IA	218,000	\$303,000	\$15M	\$50 to \$1
Euclid Avenue Healthline	Cleveland, OH	386,000	\$200M	\$5.8B	\$29 to \$1
Millwork District Transportation Improvements	Dubuque, IA	58,000	\$6.7M	\$184M	\$27 to \$1
Downtown Streetscapes	Florence, SC	38,000	\$3.5M	\$63M	\$18 to \$1
West Lancaster Boulevard	Lancaster, CA	160,000	\$11.6M	\$125M	\$11 to \$1
Hillsborough Street	Raleigh, NC	465,000	\$7.5M	\$25.5M	\$3 to \$1
Uptown District Transportation Improvements	Normal, IL	54,000	\$47.4M	\$160M	\$3 to \$1
Jefferson Avenue	West Jefferson, NC	1,300	\$300K	\$500K	\$2 to \$1
<b>AGGREGATE</b>			<b>\$280M</b>	<b>\$6.5B</b>	<b>\$23 to \$1</b>

# What Might Be Economically Possible

## All Phases

	SCENARIO 1: HIGH	SCENARIO 2: AGGREGATE	SCENARIO 3: CONSERVATIVE	SCENARIO 4: LOW
Leverage Scenarios	\$76 to \$1	\$23 to \$1	\$5 to \$1	\$2 to \$1
Leverage on \$46.6 Million Investment	\$3.5 billion	\$1.1 billion	\$233 million	\$77 million
Annual Property Taxes	\$12.3 million	\$3.8 million	\$812,000	\$271,000
Years to Return \$22.9 Million City Investment	1.9 years	6.0 years	28.2 years	84.6 years

# What Might Be Economically Possible

## Phase I

	SCENARIO 1: HIGH	SCENARIO 2: AGGREGATE	SCENARIO 3: CONSERVATIVE	SCENARIO 4: LOW
Leverage Scenarios	\$76 to \$1	\$23 to \$1	\$5 to \$1	\$2 to \$1
Leverage on \$16.8 Million Investment	\$1.3 billion	\$394 million	\$84 million	\$28 million
Annual Property Taxes	\$4.5 million	\$1.4 million	\$293,000	\$98,000
Years to Return \$2.6 Million City Investment	0.6 years	1.9 years	8.9 years	26.6 years

# What Might Be Economically Possible

## Phase I

	SCENARIO 1: HIGH	SCENARIO 2: AGGREGATE	SCENARIO 3: CONSERVATIVE	SCENARIO 4: LOW
Leverage Scenarios	\$76 to \$1	\$23 to \$1	\$5 to \$1	\$2 to \$1
Leverage on \$16.8 Million Investment	\$1.3 billion	\$394 million	\$84 million	\$28 million
Annual Property Taxes	\$4.5 million	\$1.4 million	\$293,000	\$98,000
Years to Return \$2.6 Million City Investment	0.6 years	1.9 years	8.9 years	26.6 years

“ The City will realize its strongest economic return on investment from new private investment, making *Renew Maple Avenue* as much an economic development project as it is a transportation or beautification project.”

# Next Steps

Public Recommendations Reveal – April 23<sup>rd</sup>

Council Work Session – May 6<sup>th</sup>