

RENEW MAPLE AVENUE

 A CITY OF BURLINGTON CORRIDOR INITIATIVE

Recommendations Reveal | April 23, 2019

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*



Public Participation

Steering Committee

Maple Talks

Stakeholder Meetings

Survey

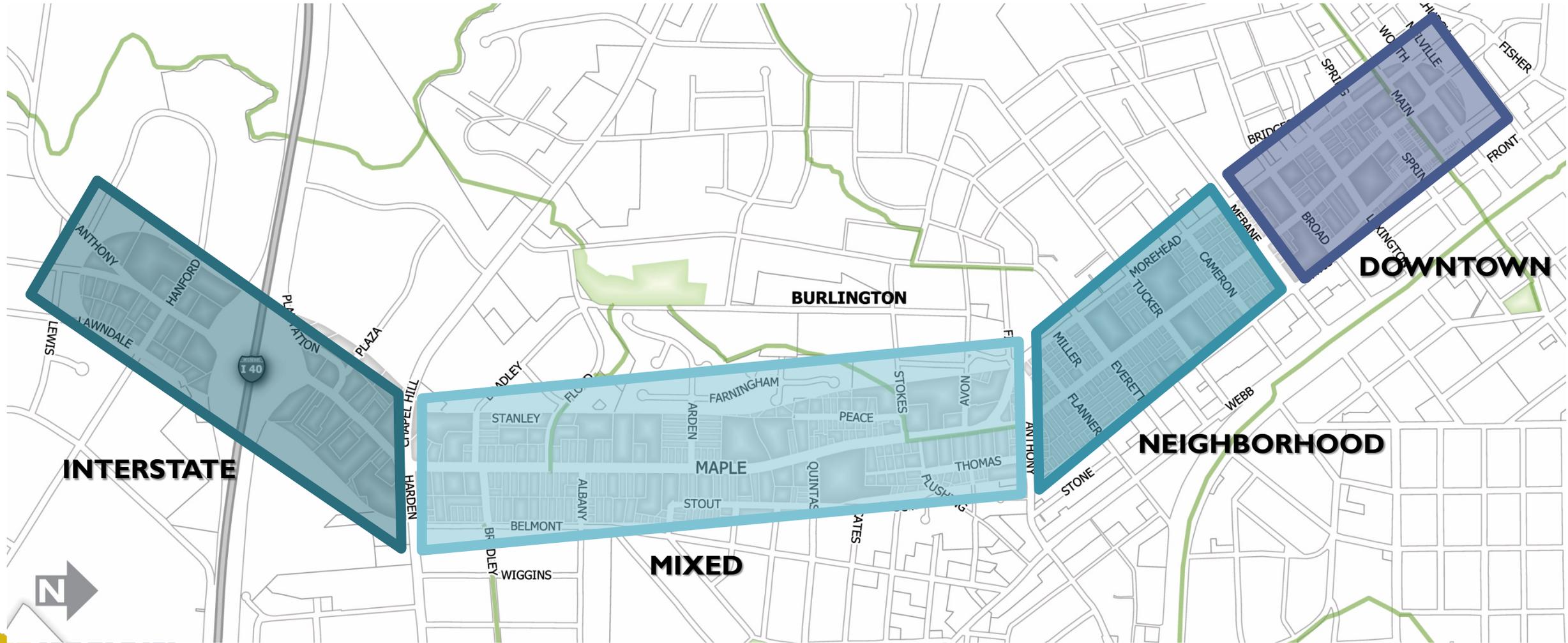
Public Workshop

Public Alternatives Vetting

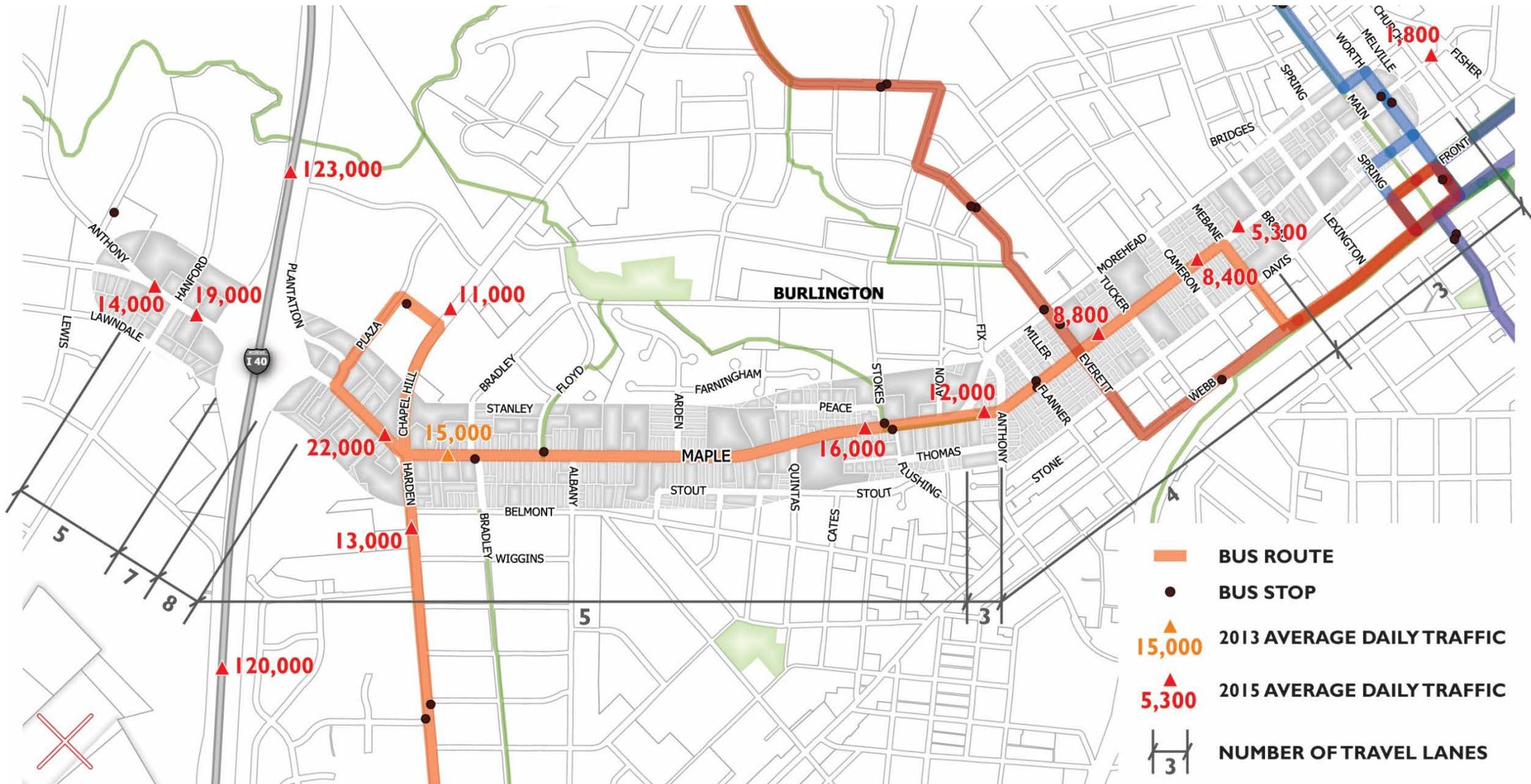
Recommendations Reveal



Land Use Context



Transportation Context



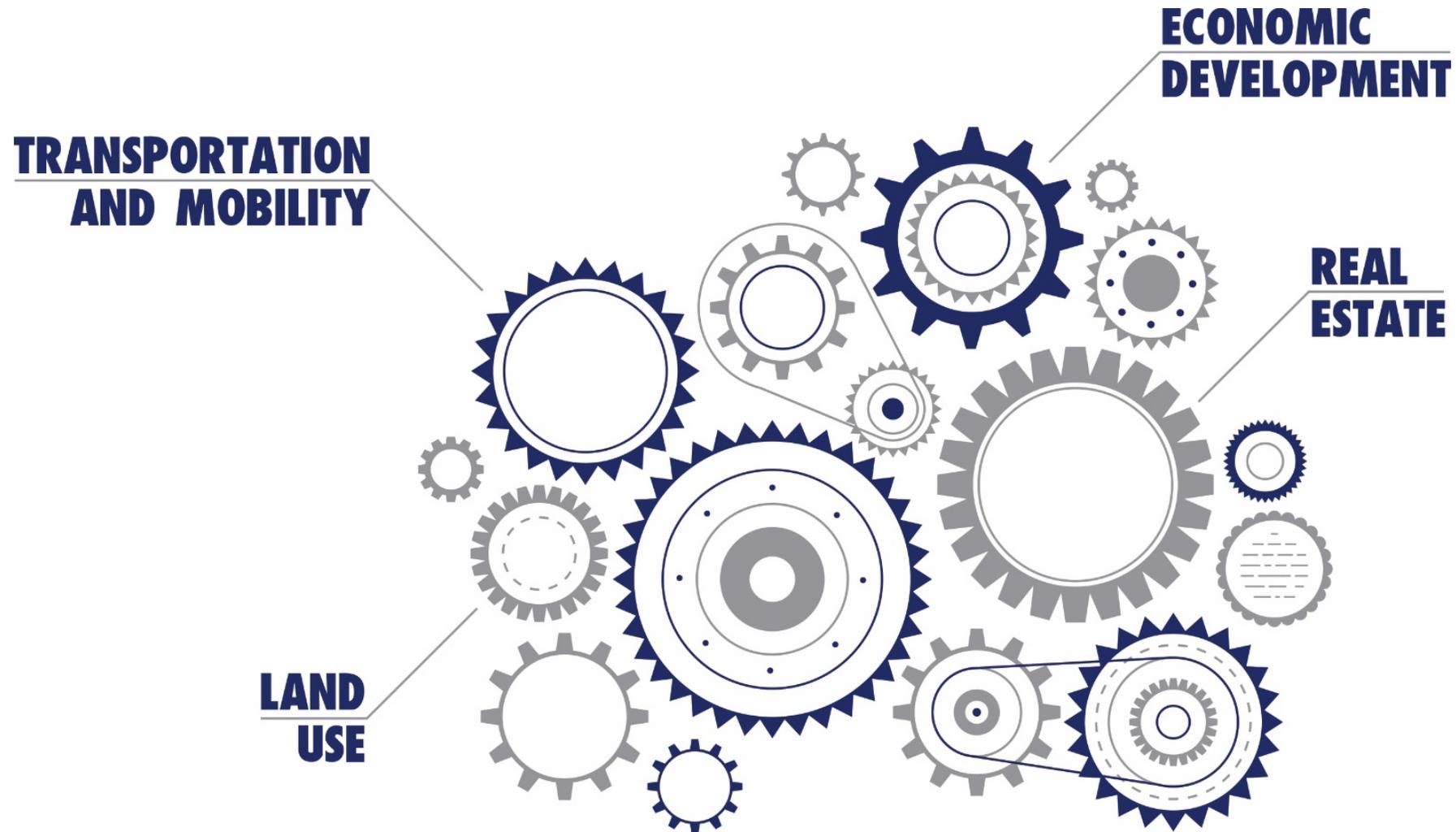
Current Market Reality



- 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

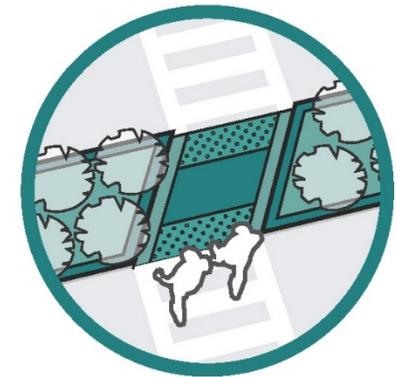
- Safe and secure environment
- Multimodal connectivity
- More or better retail, dining, and entertainment adjacent to residential

Recommendations

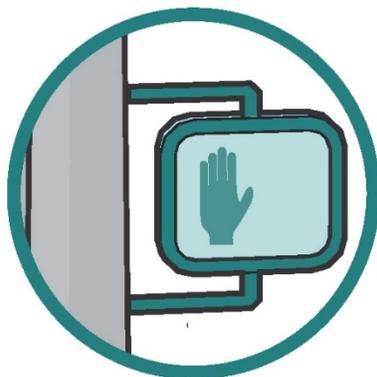
Corridor-wide Recommendations

Pedestrian improvements
Safety/geometric improvements
Access management

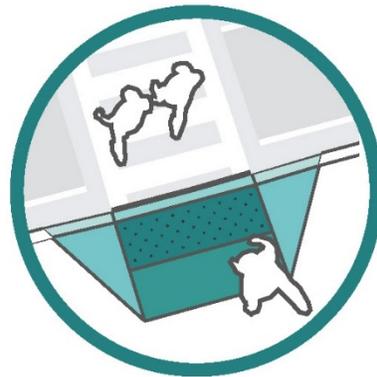
Interconnectivity of parcels
Architectural design guidelines
Beautification



REFUGE ISLAND



PEDESTRIAN SIGNAL



ACCESSIBLE RAMP



LADDER CROSSWALK



STREET FURNITURE



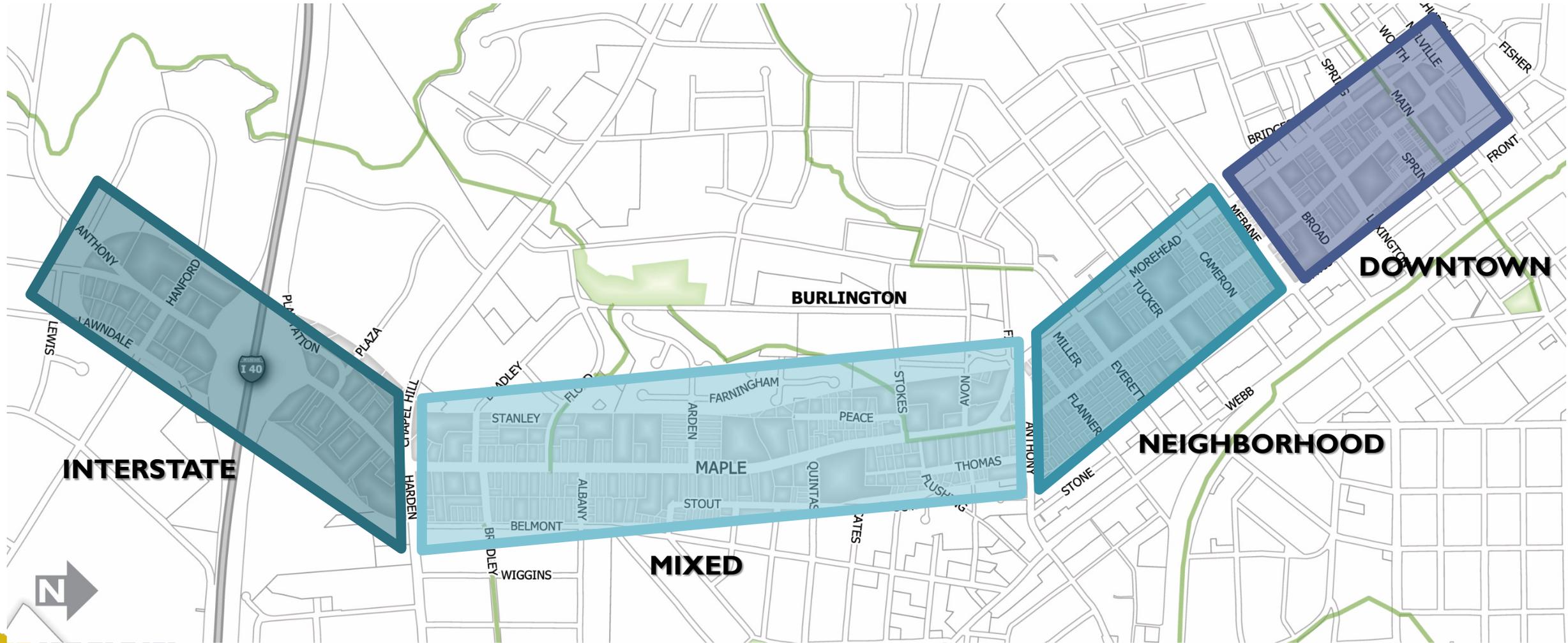
STREET TREES

Corridor Overlay District

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



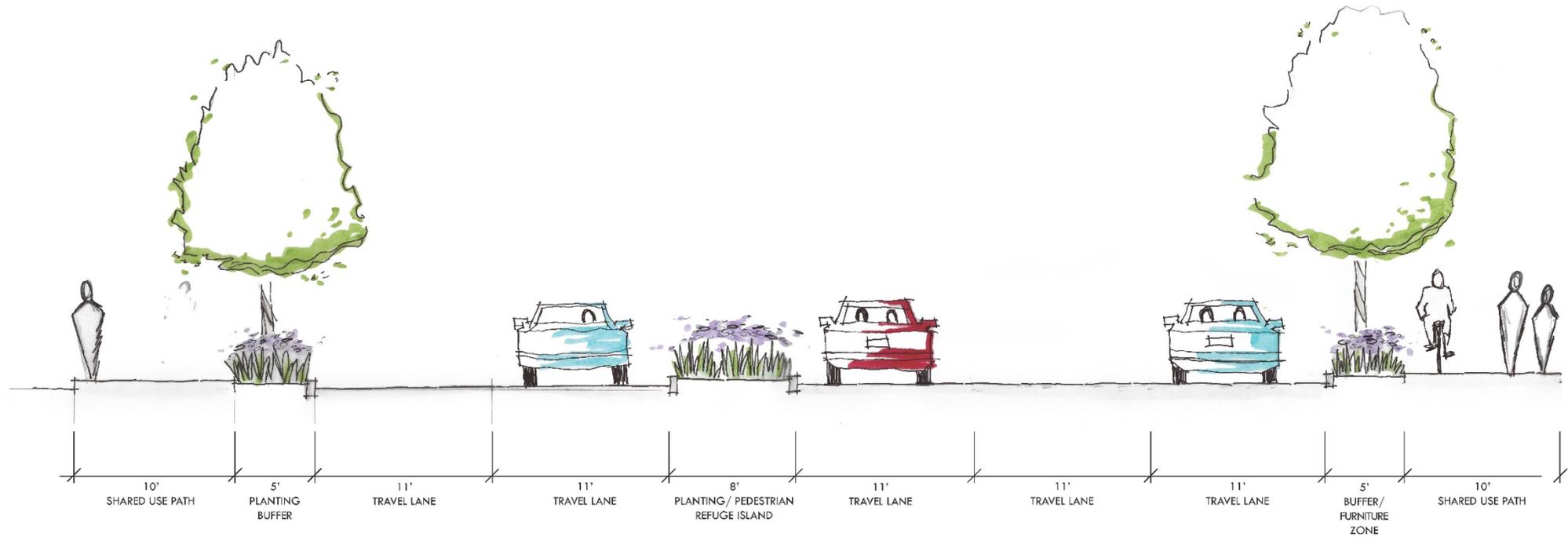
District Recommendations



Interstate Zone

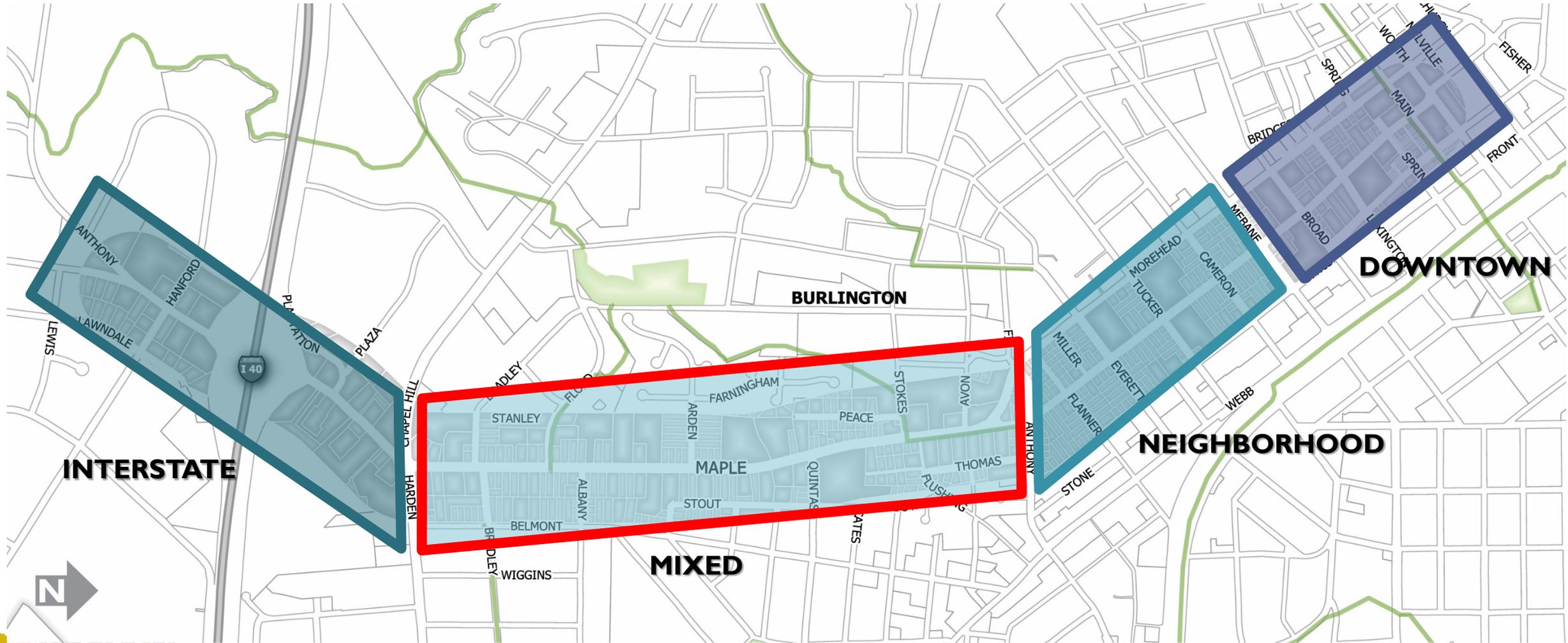


Interstate Zone



Recommended Cross Section

Corridor Zones



Mixed Zone



Mixed Zone



Recommended Cross Section

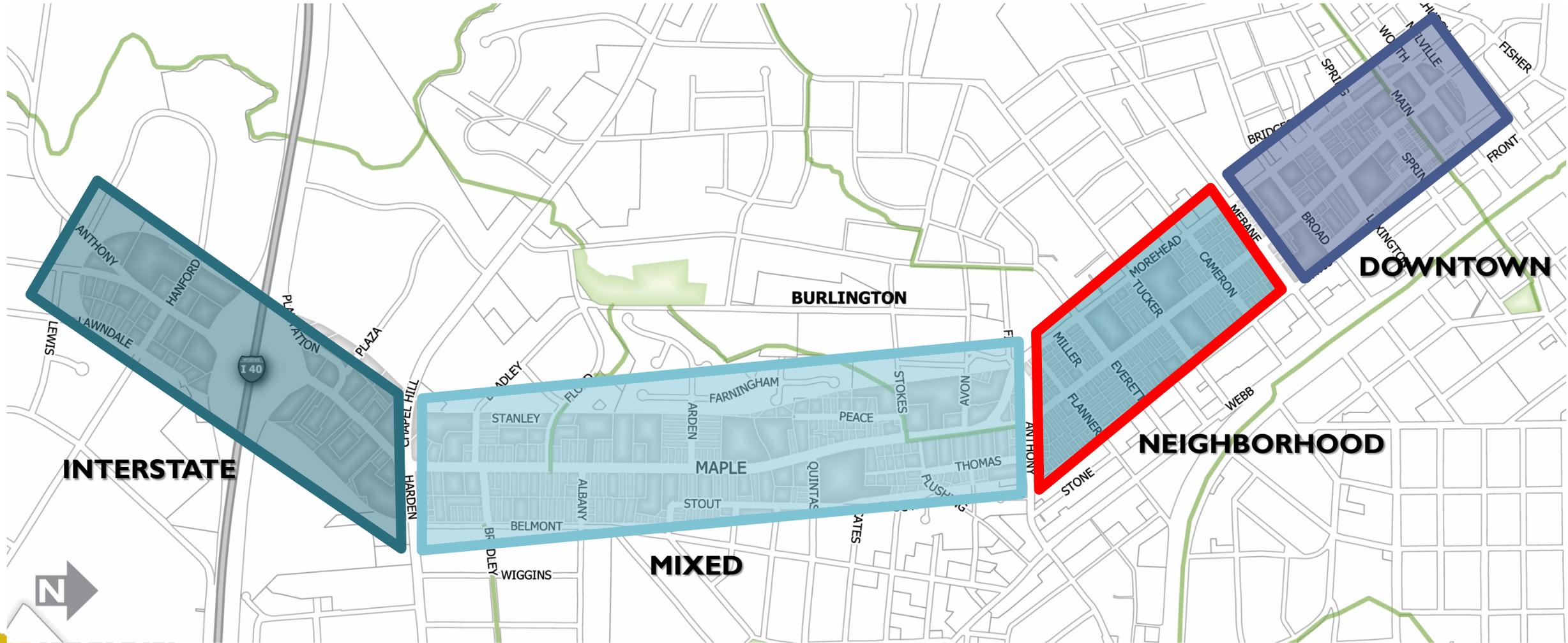
Mixed Zone – Existing Conditions



Mixed Zone – Recommended Improvements



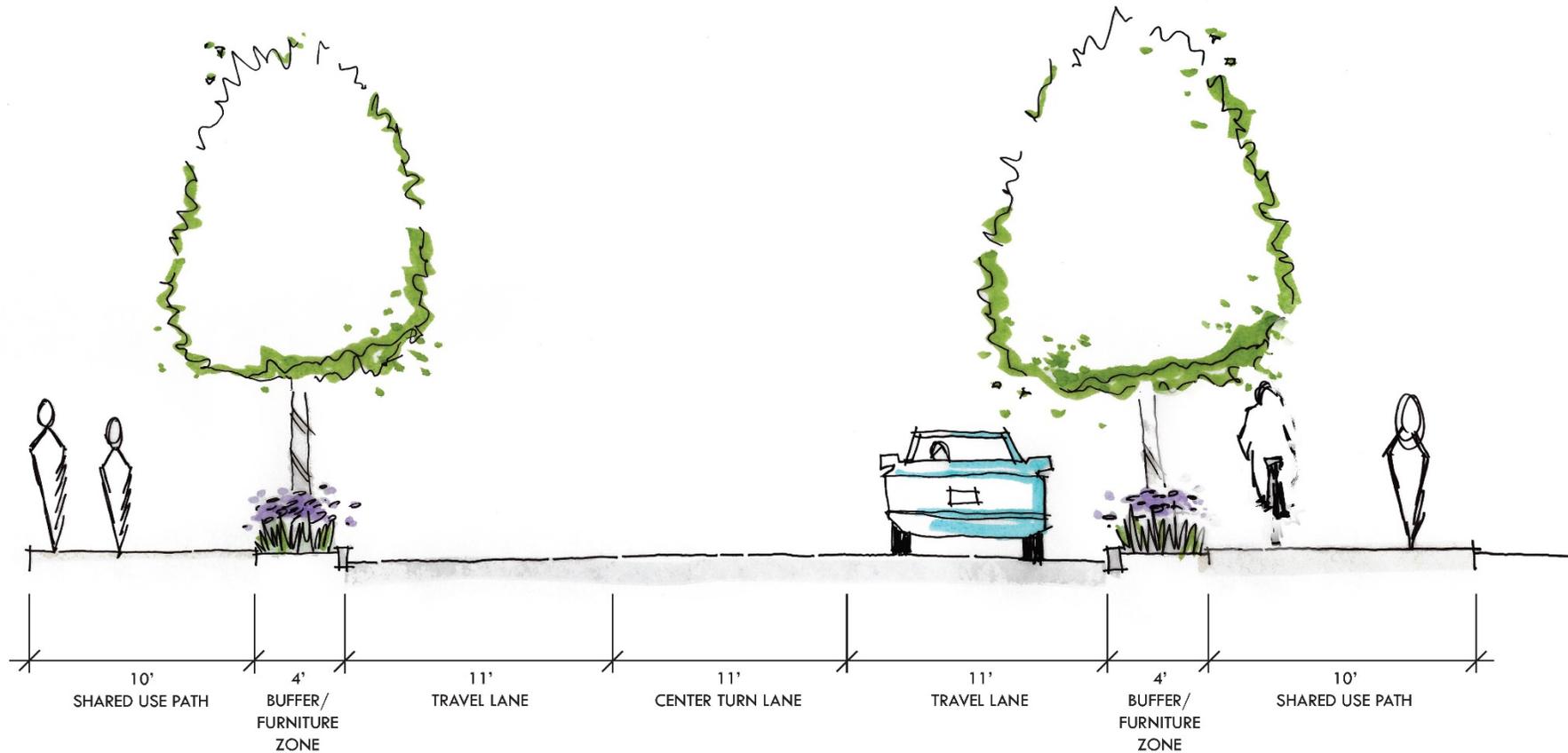
District Recommendations



Neighborhood Zone



Neighborhood Zone



Recommended Cross Section

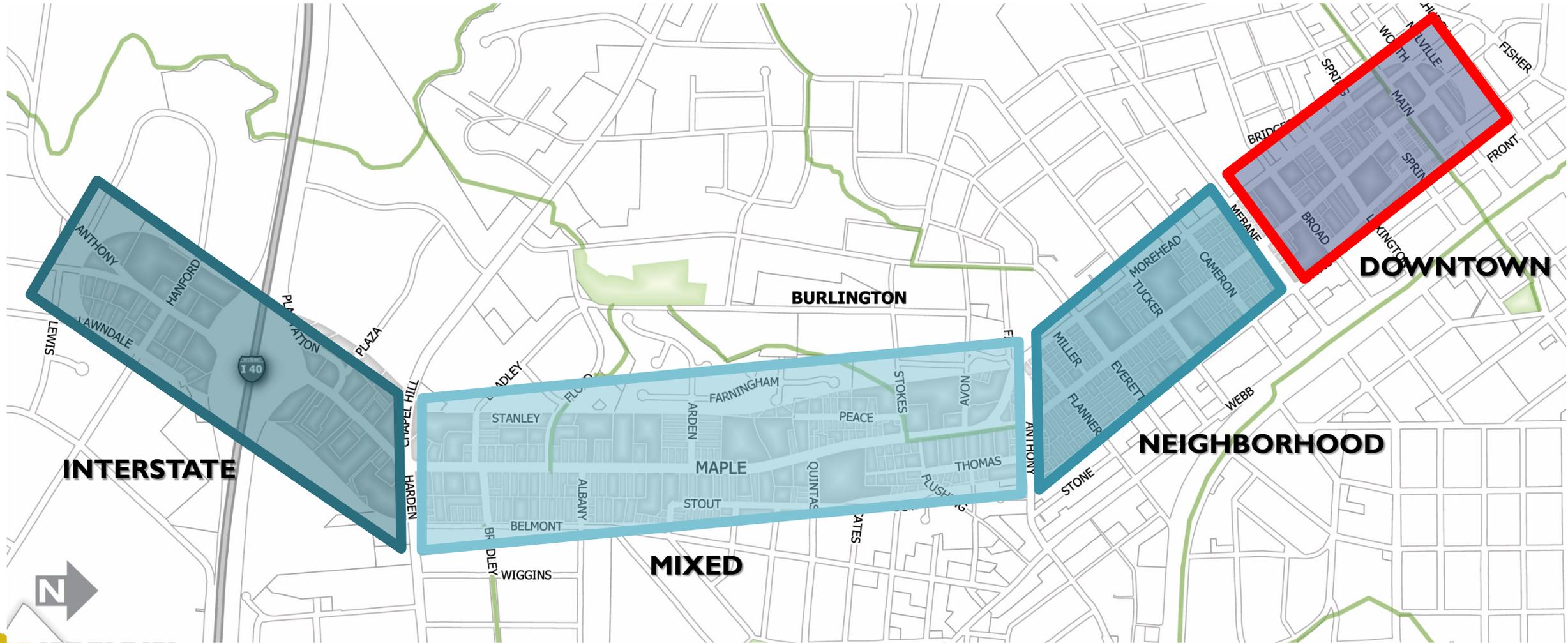
Neighborhood Zone – Existing Conditions



Neighborhood Zone – Recommended Improvements



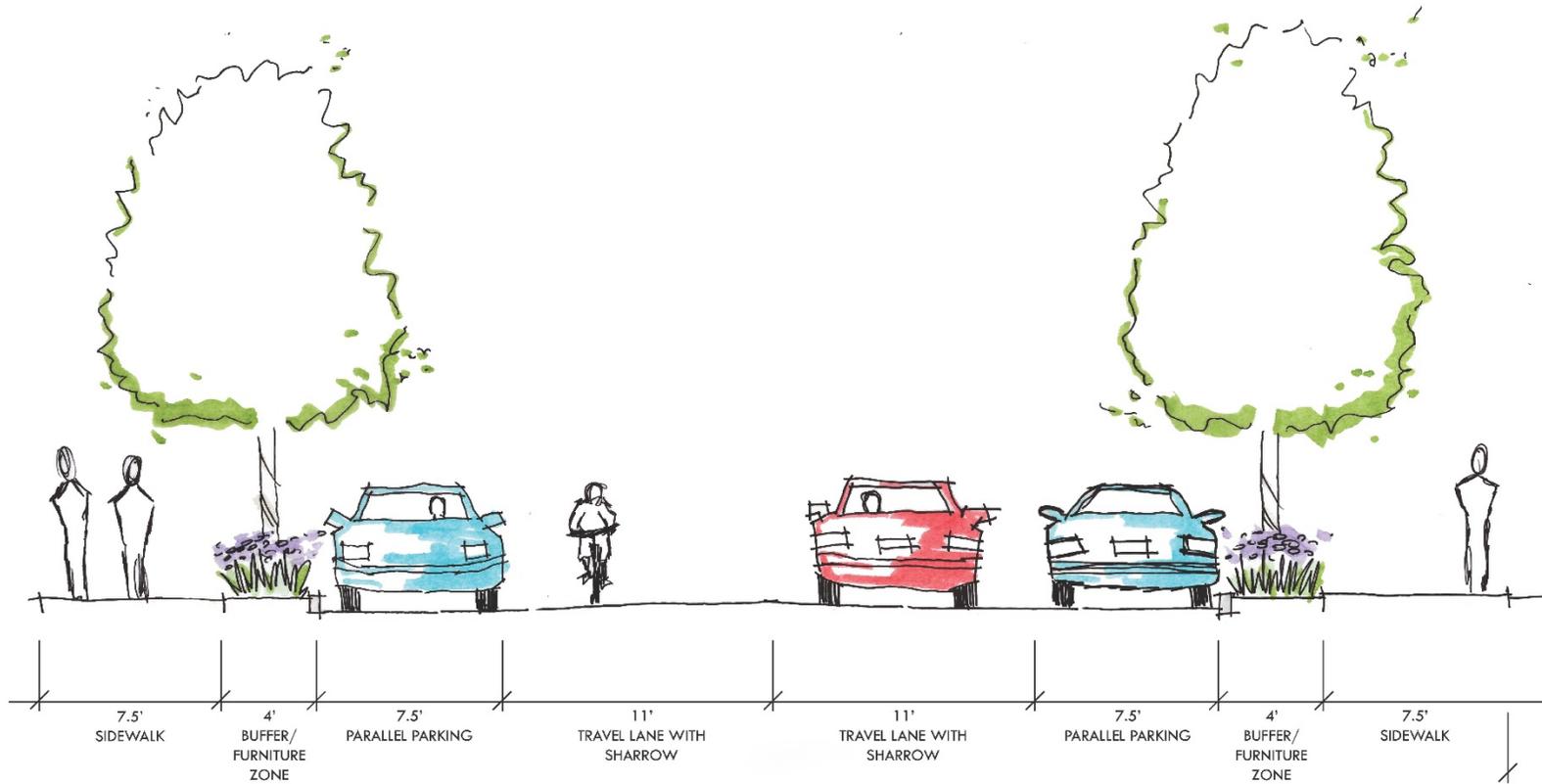
District Recommendations



Downtown Zone



Downtown Zone

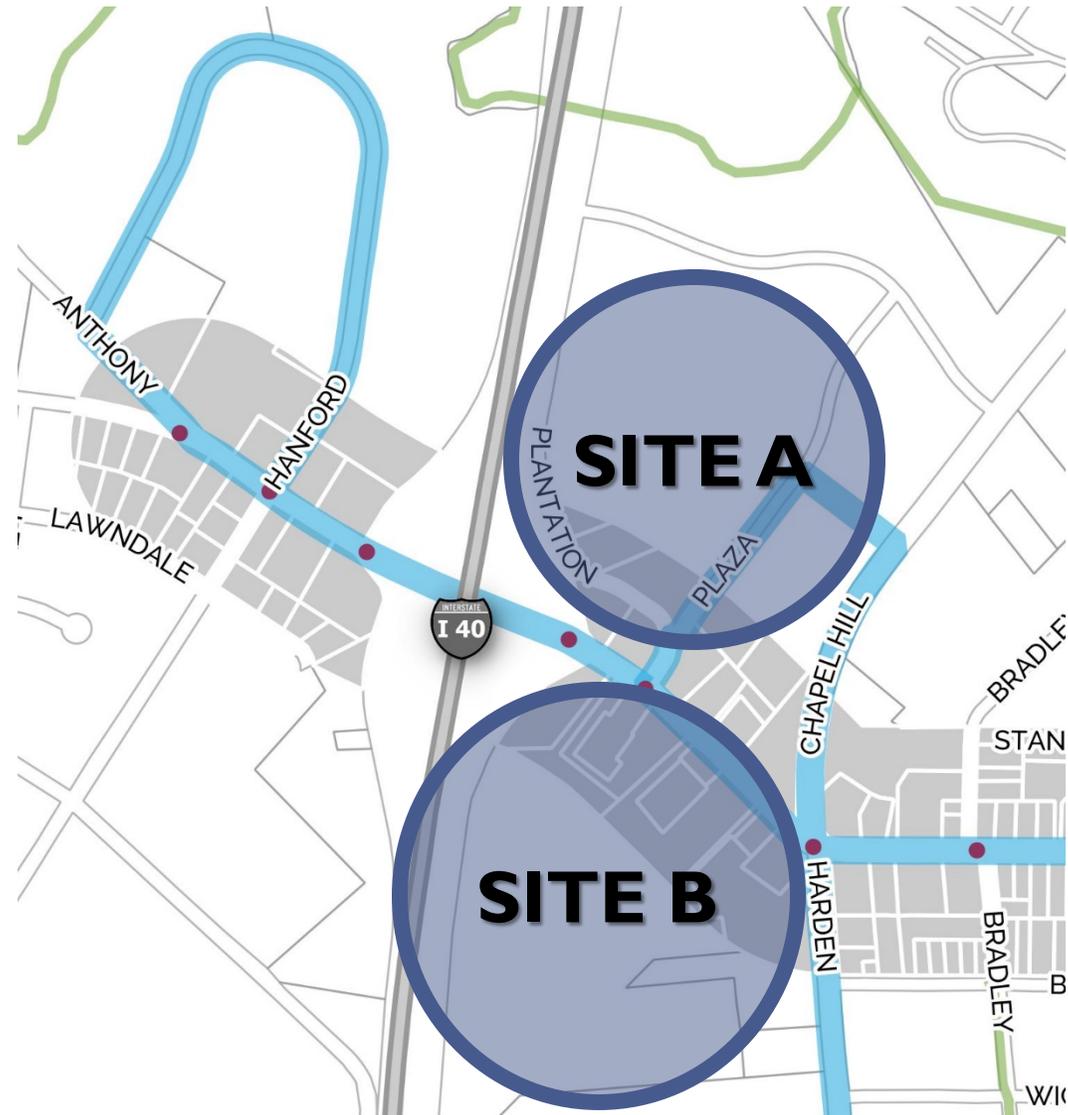


Recommended Cross Section

Corridor Concept Design



Catalyst Sites



Redevelopment Intent

SITE A

Educational anchor

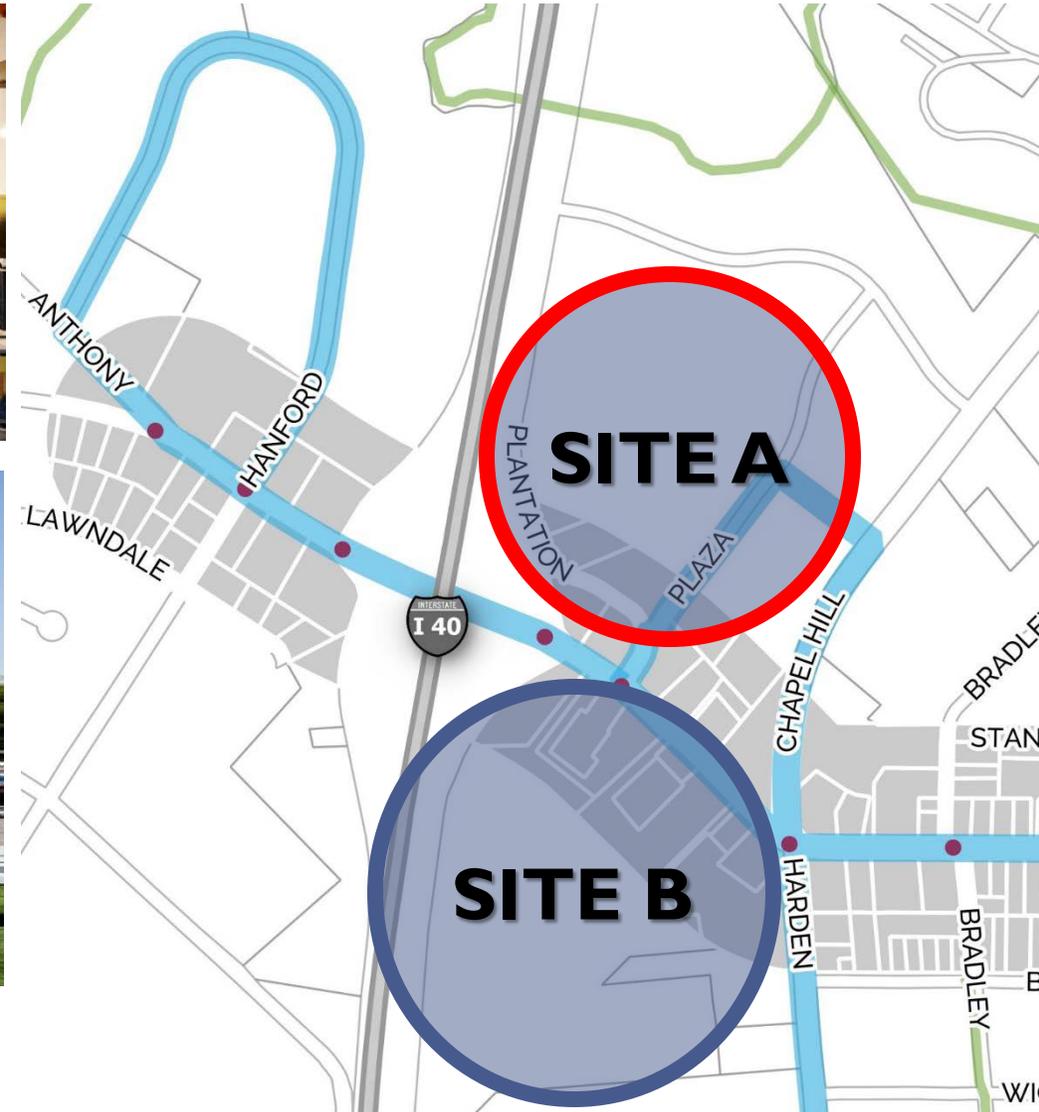
Retention of strong uses

Flexible office space/
research/light industrial

Dining/retail

Consolidation and
rebranding of
existing businesses

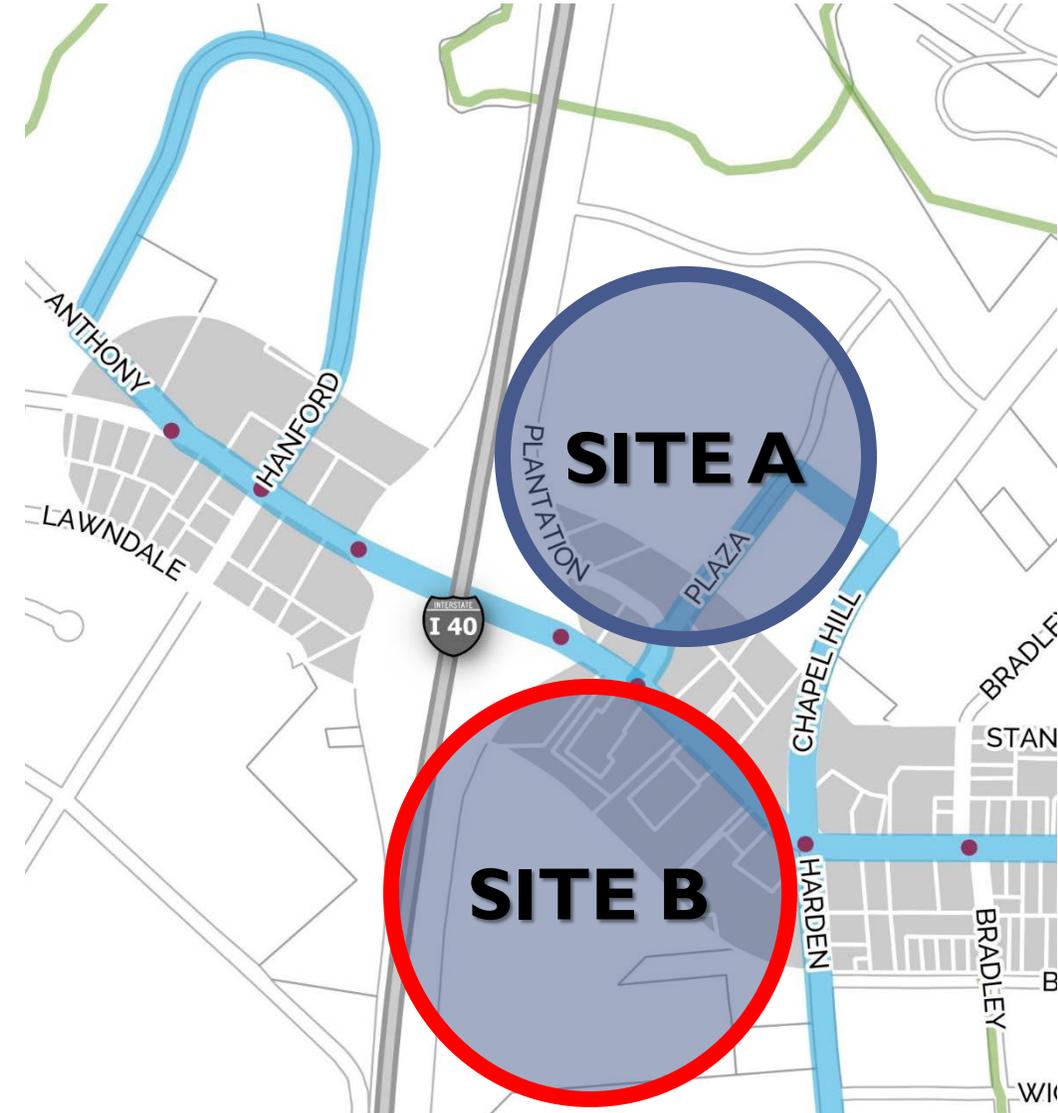
Strong public realm and
multimodal network



Redevelopment Intent

SITE B

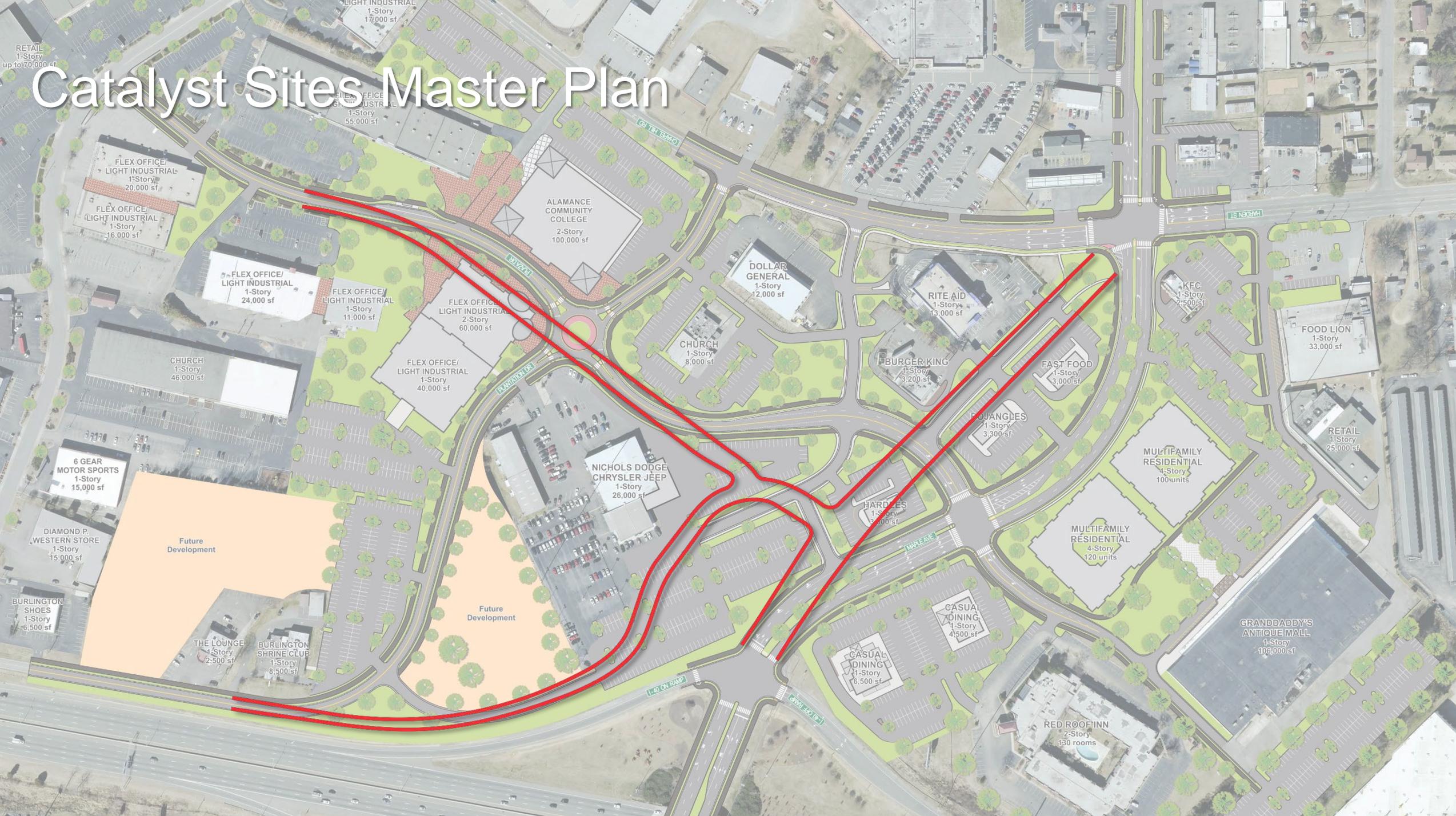
- Mix of uses
- Retention of strong uses
- Retail/dining
- Market-rate housing
- Entertainment/
public gathering
- Strong public realm and
multimodal network



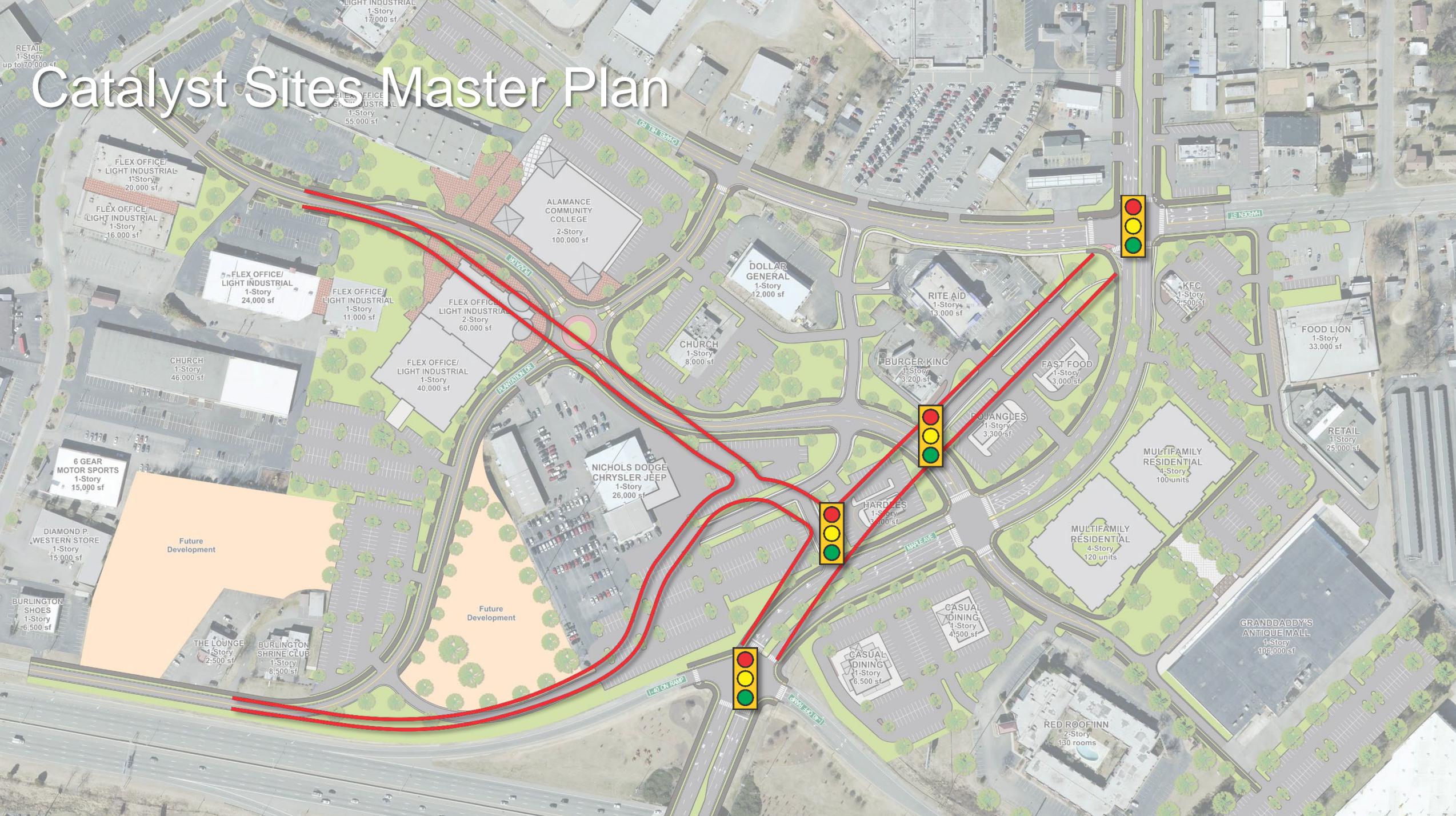
Catalyst Sites Master Plan



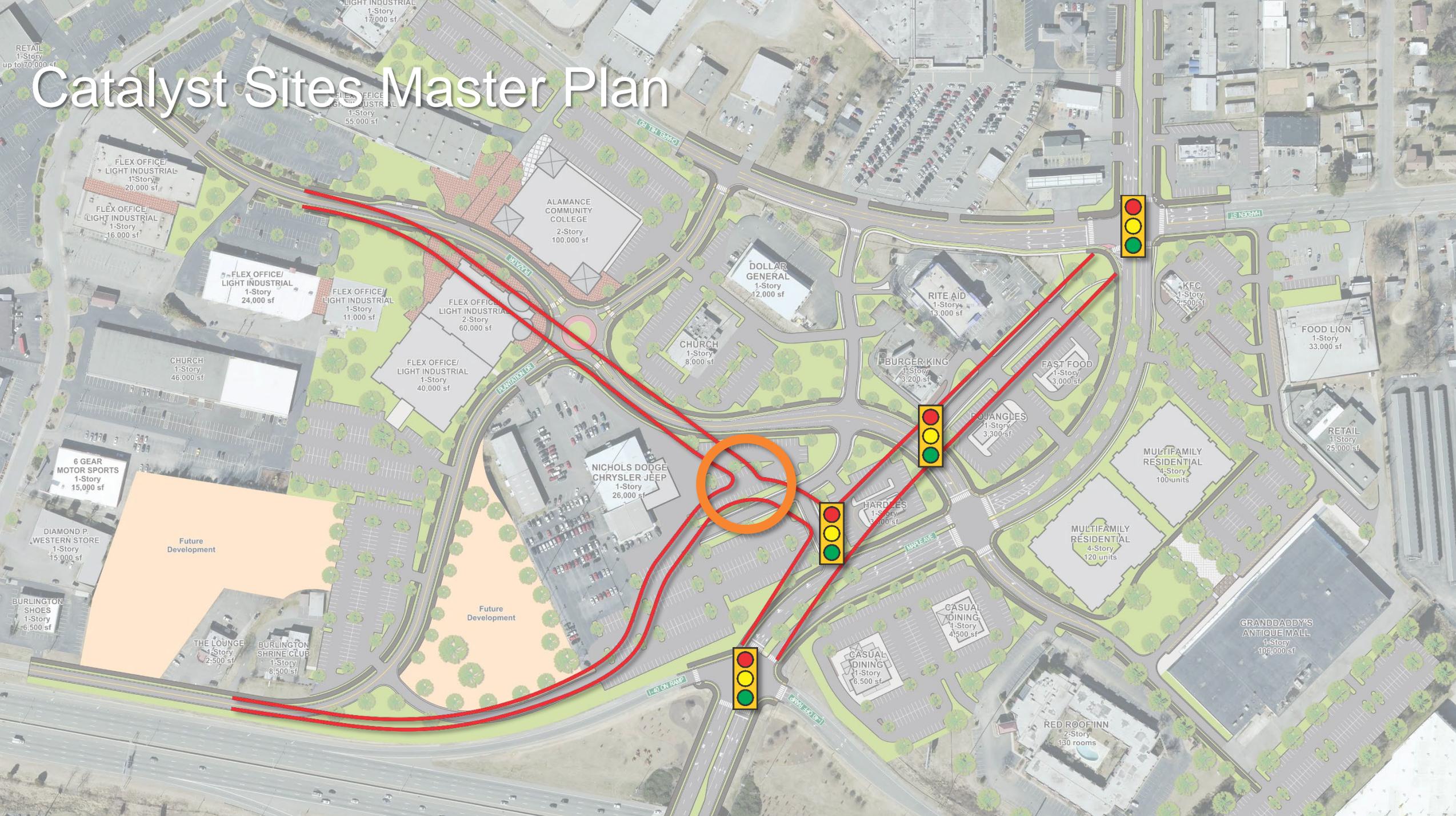
Catalyst Sites Master Plan



Catalyst Sites Master Plan



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

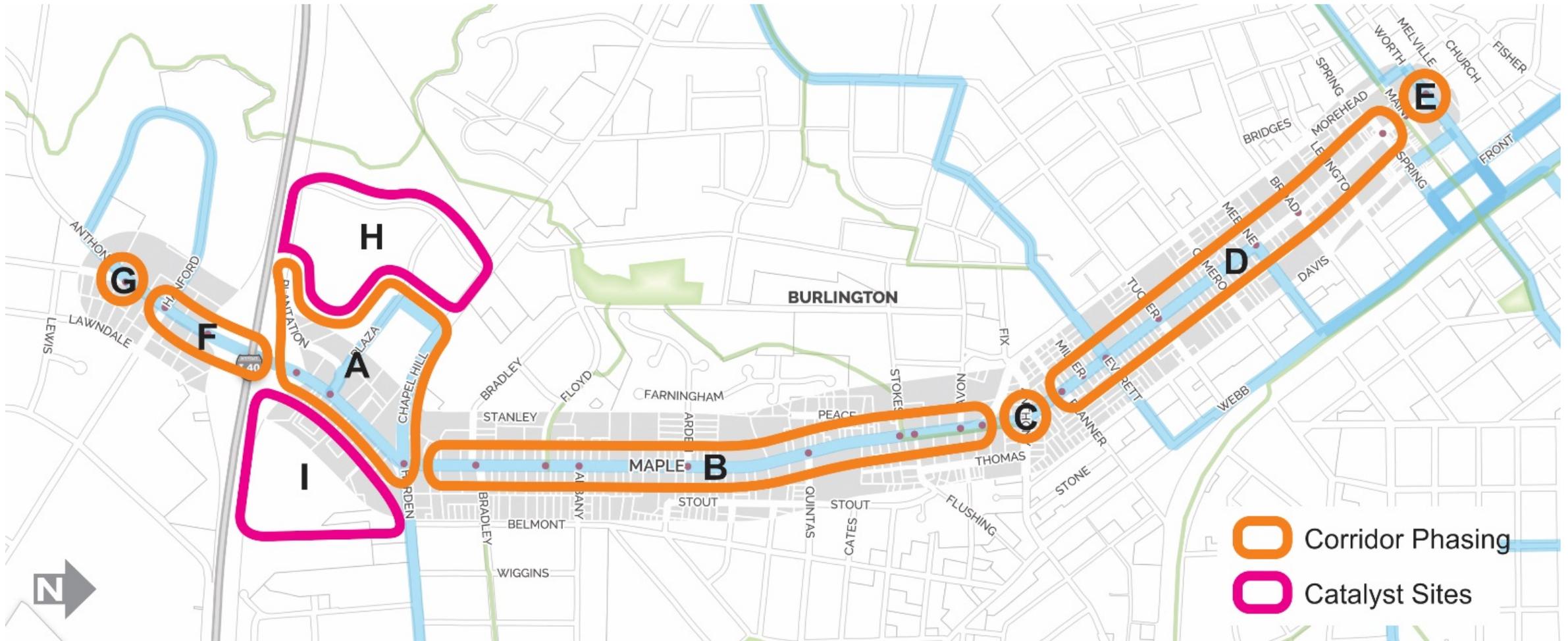
Link Transit

New Leaf Society

Property owners, businesses,
and organizations



Project Phasing



Potential Funding and In-Kind Sources

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

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[®] 

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**

Similar Project Results

for every **\$1** public investment

leveraged **\$23** private investment

Open House

Thank you for your participation!