

# RENEW MAPLE AVENUE



A CITY OF BURLINGTON CORRIDOR INITIATIVE

Council Work Session | June 3, 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**

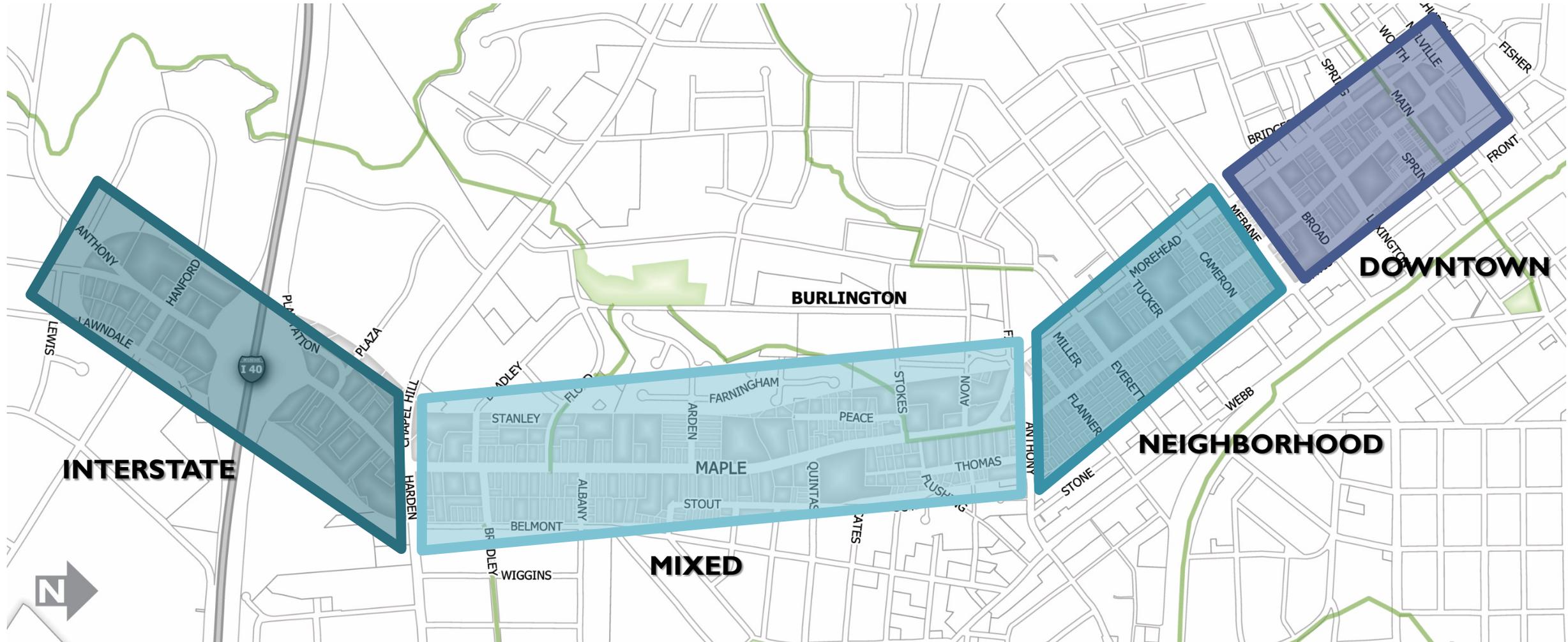
**Public Workshop**

**Public Alternatives Vetting**

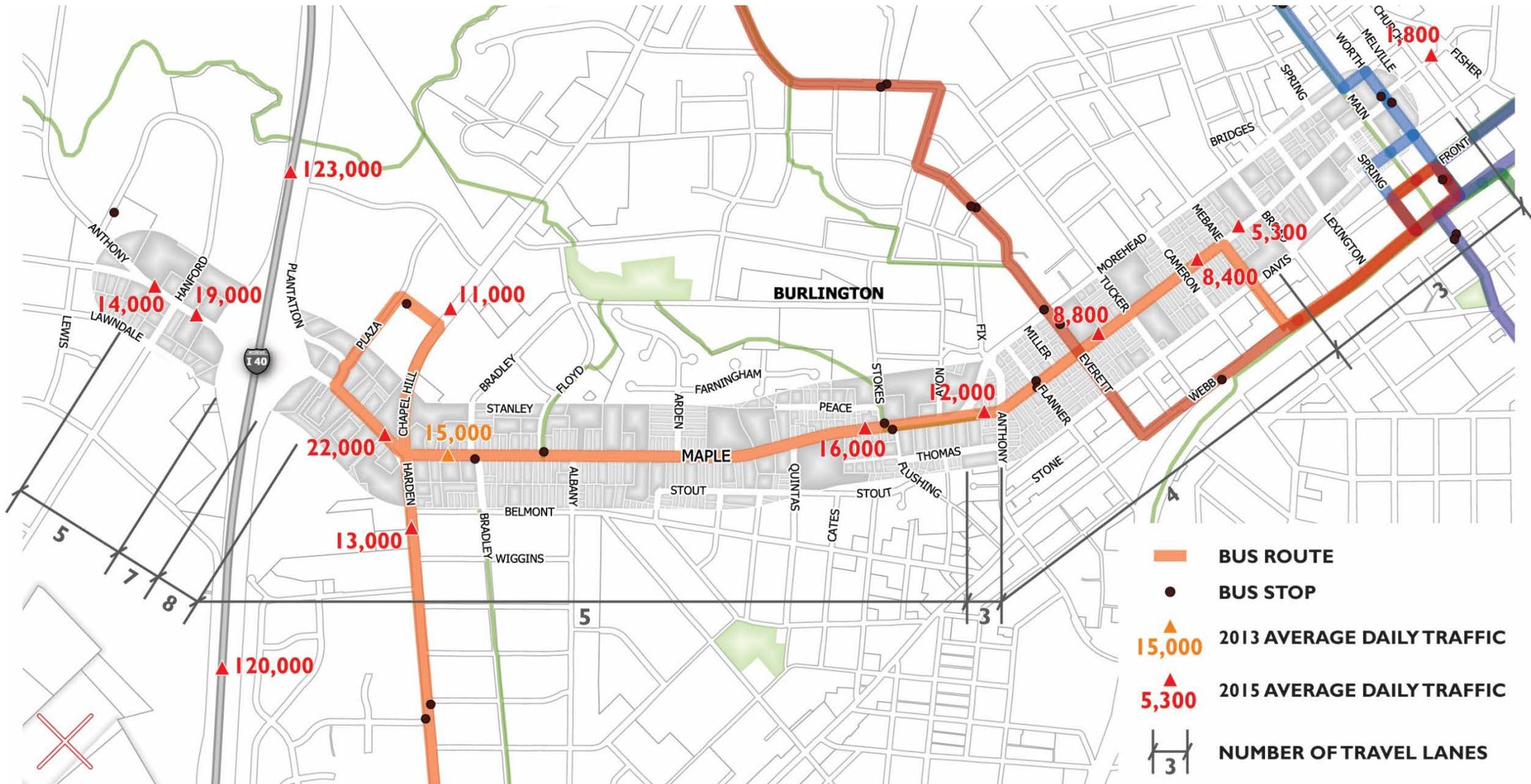
**Recommendations Reveal**



# Land Use Context



# Transportation Context



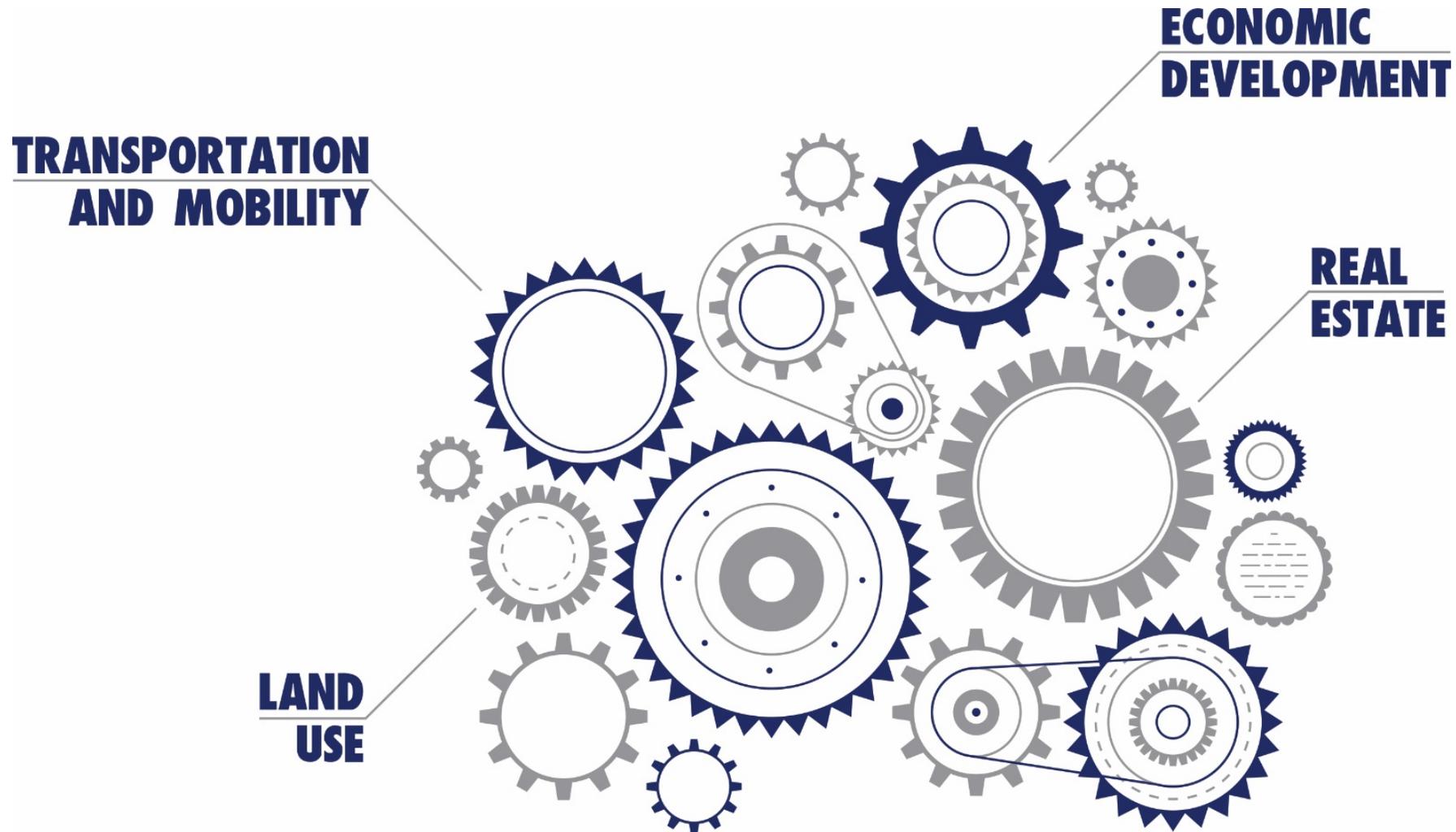
# Current Market Reality



- 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

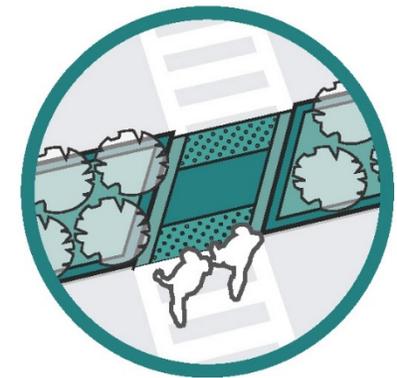
- Safe and secure environment
- Multimodal connectivity
- More or better retail, dining, and entertainment adjacent to residential

# *Recommendations*

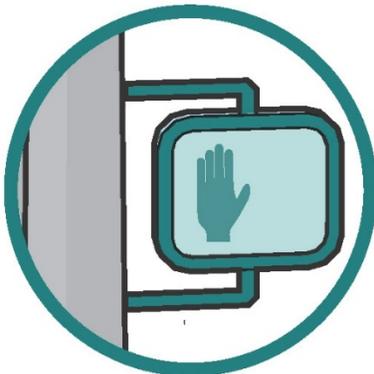
# Corridor-wide Recommendations

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

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



**REFUGE ISLAND**



**PEDESTRIAN SIGNAL**



**ACCESSIBLE RAMP**



**LADDER CROSSWALK**



**STREET FURNITURE**



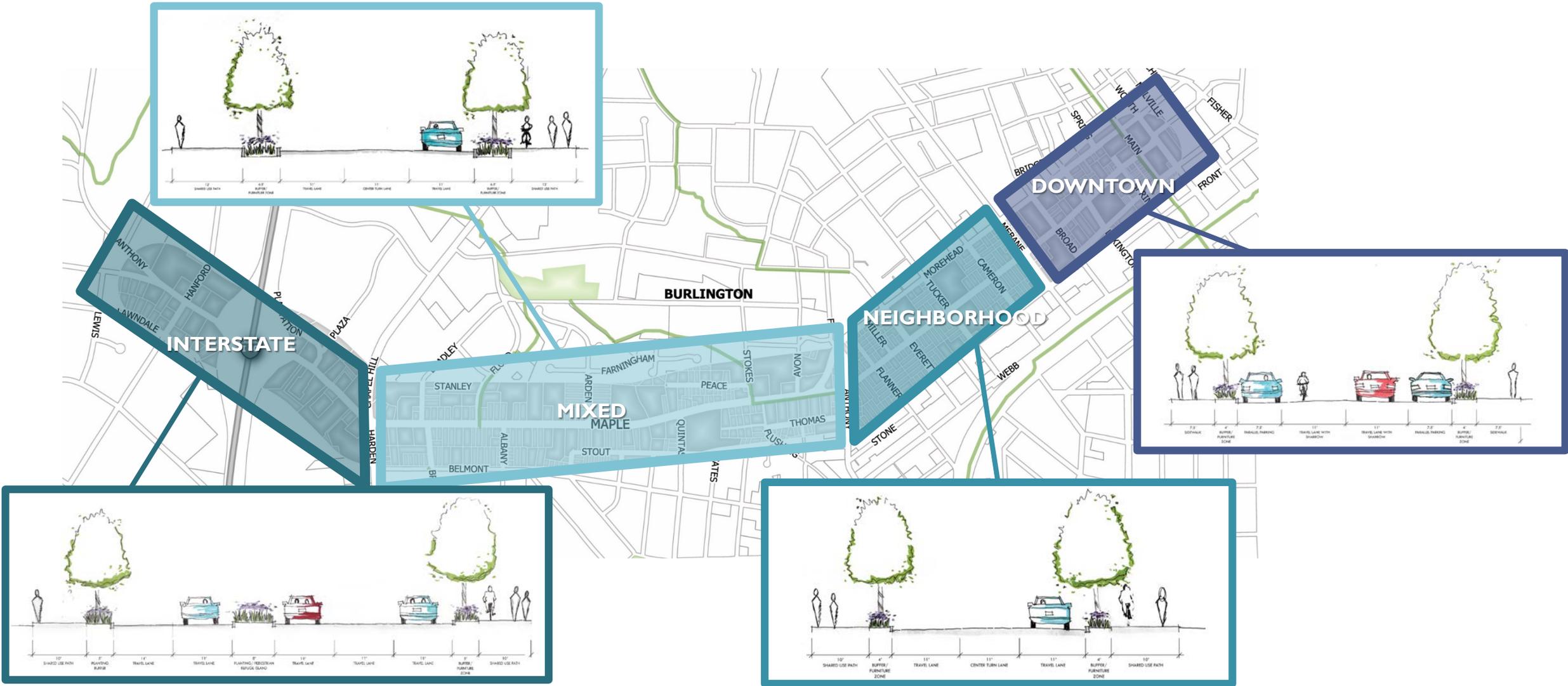
**STREET TREES**

# Corridor Overlay District

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



# District Recommendations



# Mixed Zone – Existing Conditions



# Mixed Zone – Recommended Improvements



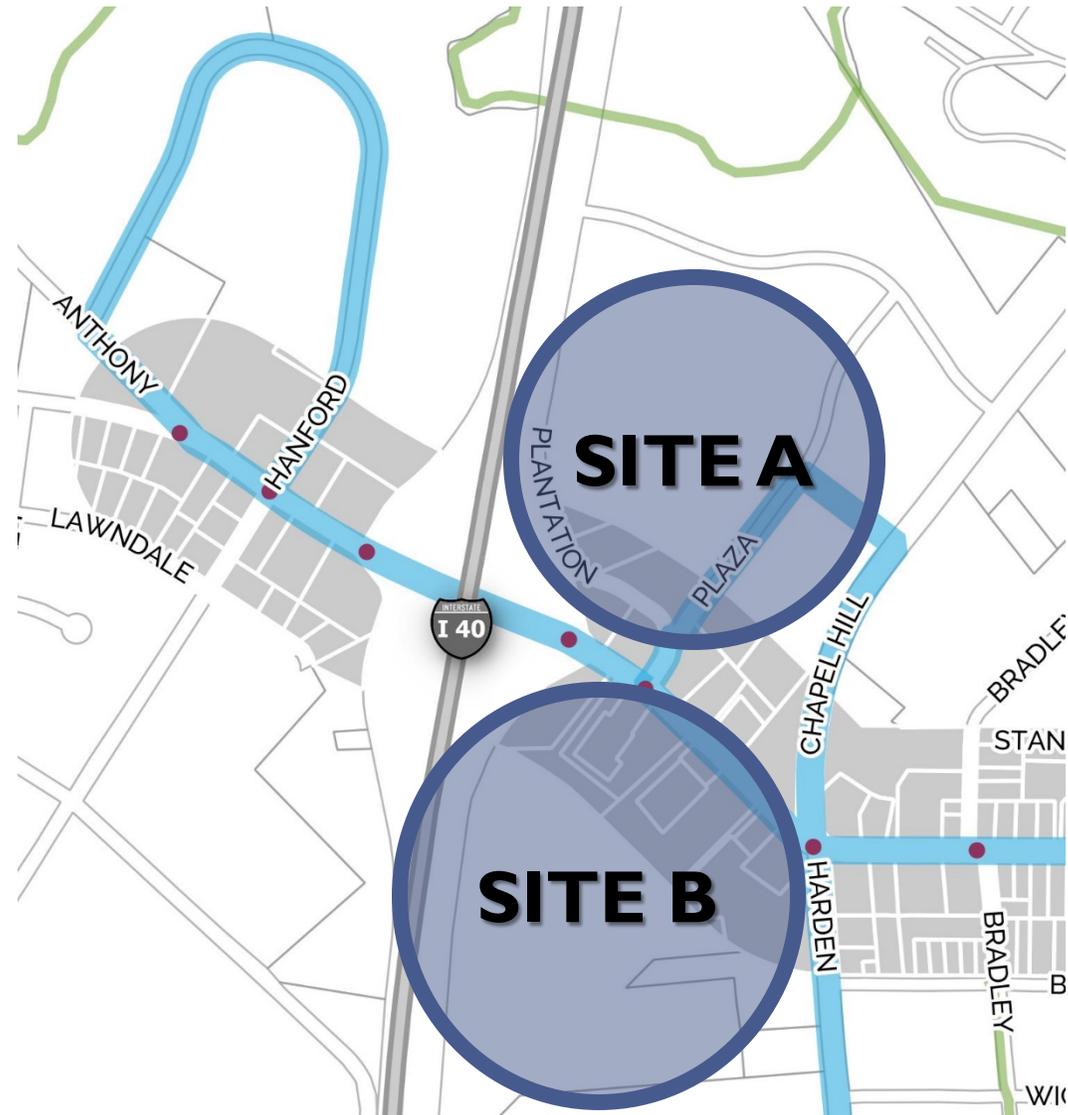
# Neighborhood Zone – Existing Conditions



# Neighborhood Zone – Recommended Improvements



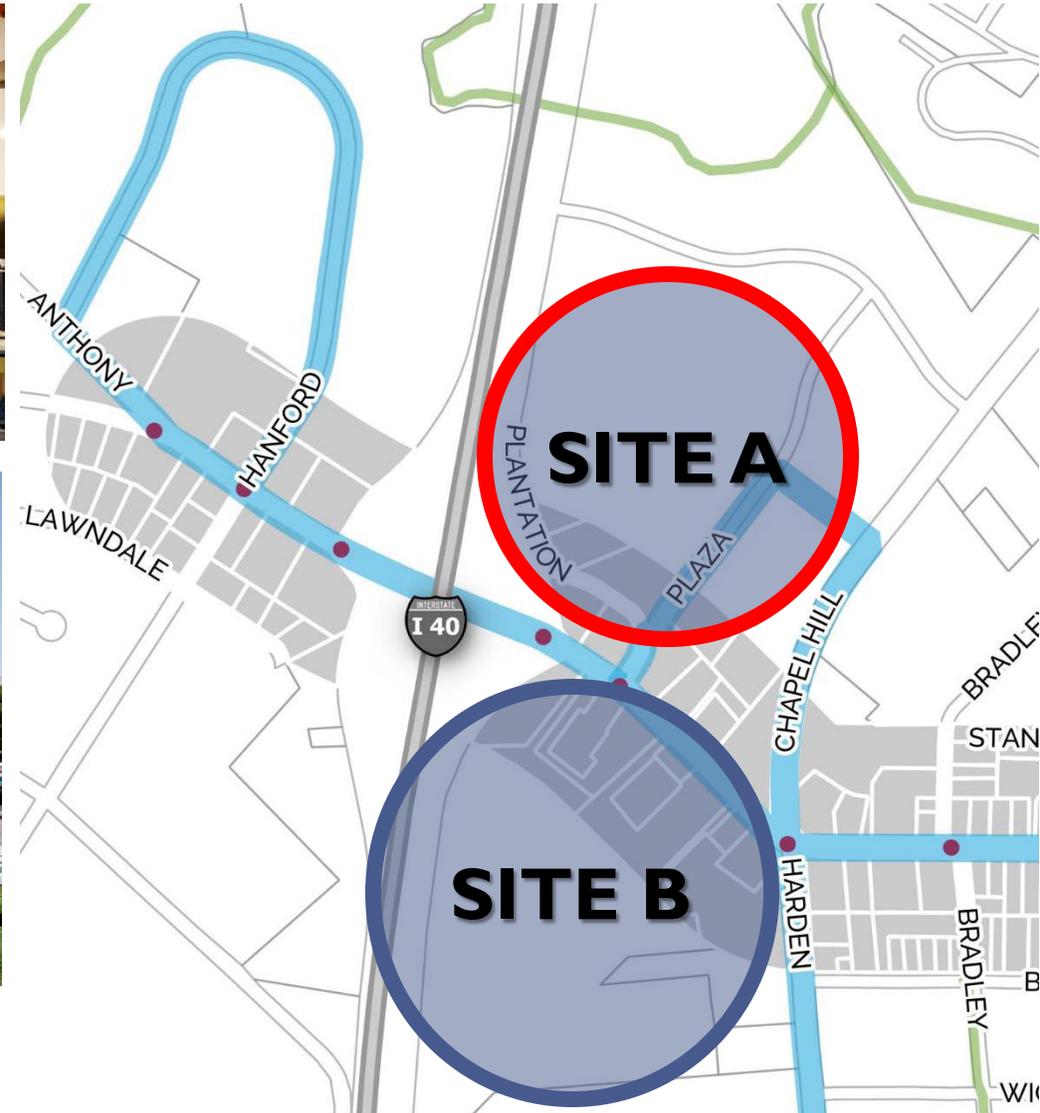
# Catalyst Sites



# Redevelopment Intent

## SITE A

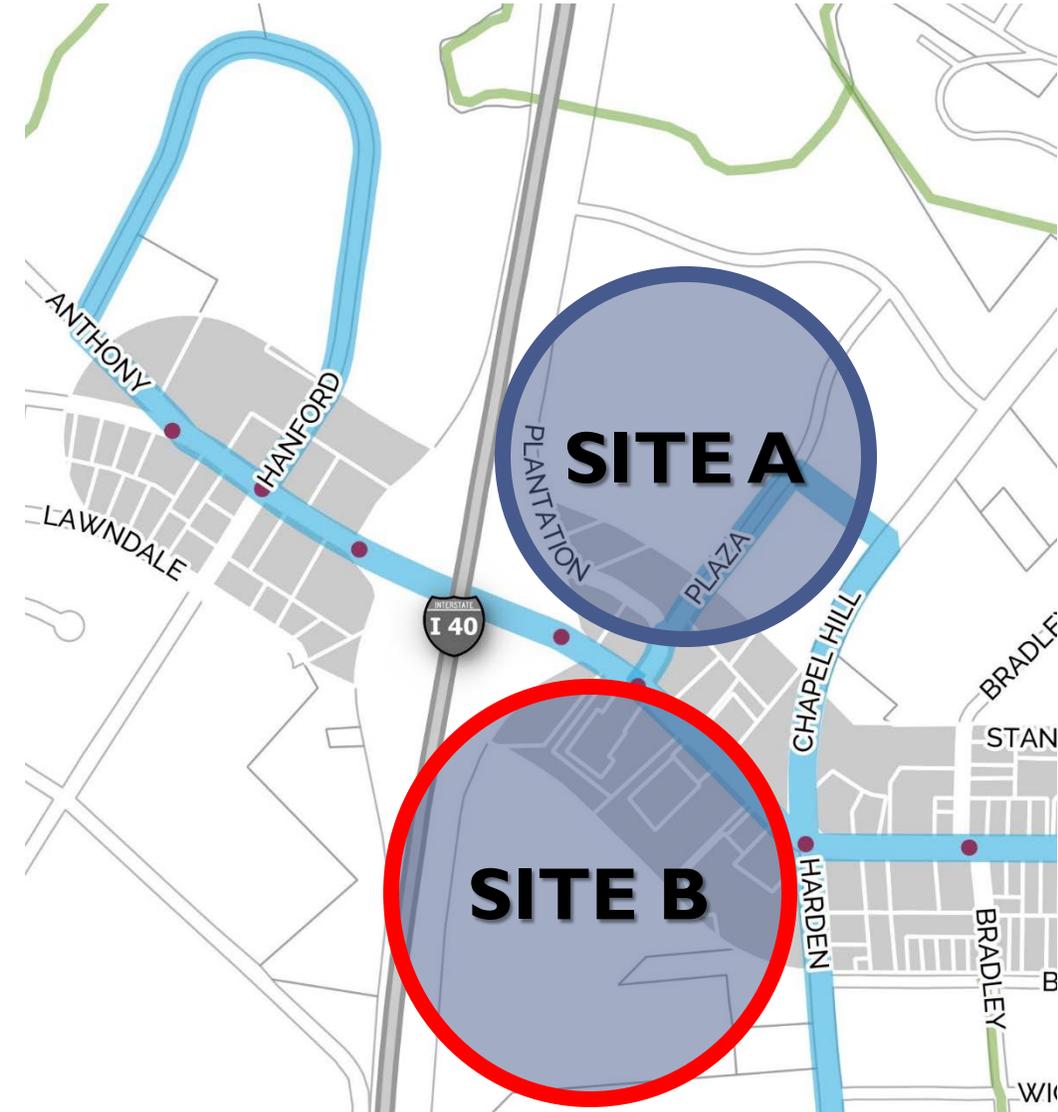
- Educational anchor
- Retention of strong uses
- Flexible office space/  
research/light industrial
- Dining/retail
- Consolidation and  
rebranding of  
existing businesses
- Strong public realm and  
multimodal network



# 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

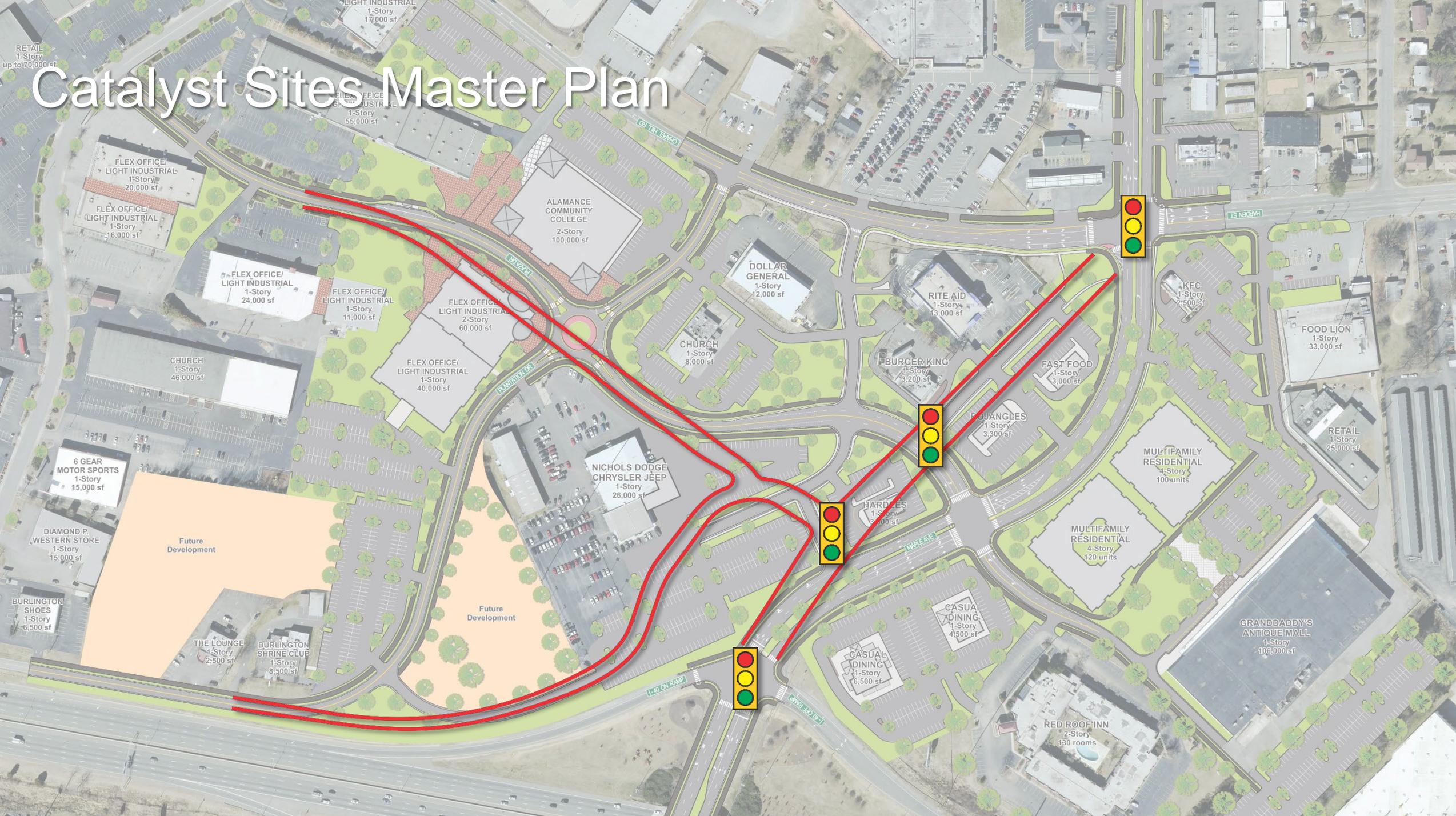


# Catalyst Sites Master Plan

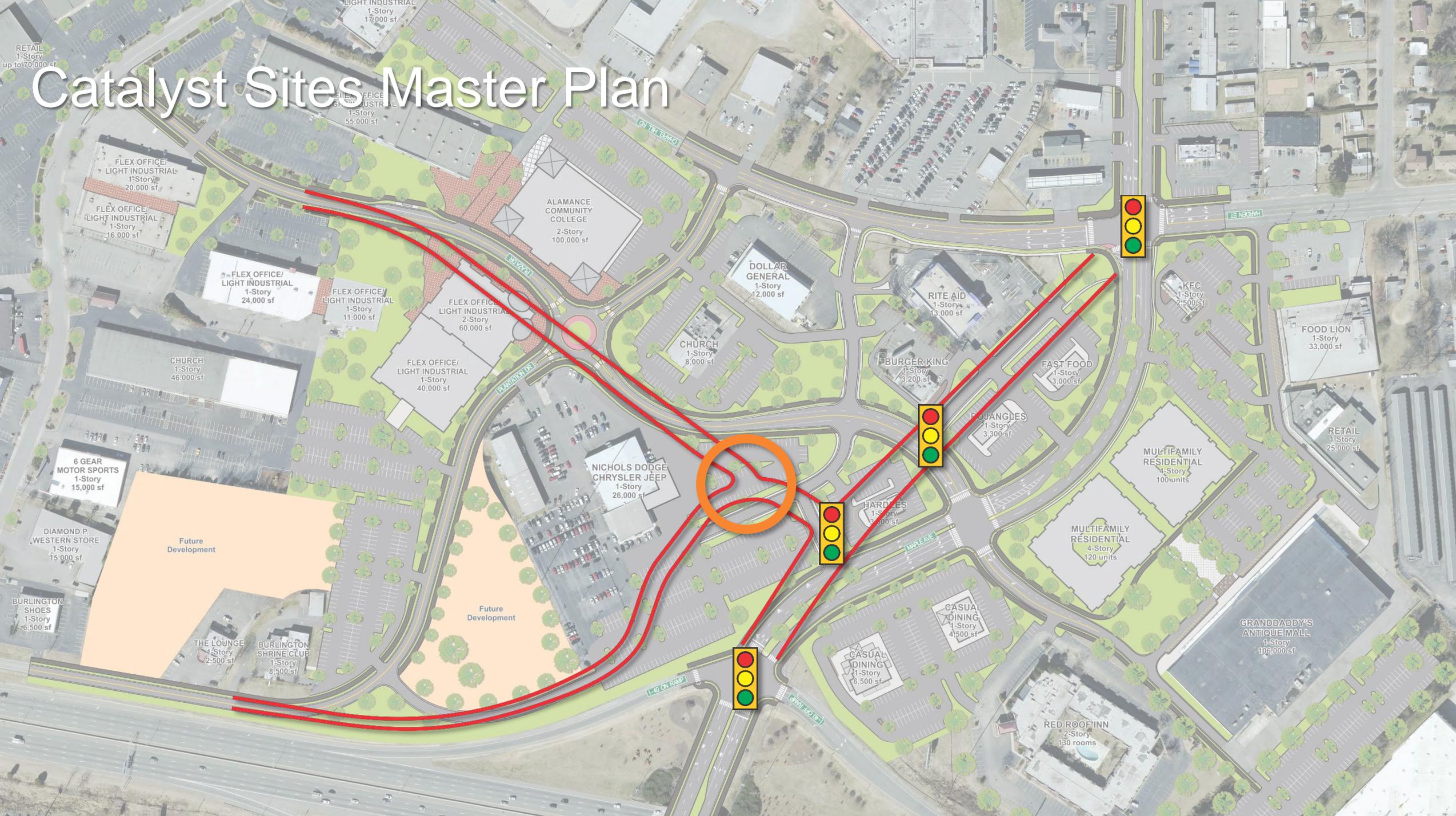




# Catalyst Sites Master Plan



# Catalyst Sites Master Plan



# Catalyst Sites Master Plan



# *Implementation Plan*

# Role of Renew Maple Avenue

**VISION**

Destination  
Burlington

100,000 feet

**PLAN**

Renew  
Maple Avenue

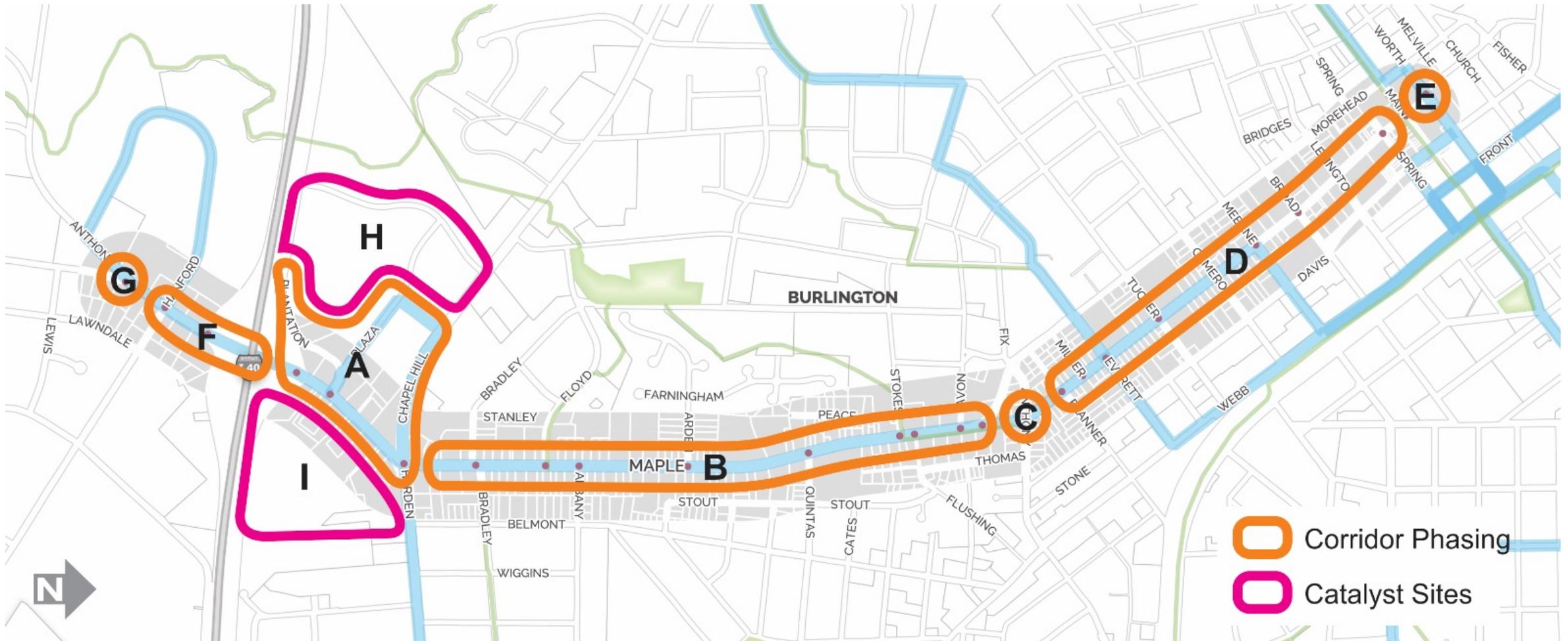
50,000 feet

**IMPLEMENT**

Design and  
Construction

Ground level

# 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
<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**

# Similar Project Results

for every **\$1** public investment

leveraged **\$23** private investment

# Next Steps

## Adopt Renew Maple Avenue

- Apply for BUILD grant funding
- Submit projects for funding via NCDOT's STIP
- Draft corridor overlay standards
- Assist with economic development efforts
- Incorporate plan concepts in future efforts along the corridor

