RENEW MAPLE AVENUE

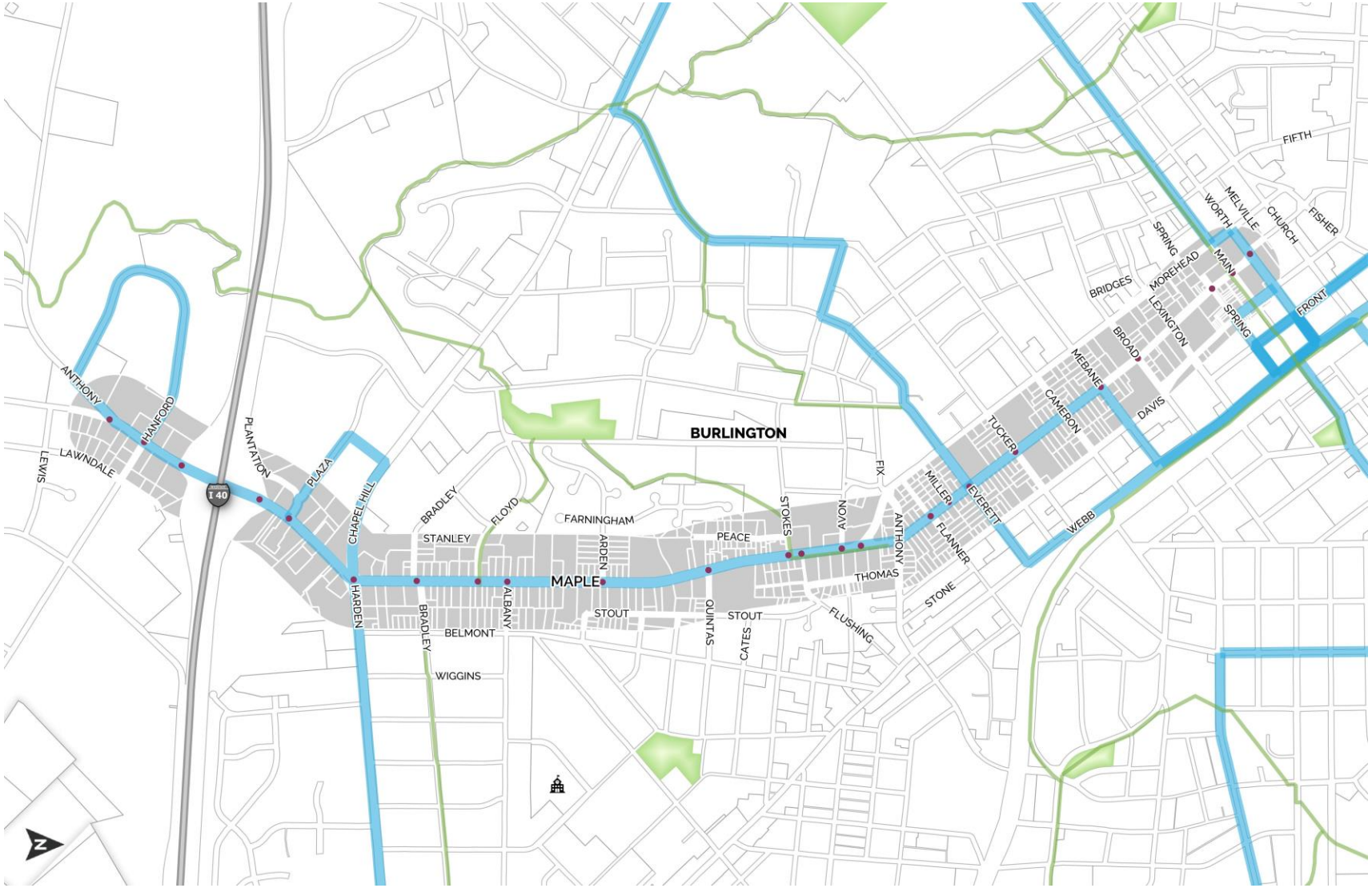
A CITY OF BURLINGTON CORRIDOR INITIATIVE

Steering Committee Meeting | Tuesday, October 17, 2017

Corridor Limits

Anthony Road to Church Street

2.7 miles



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Maple Talks

August 23, 2017

Paramount Theater

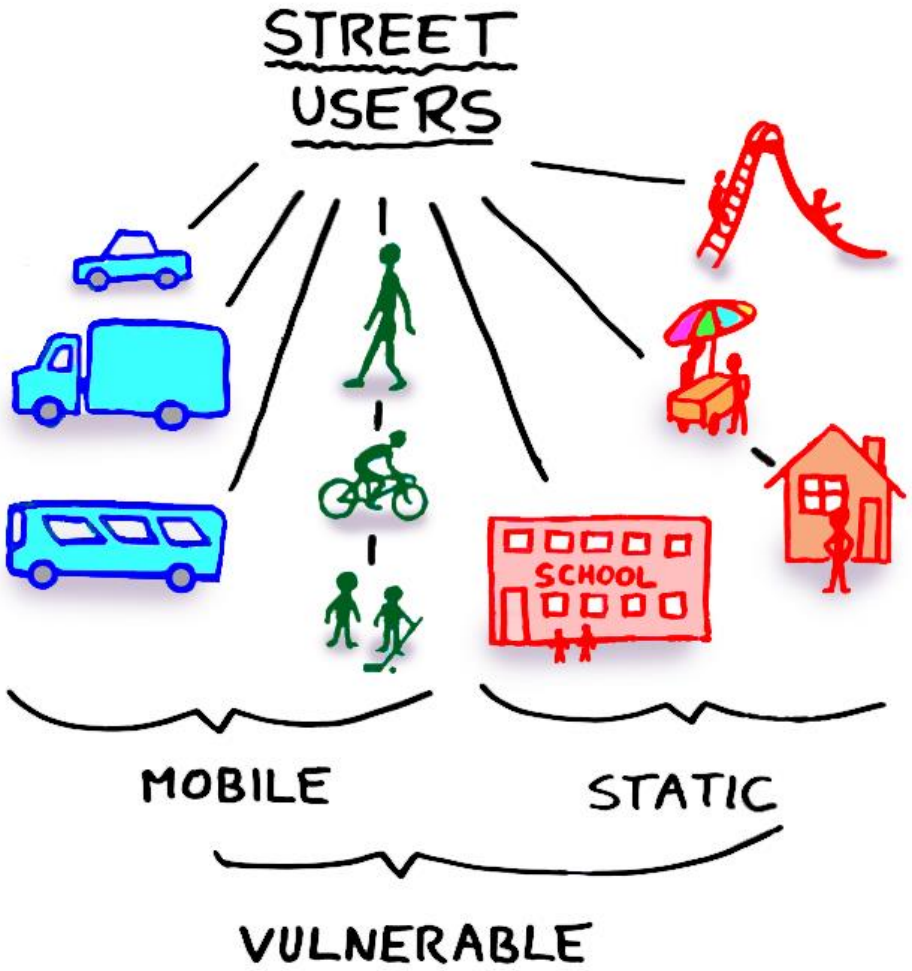
Over 80 attendees

Education

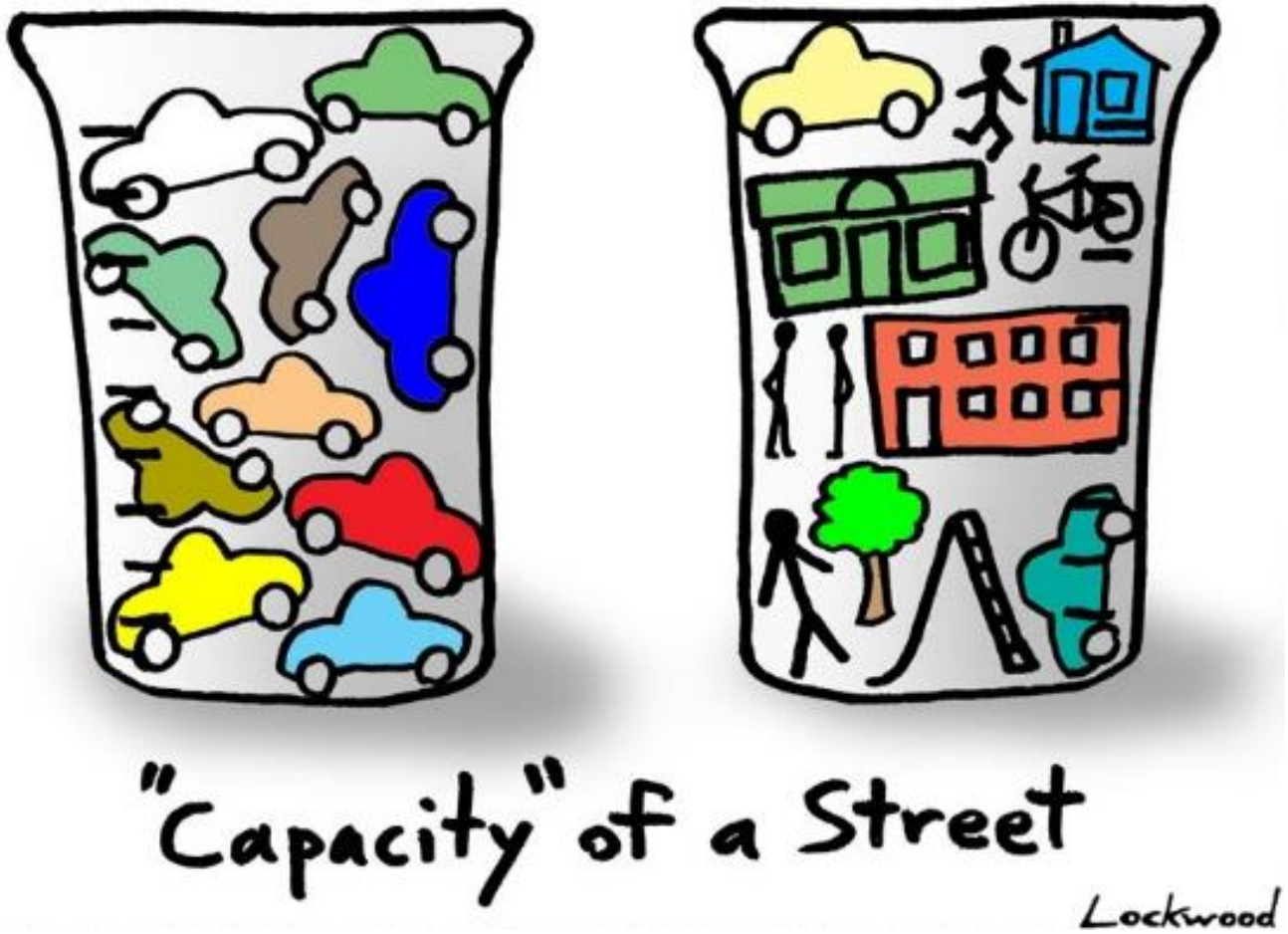
Information

Socialization

Capacity of a Street



Source: Ian Lockwood



Source: Ian 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

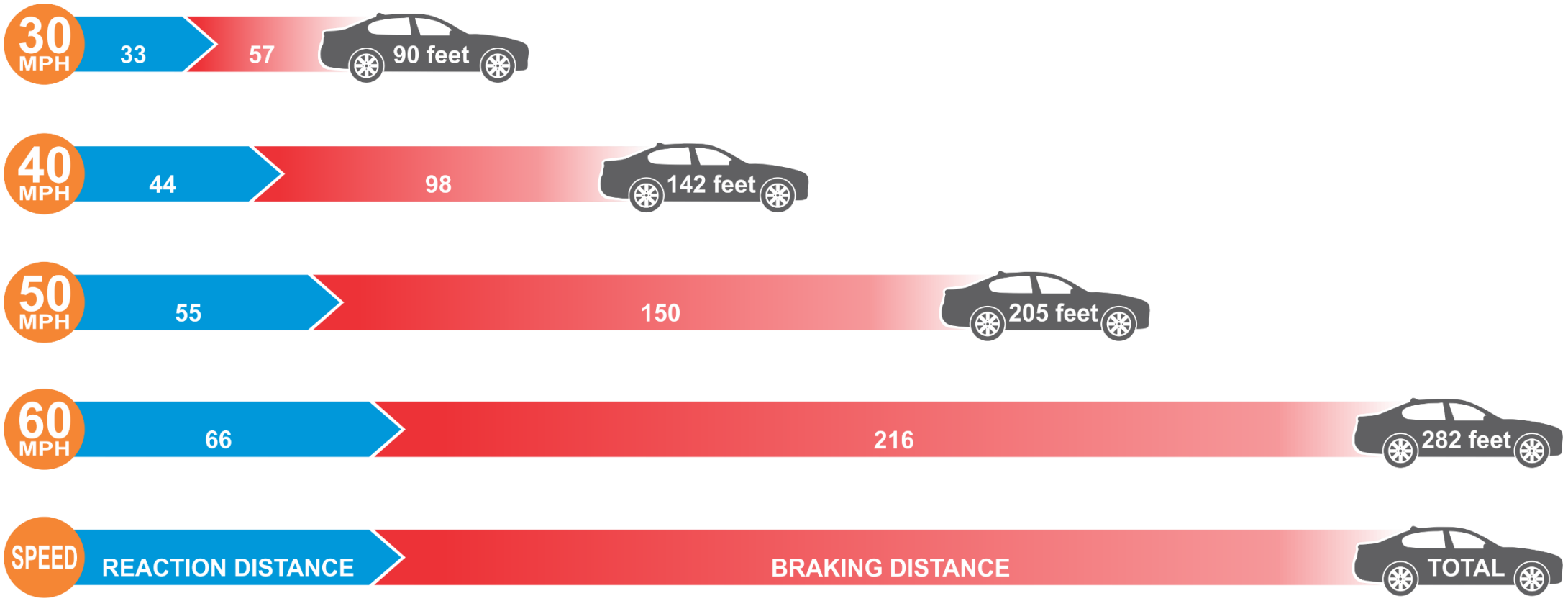
Quality of life for residents and users

Make the trip as enjoyable as the destination

Reaching a Broader User Base

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

Speed and Stopping Distance



PEDESTRIAN FATALITY & SERIOUS INJURY RISK

18%

50%

77%

20 MPH

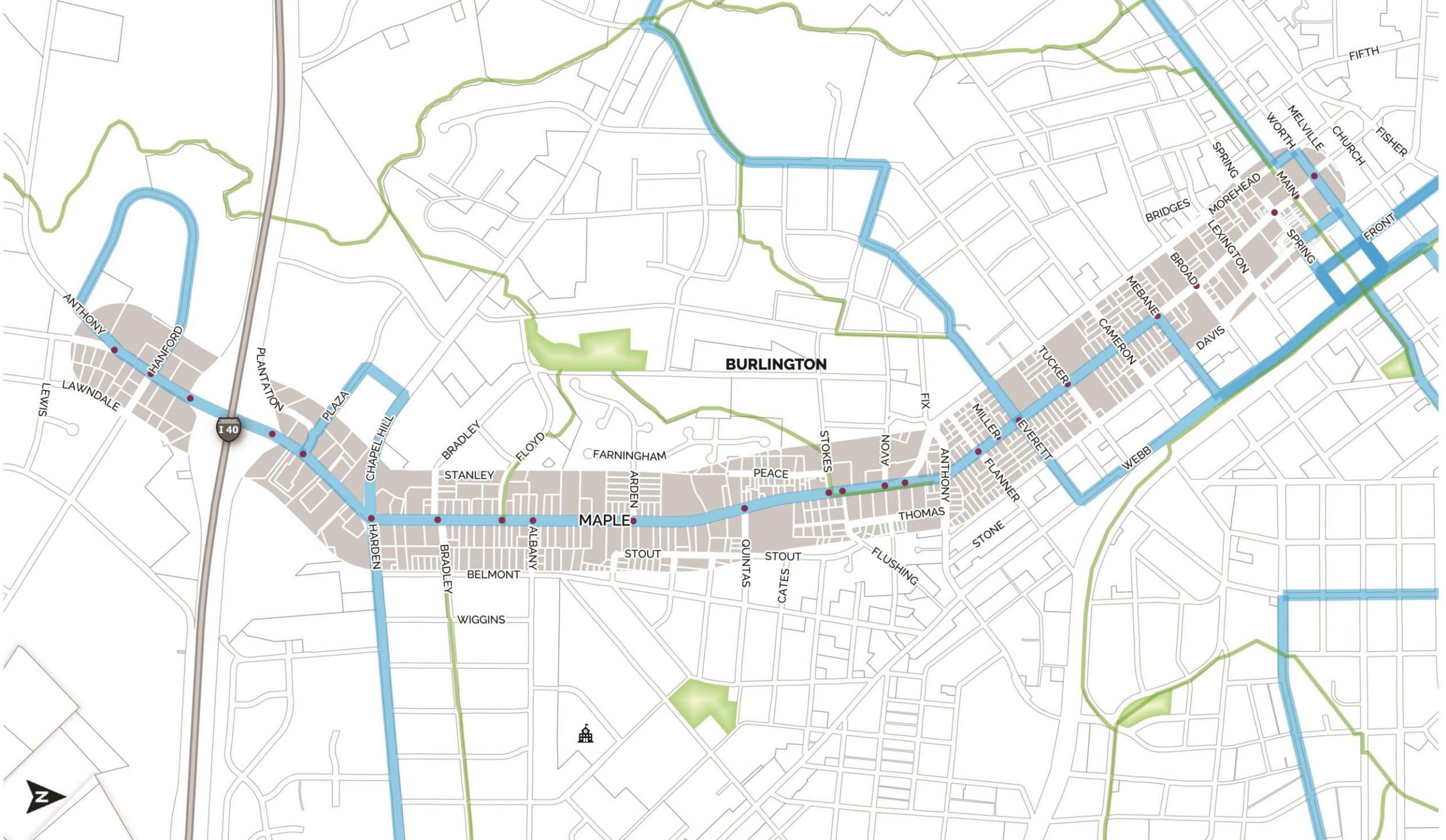
30 MPH

40 MPH

CONE OF VISION

Are you concerned about any of the following issues regarding Maple Avenue? (click all that apply)

1. Vehicular safety/accidents
2. Pedestrian safety/accidents
3. Bicycle safety/accidents
4. Traffic congestion
5. Condition of the street
6. Condition of surrounding properties
7. Other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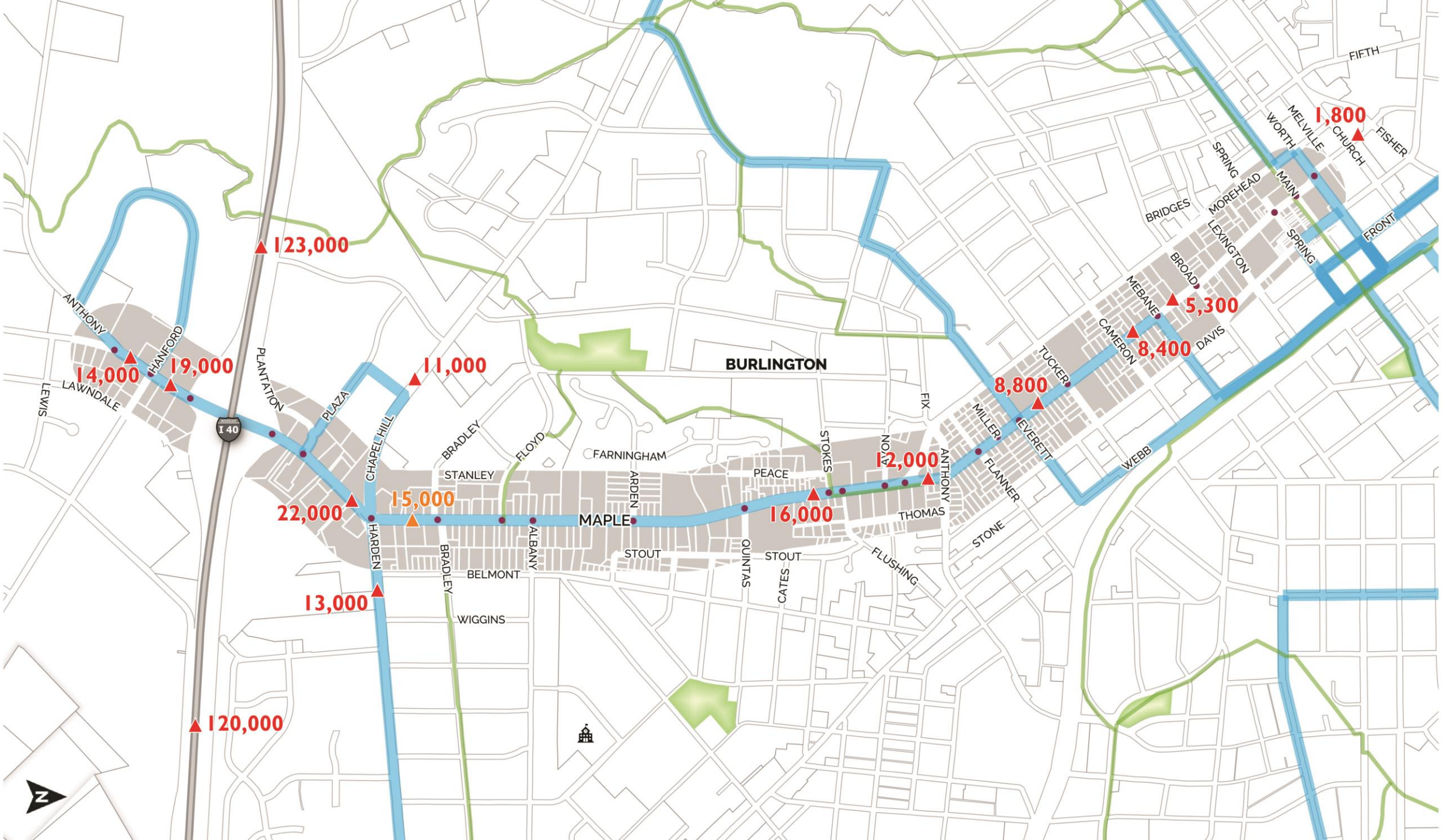
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Average Daily Traffic (ADT)

ADT is the total two-way traffic on a roadway over the course of one day.

Average Daily Traffic (ADT)

What does 16,000 cars per day mean?

~ 8,000 cars in one direction

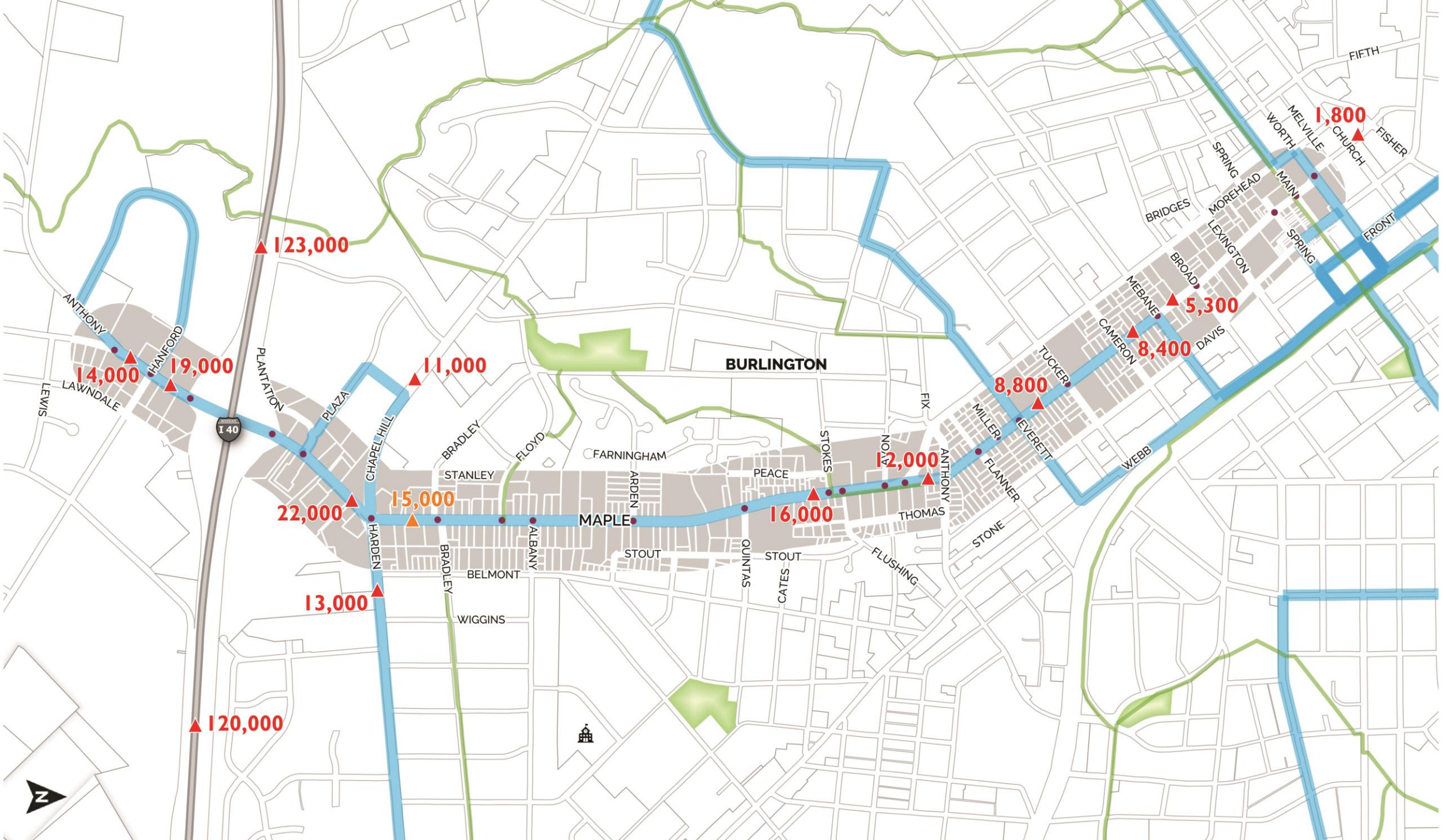
~ 1,600 cars during rush hour

~ 1 car every 6 seconds

Lane Capacities

Number of Lanes	Capacity (ADT)
2 lanes	~10,000
3 lanes	~20,000
4 lanes	~25,000
5 lanes	~35,000
6 lanes	~40,000

Note: Capacities are for surface streets, not limited access highways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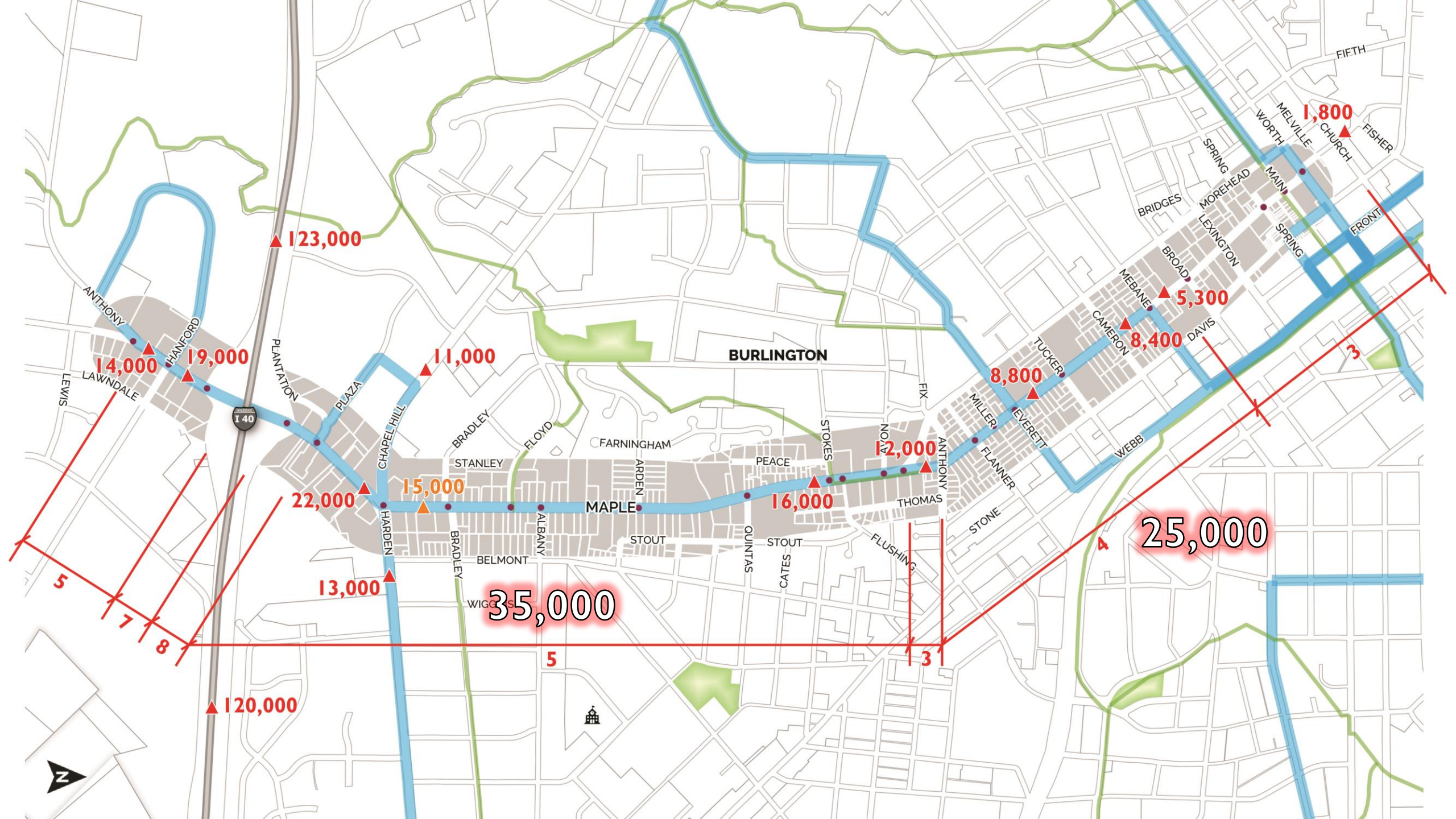
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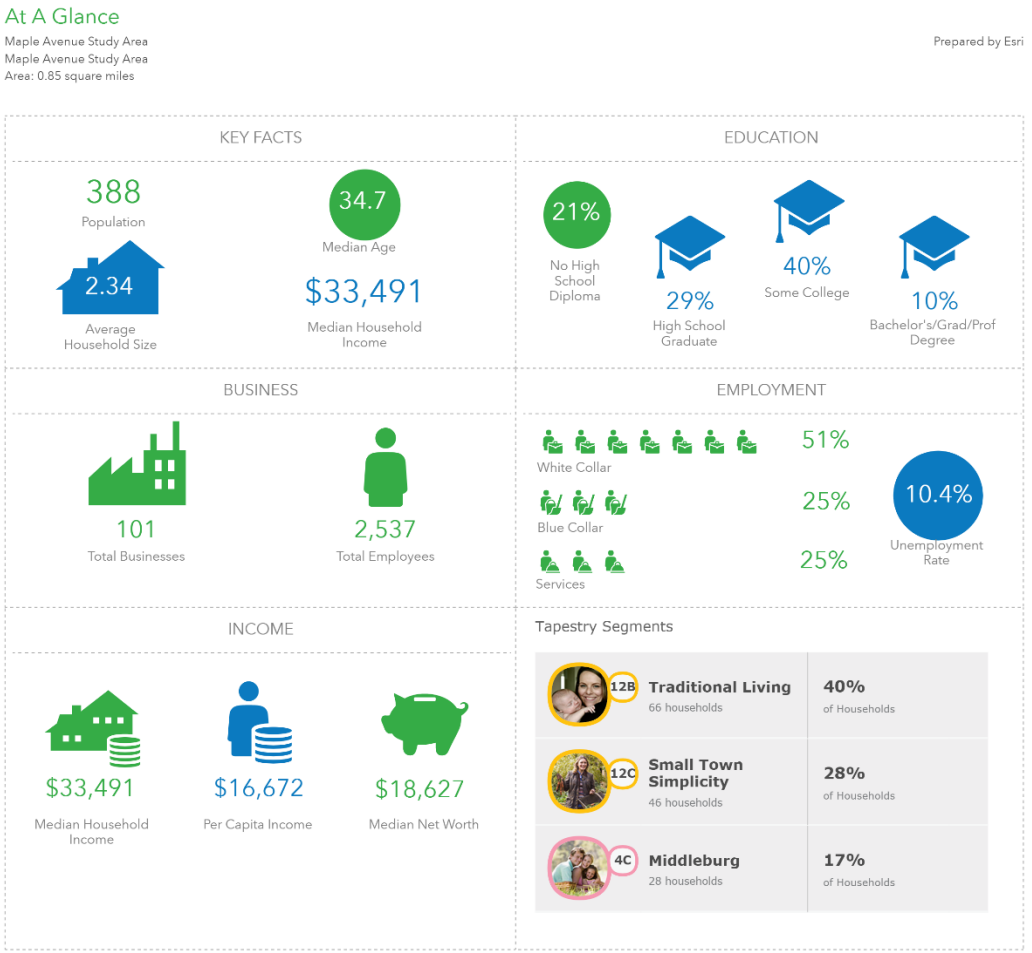
If not needed for vehicular capacity, I would support reallocating portions of the right-of-way for: (click all that apply)

1. Landscaping / beautification
2. Benches and other street furniture
3. Lighting
4. Sidewalks
5. Bicycle facilities
6. Greenway / trail
7. Linear parks / open space
8. I do not support reallocating the right-of-way

Market & Economics

Bringing the Past to the Future

At a Glance – City vs. Study Area



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Alamance County Economic Base

- Manufacturing
- Retail Trade
- Healthcare Services
- Accommodation & Food Services

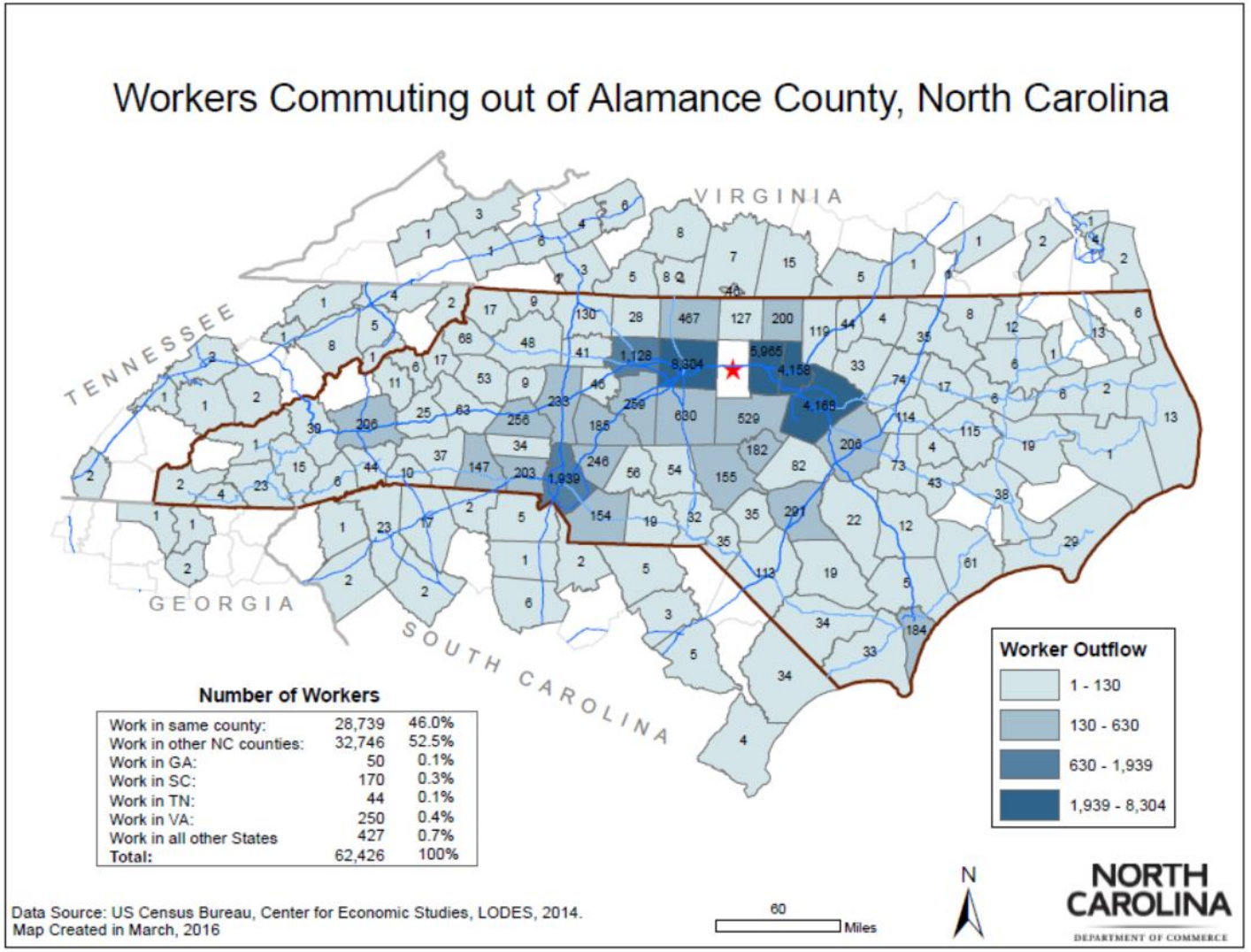
Economic Base Industry Key Sectors (NAICS) Alamance County - 2016	LQ	% Employment	Product Type
Total Annual Average Employment: 52,806			
Manufacturing (31-33)	**1.79**	**17.56%**	**Flex Industrial**
Textile Mills (313)	**43.04**	**3.89%**	
Textile Product Mills (314)	2.01	0.19%	
Apparel Manufacturing (315)	**17.84**	1.82%	
Wood Product Manufacturing (321)	2.20	0.68%	
Paper Manufacturing (322)	2.73	0.80%	
Printing & related support activities (323)	1.42	0.51%	
Plastics & Rubber Manufacturing (326)	**2.79**	1.55%	
Nonmetallic mineral product manufacturing (327)	1.07	0.34%	
Fabricated metal product manufacturing (332)	1.15	1.29%	
Machinery manufacturing (333)	2.18	1.86%	
Miscellaneous manufacturing (339)	1.13	0.53%	
Wholesale Trade (42)	1.06	4.93%	**Warehouse/Distr.**
Merchant wholesalers, durable goods (423)	1.20	2.79%	
Merchant wholesalers, nondurable goods (424)	1.20	1.94%	
Retail Trade (44-45)	**1.32**	**16.66%**	**Retail**
Motor vehicle & parts dealers (441)	1.30	2.05%	
Furniture & home furnishings stores (442)	1.09	0.41%	
Building material & garden supply stores (444)	1.14	1.16%	
Health & Personal care stores (446)	1.20	0.10%	
Gasoline stations (447)	1.77	1.30%	
Clothing/Clothing Accessories Stores (448)	1.94	2.07%	
Sports, hobby, instrument & book stores (451)	**2.24**	1.10%	
General Merchandise Stores (452)	1.54	**3.93%**	
Miscellaneous store retailers (453)	1.27	0.83%	
Transportation & Distribution (48-49)			**Warehouse/Distr.**
Warehousing & storage (493)	1.19	0.87%	
Administrative and Waste Services (56)	1.02	7.26%	**Office/Other**
Administrative & support services (561)	1.01	6.87%	
Waste management & remediation services (562)	1.21	0.39%	
Educational Services (61)	1.56	3.44%	**Institutional/Office**
Health Care & Social Assistance (62)	**1.24**	**18.63%**	**Institutional/Office**
Ambulatory health care services (621)	**1.80**	10.13%	
Nursing & residential care facilities (623)	1.38	3.64%	
Accommodation & Food Services (72)	1.22	**12.91%**	**Retail/Hotel**
Food services & drinking places (722)	1.36	12.27%	
Construction (23)			**Other**
Specialty trade contractors (238)	1.16	3.93%	

Source: US Bureau of Labor Statistics

Commuting Patterns

10 minutes

23.7 minutes



Current Reality

Strategic location

Exit 145 Interstate interchange

Visibility & Accessibility

Significant Traffic Volumes

Existing Business & Industry

Adequate Utility Capacity

Zoning & Entitlements

Affordability

Obsolescence & Vacancy

Crime & Safety issues

Transportation conflicts

Aesthetically unattractive buildings/structures/signage

Competitive Disadvantages

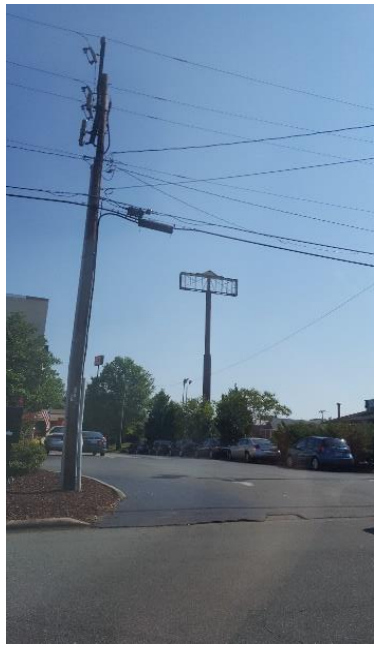
Market Supply constraints

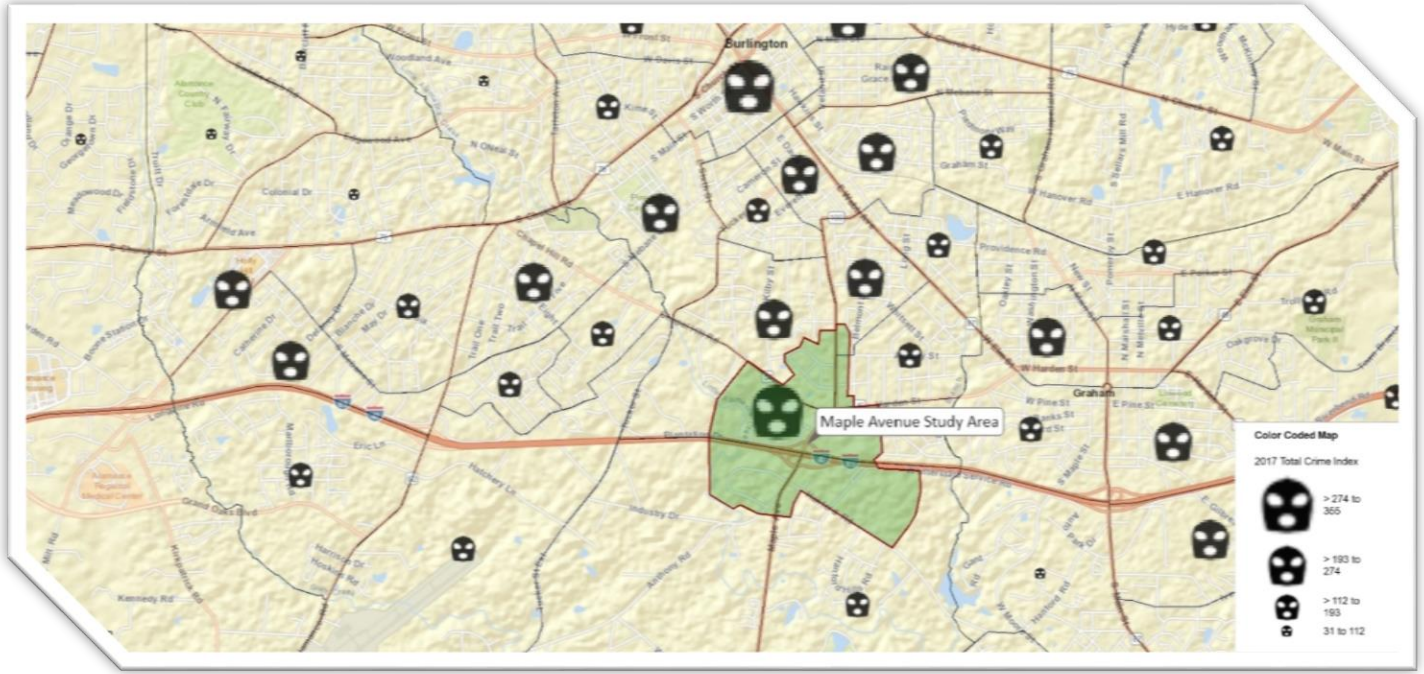
Critical Issues / Constraints

Safety

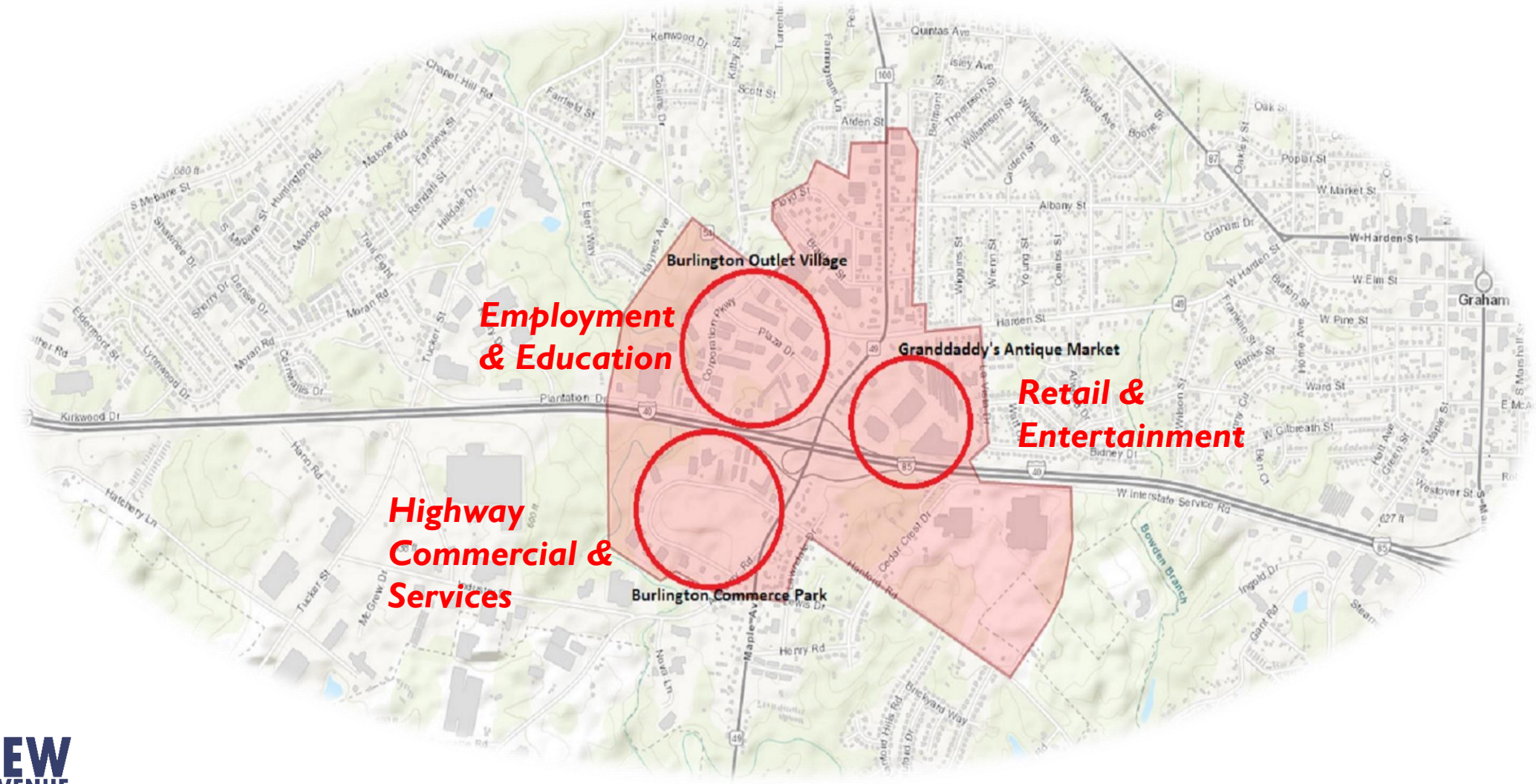
~Crime Index: 283

Aesthetics

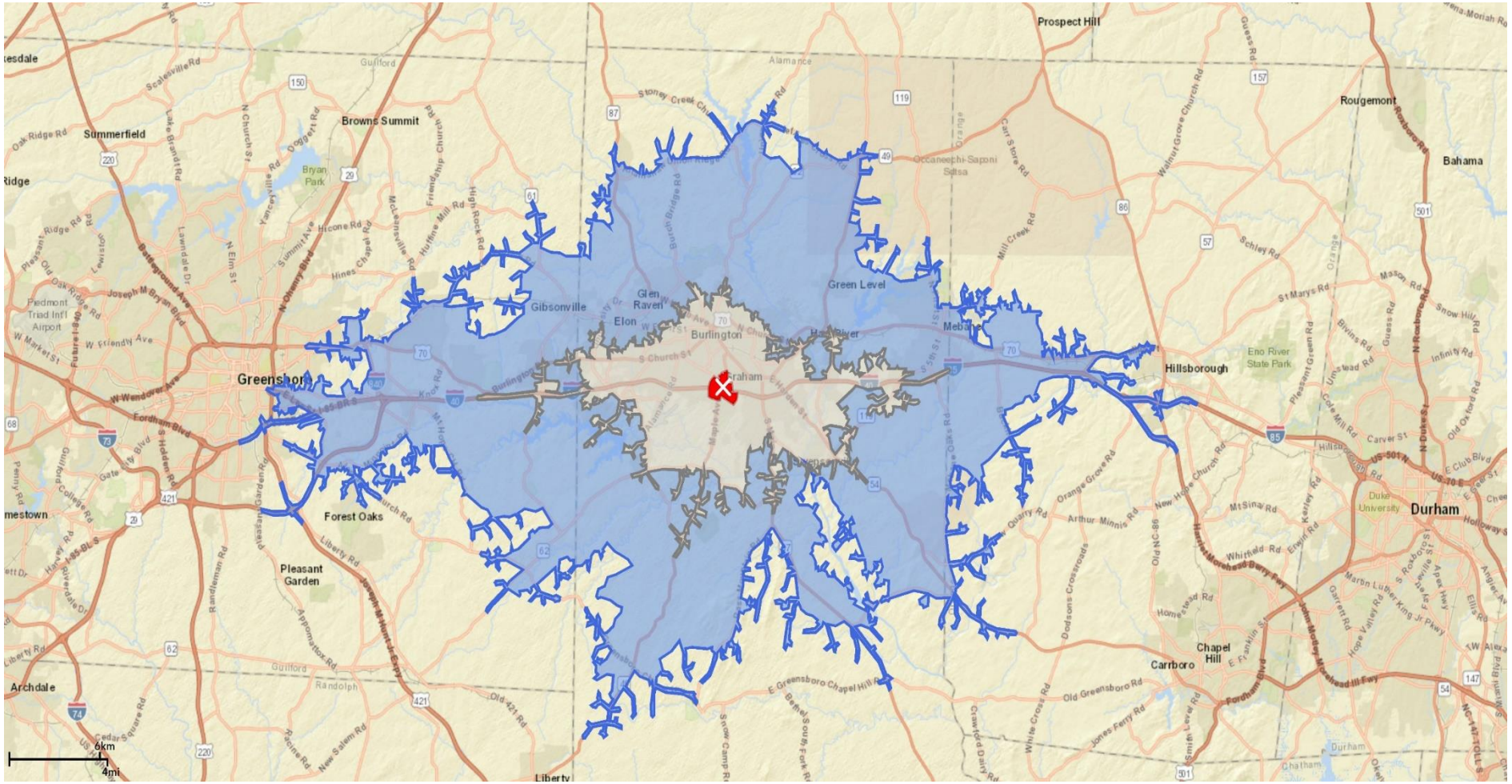




Targeted Areas – Catalyst Sites



Trade Areas – Primary & Secondary



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Key Themes

Maple Avenue as a Destination Gateway

- To area destinations
- To downtown
- To major employment centers
- To recreation/events/attractions

Maple Avenue as an Innovation Hub

- Advanced Manufacturing
- Materials Science
- Life Science
- STEM/STEAM
- Education

Product Types

- Industrial
  - Flex/”New Generation” Industrial/Office
  - Warehouse/Logistics
- Retail & Entertainment
- Lodging
- Housing

Potential Bicycle Facilities

Bike Lane

- Exclusive space for bicyclists
- Adjacent to motor vehicle lane
- Sends message to “expect cyclists”

Buffered Bike Lane

Bike lane with additional striping or hatching (buffer) next to it

Buffer is typically 2’-3’ wide

Separated Bike Lane

- At street level
- Can be one-way or two-way
- Various barriers between bike lane and motor vehicle travel lane
- High degree of comfort

Side Path

- Two-way path, fully separated
- Open to bicycles, pedestrians, and most other non-motorized users
- Typically 10’-12’ min. width

Which of the following bicycle facilities would you most like to see on Maple Avenue? (click all that apply)

1. Bike Lane
2. Buffered Bike Lane
3. Separated Bike Lane
4. Side Path
5. None of the above

Potential Pedestrian Facilities

ADA Compliant Crossing

- High visibility striping in crossing areas
- 4’ minimum width for ADA accessible curb ramps
- Push button with audible status
- Pedestrian countdown signal

Median Refuge

- Provides in-street refuge along route of crossing
- 7’+ to fit bicycles
- Approach to travel lanes must be ADA compliant

Rapid Flashing Beacon

- Increases visibility at uncontrolled crosswalks
- Pedestrian activated

Raised Crosswalk

- Area of pavement raised from street level to sidewalk level
- Gentle ramps allow vehicles to slowly traverse
- Calms traffic
- Increases pedestrian priority and visibility

Which of the following pedestrian facilities would you most like to see on Maple Avenue? (click all that apply)

1. ADA Compliant Crossings
2. Median Refuge
3. Rapid Flashing Beacon
4. Raised Crosswalk
5. None of the above

Visual Preference Survey

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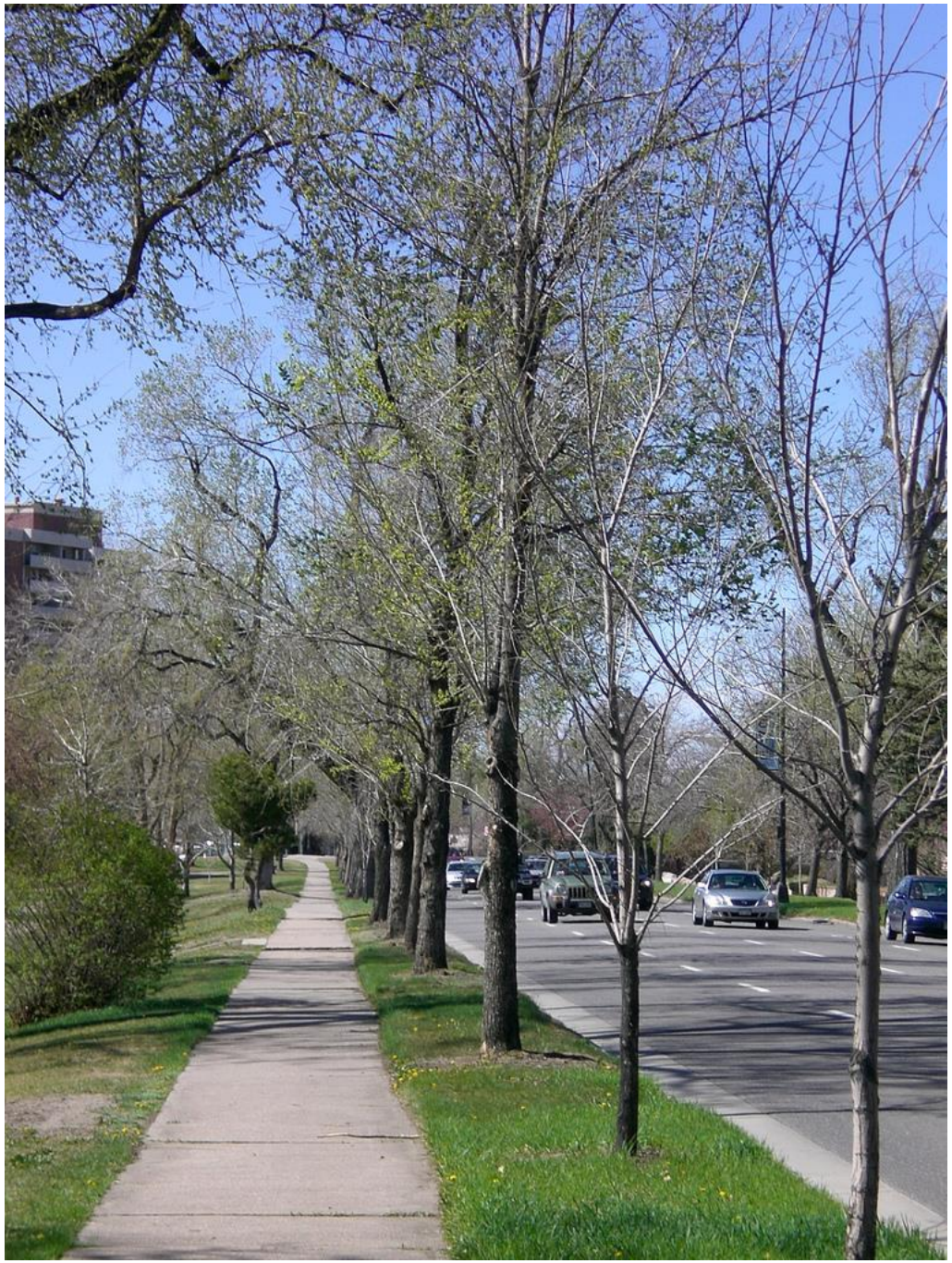
Image 1



Source: Flikr, Complete Streets

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Image 2

RENEW MAPLE AVENUE
A CITY OF BURLINGTON CORRIDOR INITIATIVE

Source: Ernie Boughman

Image 3

RENEW MAPLE AVENUE
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Image 4

Source: www.frederickwilliamhoagarchitect.com

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Source: http://www.cityofgoleta.org

Image 5

RENEW MAPLE AVENUE
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Source: www.jeffersoncitymo.gov

Image 6

RENEW MAPLE AVENUE
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Source: Libby Thomas

Image 7

RENEW MAPLE AVENUE
A CITY OF BURLINGTON CORRIDOR INITIATIVE

Source: Ernie Boughman

Image 8

RENEW MAPLE AVENUE
A CITY OF BURLINGTON CORRIDOR INITIATIVE

Source: www.yesmontgomeryva.org

Image 9

RENEW MAPLE AVENUE
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Image 10

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Image 11

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Image 12

RENEW MAPLE AVENUE
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Source: www.charmeck.org

Image 13

RENEW MAPLE AVENUE
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Source: bettercities.net

Image 14

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Image 15

Source: Ernie Boughman

RENEW MAPLE AVENUE
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Image 16

Source: Jared Draper

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Image 17

Source: Ernie Boughman

RENEW MAPLE AVENUE
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Image 18

Source: la.streetsblog.org

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Source: Ernie Boughman

Image 19

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Source: Parsons Brinckerhoff

Image 20

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Source: Ernie Boughman

Image 21

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Image 22

Source: genesisgroup.com

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Image 23

Source: walkableprinceton.com

Image 24

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Source: http://www.urbanophile.com/2010/05/23/next-american-suburb-carmel-indiana/comment-page-1/

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Source: Ernie Boughman

Image 25

RENEW MAPLE AVENUE
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Image 26

Source: Ernie Boughman

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Image 27

Source: Ernie Boughman

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Image 28

Source: Ernie Boughman

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Image 29

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Image 30

Priority Spectrums

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