

A nighttime photograph of a street scene in Fayetteville, North Carolina. A street lamp illuminates a tree and a brick building in the background. An American flag is visible on the left. A blue overlay box contains text and a logo.

October 2018



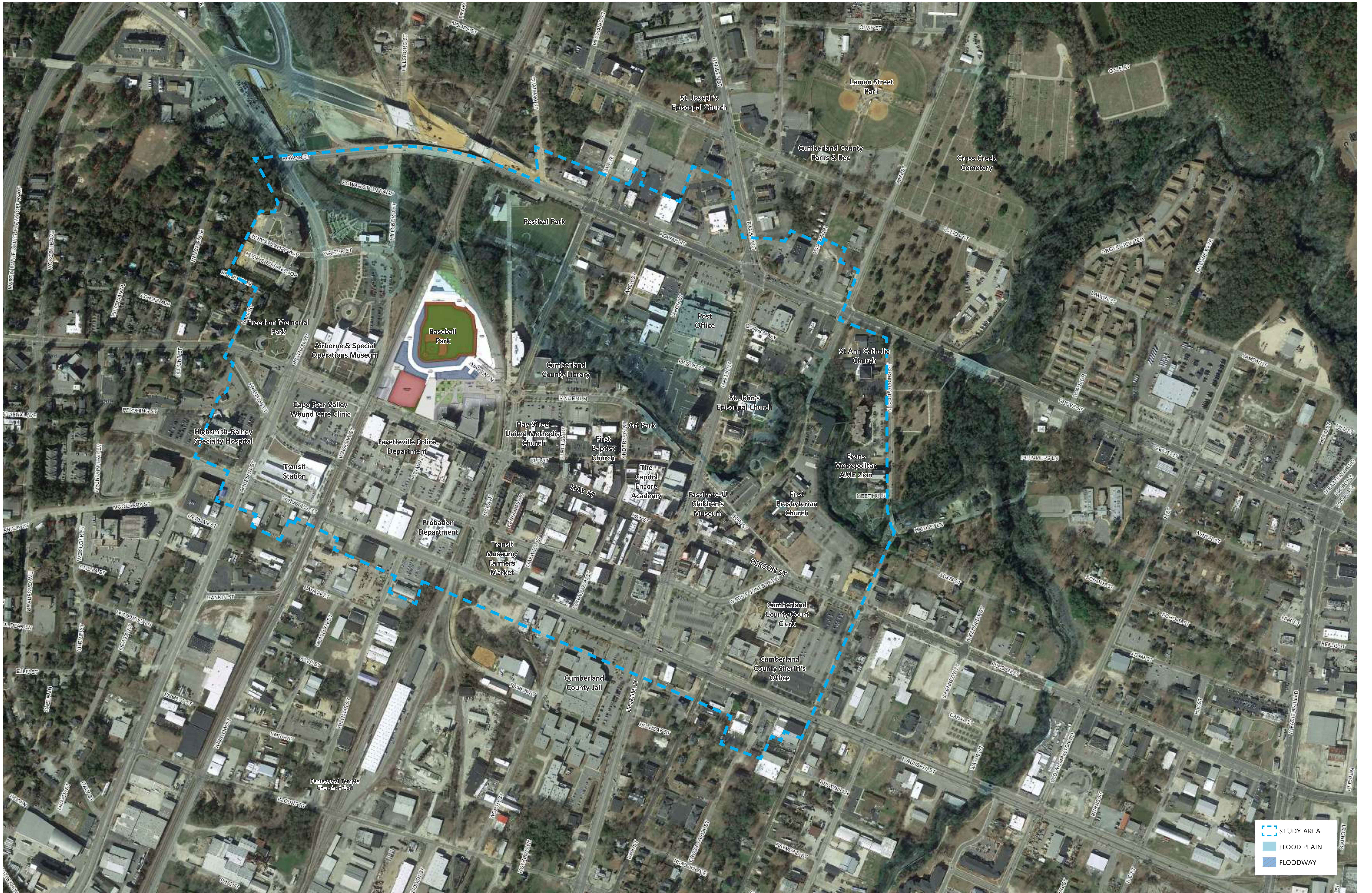
FAYETTEVILLE DOWNTOWN MASTER PLAN

Fayetteville, North Carolina

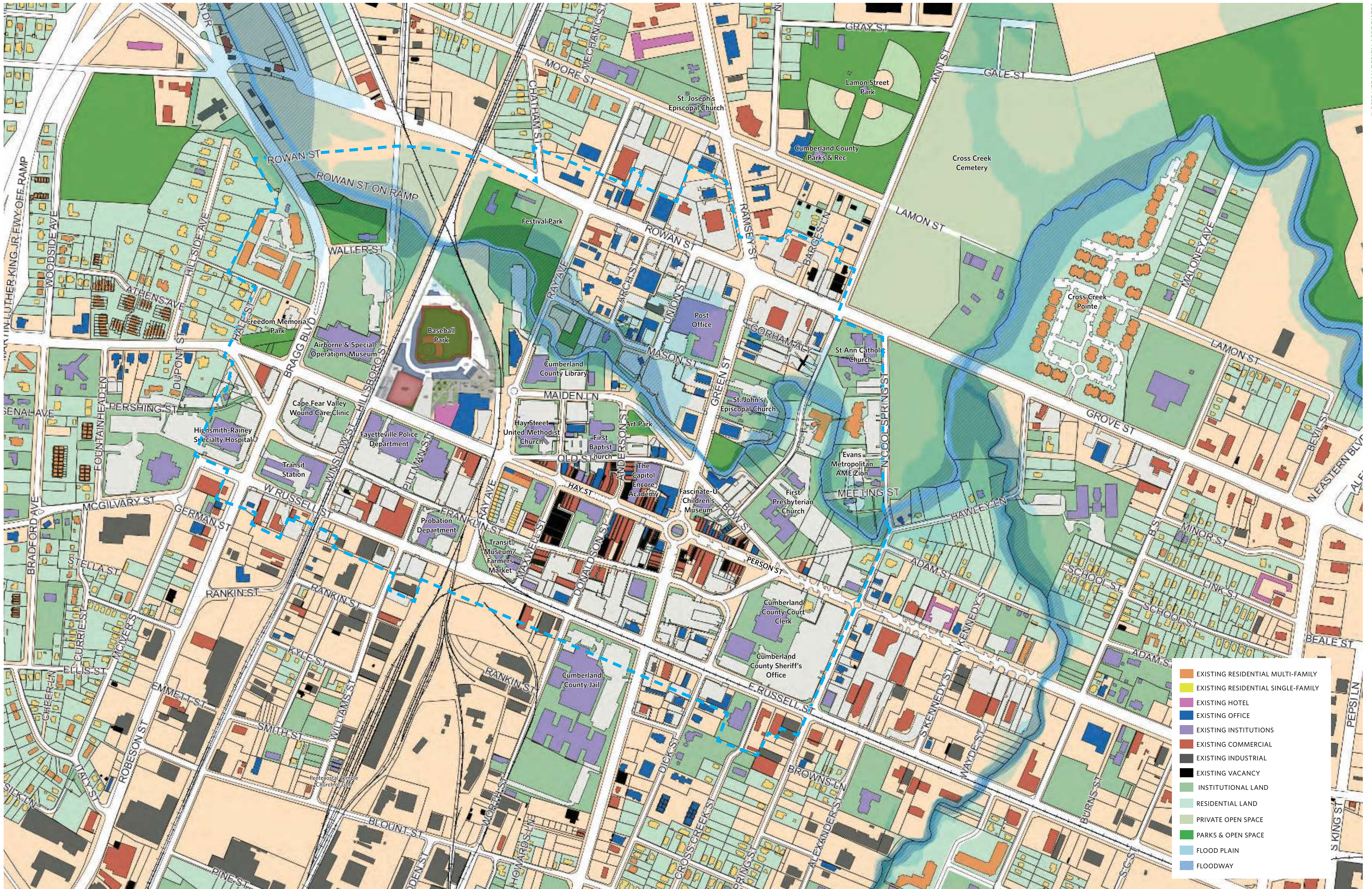
PROCESS AND TEAM

- Phase I : Data Base and Analysis : Understanding
- Phase II : Alternatives : Exploring
- Phase III : Final Plan : Deciding

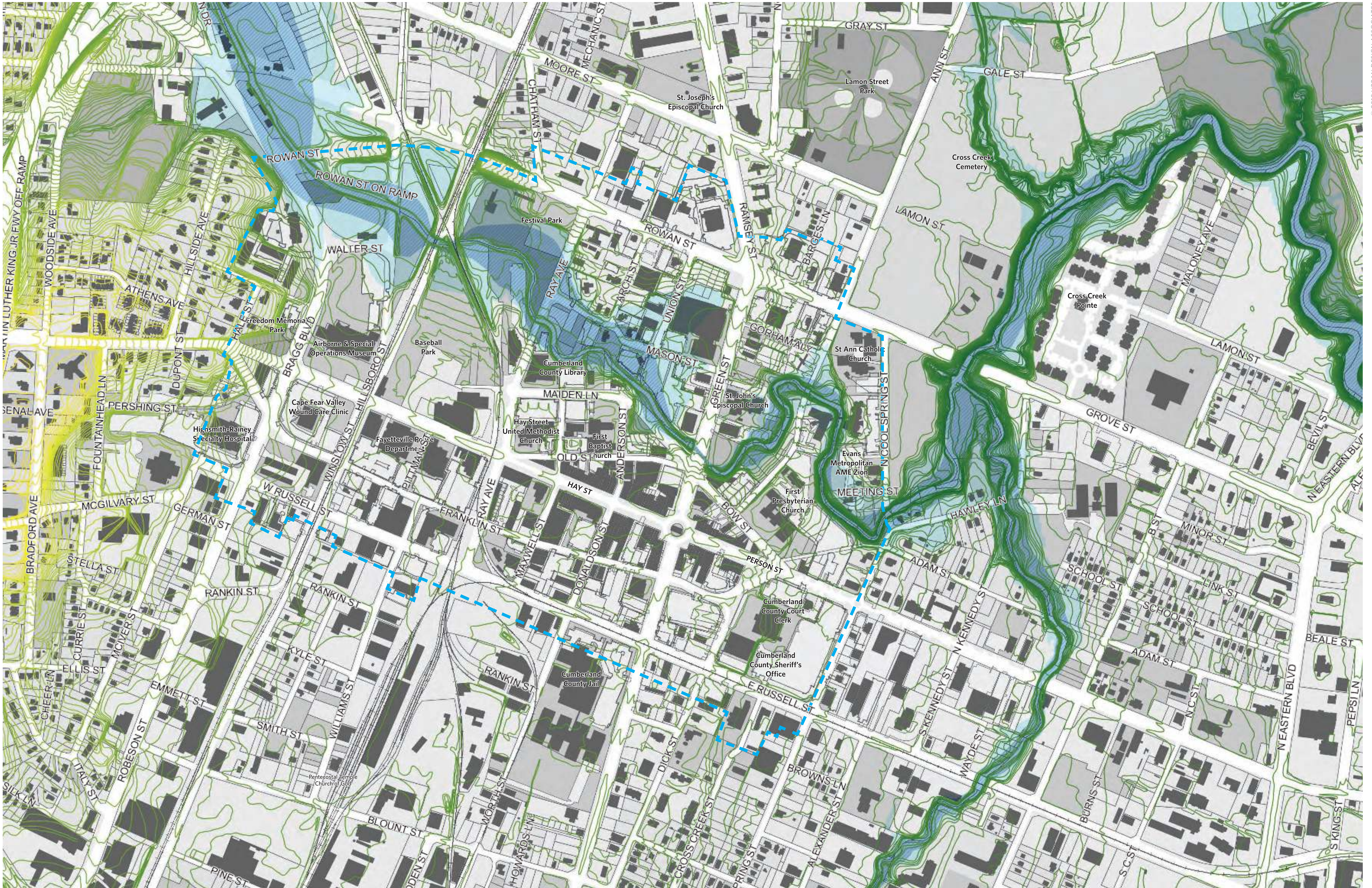
EXISTING CONDITIONS ANALYSIS



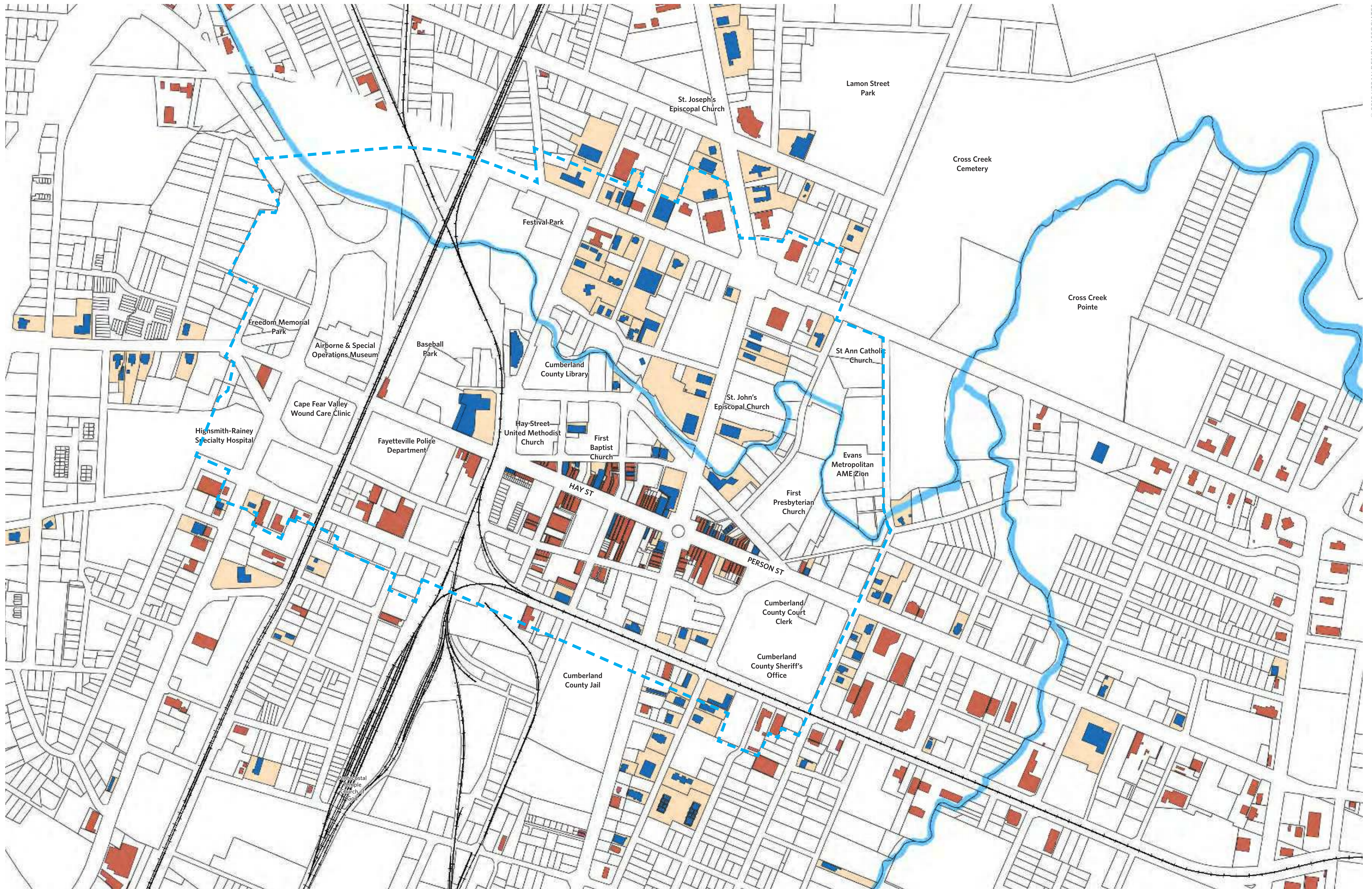
AERIAL PHOTOGRAPH



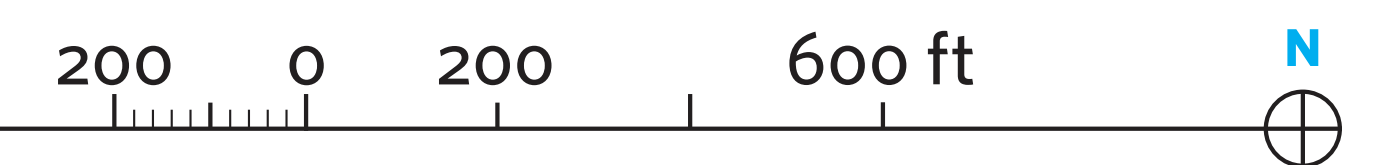
PORTRAIT OF EXISTING CONDITIONS



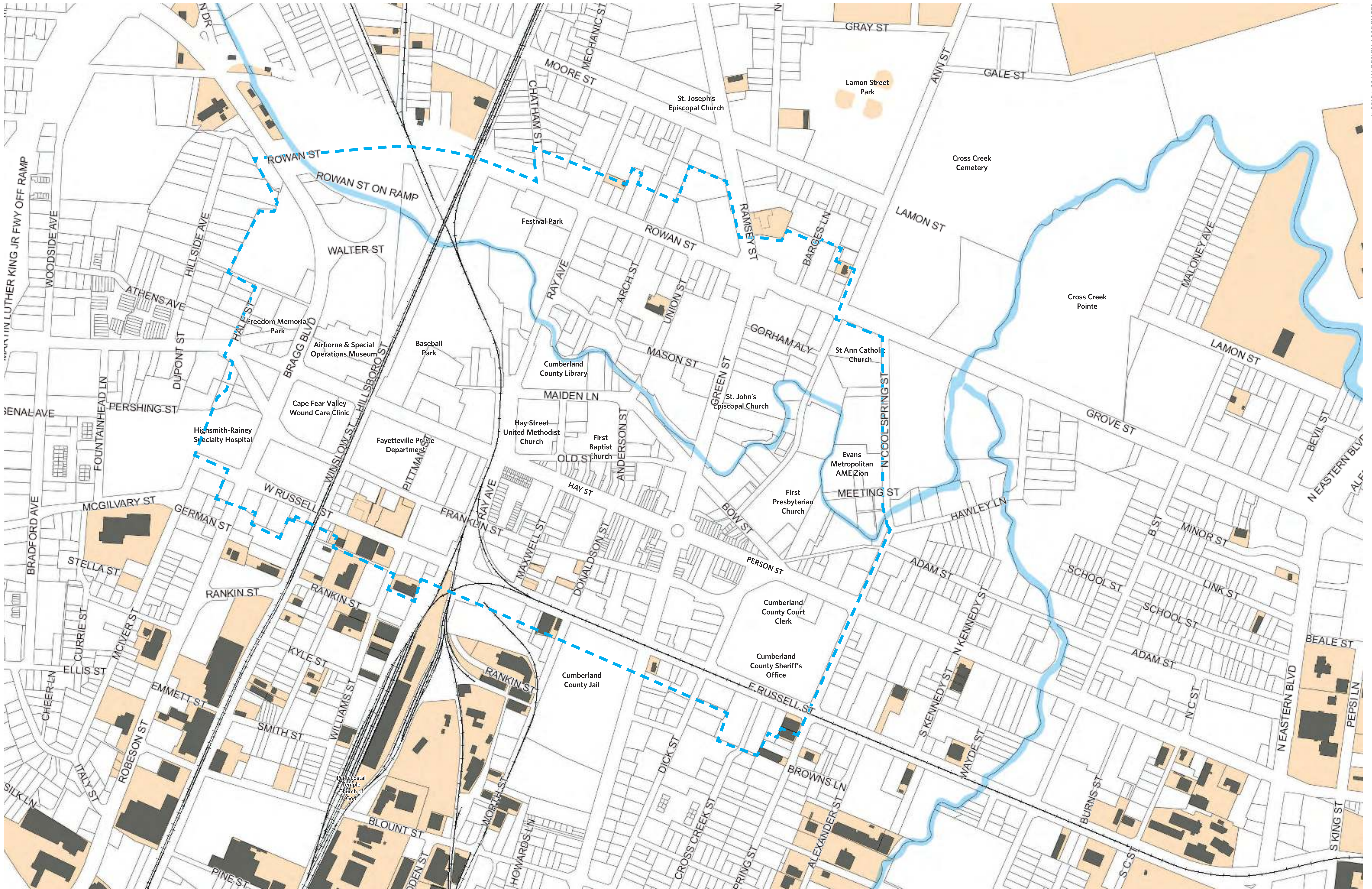
TOPOGRAPHY



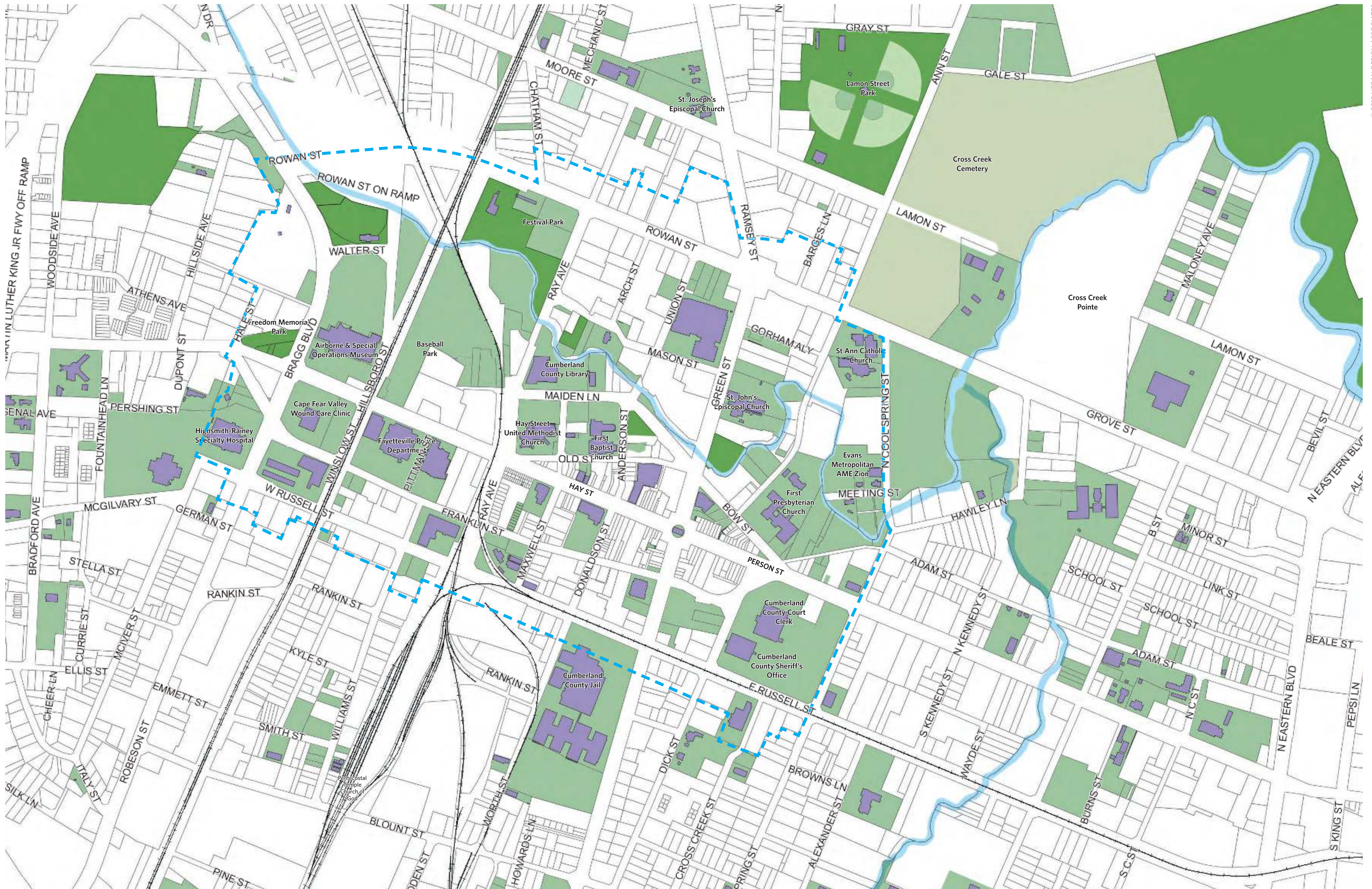
RETAIL, COMMERCIAL, OFFICE



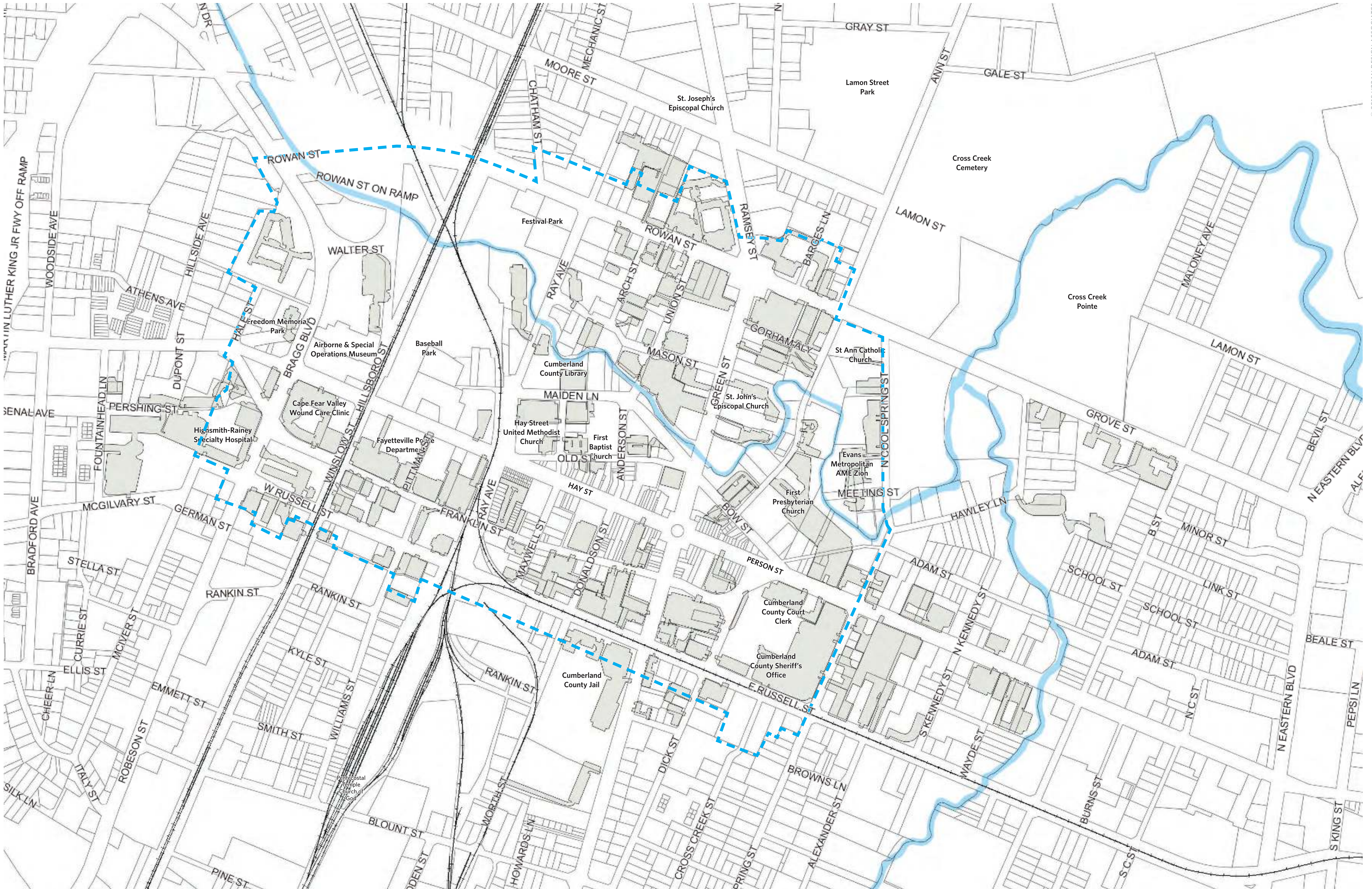
RESIDENTIAL



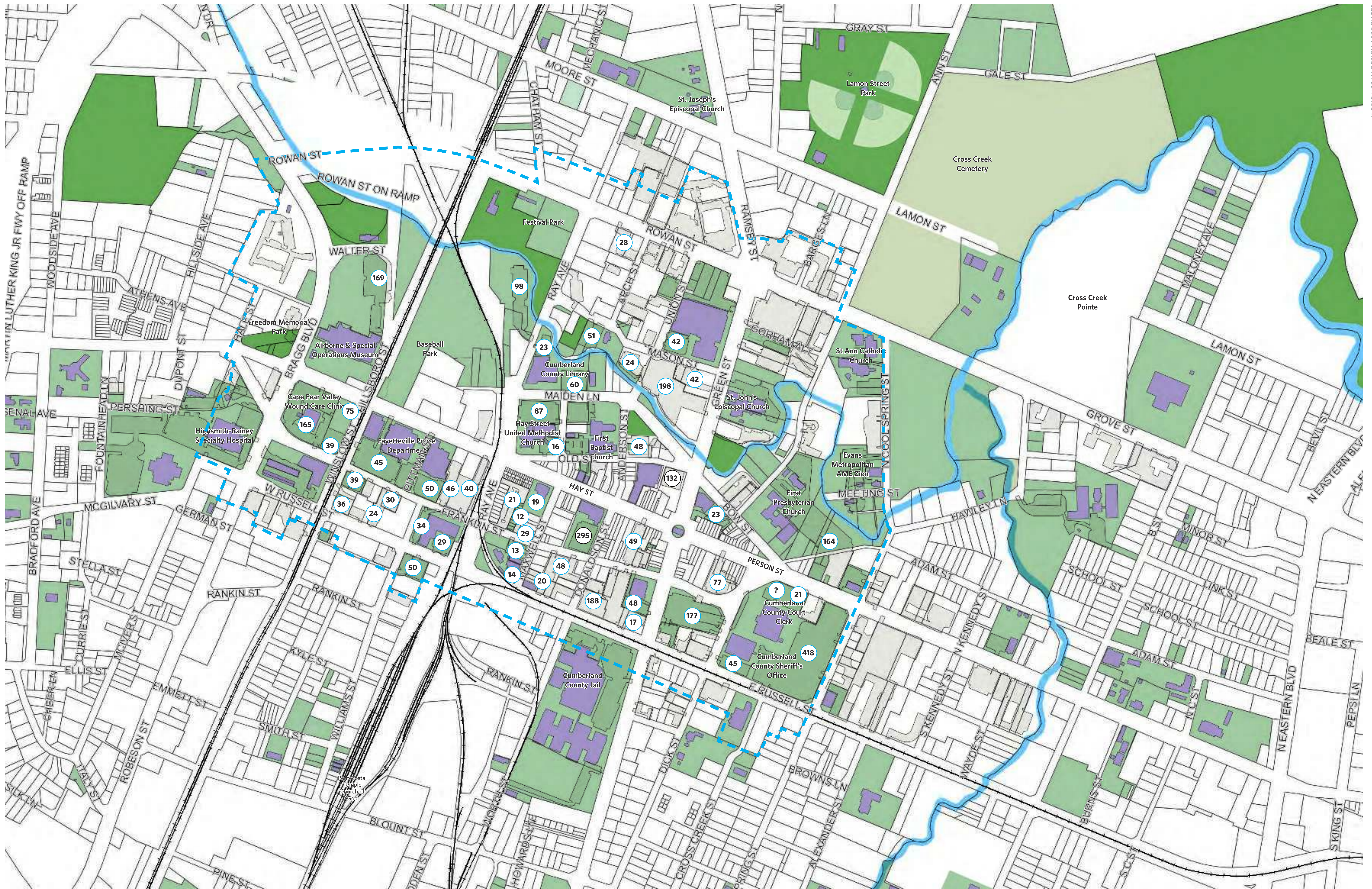
INDUSTRIAL



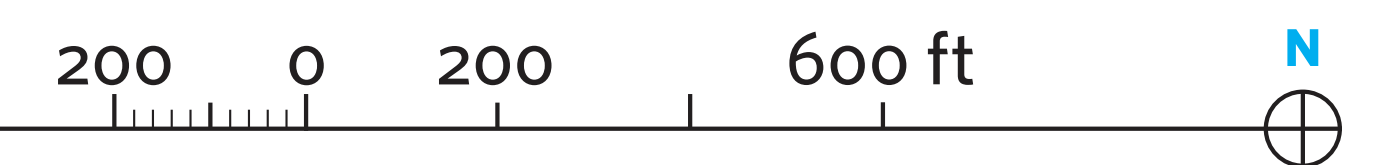
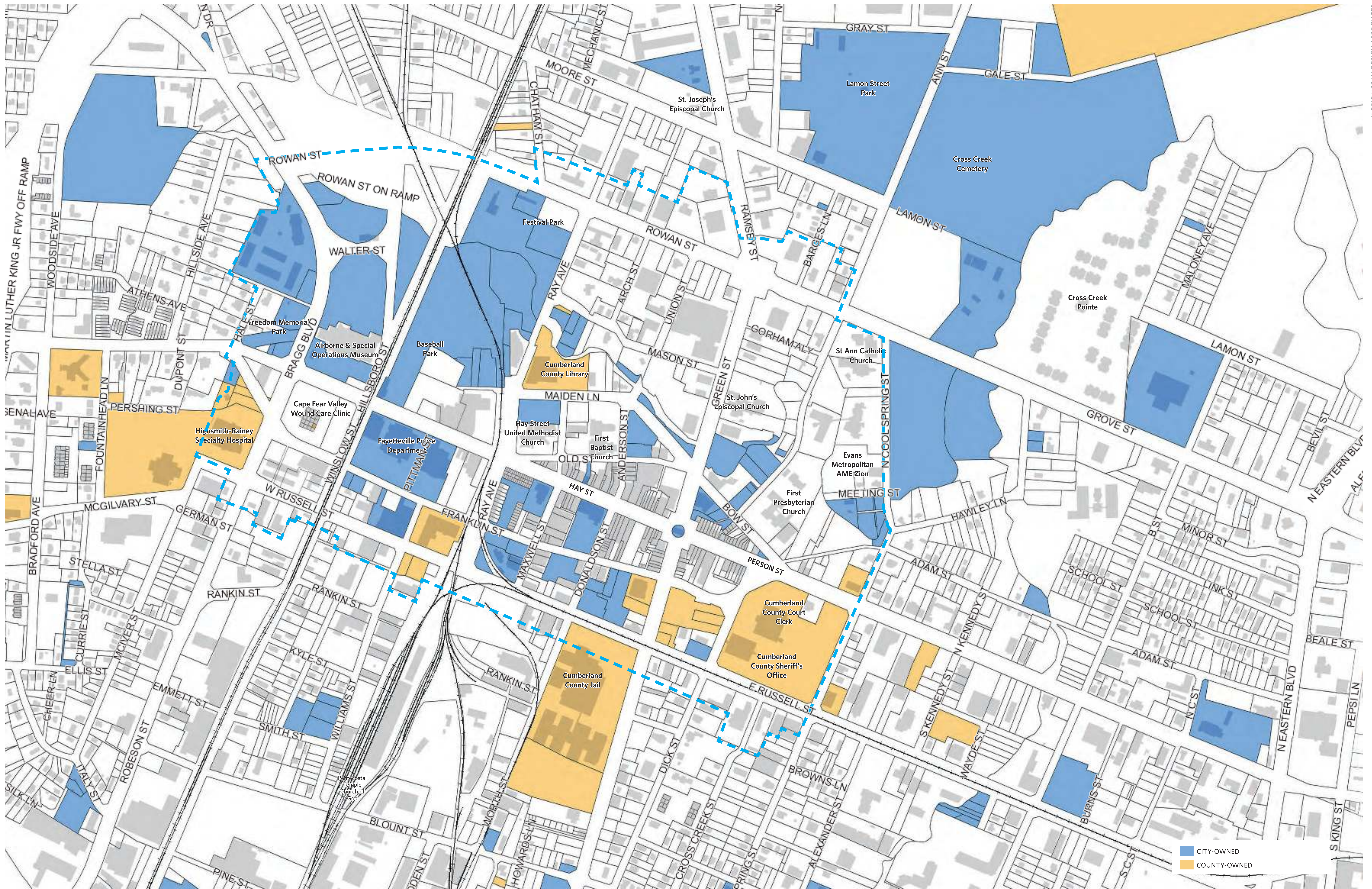
PARKS AND INSTITUTIONS



PARKING



INSTITUTIONS & PARKING

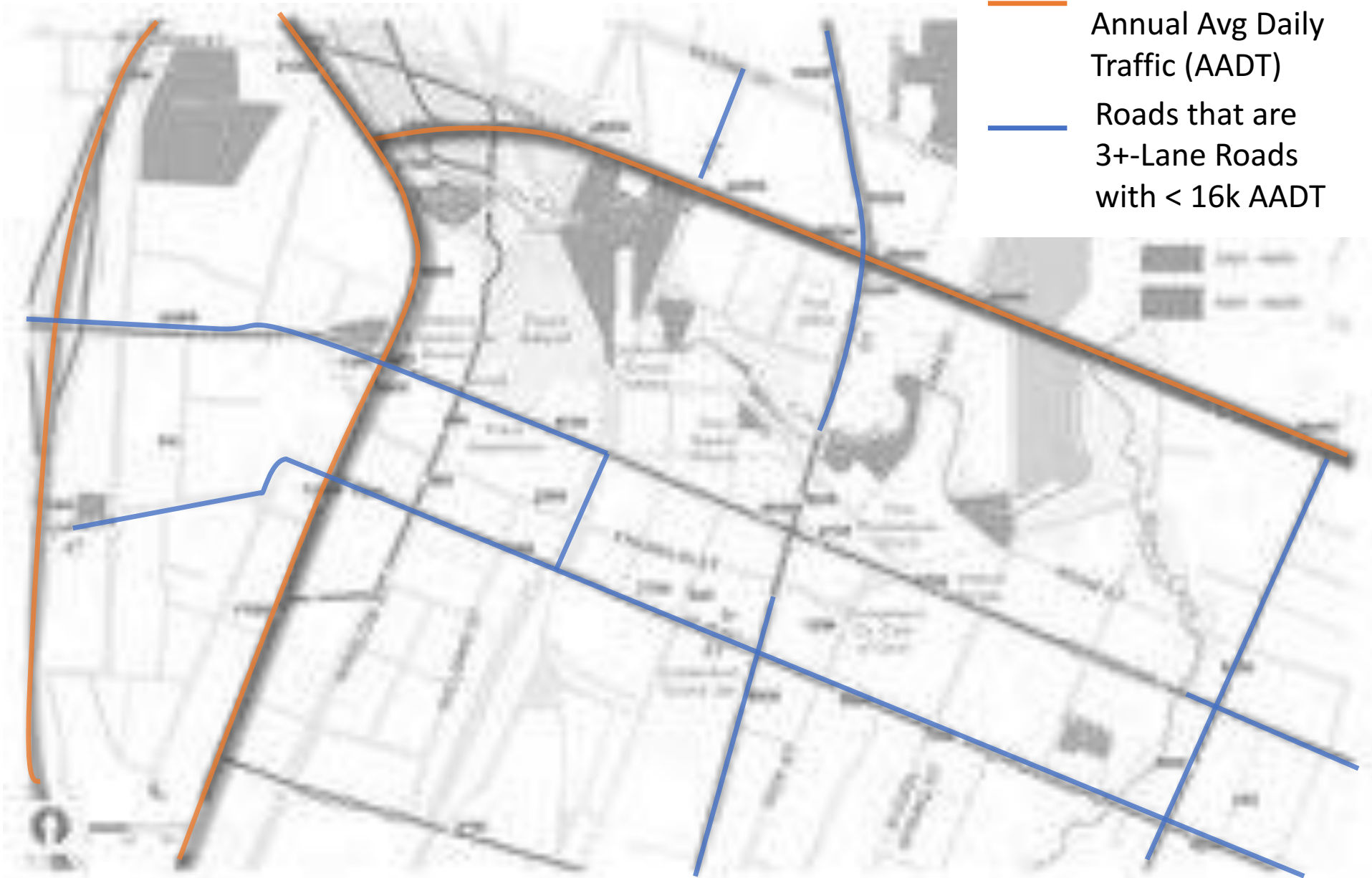


CITY AND COUNTY PROPERTY

Traffic Volumes (2016)



Underutilized Roadways

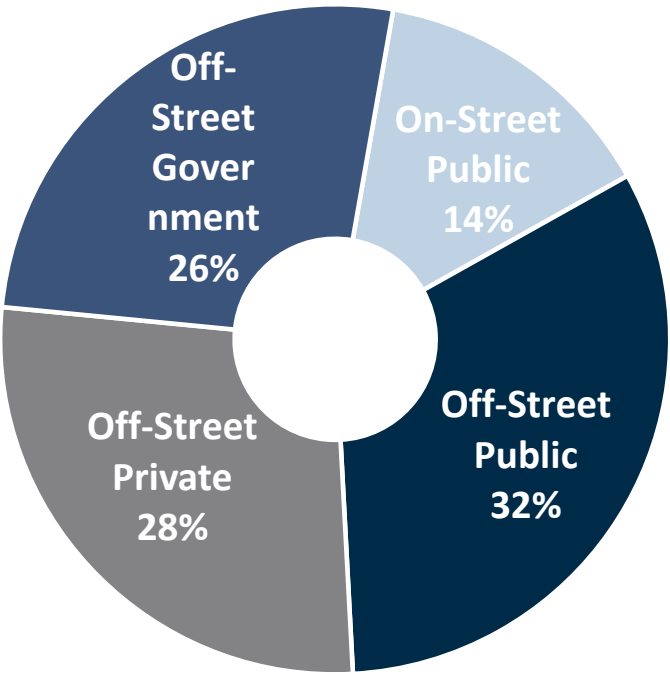


PARKING

PARKING INVENTORY

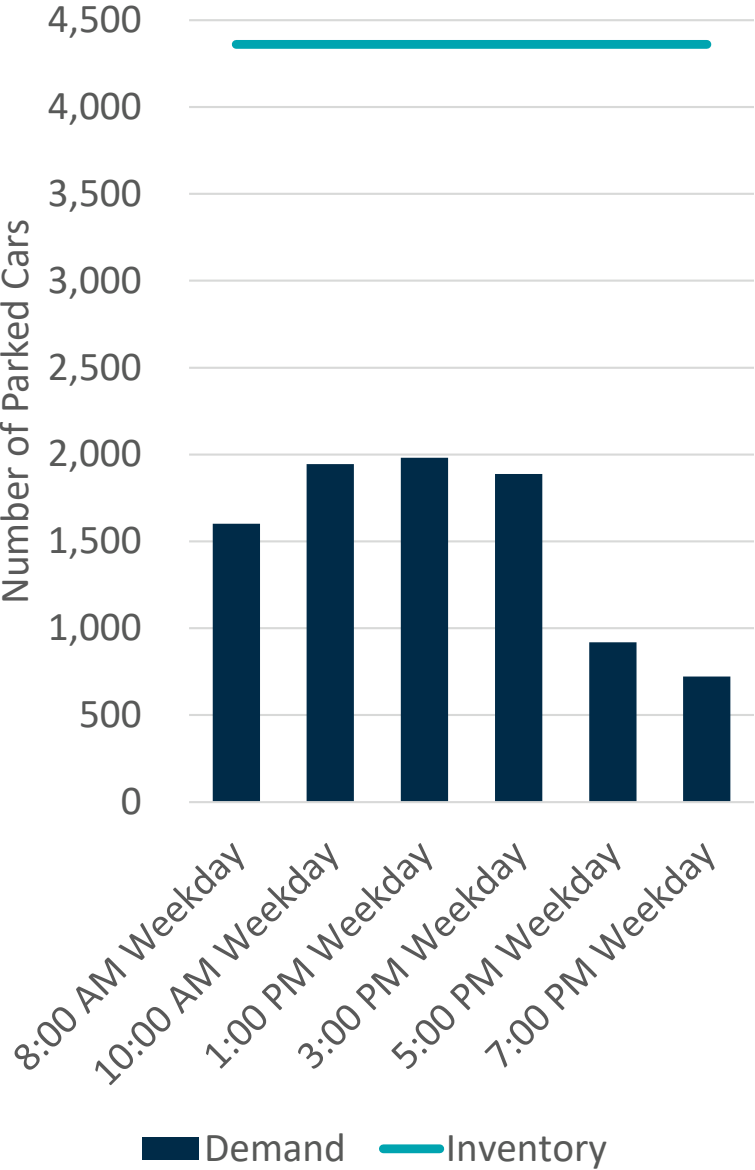


Parking Inventory
Distribution by Type



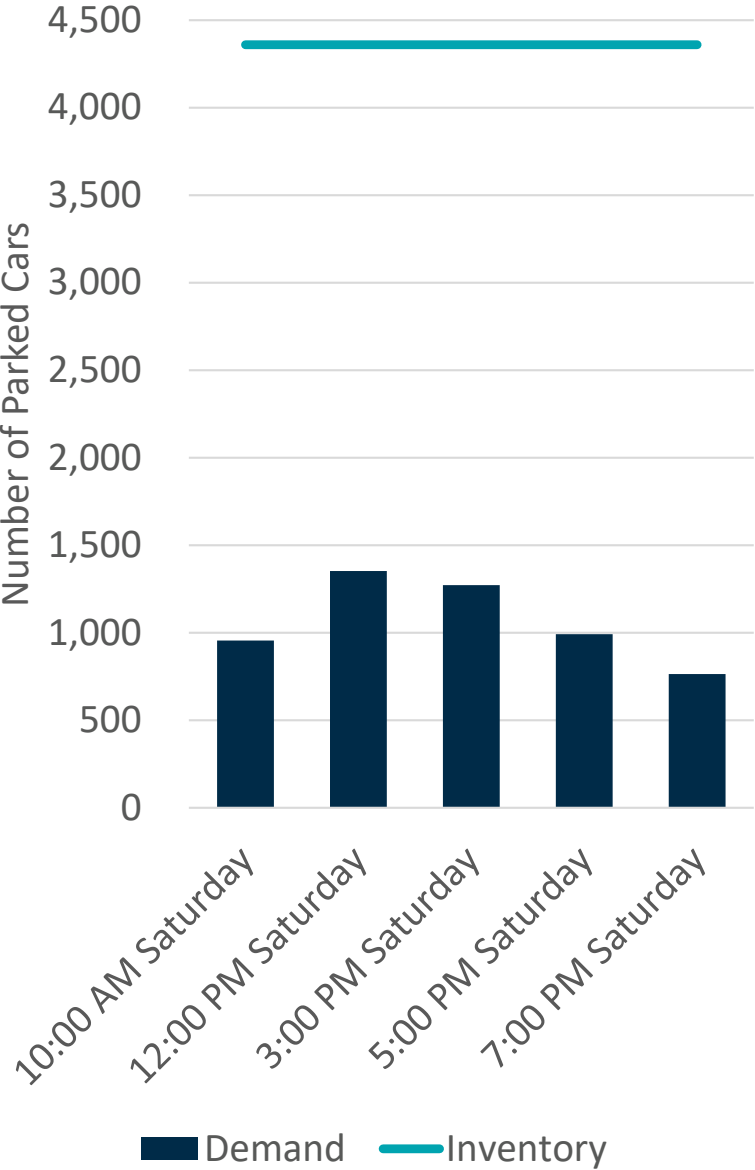
PARKING

I. EXISTING DEMAND & SUPPLY



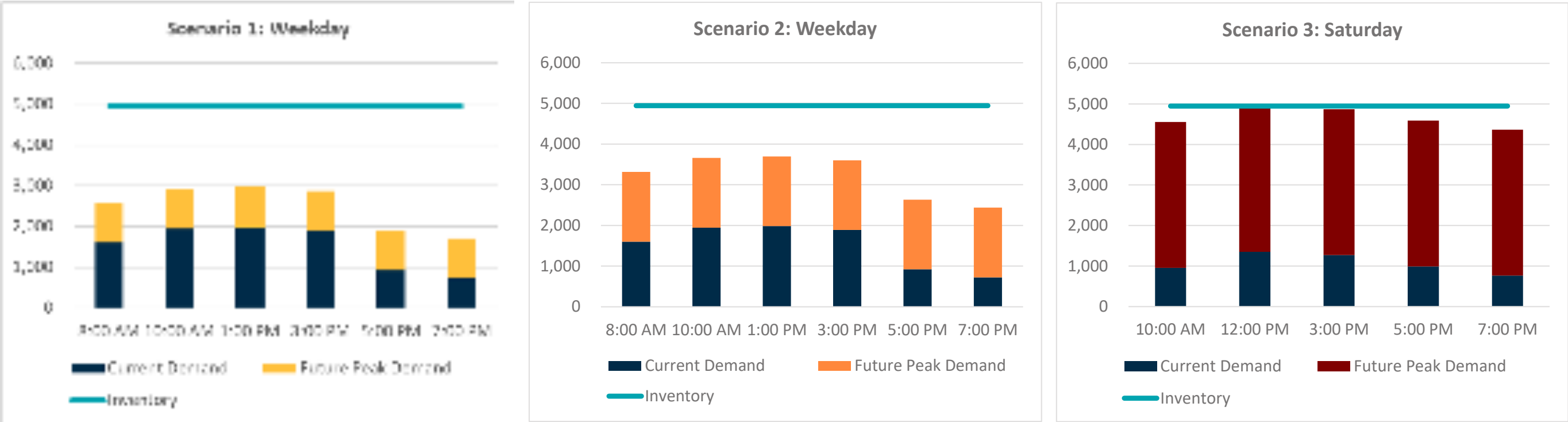
CURRENT SYSTEM IS ADEQUATE

- During peak count, parking occupancy was just 45%
- There are substantial amounts of available parking which allows for opportunities



PARKING

II. FUTURE DEMAND & SUPPLY



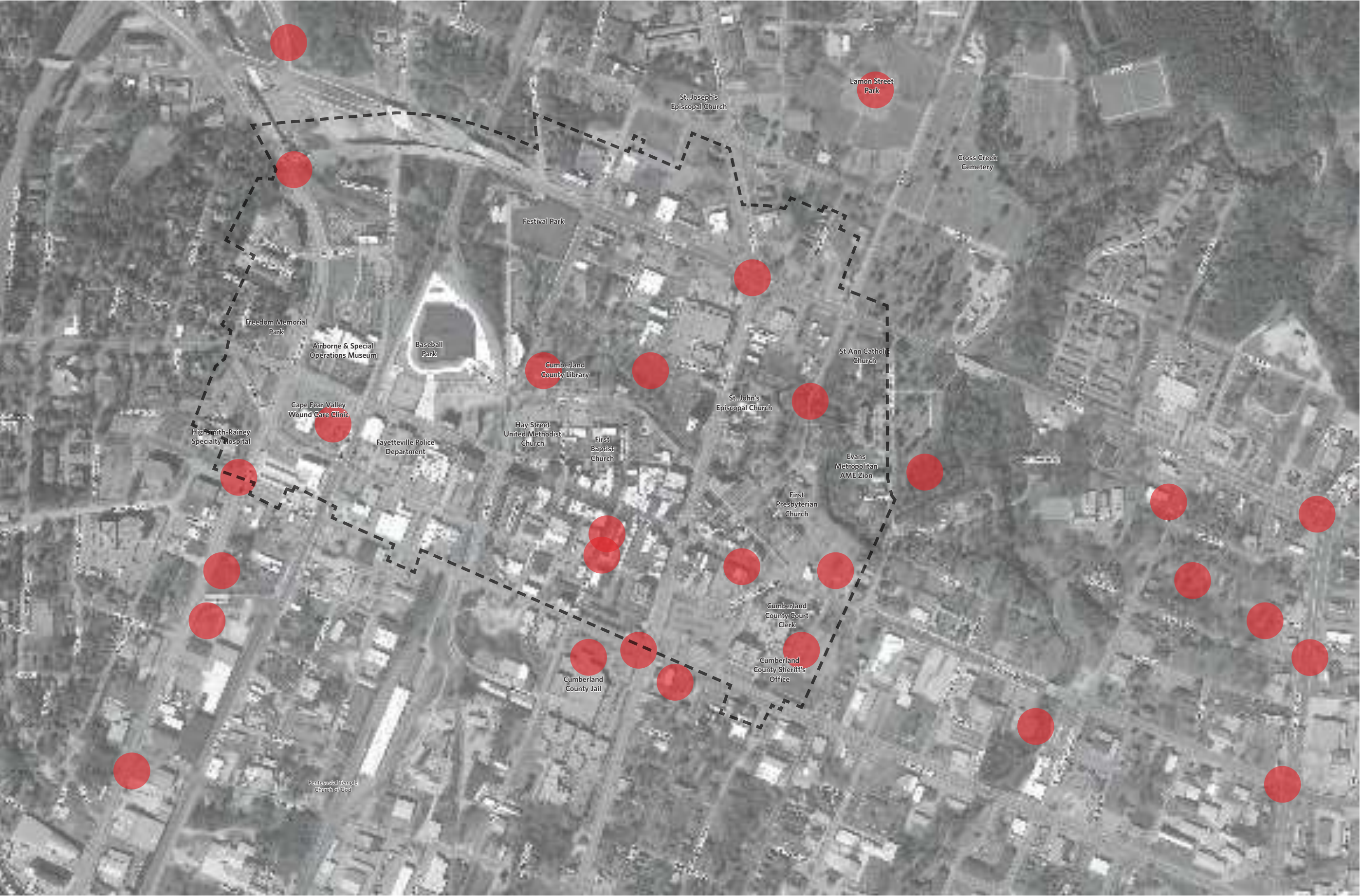
Scenario	Event Description	Attendance	Percent Using Automobile	Average Vehicle Capacity	Parking Demand
Scenario 1	Average Ballgame	2,732 x	90% ÷	2.50 =	984
Scenario 2	Sell Out Ballgame	4,762 x	90% ÷	2.50 =	1,714
Scenario 3	Large or Simultaneous Event	10,000 x	90% ÷	2.50 =	3,600

Note: There are additional parking assets not included in the inventory figure.

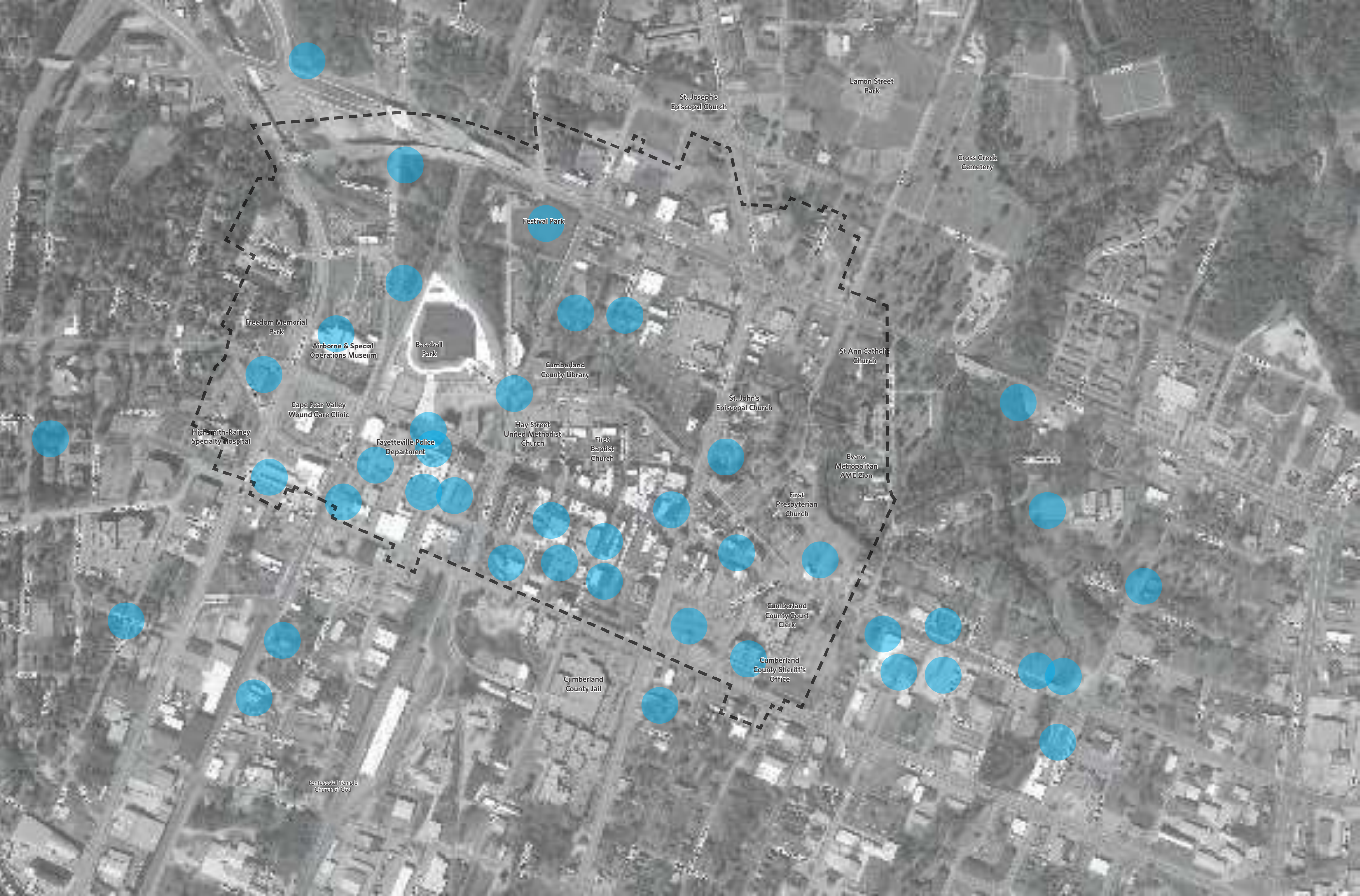
CONSIDERATIONS

- Build on Ballpark investment
- Attract people to businesses beyond Hay Street
- Enhance the image, safety, and ease of getting around Downtown
- Impact of a Performing Arts Center downtown
- Look at regulations to support more residential, entertainment, and other development
- Parking impacts of growth



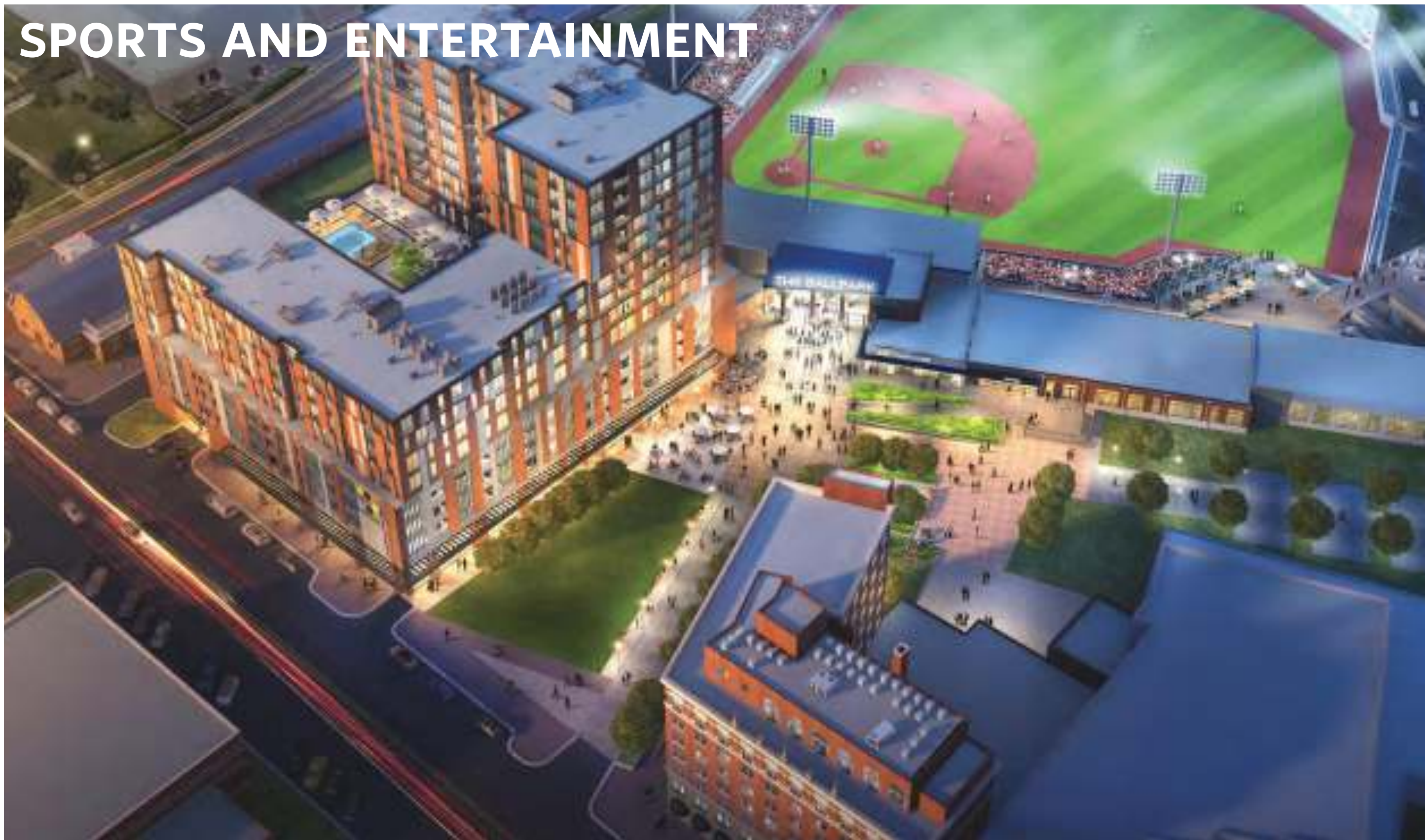


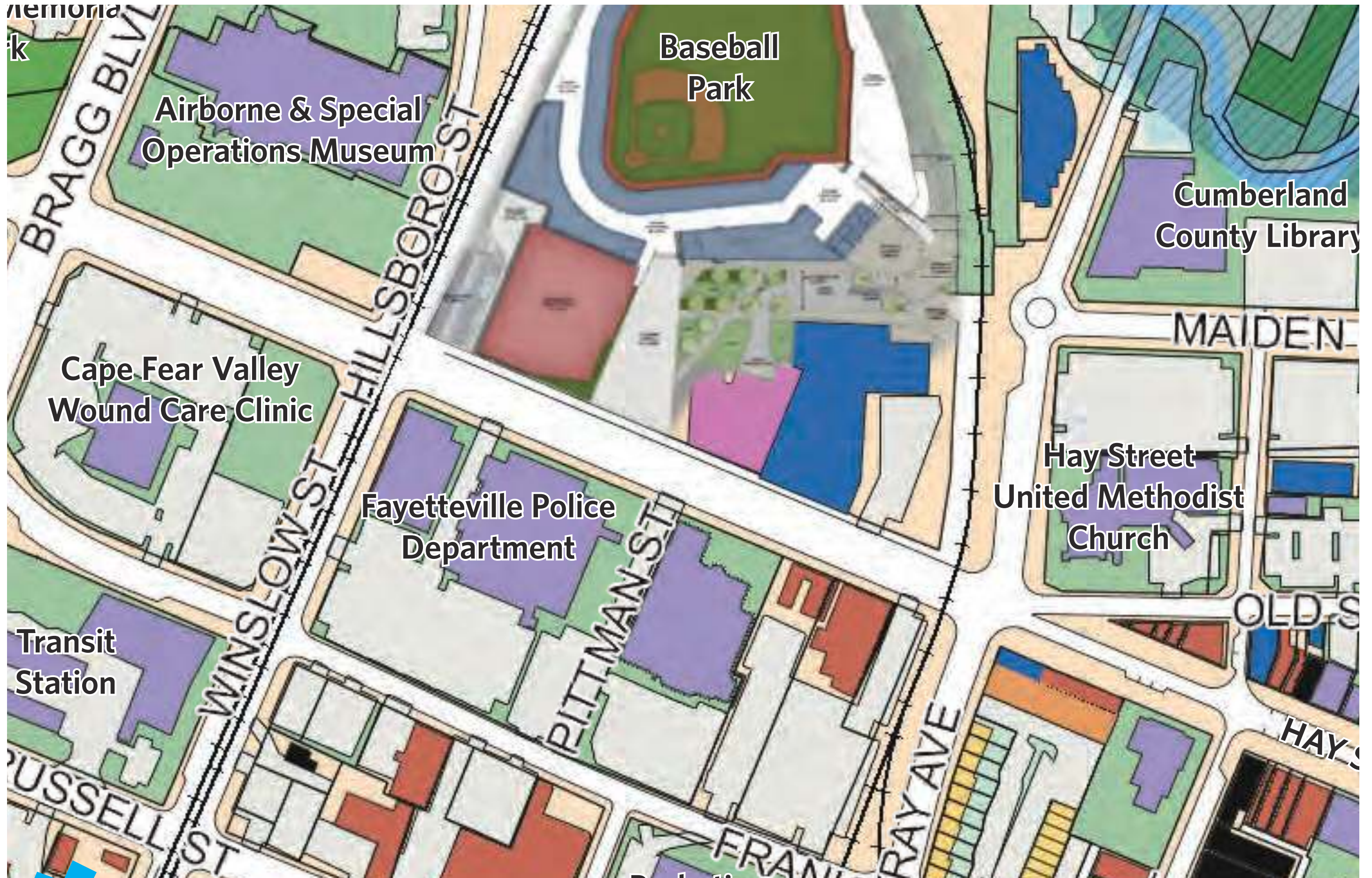
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FOCUS AREAS













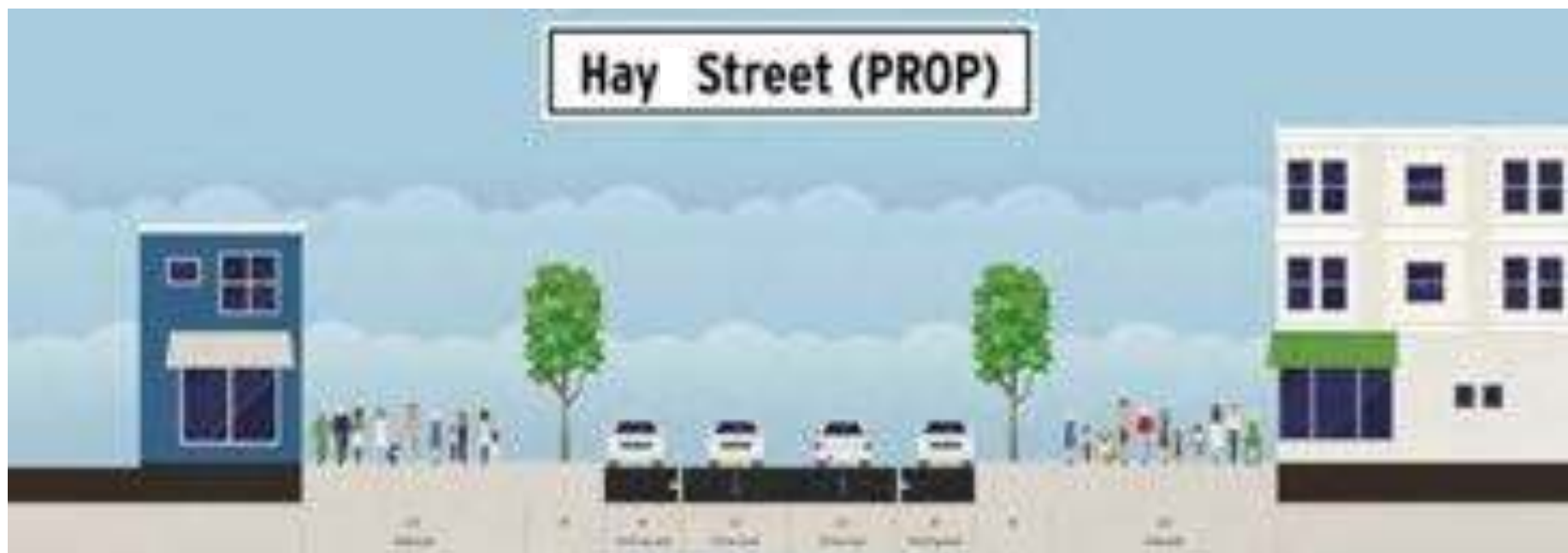




Hay Street



Hay Street (PROP)



Hay Street (PROP)

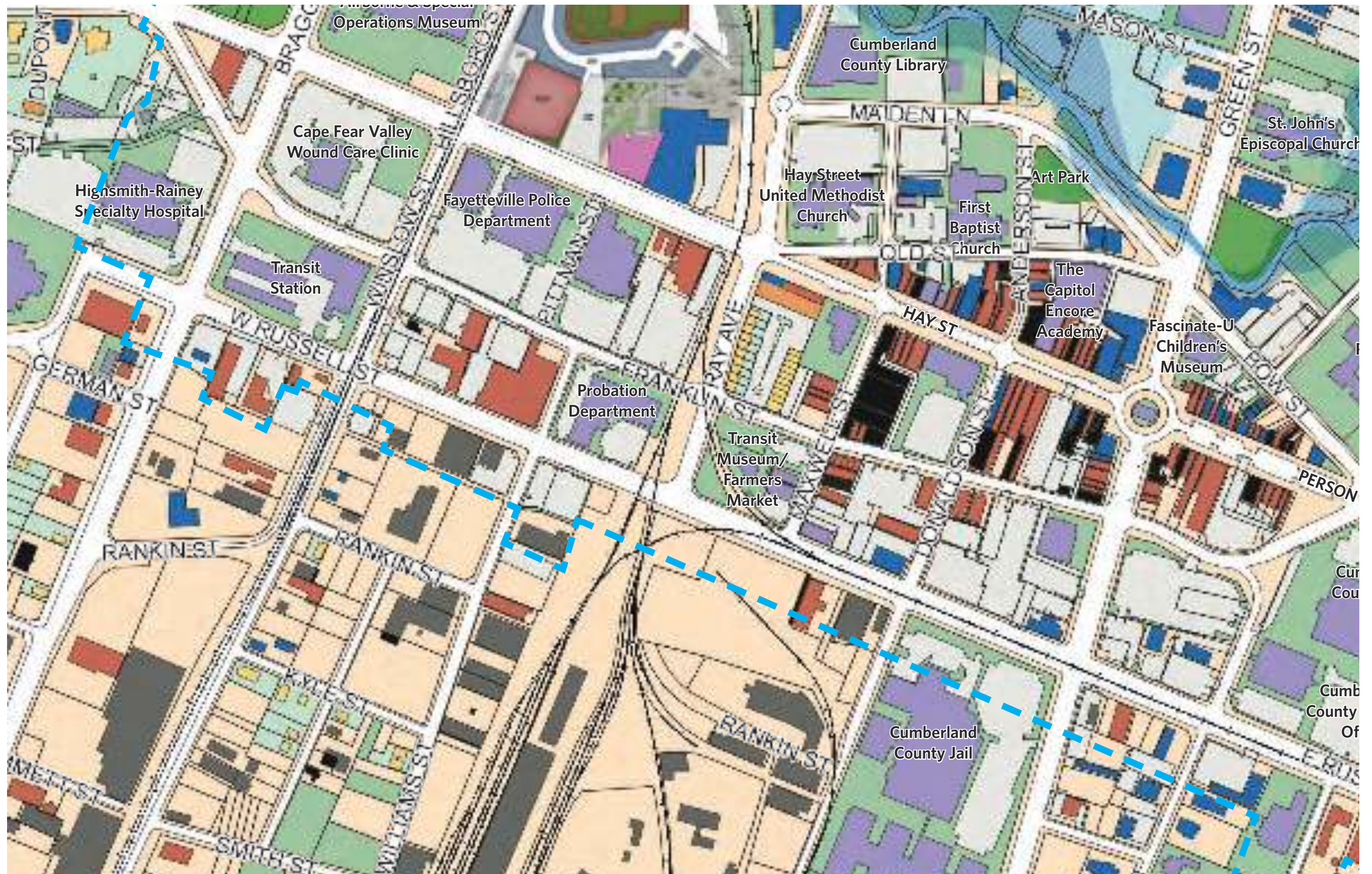


Hay Street Plaza



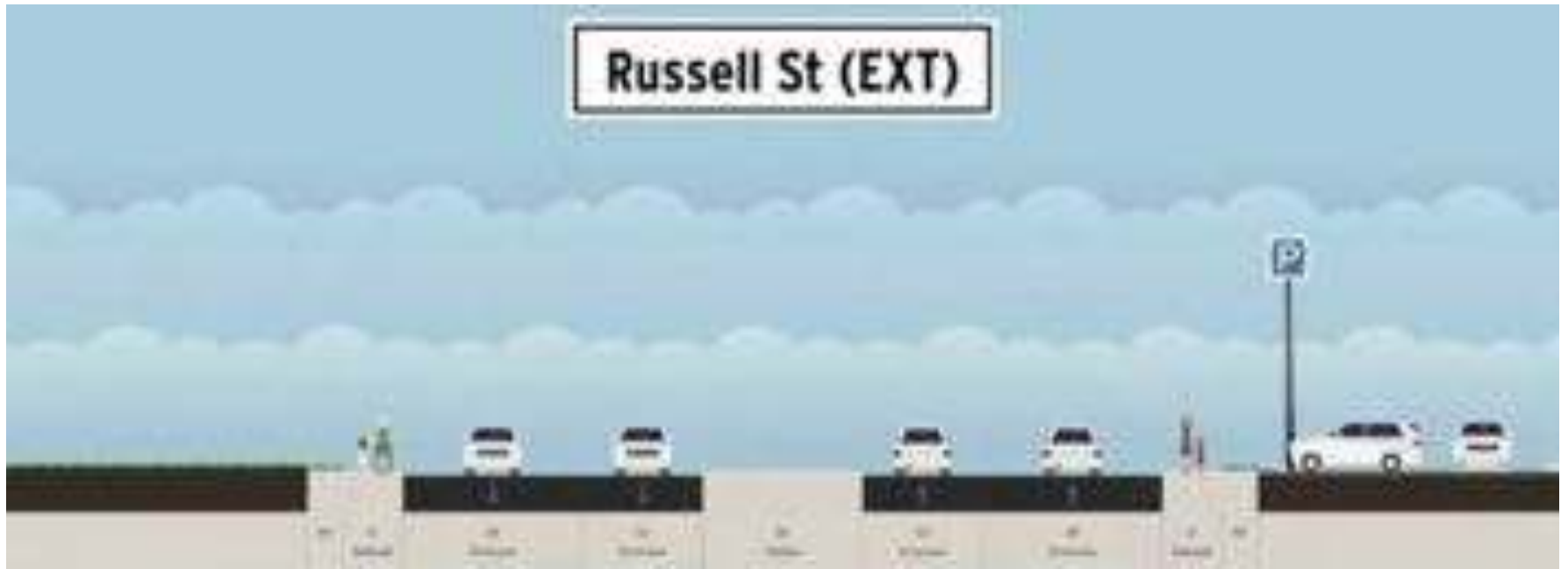
RUSSELL STREET DOWNTOWN DISTRICT







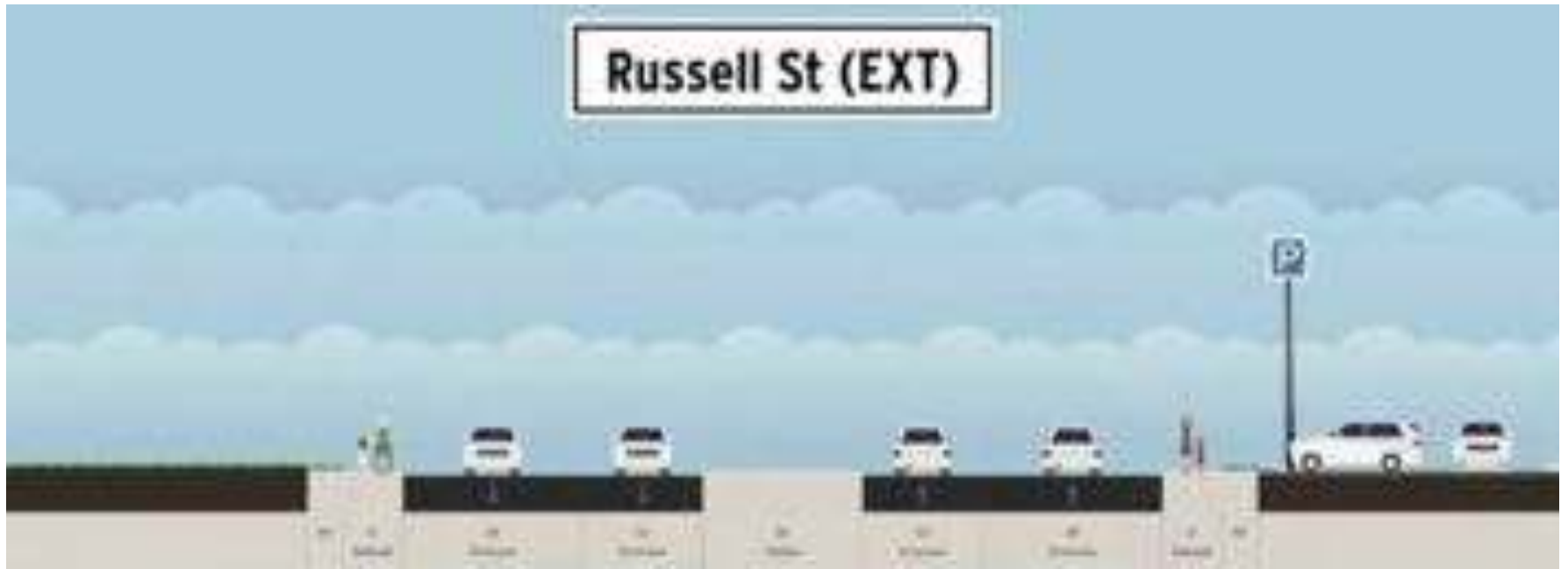
Russell St (EXT)



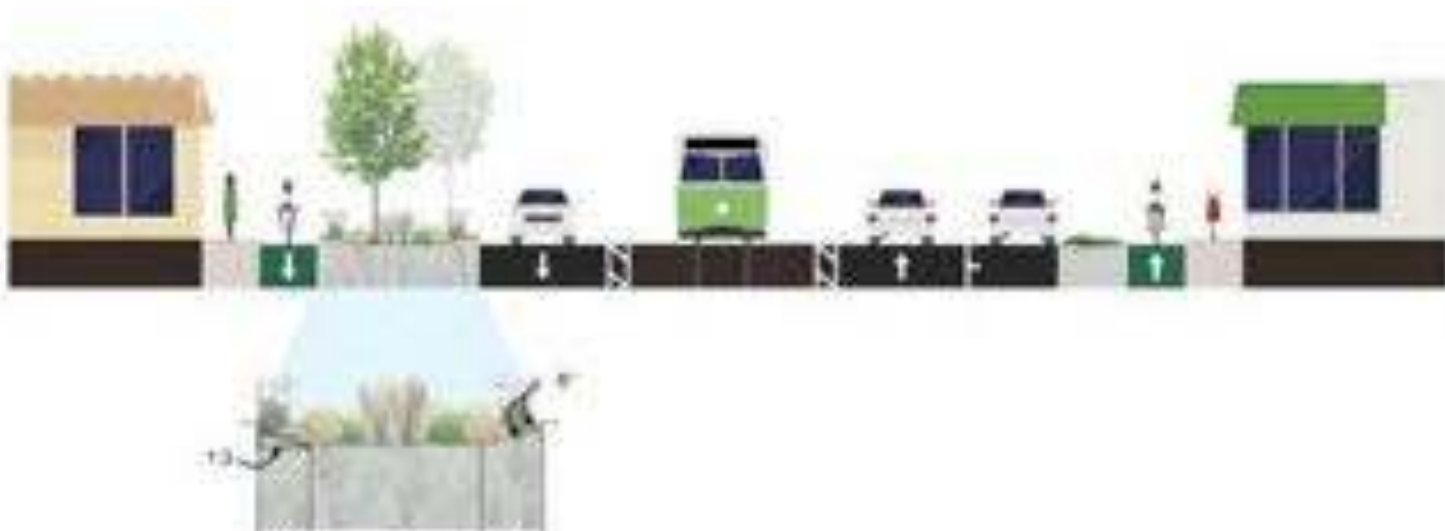
Interim Section



Russell St (EXT)

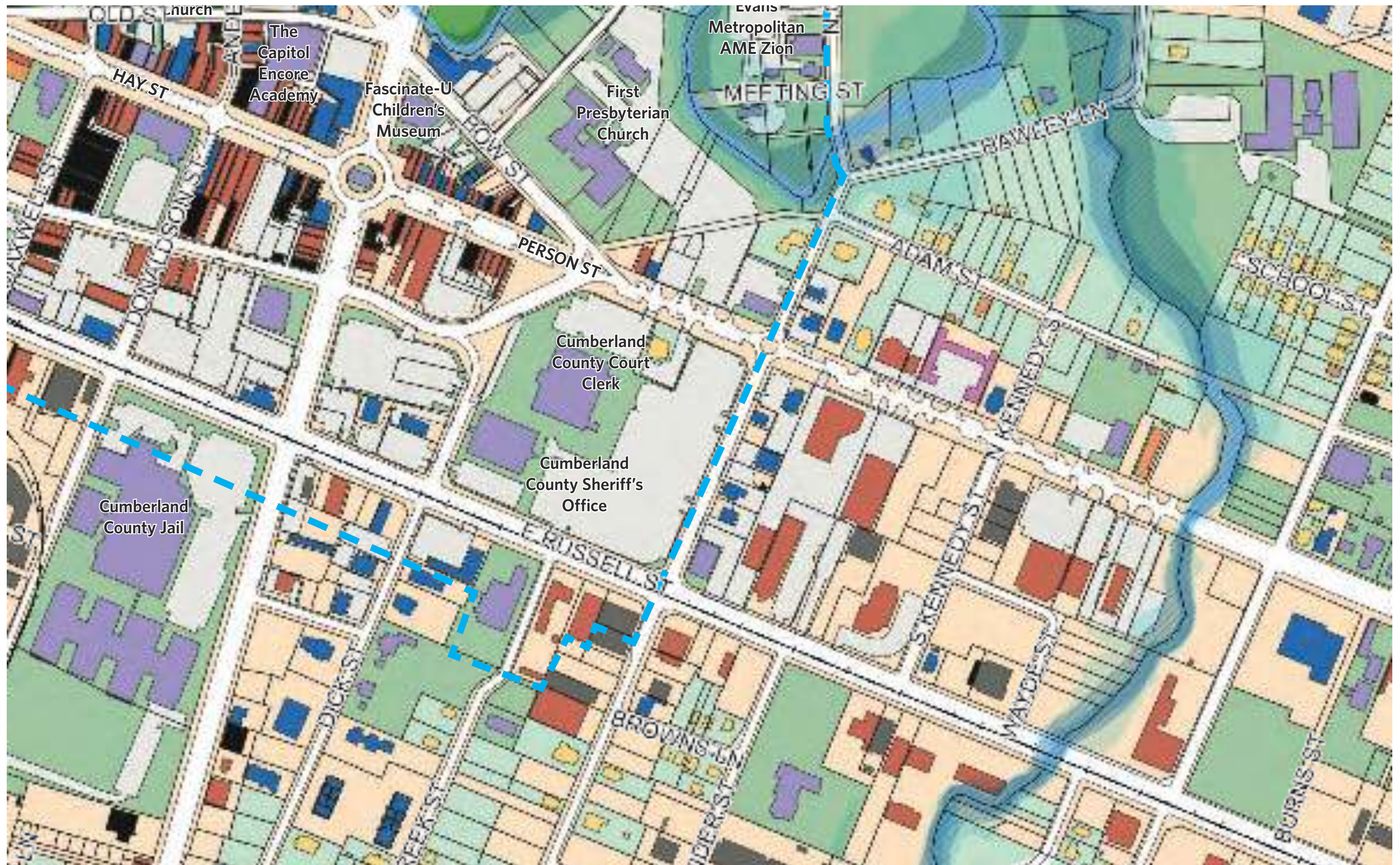


Stormwater Section



LIVING IN A DOWNTOWN NEIGHBORHOOD







STRAPLETON

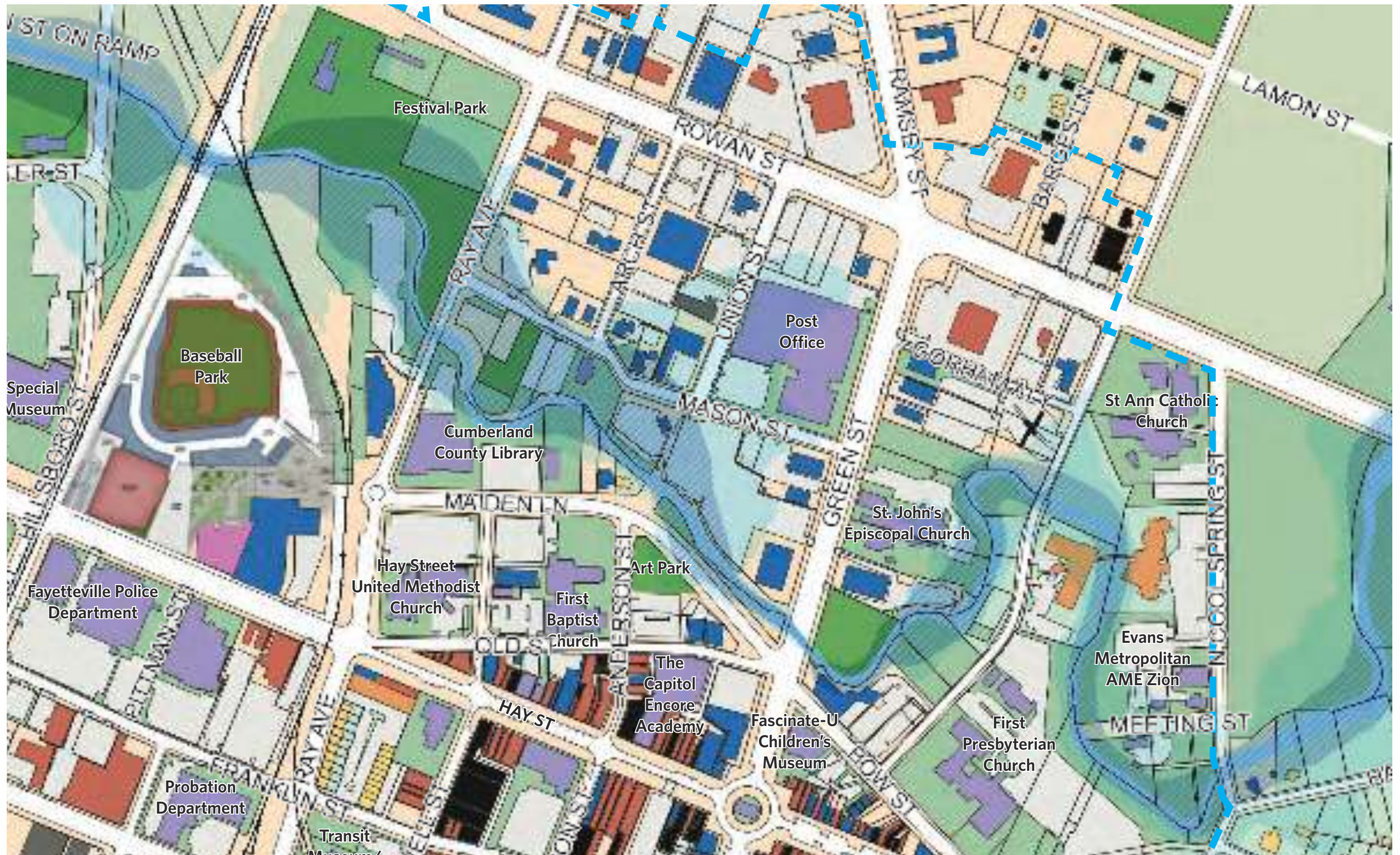






IMPROVING GATEWAYS











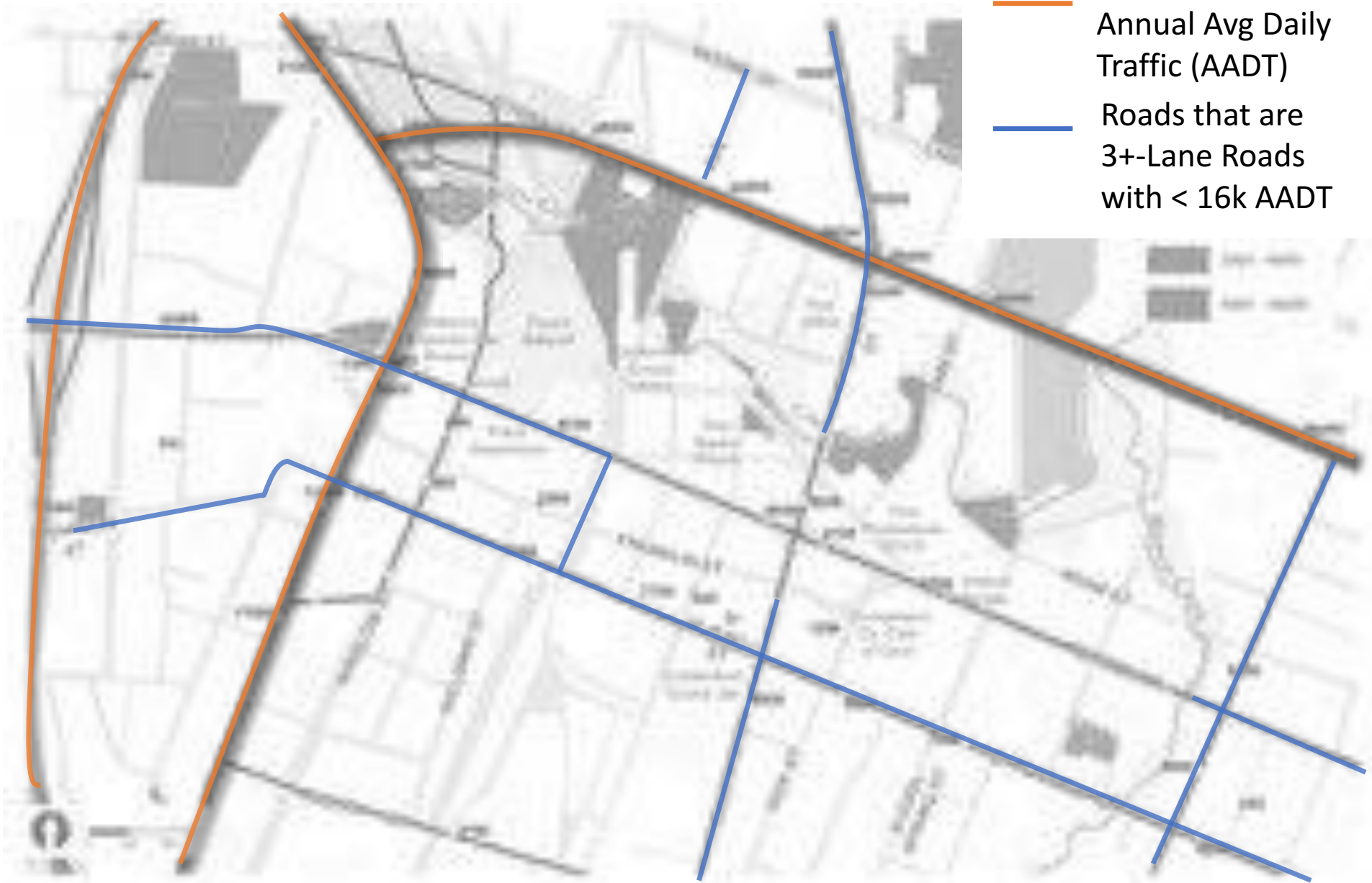
MAKING CONNECTIONS



Underutilized Roadways

Roads That Need
4 Lanes - >16k
Annual Avg Daily
Traffic (AADT)

Roads that are
3+-Lane Roads
with < 16k AADT



Cross Creek Trail & Park Necklace



Greenways and Active Transportation Opportunities



Green St - Looking North (EXT)



Green Street - North



Gillespie St - Looking North (EXT)

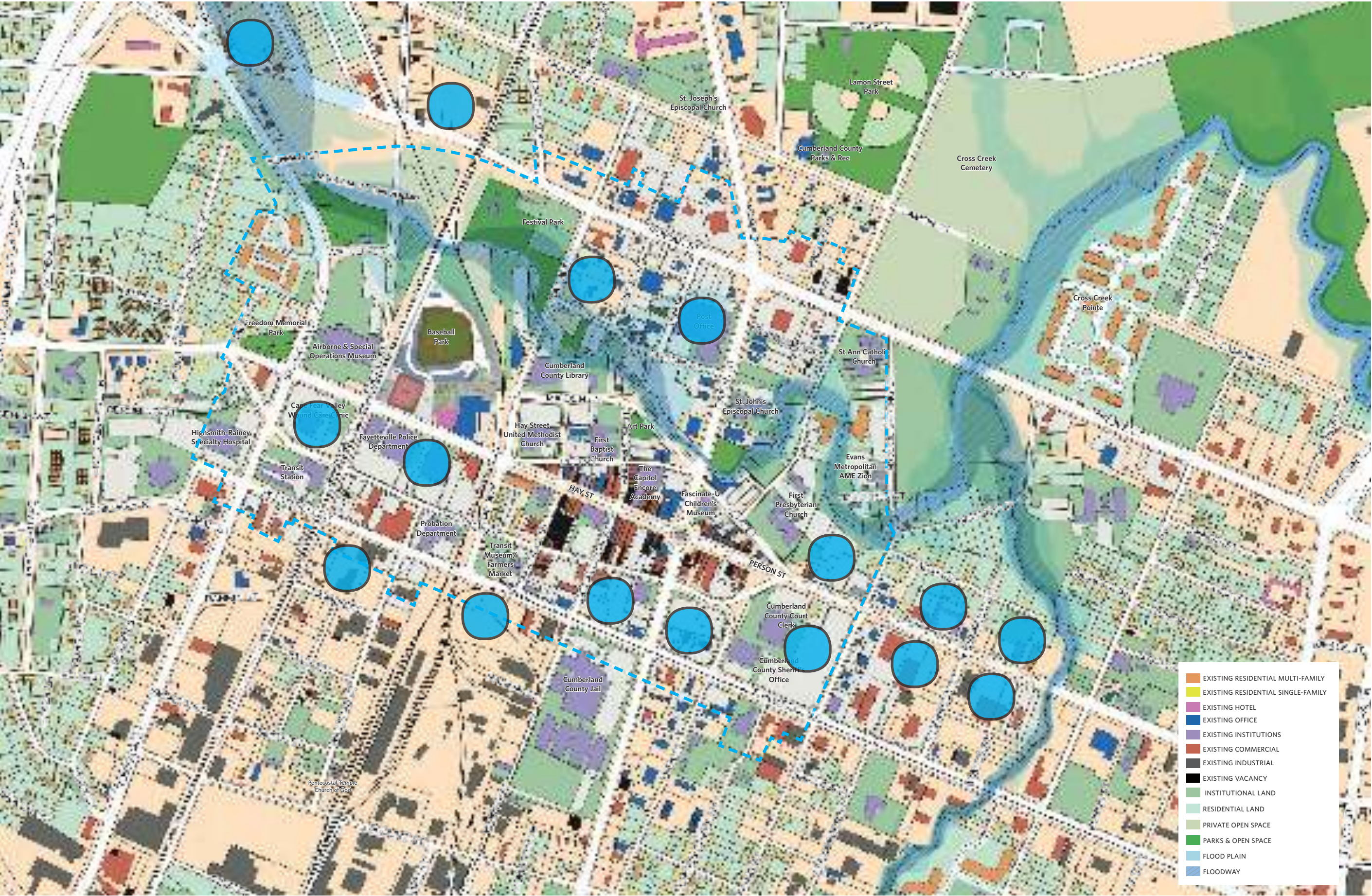


Gillespie St (PROP)

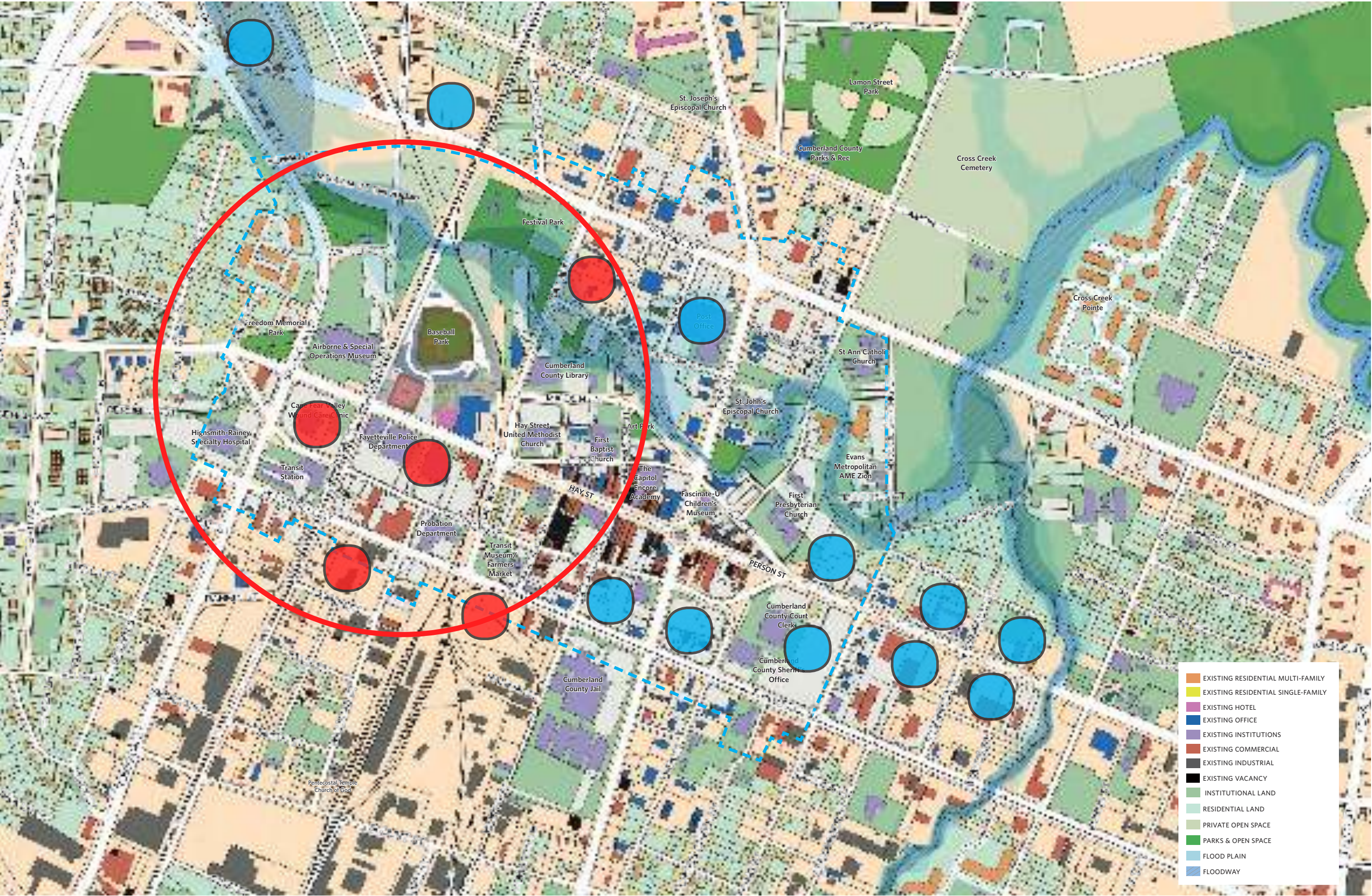


PERFORMING ARTS CENTER

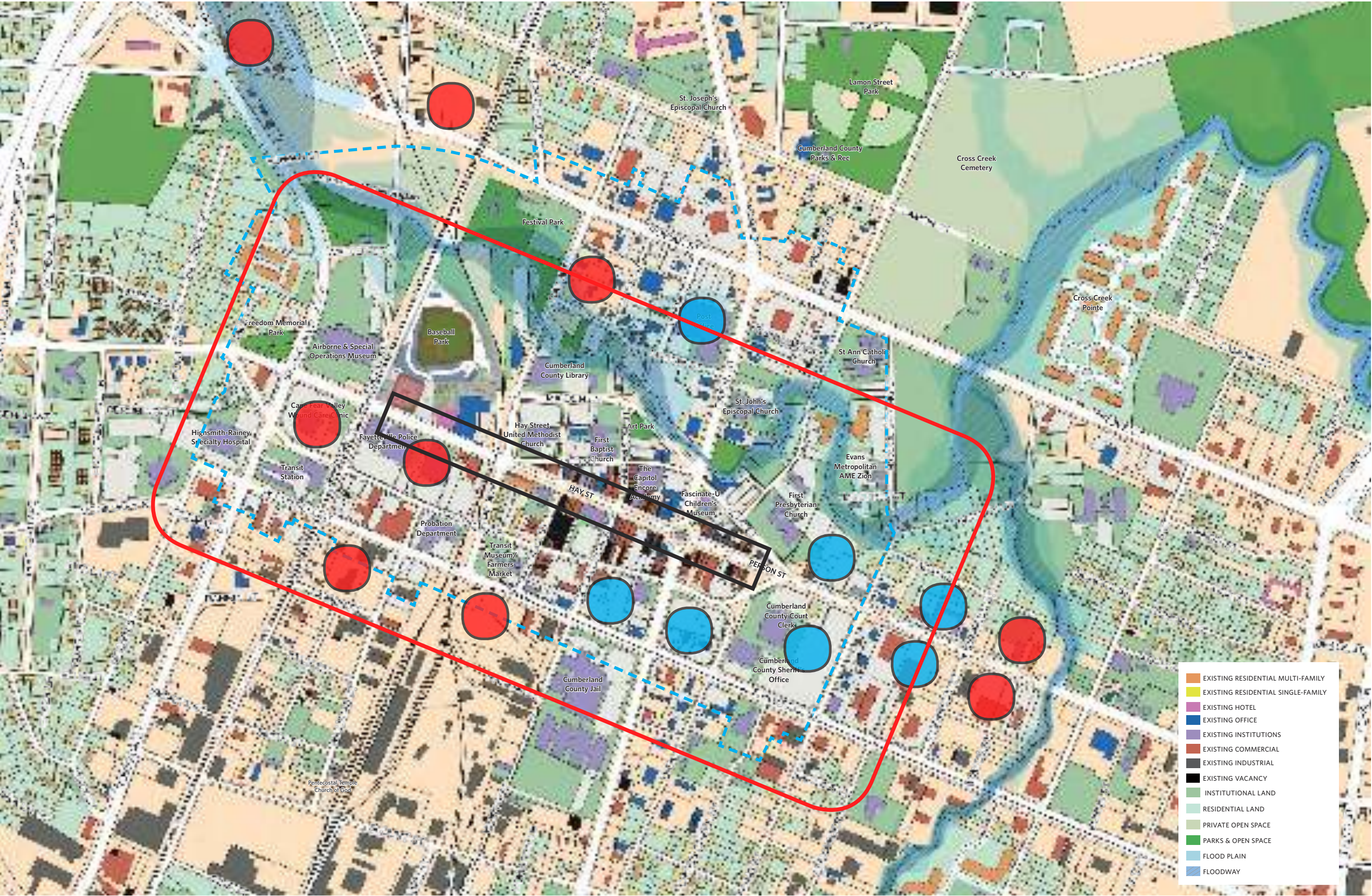




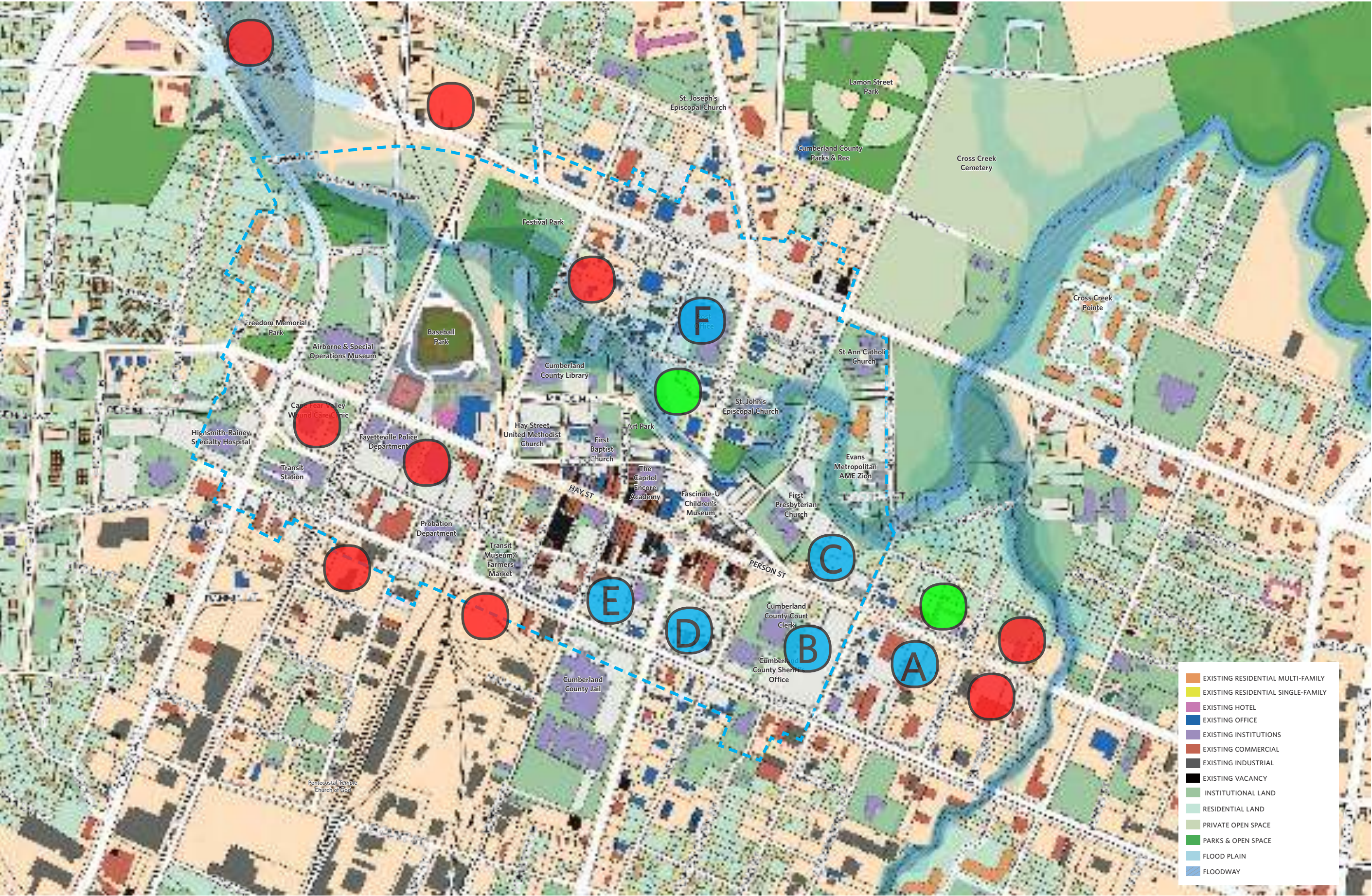
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A – GREYHOUND SITE



B – EAST OF COURTHOUSE



C – FIRST PRESBYTERIAN PARKING LOT



D – IN FRONT OF COURTHOUSE



E – OLD COURTHOUSE BLOCK



F – POST OFFICE



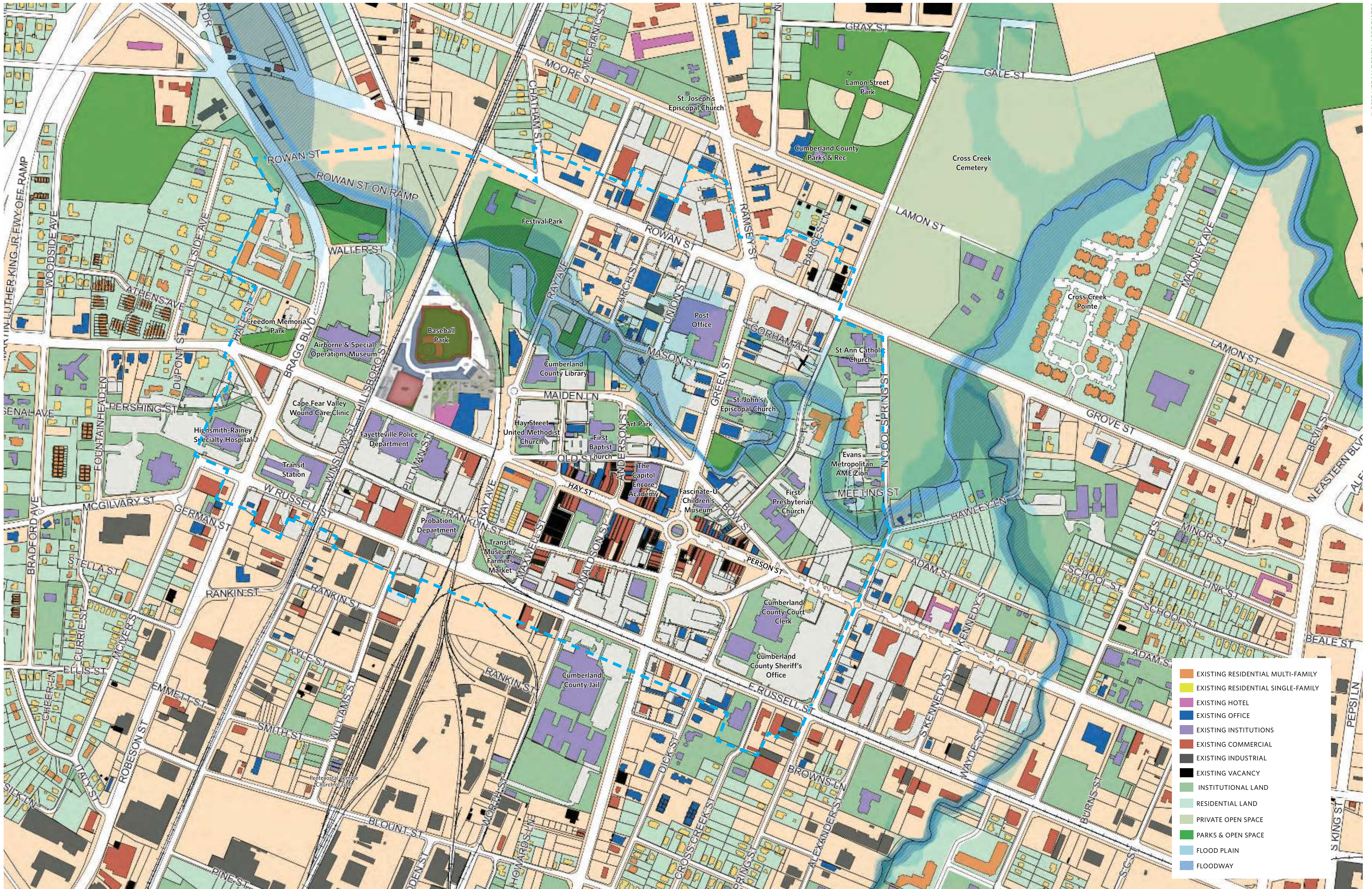




OPTIMUM ASPECTS OF A DOWNTOWN PAC

- Create synergy with existing businesses (dinner and a show)
- Utilize existing parking and minimize new parking
- Create new development opportunities nearby
- Experience walking from parking to your destination

IMPLEMENTATION RECOMMENDATIONS



PORTRAIT OF EXISTING CONDITIONS

Land Use / Zoning



Cross Creek Trail & Park Necklace



Greenways and Active Transportation Recommendations







Stormwater Recommendations



Green Stormwater Infrastructure

- Retrofit parking lots and vacant land with permeable pavers, bioretention and new trees to help retain stormwater close to the source.
- Stormwater infrastructure should be outside of the 100 year floodplain and ideally outside of the 500 year floodplain.
- Opportunities upstream of downtown should be explored



Green Streets

- Converting underutilized pavement into “green” areas could include linear bioswales in median, Silva cell bioretention tree pits, and permeable pavement for parallel parking and sidewalks.



Stream Restoration and Floodplain Enhancement

- Blounts Creek is well within the 500 year floodplain of the Cape Fear River. A new greenway connection could be associated with areas for passive recreation and floodplain enhancements to improve access to nature for nearby residents.





Creating a sense of place through collaboration, context, and community.

