



Roanoke Rapids Streetscape Master Plan

City Council Presentation

May 16, 2017

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SCHEDULE:

Stakeholder Meeting/Kick-off – November ,2016

Master Planning Phase (November – March 2017)

- Public Meeting #1 – December 13, 2016
- Review Meeting with Key Stakeholders
- Refine Concepts Based on Input
- Public Meeting #2 – February 20, 2017
- Refine Concepts Based on Input
- Streetscape Master Plan Report Draft Submitted – March, 2017
- **City Council Presentation – May 16, 2017**



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Public Meeting #1



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Street Scene
Roanoke

What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- Improved economic potential
- Improved Pedestrian Safety
- Improved access to parking
- Maintain small town character



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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Improved economic potential**
 - Increase public engagement and sense of ownership in proposed redevelopment
 - Create an attractive and comfortable overall streetscape which encourages people to linger.
 - Business friendly incentives, etc.



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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Improved Pedestrian Safety**
 - Better visibility at pedestrian crossings
 - Provide appropriate lighting in public areas
 - Improve overall “walkability” on The Avenue



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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Improved access to parking**
 - Provide safe, easy connections to off-street parking
 - Implement policies which discourage employees from taking spaces in front of shops



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May 16, 2017



What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Maintain “small town character”**
 - Strengthen linkages to adjacent residential communities
 - Streetscape improvements reinforce a sense of place by clearly reflecting local vernacular



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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Maintain “small town character”**
 - Strengthen linkages to adjacent residential communities
 - Streetscape improvements reinforce a sense of place by clearly reflecting local vernacular
 - Provide places for community activities to occur
 - Façade improvements to restore the beauty of historic buildings



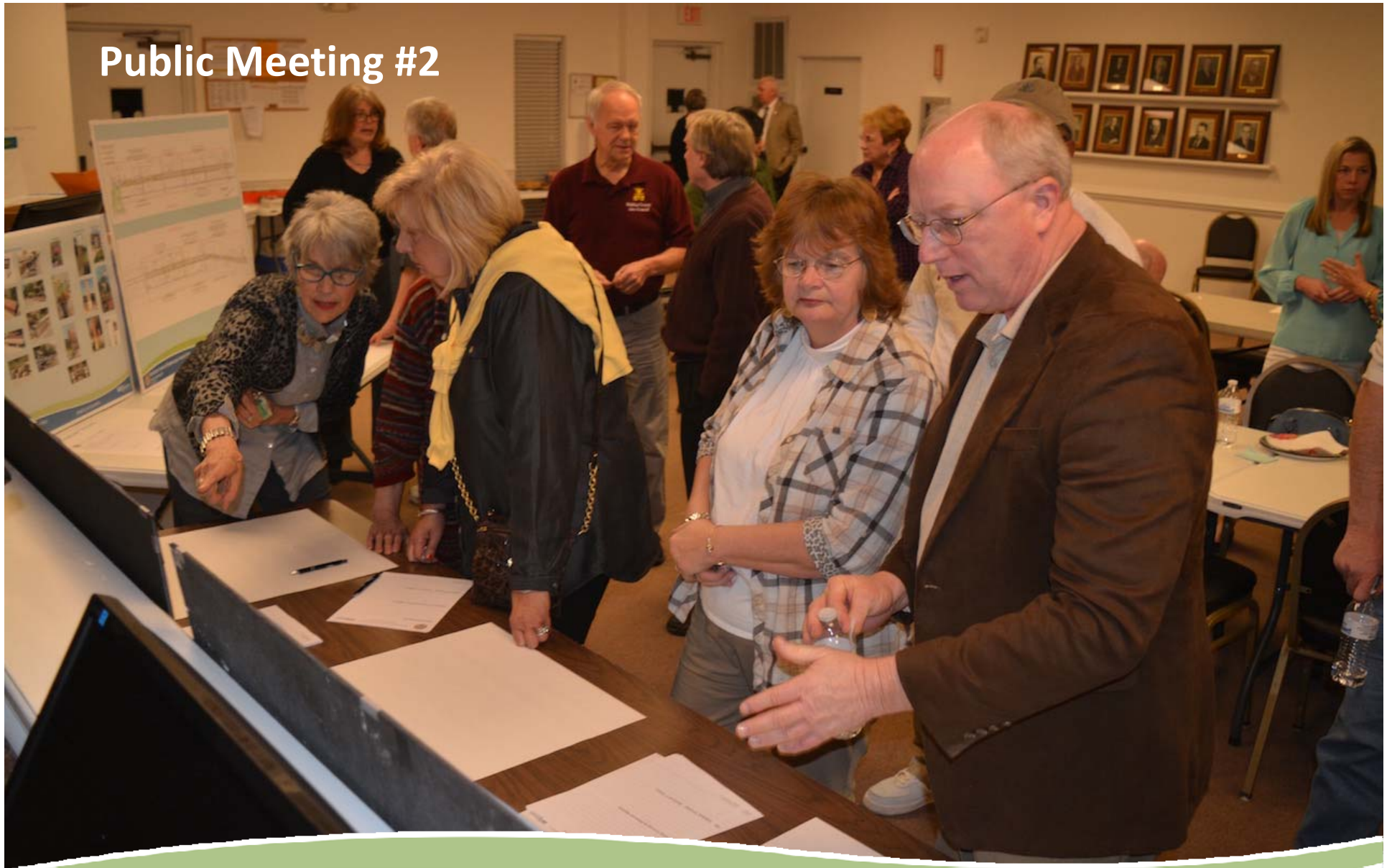
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Public Meeting #2



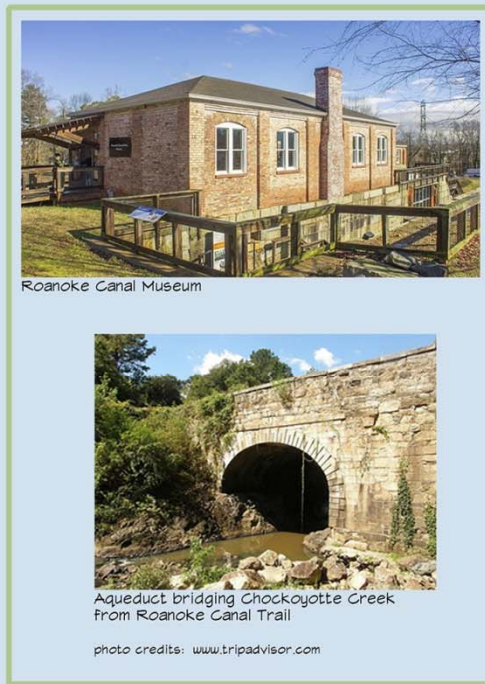
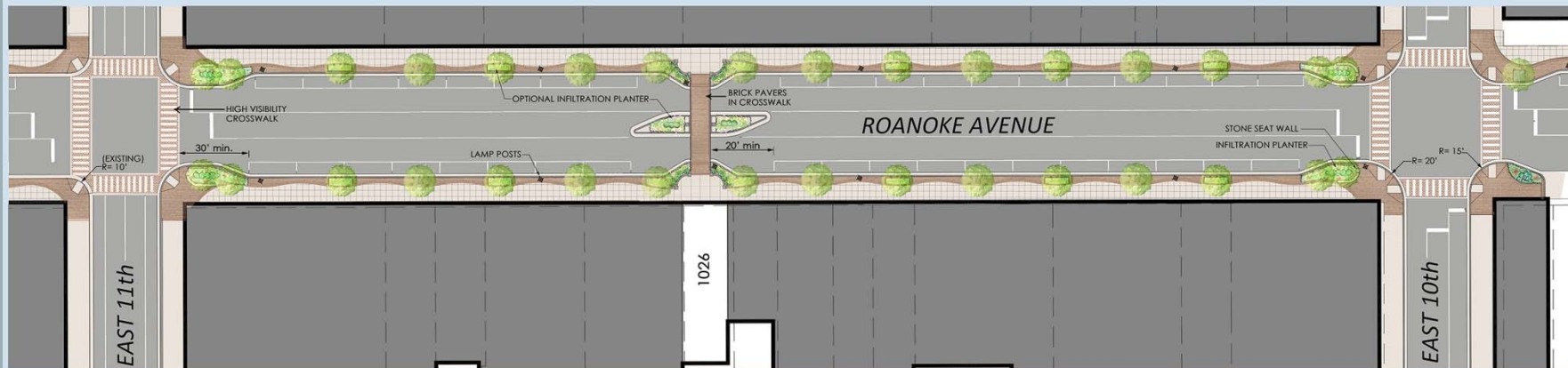
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INSPIRATION

Preferred Concept

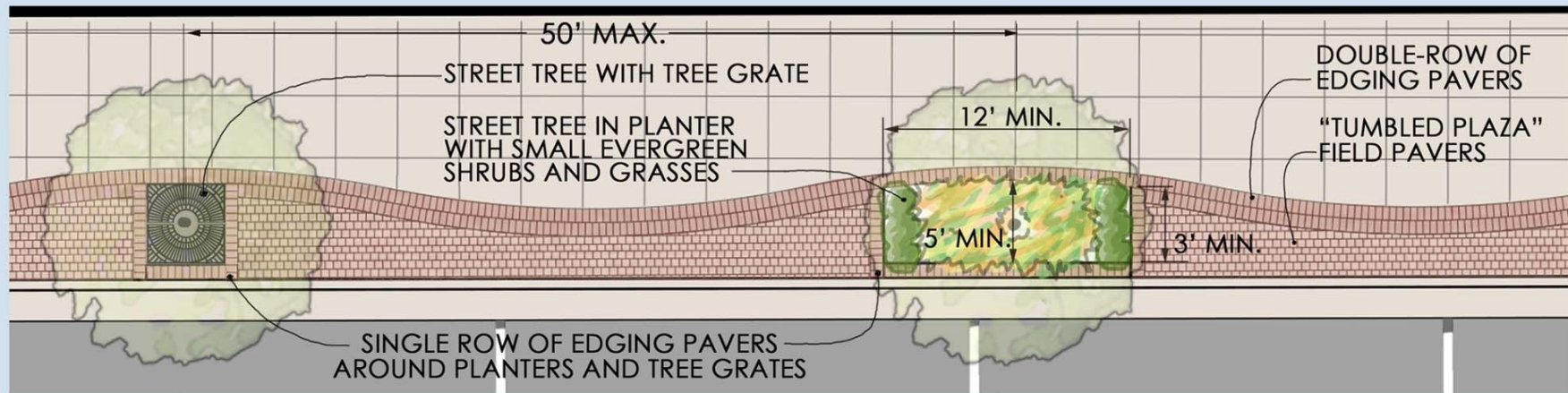


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ENLARGEMENT (EVERY OTHER PLANTER AS TREE WITH GRATE SHOWN AS ALTERNATIVE TO EVERY TREE IN PLANTING BED)



(ALTERNATE) TREE GRATE



"TUMBLER PLAZA" FIELD PAVER



EDGING PAVER

Preferred Concept



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Comments:

“Natural stone and slab are very nice”

“I like the cement benches, large pots as decoration.”

Recommendations:

Stone seat walls.

Boulder “seating” in special areas and clusters in landscape beds.

Metal benches with backs near store fronts.

Seating

Preferred Furnishings



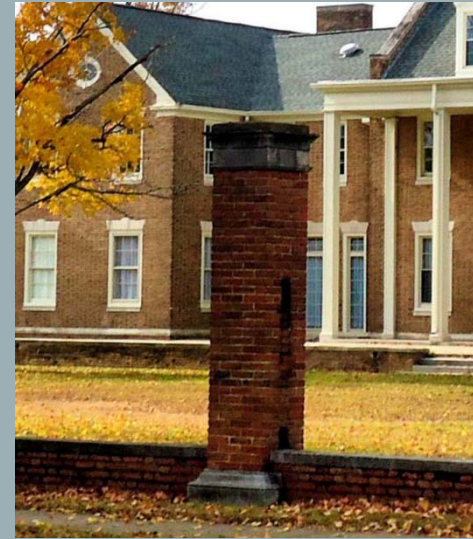
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Recommendations:

Existing lamp posts with new banners.

Sign posts to match lamp posts

Neighborhood markers made from reclaimed brick salvaged from mills.

Posts and Markers

Preferred Furnishings



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Comments:

- “Decorative brick with alternating colors is really strong.”
- I like the crosswalk design ideas.”
- “Crosswalks need to be made visible.”
- “I like the idea of the variety of red and white brick at intersections.”

Recommendations:

- Brick crosswalks to coordinate with sidewalk pavers.
- High visibility crosswalks where drivers need heightened awareness of pedestrian activity.

Crosswalks

Preferred Materials



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Zelkova - RECOMMENDED



Princeton American Elm



Trident Maple

Comments:

- “Please no trees in front of store fronts.”
- “Holly trees need to be replaced with more appropriate plantings.”
- “Make sure the trees don’t damage the sidewalks or block businesses”
- “I think greenery should be kept low.”
- “Vegetation with various textures, heights and colors”
- “I like the grates around trees.”
- “Light posts would be a better option than trees.”

Street Trees



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EXISTING



PROPOSED

Vacant lots between buildings provide opportunities to create a pocket park or "cut-through" to parking or neighborhoods.

Potential location for civic art.

Establish guidelines for façade improvements, but leave room for individual expression of shop owners - this adds to the character.

Paving pattern is intended to undulate at a regular interval, but as much as possible, locate trees between buildings.

Add colorful banners to lamp posts.

Some lamp posts may need to be moved. Lamp posts should not be too close to tree canopy. Proper spacing depends on tree species. Maintain light levels in accordance with American National Standard Practice for Roadway Lighting

Encourage planting of shrubs and potted annuals and perennials as much as possible. The presence of vegetation helps the streetscape come to life.

Site furnishings provide area of respite and are warm and welcoming. Place metal benches near buildings - close to doors.

Typical Streetscape

Elevation



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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Improved Pedestrian Safety (and experience)**
 - Improve overall “walkability” on The Avenue
 - Better visibility at pedestrian crossings
 - Provide appropriate lighting in public areas



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What makes a place walkable?*

- **Imageability**

“The quality of a place that makes it distinct, recognizable and memorable”

* Dukes, Alexander, <https://www.strongtowns.org/journal/2016/8/24/the-democratized-economy-big-boxes-urban-centers-and-placemaking>



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What makes a place walkable?*

- **Imageability**
- **Enclosure**

The degree to which the landscape is defined by vertical elements impacts a persons level of comfort



Source: www.placemakers.com

* Dukes, Alexander, <https://www.strongtowns.org/journal/2016/8/24/the-democratized-economy-big-boxes-urban-centers-and-placemaking>



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What makes a place walkable?*

- Imageability
- Enclosure
- Human Scaled

Elements relate more to human comfort than to the vehicle



Source: www.placemakers.com

* Dukes, Alexander, <https://www.strongtowns.org/journal/2016/8/24/the-democratized-economy-big-boxes-urban-centers-and-placemaking>



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What makes a place walkable?*

- Imageability
- Enclosure
- Human Scaled
- Transparency

“The degree to which people can perceive what lies beyond”



* Dukes, Alexander, <https://www.strongtowns.org/journal/2016/8/24/the-democratized-economy-big-boxes-urban-centers-and-placemaking>



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What makes a place walkable?*

- Imageability
- Enclosure
- Human Scaled
- Transparency
- Complexity

“Visual richness”



* Dukes, Alexander, <https://www.strongtowns.org/journal/2016/8/24/the-democratized-economy-big-boxes-urban-centers-and-placemaking>



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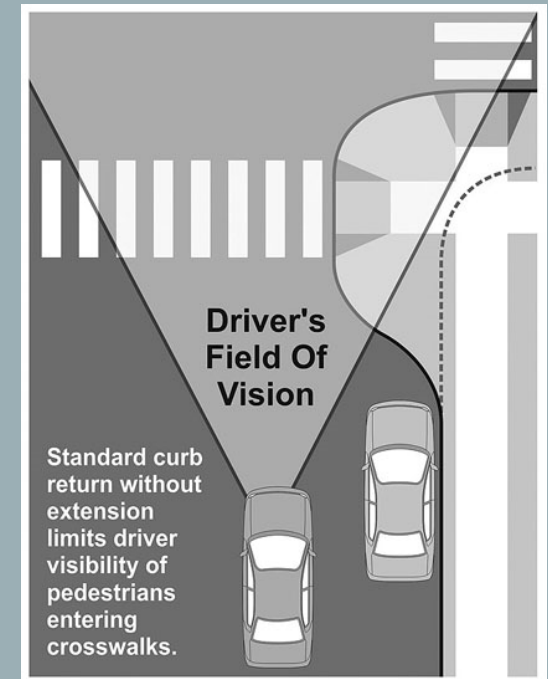
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What are the Goals and Objectives for the Roanoke Avenue Streetscape Project?

- **Improved Pedestrian Safety (and perception of safety)**
 - Better **visibility** at pedestrian crossings
 - Provide appropriate lighting in public areas
 - Improve overall walkability on The Avenue



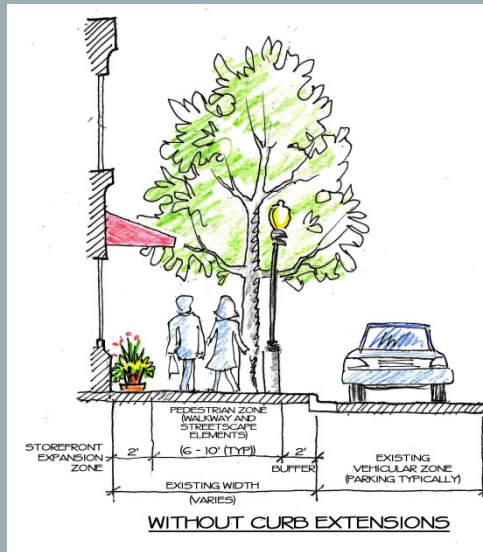
Source: Institute of Transportation Engineers (ITE)



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Benefits of Curb Extensions...

- Increased pedestrian visibility at intersections through improved sight lines;
- Decreased pedestrian exposure to vehicles by shortening the crossing distance;
- Reduced vehicle turn speeds by physically and visually narrowing the roadway;
- Increased pedestrian waiting space;
- Additional space for street furnishings, plantings and other amenities;
- Reduced illegal parking at corners, crosswalks and bus stops;
- Facilitated ability to provide two curb ramps per corner.

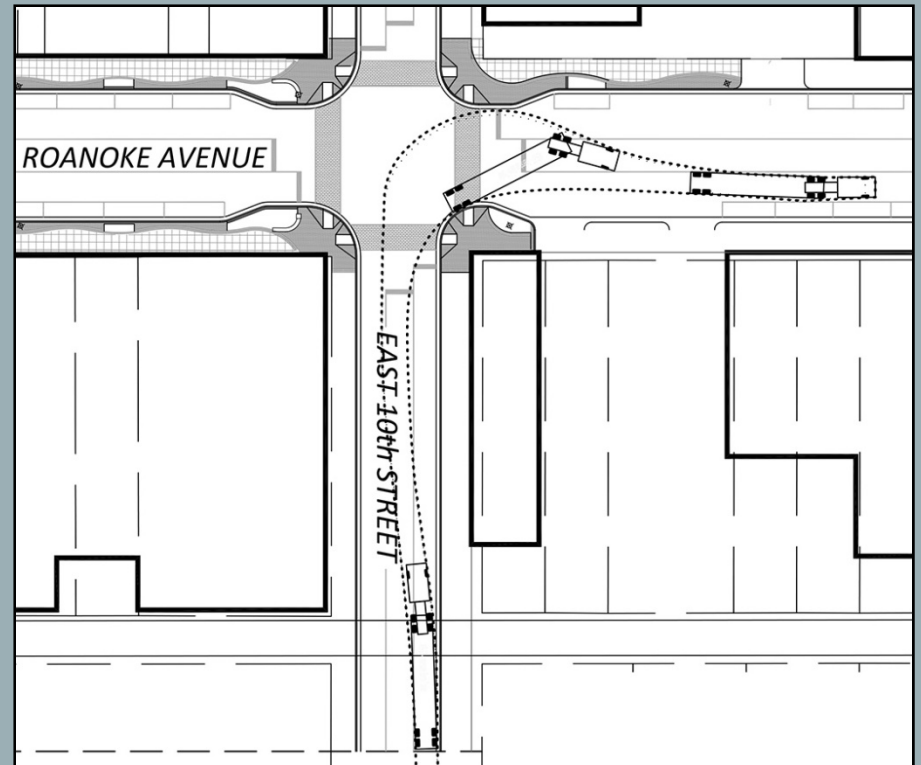
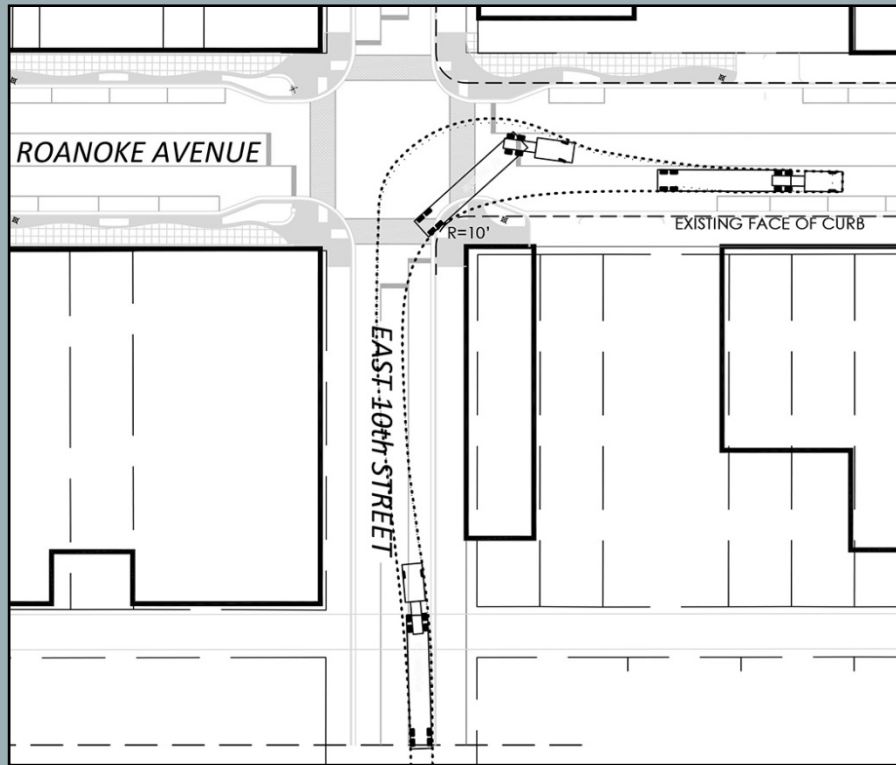


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AutoTURN Simulation

Curb Extensions



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Mid-Block Crossing

Recommended between 2nd and 3rd Streets and
9th and 10th Streets



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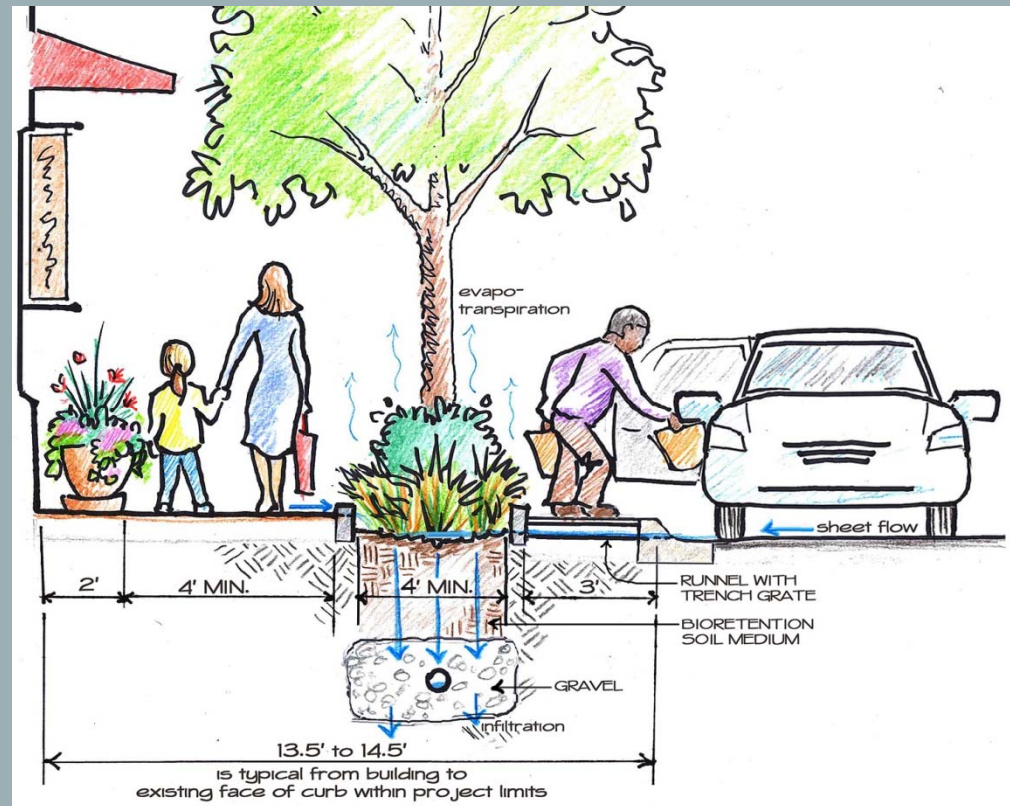
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Infiltration Planters

Recommended in curb extensions



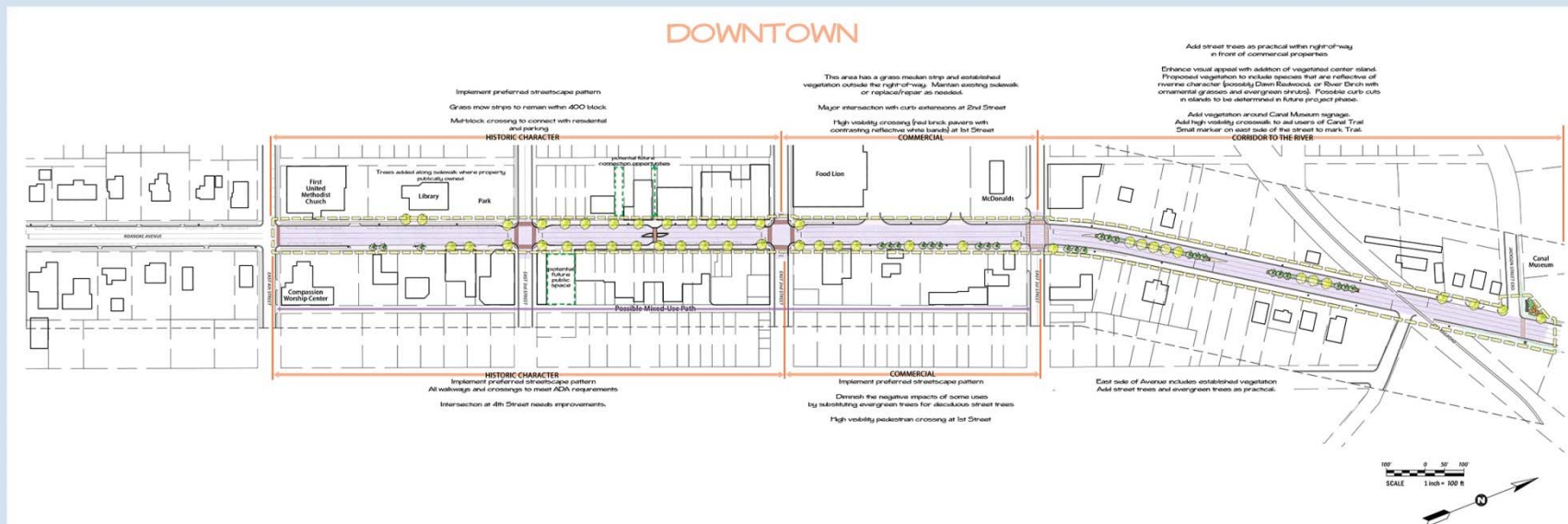
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Comments:

- “Love making use of Depot. Trees in middle of street would be great if room allows.”
- “Love the idea of making use of the Depot, but moving out to the Allsbrook Hwy intersection may be difficult, and possibly unsafe.”
- “Like the fact that they could do something to make you feel more welcome.”
- “I like the greening around the train depot.”
- “I like the greenery idea”
- “#1 priority is gateways.”



Gateway

Conceptual



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Recommendations:

- Add vegetation
- Make the Old Depot a focal point
- Consult with NCDOT and CSX pertaining ROW restrictions



Gateway

Precedent — Mebane, NC

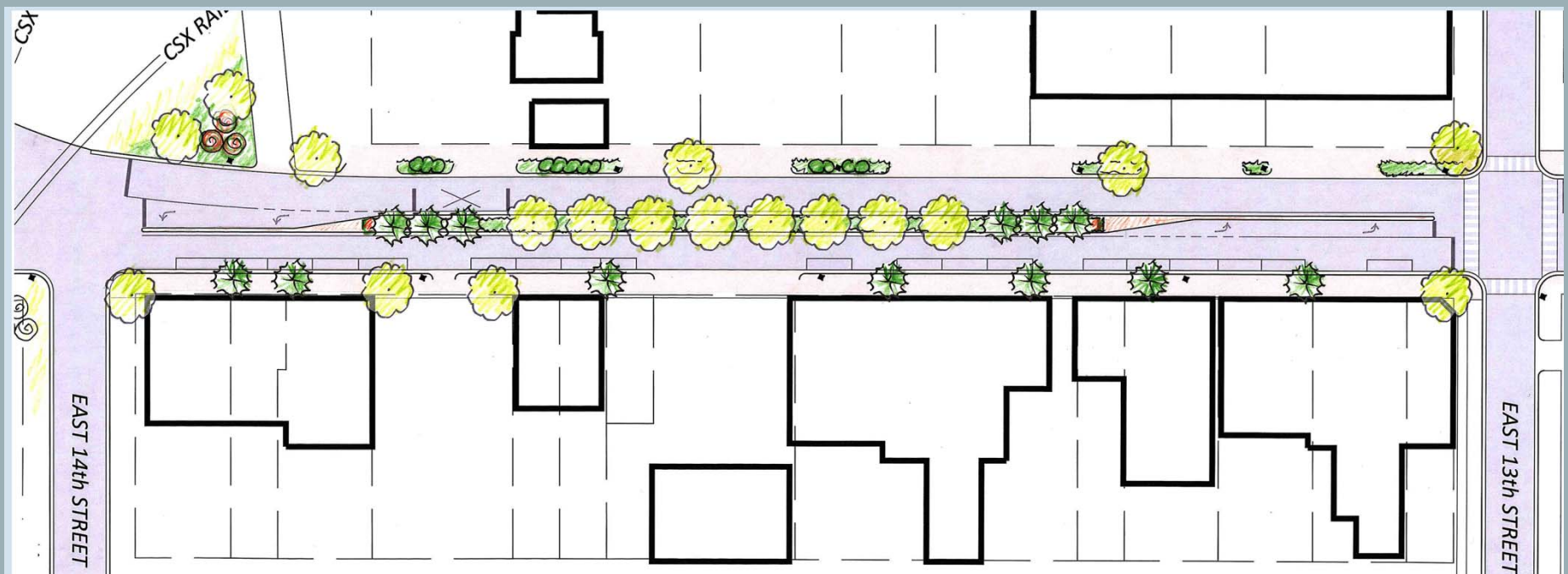


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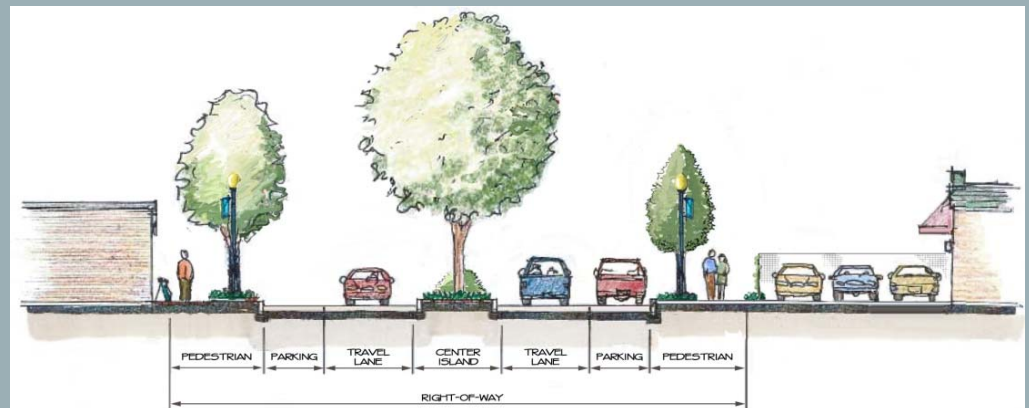


Comments:

- “Median in center of road to link both ends of the Avenue together through the residential area.”
- “Sidewalk in center median down entire avenue.”
- “Love center islands and “kick-outs” [curb extensions]”

Recommendations:

- Add low maintenance vegetation in center islands
- Use vegetation for selective screening



Gateway (South)

14th to 12th Street



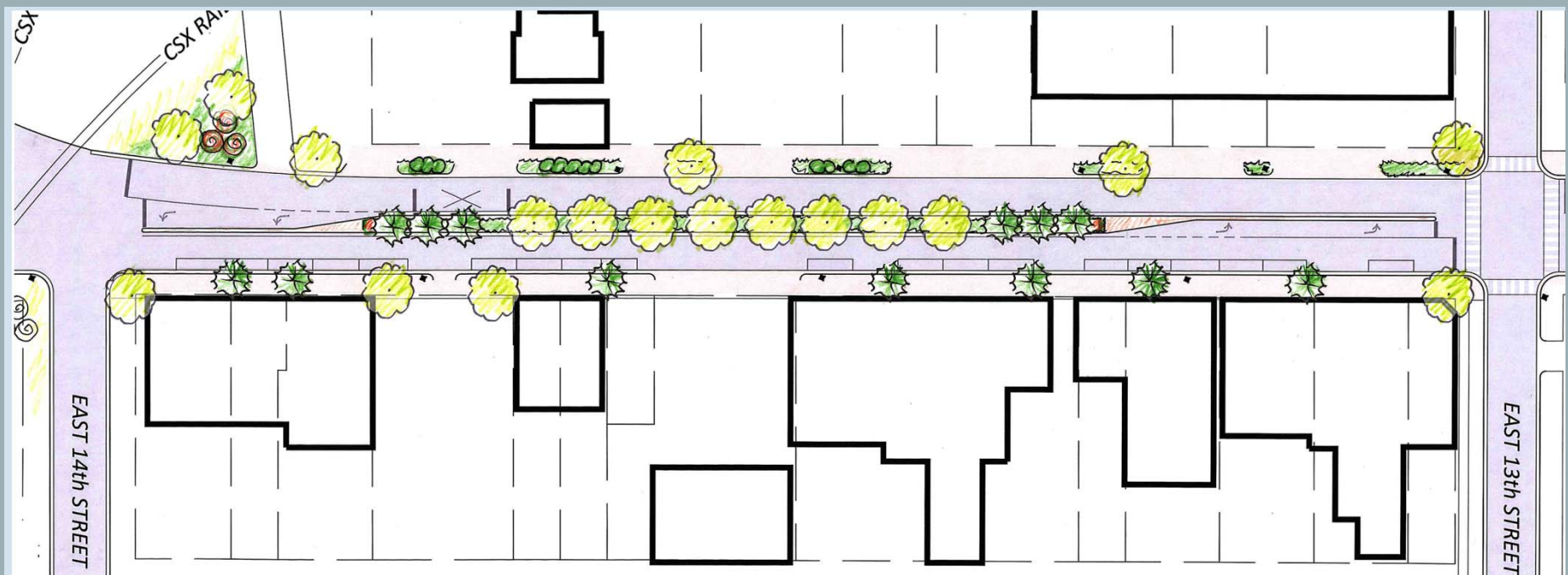
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Comments:

- “Median in center of road to link both ends of the Avenue together through the residential area.”
- “Sidewalk in center median down entire avenue.”
- “Love center islands and “kick-outs” [curb extensions]”

Recommendations:

- Add low maintenance vegetation in center islands
- Use vegetation for selective screening
- Find opportunities to incorporate public art to add interest in the landscape



Gateway (South)

14th to 12th Street



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Recommendations:

- Add vegetation
- Add brick crosswalks
- Possibly curb extensions

Gateway (North)

1st Street to Canal Museum



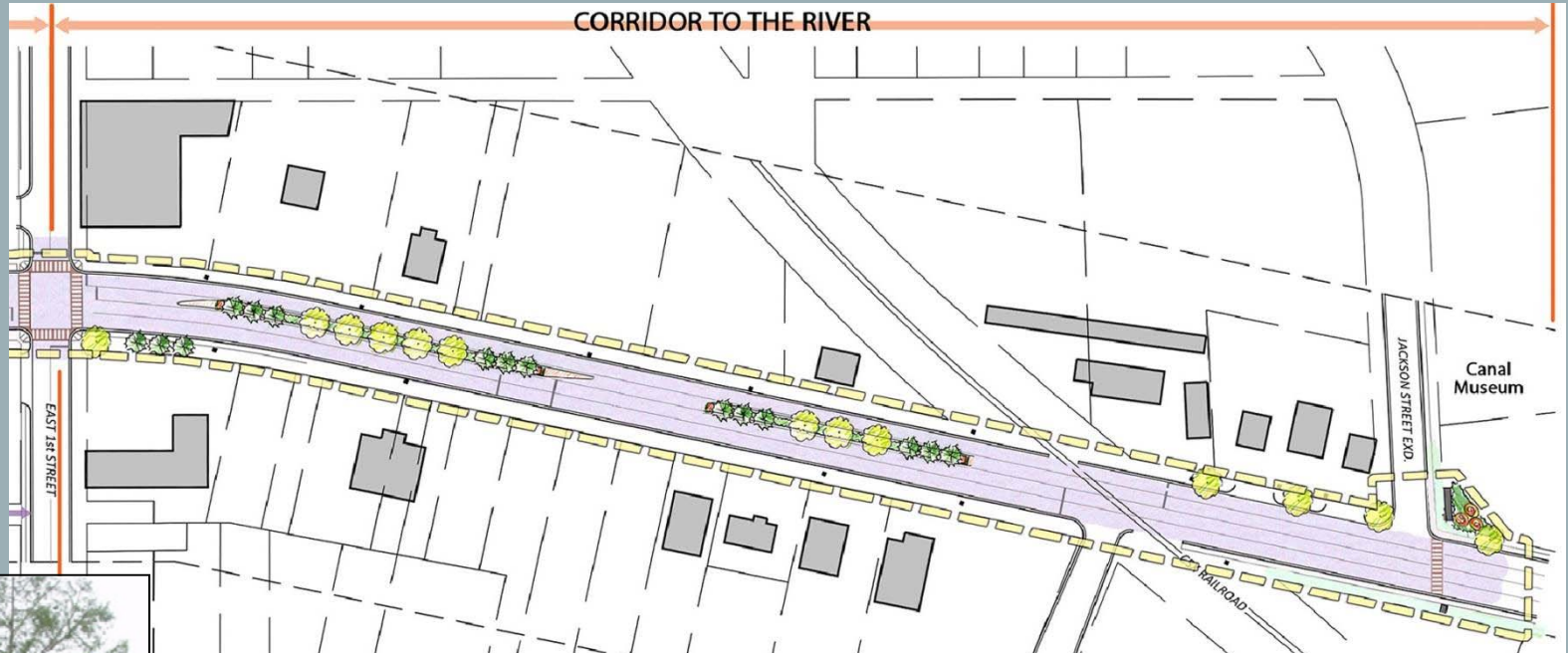
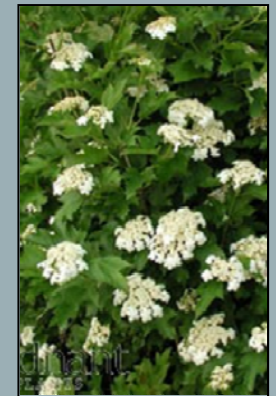
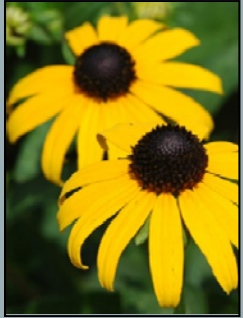
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Recommendations:

- Add low maintenance vegetation in center islands

Gateway (North)

1st Street to Canal Museum



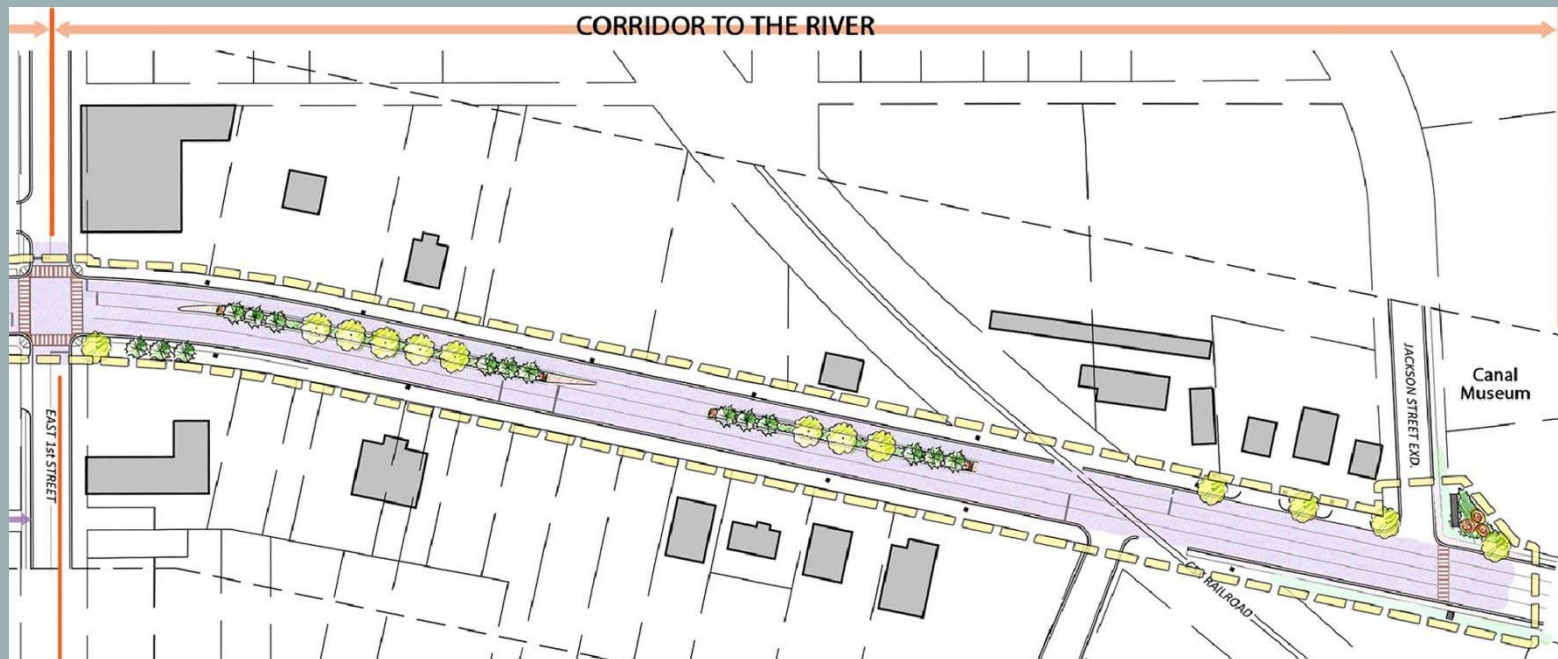
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Recommendations:

- High visibility crossing at Canal Museum (possibly art)

Gateway (North)

1st Street to Canal Museum



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What are the Goals and Objectives for the 1026 Lot?

- The function of the space is intended as:
 - Mid-block access to parking lot
 - Seasonal events
 - Community functions
 - Provide green space where little exists along the Avenue
 - Convenient and comfortable space to have lunch/take a break from the office. (wifi availability)
- Safety (and perception of safety) /lighting.
- Provide an attractive space to serve as inspiration and a catalyst for future development

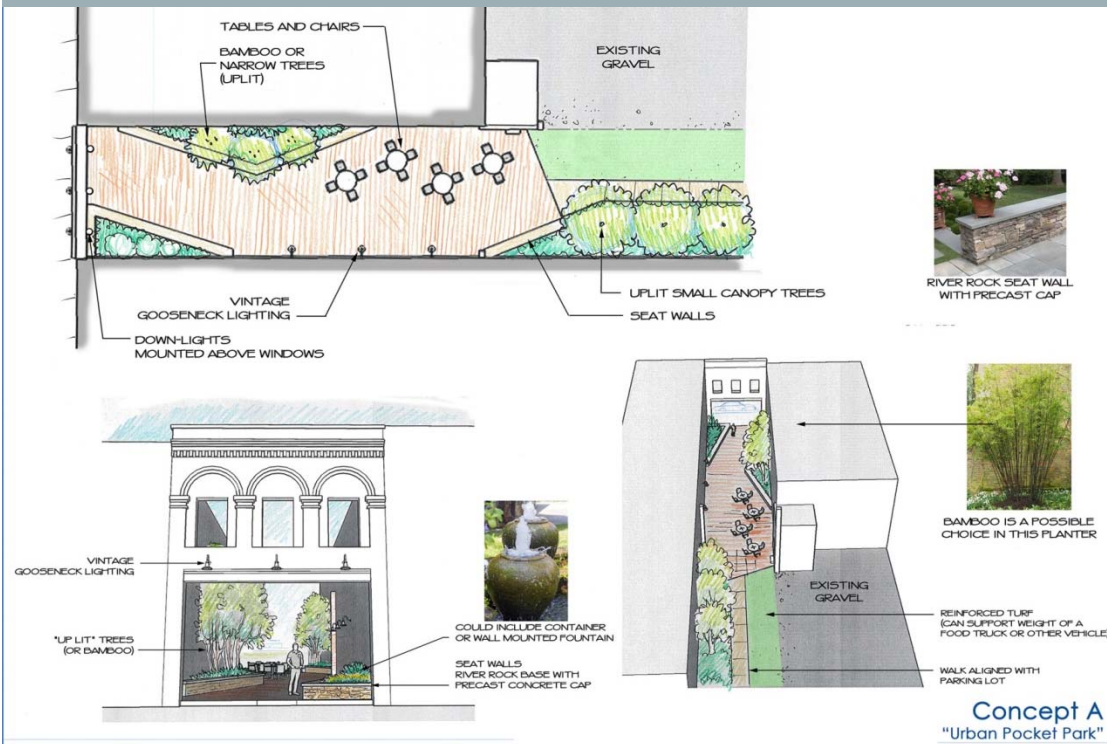


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- "I like the fact that there will be better lighting and easy access to parking."
- "Would like a downtown Farmers Market space at 1026 location."
- "Concern about skaters"
- "Prefer this concept. Need good lighting for safety."
- "Needs to have post lighting."
- "Some type of separation from the next building"
- "I like the idea of using plants to keep the area from being just a straight walk through."
- "I would like to see art displayed on the walls."
- "Offset pattern nice and prefer it over straight in to parking."
- "Love uplights in trees and would also like rope lights added. Love the historical lighting on façade."
- "The fountain is good"
- "The overhead lighting is a good look."
- "Diagonal seating gives the area diversity plus seating."
- "The designs in paving are awesome looking. Possibly in the future."
- "I like this. Great look!"

1026 Roanoke Avenue

Conceptual



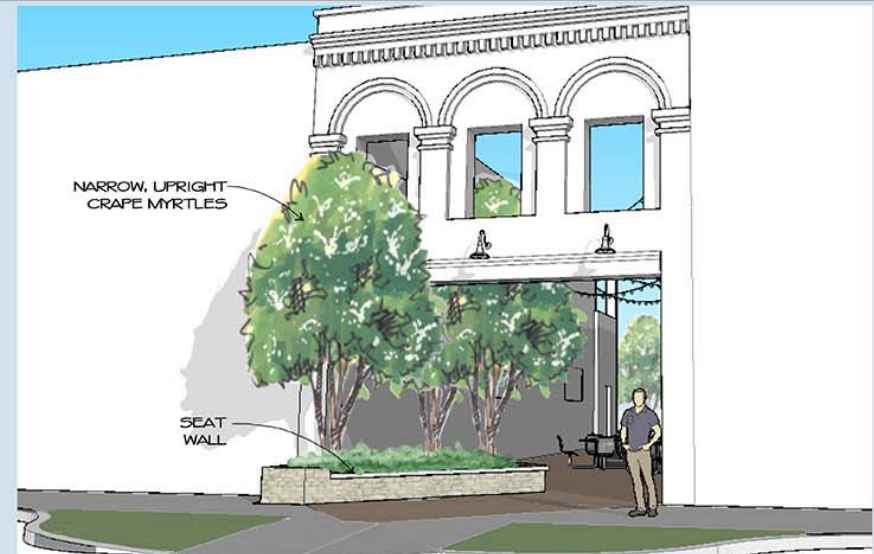
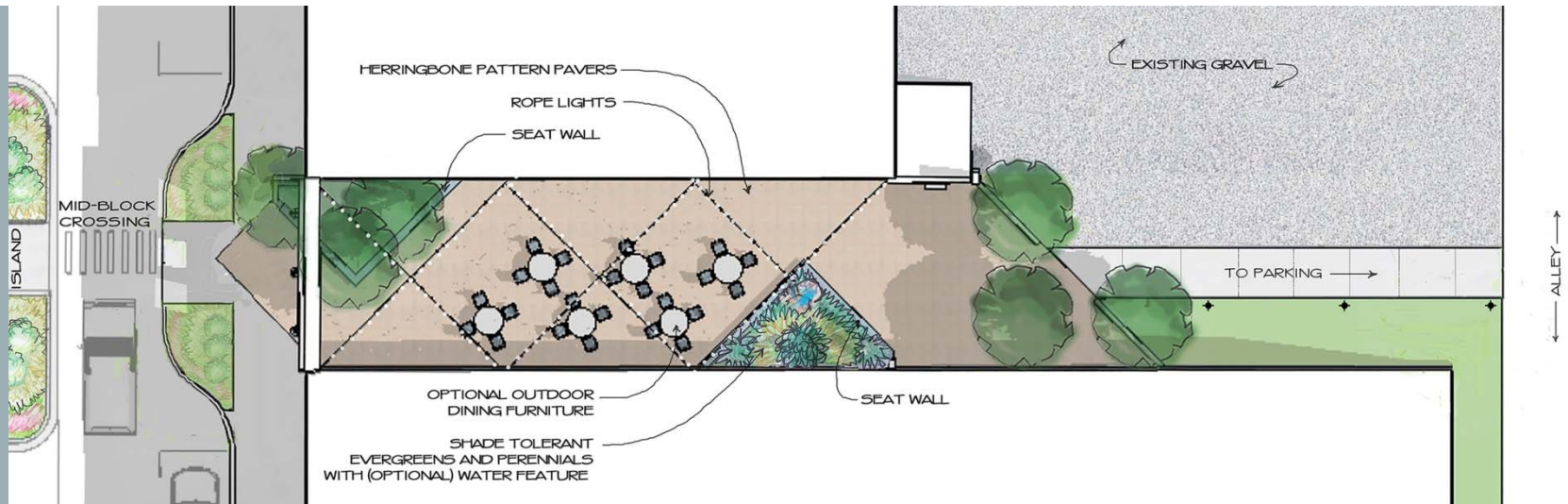
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1026 Roanoke Avenue

Concept A



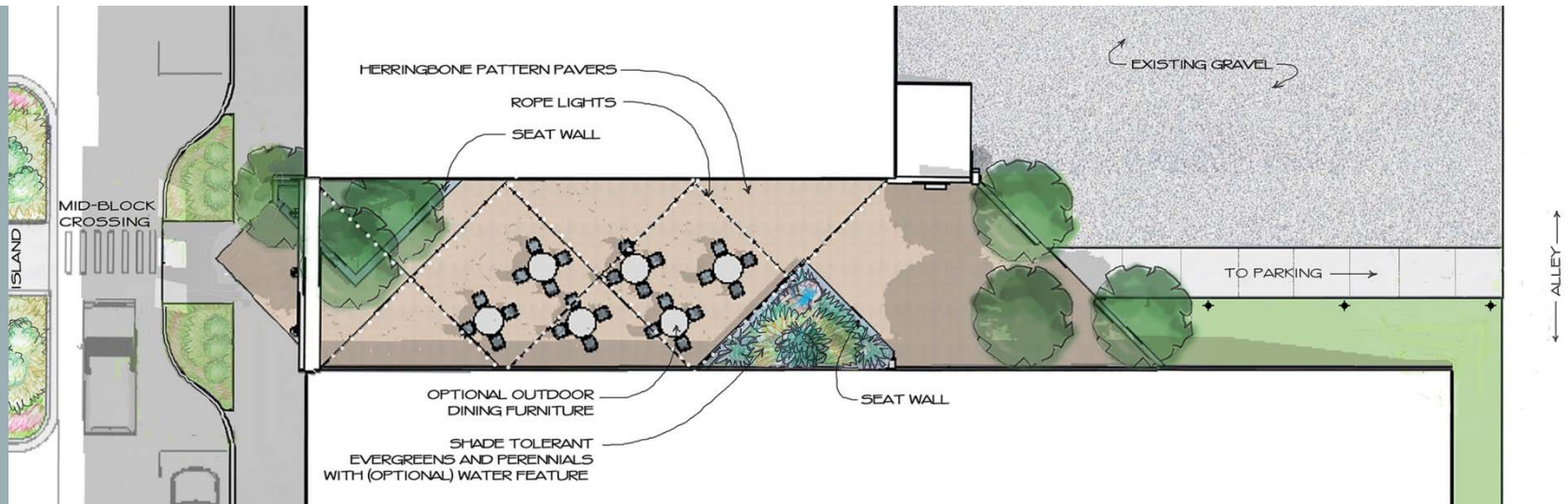
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City Council Presentation

May 16, 2017

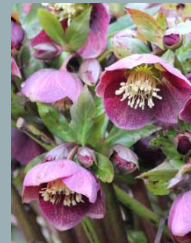
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Recommendations:

- Diagonal raised planting beds;
- Pavement and site furnishings and elements coordinate with streetscape;
- Implement “Crime Prevention Through Environmental Design” (CPTED) strategies;
- Wi-fi availability;
- Consult with an architect about safe removal of mastic or cover it up.



1026 Roanoke Avenue

Concept A



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Improving Grant Funding Potential

- **Show community support**
- **Demonstrate public sector commitment**
- **Reflect current trends**
 - “Complete Streets” (bicycles and pedestrians)
 - Green infrastructure/energy efficient /stormwater management
 - Include the Arts
 - Provide accommodations for community events.



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Thank you!



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