

SALES TAX PROJECTS

Project Number: 15
Project Name: Midtown Placemaking
Total Project Cost: \$22,000,000

Total Project Cost Notes
N/A

Executive Project Summary:

This project implements major elements of the Midtown Placemaking Plan and includes the following objectives:

Activities, Events, Community

- Create a Midtown brand that will help form a visual district edge.
- Promote the arts through Murals, Music, Fashion, and Cuisine.
- Relieve parking complications and nuisances.
- Identify ways to support local business!

Infrastructure, Amenities, Urban Form

- Support urban infill and mixed use buildings for live, work and play.
- Create a walkable and bikable community.
- Reclaim or create new public spaces.
- Improve traffic safety for all users.

Actions Taken by the Committee:

March 28, 2013: Moved the project to a second round for consideration.

April 26, 2013: Moved the project to Priority Level 1.

June 13, 2013: Moved the project to Tier 1.

Themes

- | | |
|--|---|
| <input checked="" type="checkbox"/> Regional Mobility/Transportation | <input checked="" type="checkbox"/> Economic Vitality |
| <input checked="" type="checkbox"/> Sense of Community | <input type="checkbox"/> Ecotourism/Parks |
| <input type="checkbox"/> Environmental/Water Quality | <input type="checkbox"/> Vertical Infrastructure |
| <input checked="" type="checkbox"/> Connectivity | <input checked="" type="checkbox"/> Gateways |

Detail Project Description

Intersection Improvements at 5 Points = \$3 million
Monroe Streetscaping = \$8 million
Thomasville Road Streetscaping (Post to Grape) = \$7 million
Thomasville Road Streetscaping (7th to Monroe) = \$8 million

Streetscaping estimates include treatments that can be seen on the reconstructed Gaines Street, such as wider sidewalks, enhanced crosswalks, benches, lighting, landscaping, and signage.

Cost By Themes

	Regional Mobility/Transportation
\$22,000,000	Sense of Community
	Environmental/Water Quality
	Connectivity
	Economic Vitality
	Ecotourism/Parks
	Vertical Infrastructure
	Gateways

Midtown Placemaking



Intersection Reconstruction

Streetscaping

Project #15

Quadrants: 1 and 4

Previous Project Information for:

Project #15

Midtown Placemaking

Note: Based on direction from the Committee at the March 28, 2013 Sales Tax Committee meeting, below is a list of previous project(s) that were merged or modified to create a holistic project for the Committee's consideration.

Project Name: Inspiring the Creative Class: Midtown Placemaking (*Previously Project #25*)

Program
4a

Inspiring the Creative Class: Midtown Placemaking

Estimated Cost:
\$22 million

WHAT IS IT?

The Midtown Placemaking Plan includes the following objectives:

Activities, Events, Community

- Create a Midtown brand that will help form a visual district edge.
- Promote the arts through Murals, Music, Fashion, and Cuisine.
- Relieve parking complications and nuisances.
- Identify ways to support local business!

Infrastructure, Amenities, Urban Form

- Support urban infill and mixed use buildings for live, work and play.
- Create a walkable and bikable community.
- Reclaim or create new public spaces.
- Improve traffic safety for all users.

Evaluation Criteria:

- Provides Regional Impact / Geographic Equity ✓
- Enhances Mobility ✓
- Supports Recreation and Quality of Life ✓

- Benefits the Environment ✓
- Supports Economic Development / Revitalization ✓
- On an Existing Master Plan or Blueprint List ✓
- Leverages Other Funds ✓



Medians, landscaping, and wider sidewalks on both Monroe and Thomasville Roads to soften the edges and make them more inviting for people walking and biking is a top priority for Midtown.



WHY IS IT IMPORTANT?

Benefits the Environment – The proposals will effectively reduce vehicle miles traveled. An improved pedestrian environment supports urban infill on underutilized properties in the area. Urban infill can preserve greenfields from development on the urban outskirts. The streetscape enhancements include extensive tree plantings, the canopies of which provide stormwater retention benefits.

Provides Regional Impact/Geographical Equity – The Placemaking package of projects distributes investment throughout the community. In Midtown, the projects primarily provide local, district-specific benefits through streetscape beautification and improved pedestrian facilities, although the intersection improvements at 5 Points will also have community-wide benefits for commuters. The aesthetic improvements to each corridor define a gateway to downtown that all residents and visitors experience.

Enhances Mobility – The three proposed Midtown projects advance the multi-modal policy direction of the local Comprehensive Plan. The streetscape enhancements will improve pedestrian mobility by limiting conflicts between pedestrians and automobiles while improving pedestrian comfort in our subtropical environment with shade trees. As with all new construction, these improvements will accommodate pedestrians of all ages.

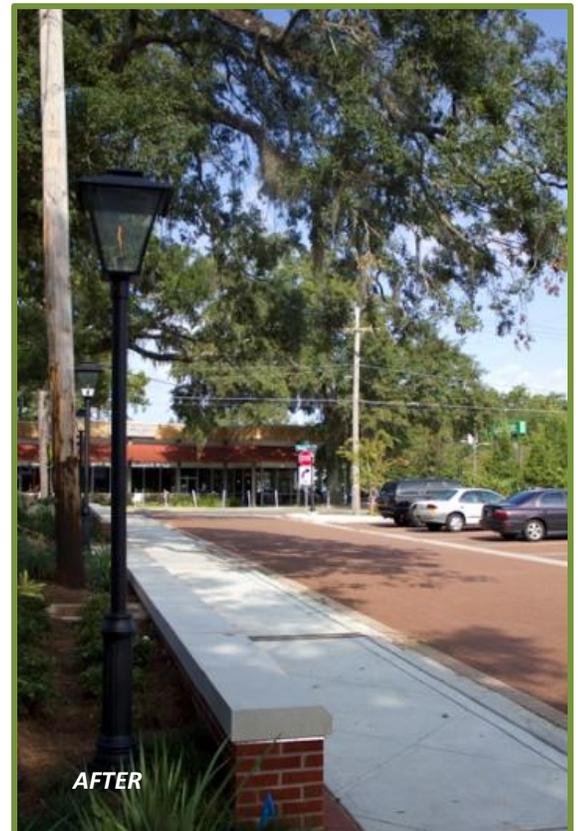
Supports Recreation and Quality of Life – The streetscape enhancements on both segments will have economic benefits for area retailers by making it safe for clients to walk by. Enhancements will expand areas for safe pedestrian activity and improving area aesthetics on two major thoroughfares.

Supports Economic Development/Revitalization – The existing vacant buildings surrounding 5 Points speak volumes, and the landscape along the Monroe Street and Thomasville Road corridor is barren. The proposed projects will correct both conditions. Reconfiguring the intersection should improve automobile and pedestrian accessibility to the surrounding properties. And, as is the case on Gaines Street, streetscape projects promote reinvestment and increased pedestrian traffic for area retailers.

On an Existing Master Plan or Blueprint List – Yes, the three proposed Midtown infrastructure projects are included in the Midtown Placemaking Action Plan. These projects have also been incorporated into the Mobility District Master Transportation Plan.

Leverages Other Funds – These projects are not budgeted at this time. CRA funds are available for use on the west side of Monroe Street. Furthermore, as State maintained roadways and part of the Master Transportation Plan, the CRTPA should be a funding partner.

The Fifth Avenue Plaza, recently completed, was the Working Group's top priority and will host street parties and vendors on a regular basis. Another top priority is to redesign the 5 Points intersection.



Top Priority Future Projects	Estimated Cost
Intersection improvements @ 5 Points	\$3 million
Monroe Street streetscape	\$8 million
Thomasville Road streetscape	
1. Post Road to Grape Street	\$7 million
2. 7 th Avenue to Monroe Street	\$4 million
TOTAL Needed [potential property acquisition not included]	\$22 million