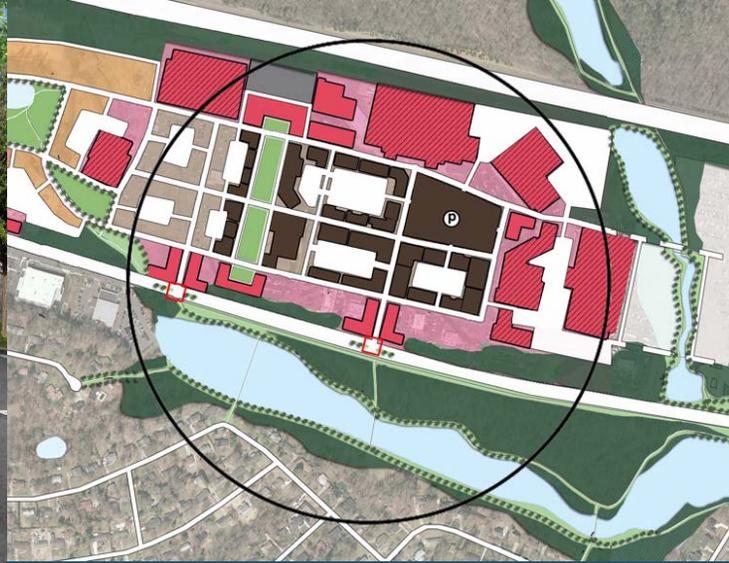


Franklin Boulevard Corridor Study

Community, Connectivity, Choices

Joint City Council / Planning Board Workshop

September 13, 2007



Study Partners: Renaissance Planning Group, Clarion Associates, MAB, Inc.



PRESENTATION OUTLINE

1. OVERVIEW

2. CORRIDOR DEVELOPMENT SCENARIOS

3. PROPOSED MASTER PLAN

Eastern Gateway

Downtown

Greasy Corner/Loray Mill Village

Dixie Village/Myrtle School Road

4. TRANSPORTATION STRATEGIES

5. IMPLEMENTATION + POLICY FRAMEWORK

STUDY GOALS

Scenario Planning Process that integrates:

- Land Use
- Transportation
- Urban Design

for Redevelopment and Improved Personal
Mobility along the Franklin Boulevard
corridor

KEY RECOMMENDATIONS

1. Focus on Nodes or “Pulses” of Redevelopment

- Hubs for transit
- Walkable areas to link neighborhoods
- Prioritize capital investments
- Catalysts for entire corridor

KEY RECOMMENDATIONS

2. “Green” the Corridor

- Create pocket parks
- Link with greenway corridors
- Enhance tree canopy
- Expand civic open space with redevelopment

KEY RECOMMENDATIONS

3. Improve Personal Mobility

- Make pedestrian-friendly intersection improvements
- Apply access management and construct medians
- Create hubs for transit stops
- Expand greenway network

KEY RECOMMENDATIONS

4. Increase Connectivity & Preserve Capacity

- Expand sidewalk network
- Modify selected intersections to improve operations & safety
- Connect local street network
- Apply access management & restrict left turns

KEY RECOMMENDATIONS

5. Land use must reflect local and regional economic context

- Attract distinctive uses downtown
- Create crafts district downtown
(artists, craftsmen, live/work)
- Expand residential options
through mixed-use

STUDY PROCESS

1. Assess Issues + Opportunities

Sept-October

DESIGN WORKSHOP 1

Sept. 28, 2006

2. Develop & Refine Scenarios

Nov. – December

DESIGN WORKSHOP 2

Dec. 14, 2006

3. Develop Master Plan + Guidelines

Jan. – February

DESIGN WORKSHOP 3

Feb. 26, 2007

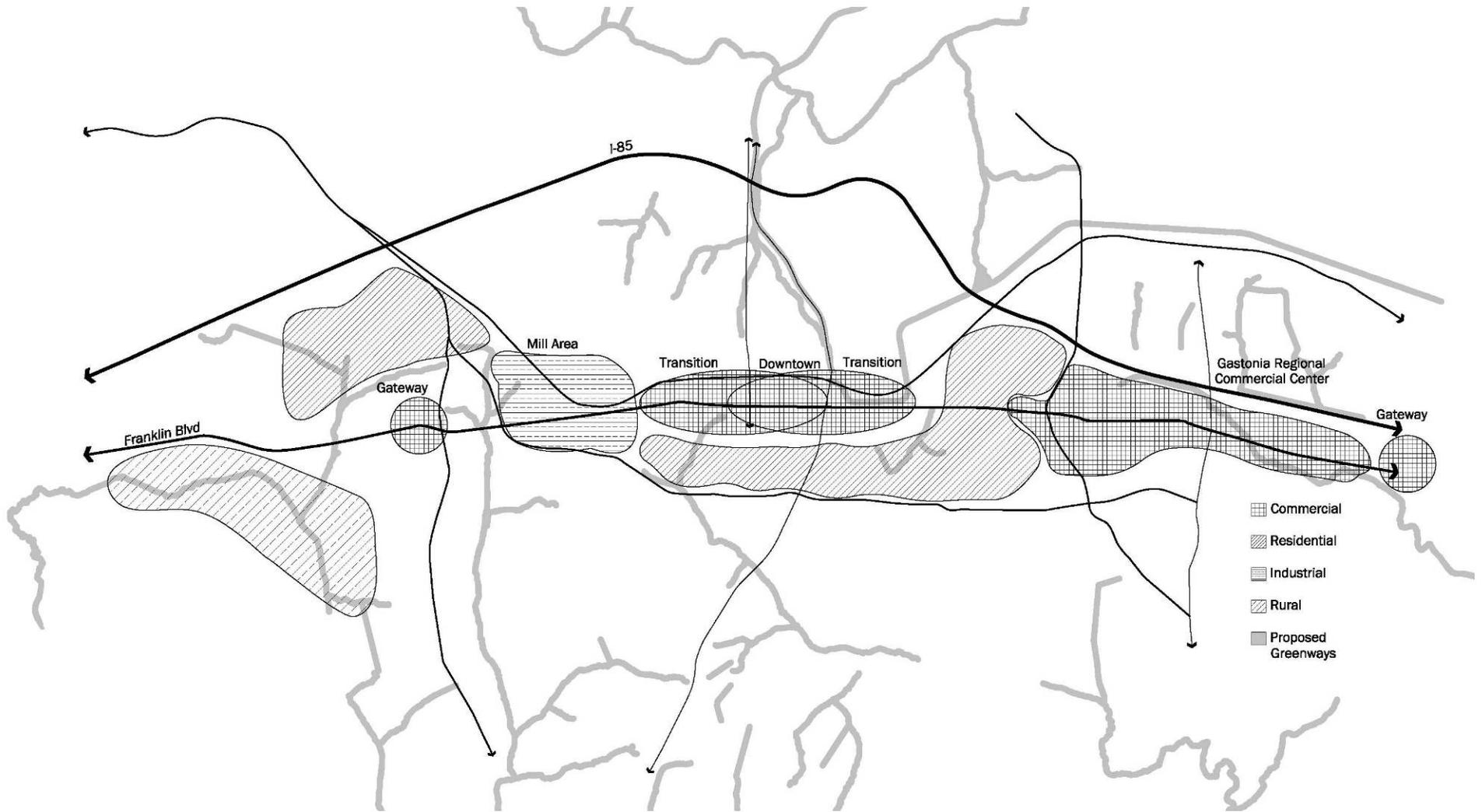
4. Implementation Plan + Final Report

Spring – Summer

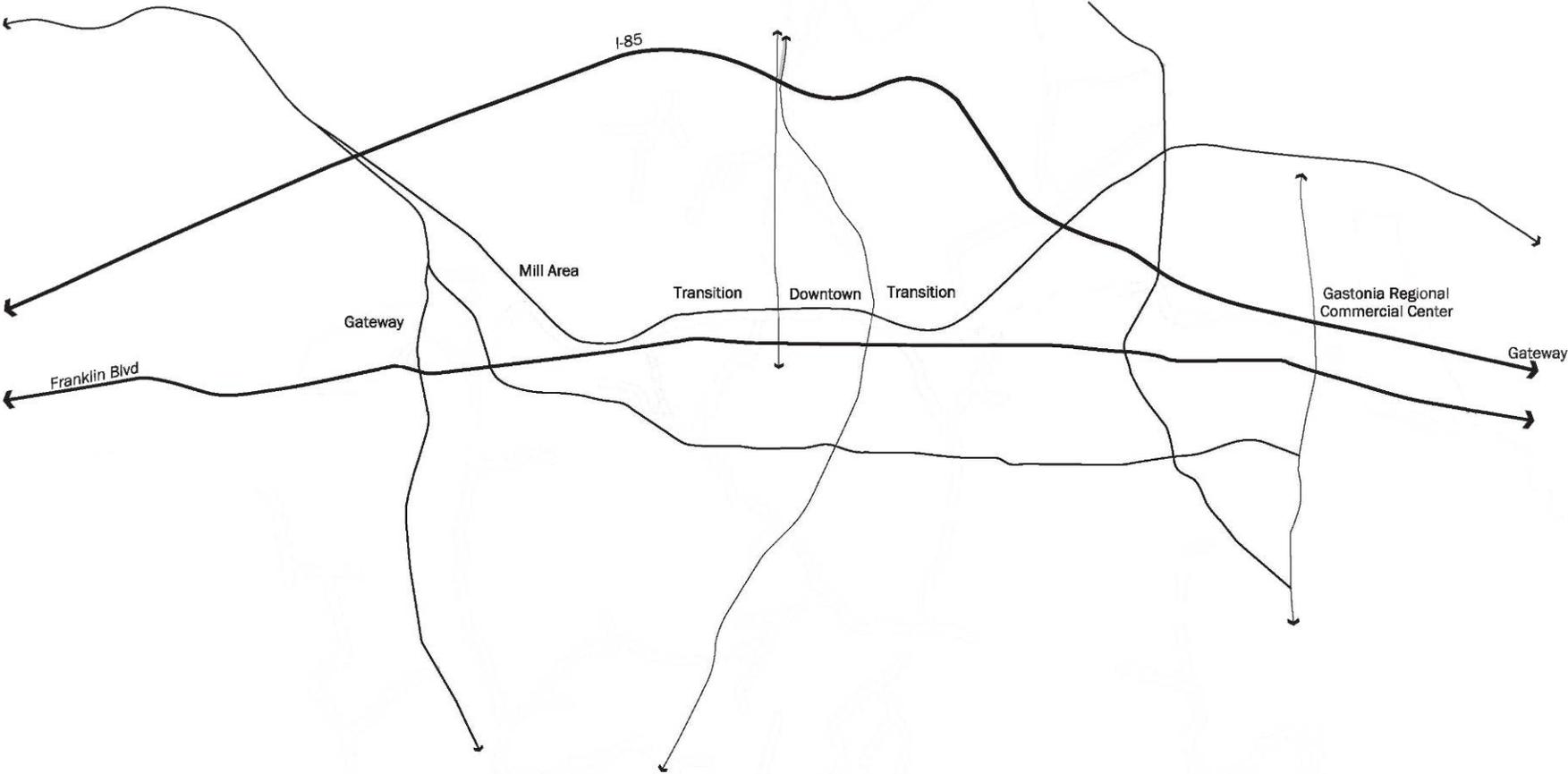
SCENARIOS

Scenario	“Business As Usual”	“Urban Boulevard – Green Network”
Concept	No Real “Big Idea”	“Urban Centers” framed by Green Network
Connections	Corridor remains primary reliever for I-85 with disparate conglomeration of uses	Corridor becomes route for future multi-modal connections (i.e. premium transit)
Growth projections	Development continues on eastern end and sprawls into western rural areas	Growth directed to key intersections/segments, as defined by greenways, as well as along parallel corridors to Franklin Boulevard
Context	Exploit Highway Access and current Zoning	Build upon existing assets (mills, history, urban fabric, greenways plan) unique to Gastonia to shape redevelopment

Context



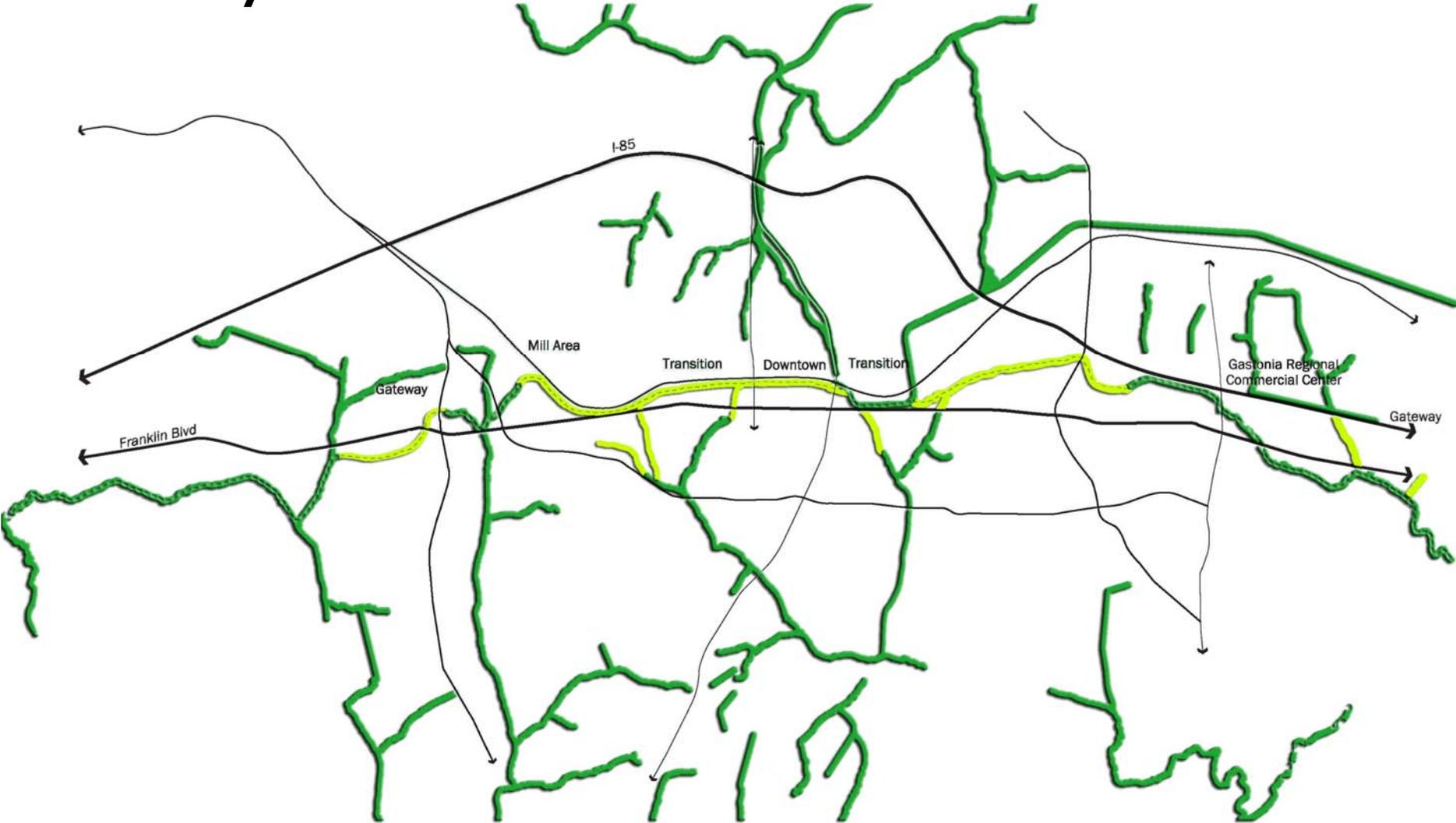
Major Streets



Proposed Greenways



Greenway Extensions



Primary Greenway Trail



Trend Scenario



Business as Usual

Alternative Scenario



Urban Boulevard – Green Network

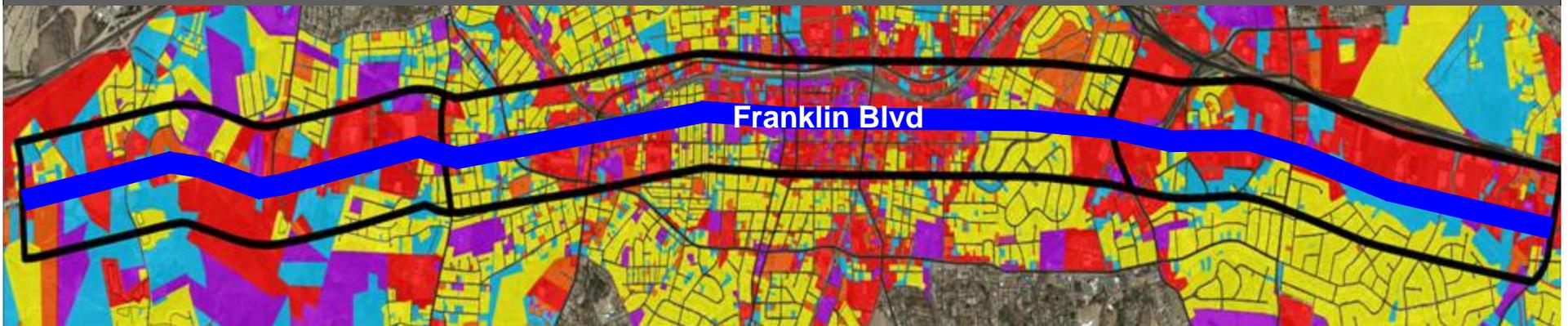
Build-out Analysis

Existing Land Use Inventory

- Inventory Existing Land Use and Vacant Land
- Allocate 2000 socio-economic data to existing land

Dwelling Units = 12,600

Employment = 23,600



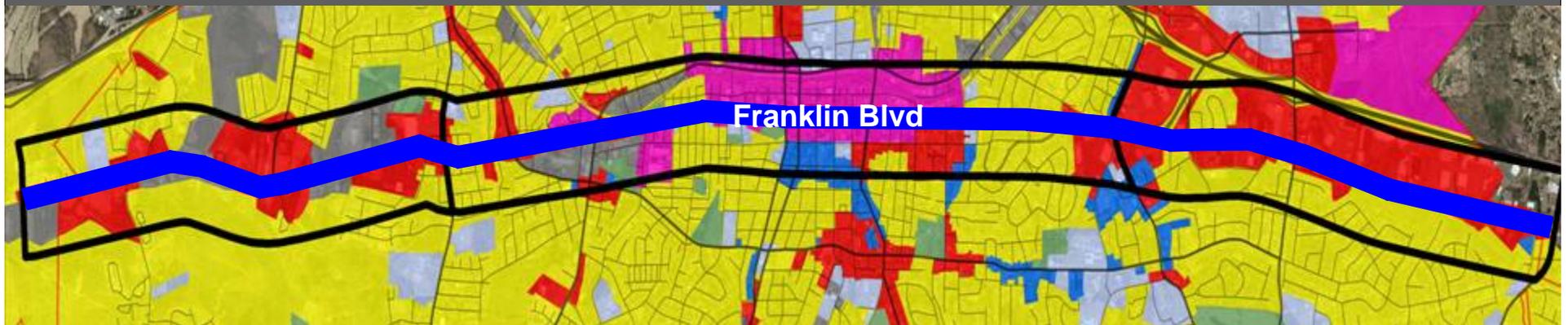
Existing Land Use

Build-out Analysis Future Potential

- Assign Future Land Use / Zoning to Vacant land
- Apply Densities & Intensities to estimate potential Build-out

Dwelling Units = 14,850

Employment = 28,600



2020 Land Use

Build-out Analysis

	Existing		Build-out	
	DU	Emp	DU	Emp
City of Gastonia	27,400	35,700	34,900*	44,400*
Franklin Blvd (Study Area)	12,600	23,600	14,850	28,600

Corridor Statistics				
% of City	46 %	66 %	42 %	64 %
Jobs / Housing	1.83 jobs per household		1.92 jobs per household	

* City data for Build-out uses 2030 data from the MPO transportation model data

Scenario Comparison

	Existing		Build-out		Scenario	
	DU	Emp	DU	Emp	DU	Emp
City of Gastonia	27,400	35,700	34,900*	44,400*	35,550	50,000
Franklin Blvd (Study Area)	12,600	23,600	14,850	28,600	16,600	35,700

Corridor Statistics

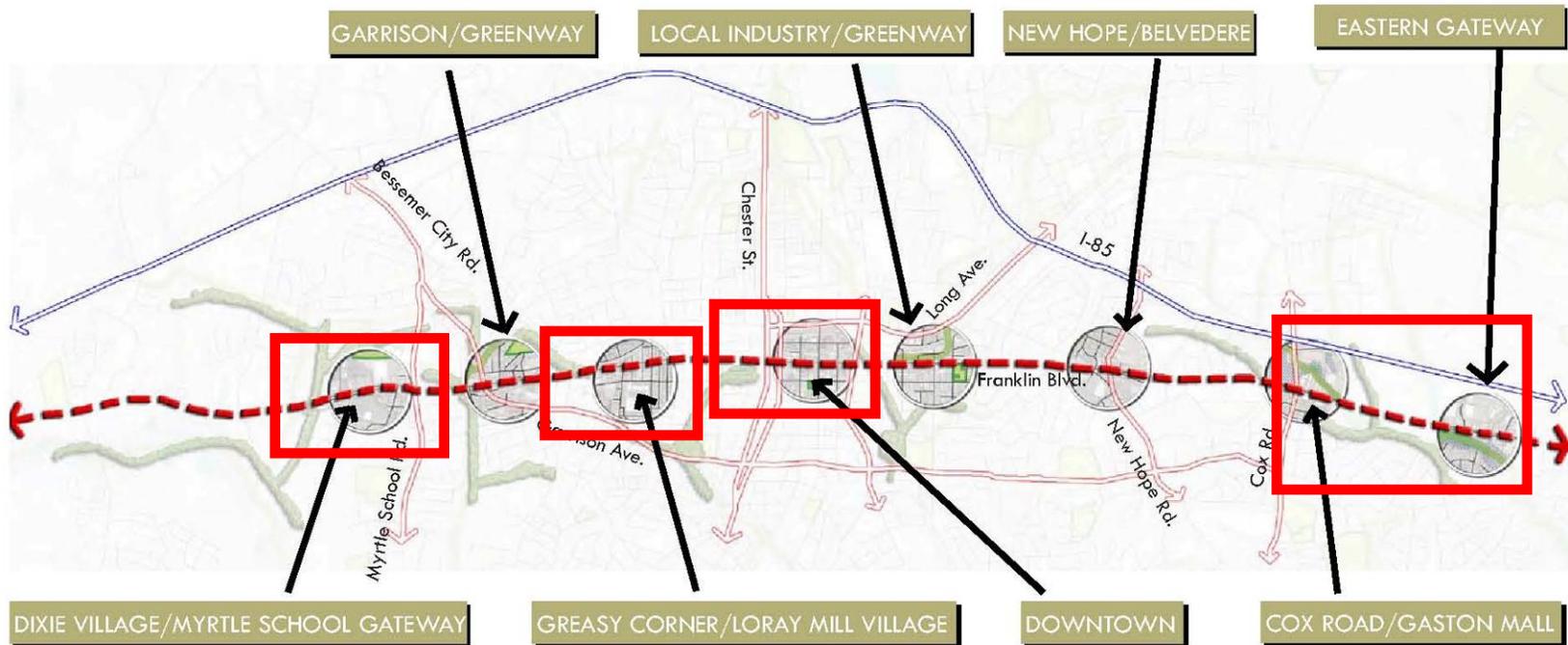
% of City	46 %	66 %	42 %	64 %	47%	71%
Jobs / Housing	1.83 jobs per household		1.92 jobs per household		2.15 jobs per household	

* City data for Build-out uses 2030 data from the MPO transportation model data

MASTER PLAN

FRANKLIN BOULEVARD CORRIDOR STUDY

Franklin Boulevard Corridor Master Plan



Pulses of Redevelopment - 

Corridor Design Goals:

1. Enhance connectivity while preserving capacity.
2. Capitalize on existing character and unique assets for redevelopment.
3. Create pedestrian oriented destinations and districts.
4. Increase multi-modal opportunities.

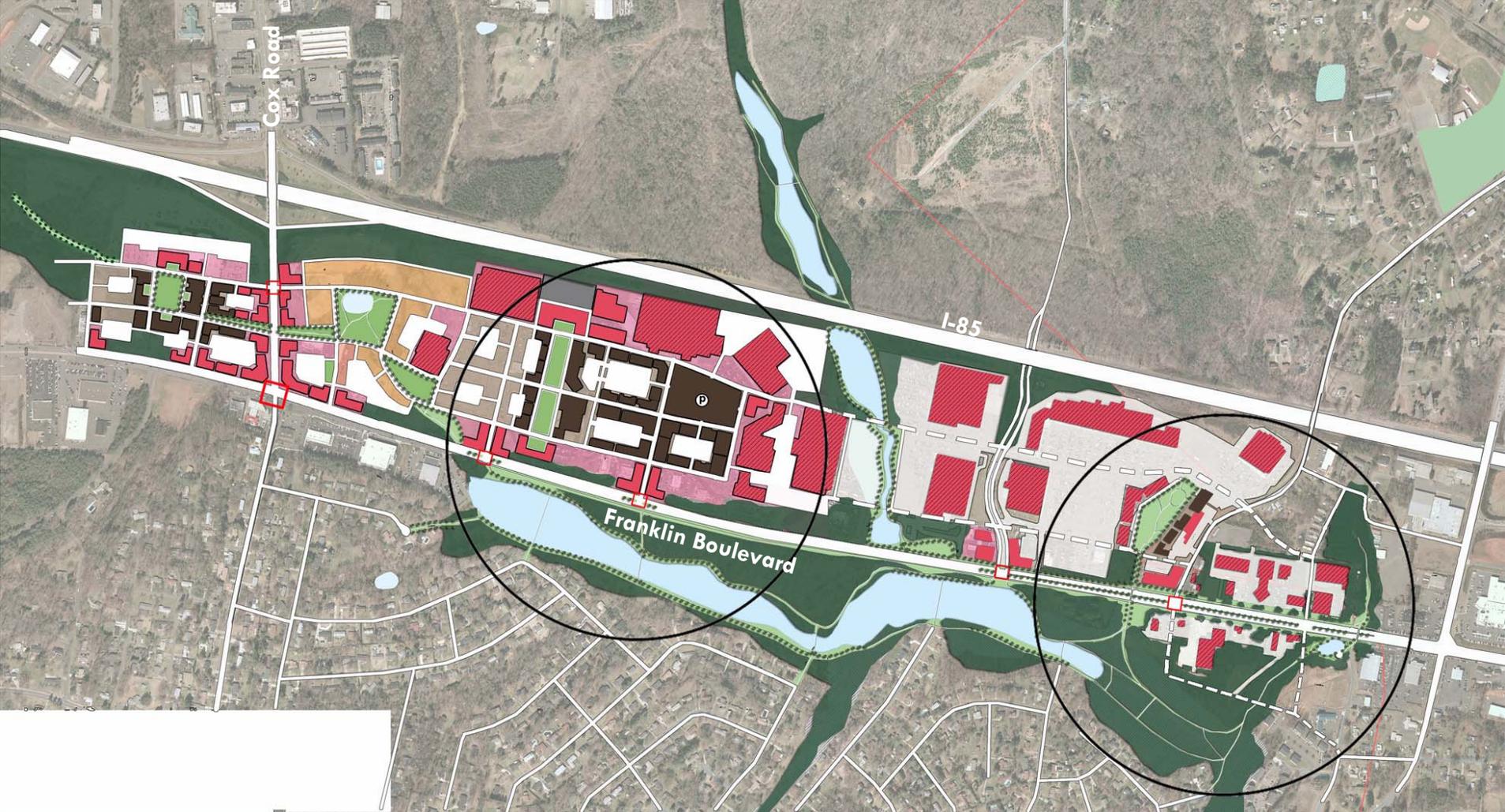
Eastern Gateway

Eastern Gateway



Existing Conditions

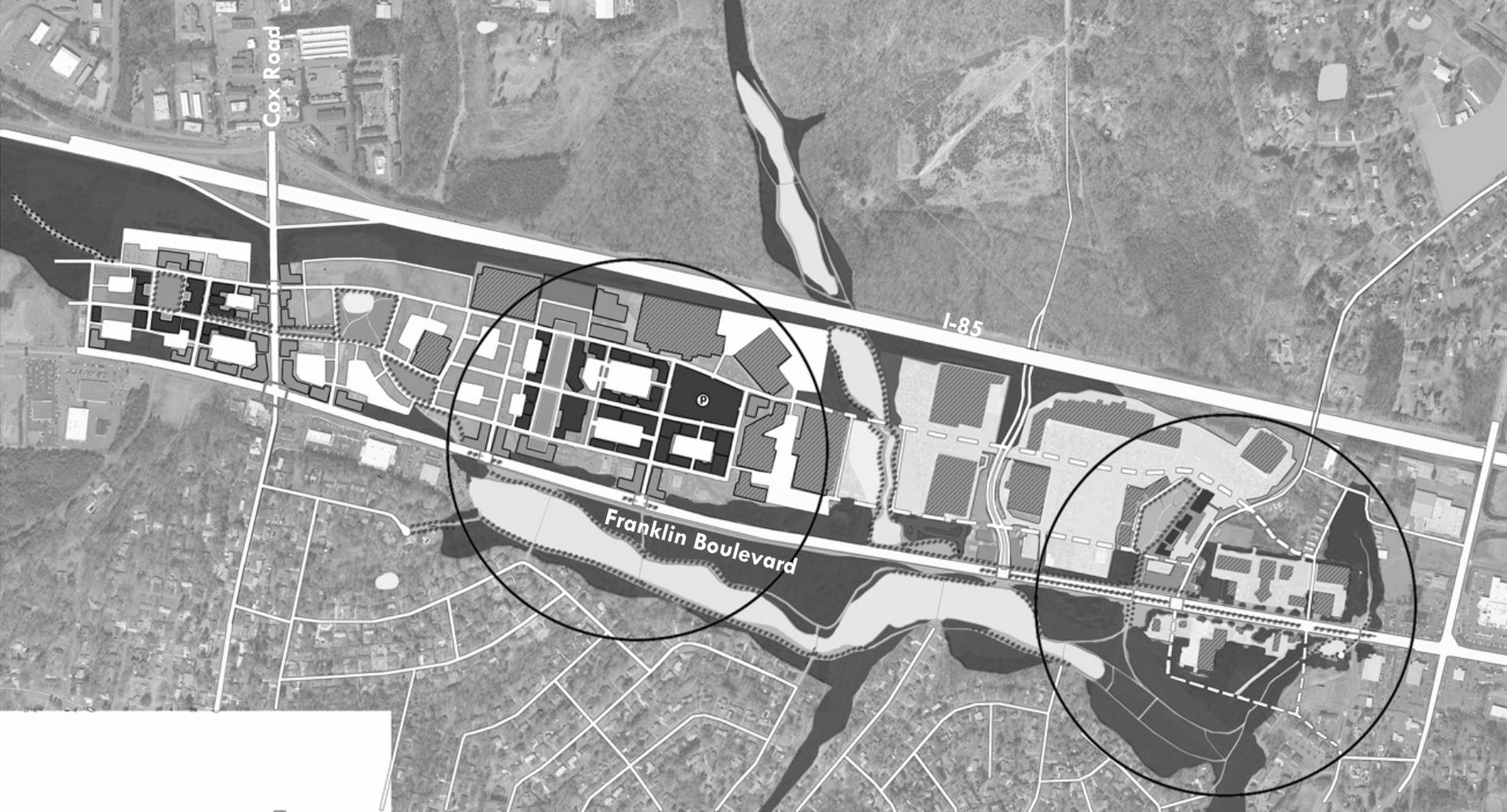
Eastern Gateway



Master Plan

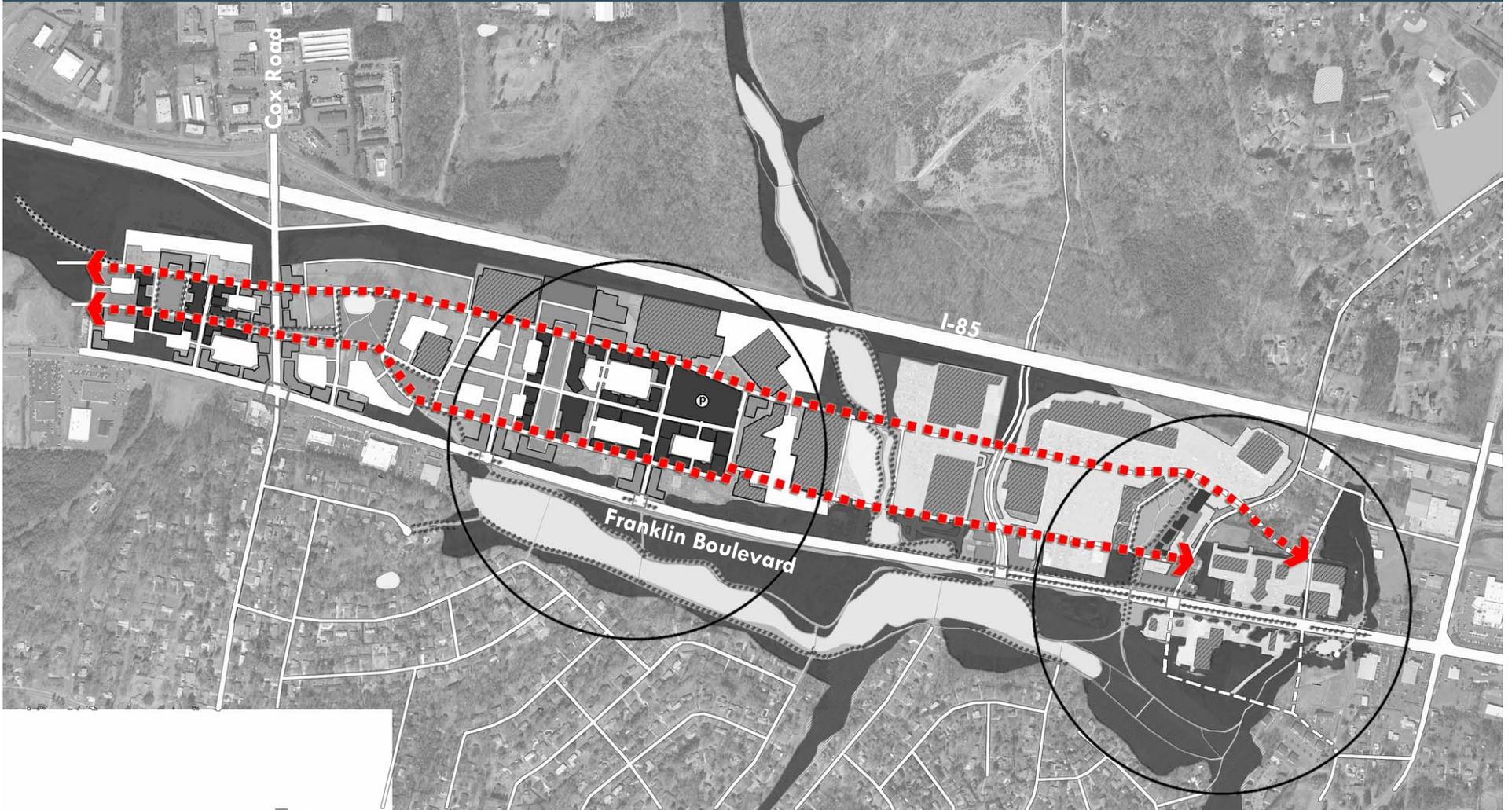
FRANKLIN BOULEVARD CORRIDOR STUDY

Eastern Gateway



Key Projects

Eastern Gateway

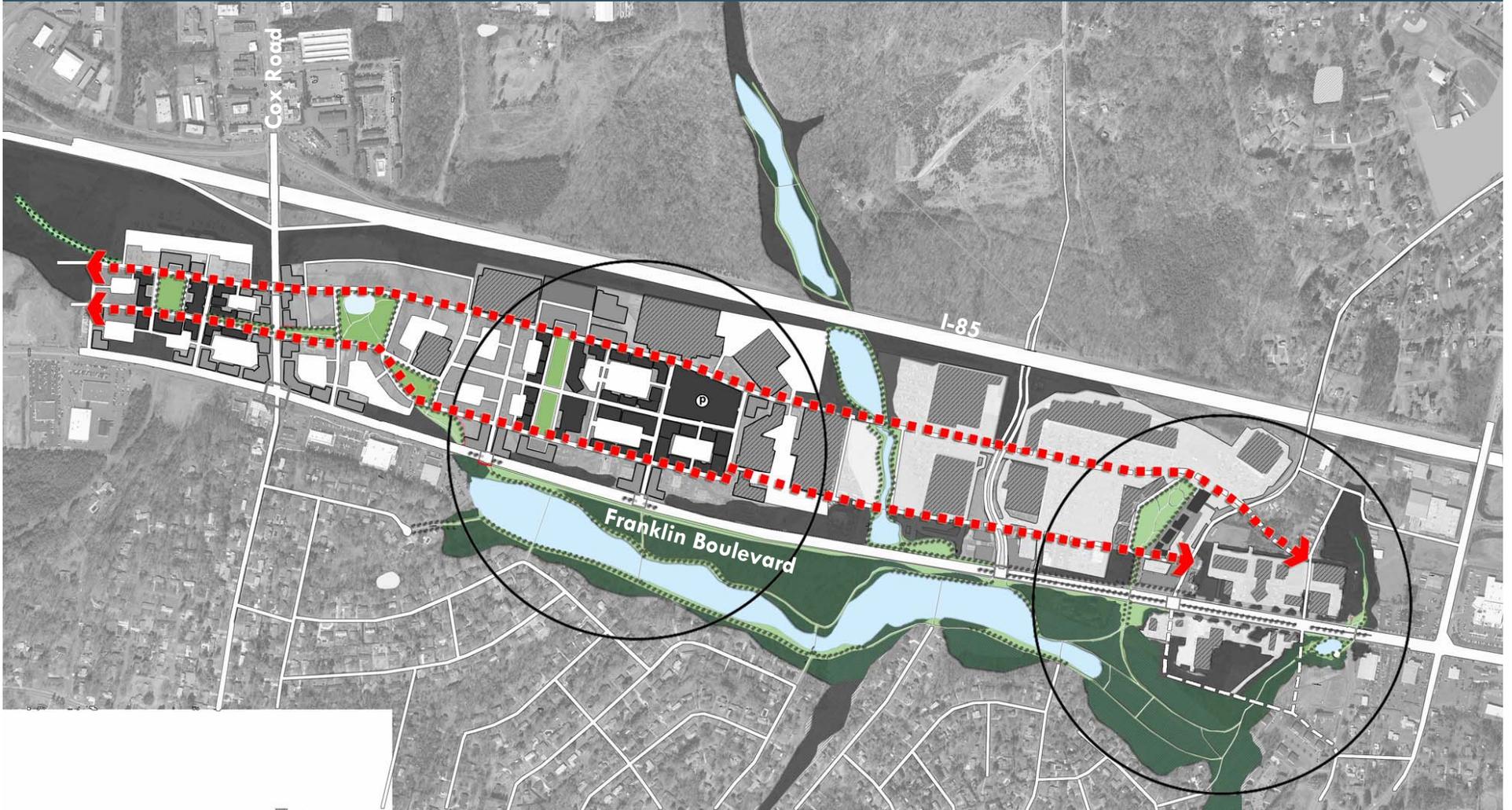


Parallel Street Network to Franklin Boulevard

Key Projects

FRANKLIN BOULEVARD CORRIDOR STUDY

Eastern Gateway

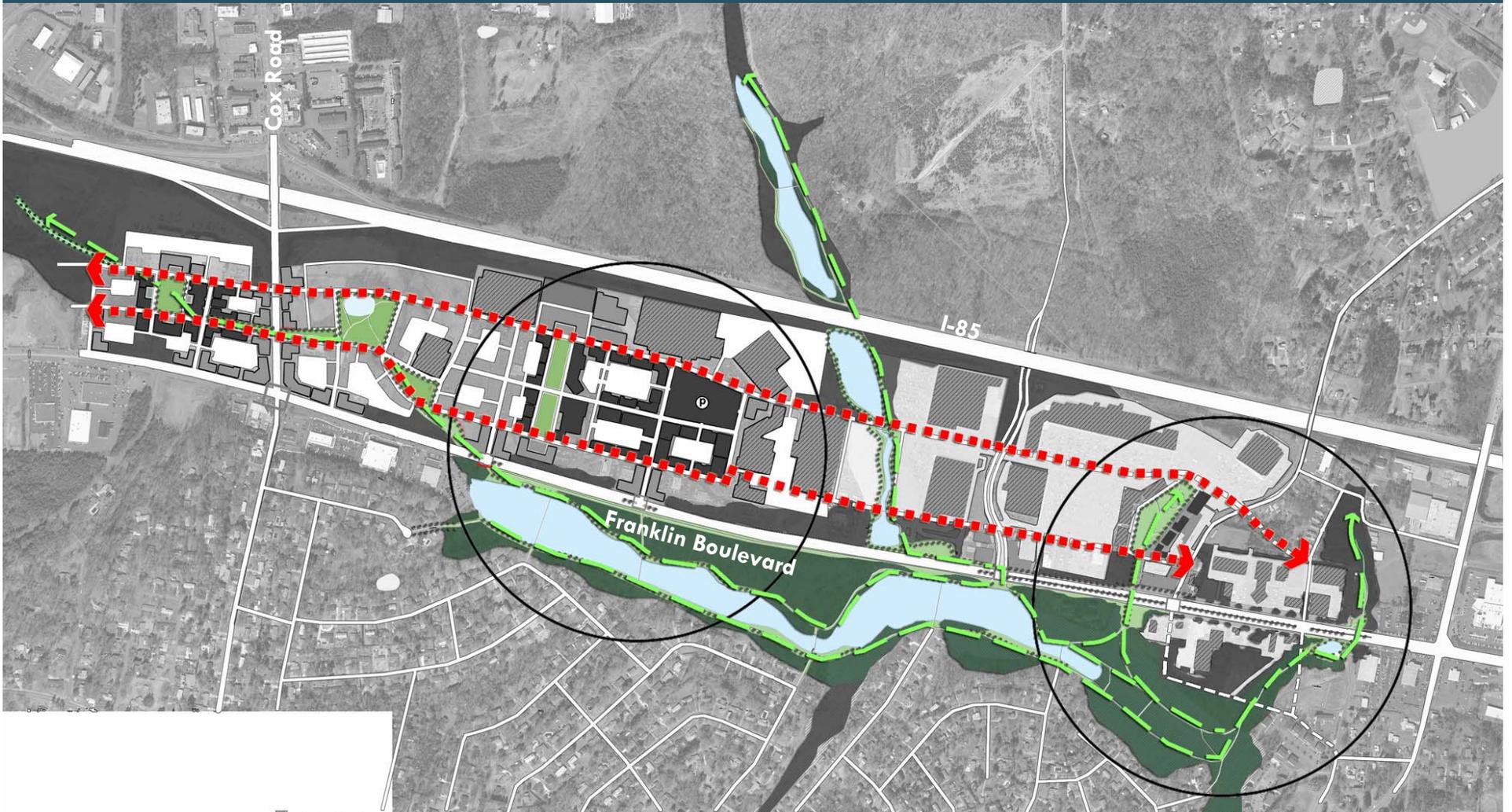


Open Space Network + Parks following riparian corridors

Key Projects

FRANKLIN BOULEVARD CORRIDOR STUDY

Eastern Gateway

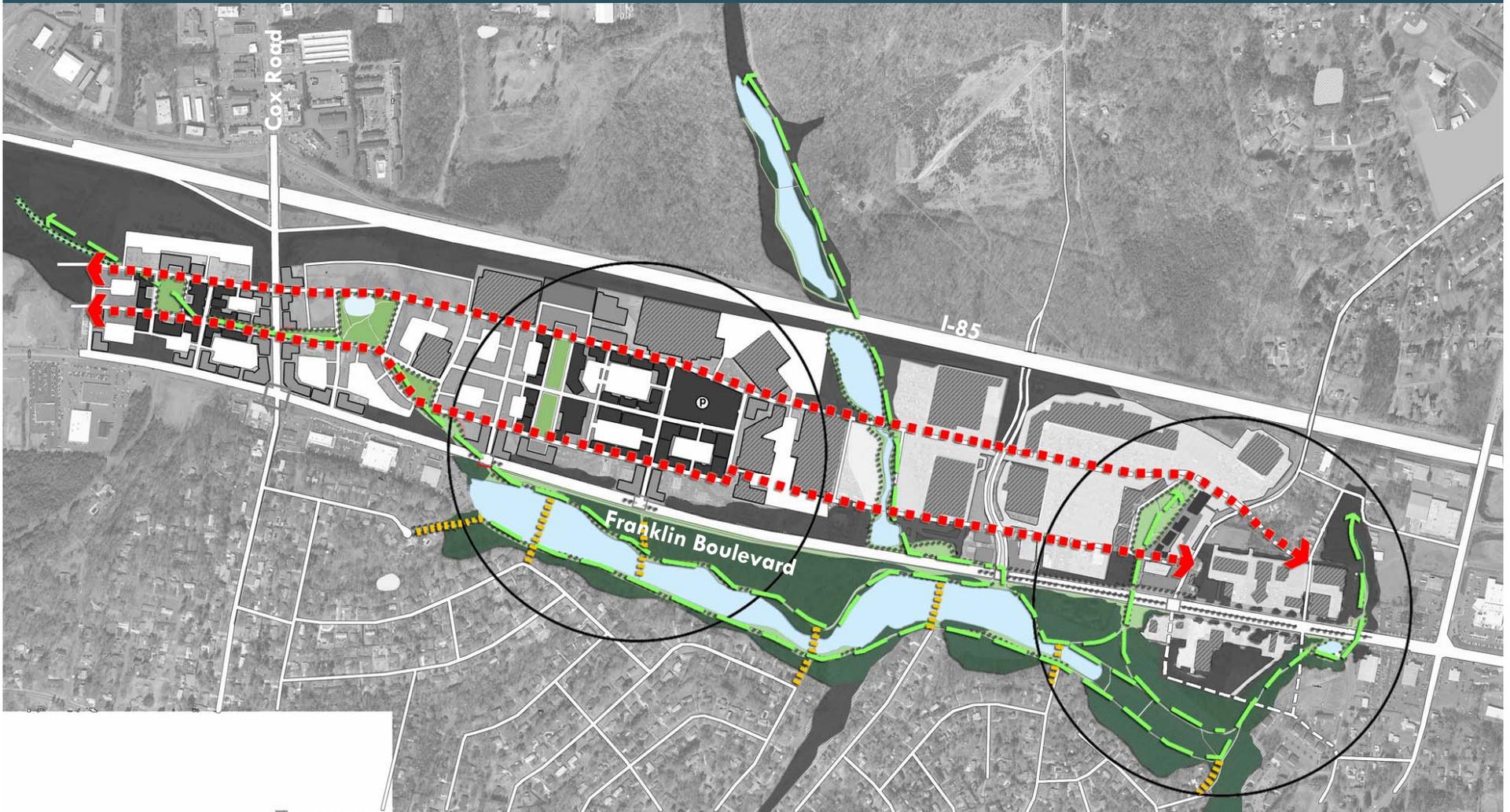


Greenway Trails along riparian corridors, connecting across Franklin

Key Projects

FRANKLIN BOULEVARD CORRIDOR STUDY

Eastern Gateway

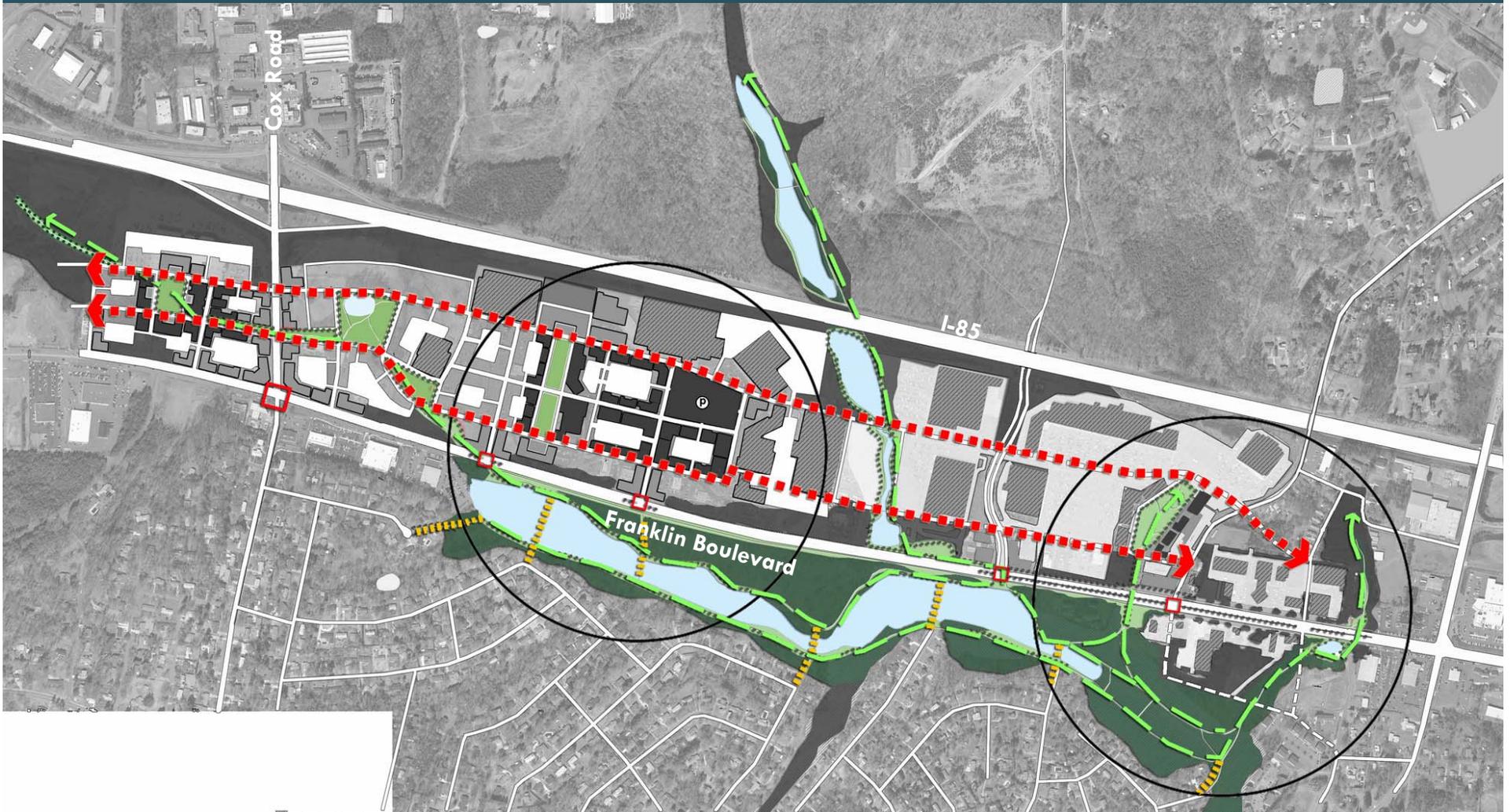


Pedestrian connections between Gardner Park neighborhood and Franklin Commons

Key Projects

FRANKLIN BOULEVARD CORRIDOR STUDY

Eastern Gateway

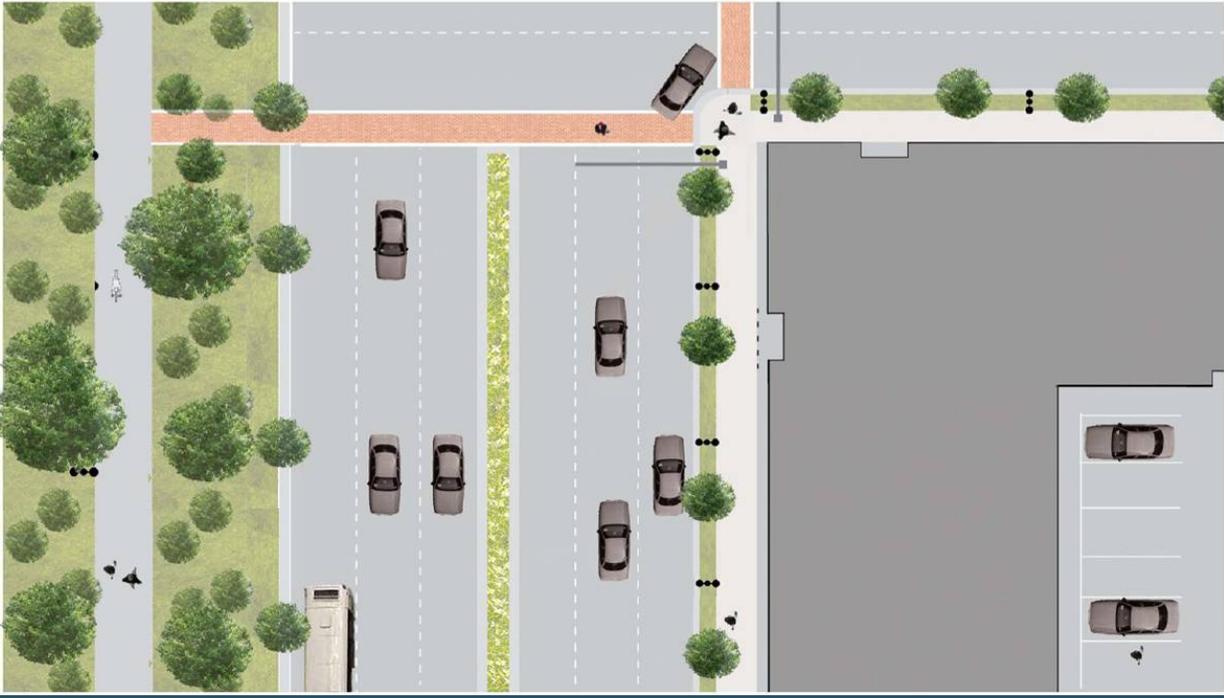
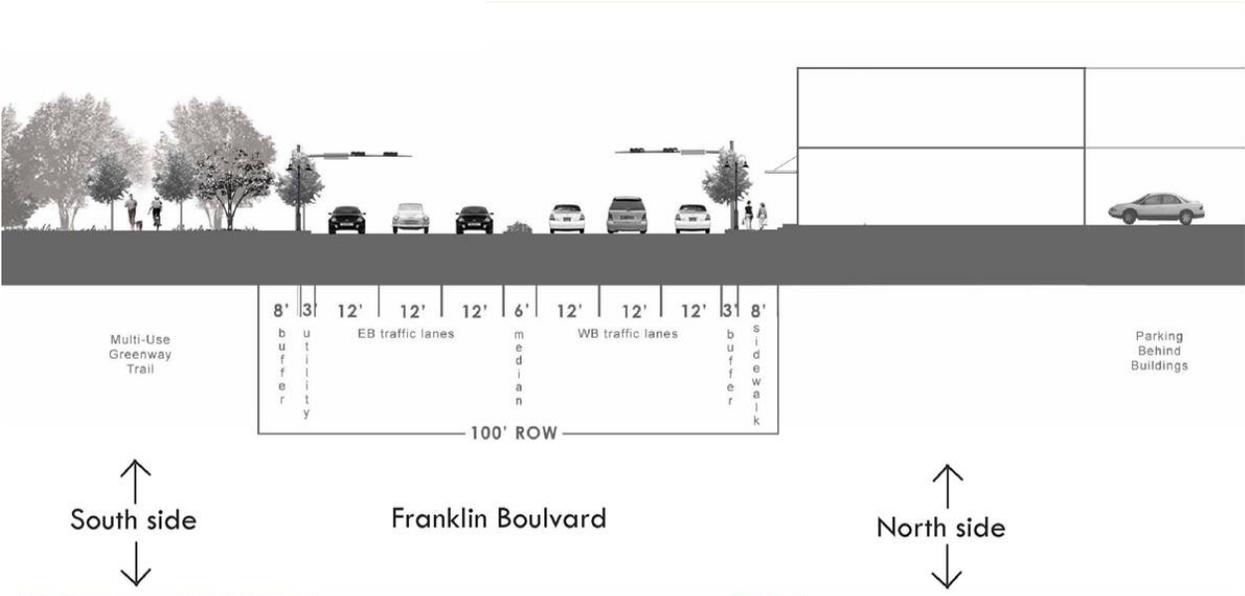


Intersection improvements along Franklin Blvd. at Cox Rd., Franklin Commons, Lineburger Rd. and Church St.

Key Projects

FRANKLIN BOULEVARD CORRIDOR STUDY

Franklin Boulevard at Lineberger Rd.



Proposed Street Plan + Section



Franklin Blvd. at Gastonia City limits

Existing

FRANKLIN BOULEVARD CORRIDOR STUDY



Franklin Blvd. at Gastonia City limits

Streetscape Enhancements

FRANKLIN BOULEVARD CORRIDOR STUDY

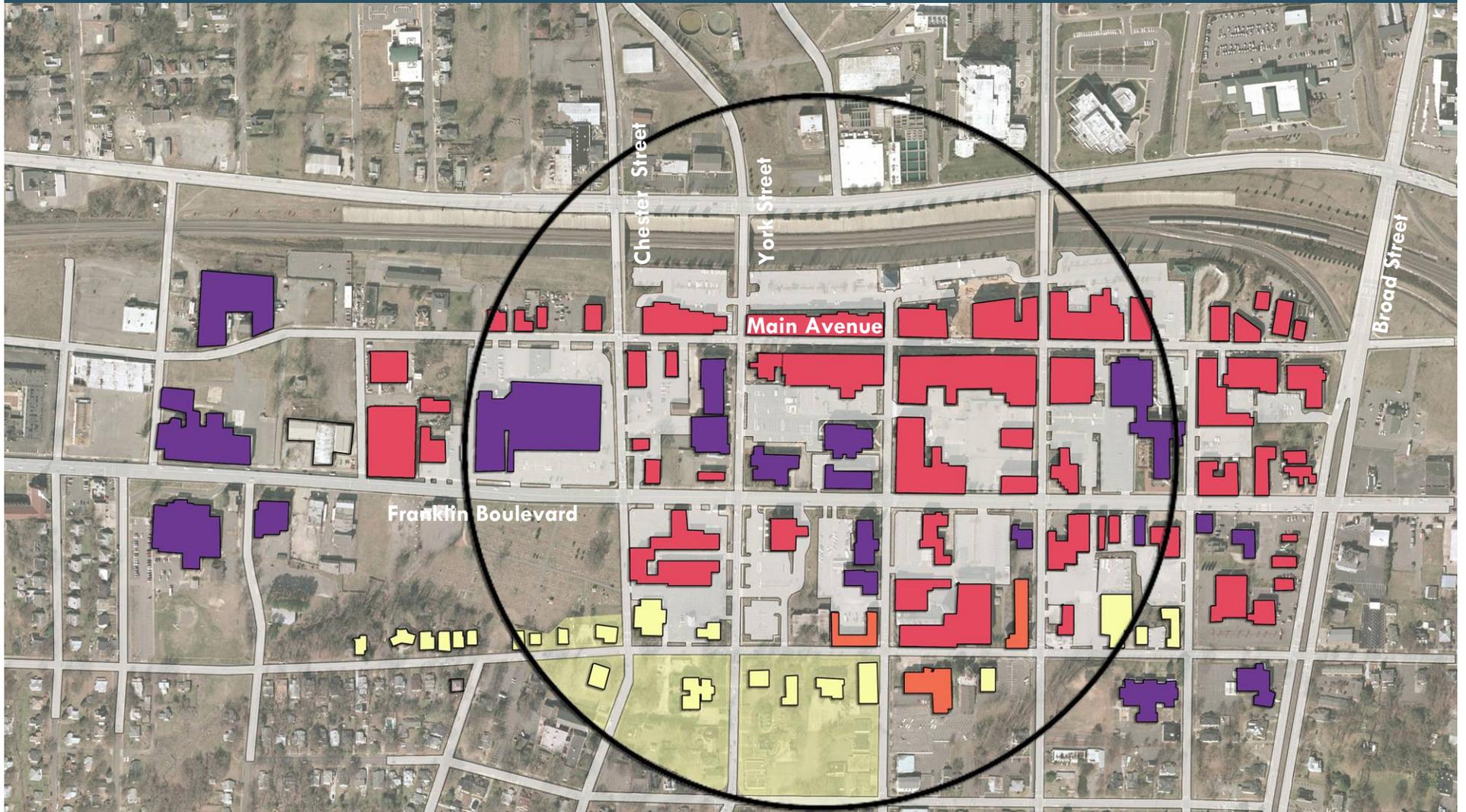


Franklin Blvd. at Gastonia City limits

**Pedestrian Bridge/Greenway
Crossing with Entrance signage**

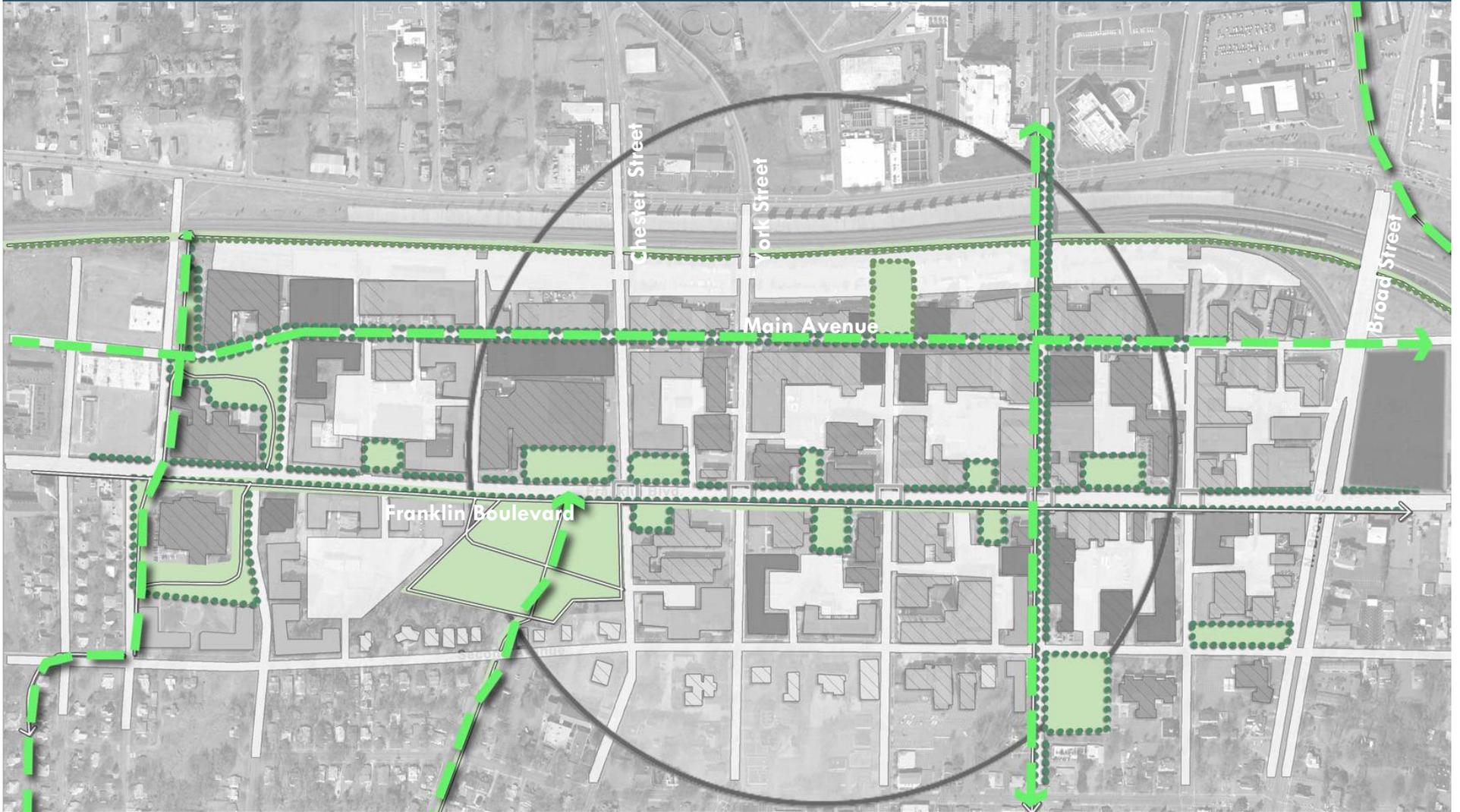
Downtown

Downtown



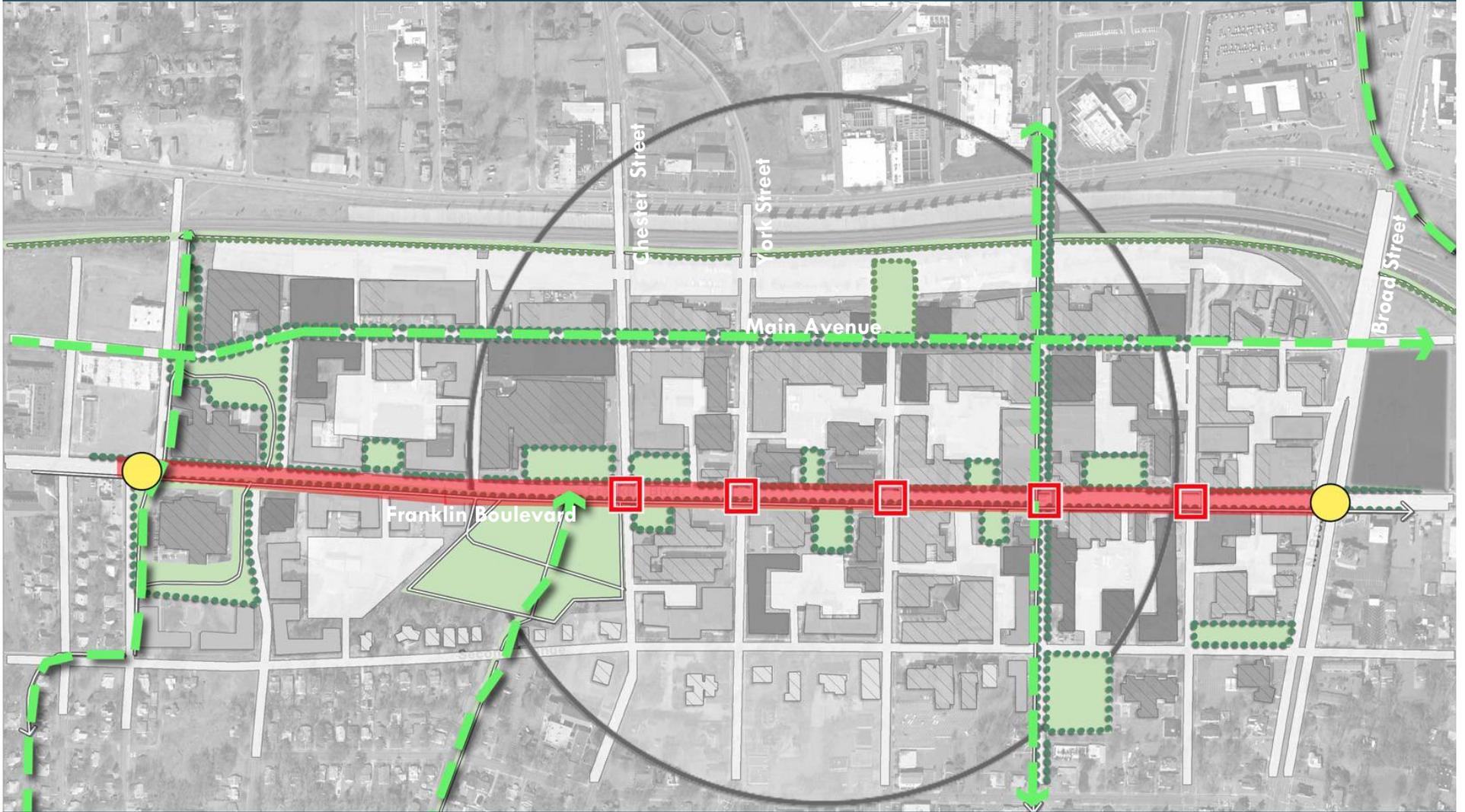
Existing Conditions

Downtown



Greenways + Open Space

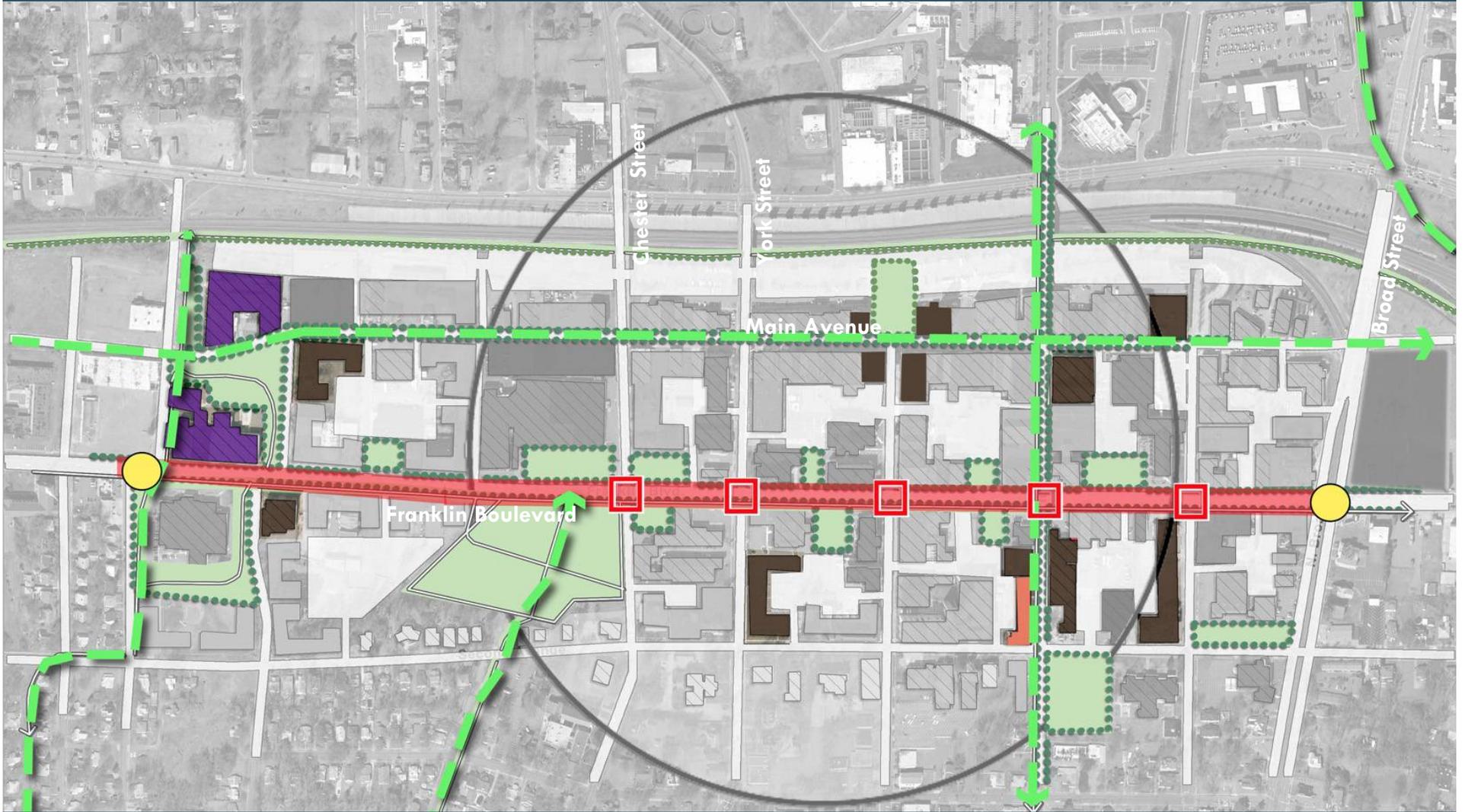
Downtown



Intersection + Pedestrian Improvements

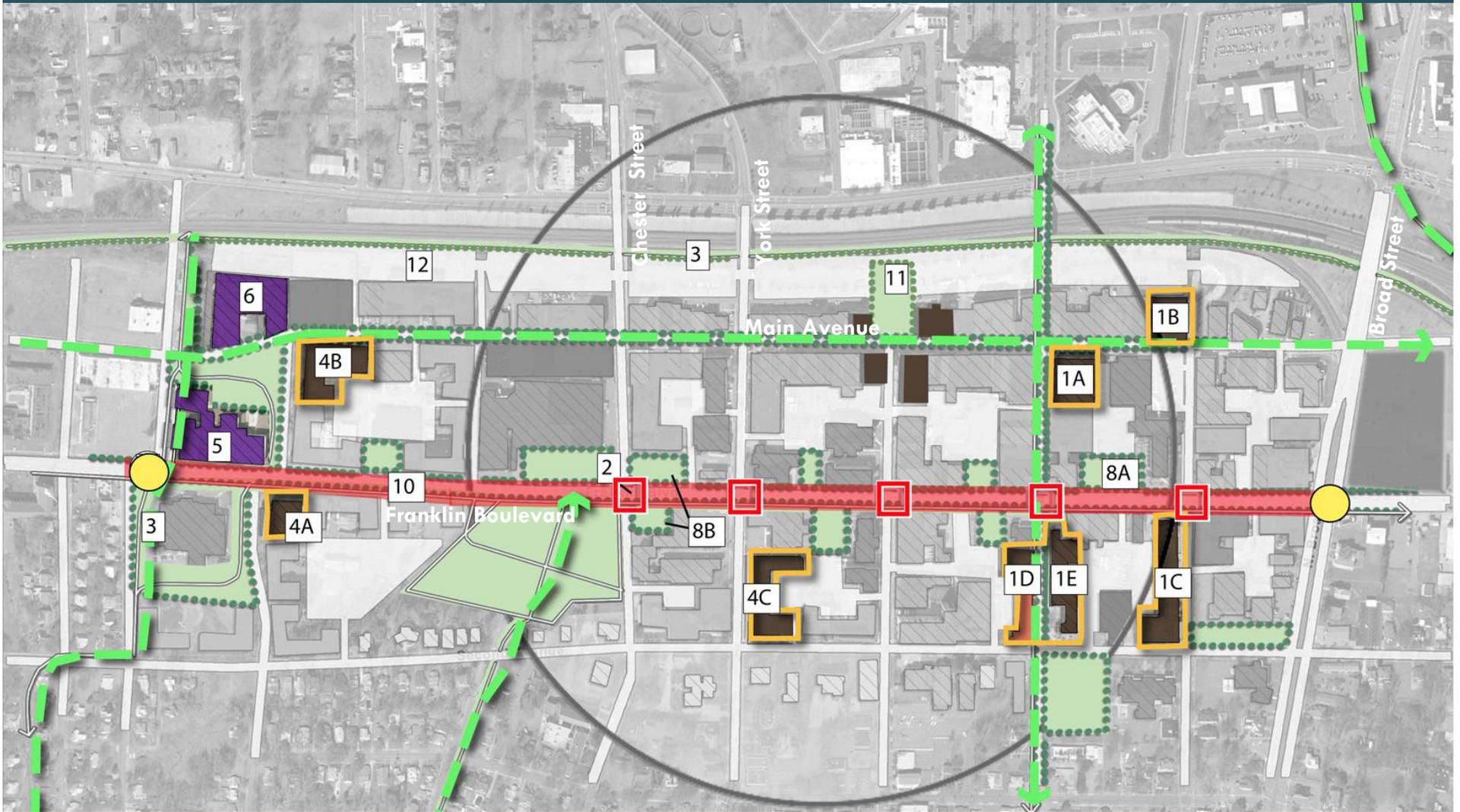
FRANKLIN BOULEVARD CORRIDOR STUDY

Downtown



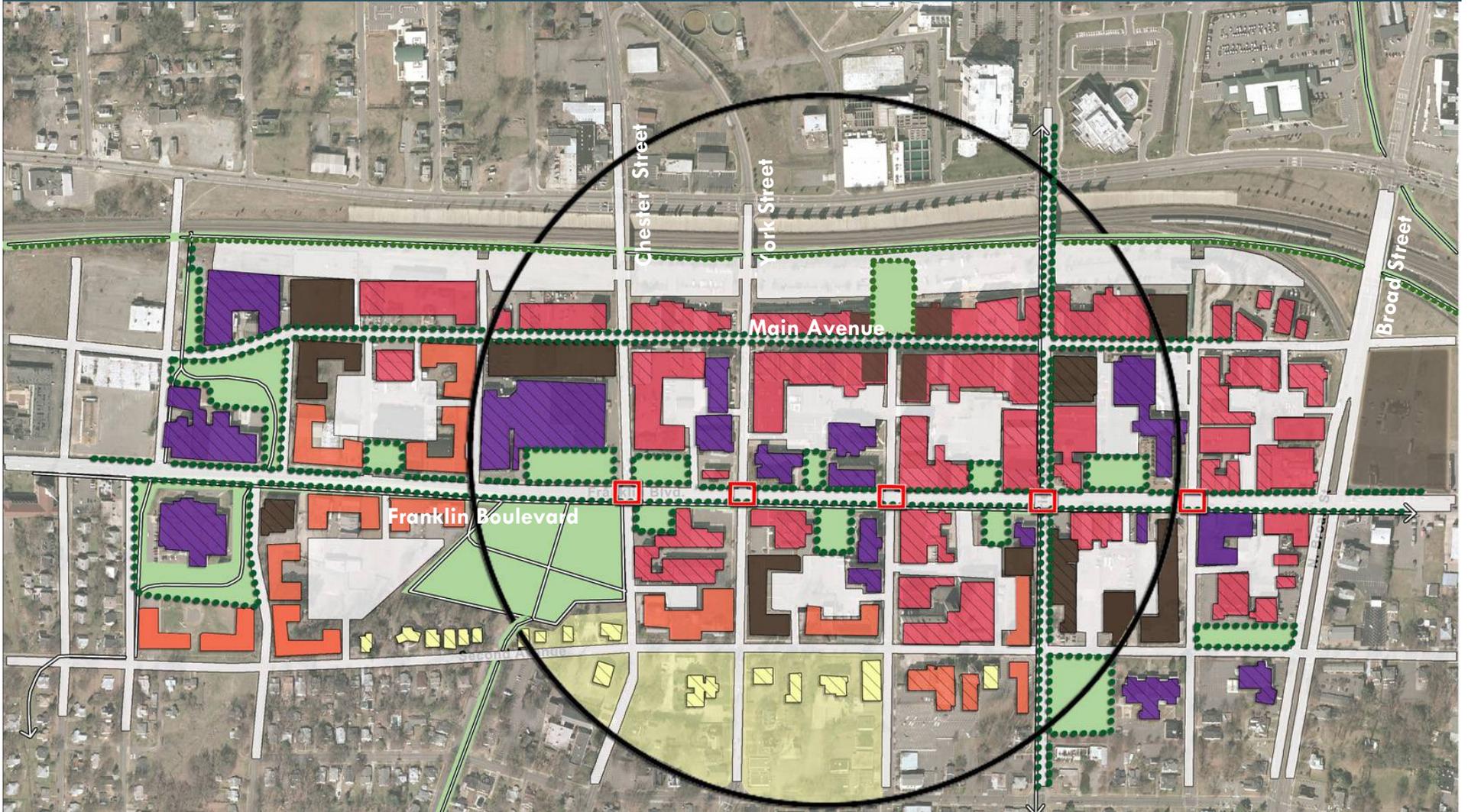
Redevelopment Opportunities

Downtown



Key Projects

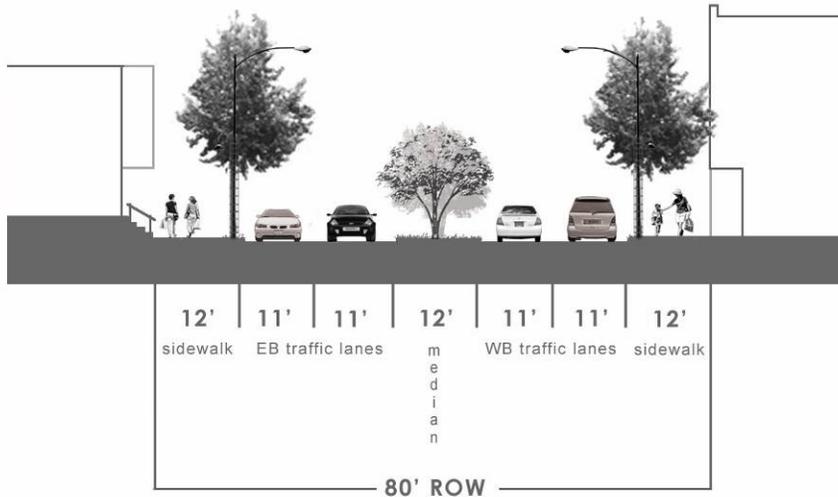
Downtown



Master Plan

FRANKLIN BOULEVARD CORRIDOR STUDY

Franklin Boulevard between South St. and York St.



Proposed Street Plan + Section



Franklin Blvd. at York St., looking west

Existing



Franklin Blvd. at York St., looking west

**New crosswalks, sidewalks,
and lighting**

FRANKLIN BOULEVARD CORRIDOR STUDY



Franklin Blvd. at York St., looking west

Median planting, and street trees



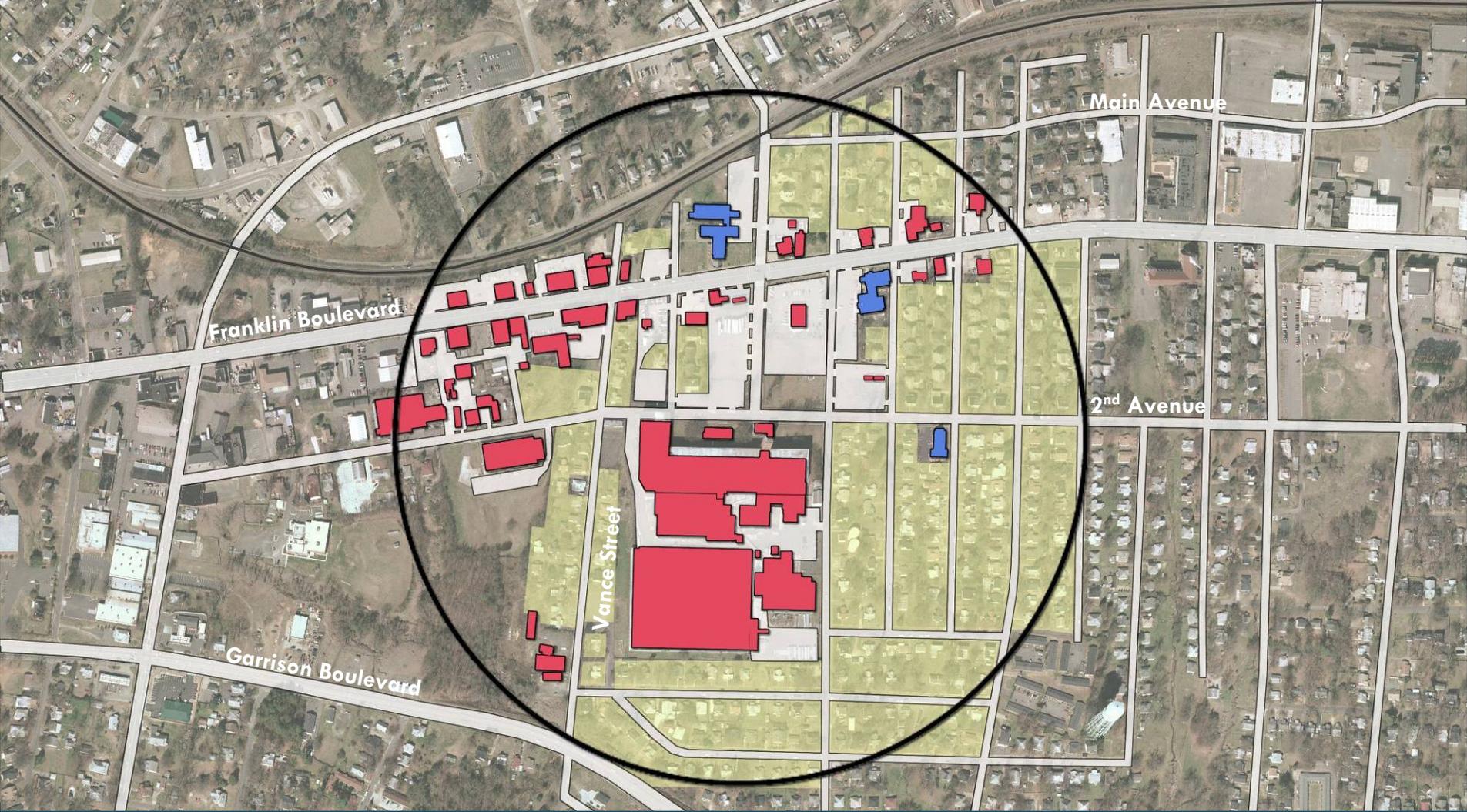
Franklin Blvd. at York St., looking west

Building and lot redevelopment

FRANKLIN BOULEVARD CORRIDOR STUDY

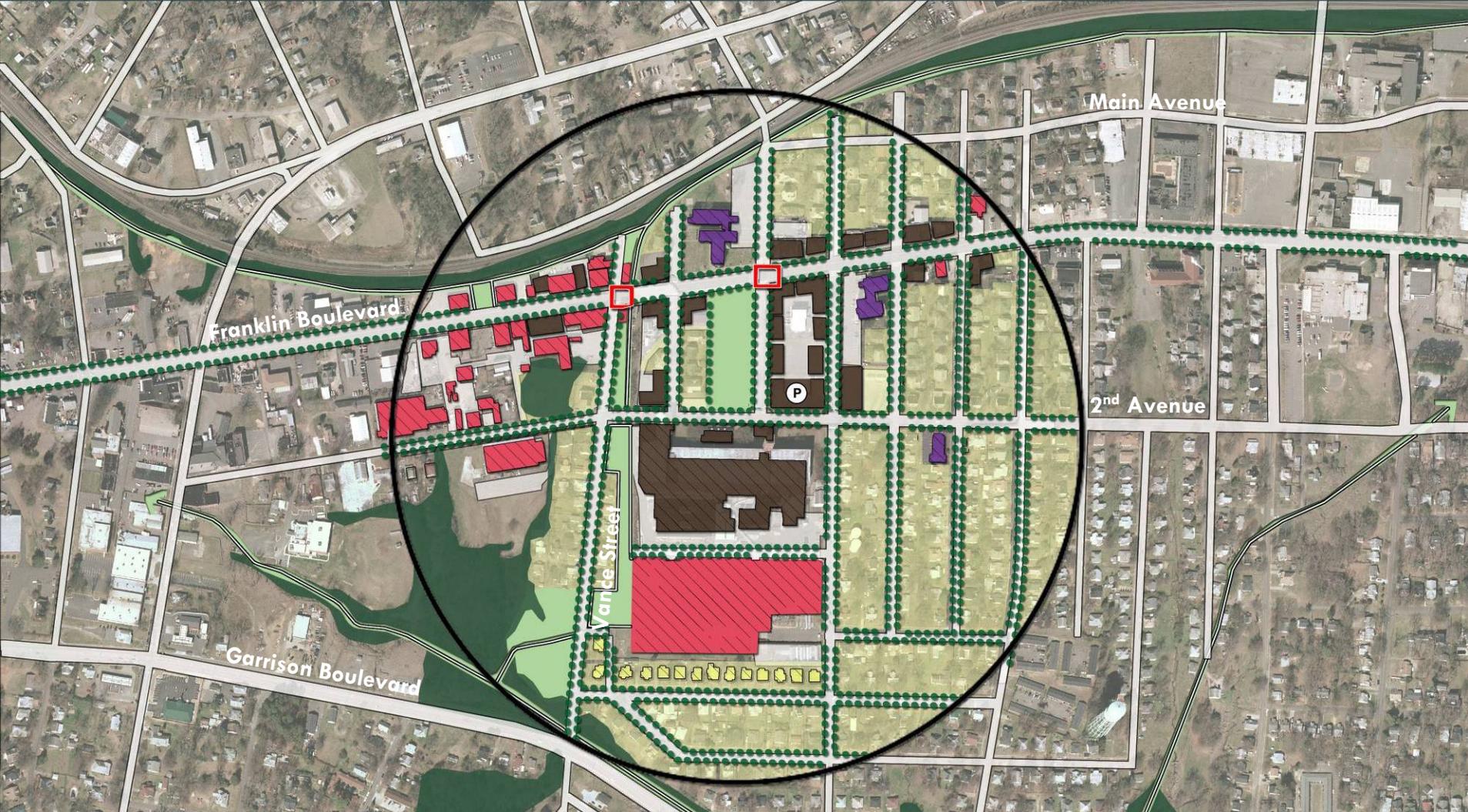
Greasy Corner/Loray Mill Village

Greasy Corner/Loray Mill Village



Existing Conditions

Greasy Corner/Loray Mill Village



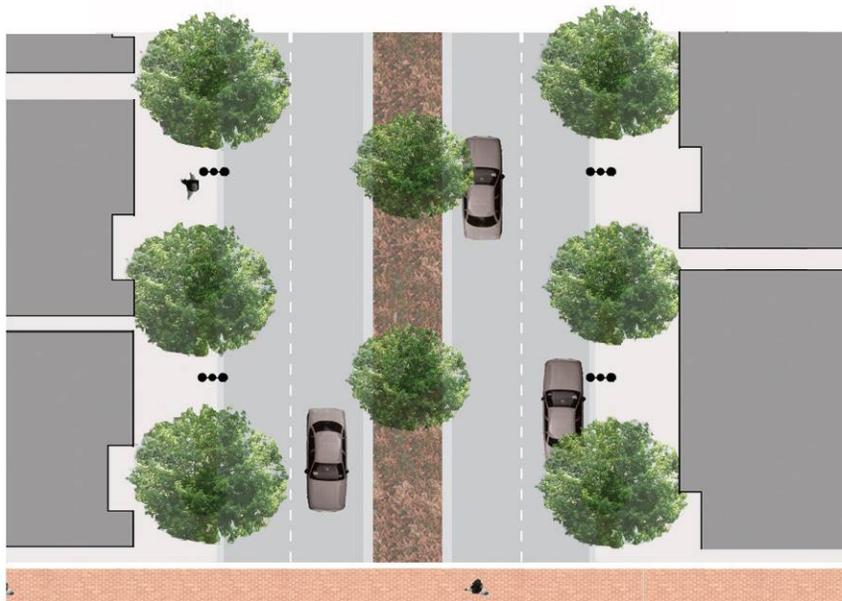
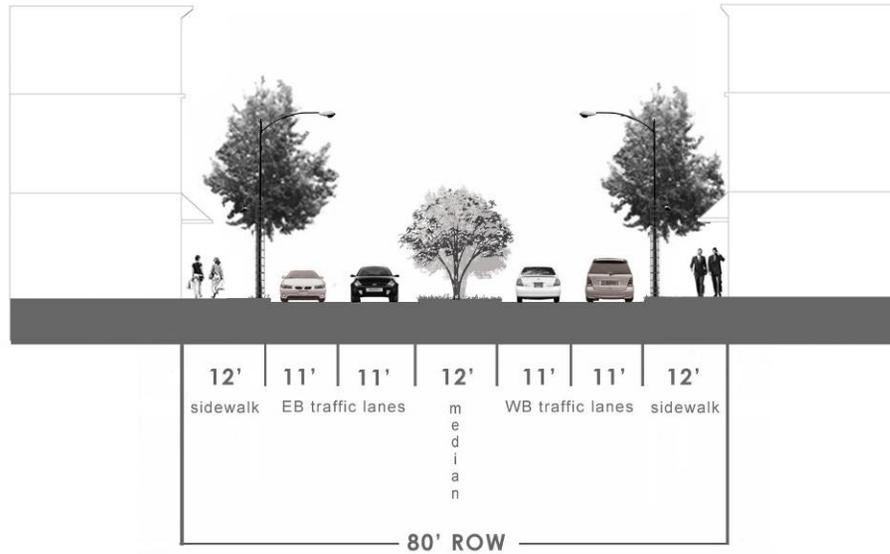
Master Plan

Greasy Corner/Loray Mill Village

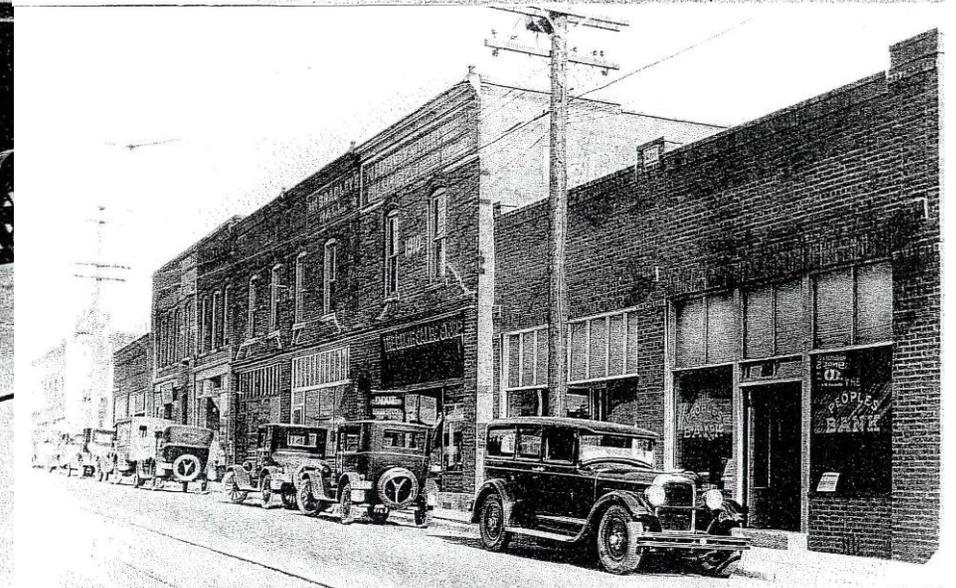
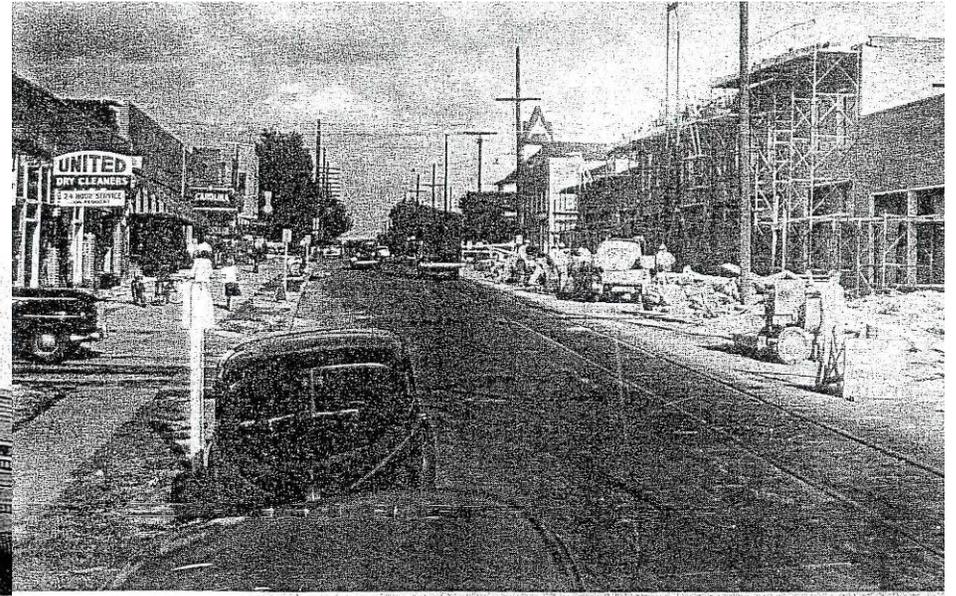
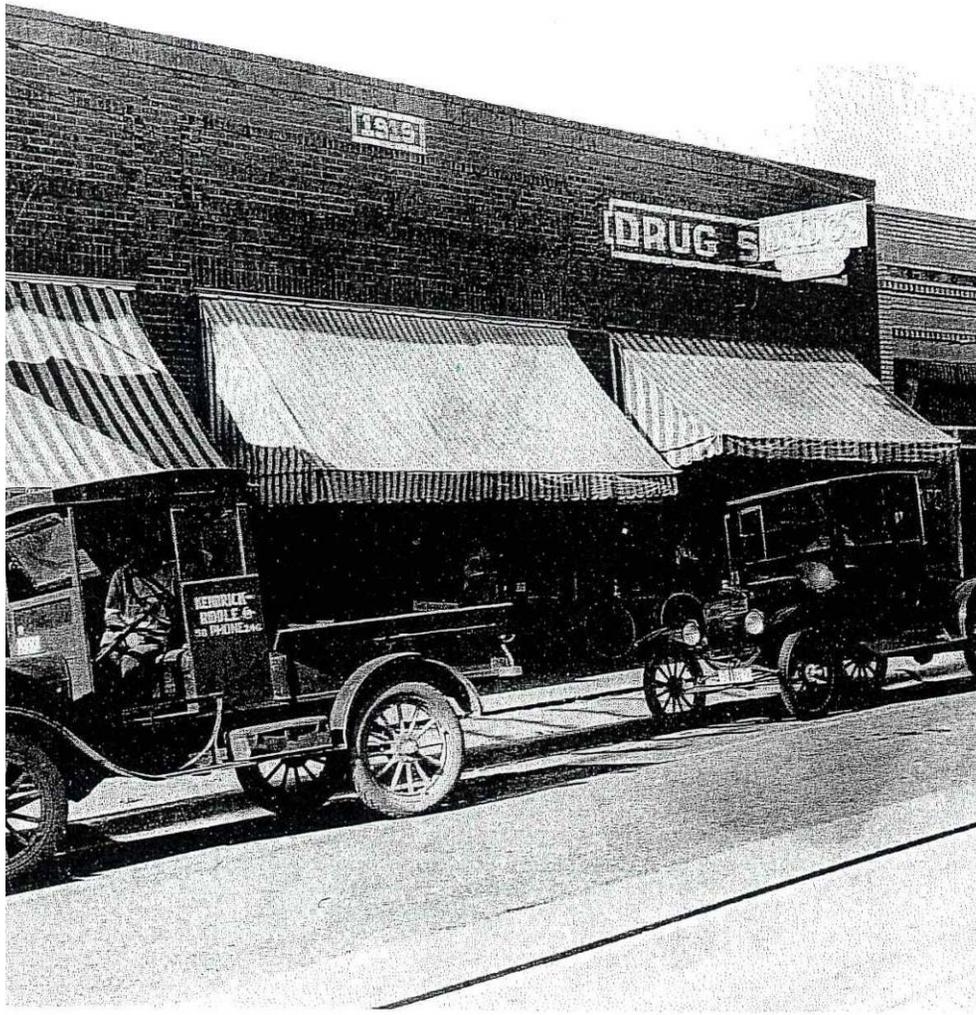


Key Projects

Franklin Boulevard between Vance and Milton



Proposed Street Plan + Section



GREASY CORNER – LORAY MILL VILLAGE

Historic images

FRANKLIN BOULEVARD CORRIDOR STUDY



**Franklin Blvd. at Vance St. –
looking east**

Existing

FRANKLIN BOULEVARD CORRIDOR STUDY



**Franklin Blvd. at Vance St. –
looking east**

**New crosswalks, lighting, and
Greenway crossing**

FRANKLIN BOULEVARD CORRIDOR STUDY



**Franklin Blvd. at Vance St. –
looking east**

Street trees and planted median

FRANKLIN BOULEVARD CORRIDOR STUDY



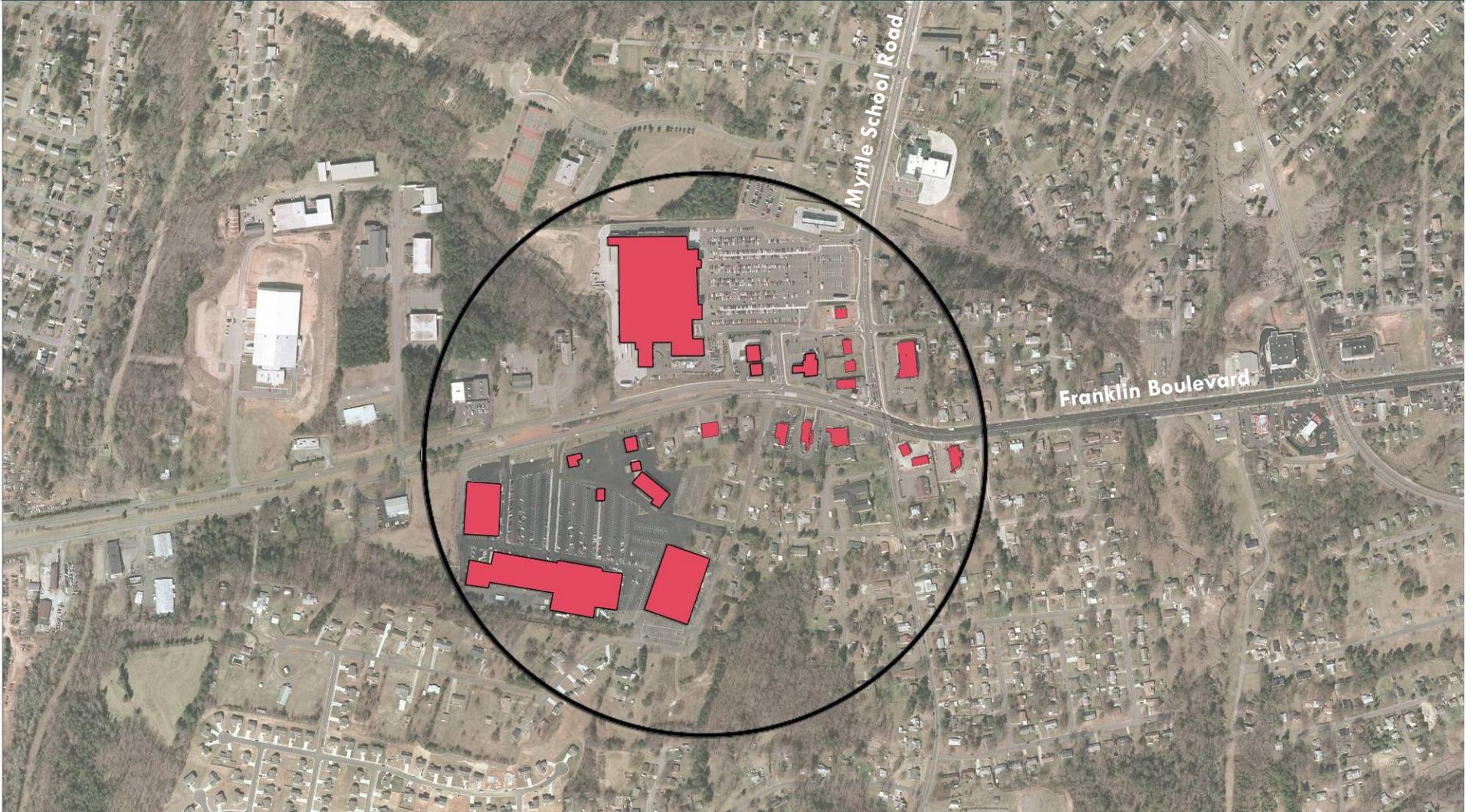
**Franklin Blvd. at Vance St. –
looking east**

**Infill Redevelopment with inviting street
facades and entrances**

FRANKLIN BOULEVARD CORRIDOR STUDY

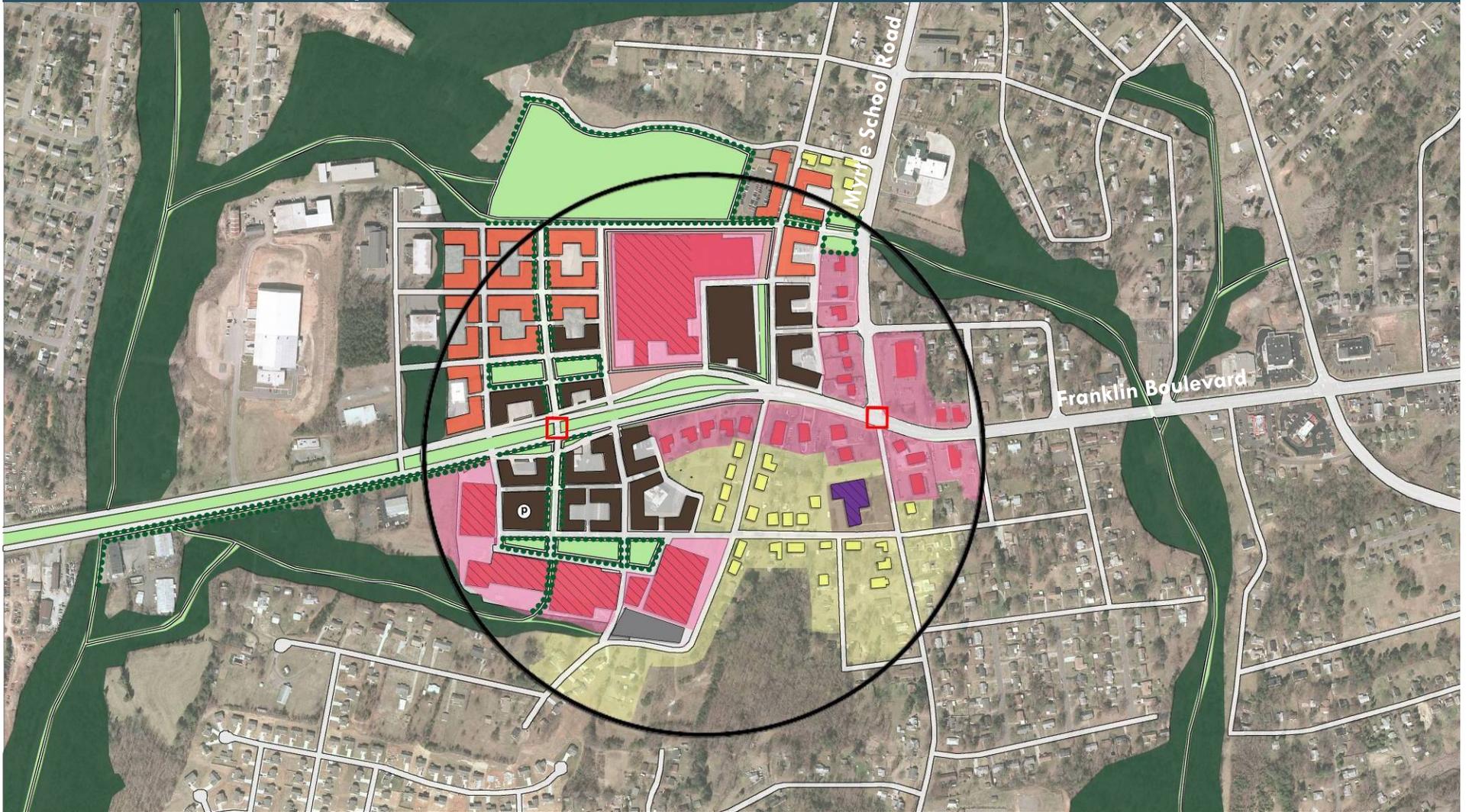
Dixie Village/Myrtle School Gateway

Dixie Village/Myrtle School Gateway



Existing Conditions

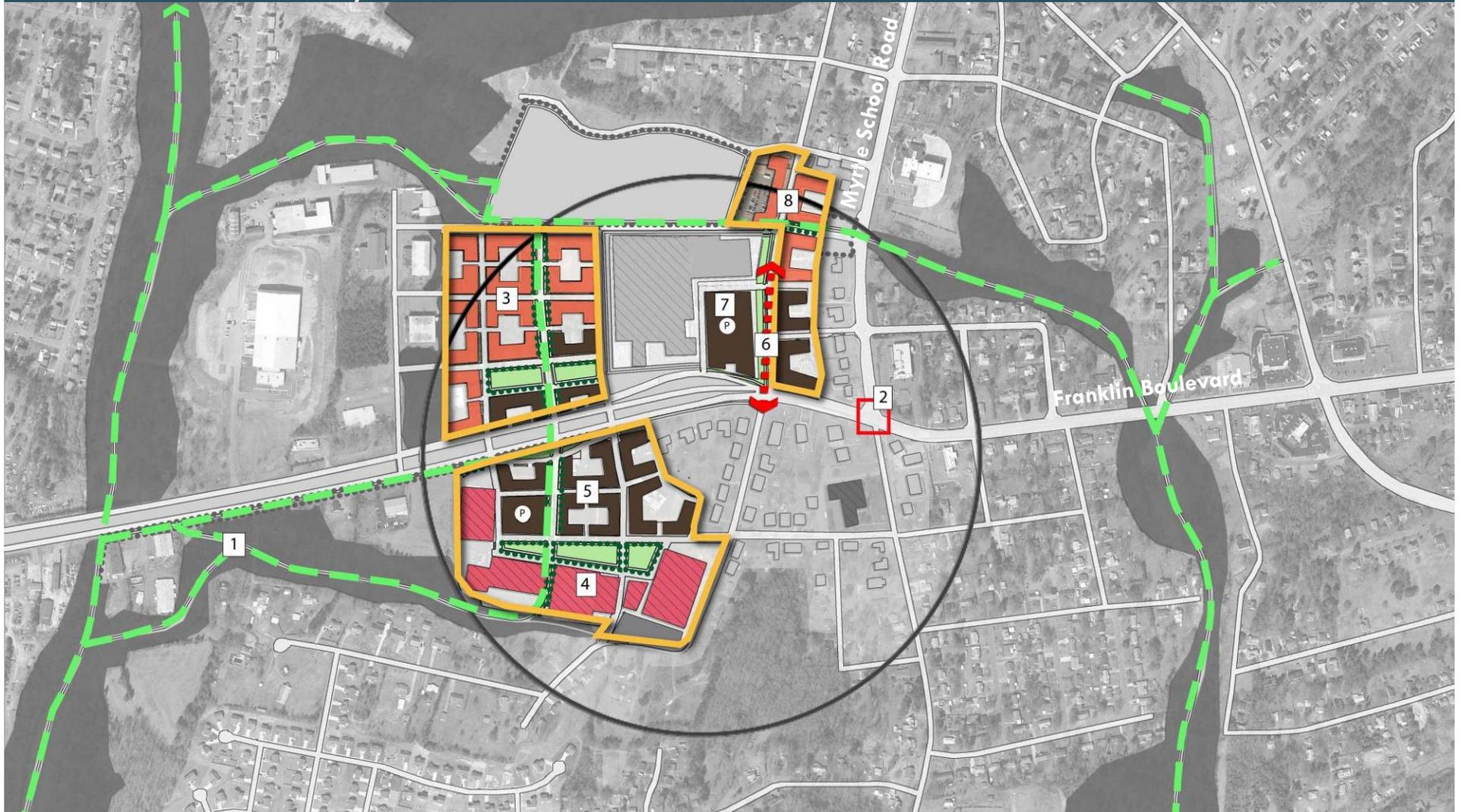
Dixie Village/Myrtle School Gateway



Master Plan

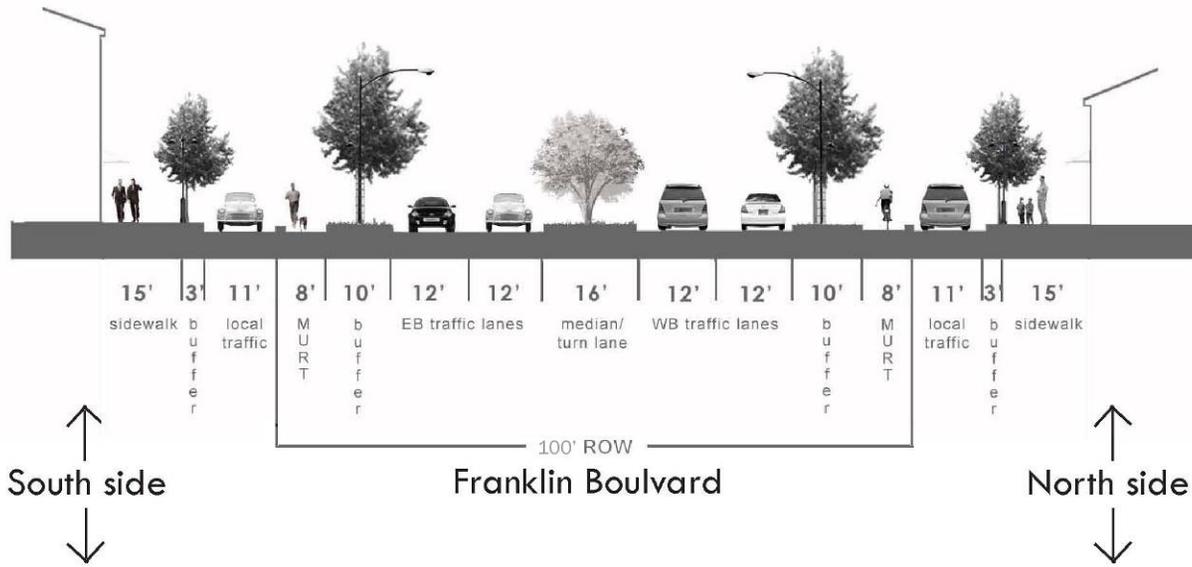
FRANKLIN BOULEVARD CORRIDOR STUDY

Dixie Village/Myrtle School Gateway



Key Projects

Franklin Boulevard at entrance to Dixie Village



Proposed
Street Plan + Section



**Franklin Blvd. at Dixie Village
entrance, looking northeast**

Existing

FRANKLIN BOULEVARD CORRIDOR STUDY



**Franklin Blvd. at Dixie Village
entrance, looking northeast**

**New crosswalks, curbs, +
lighting**

FRANKLIN BOULEVARD CORRIDOR STUDY



**Franklin Blvd. at Dixie Village
entrance, looking northeast**

Street trees and planted median

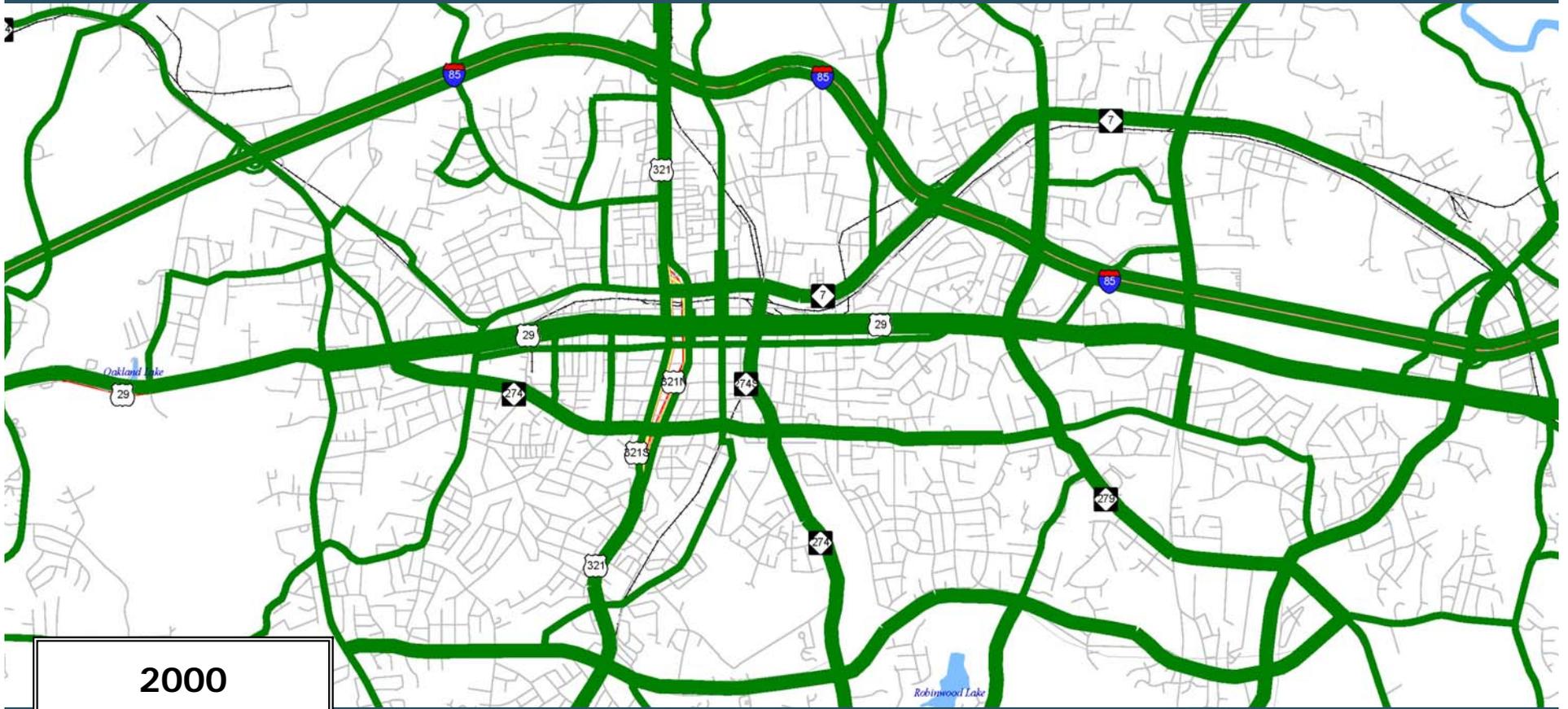


**Franklin Blvd. at Dixie Village
entrance, looking northeast**

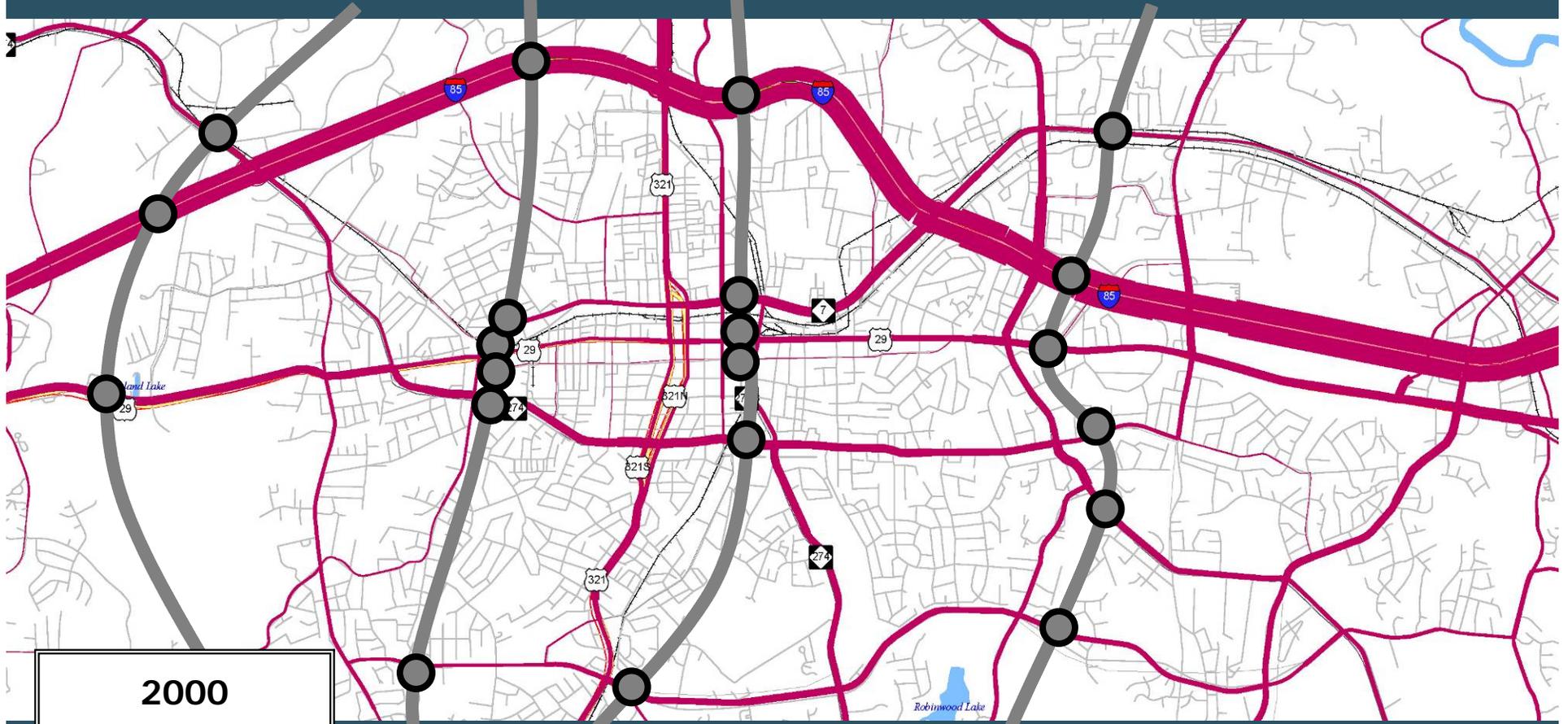
Infill Redevelopment

FRANKLIN BOULEVARD CORRIDOR STUDY

TRANSPORTATION MOBILITY



**2000
Travel Lanes
Bandwidth**



**2000
Daily Traffic
Bandwidth**

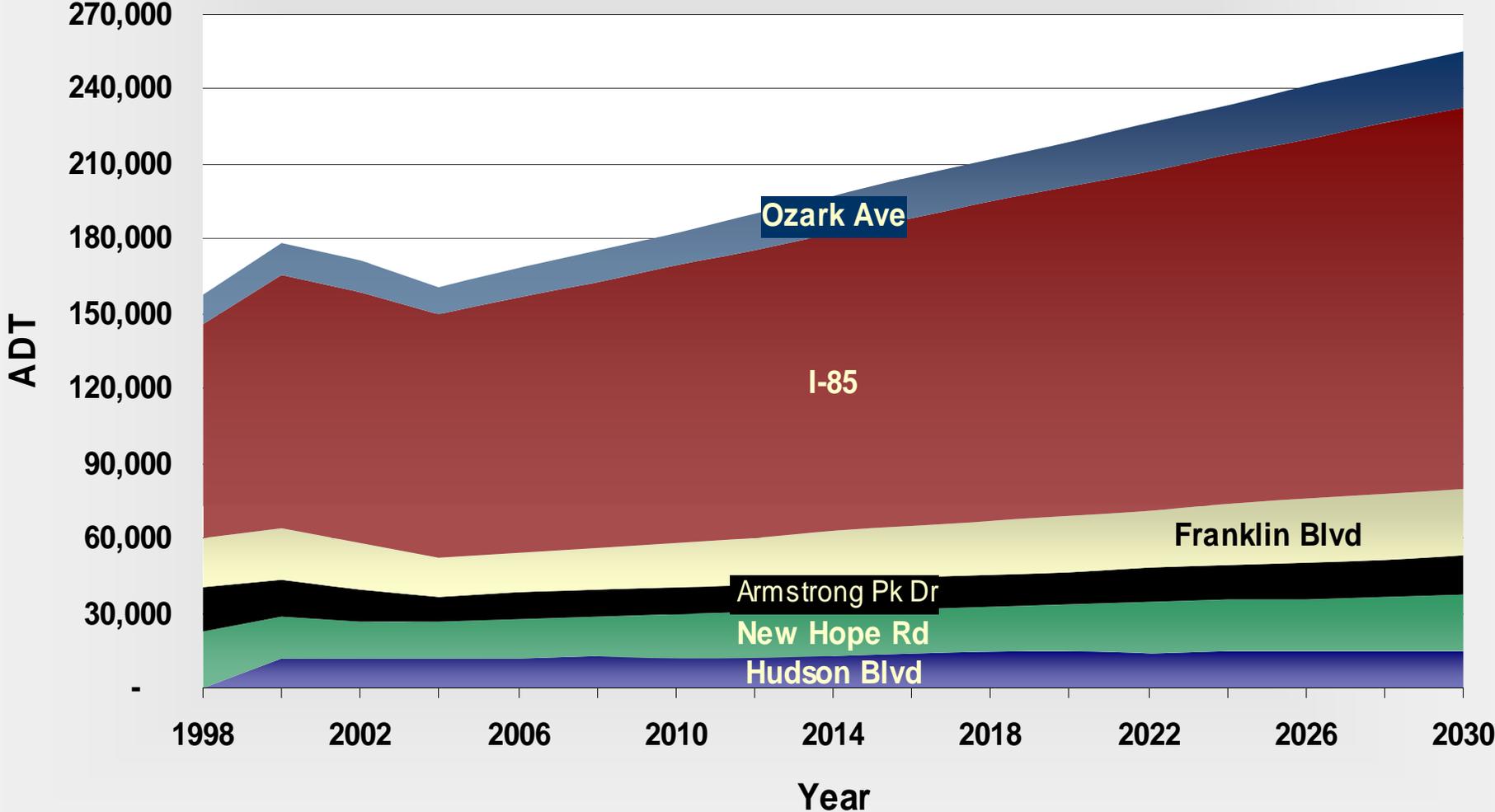
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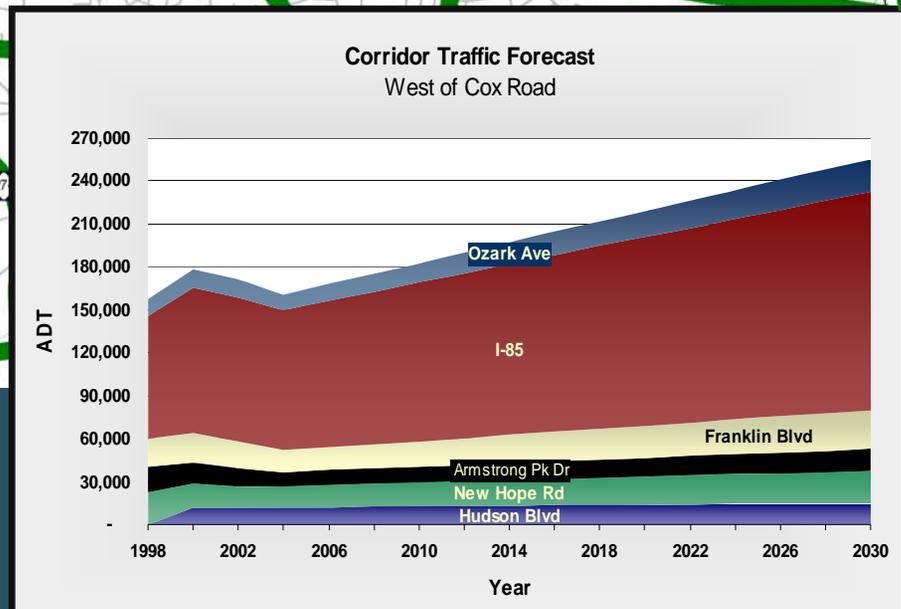
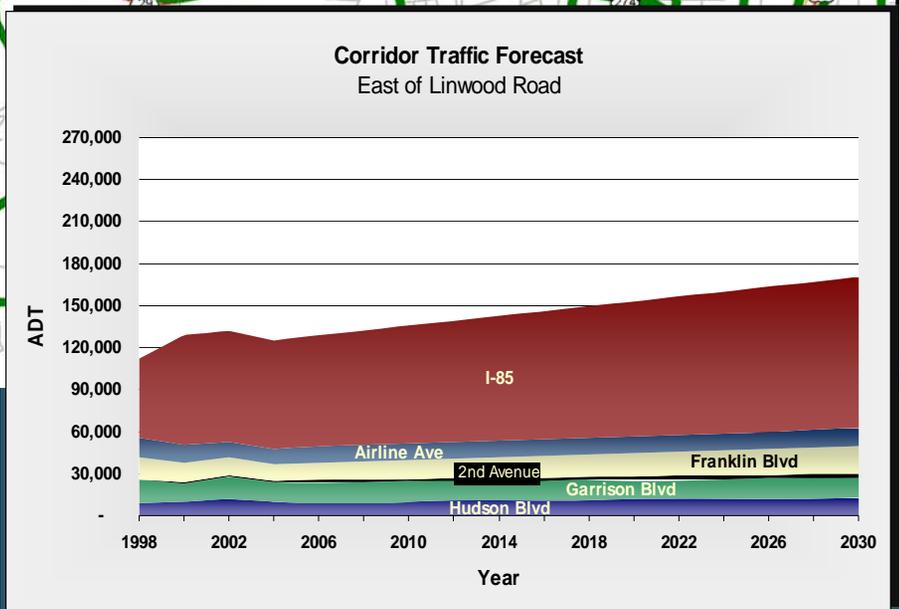
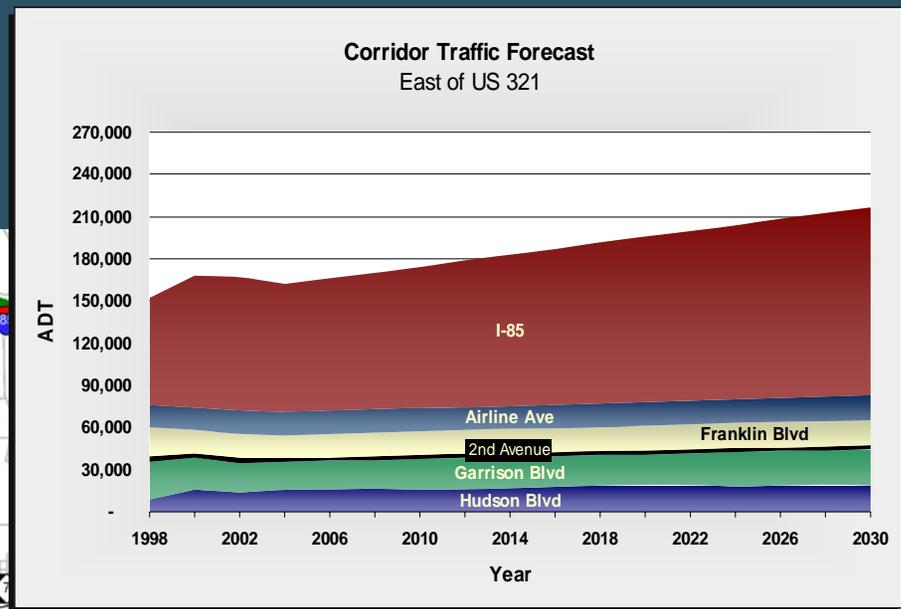
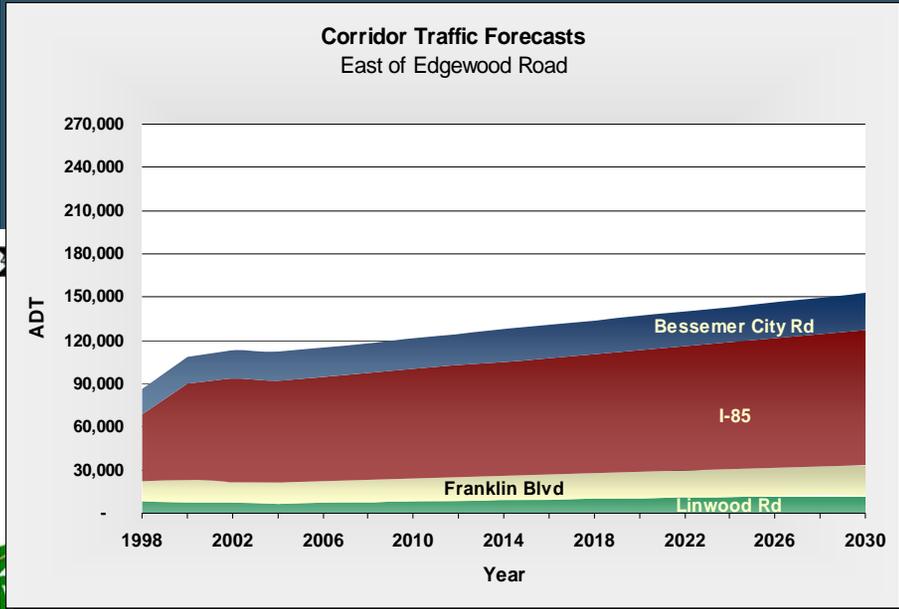


2030 LRTP PM Peak v/C Ratio	
Blue	0.00 – 0.80
Green	0.80 – 0.95
Yellow	0.95 – 1.05
Orange	1.05 – 1.20
Red	> 1.20

FRANKLIN BOULEVARD CORRIDOR STUDY

Corridor Traffic Forecast West of Cox Road





FRANKLIN BOULEVARD CORRIDOR STUDY

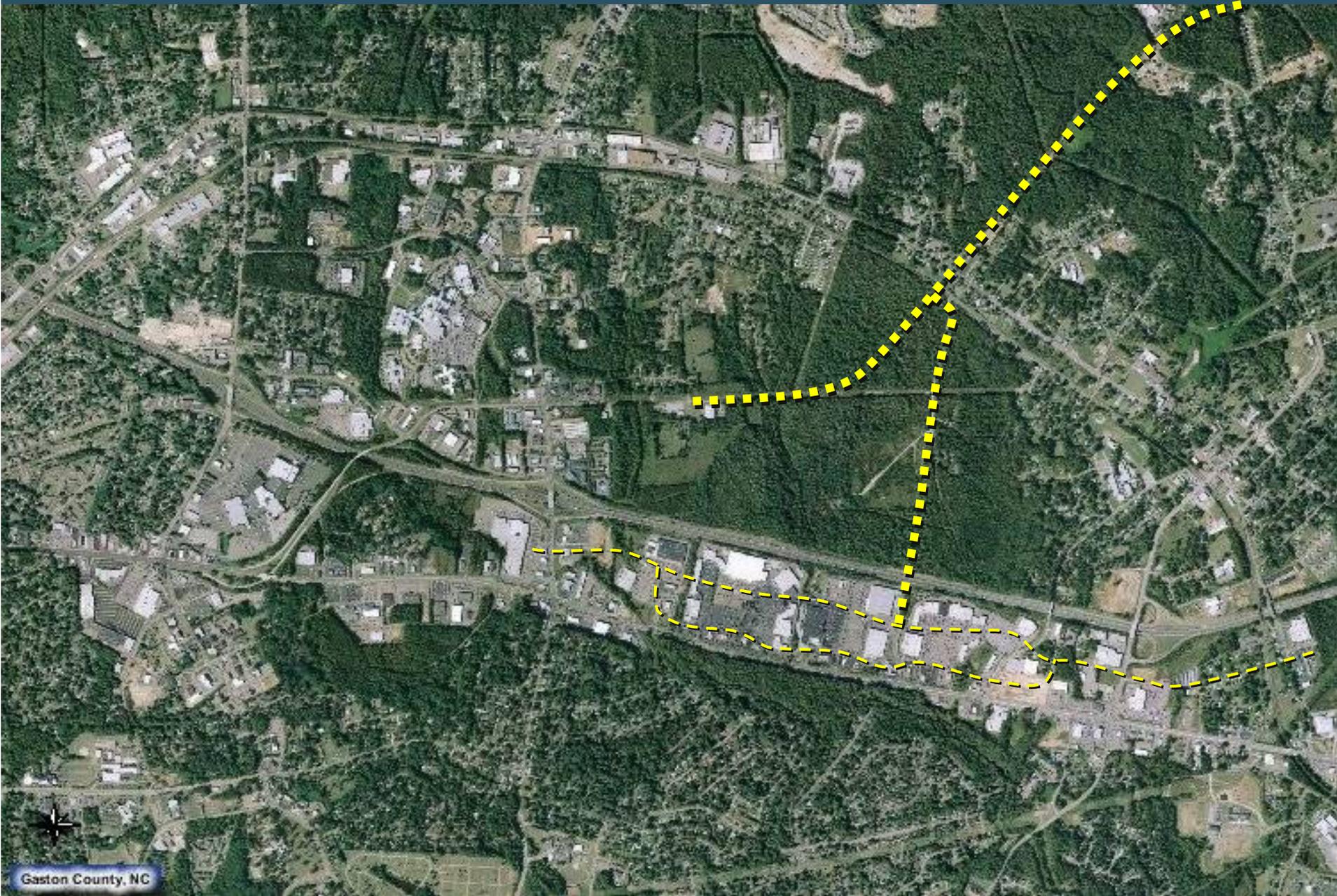


Gaston County, NC

FRANKLIN BOULEVARD CORRIDOR STUDY



FRANKLIN BOULEVARD CORRIDOR STUDY



Gaston County, NC

FRANKLIN BOULEVARD CORRIDOR STUDY

Pedestrian Safety



Photo by Richard Nassi

Tucson, AZ.



Photo by Dan Burden

Signs & Signals

Photo by Robert Schneider



Intersections

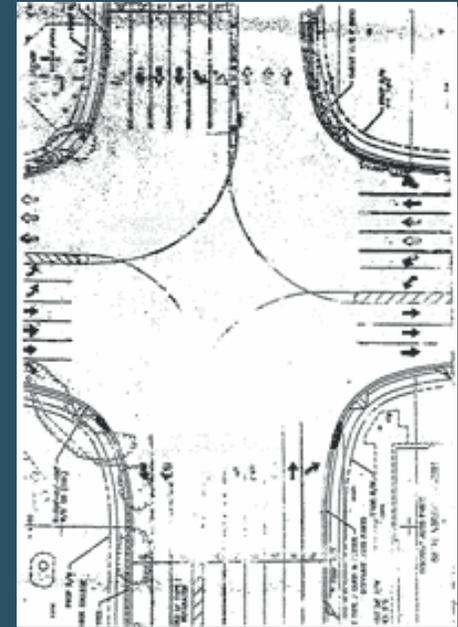


Intersections

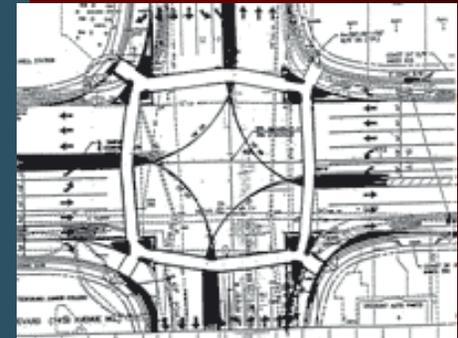
Photo by Dan Burden



Portland Office of Transportation



Initial Conditions, Highway 98 at 74th Ave, St. Petersburg, Florida.



Design Solution for Highway 98, St. Petersburg, Florida.

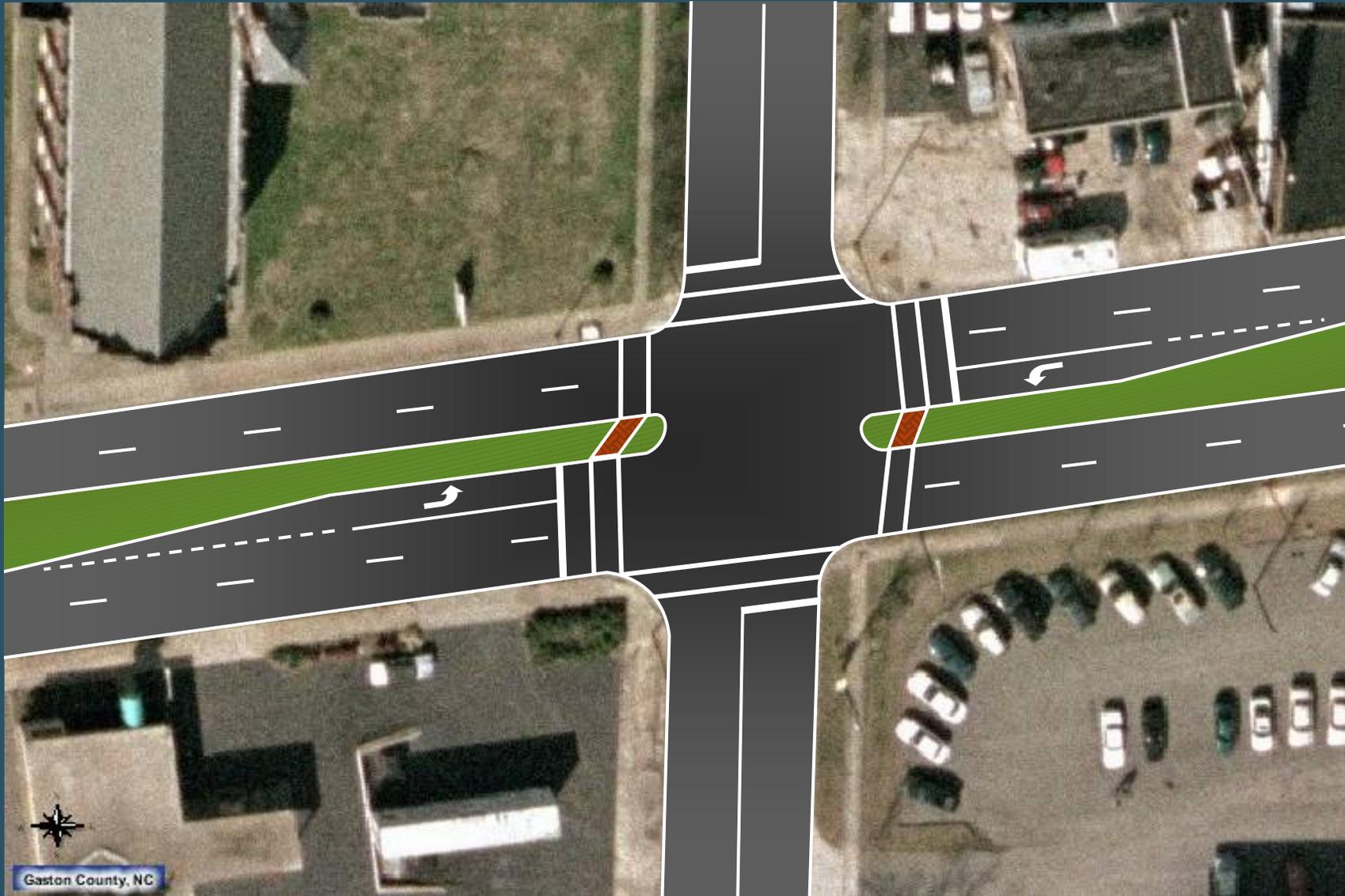
Provided by Dan Burden of Walkable Communities, Inc. and Jeff Olson, R.A.

Medians



Pedestrian safety

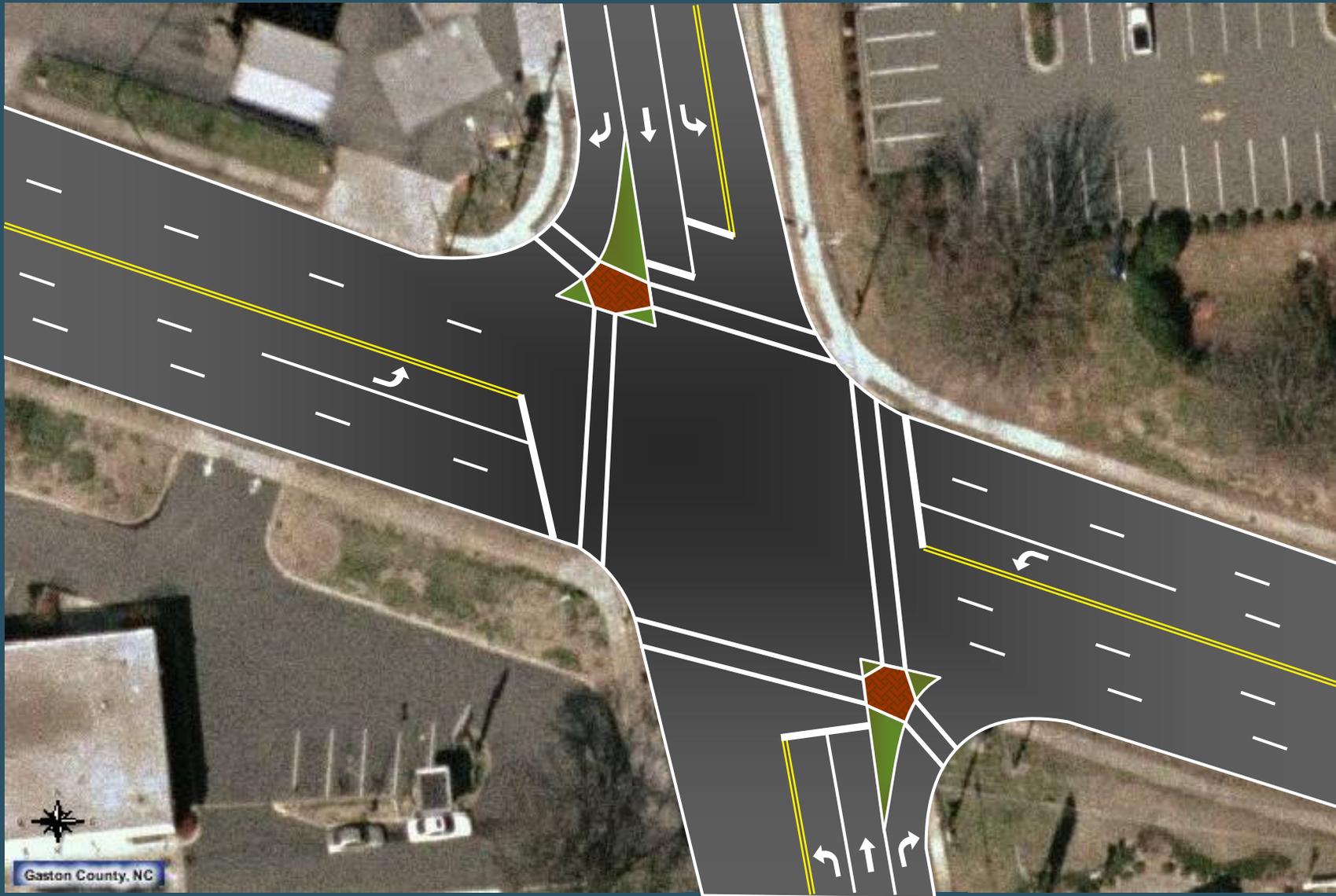
Firestone Street



Gaston County, NC

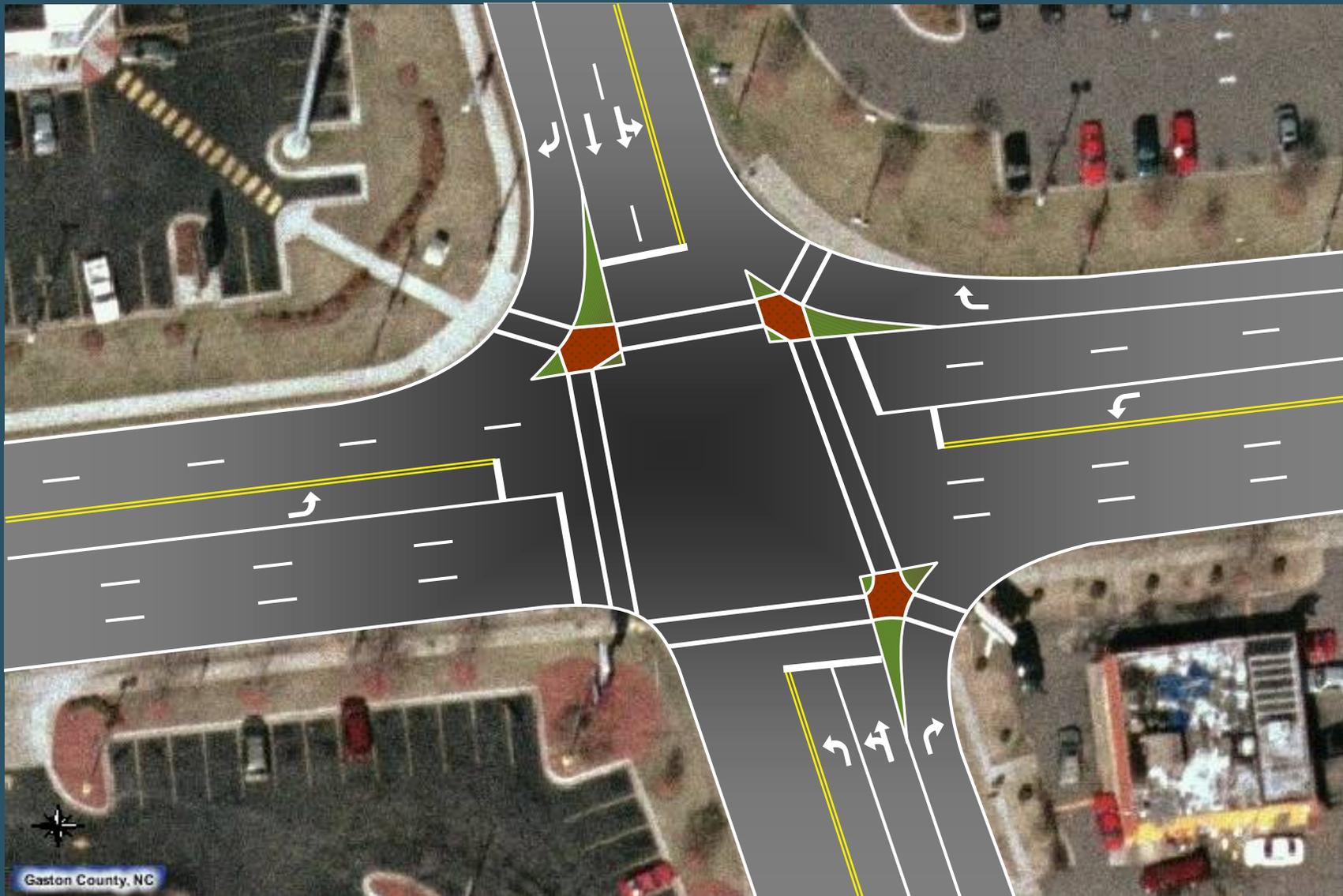
Pedestrian safety

Myrtle School Road



Pedestrian safety

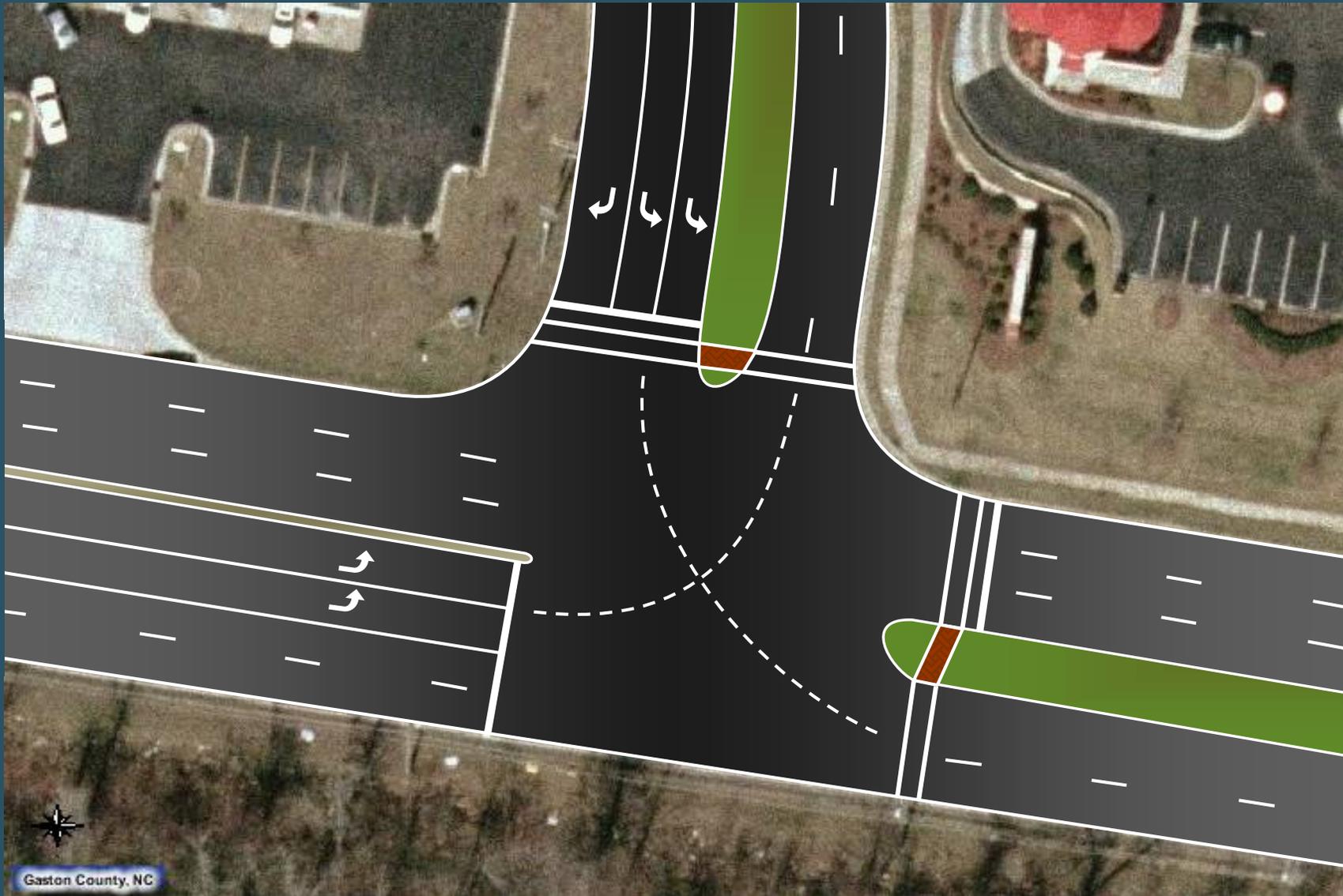
Bessemer City/Garrison Roads



FRANKLIN BOULEVARD CORRIDOR STUDY

Pedestrian safety

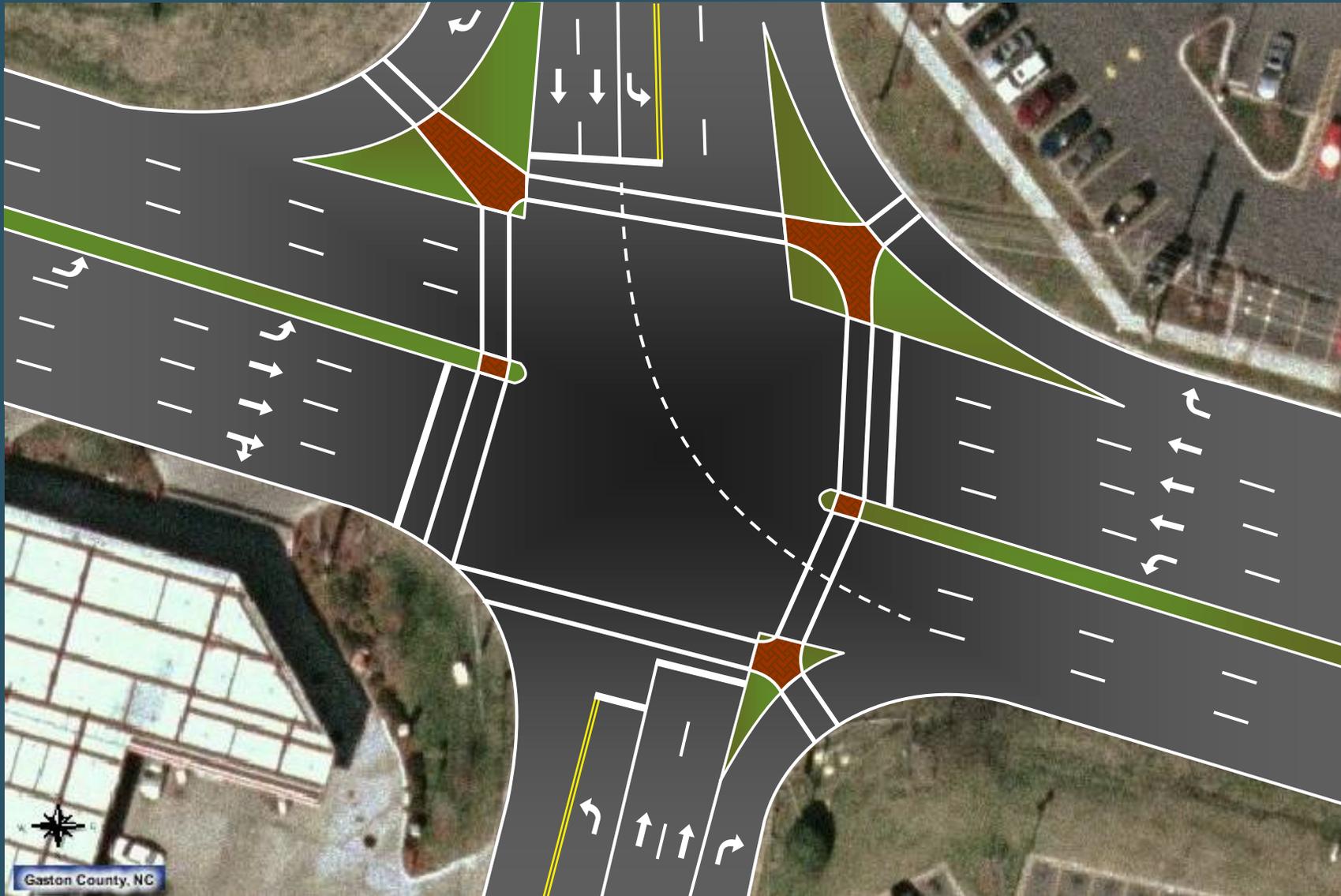
Lineburger Road



Gaston County, NC

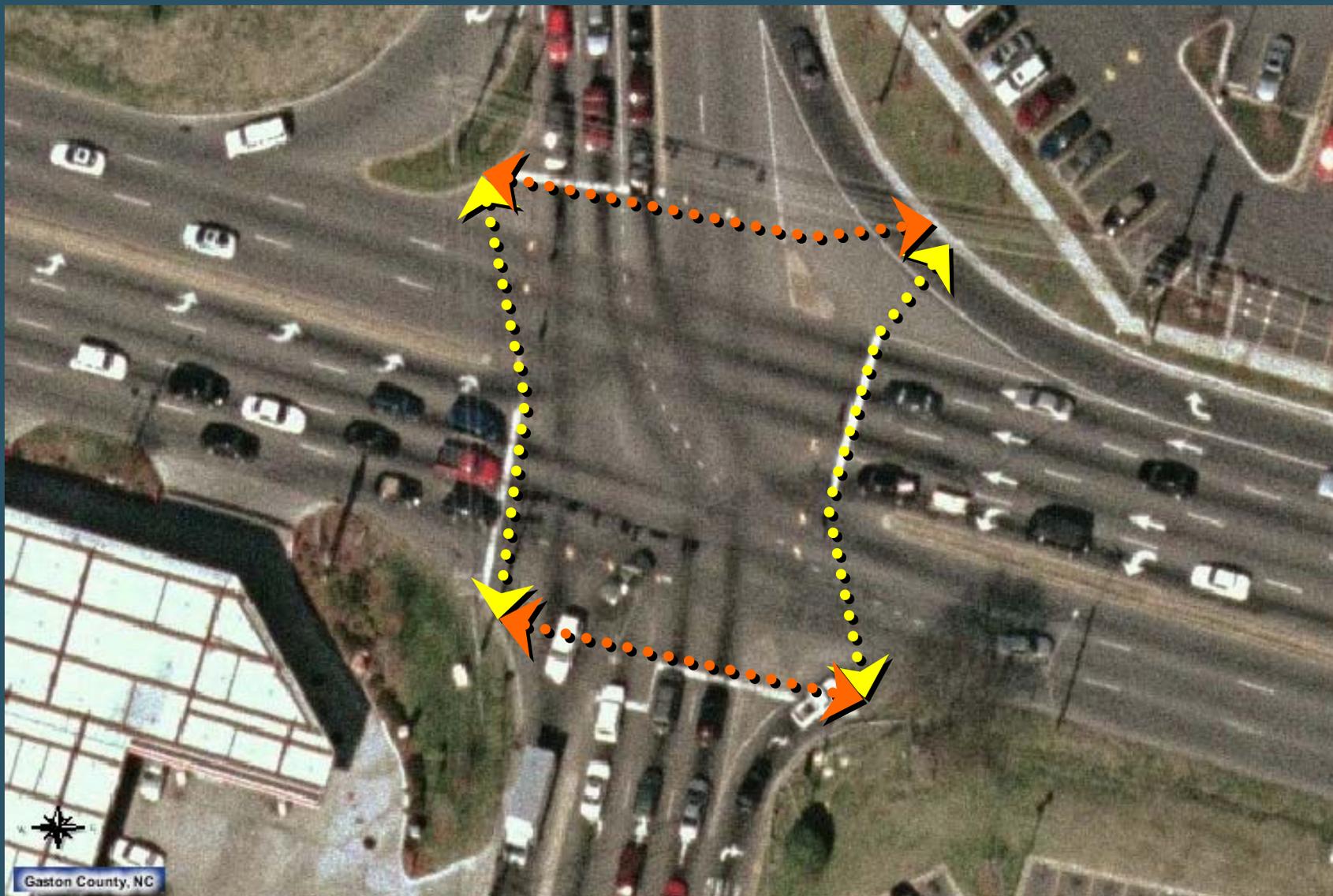
Pedestrian safety

Cox/Armstrong Park Roads



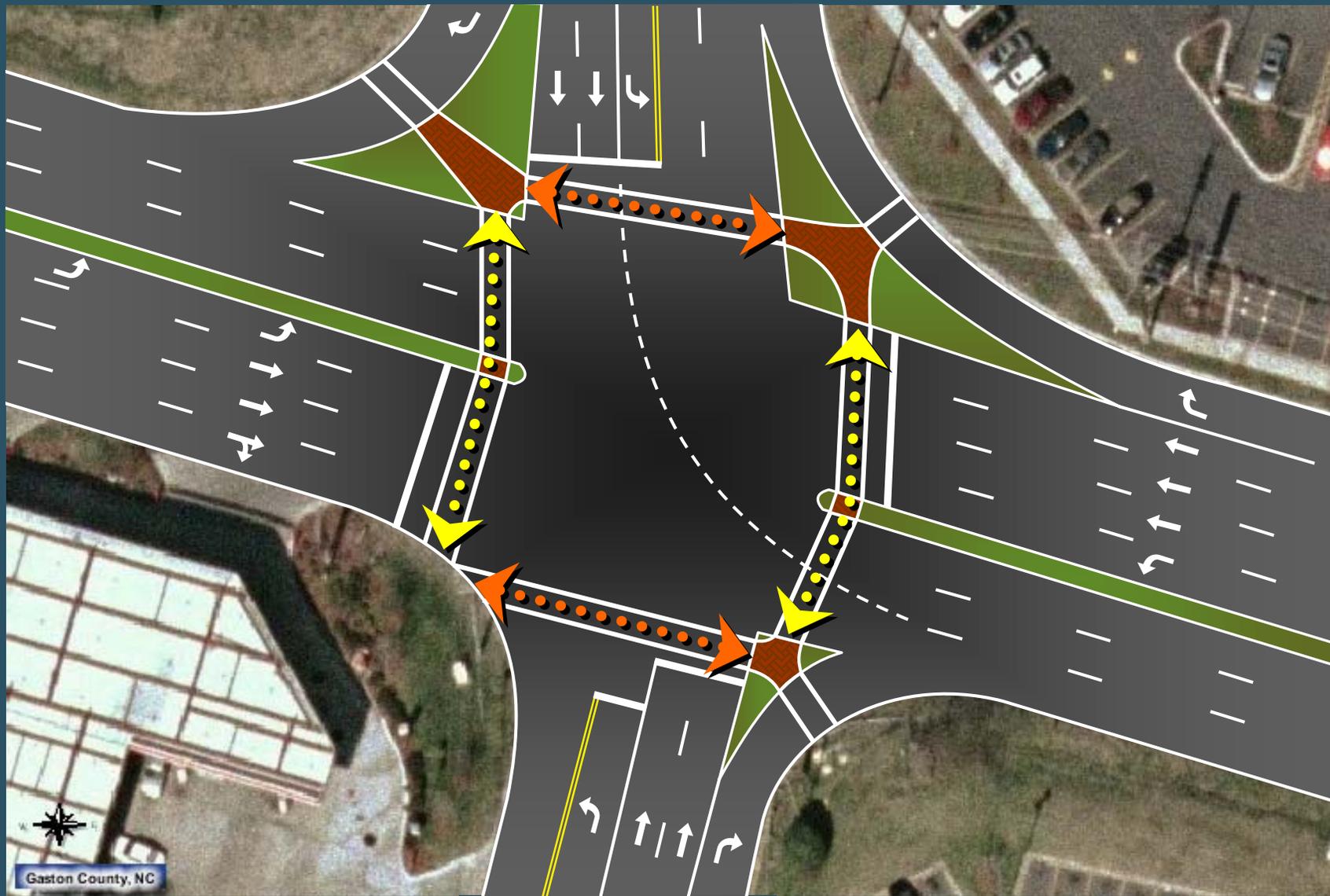
FRANKLIN BOULEVARD CORRIDOR STUDY

Reduced "WALK" Times *Cox/Armstrong Park Roads*



Gaston County, NC

Reduced "WALK" Times *Cox/Armstrong Park Roads*



Access management



FRANKLIN BOULEVARD CORRIDOR STUDY

Access management



FRANKLIN BOULEVARD CORRIDOR STUDY

IMPLEMENTATION + POLICY

Overview

- Multi-pronged approach
- Encourage private investment
- Direct public investment
- Adjust regulatory framework

Encouraging Private Investment

- Define districts
 - Direct appropriate capital investments
 - Credit support for low-rate loans
- Develop site-specific design guidelines
 - Promote mixed use development
 - Orient buildings to the street
 - Define setback, scale, height

Public Investment in Infrastructure

- Immediate, short-term, medium-term and long-term strategies
- Concentrate efforts on select “pulses” or nodes of development
 - Western emphasis (needs public catalyst)
 - Program projects for 3-5 years in capital budget, then move to next pulse
- Undertake other “low-cost/high impact” strategies in the near term
 - Gateways on eastern and western approaches to city

Adjust Zoning Regulations

- Build upon Gaston Unified Development Ordinance
- Establish overlay district(s) for downtown and transition areas
- Apply incentives using density, parking & matching funds
- Address non-conforming signs
- Establish maximum percentages for a single use within a mixed use development district (pulses and throughout downtown and its transition areas)

Franklin Boulevard Corridor Overlay District

Downtown and Transition Areas

From Myrtle School Road to Belvedere Avenue



↑
Myrtle School Road

↑
Garrison Blvd.

↑
Broad Street.

↑
Belvedere Avenue

Recommended Policy Direction

- Establish overlay planning district with funding mechanism (tax increment financing)
 - Urban form/site plan elements
 - Incentives for civic and open space
- Establish policy requiring multimodal parcel interconnectivity and access management
- Provide density bonus/live-work housing program in core development nodes
- Create parking master plan to support objectives
- Establish program for undergrounding utilities

Next Steps

- Revise draft report
 - Reflect staff review and workshop comments
 - Refine list of project + strategy priorities
- Submit final revised report with CD
- City and MPO initiate desired policy changes

Franklin Boulevard Corridor Study

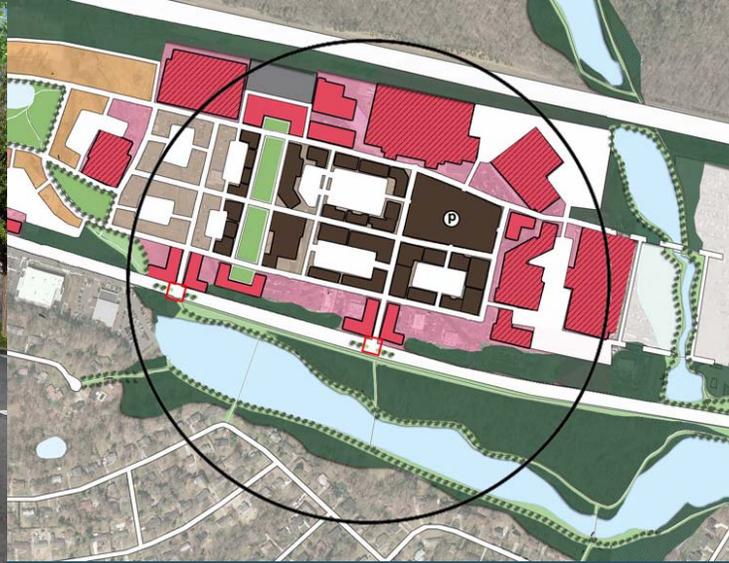
Questions or
Comments?

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