

# **Newton Streetscape Improvements & North Newton Master Plan**

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**August, 2015**

**Allison Platt & Associates**

**The Wooten Company**

# Our Charge

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- Develop a downtown streetscape master plan that can be used to later develop construction drawings, and that will begin the revitalization process for your community.
- Include the North Newton area because of the investments being made by the Depot Authority

# Current Conditions

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- The City is declining economically
- Newton is losing population at the same time that the state is gaining population
- Newton is not well known within the state
- Unemployment is higher than the statewide average
- Average house prices are 25% lower than the statewide average
- The time to take action to change these trends is now!

# Website Trends

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- **4,222 unique visitors!!**
- **Favorite places:** Square, Blue Moon Café, Old Post Office Theater, downtown movies, H&W, Carolina Vines, Yount Park
- **Ideas for improvements:** improve alleys, paint silos, encourage DT businesses to stay, improve parking, restore buildings on the Square
- **Favorite Sidewalk Design:** 1) Slate-patterned pavers with permeable paving; 2) Traditional brick with permeable brick.

# Where We Are Now

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- The first public meeting was held on January 12th and presented analysis of the downtown area and North Newton
- The Newton website was launched on February 15<sup>th</sup>.
- At the second public meeting on March 23<sup>rd</sup>, the preferred cross sections, materials, and designs were chosen
- At the third public meeting on June 15, design development drawings were presented
- Since then, the draft report has been completed and cost estimates prepared

# Streetscape Master Plan



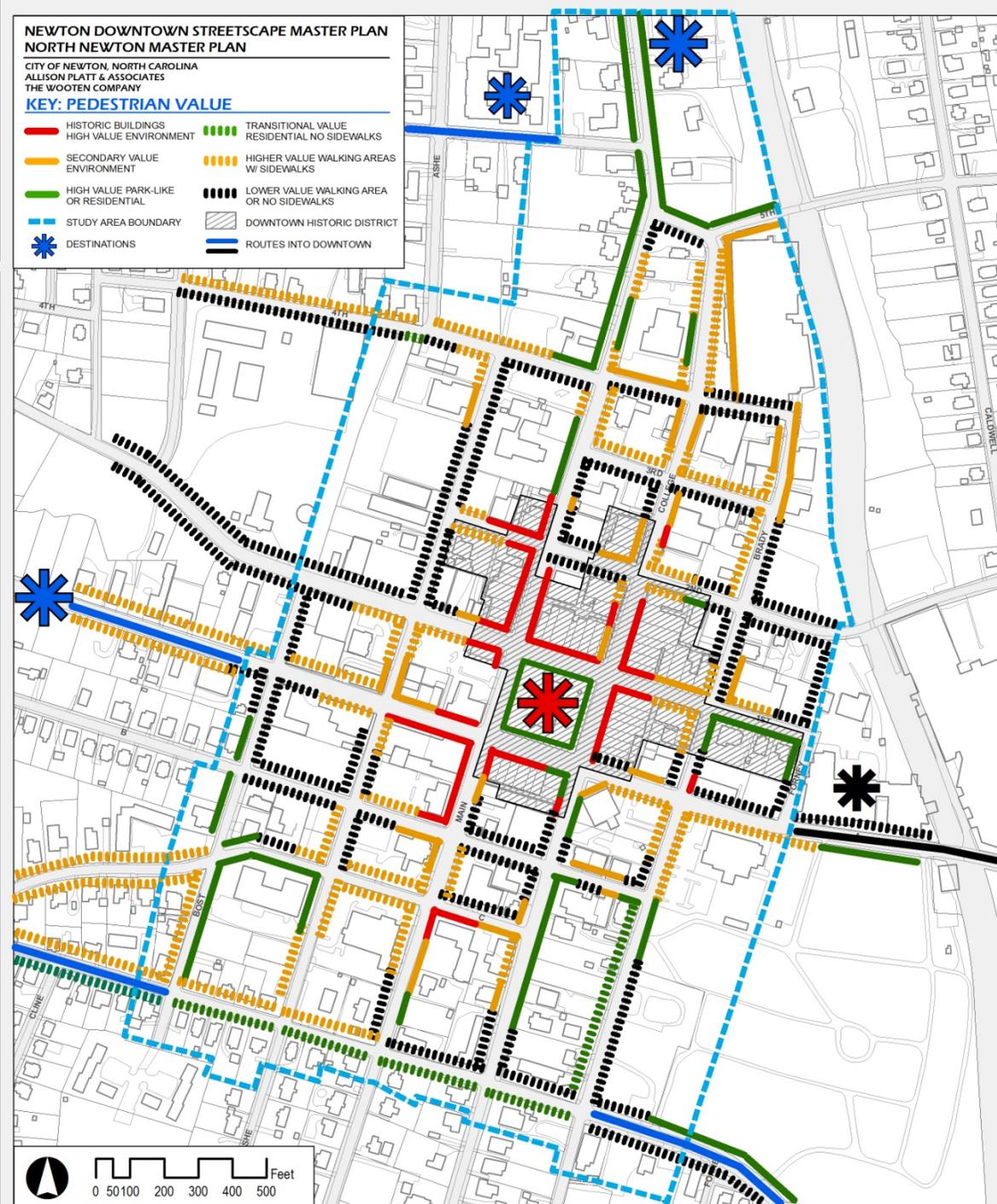
# Streetscape Master Plan

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- Originally planned to include the four blocks around the Square
- At the City's request, we added one block of N. Main and one block of N. College immediately north of the Square
- Building density and “downtown character” similar to the Square make this a logical choice

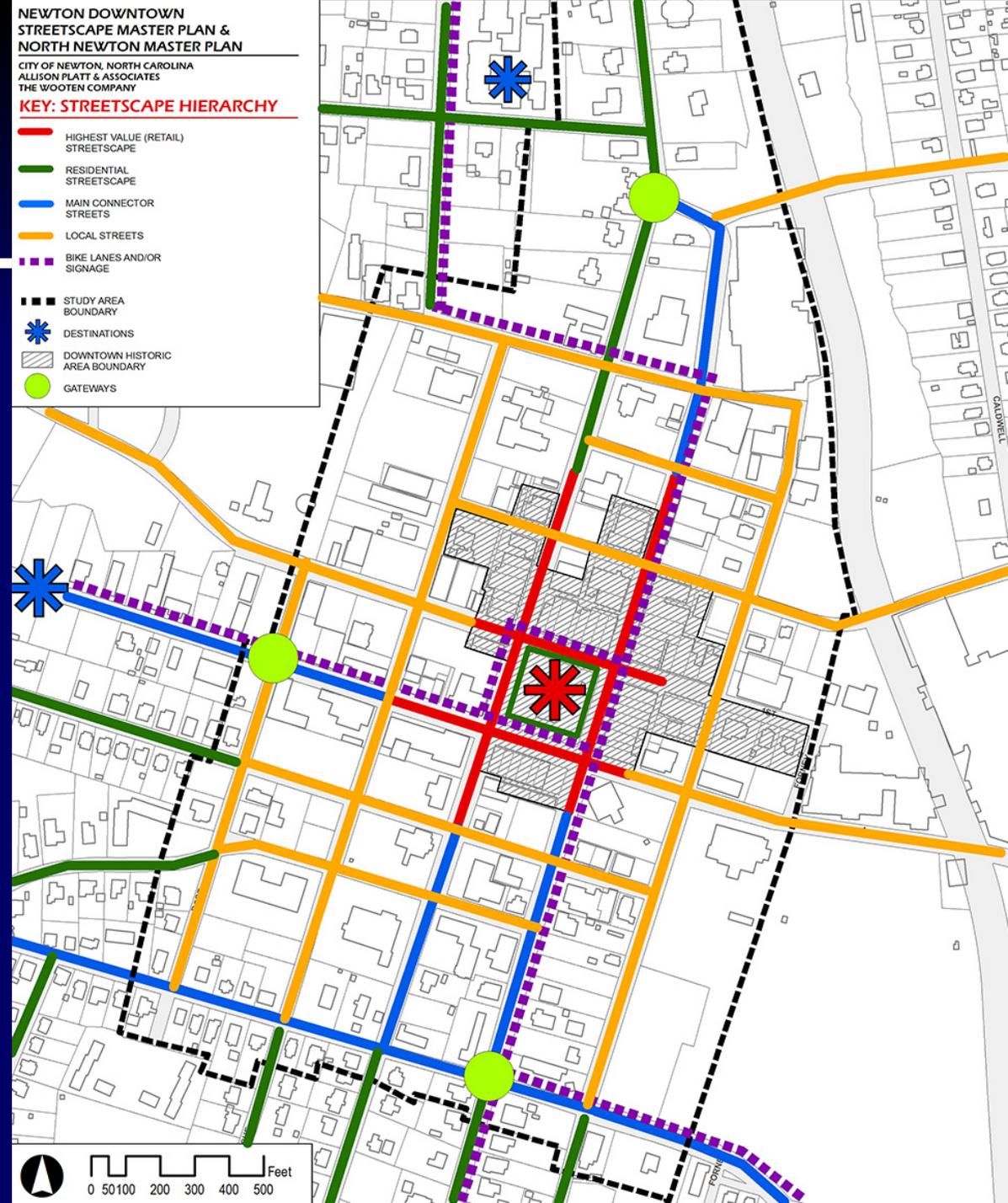
# Streetscape Quality

- This drawing shows both the condition of sidewalks and the condition of adjacent uses
- The comparison helps to set priorities for streetscape improvements over time



# Streetscape Hierarchy

- This drawing demonstrates the types of streetscapes recommended for the study area
- Note recommendation for truck routes to Mill
- Bike lanes and bike designations are also shown
- Gateways are indicated



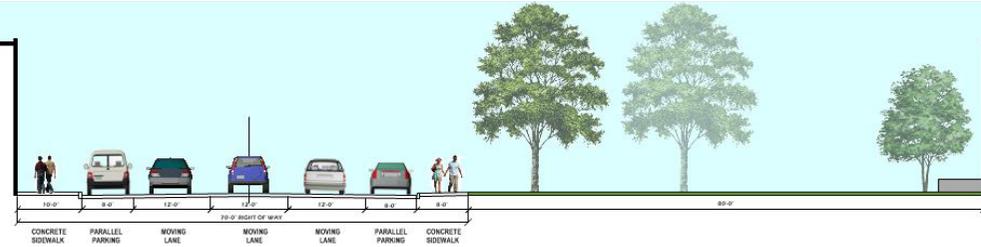
# Street Layout

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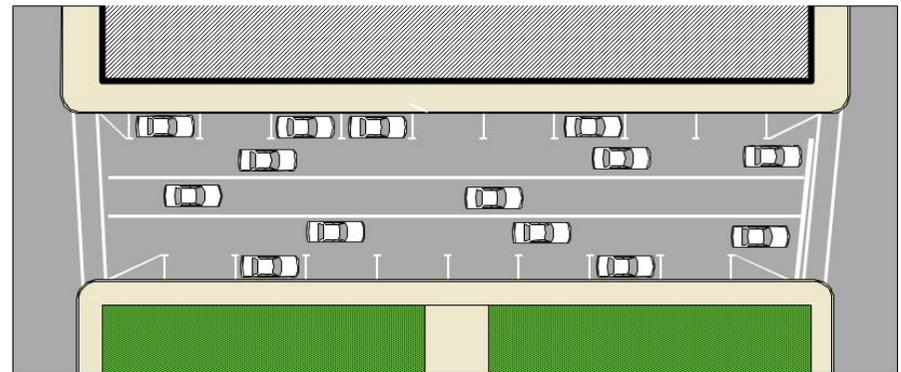
# Existing Cross-Sections @ The Square

## MAIN AND COLLEGE STREETS:

- Parallel Parking
- ROW: **70'**
- 3 – 12' one way moving lanes
- 2 – 8' parking lanes
- 10' and 8' sidewalks
  
- Av. Parking Spaces per block: **16**
- Percentage for Cars: **75%**
- Percentage for Pedestrians: **25%**
- Percentage for Bicycles: **0%**



EXISTING CROSS SECTION, COLLEGE STREET (ONE-WAY NORTH) AND MAIN STREET (ONE-WAY SOUTH) @ THE SQUARE



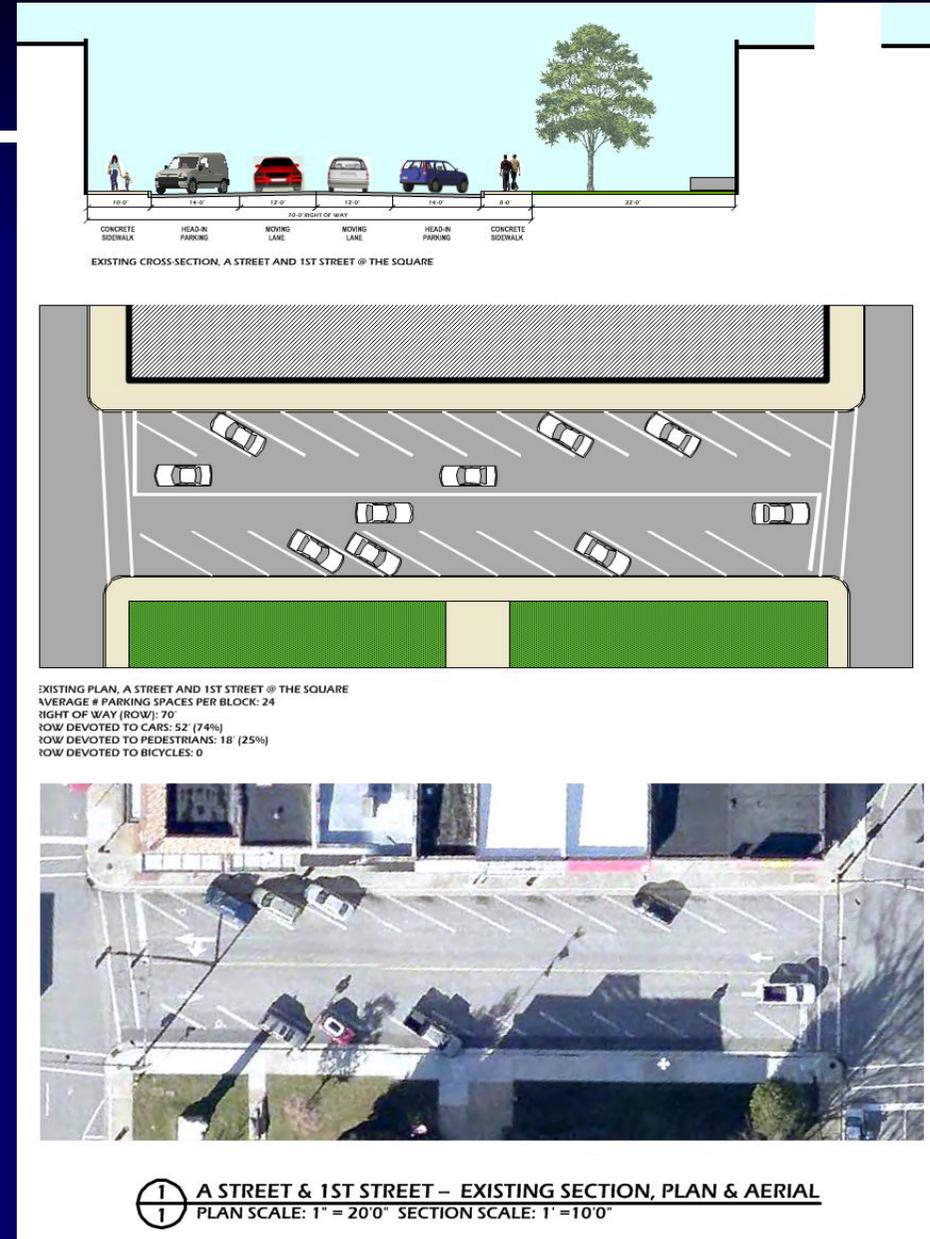
EXISTING PLAN, COLLEGE STREET (ONE-WAY NORTH) AND MAIN STREET (ONE-WAY SOUTH) @ THE SQUARE  
AVERAGE # PARKING SPACES PER BLOCK: >14  
RIGHT OF WAY (ROW): 70'  
ROW DEVOTED TO CARS: 52' (74%)  
ROW DEVOTED TO PEDESTRIANS: 18' (25%)  
ROW DEVOTED TO BICYCLES: 0'



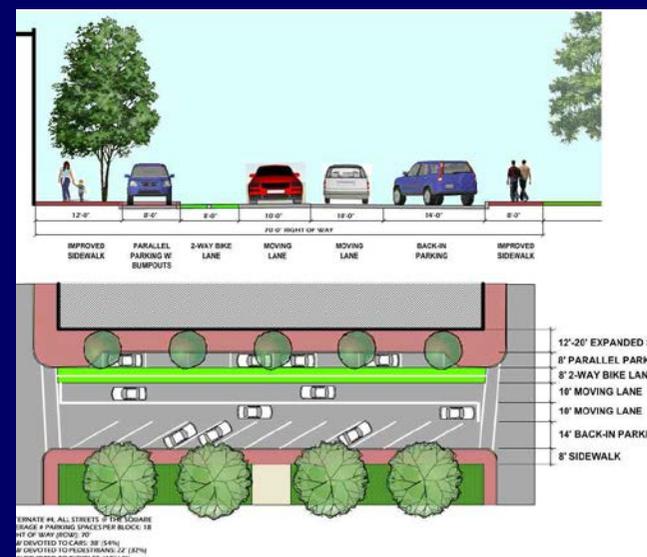
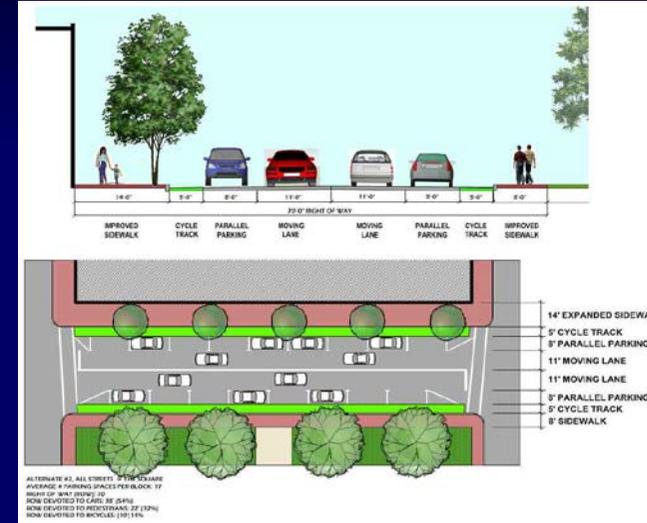
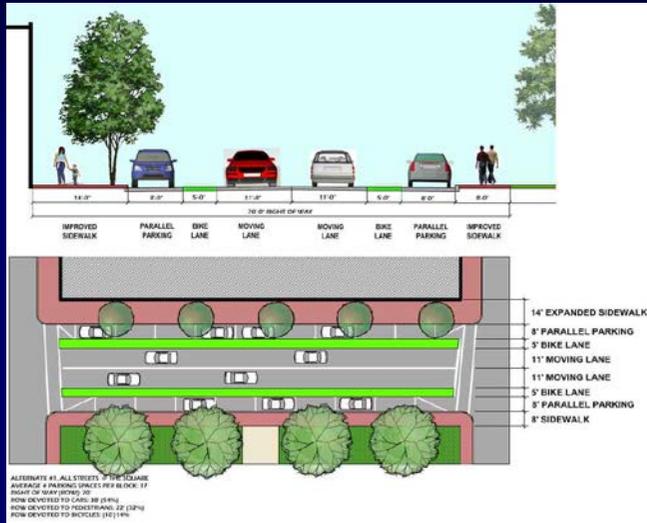
# Existing Cross-Sections @ The Square

## A STREET AND 1<sup>ST</sup> STREET:

- Angled Head-in Parking
- ROW: **70'**
- 2 - 11' moving lanes (two way)
- 2 – 15' parking lanes
- 10' outside and 8' inside sidewalks
  
- Av. Parking Spaces per block: **24**
- Percentage for Cars: **75%**
- Percentage for Pedestrians: **25%**
- Percentage for Bicycles: **0%**



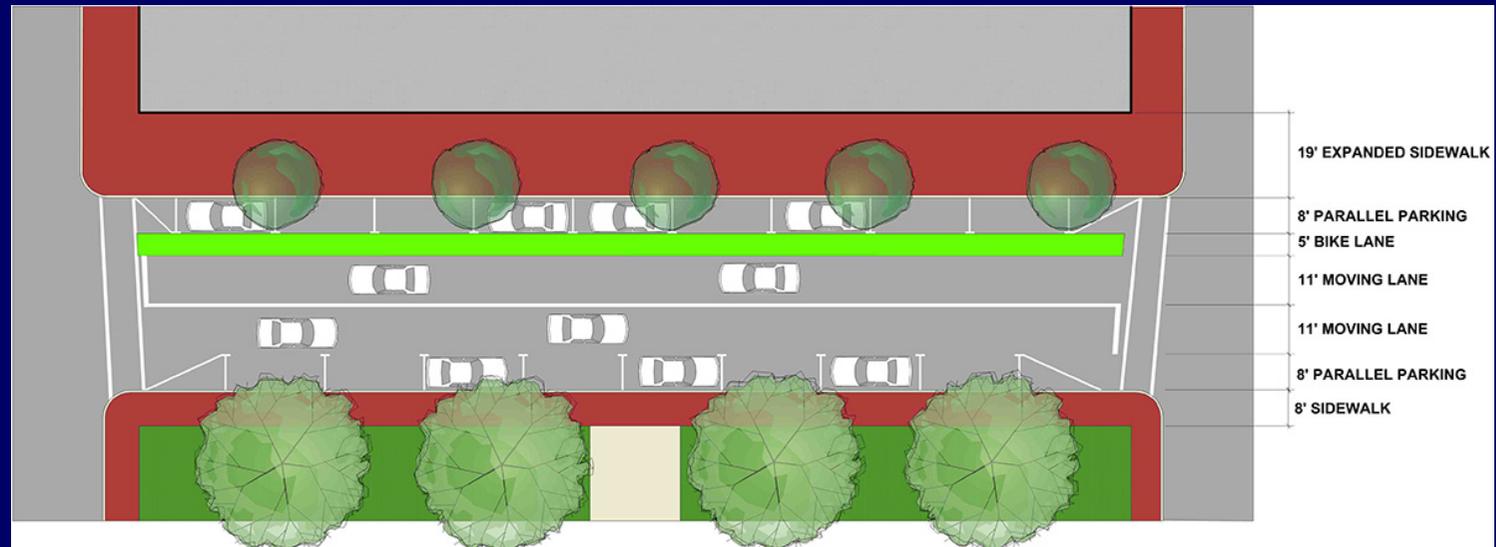
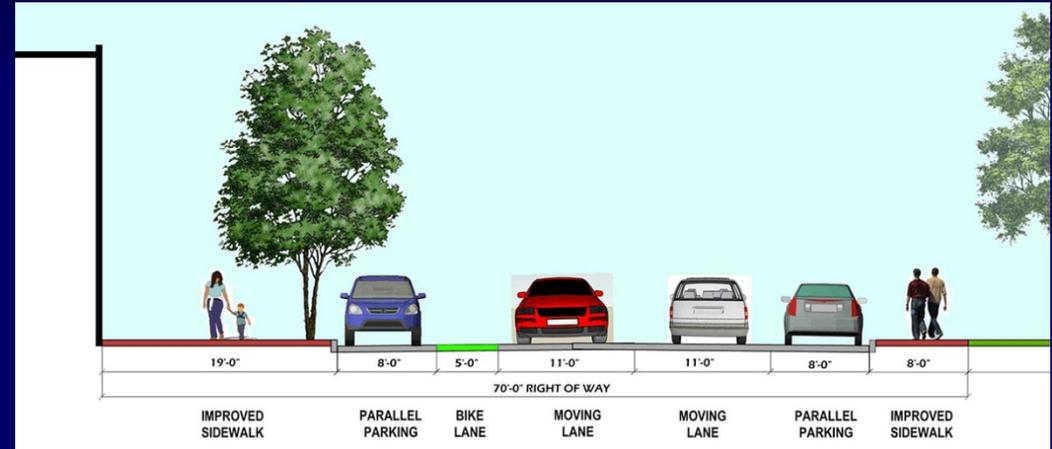
# Alternative Sidewalk Layouts



# Preferred Layout – All Blocks

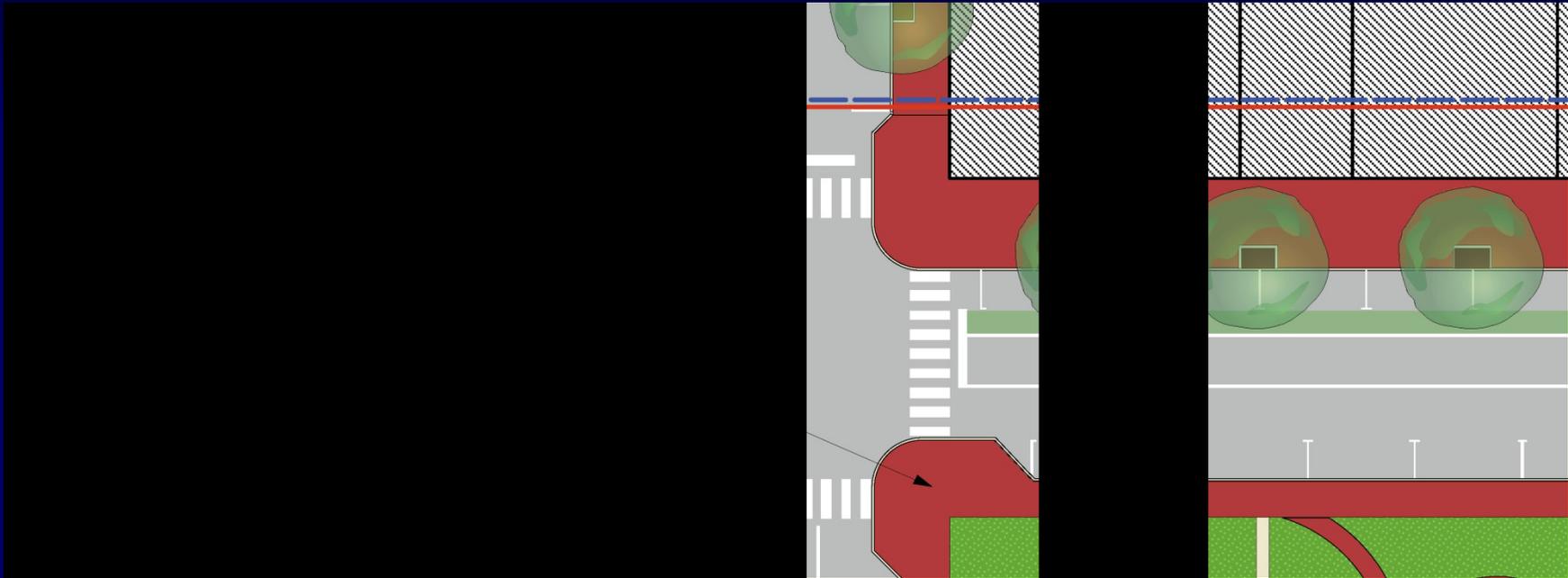
Adds bike lanes ONE side of Street, switches head-in to parallel parking, narrows moving lanes.

- Widened Sidewalks (19' & 8')
- (2) 8' rows of parallel parking
- (1) 5' bike lane (except A St.)
- (2) 11' moving lanes



# Preferred Layout

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Total Right of Way: **70'**

Total parking spaces in the Square: **64** (was 77)

Percentage for Cars: **54%** (was 75%)

Percentage for Pedestrians: **38%** (was 25%)

Percentage for Bicycles: **8%** (was 0%)

# Sidewalk Design

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# Sidewalk Design #1

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- Standard brick on main pedestrian walkway
- Permeable brick between trees either to match or complement main walkway
- Brick banding along edges
- Brighter brick colors
- May help with stormwater issues

# Sidewalk Design #1



BLENDING REDS, RUNNING BOND (AS IN EXISTING SIDEWALKS IN NEWTON)



BASKETWEAVE PATTERN – RED AND TAN



HERRINGBONE PATTERN (RED FIELD)  
HEADER COURSE (BROWN BORDER)  
SOLDIER COURSES (TAN AND RED BORDER)



PERMEABLE BRICK PAVERS



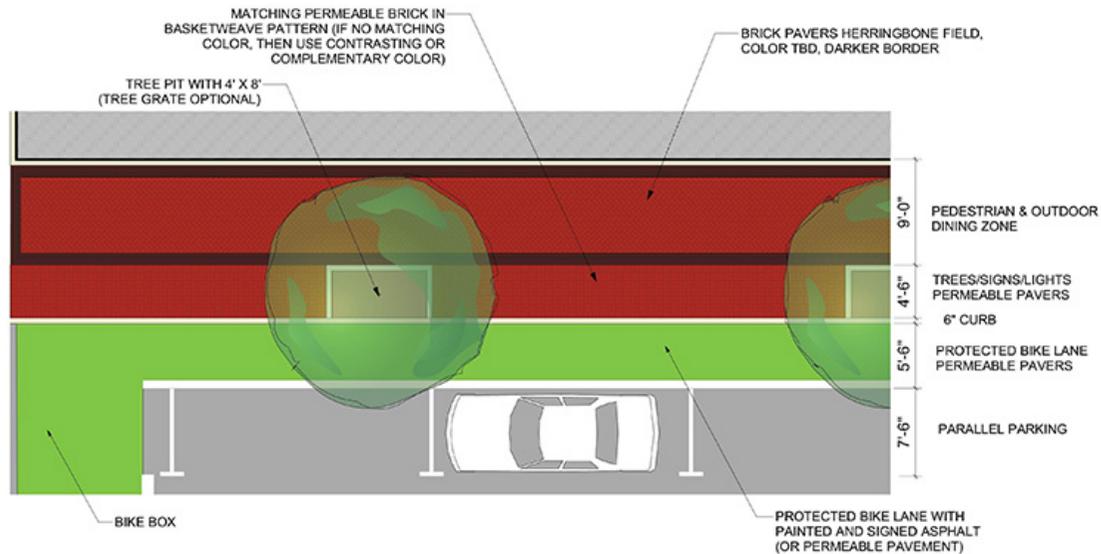
CHAMFERED EDGE BRICK PAVERS



SQUARE EDGE BRICK PAVERS



8"x8" SQUARE BRICK PAVERS



## ALTERNATE MATERIALS #2:

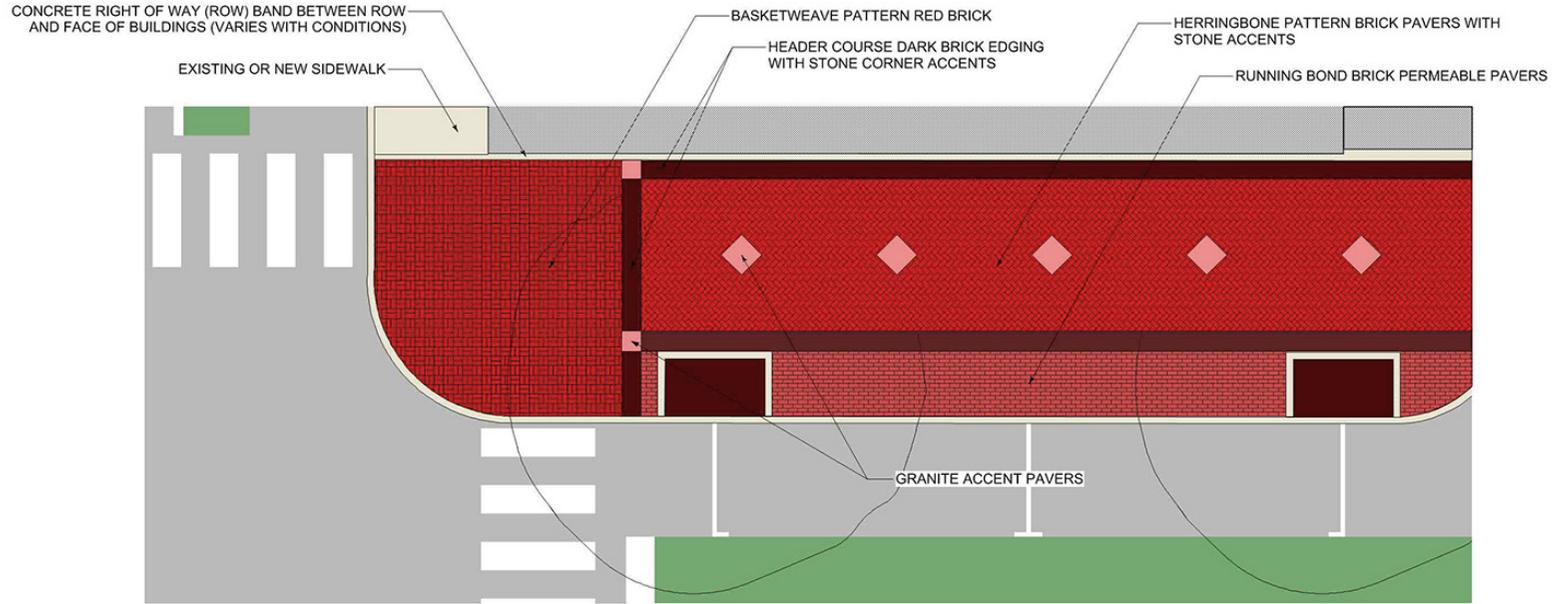
- STANDARD BRICK PAVERS
- PERMEABLE BRICK PAVERS ALONG TREE STRIP
- RED BRICK

Drawn By	Checked By	Date
AP/AB	AMP	
REVISIONS	Description	Date
1	Notes	Date

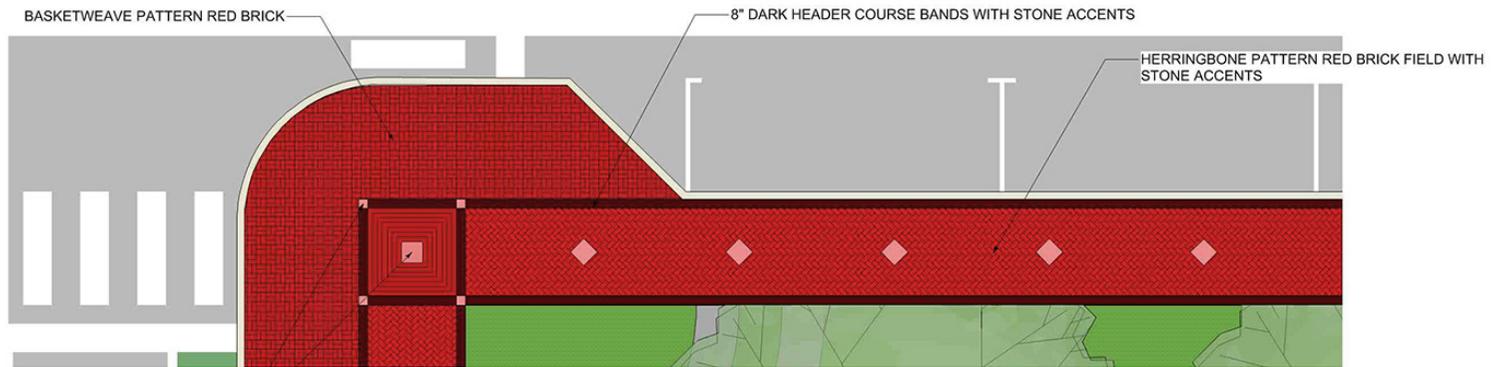


PROJECT	
NEWTON STREETSCAPE MASTER PLAN City of Newton, North Carolina	
Sheet Title	Sheet Number
SIDEWALK DESIGN ALTERNATIVE #2	LX of X

# Sidewalk Design #1

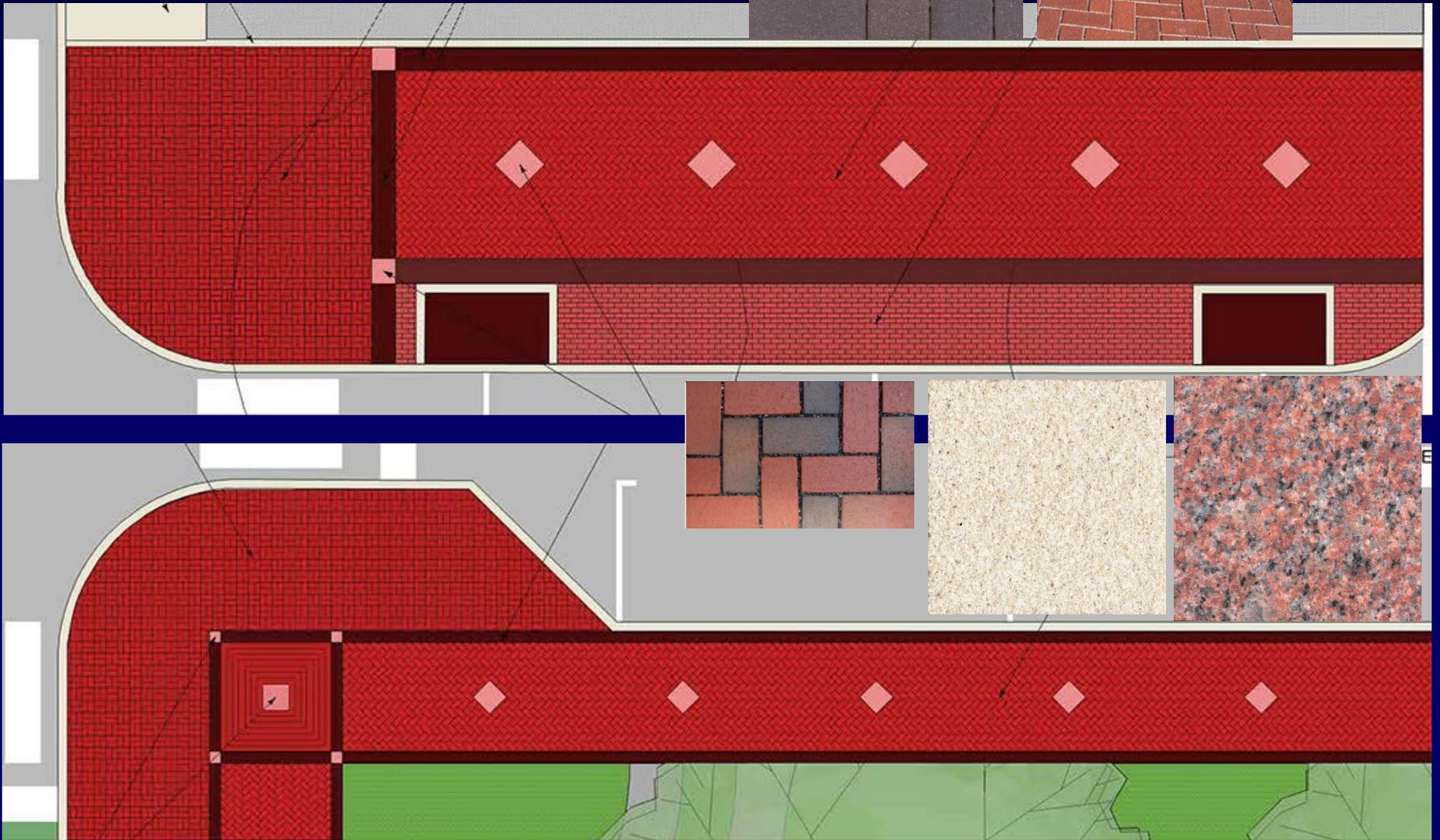


**1** TYPICAL BRICK PAVING PATTERN – COMMERCIAL SIDE  
**5** SCALE: 1/4" = 1'0"



**2** TYPICAL BRICK PAVING PATTERN – COURTHOUSE SIDE  
**5** SCALE: 1/4" = 1'0"

# Sidewalk Design #1



## Sidewalk Materials Alternative #2

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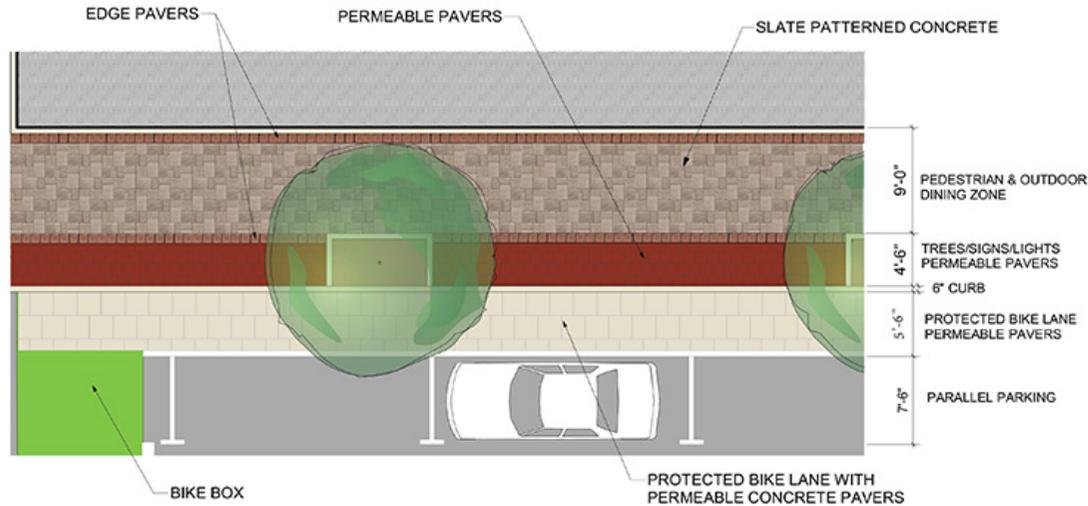
- Slate-pattern concrete pavers on main pedestrian walkway
- Permeable Pavers between trees and in bike lanes next to curb
- Earth Tones
- This is a “green” option
- May help with stormwater issues
- **This is the preferred alternative**

# Sidewalk Materials Alternative #2



## ALTERNATE MATERIALS #1:

- SLATE-LOOK PAVERS
- PERMEABLE PAVERS ALONG TREE STRIP
- PERMEABLE PAVERS IN PROTECTED BIKE LANES
- EARTH TONES

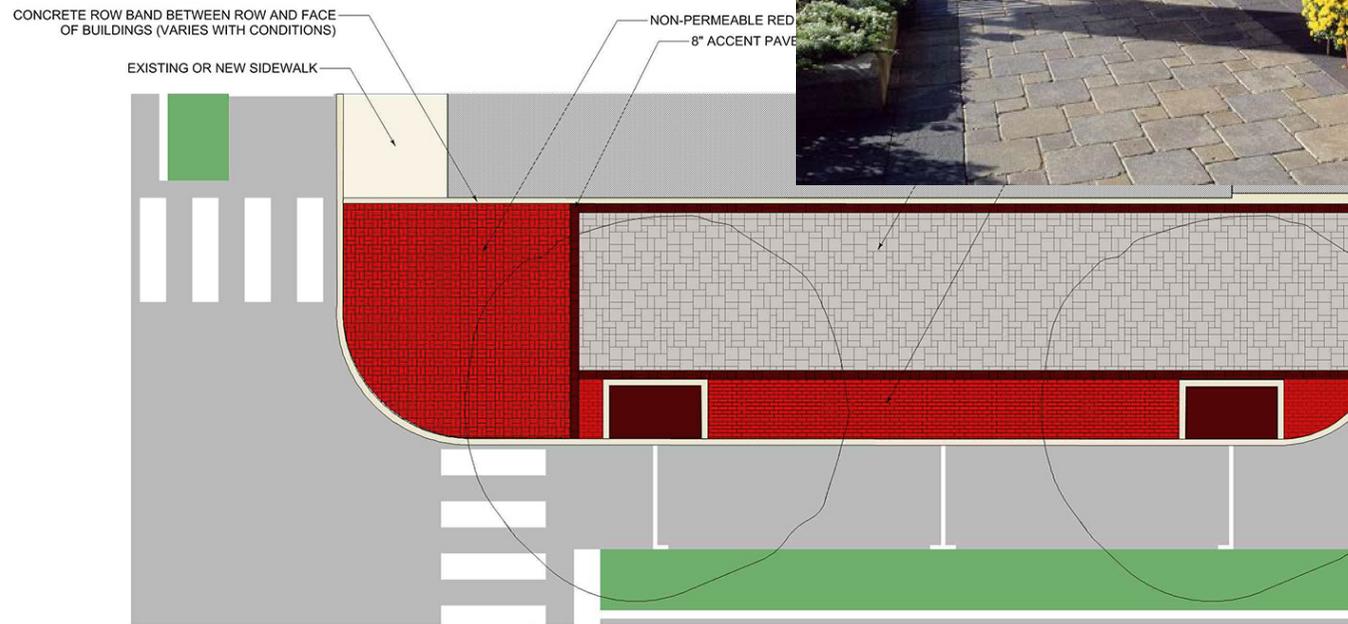


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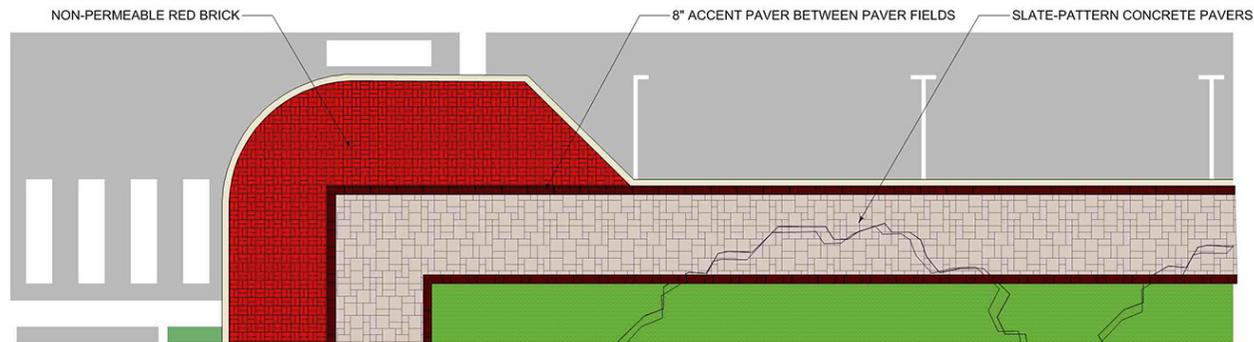


Project:	NEWTON STREETSCAPE MASTER PLAN City of Newton, North Carolina
Draw Title:	SIDEWALK DESIGN ALTERNATIVE #1
Sheet Number:	LX.X

# Sidewalk Design #2

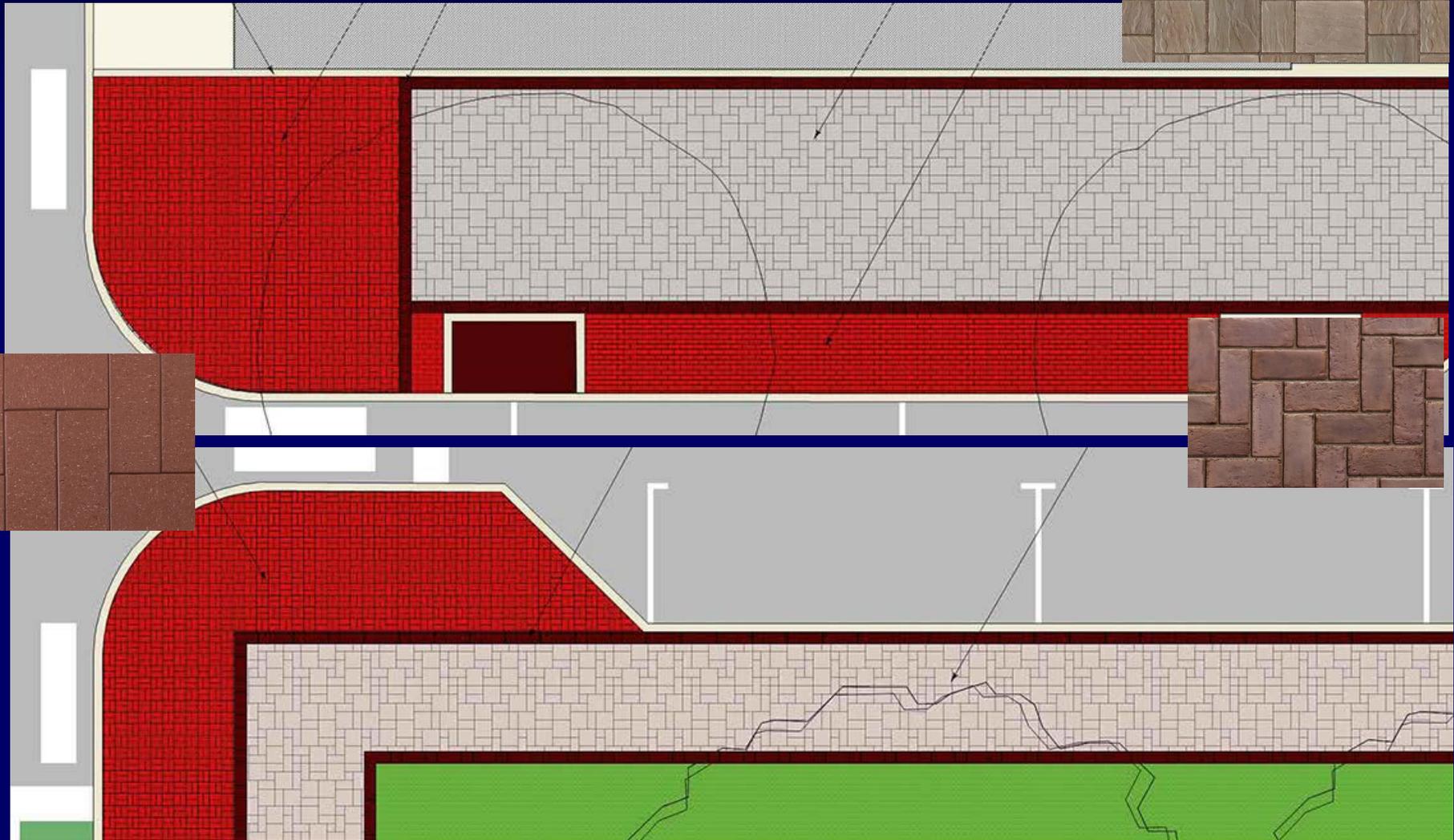


1  
4 TYPICAL SLATE PAVING PATTERN – COMMERCIAL SIDE  
SCALE: 1/4" = 1'0"



2  
4 TYPICAL SLATE PAVING PATTERN – COURTHOUSE SIDE  
SCALE: 1/4" = 1'0"

# Sidewalk Design #2



# Existing Sidewalk

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# Preferred Sidewalk Sketch



# Features (1)

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- Widened sidewalks (~17'-19', up from the current ~10') with room for sidewalk dining, benches, planters, art
- Bike Lanes
- Street Trees
- Save historic lights around Courthouse, new "depot" style lights on commercial side

# Sidewalk Dining, Bike Lanes



# Street Trees



# Depot-Style Lights



# Other Features in the Square



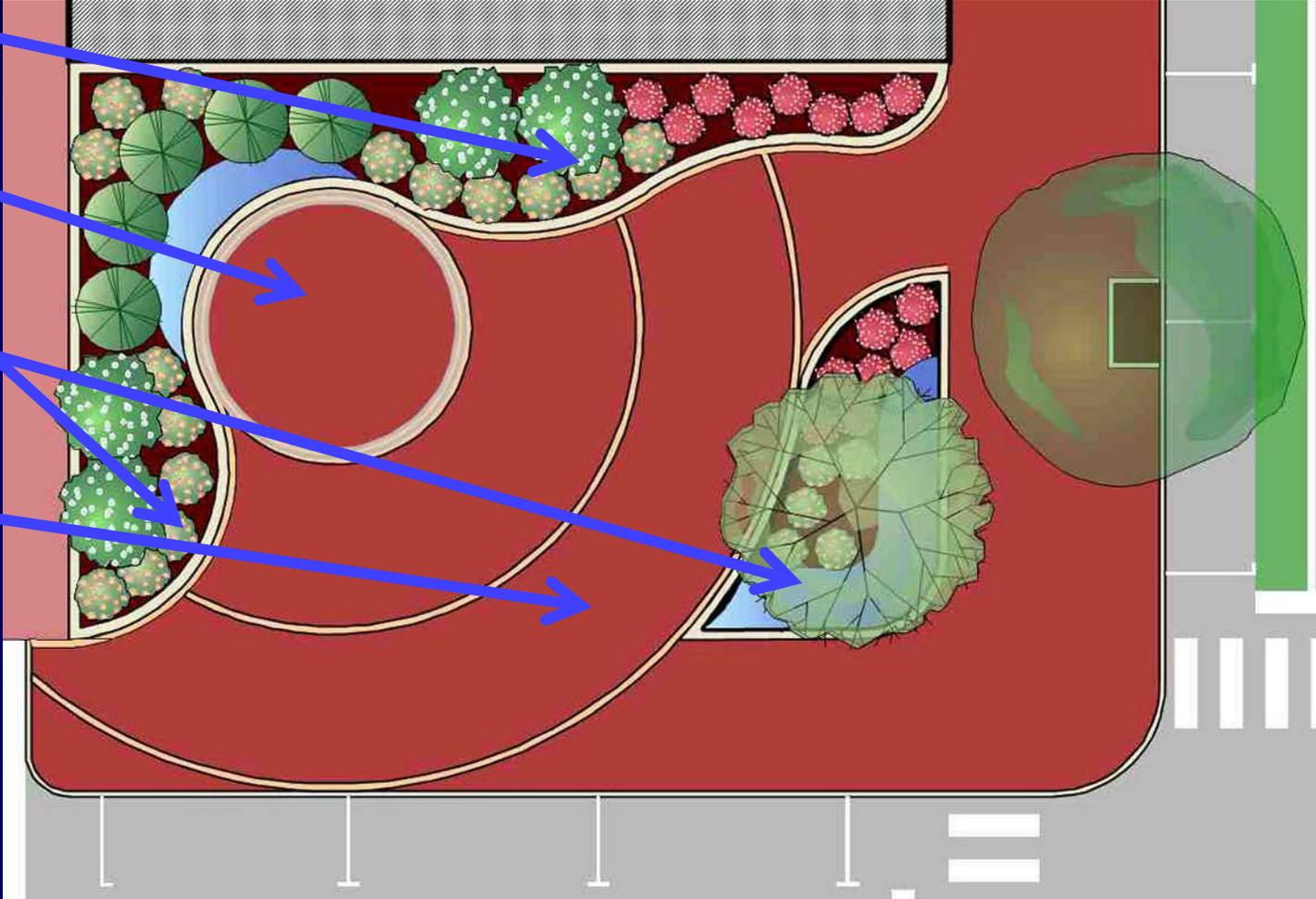
# Redesigned Yount Park

Raised Planting  
Beds (18")

Small  
performance area

Gardenesque  
plantings

Chairs and Tables



# Yount Park Features

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- Raised planter beds/seat walls (~18") to provide sense of enclosure but good visual access
- Raised area (circle) for focus area (art?) or small venue music (with electric)
- Tables and chairs
- Possible green wall or mural
- Artwork

# Yount Park Features



# Courthouse Square

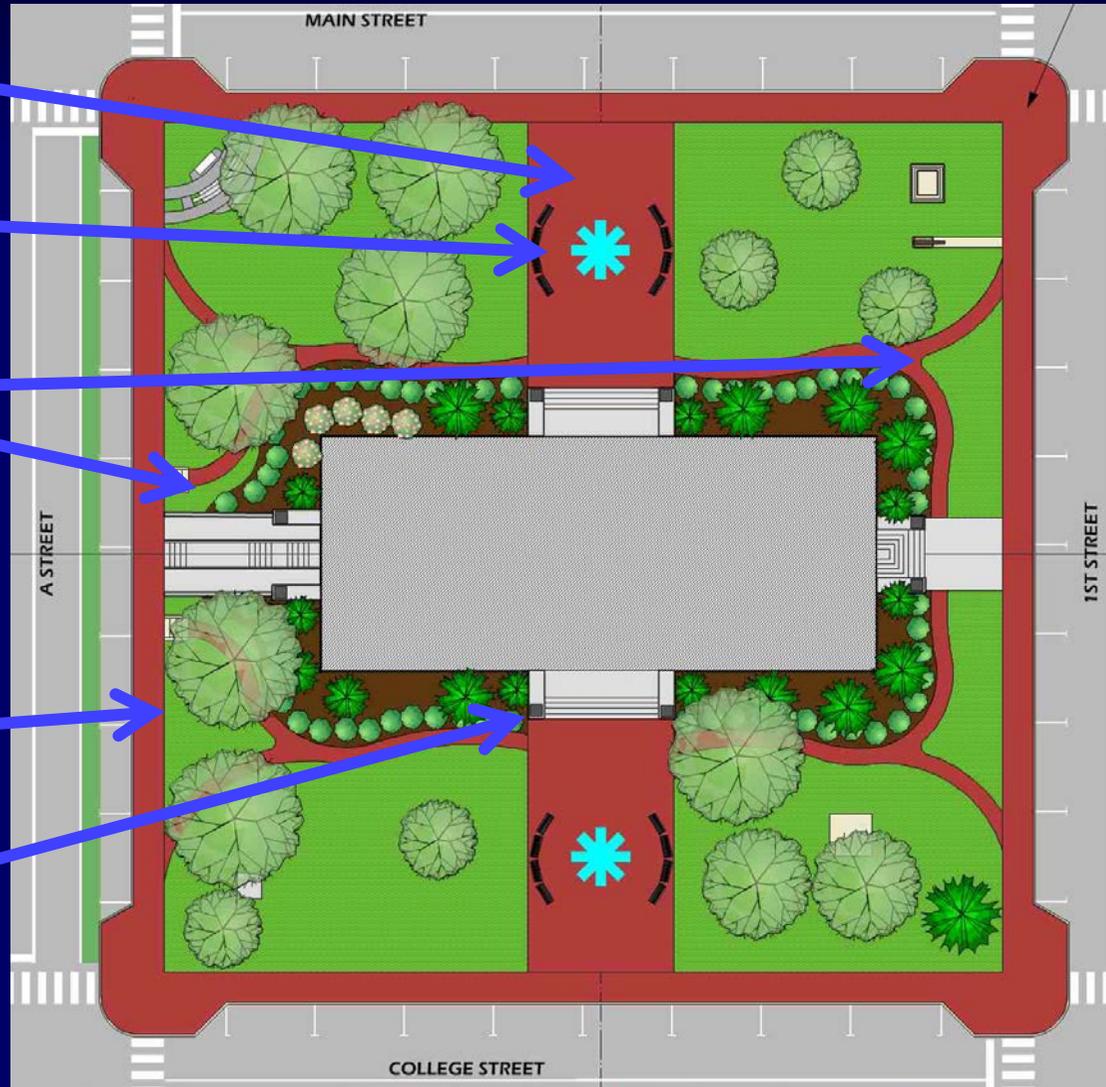
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**Since the City doesn't control this property, these are just suggestions:**

- Alternate circulation near Courthouse building
- Opportunities for small seating areas, tables and chairs off path in the shade of trees
- Improved sidewalks to match streetscape
- Place historic globe street lights along edge of grass to allow Christmas lights as in the past
- Possible sculpture to add interest (lease program) with grouped benches

# Suggestions for the Courthouse Square

- Improved Entry Walks
- Possible feature/sculpture w/ benches
- Pathways through the grounds (possible small seating areas)
- Historic lights around perimeter
- Maintain historic lights @ building



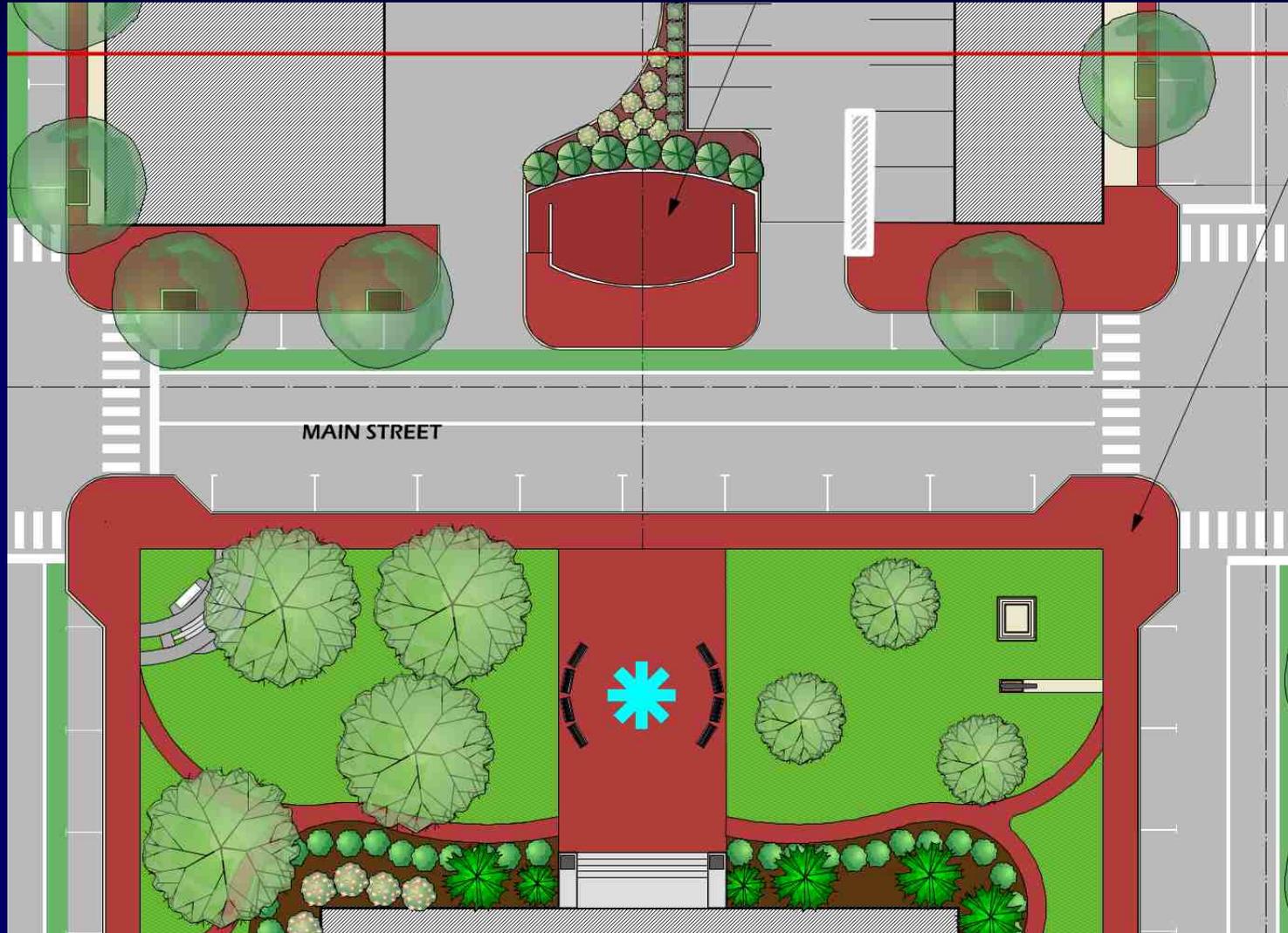
# Gap in the west side of the Square

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- The removal of historic buildings on the Main Street (west) side of the Square leaves a gap in the otherwise continuous building edge



# Stage @ The Square



# Stage @ The Square

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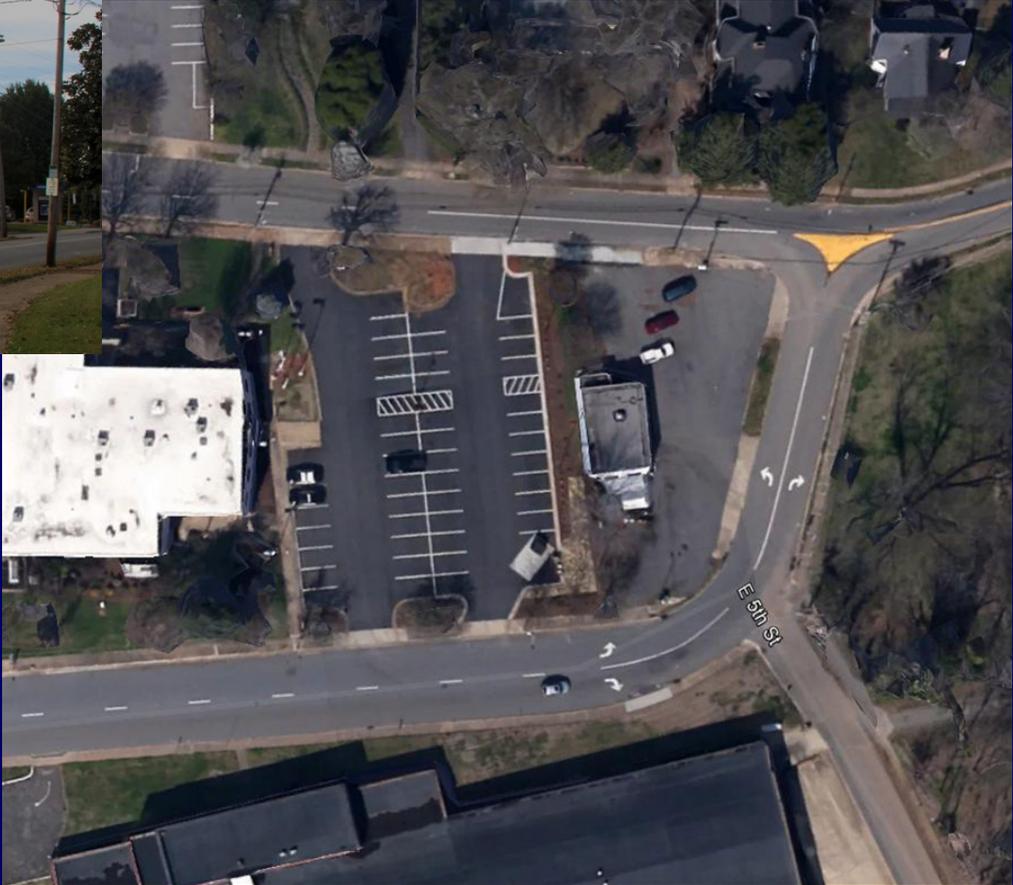
- This design removes only ONE parking space from the BB&T lot
- The stage area would be appropriate for parades (Soldier's Reunion, holidays) and concerts. Should be covered for rain protection.
- With the street is closed, this space will accommodate a large audience from the stage to the Courthouse.
- Scheduled concerts in the warm months would be a great way to raise Newton's profile regionally.

# Stage @ The Square

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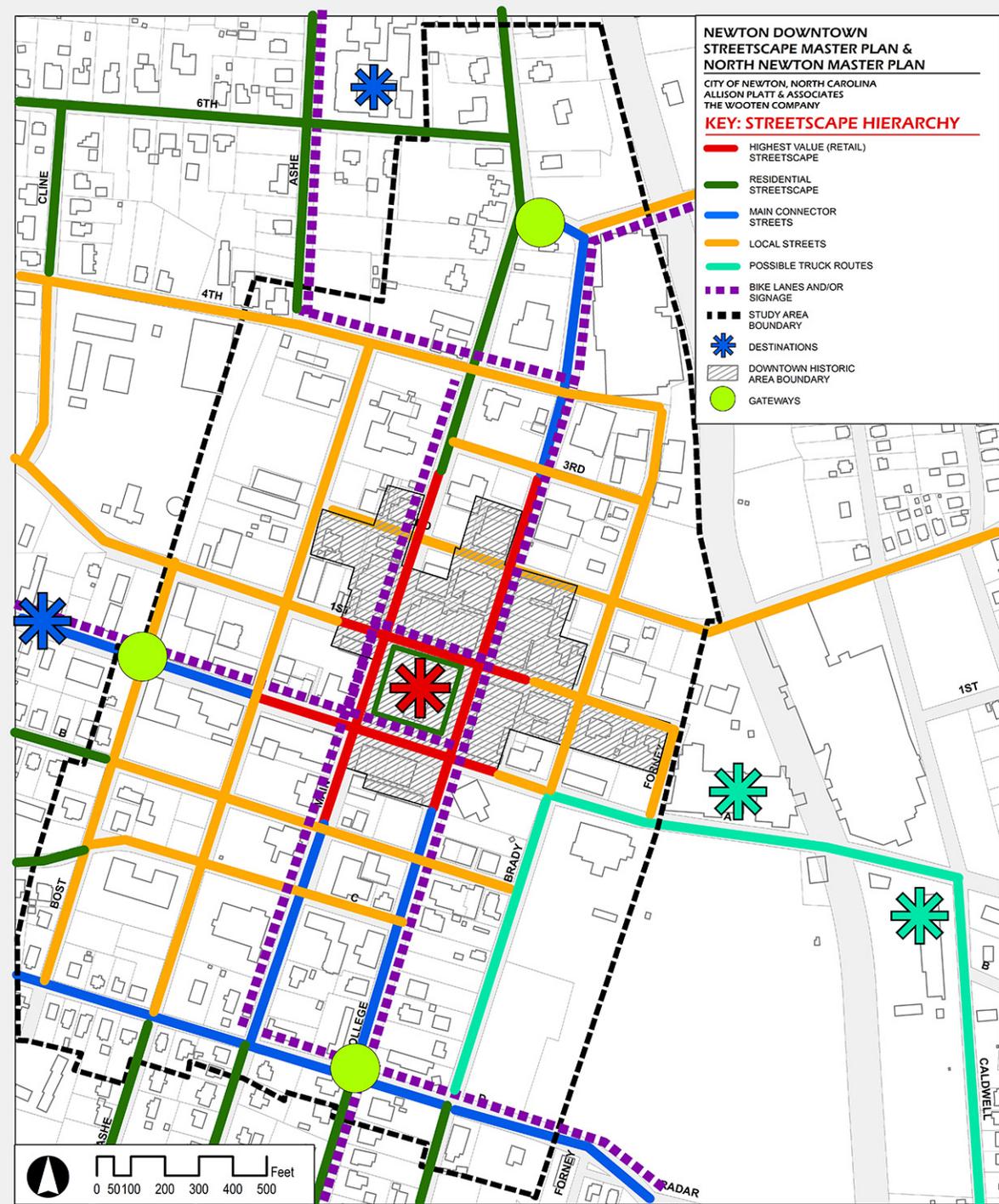
# Northern Gateway @ College & Main



# Northern Gateway @ College & Main



# Bike Connections



# A Street Improvements

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- The Catawba County Government Center is a major employer and destination near the downtown
- The nearby greenway is also a potential asset for the downtown
- A Street is a direct connector between the two
- The south side of the street has significant overhead lines, so improvements are shown on the north side
- The improvements could begin with simply re-striping the street.

# Connector to County Gov't Center



Drawn By: APlatt	Checked By: AAMP	Date:
REVISIONS:		
No.	Description	Date
1	Issue from	Draft Permit



**Allison Platt & Associates**  
Landscape Architecture  
Urban Design  
203 N. Stocumb St. Goldsboro NC 27530 919-734-7542

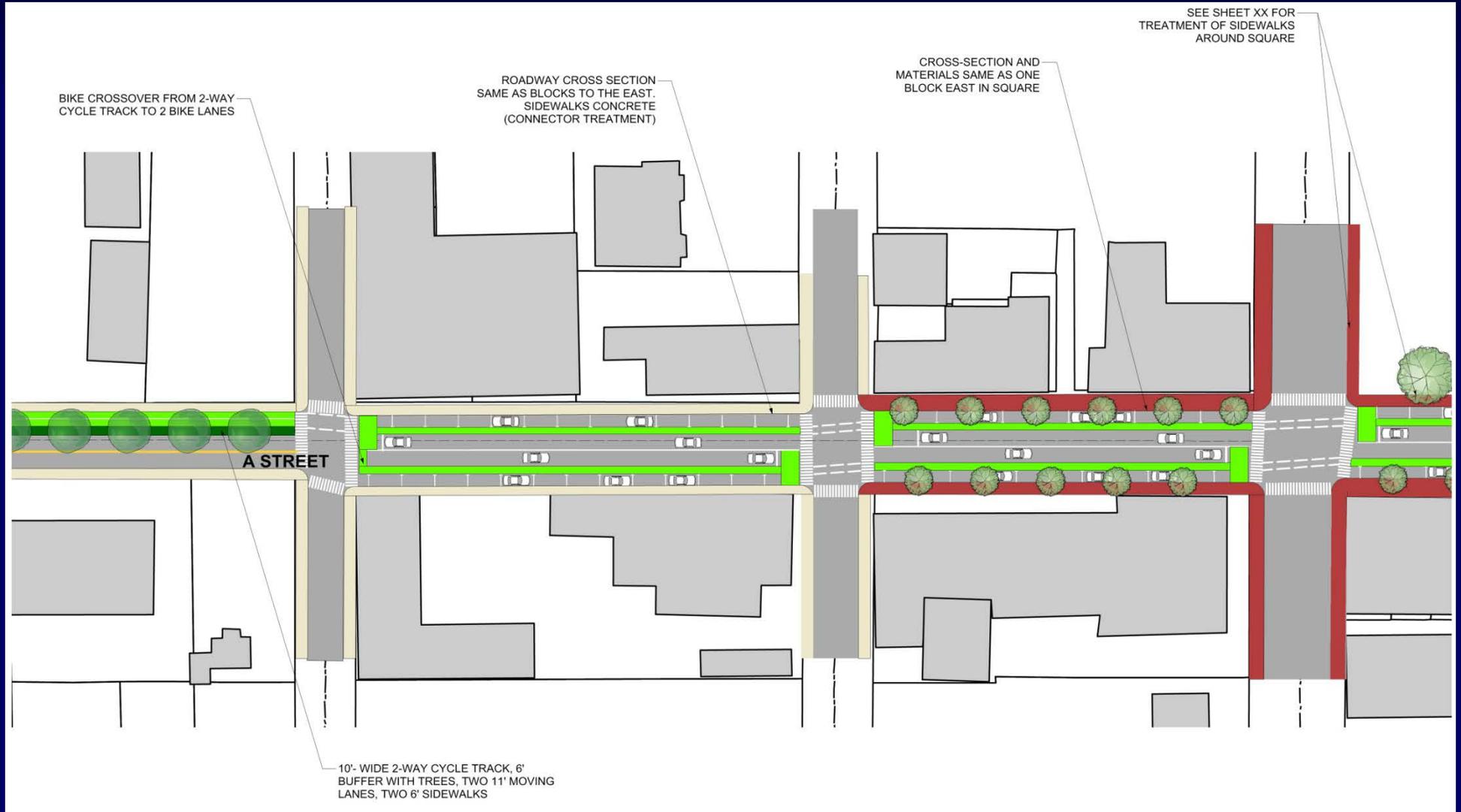
Project:  
**NEWTON STREETScape MASTER PLAN**  
City of Newton, North Carolina

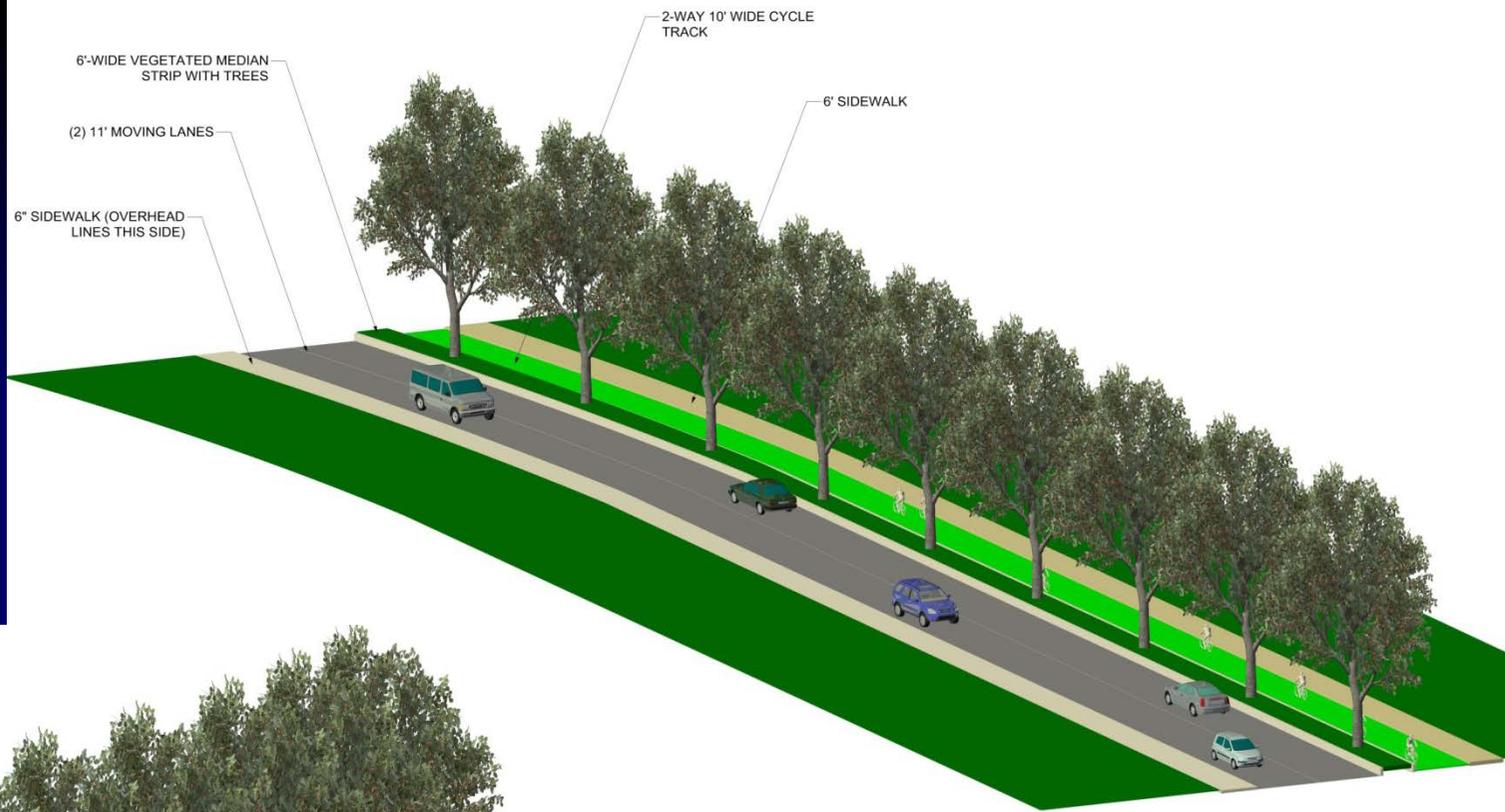
Sheet Title:  
**A STREET – NORTHWEST BLVD  
TO THE SQUARE**

Sheet Number:  
**LX of X**

Project #: 1808 File Name: Newton Streetscape Master Plan

# Connector to County Gov't Center



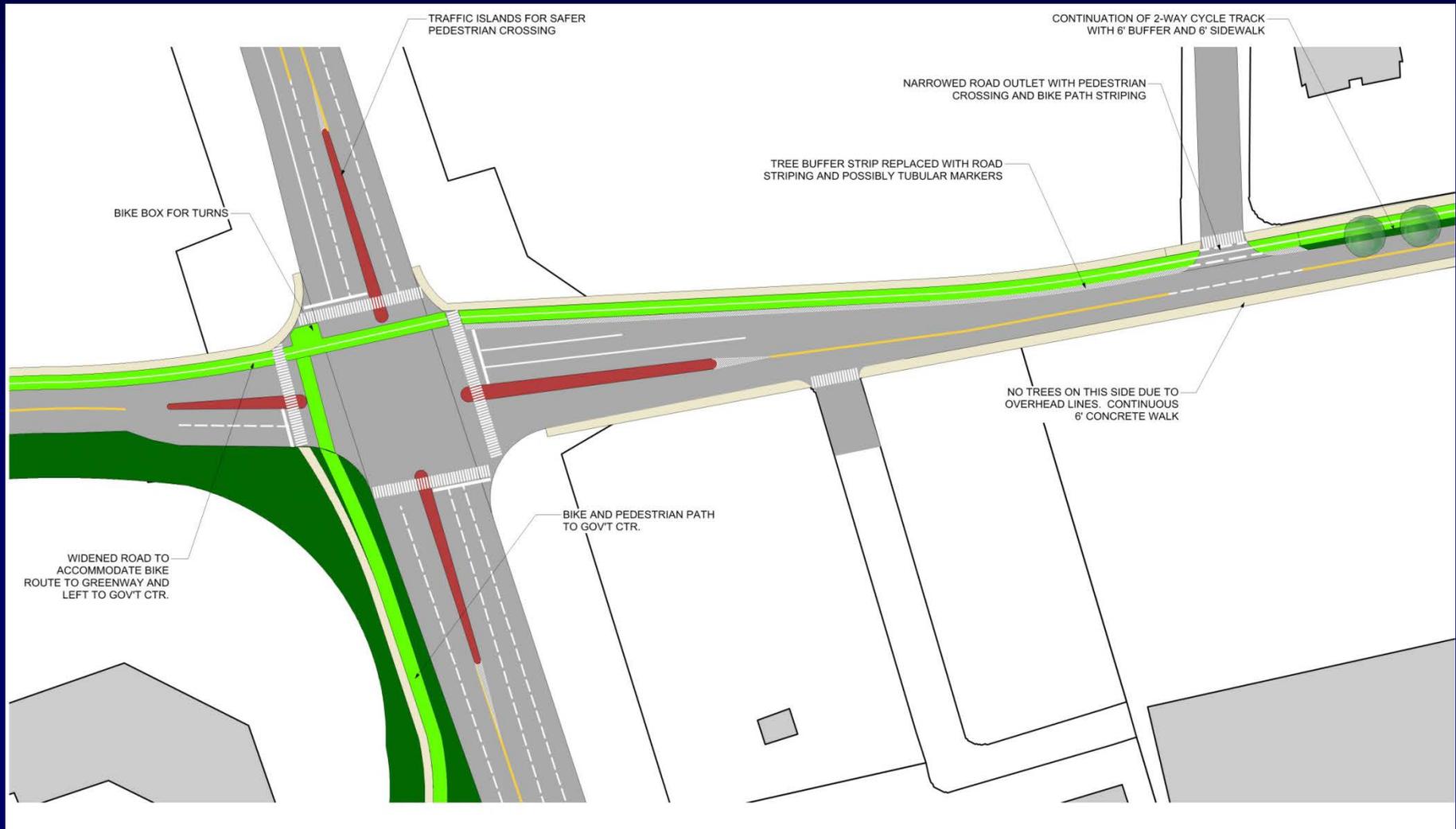


1  
3 PERSPECTIVE VIEW #1 OF A STREET CENTER PORTION  
SCALE: NTS



1  
4 PERSPECTIVE VIEW #2 OF A STREET CENTER PORTION  
SCALE: NTS

# Connector to County Gov't Center



# North Newton Master Plan

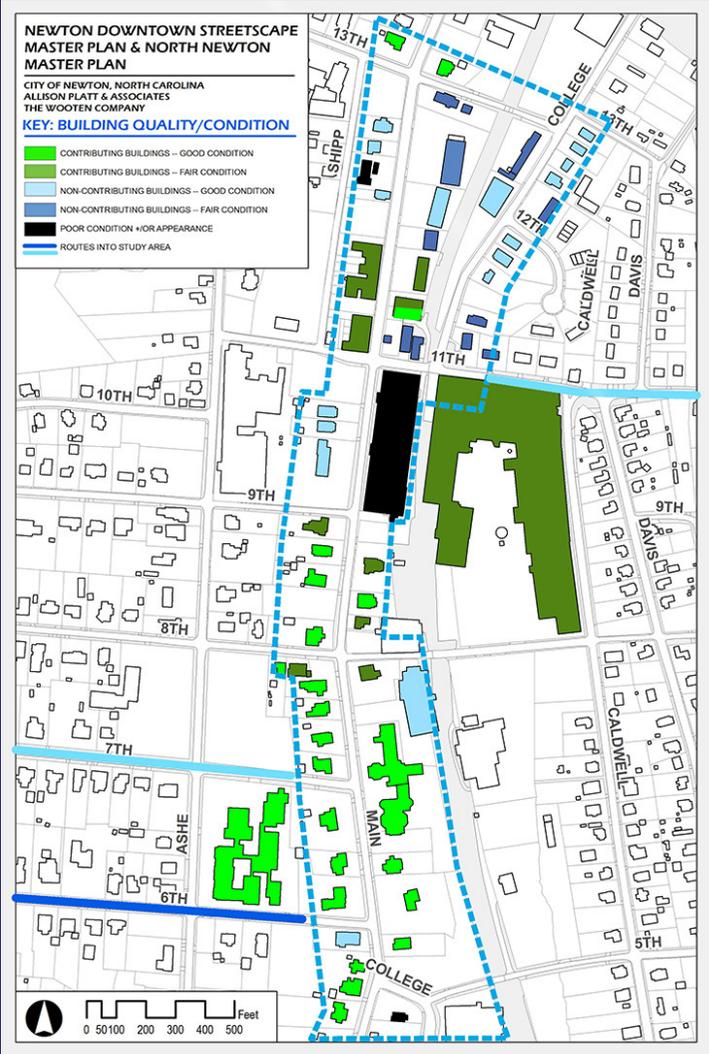
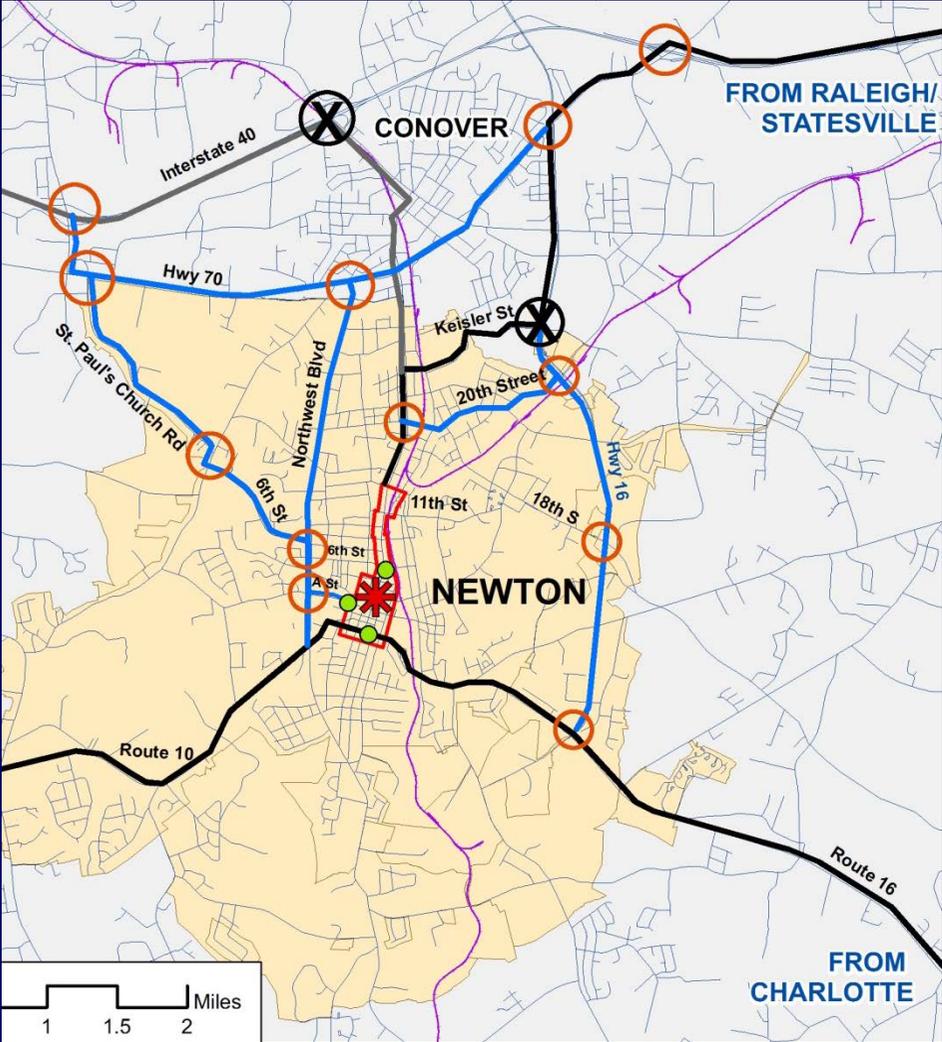
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# North Newton Master Plan

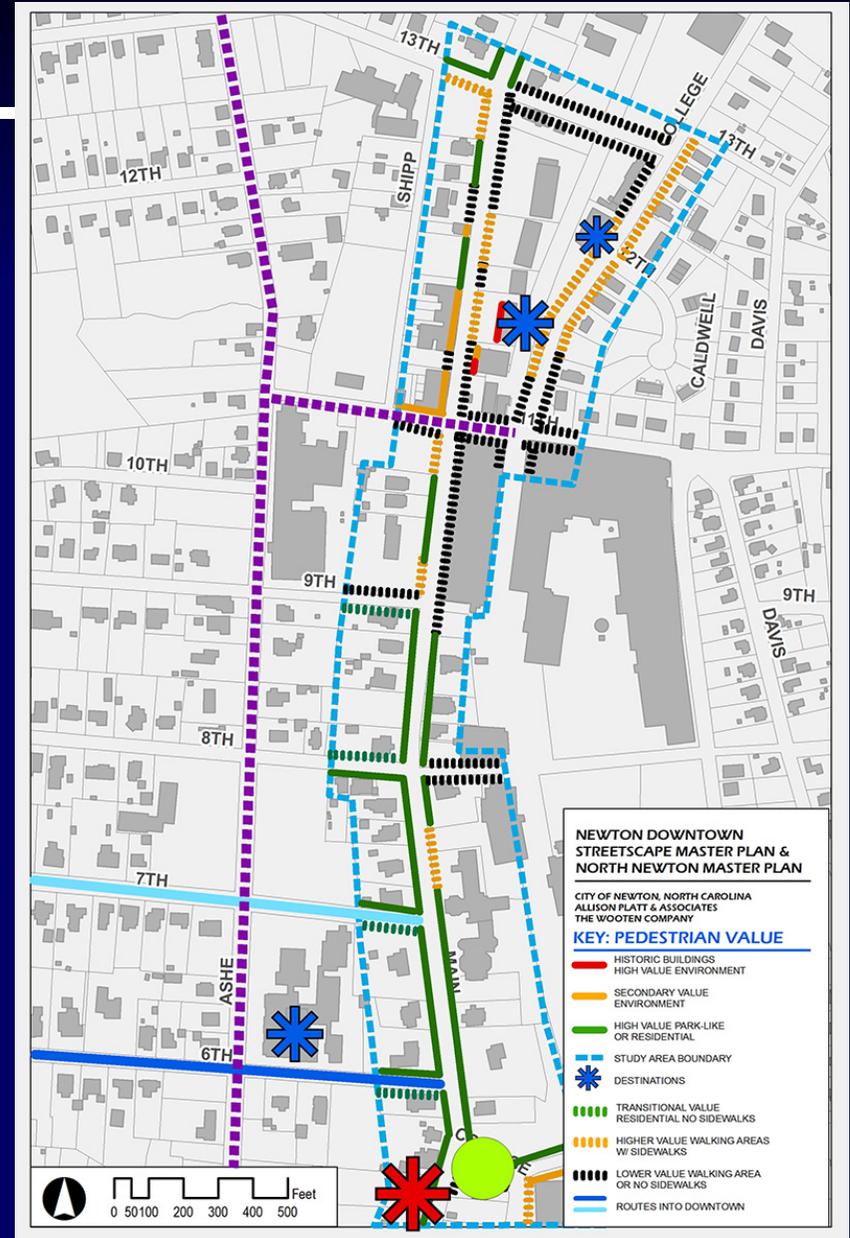
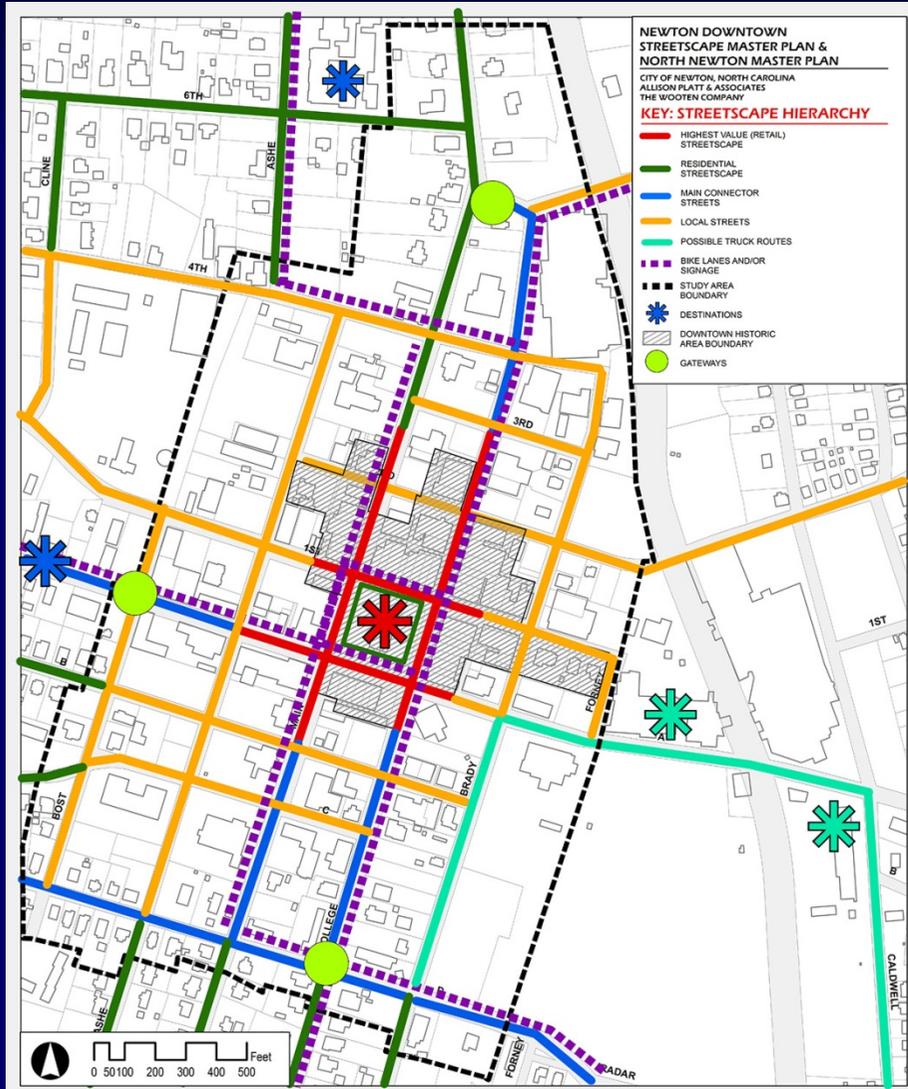
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- Revitalization of this area will center on the Depot/Railroad Museum, as this is the best economic driver at this time
- The area south from the Depot, with a couple of exceptions, is very attractive
- The area north of the Depot is distressed

# North Newton



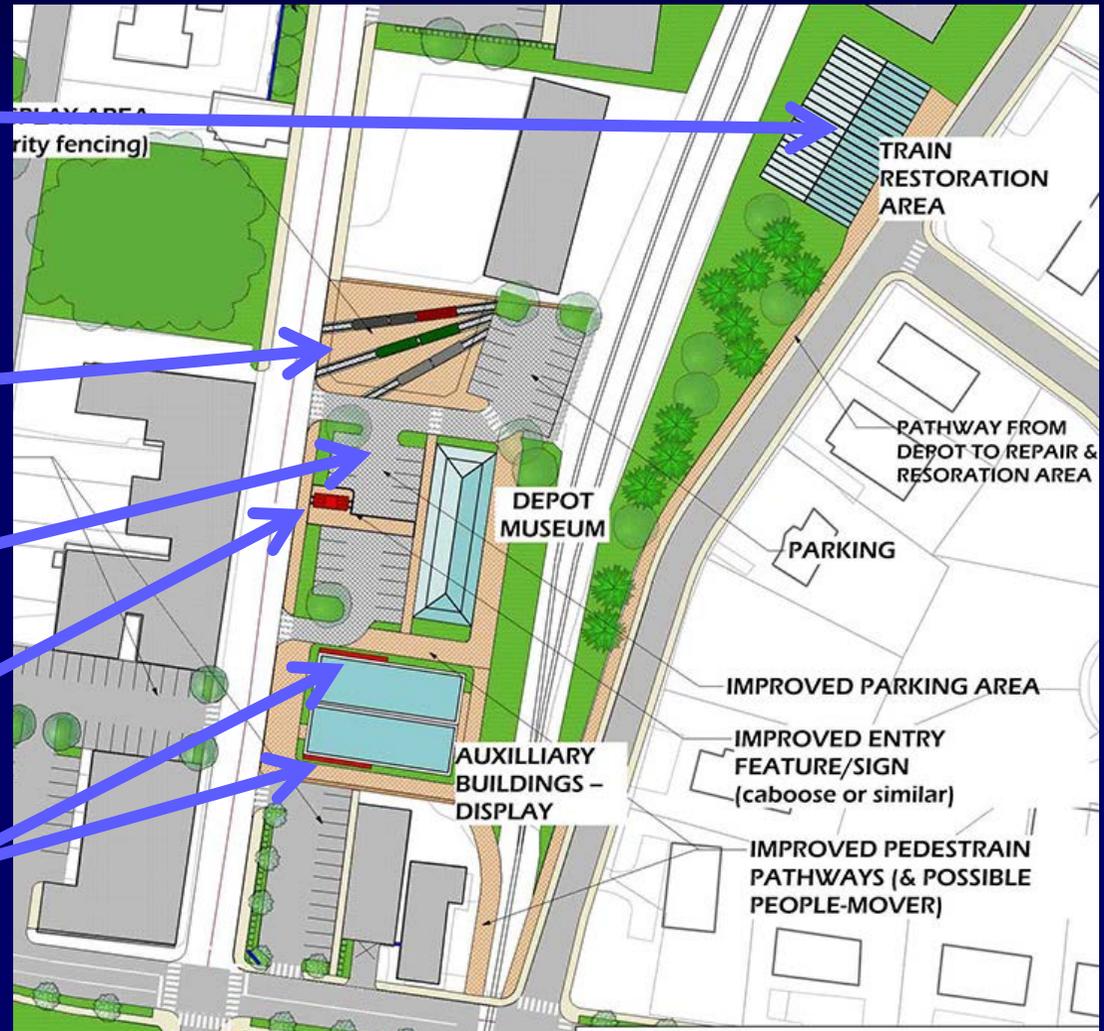
# North Newton



# Depot

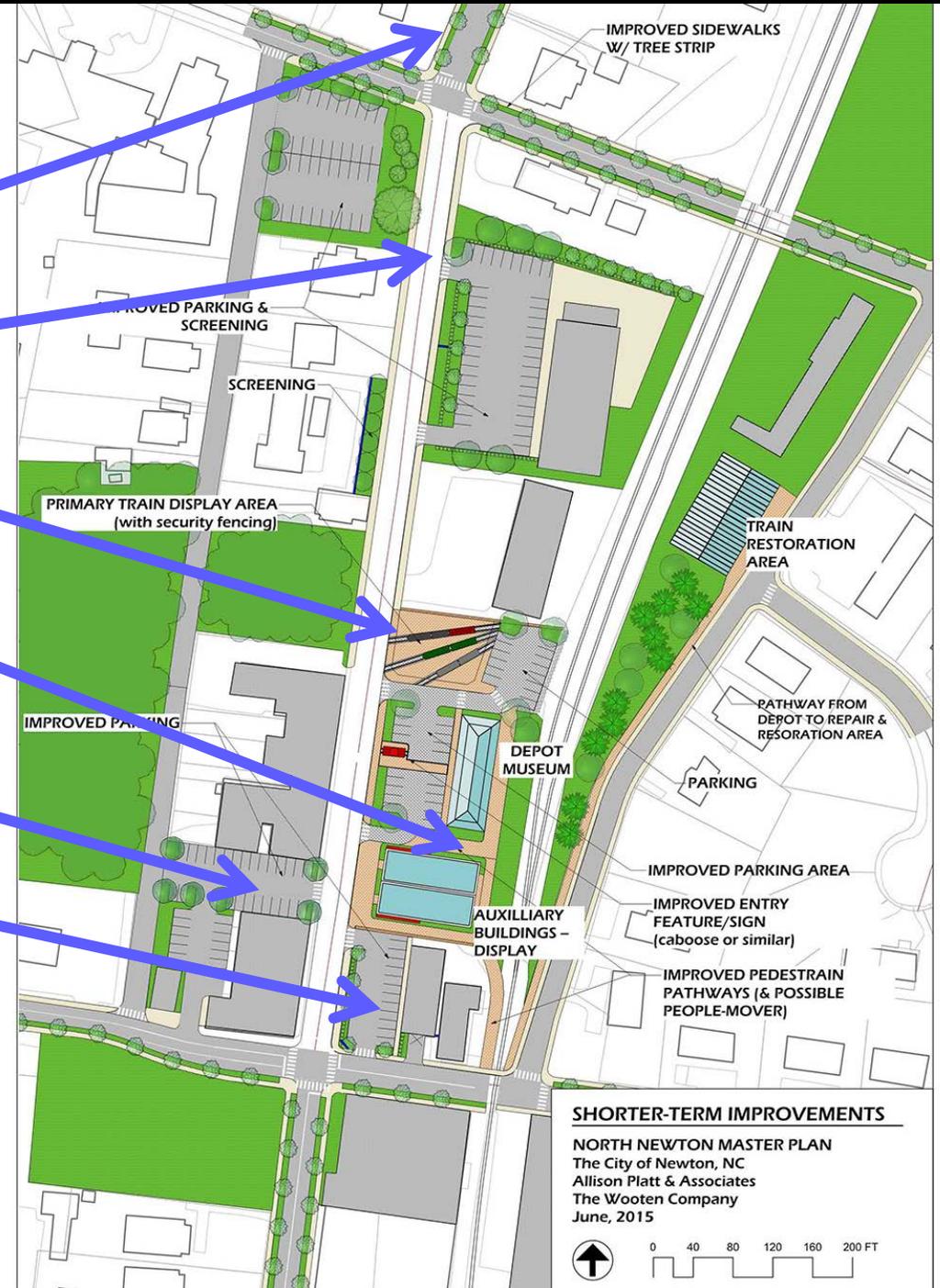
## Site layout for Depot Museum

- Use of area on College for train restoration program (similar to Vollis Simpson project in Wilson)
- Change in recommended location for Primary Train Display to Main Street
- Create courtyard effect in front of museum
- Use train artifact as part of sign
- Use wall murals to announce Depot District



# Area Improvements

- Improved sidewalks in district and southward
- Improved parking, screening, and signage
- Protected train display visible from Main, secure, covered
- Pathways around museum property—possible people mover
- New parking lot across Main Street near Depot
- Improved convenience store



# North Newton

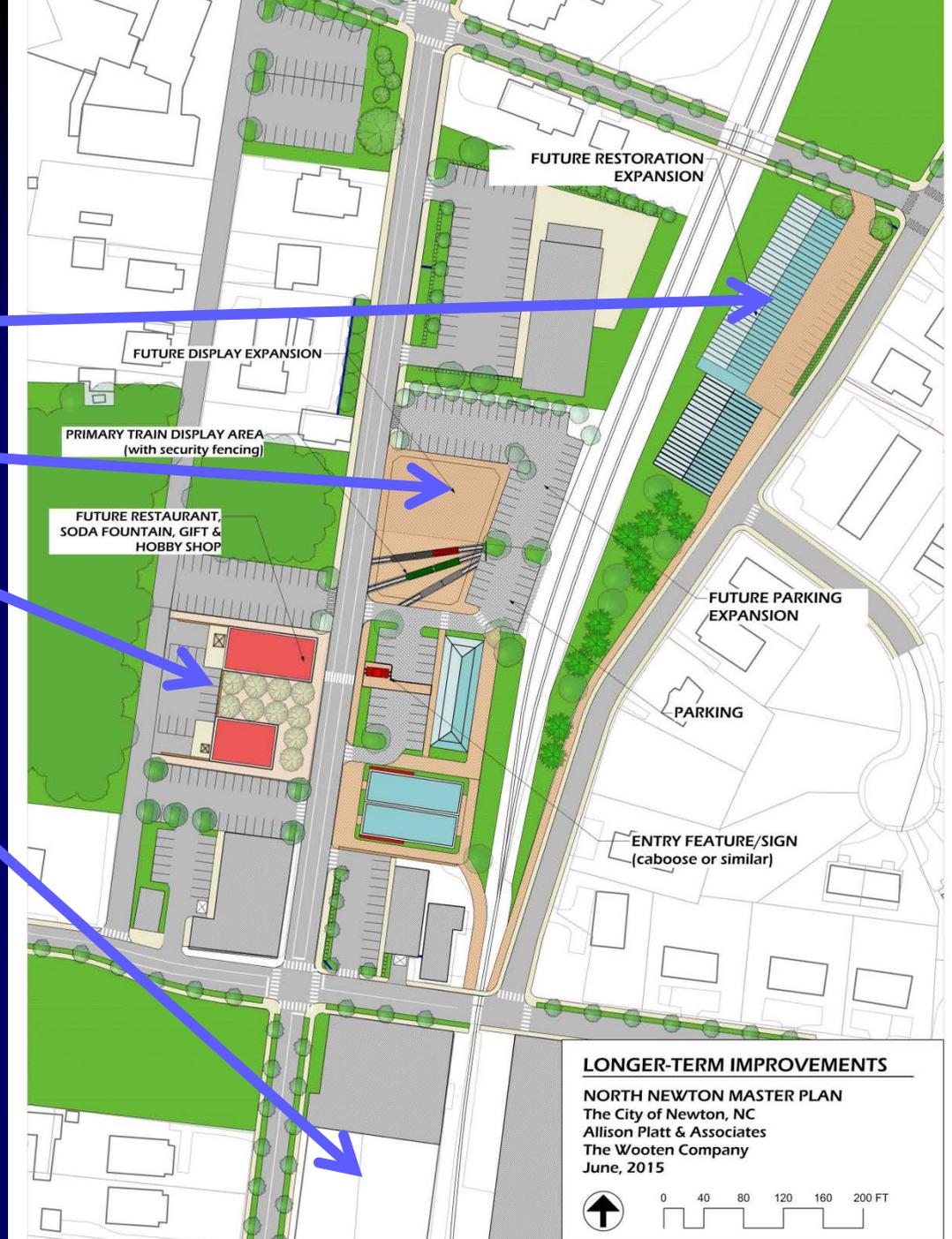
## Longer-Term Improvements

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- Without market data it is difficult to predict new uses, but being visionary is appropriate
- If the Museum is successful, supportive uses are possible
- Museum expansion is anticipated in the plan
- Possible re-use of partially demolished warehouse to the south for train ride

# Longer-Term Improvements

- Expanded train restoration area
- Expanded display area with additional parking
- Restaurant/gift/hobby shop(s) with parking (replaces buildings in this location)
- Possible future expansion & train-themed amusement ride



# Implementation

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# Priorities

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- Plan Approval
- Streetscape Renovation of the Square
- Transportation
- Complete Streets
- Land Use and Vision (e.g. N. Main Street)
- Citizen Engagement

# Process

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- Early projects must be significantly self-funded
- Contact with agencies, elected representatives about priorities, needs
- Publicizing all successes
- Putting planning and design guidelines and standards in place to shape the future
- All these actions together will lead to greater chances to win funding for the future
- “Determined optimism” is essential!

# Streetscape Cost Estimates

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- Contained in Appendix B of the report
- The Square is estimated at about \$1 million per block (this is fairly typical across NC at this time)
- Area B is about \$1.25 million per block because of the need to bury the overhead utilities
- 15% is for design, bidding, and construction observation
- 15% is for contingency
- The remaining amount ~70% is ~equally divided between infrastructure and surface improvements.

# Winning Grants

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In order to receive funding assistance, the streetscape master plans should:

- Have the support of the community
- Demonstrate public sector commitment

Because funding is now more competitive than ever, it is essential for the design to be:

- Partially funded and/or implemented by the City
- Reflect current trends
  - Energy-efficient/green
  - “Complete Streets” – bicycles, pedestrians
  - Arts related
  - Accommodating for events, festivals, markets

# Questions?

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# Why Improve Streetscapes?

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- Public improvements demonstrate to citizens, investors, and funding sources that the City is committed to positive change
- Public improvements generate private investment, improve community image, attract visitors and increase the tax base
- Streetscape improvements are more than cosmetic: infrastructure improvements are an essential part of the work
- Improving the downtown first creates synergy that benefits the entire community and generates revenue that allows the improvements to continue throughout the community
- Streetscape improvements are an investment with a proven benefit for all, not a cost or a benefit for a few

# Examples

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# Value Created in New Bern

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- In New Bern (pop 27,000), ~\$500,000/block (54' ROW) x 8 blocks (\$4 million) resulted in \$260 million in private and public (State and Federal) investment. Tourism was \$12 million a year in the 80's; in 2007 tourism totaled \$108 million
- New Bern began by investing its own MSD funds as collateral on loans, and improving downtown one or two blocks at a time
- Over time funding agencies saw the results and invested in new infrastructure for the community
- New Bern has grown in population, tax base, and recognition across the state and the nation
- It has won numerous state and federal awards

# Value Created in Goldsboro (1)

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- Goldsboro began in the 90's by creating a downtown master plan and a neighborhood master plan, and recruiting partners such as Self-Help and Preservation NC. They also kept in constant contact with elected officials and agencies at the state and federal levels
- In 2010-12 the City borrowed money to pay for the first block of streetscape at \$1.4 million, and won grants to stabilize their train station
- In 2013 the City paid for design services for two more blocks
- In 2014 the City applied for and won a \$10 million TIGER V grant based on all the activities up to that point
- A third block of Center Street, a Transit Center near the Railroad Depot, and improvements to the street connecting Center Street and the Train Station were also funded through TIGER V

## Value Created in Goldsboro (2)

- Since planning for the first block was initiated in 2010, there have been:
  - 49 new businesses opened in downtown;
  - 9 homes purchased for rehab that were in condemnation proceedings;
  - 9 new investors in downtown commercial buildings and numerous rehabs either completed or in process;
  - Award of several additional grants (including a SmART grant and designation) based on community momentum;
  - Won the “Great Main Streets in the Making” award from NCAPA before the streetscape was even finished

# Other Examples

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Mitchell Silver, former Raleigh Planning Director and APA President, now Parks Director for NYC:

“Investing in streetscape project downtowns produces huge dividends. If done properly, downtown investment increases property values, it creates an authentic place for residents and visitors to experience and it offers housing and social options for young professionals and empty nesters looking for amenities in walking distance.

In downtown Raleigh, a \$10 million investment in Raleigh’s main street produced about \$3 billion in investment in 6 years.”

# Other Examples

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Randy Hemann, former Downtown Salisbury Director, now City Manager in Oxford:

“The investments the City has made in our downtown [Salisbury] streetscape have been hand in hand with private investment and have resulted in business growth, job creation, and an overall understanding that our downtown is a vibrant area that helps economic development in all areas of our City.”

“Since our 2001 master plan was adopted and we began addressing streetscape needs, we have seen over \$60 million in investment”