

Southend District Master Plan

Raleigh, NC

PROJECT DETAILS

Project Area: 60 acres, downtown
Client: City of Raleigh
Raleigh Urban Design
Center
Year Adopted: 2004
Website: http://www.raleighnc.gov/portal/server.pt/gateway/PTARGS_0_2_306_200_0_43/http%3B/pt03/DIG_Web_Content/project/public/livable_streets/cultural_convention.htm

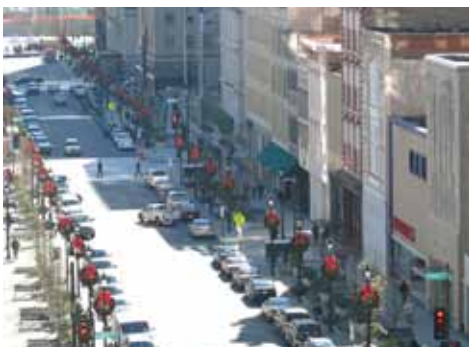
For more information, visit doverkohl.com.



A proposed view from State Highway 70 shows how new construction can create a sky-line that is pleasing from up close and afar.



Fayetteville Street, 2004. Prior to improvements, the street was closed to vehicular traffic and was organized as a pedestrian mall.



In 2007, Fayetteville Street re-opens to two-way vehicular traffic.



The Project

The Livable Streets Plan detailed a broad vision for the revitalization of Downtown Raleigh. The Southend District Master Plan reflects the spirit of the planning process, guiding principles, and revitalization strategies of the Livable Streets initiative. Dover-Kohl and HDR, Inc. led the project team with assistance from Hunter Interests Incorporated and Civitech, LLC.

The Process

To help facilitate active community involvement in the shaping of the Southend District Plan, The Downtown Raleigh Alliance organized and facilitated a series of focused meetings with the community. Hosted at the Raleigh Convention Center in Downtown Raleigh, the workshops provided ample time to "pin-up", review the working drawings, and gather citizen input.

Plan Principles

Critical actions included restoring the visual link between the State Capitol on the north end and the BTI Center for the Performing Arts on the south end of Fayetteville Street, and reopening it to two-way vehicular traffic from Davie to Lenoir Streets. Other recommendations promoted the continuation of public art, pedestrian access, signage and streetscape details from the Phase 1 design effort. A broad range of pedestrian activities will enliven the newly open street and activate adjacent public spaces. Similarly, Lenoir and South Streets should return to two-way traffic along the entire length to facilitate traffic flow yet maintain pedestrian designed urban spaces. Additionally, vacant lands and their adjacent public open spaces should have consistent plans for adaptation and improvement. Recommendations included developing an integrated urban design strategy for the remaining public open space in the Southend District.

Status

Fayetteville Street reopened in 2007 and is being extended to Lenoir Street as part of the Marriott Hotel project which opened in 2008. Lenoir and South Streets are being converted from one-way to two-way streets around the Convention Center, whose doors opened in September 2008. Per recommendations in the Master Plan, a public realm study has been funded to analyze pedestrian connectivity and quality of public spaces, including sidewalks as well as plazas and parks. Work was begun on the City Plaza, which replaces the old Convention Center plaza and is specifically designed for flexible programming (including closing the road for major events) in October 2008 and is scheduled to be completed later this year. Developers have also been selected for two key mixed-use sites, and numerous shops and restaurants have opened throughout the Southend District.

Maintaining the Streetview to the BTI Center for the Performing Arts

An important design objective for the planning team was to provide a visual link on the south to the BTI Center (now known as the Progress Energy Center for the Performing Arts). A series of renderings were created showing various options for the public open space at the southern terminus of Fayetteville Street. Each option featured a continuation of the 100' minimum clear space on the public road right-of-way, which was needed to extend the view.



Existing conditions of the BTI Center and public open space at the southern terminus of Fayetteville Street.



Illustrative Plan for the southern terminus of Fayetteville Street



Option 1 features a central, monumental plaza. Buildings, landscaping and public art help form—and are the focus of—the public space. Vehicular traffic is allowed to traverse across the center of the park to create an improved street network.



Option 2 highlights the monumentality of the BTI Center. The street and treeline provide a central axis to the building entrance, creating an imposing street-oriented view.