



## SOUTHEND DISTRICT MASTER PLAN, RALEIGH, NC

**60 acres**  
Project Area (downtown)

**2004**  
Design Adopted

### 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:

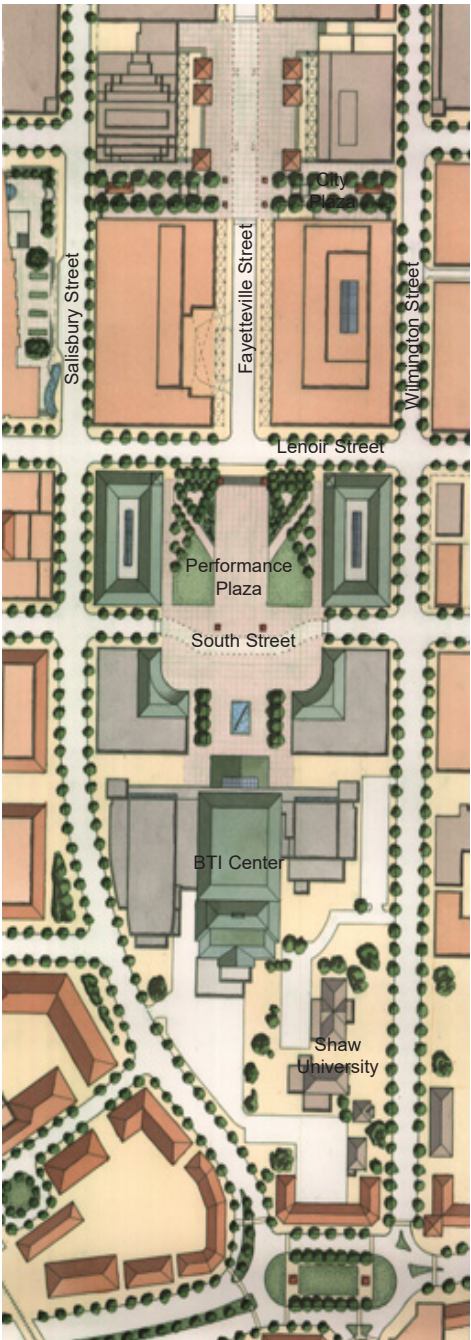
To help facilitate active community involvement in the shaping of the Southend District Plan, The Downtown Raleigh Alliance organized and facilitated a series of focused meetings with the community. Hosted at the Raleigh Convention Center in Downtown Raleigh, the workshops provided ample time to “pin-up”,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



Illustrative Plan for the southern terminus of Fayetteville Street



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.