



Downtown Design Projects

Town Council Work Session

June 22, 2021

Agenda

- Introductions
- Process overview
- Review & discuss schematic designs & smart parking
- Possible motions on key decision points

Process Overview

- Phase 1 – Initiation
 - Focus group meetings
 - Two-minute survey
- Phase 2 – Schematic Design
 - Tenant & owner meetings
 - Public workshops
 - **Town Council work session**
- Phase 3 – Design Development
- Phase 4 – Construction Documents
- Phase 5 – Estimates & Bidding



Schematic Design Review & Discussion

1. Saunders Lot
2. Commerce Street Alley
3. Seaboard Street Alley
4. Peak on Salem Alley
5. Salem Streetscape
6. Saunders Gathering Space
7. Smart Parking

Preview of Possible Motions

| Decision | Option 1 | Option 2 | Option 3 |
|----------------------------|------------------|----------------------|----------------------|
| Saunders Lot | Maximize Parking | Preserve Green | Stop Design/Redirect |
| Canopy | Include | Exclude | Explore Further |
| Commerce Street | Proceed | Stop Design/Redirect | |
| Relocate utilities | Include | Exclude | |
| Seaboard Street | Proceed | Stop Design/Redirect | |
| Relocate utilities | Include | Exclude | |
| Compactors | Purchase | Lease | |
| Peak on Salem Alley | Proceed | Stop Design/Redirect | |

Preview of Possible Motions

| Decision Point | Option 1 | Option 2 | Option 3 |
|---------------------------------|----------------------|-------------------------|----------------------|
| Salem Streetscape | Proceed with Parking | Proceed with Drop Zones | Stop Design/Redirect |
| Salem Streetscape | Proceed with Curb | Proceed with Curbless | Stop Design/Redirect |
| Smart trash cans | Purchase | Lease | Exclude |
| Signal upgrade | Include | Exclude | |
| Asphalt lanes | Include | Pavers | |
| Saunders Gathering Space | Proceed | Stop Design/Redirect | |
| Smart Parking | Proceed | Stop Design/Redirect | |
| Saunders Lot | Include | Exclude | |
| Seaboard (RR side) | Include | Exclude | |
| On-street | Include | Exclude | |
| Apex Baptist Church | Include | Exclude | |

Saunders Lot

SAUNDERS LOT

OPTION A:
MAXIMIZE PARKING

NET NEW: 178 SPACES

Original Parking Total: 240 spaces
Paved Areas + Leased Gravel Lot

Existing Spaces to Remain: 70 spaces
Paved

New Spaces Added: 348
Paved and/or Permeable

New Total Spaces: 418
Paved and/or Permeable Lot

Salem
Heritage
Plaza

HALLE Cultural
Arts Center

Scratch Kitchen &
Taproom

Two Old Birds

Common Grounds

Planned
Redevelopment

SAUNDERS LOT

OPTION B:

PRESERVE GREEN

NET NEW: 151 SPACES

Original Parking Total: 240 spaces

Paved Areas + Leased Gravel Lot

Existing Spaces to Remain: 80 spaces

Paved

New Spaces Added: 311

Paved and/or Permeable

New Total Spaces: 391

Paved and/or Permeable Lot

Salem
Heritage
Plaza

HALLE Cultural
Arts Center

Scratch Kitchen &
Taproom

Two Old Birds

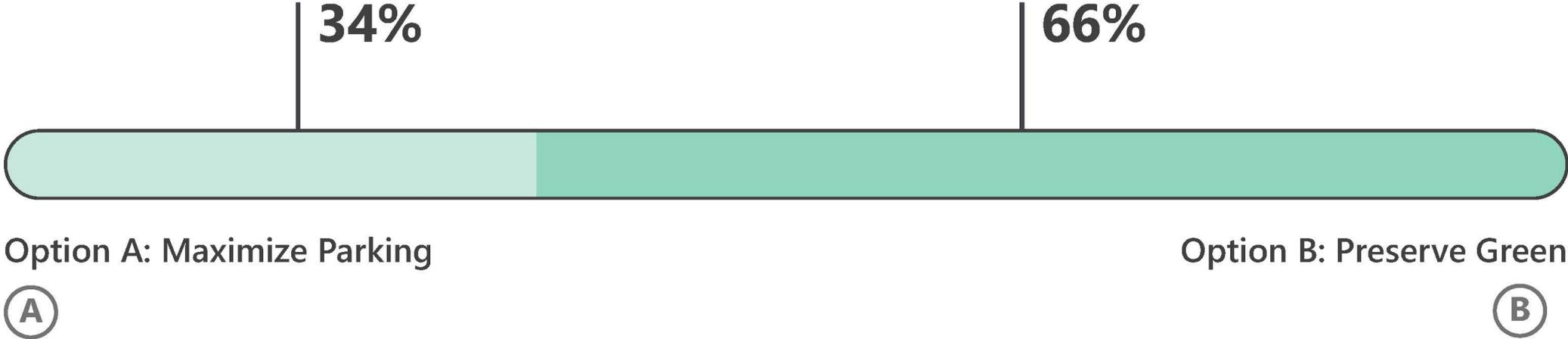
Common Grounds

Planned
Redevelopment

Q: WHICH SCHEMATIC PARKING LOT DESIGN DO YOU PREFER FOR THE SAUNDERS LOT?

Saunders Lot

Total respondents:
292



COMMENT THEMES SUMMARY

Saunders Lot



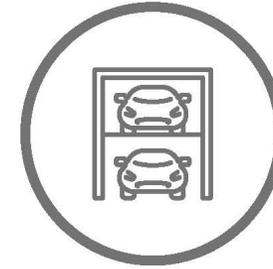
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DESIGN GREEN SPACE

Add design elements to the preserved area (in the "Preserve Green" alternative) to enhance this community space.

SUSTAINABILITY

Retain and implement the sustainability strategies (e.g. solar canopies, stormwater capture/reuse, EV charging).

SMART PARKING

Implement smart parking, but make sure it is user friendly and clear that parking is free.

PARKING DECK

Build a parking deck. It will provide the most parking, meet future needs, and can be built in a smaller footprint to preserve even more green.

TOTAL COMMENTS : 77

Saunders Lot Cost Estimate Summary

- **Construction***

- **A: Maximize Parking**

\$2,163,000

- **B: Preserve Green**

\$1,940,000

- **ROW & easements**

COST TBD

- **Options (equal for A & B)**

- **Solar Canopy****

\$760,000

Original CIP Allocation

\$1,200,000

*Includes 25% contingency, 5% escalation, and 10% CE&I

**Requires further discussion on use of power output/surplus power

Commerce Street

COMMERCE STREET

SCHEMATIC DESIGN

Rose & Lee's

Grow Preschool

Commerce Street

Saunders Street

Long Island Barbers

A Taste of Brooklyn Bakery

Currently Vacant 1st & 2nd Floors

Woolgin Real Estate Group

Local Fresh Ice Cream

Southern Home Crafts

Edward Jones

Salem Street Pub

Werking Design & Decor

The Provincial Restaurant

1st Floor - Carolina Custom Kitchen & Bath & Wake Remodeling & 2nd Floor Coworking Station

The Apex Gallery & Custom Framing

1st Floor - The Red Canvas

Salem Street

Chatham Street



Q: WHAT DO YOU THINK ABOUT THE SCHEMATIC DESIGN FOR COMMERCE STREET?

Commerce Street

Total respondents:
276

Average
76%



Hate It



Love It



COMMON THEMES FOR ALLEYS

Commerce Street



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ARTWORK

Eliminate the asphalt artwork/Implement the asphalt artwork.

SHADE

Provide cool, shaded spaces for people.

UTILITIES

Clean-up the utilities and consider going underground.

FUNCTIONALITY

Ensure the functional needs of businesses are a top priority.

CYCLING

Add elements to encourage and support cycling.

TOTAL COMMENTS : 116

COMMERCE-SPECIFIC THEMES

Commerce Street



+



TRASH CONSOLIDATION

Prioritize trash consolidation and containment - it creates visual and olfactory issues, and detracts from the investment in creating people places.

PEDESTRIAN IMPROVEMENTS

Complete pedestrian improvements for the full length of the alleyway.

TOTAL COMMENTS : 116

Commerce Street Cost Estimate Summary

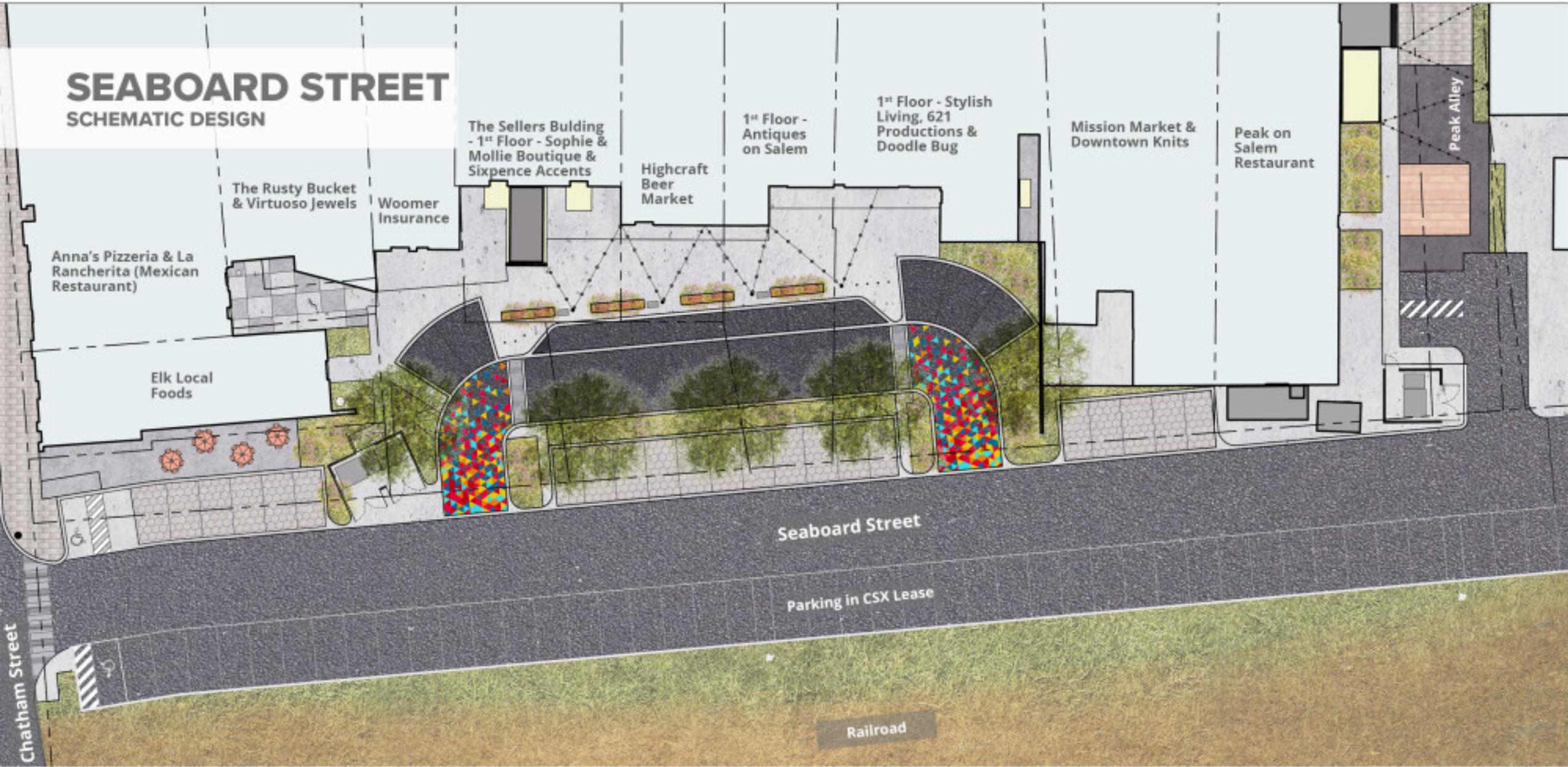
| | |
|--|---------------------------|
| • Construction* | \$178,000 |
| • ROW & easements** | \$130,000 |
| • Options | |
| ○ Relocate dry utilities | \$128,000 |
| <i>Grand total all alleyways combined</i> | <i>\$1,778,000</i> |
| <i>CIP allocation for all alleyways</i> | <i>\$500,000</i> |

*Includes 25% contingency, 5% escalation, and 10% CE&I

**Excludes administrative costs of acquisition

Seaboard Street

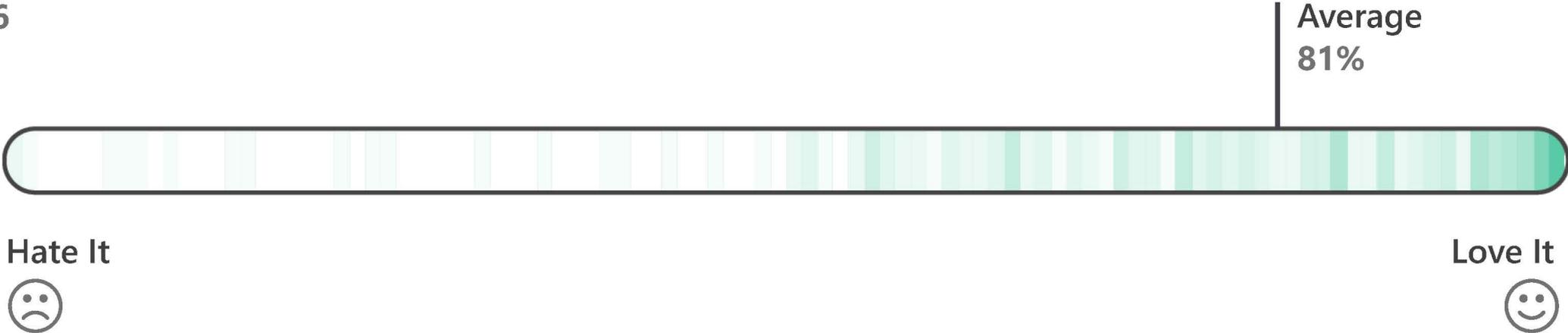
SEABOARD STREET SCHEMATIC DESIGN



Q: WHAT DO YOU THINK ABOUT THE SCHEMATIC DESIGN FOR SEABOARD STREET?

Seaboard Street

Total respondents:
276



COMMON THEMES FOR ALLEYS

Seaboard Street



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ARTWORK

Eliminate the asphalt artwork/Implement the asphalt artwork.

SHADE

Provide cool, shaded spaces for people.

UTILITIES

Clean-up the utilities and consider going underground.

FUNCTIONALITY

Ensure the functional needs of businesses are a top priority.

CYCLING

Add elements to encourage and support cycling.

TOTAL COMMENTS : 98

SEABOARD-SPECIFIC THEMES

Seaboard Street



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MORE GREEN

Implement the green elements (ornamental trees, pollinator bioswales, planters, permeable pavers).

MIX OF SPACE

Be cautious about the safety and practical aspects of mixing gathering spaces and functional spaces.

LESS PARKING

Expand the space for gathering and eliminate some of the parking.

FOOD TRUCKS

Plan on space for food trucks.

HISTORICAL

Incorporate design elements or themes that capture the history of the area.

ALLEY ACCESS

Work with business and property owners to understand their needs and evaluate back-door access for customers.

TOTAL COMMENTS : 98

Seaboard Street Cost Estimate Summary

| | |
|--|---------------------------|
| • Construction* | \$743,000 |
| • ROW & easements** | \$202,000 |
| • Options | |
| ○ Relocate dry utilities | \$192,000 |
| ○ Compactor purchase | \$70,000 |
| | |
| <i>Grand total all alleyways combined</i> | <i>\$1,778,000</i> |
| <i>CIP allocation for all alleyways</i> | <i>\$500,000</i> |

*Includes 25% contingency, 5% escalation, and 10% CE&I

**Excludes administrative costs of acquisition & expansion of CSX lease area

Peak on Salem Alley

PEAK ALLEY
SCHEMATIC DESIGN
AFTER



Q: HOW DO YOU FEEL ABOUT THE PEAK ALLEY SCHEMATIC DESIGN?

Peak on Salem Alley

Total respondents:
237

Average
82%



Hate It


Love It


COMMENT THEMES SUMMARY

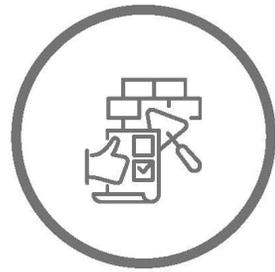
Peak on Salem Alley



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ENTERTAINMENT

Add the stage – more places like this are needed for entertainment and gathering.

STAGE NOISE

Remove the stage – it will create too much noise for residential areas.

IMPROVEMENTS

Implement improvements as shown.

AREA DESIGN

Leave the design of this area up to the private property owner.

BLOCK CAR TRAFFIC

Block through traffic as shown – this is a dangerous location for calls to pull onto Salem Street.

WATER FEATURE

Add a water feature.

TOTAL COMMENTS : 59

Peak on Salem Cost Estimate Summary

| | |
|---|--------------------|
| • Construction* | \$91,000 |
| • ROW & easements** | \$44,000 |
| <i>Grand total all alleyways combined</i> | <i>\$1,778,000</i> |
| <i>CIP allocation for all alleyways</i> | <i>\$500,000</i> |

*Includes 25% contingency, 5% escalation, and 10% CE&I

**Excludes administrative costs of acquisition

Salem Streetscape

Long Island Barbers

SALEM STREET

OPTION A:

VERTICAL CURB WITH DROP ZONES

A Taste of Brooklyn Bakery

Currently Vacant 1st & 2nd Floors

Woolgin Real Estate Group

Local Fresh Ice Cream

Edward Jones

Southern Home Crafts

Salem Street Pub

Werking Design & Decor

The Provincial Restaurant

1st Floor - Carolina Custom Kitchen & Bath & Wake Remodeling & 2nd Floor Co-working Station

The Apex Gallery & Custom Framing

1st Floor - The Red Canvas

Saunders Street

Salem Street

Anna's Pizzeria & La Rancherita (Mexican Restaurant)

The Rusty Bucket & Virtuoso Jewels

Woomer Insurance

The Sellers Building - 1st Floor - Sophie & Mollie Boutique & Sixpence Accents

Highcraft Beer Market

1st Floor - Antiques on Salem

1st Floor - Stylish Living, 621 Productions & Doodle Bug

Mission Market & Downtown Knits

Peak on Salem Restaurant

Peak Alley

Long Island Barbers

SALEM STREET

OPTION B: CURBLESS WITH PARKING

A Taste of Brooklyn Bakery

Currently Vacant 1st & 2nd Floors

Woolgin Real Estate Group

Local Fresh Ice Cream

Southern Home Crafts

Edward Jones

Salem Street Pub

Werking Design & Decor

The Provincial Restaurant

1st Floor - Carolina Custom Kitchen & Bath & Wake Remodeling & 2nd Floor Co-working Station

The Apex Gallery & Custom Framing

1st Floor - The Red Canvas

Saunders Street

Salem Street

Anna's Pizzeria & La Rancherita (Mexican Restaurant)

The Rusty Bucket & Virtuoso Jewels

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Mission Market & Downtown Knits

Peak on Salem Restaurant

Peak Alley

Long Island Barbers

SALEM STREET

OPTION C: CURBLESS WITH DROP ZONES

A Taste of Brooklyn Bakery

Currently Vacant 1st & 2nd Floors

Woolgin & Real Estate Group

Local Fresh Ice Cream

Southern Home Crafts

Edward Jones

Salem Street Pub

Werking Design & Decor

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Mission Market & Downtown Knits

Peak on Salem Restaurant

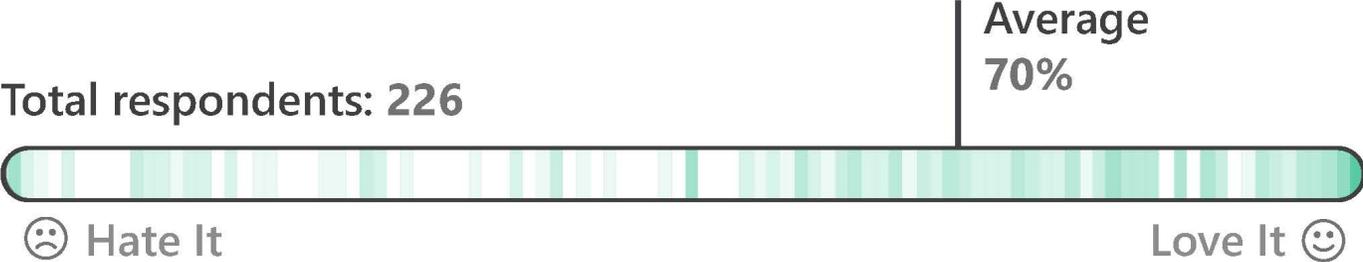
Peak Alley

Q: HOW DO YOU FEEL ABOUT THE SCHEMATIC DESIGN OPTIONS FOR SALEM STREET?

Salem Streetscape

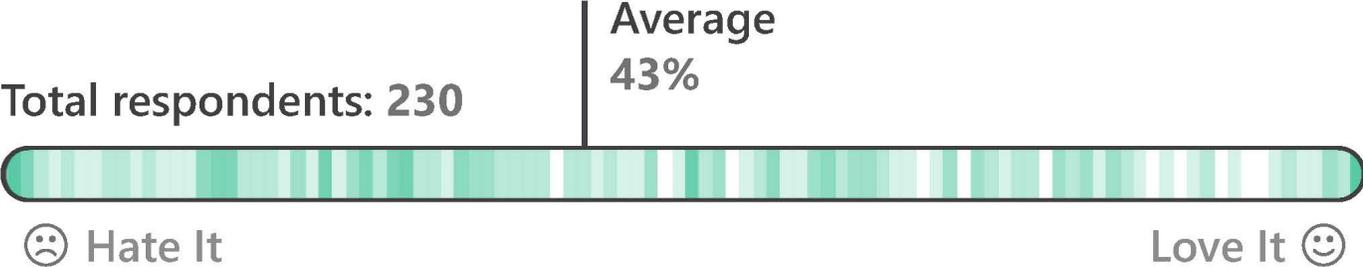
Option A:

Vertical Curb with Drop Zones



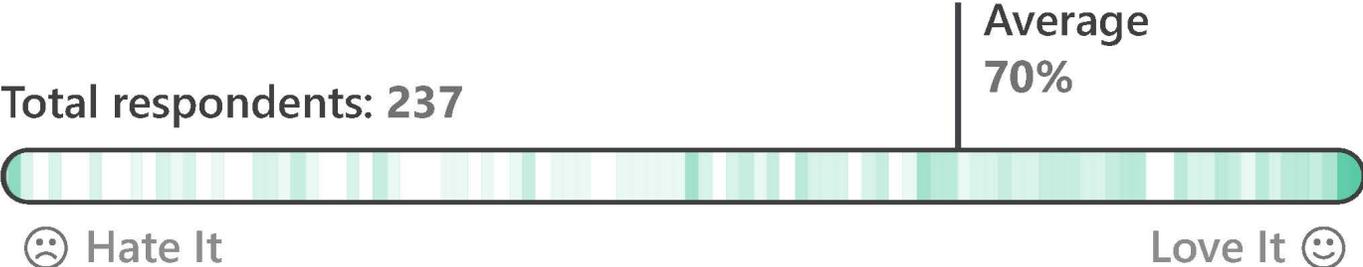
Option B:

Curbless with Parking Option



Option C:

Curbless with Drop Zones



GENERAL THEMES

Salem Streetscape



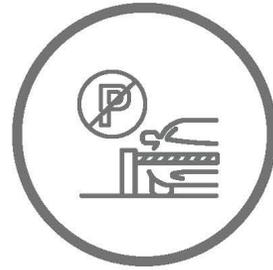
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LOCAL BUSINESSES

Do not implement substantial changes that will disturb businesses after a difficult year.

MAKE IT HAPPEN

Make this happen as soon as possible!

STREETSCAPE ENHANCEMENTS

Continue streetscape enhancements to Center Street or it will discourage people from visiting businesses.

SALEM TRAFFIC

Close Salem Street to traffic/keep Salem Street open to traffic.

MAINTENANCE

Develop a plan for maintenance.

TOTAL COMMENTS : 111

PARKING THEMES

Salem Streetscape



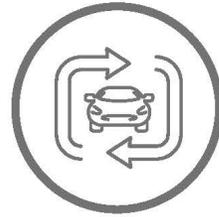
NO PARKING REMOVAL

Do not remove any parking. It is vital to businesses.



PARKING REDUCTION

Reduce parking as shown – it balances the need for additional space for dining and gathering with the need for easily-accessible spaces for shops. Placement is appropriate. Some parking is needed to bring activity to the street, otherwise it will feel desolate during times when there aren't many pedestrians.



DROP ZONES ONLY

Eliminate all parking except the drop zones. Parking contributes to crashes, slows traffic, impacts the pedestrian environment, and detracts from the overall design. Parking also conflicts with cyclists, creates sight line issues, and makes it difficult to see businesses.



LIMITED PARKING

If parking is maintained, it should be with the curbed option only.



SHIFT DROP ZONES

Shift drop zones to opposite ends of the street.



DROP ZONES ENFORCEMENT

Make sure time limitations for drop zones are enforced.



MORE DROP ZONES

Add 1-3 more drop zone areas – these will be vital.

CURB VS. CURBLESS THEMES

Salem Streetscape

Implement the Curbed Option
as it is perceived to:



FEEL OPEN

Feel more open given the need for extensive bollards and fixed features with the curbless alternative.



MANAGE STORMWATER

Better handle stormwater.



IMPROVE SAFETY

Improve safety and discourage jay-walking.



REDIRECT CARS

Effectively redirect cars onto the road.

Implement the Curbless Option
as it is perceived to:



BE FLEXIBLE

Add flexibility for festivals and events.



IMPROVE ACCESSIBILITY

Increase accessibility.



PRIORITIZE PEDESTRIANS

Improve the pedestrian feel of the corridor.

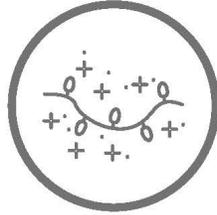
DESIGN ELEMENTS THEMES

Salem Streetscape



KEEP FEATURES

Keep the permeable pavers, soil cells, shade for pedestrians, street trees, lighting, and the expansion of the outdoor gathering/dining spaces.



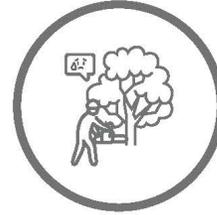
STRING LIGHTS

Eliminate string lights as the strings will be ugly during the day and when bulbs go out.



TABLES LOCATION

Reconsider at least some of the counter-height tables, especially since they are facing and adjacent to traffic.



REDUCE STREET TREES

Reduce the number of trees. People like to see the buildings and they create a maintenance issue.



MORE CYCLING

Add sharrows or bike lanes, more space for bicycle parking and locking, and make sure pavers are bicycle friendly.



DECORATIVE POSTS

Use decorative signal posts.



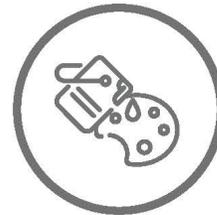
NATIVE TREES

Carefully select the trees and use native species.



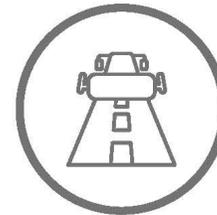
MORE CROSSWALKS

Raise crosswalks to slow cars. Add a mid-block crossing if cars are slowing down and parking is removed.



PAVER COLORS

Select a different paver – it is too grey and people will miss the color from the existing brick pavers.



PAVED ROADWAY

Maintain a paved roadway instead of using pavers. Pavers create a mall feeling instead of a downtown.

Salem Streetscape Cost Estimate Summary

| | |
|---|---------------------------|
| • Construction* | |
| ○ A: Vertical Curb with Drop Zones | \$1,470,000 |
| ○ B: Curbless with Parking | \$1,979,000 |
| ○ C: Curbless with Drop Zones | \$1,943,000 |
| • ROW & easements | \$15,000 |
| • Options (equal for A, B, and C) | |
| ○ Smart trash can** | \$59,000 |
| ○ Chatham Street signal upgrade | \$200,000 |
| ○ Asphalt travel lanes | (\$176,000) |
| ○ Lighting color & control | \$60,000 |
| <i>Original CIP Allocation</i> | <i>\$2,500,000</i> |

*Includes 25% contingency, 5% escalation, and 10% CE&I

**Excludes administrative costs

Saunders Street Gathering Space

SAUNDERS STREET GATHERING SPACE

SCHEMATIC DESIGN
FINALLY FRIDAY EVENT
AFTER



Q: HOW DO YOU FEEL ABOUT THE SAUNDERS STREET GATHERING SPACE SCHEMATIC DESIGN?

Saunders Street Gathering Space

Total respondents:
240

Average
80%



Hate It


Love It


COMMENT THEMES SUMMARY

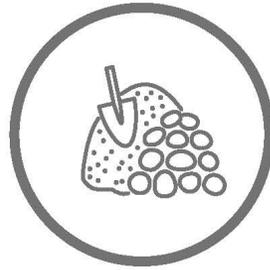
Saunders Street Gathering Space



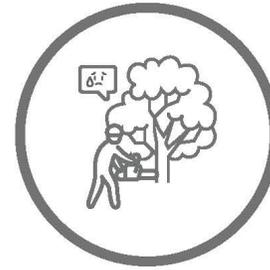
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MURAL

Install the mural exactly as shown/Use a more traditional color palette/Keep the message but change the art/ Allow the public to vote on the murals.

LENDING LIBRARY

Keep the lending library – this is an important element of small town charm.

ROCK GARDEN

Keep the rock garden/eliminate the rock garden.

KEEP TREES

Keep the existing tree and add even more green. New trees will take a long time to reach this size. This specific tree is part of the Apex nostalgia and the location is the site of many memories.

MORE GREEN

Eliminate some of the games in favor of more green.

TOTAL COMMENTS : 73

COMMENT THEMES SUMMARY

Saunders Street Gathering Space



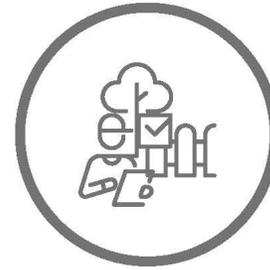
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SPACE FOR PEOPLE

Implement all changes that allow this space to be used for people.

SPACE FOR PARKING

Use this space for more parking.

PROGRAM EVENTS

Program events for the new gathering space.

MAINTENANCE

Develop a plan for maintenance. Especially if movable/ loose pieces are implemented and string lights are incorporated.

WATER FEATURE

Add a water feature.

TOTAL COMMENTS : 73

Saunders Street Gathering Space Cost Estimate Summary

- **Construction*** **\$202,000**
- **ROW & easements** **\$0**

No separate CIP allocation identified. Proposed add-on to Salem Streetscape.

*Includes 25% contingency, 5% escalation, and 10% CE&I

Q: IF A MOBILE-FRIENDLY APP WAS AVAILABLE TO SHARE PARKING AVAILABILITY IN DOWNTOWN APEX, HOW LIKELY WOULD YOU BE TO USE IT ON A REGULAR BASIS?

Smart Parking

Total respondents:
267

Average
63%



Not Very Likely



Highly Likely



Smart Parking

- **Construction***

- **Primary option: Saunders Lot** **\$17,000-\$31,000**

- **Options**

- **A: Saunders + Seaboard (RR only)** **\$31,000 - \$60,000**
- **B: Saunders + Seaboard + On-Street** **\$72,000 - \$125,000**
- **C: Apex Baptist Church (add-on)** **\$32,000 - \$56,000**

No separate CIP allocation identified.

*Excludes potential cost of easements/lease agreements and utility coordination/relocation; price range reflects variability in systems and technology.

Possible Motions

| Decision | Option 1 | Option 2 | Option 3 |
|----------------------------|------------------|----------------------|----------------------|
| Saunders Lot | Maximize Parking | ★ Preserve Green | Stop Design/Redirect |
| Canopy | Include | ★ Exclude | Explore Further |
| Commerce Street | ★ Proceed | Stop Design/Redirect | |
| Relocate utilities | ★ Include | Exclude | |
| Seaboard Street | ★ Proceed | Stop Design/Redirect | |
| Relocate utilities | ★ Include | Exclude | |
| Compactors | Purchase | ★ Lease | |
| Peak on Salem Alley | ★ Proceed | Stop Design/Redirect | |

★ Project team recommendation

Possible Motions

| Decision Point | Option 1 | Option 2 | Option 3 |
|---------------------------------|------------------------|-------------------------|----------------------|
| Salem Streetscape | ★ Proceed with Parking | Proceed with Drop Zones | Stop Design/Redirect |
| Salem Streetscape | ★ Proceed with Curb | Proceed with Curbless | Stop Design/Redirect |
| Smart trash cans | Purchase | ★ Lease | Exclude |
| Signal upgrade | ★ Include | Exclude | |
| Asphalt lanes | Include | ★ Pavers | |
| Lighting control | ★ Include | Exclude | |
| Saunders Gathering Space | ★ Proceed | Stop Design/Redirect | |
| Smart Parking | ★ Proceed | Stop Design/Redirect | |
| Saunders Lot | ★ Include | Exclude | |
| Seaboard (RR side) | ★ Include | Exclude | |
| On-street | Include | ★ Exclude | |
| Apex Baptist Church | Include | ★ Exclude | |

★ Project team recommendation