

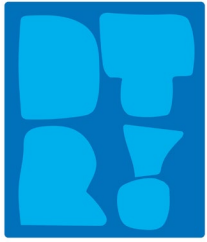
Welcome!



presents

**DOWNTOWN
BIGDREAM**

Community Forum & Conversation



This **BIG DREAM** forum is connected to the **Downtown Raleigh Economic Development Strategy**

The areas of focus for this work include:

A
RETAIL
STRATEGY

for downtown with a focus on activating the Fayetteville Street corridor

Strategic positioning of the

DOWN TOWN OFFICE MARKET

Opportunities for supporting a thriving

MINORITY- & WOMEN-OWNED BUSINESS COMMUNITY

CATALYTIC PROJECTS

to stimulate and grow Downtown Raleigh's economy

Foundations for success

We've heard
loud and clear

Safety, cleanliness, small business support and **collaboration** between the City of Raleigh and the public are non-negotiable priorities for the success of downtown.

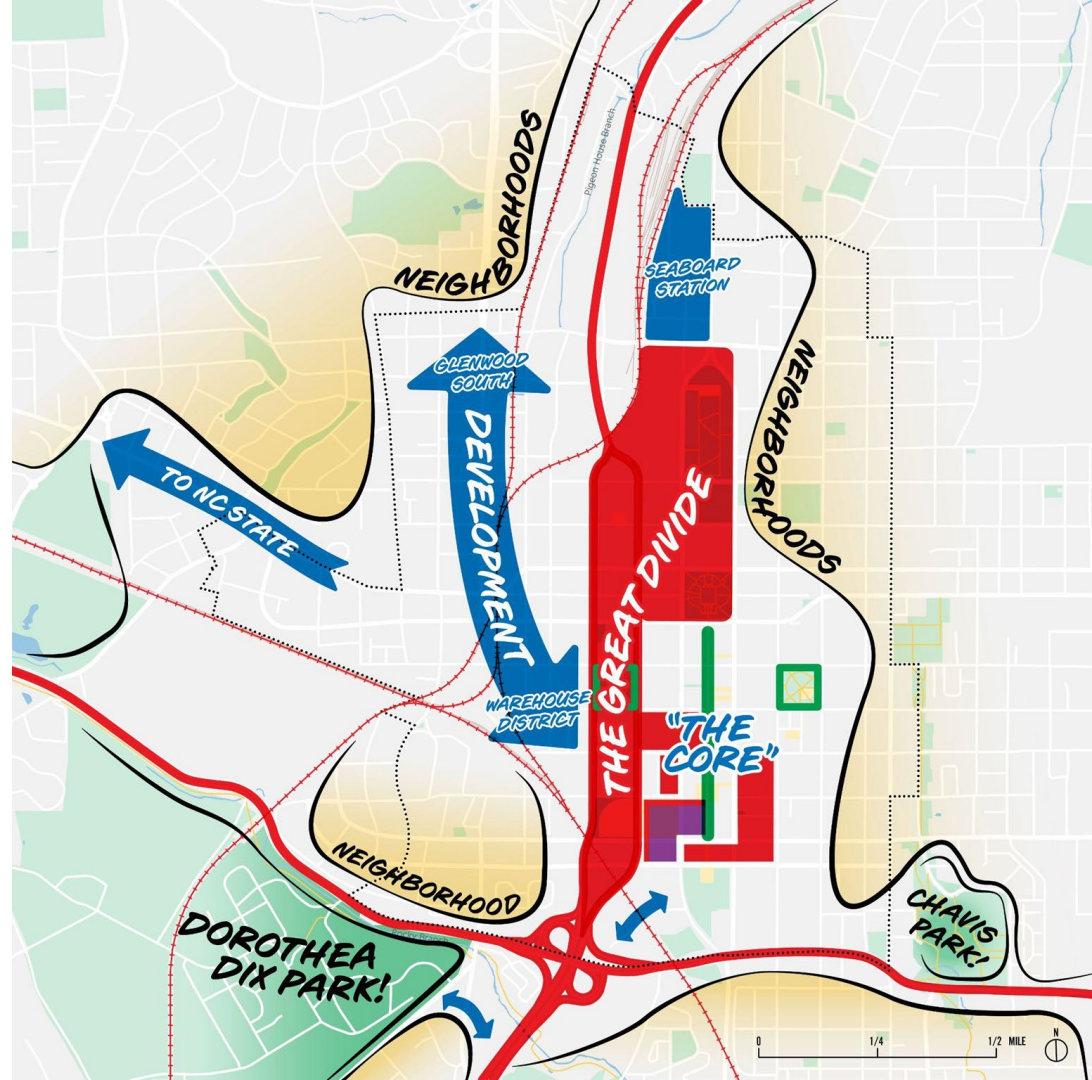


The big ideas presented here are an opportunity to talk about your hopes and dreams for the future. Please share your thoughts and your own ideas for how to make Downtown more vibrant.

Downtown is unique but also disconnected. New investment is happening but not equally across Downtown.

**What can help Downtown become more vibrant?
How would you like to see Downtown improved?**

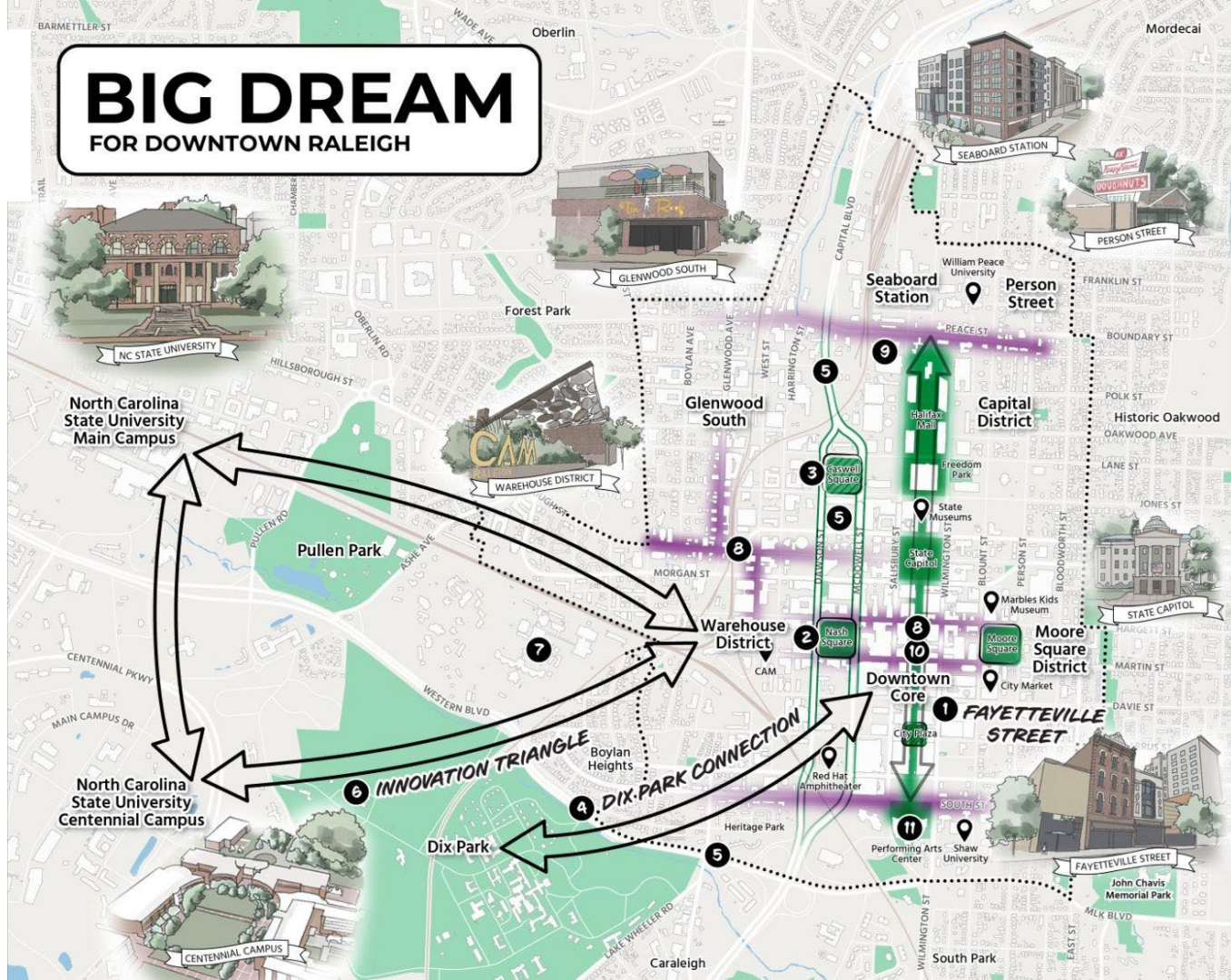
This is why we are here tonight



There are currently

16

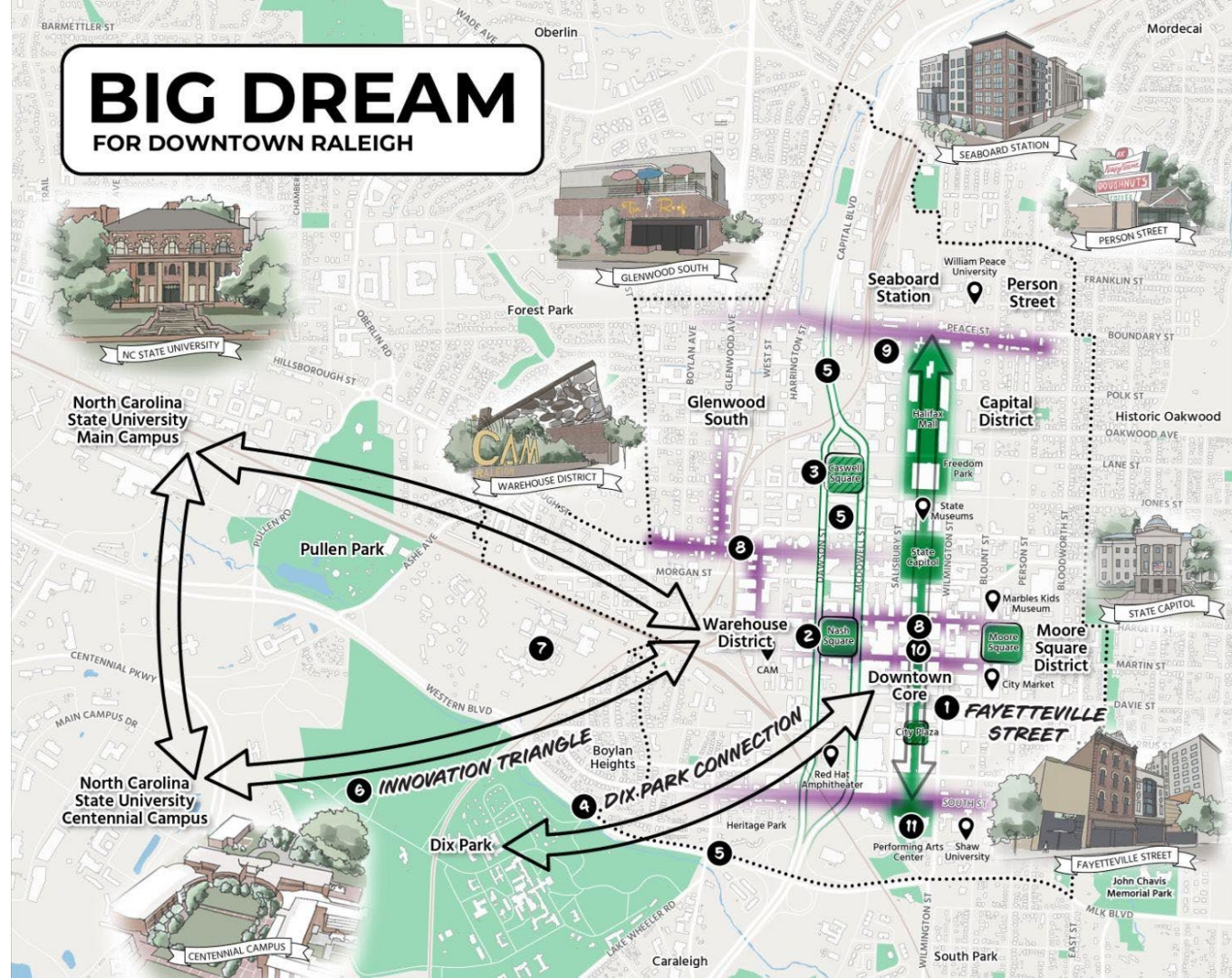
Big Ideas to connect and enliven Downtown Raleigh



We need your help:

What is most important to you?

What ideas are missing?

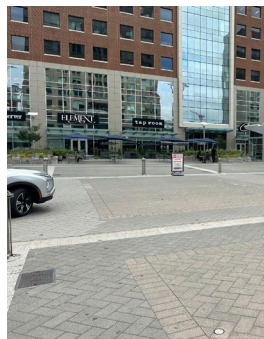
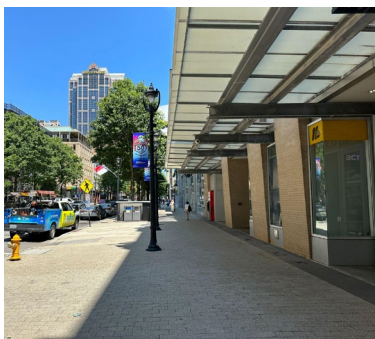
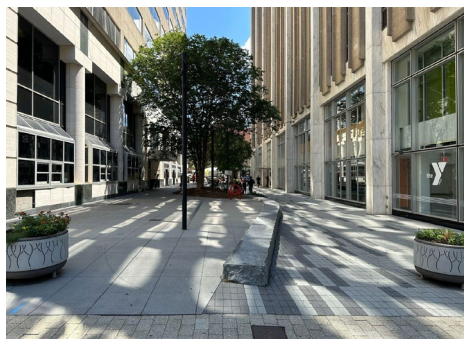
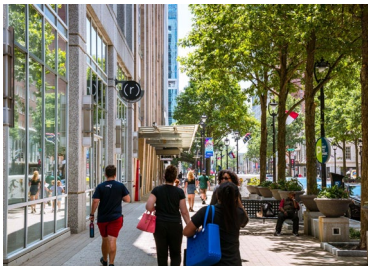


Let's begin:

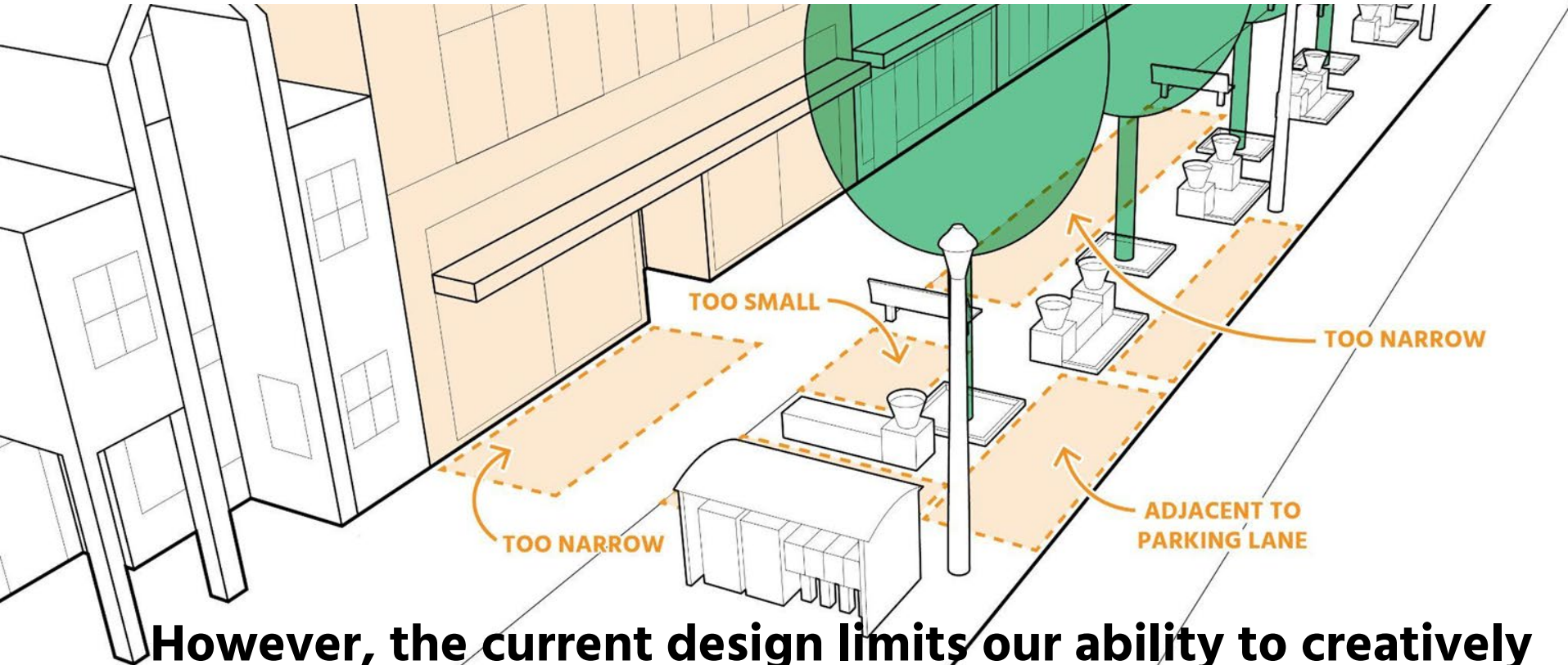
1



Redesign Fayetteville Street and City Plaza to allow for more year-round activity



“Fayetteville’s wide sidewalks are what sets it apart”

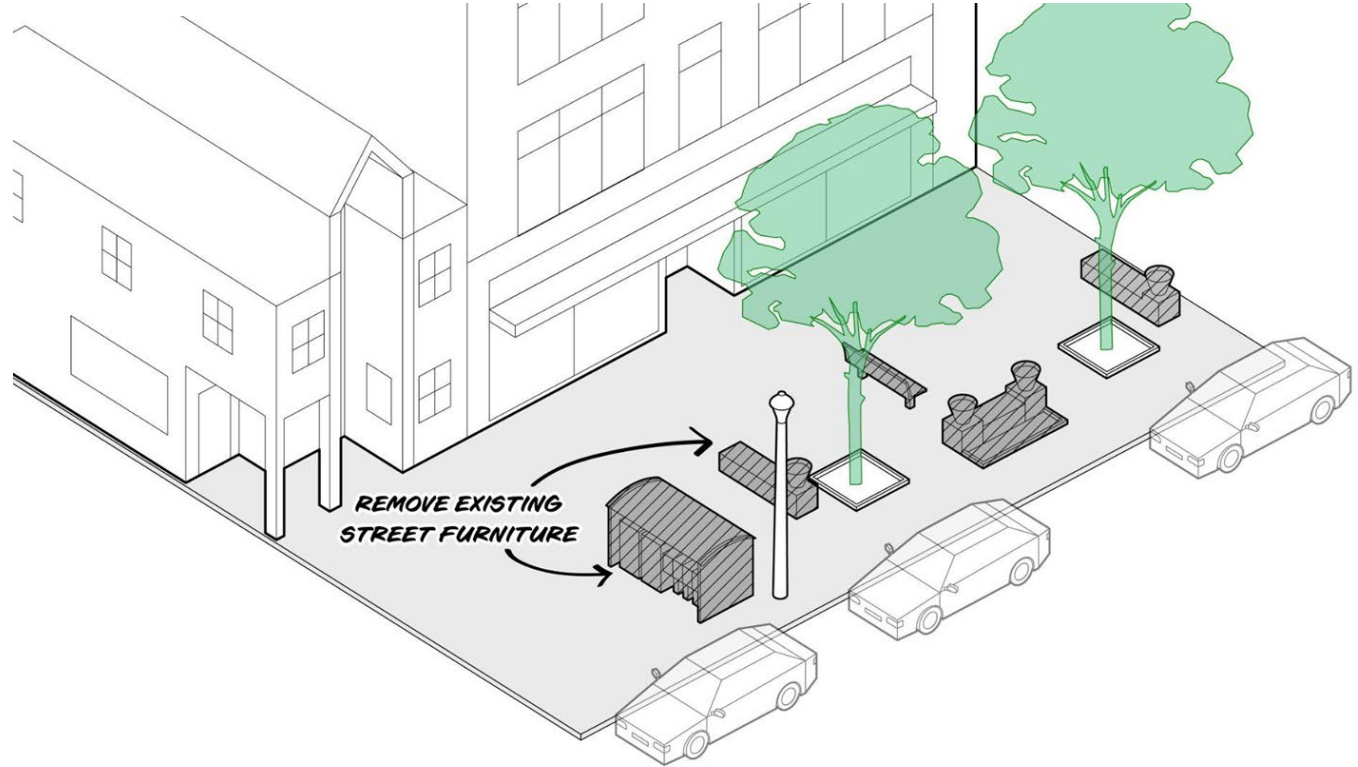


However, the current design limits our ability to creatively use these wide sidewalks even for outdoor dining

1

Redesign Fayetteville Street and City Plaza

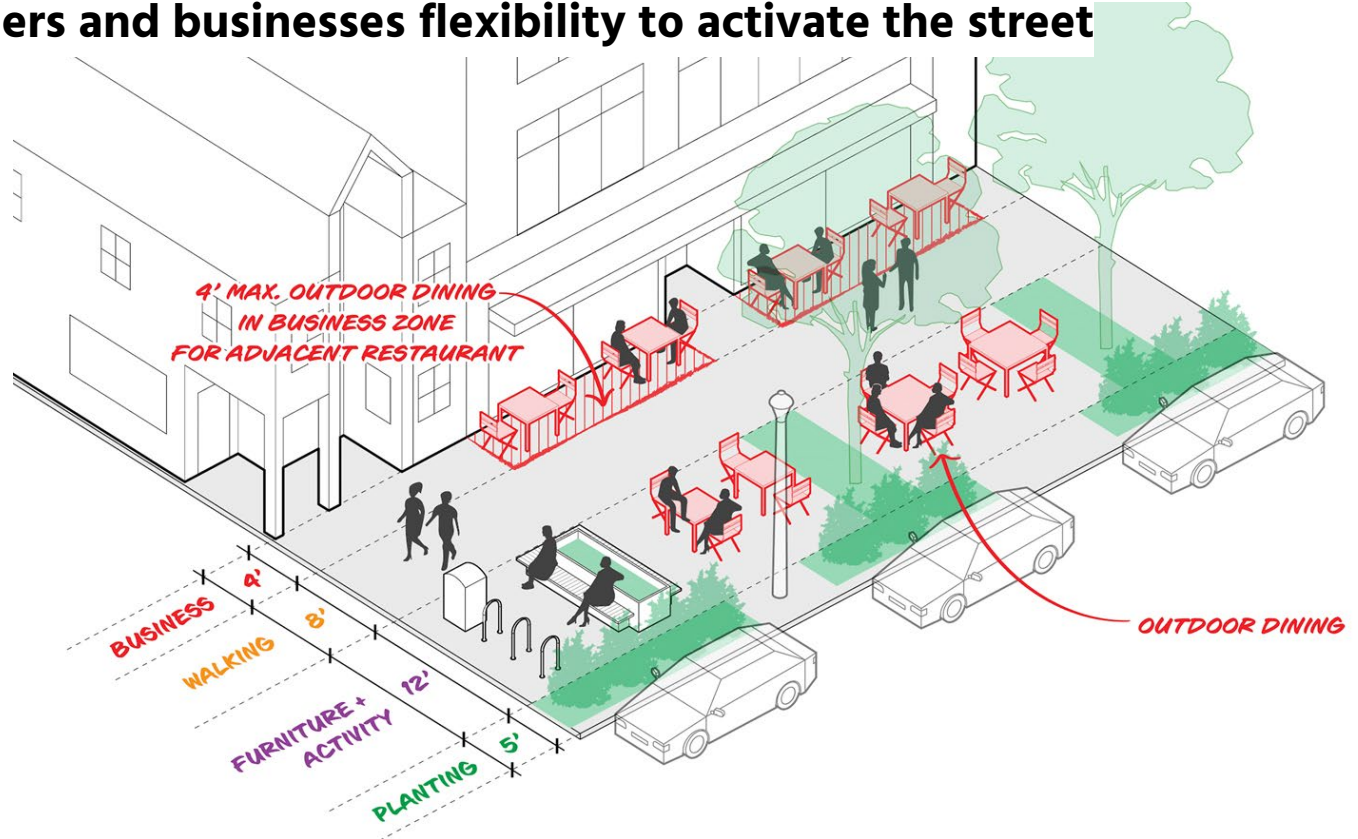
Step 1: Remove to activate



1

Redesign Fayetteville Street and City Plaza

Step 2: Encourage activity and support adjacent businesses, allowing property owners and businesses flexibility to activate the street

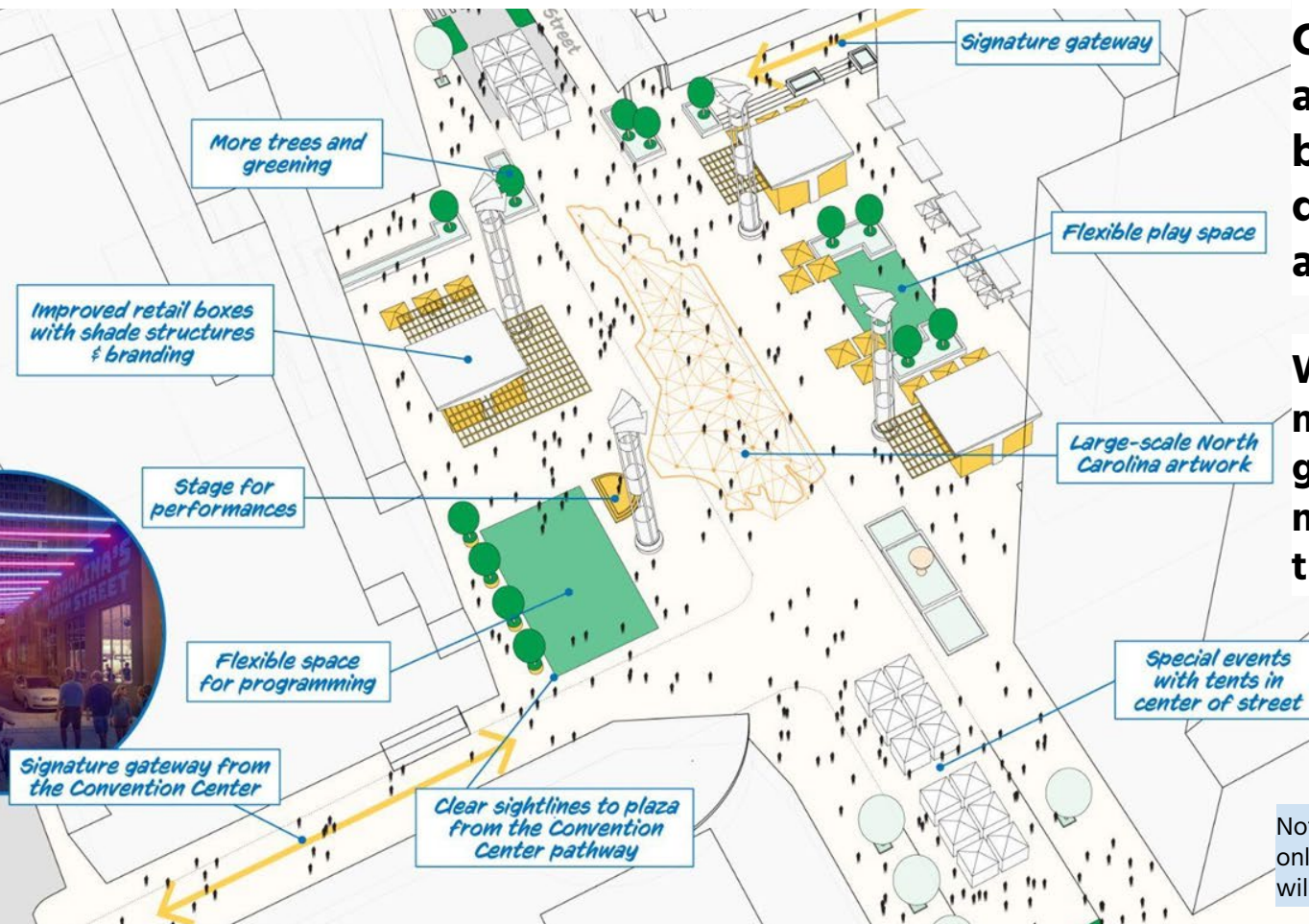


1

Redesign Fayetteville Street and City Plaza



1 Redesign Fayetteville Street and City Plaza



City Plaza needs a refresh to better support day to day activity

What if we bring more shade, more green space and more art to enliven the plaza?

Note: For illustrative purposes only. The redesign of City Plaza will require further refinement.

2 Redesign Nash Square as a more dynamic public space



Civic Campus
Redevelopment

New Mixed-Use Office
Redevelopment

Nash Square
4 acres

REFRESH NASH SQUARE
LANDSCAPING & FURNISHINGS

PROVIDE SPACE FOR ACTIVE
RECREATION

New Mixed-Use Residential
Redevelopment

3

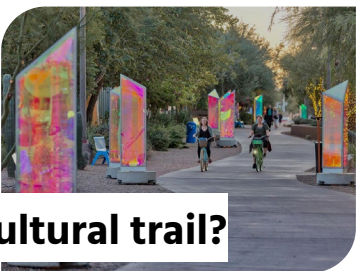
Reclaim Caswell Square as open space



It was originally planned as one of the original Downtown squares



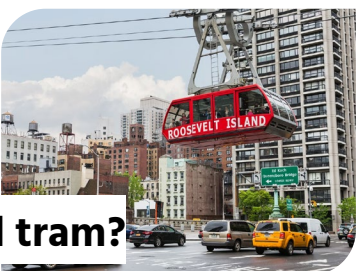
4 Create a bold connection between the downtown core and Dix Park



Art/cultural trail?



Aerial bridge?

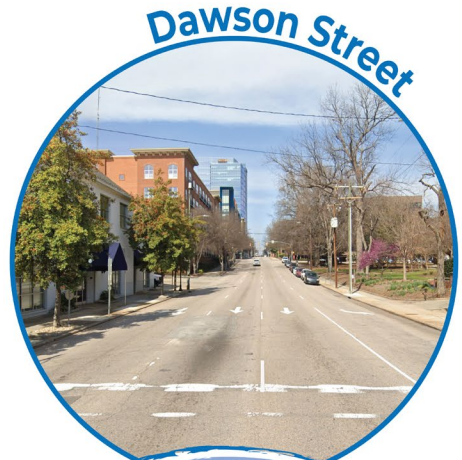


Aerial tram?

How can we connect downtown destinations?

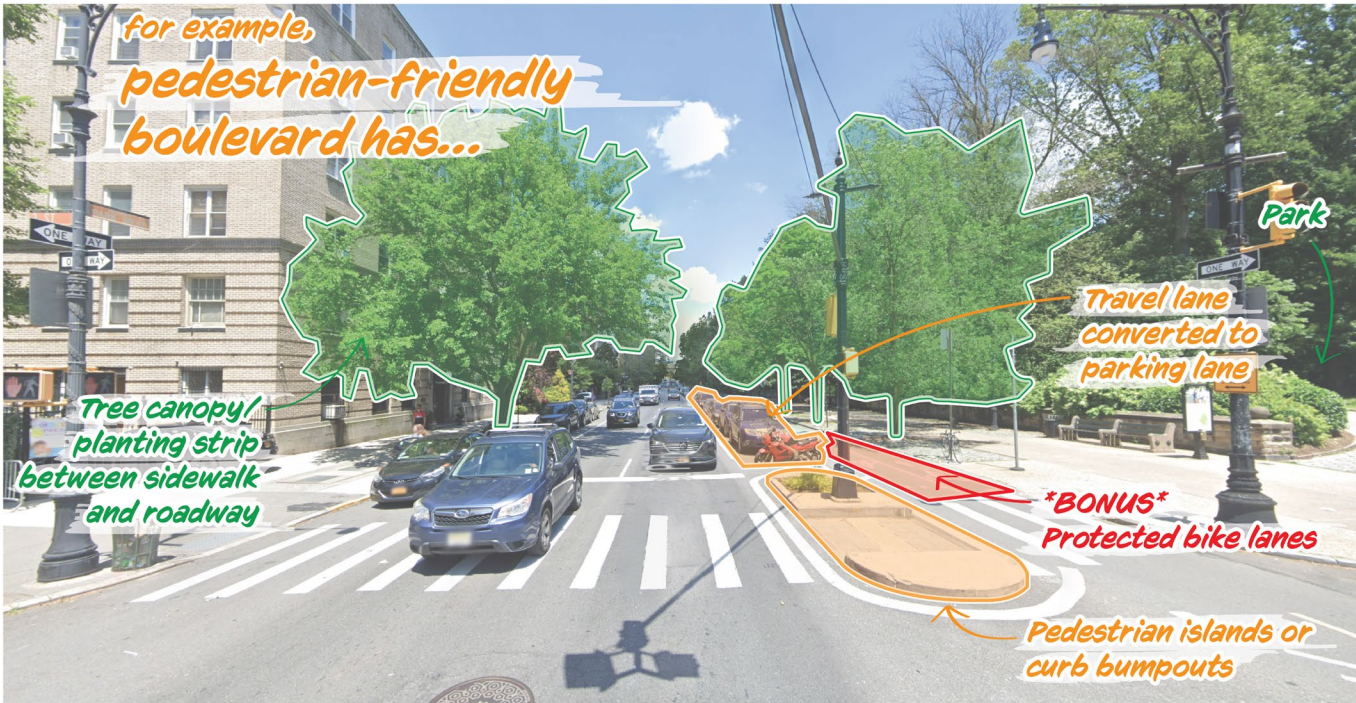


5 Make downtown's major thoroughfares greener and more pedestrian-friendly



I-40 has the same number of travel lanes as parts of Dawson St. and McDowell St., but carries **5-6 times** the amount of daily traffic.

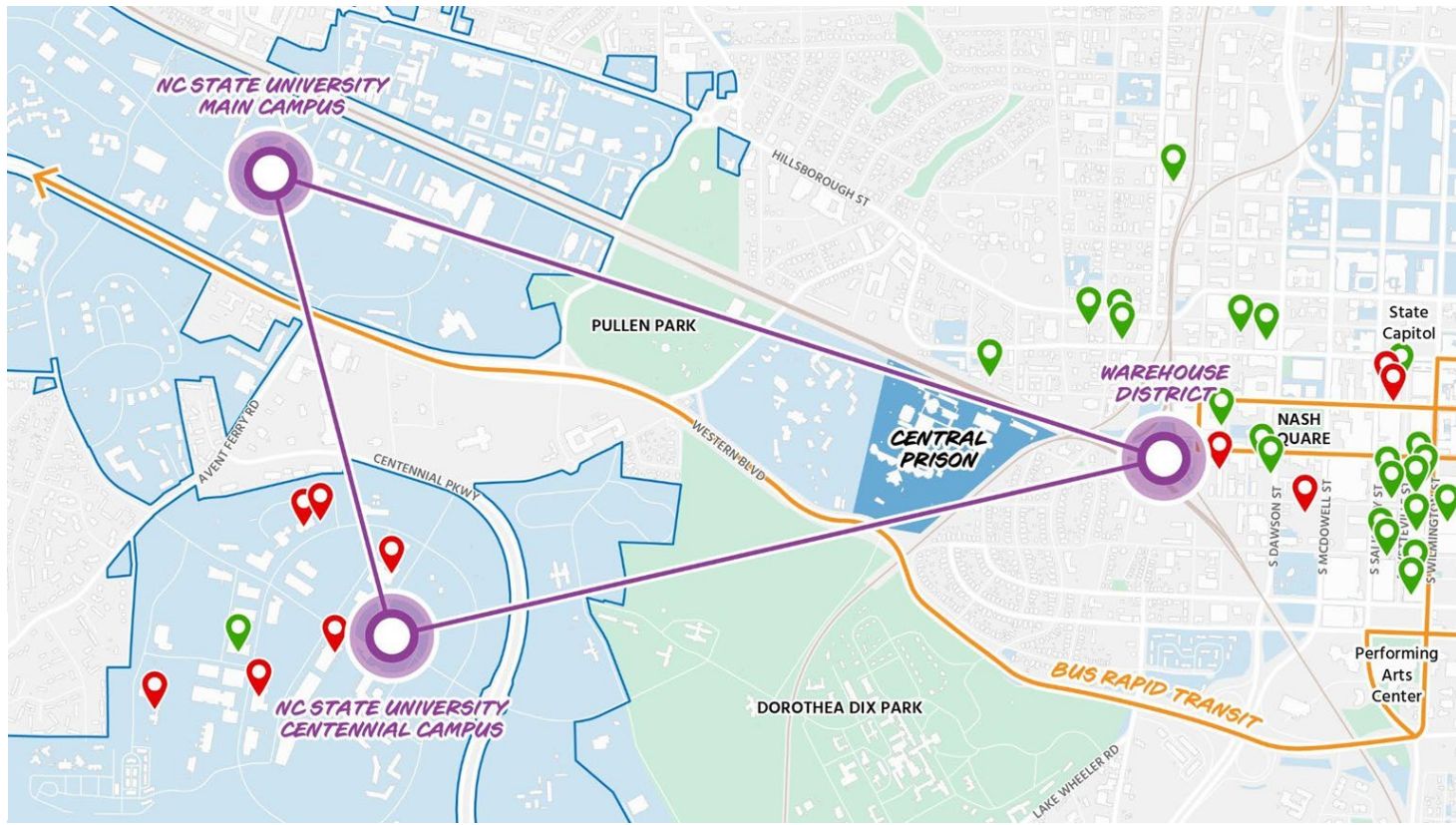
Dawson and McDowell Streets, and Western/MLK and Capitol Boulevards could be better urban boulevards



6 Create a life sciences “Innovation Triangle” to bring new companies and jobs to Downtown Raleigh

Make a physical connection between the Warehouse District, NC State’s Main Campus and Centennial Campus

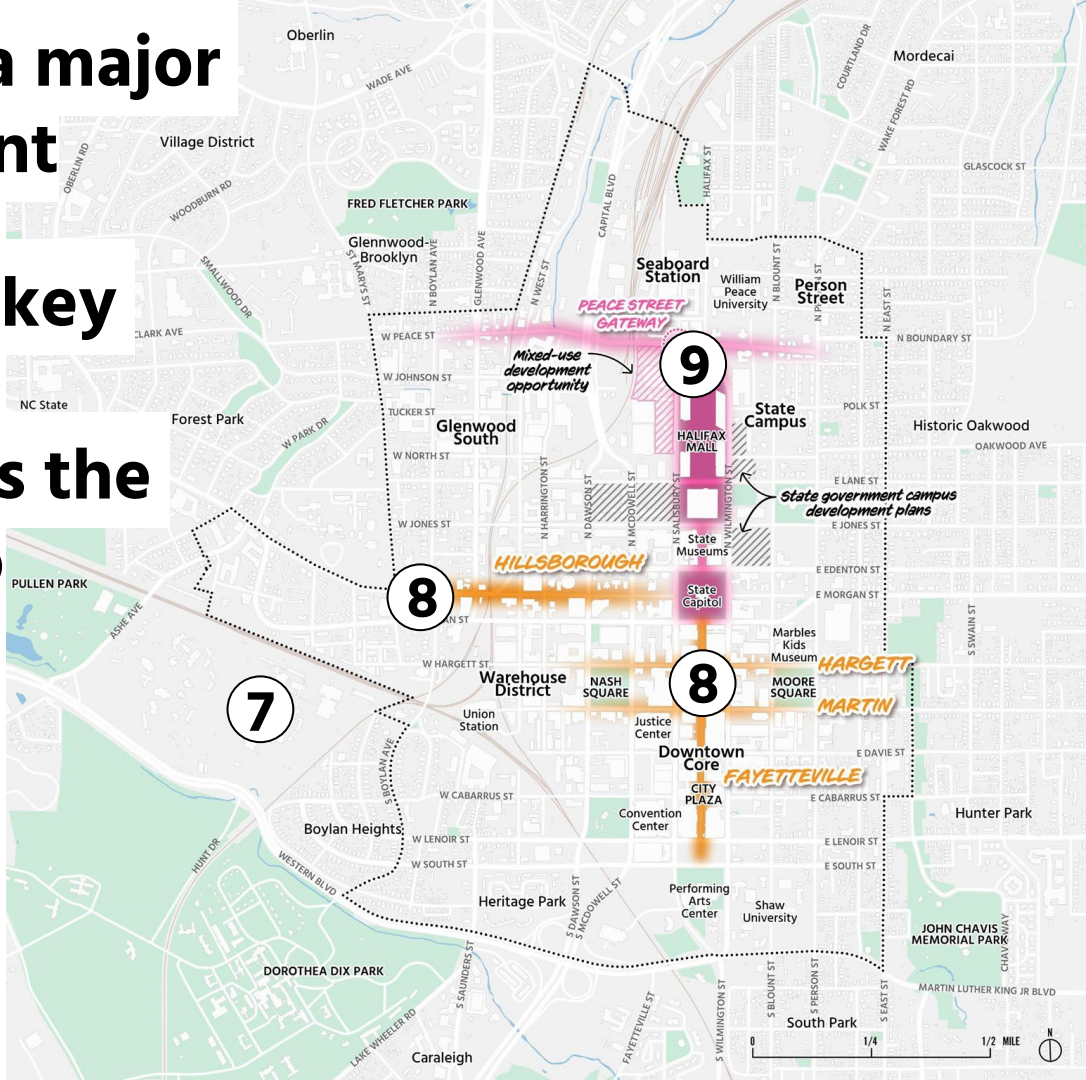
- Publicly-Owned Parcels
- NC State University Campus
- BioTech Research & Development Companies
- Software and Application Development Companies



7 Move the prison for a major downtown investment

8 Improve and market key corridors to position Downtown Raleigh as the region's creative hub

9 Reimagine state government campus at Peace Street as a mixed-use gateway






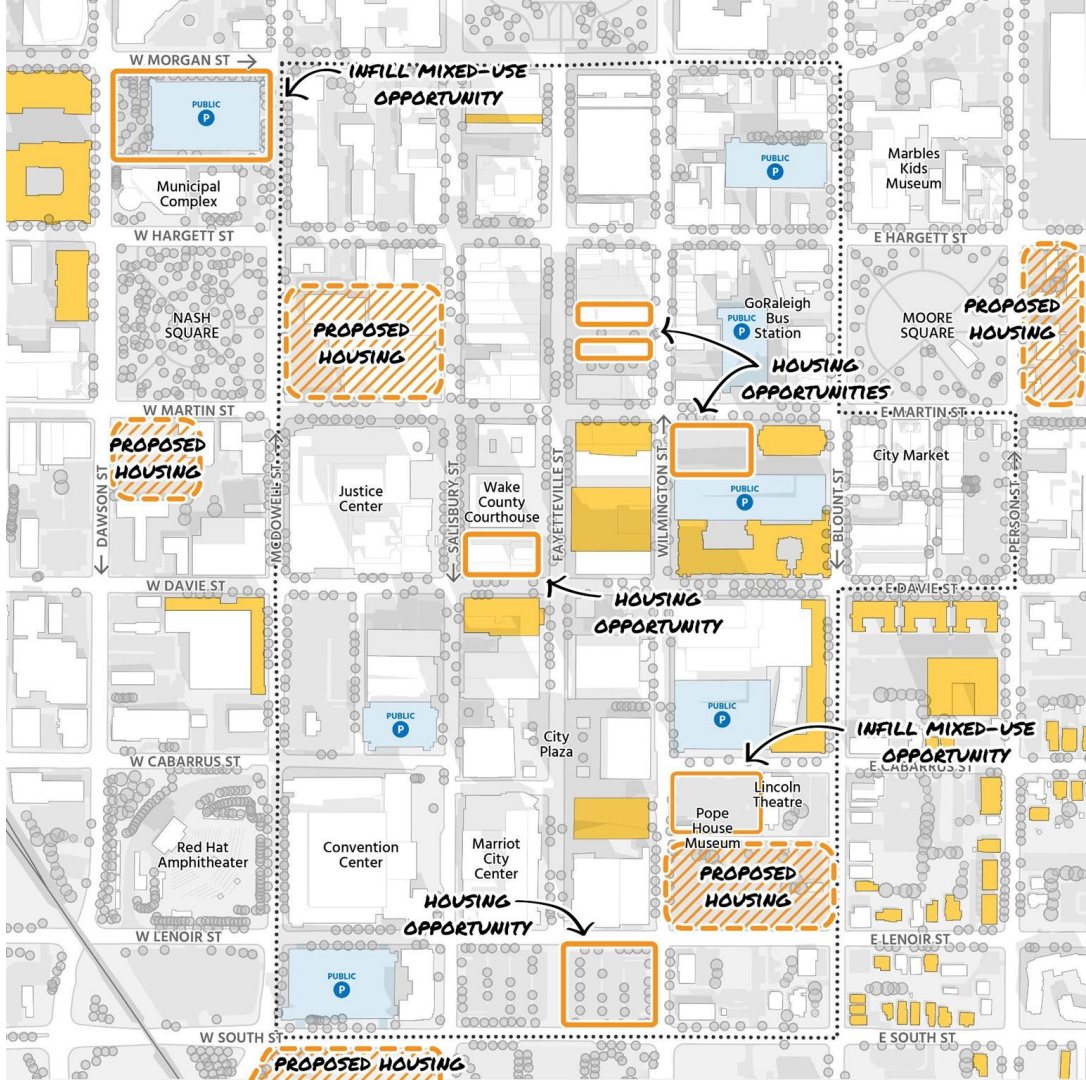
10 Bring more housing around Fayetteville Street

More housing means more customers for Downtown businesses

Housing Opportunity Sites

Interface Studio 2023

-  Proposed Housing
-  Additional Housing Opportunities
-  Existing Housing



+ Additional ideas from other plans and projects

11 Attract more national touring acts to the Performing Arts Center

12 Build a major, signature “must-see” public art piece

13 Create a new, modern downtown library

14 Improve transit options to connect downtown destinations

15 Implement downtown bike network and connect to greenway system

16 Add a sports venue in or near downtown

Your Task:

First,

learn more about the ideas by exploring the Big Dream map and informational boards

BIG DREAM FOR DOWNTOWN RALEIGH

FOUNDATIONS FOR SUCCESS

PUBLIC REALM & CIVIC SPACE

BOLD CONNECTIONS

JOB CREATION & ACTIVATION

IDEAS ON THE MAP

- 1 Redesign Fayetteville Street and City Plaza for more year-round activity
- 2 Redesign Nash Square as a more dynamic public space
- 3 Reclaim Caswell Square for open space and original squares
- 4 Create a bold connection between downtown core and Dix Park
- 5 Make downtown's major thoroughfares (such as Dawson, McDowell, Western/DALC, Capitol Blvd) greener and more pedestrian-friendly boulevards
- 6 Create a life sciences "Innovation Triangle" between downtown Raleigh and the Warehouse District to NC State and main campus
- 7 Move the prison for a major new downtown investment

6 INNOVATION TRIANGLE

4 DIX PARK

5

Your Task:

Then,

**tell us how
you would
spend
taxpayer
dollars**

Instructions:

1



You have six DTR Dollars to spend on the ideas.

(Make sure you review them all and note their cost before you start spending!)

2



If there is something that you think is truly catalytic and must be done, you can use your catalytic coin to boost the project.

(But note that additional public funds will need to be raised)

3



If you would rather spend your DTR Dollars on a different idea, please request a check to write it down.

(Remember you will still need DTR Dollars to pay for it)

Thank you!

_INTERFACE STUDIO