

What's Next for US 64 (Dixie Drive)?

The US 64 corridor serves an important role in the transportation network of Asheboro. As a result, it is important to get feedback from a wide expanse of public participants during the visioning and recommendations development process. To do this, the **US 64 Corridor Study** includes a variety of outreach methods, such as a charrette, stakeholder interviews, advisory committee participation, and online survey and website tools. Near the conclusion of the corridor planning process, a final Citizens Informational Workshop will be held to present the preferred alternatives to stakeholders and the Asheboro community.

The US 64 charrette was specifically intended to address many of the community planning objectives identified during phase I. The intent of using a charrette-based planning process was not only to hear from a diverse group of people, but also to build consensus and validate recommendations. The results of this effort included **the development of transportation improvements, land use and branding strategies for properties along the corridor**, as well as a means **to protect and enhance the economic vitality of local businesses**. The US 64 Guiding Principles and other supporting information generated during phase I will be used as the planning foundation for the US 64 Project Team.

www.dixiedrivemobility.com

Please visit the Dixie Drive website, or contact staff in the Planning Department at 626-1201.



146 N. Church Street, Asheboro, NC 27203



Newsletter 1, July 2010

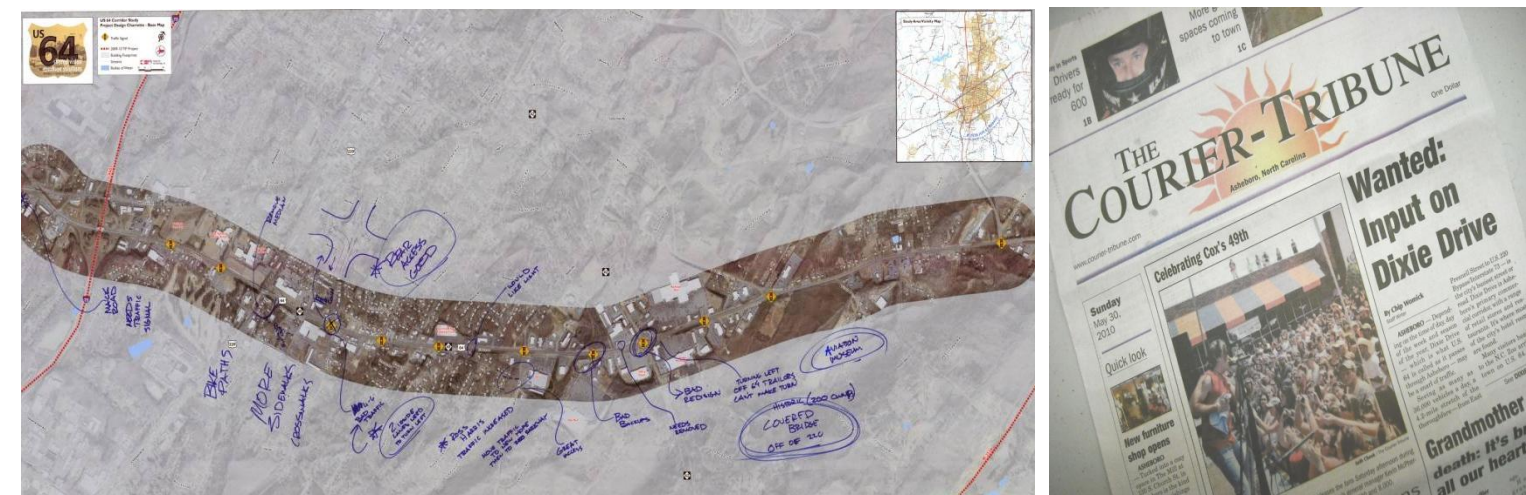
Public Design Charrette a Success

The much anticipated Public Design Charrette was held at the Randolph Mall on June 1st to June 3rd. Approximately 150 people actively participated with the Design Team to develop the corridor context and design plans for U.S. 64 (Dixie Drive). Participants worked side-by-side with consultant engineers, planners and landscape architects to develop a set of project Guiding Principles, the transportation analysis for the corridor, concept design plans, and evolving plans related to the corridor's land use and development potential.

Day 1 of the charrette included several stakeholder interviews to help identify pertinent issues (transportation, development, and land use) that would need to be addressed through the course of the study. Following the interviews, the general public was invited to attend a proactive workshop facilitated through a "hands-on" marker and mapping session. This issues identification exercise gave the project team a better understanding of priority needs along the corridor.

Everyone in attendance completed a public survey which helped to convey participants' individual design preferences for roadway improvements, urban design and Place Making.

Below are a few pictures of activities from Day 1 of the Public Design Charrette.



Design Charrette (cont. from front page)

Day 2 of the charrette allowed participants to work with project facilitators to develop their own version of a roadway cross section for US 64 as well as provide feedback on critical intersection, access issues and potential solutions.



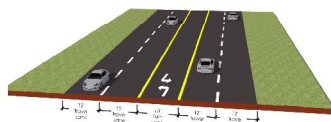
Business owners, elected officials and the general public stopped by the studio throughout the day to provide the design team continual feedback on development opportunities, corridor needs, and potential solutions.

Participants were asked to communicate their preferences for roadway elements such as sidewalks, medians, access, landscaping, and other design features.

This activity resulted in the prioritization of key design elements which were used to develop preferred design considerations for the corridor.

The relative importance of the roadway elements represented in the cross-sections developed during the meeting are shown to the right.

Overall Rating of the Corridor	
Excellent	2%
Good	18%
Fair	42%
Poor	38%
High Importance	
Access Management	13%
Truck Safety Improvements	11%
Traffic Calming	11%
Increasing Jobs	11%
Medium Importance	
Pedestrian Infrastructure	8%
Landscaped Median	7%
Bicycle Infrastructure	6%
Stormwater Improvements	6%
Low Importance	
Streets Trees	5%
Gateway Features	5%
Greenways	5%
Walkable Commercial Ctrs	5%
Parks & Rec Facilities	4%
Other	3%



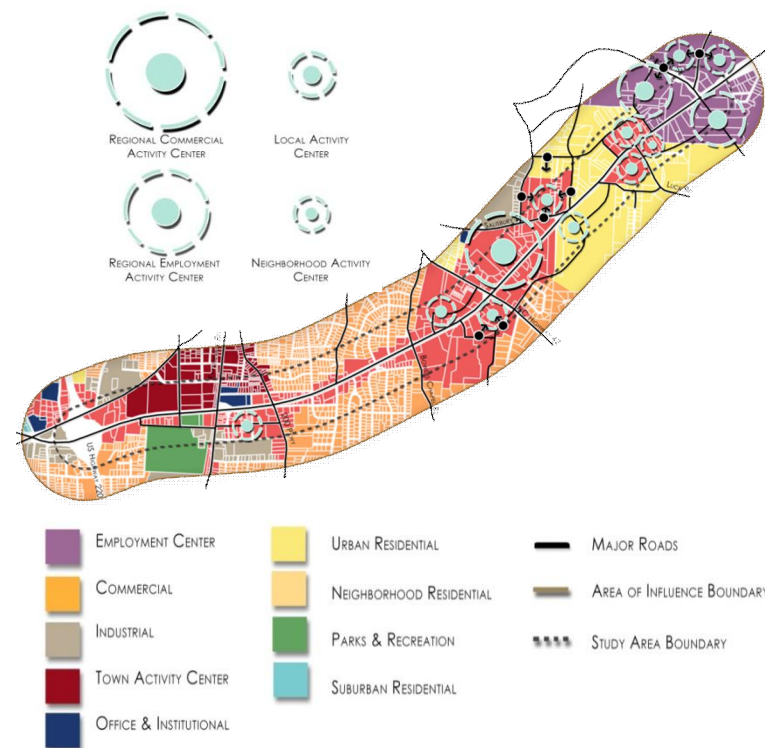
Existing Five-Lane Cross-Section



Potential Four-Lane with Plantable Median

One of the key elements of discussion throughout the charrette process was related to general development within the study area in support of economic sustainability. Economic development interests were represented through stakeholder interviews with business owners and the development community. Land use planners and landscape architects within the project team worked towards the development of several land use and development considerations including guiding principles, community inventory and assessment, general development map, preferred development patterns, place-making (creating a sense of community character), review of existing codes and ordinances, and summary of recommendations.

General Development Map



The end of Day 2 culminated in a "Pin-Up" session for the project Advisory Committee to highlight and validate some of the ideas discussed over the first two days.

Design Charrette (cont.)

Several analytical tools were used to identify development potential of the corridor, which include the following statistics for the study area (% of study area):

- 764 acres Single Family Residential (32%)
- 487 acres General Commercial (21%)
- 247 acres Industrial/Institutional (12%)
- 828 acres Vacant Land (35%)**

**Based on land availability and current zoning, this translates to approximately 75 new homes and 875,000 sq ft of additional non-residential development.



Day 3 of the charrette provided the project team more opportunity to "fine tune" some of the design solutions and put the finishing touch on priority investments along US 64. A public open house session capped the 3-day event with a comprehensive overview of the study guiding principles, multimodal transportation strategies and land use considerations.



US 64 (Dixie Drive) Improvements

US 64 (Dixie Drive) is not just about traffic, it is about function, curb appeal, and sustainability. The Citizens of Asheboro, in partnership with the NC Zoo and NCDOT took a proactive approach to addressing the inherent problems associated with the US 64 corridor. They realize that a holistic change will not occur all at once. However, with today's limited funding resources, implementation may be realized through smaller and more cost-effective improvements. Below are some incremental priority projects identified through the charrette planning process.



S. Park Street/Restaurant Row: Bike/ped crosswalks, plantable median, cross-access, and landscaping



Zoo Parkway: Dual-lefts WB & NB, crosswalks, plantable median, and landscaping



Wal-Mart: Dual-lefts WB, sidewalks, driveway consolidation, plantable median, and landscaping

The City, in partnership with NCDOT through these smaller-type improvements, can demonstrate their commitment to US 64, today and into the future.

