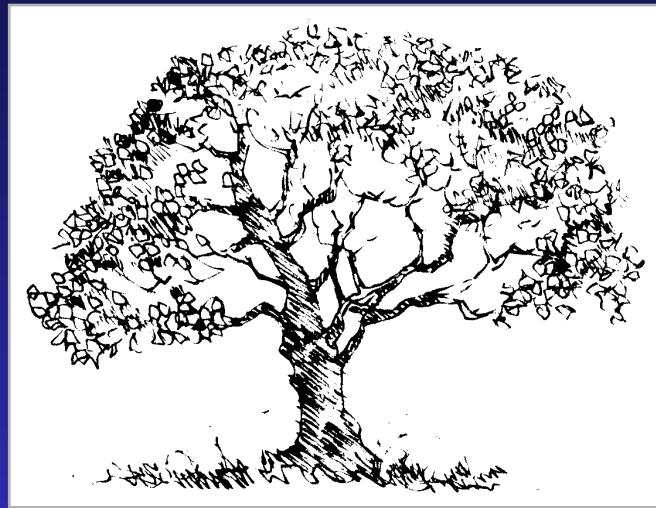

NEW BERN URBAN DESIGN PLAN 2000



Allison Platt & Associates

NEW BERN URBAN DESIGN PLAN 2000

Prepared by

Allison Platt & Associates

with

Randall Gross Development Economics

and

Kubilins Transportation Group, Inc.

for

The City of New Bern, NC

September, 2001

NEW BERN URBAN DESIGN PLAN

The Urban Design Plan: Need and Purpose

- The previous urban design plan, completed in 1991, has been successful, and it is time to plan for the next decade
- The downtown is doing well and continues to grow and become more diverse
- The areas to the north and west of the downtown, including River Station and Five Points, have been identified as the areas of focus in this plan
- Broad Street has assumed increased importance as an entry to New Bern, and also need attention

NEW BERN URBAN DESIGN PLAN

Study Area Strengths

- **Historic residential and commercial buildings**
- **Strong neighborhoods to the north**
- **Successful downtown revitalization, ongoing**
- **Interested and involved citizens and institutions**
- **Tourism destinations**
- **Location on two rivers**
- **Large area of vacant land north of the Depot (Riverstation area) presents major redevelopment opportunity**

Location, Location, Location



Historic civic buildings



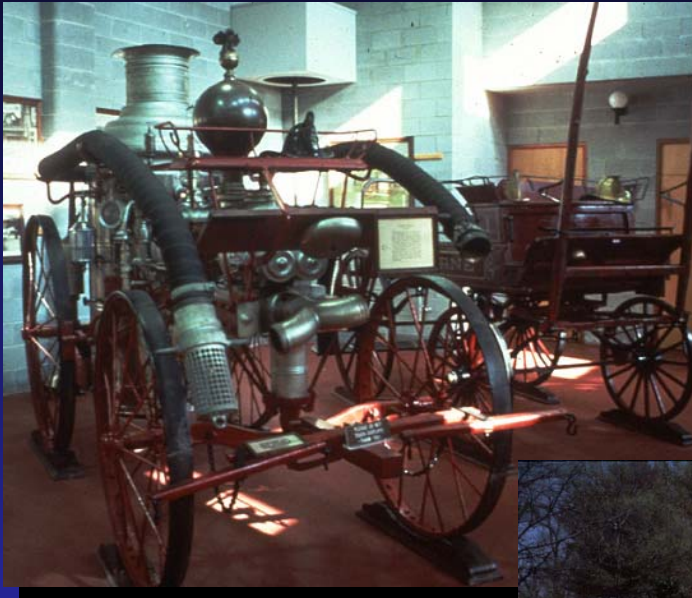
Historic commercial buildings



Historic residential district



Tourist Destinations



Tryon Palace and
Gardens (right)
and Firemen's
Museum (above)



Renovations and Streetscapes



New parks and open space



New Construction



Riverstation vacant land as opportunity



The land north of the Depot and the remaining historic buildings provide the basis for a significant redevelopment opportunity near the river and the downtown



NEW BERN URBAN DESIGN PLAN

Revitalization Issues

- **Neighborhoods to the west of the historic district are distressed**
- **Broad Street, now a more important gateway to the downtown since the removal of the Neuse River Bridge, is too wide, unimproved, and has many struggling businesses and vacant properties**
- **An overabundance of retail in the region needs to be watched as it could impact the downtown**
- **While the region and the city are sound economically, the study area has problems with substandard housing and poverty that need to be addressed**

Issues: Need for improvements to Broad St.



The removal of the Neuse River Bridge provides the opportunity to landscape and improve Broad Street so it can become the gateway to the downtown from the west.



Issues: Distressed neighborhoods



Problems in the neighborhoods near Five Points include boarded and substandard housing (left) and streets that are too narrow for sidewalks and adequate drainage

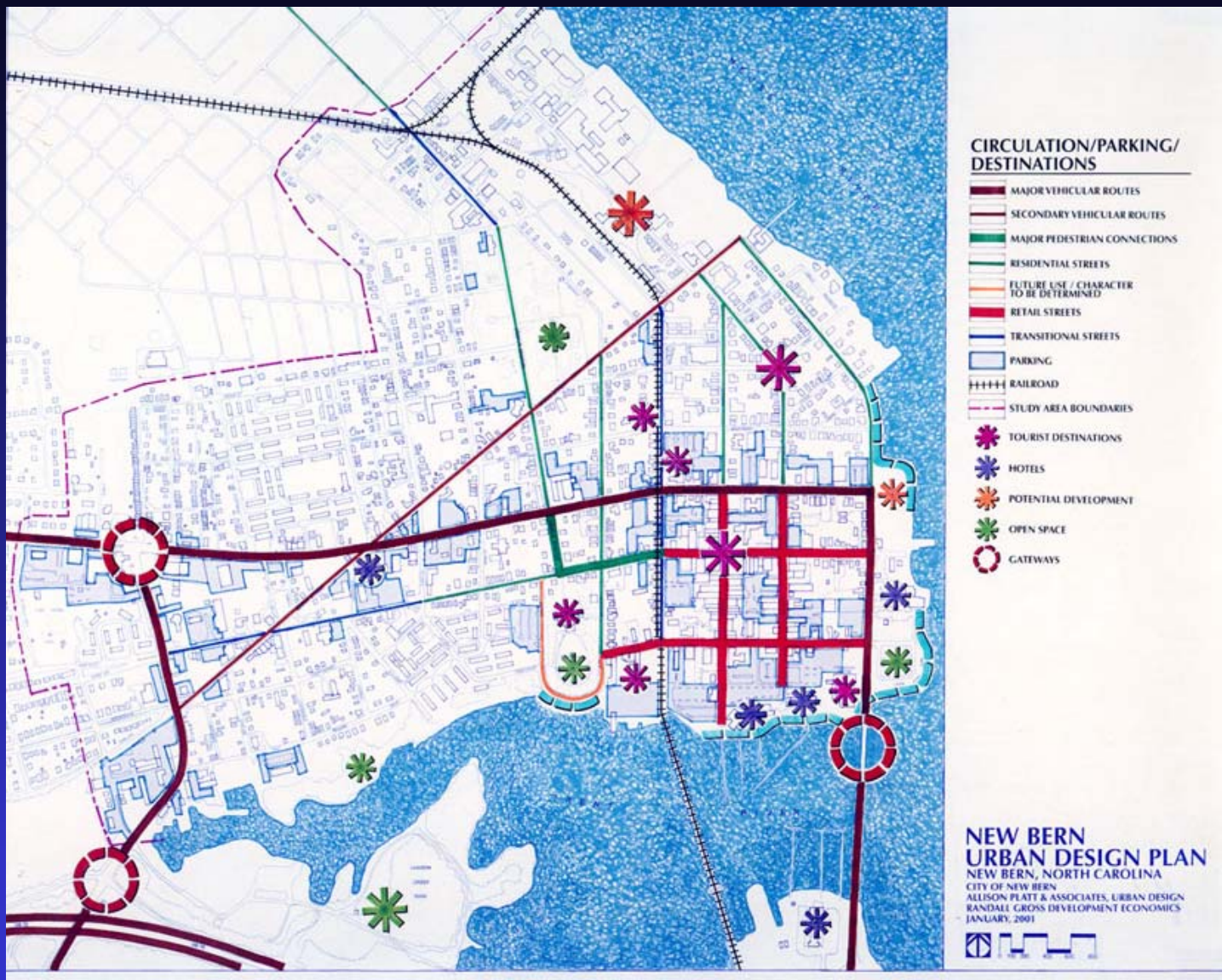


NEW BERN URBAN DESIGN PLAN

Inventory and Analysis

- **Circulation**
- **Existing Land Use**
- **Building Condition**
- **Political/Organizational Boundaries**
- **Summary Analysis**

Circulation

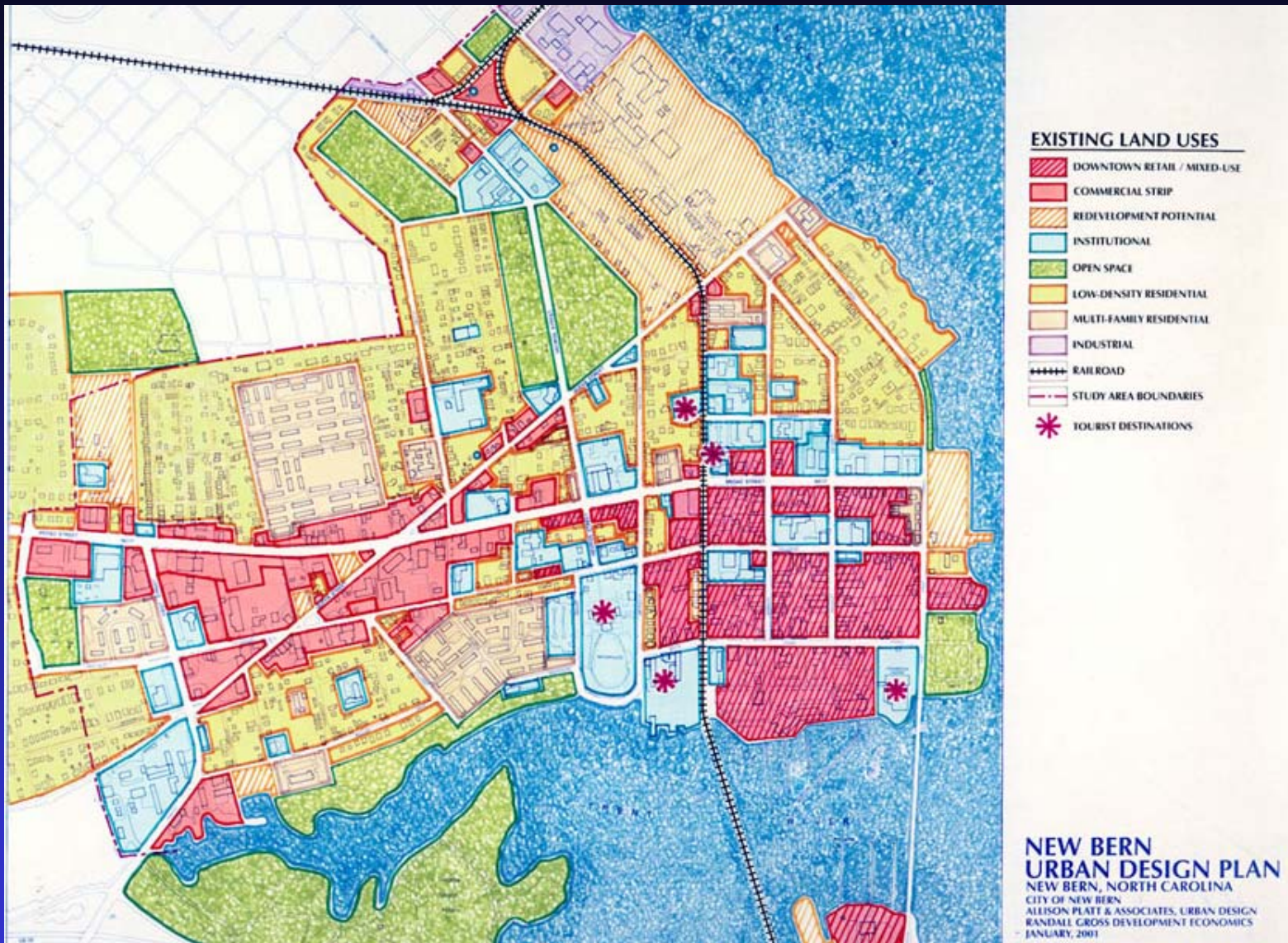


NEW BERN URBAN DESIGN PLAN

Circulation

- **Downtown retail streets have been improved**
- **Plans are moving forward to improve East Front Street and South Front Street as secondary gateways from the south and east**
- **Broad Street needs improvement as major gateway from the south and west**
- **Queen Street is narrow and limited in the amount of traffic it can handle**
- **First Street is now a major gateway and needs landscaping and directory signs**
- **Pedestrian and bike connections are incomplete**

Existing Land Use

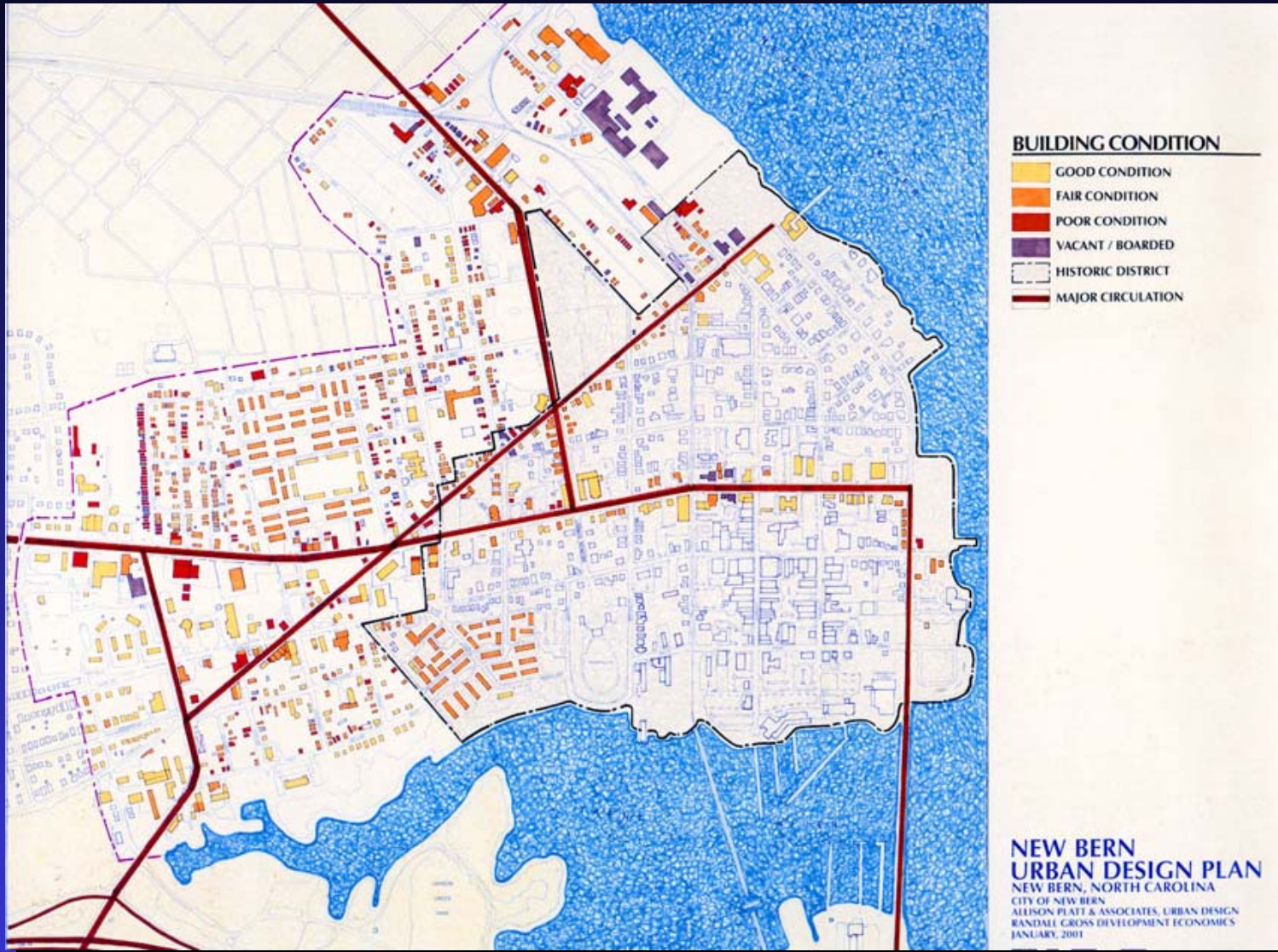


NEW BERN URBAN DESIGN PLAN

Existing Land Use

- Pedestrian-oriented retail is concentrated in the downtown, and is doing well although some diversification is needed
- Strip commercial is concentrated along Broad Street, and has problems in variety, quality
- New Bern has a large concentration of government and institutional uses in or near the downtown
- New Bern has a healthy number of professional offices in or near the downtown
- There is a small light industrial node on N. George Street
- The vacant land north of the Depot represents a tremendous development opportunity for the City
- There is a healthy and stable historic residential district north of downtown
- Residential areas predominate to the west of the downtown
- There are subsidized housing projects north and south of Broad Street west of downtown

Building Condition



NEW BERN URBAN DESIGN PLAN

Building Condition

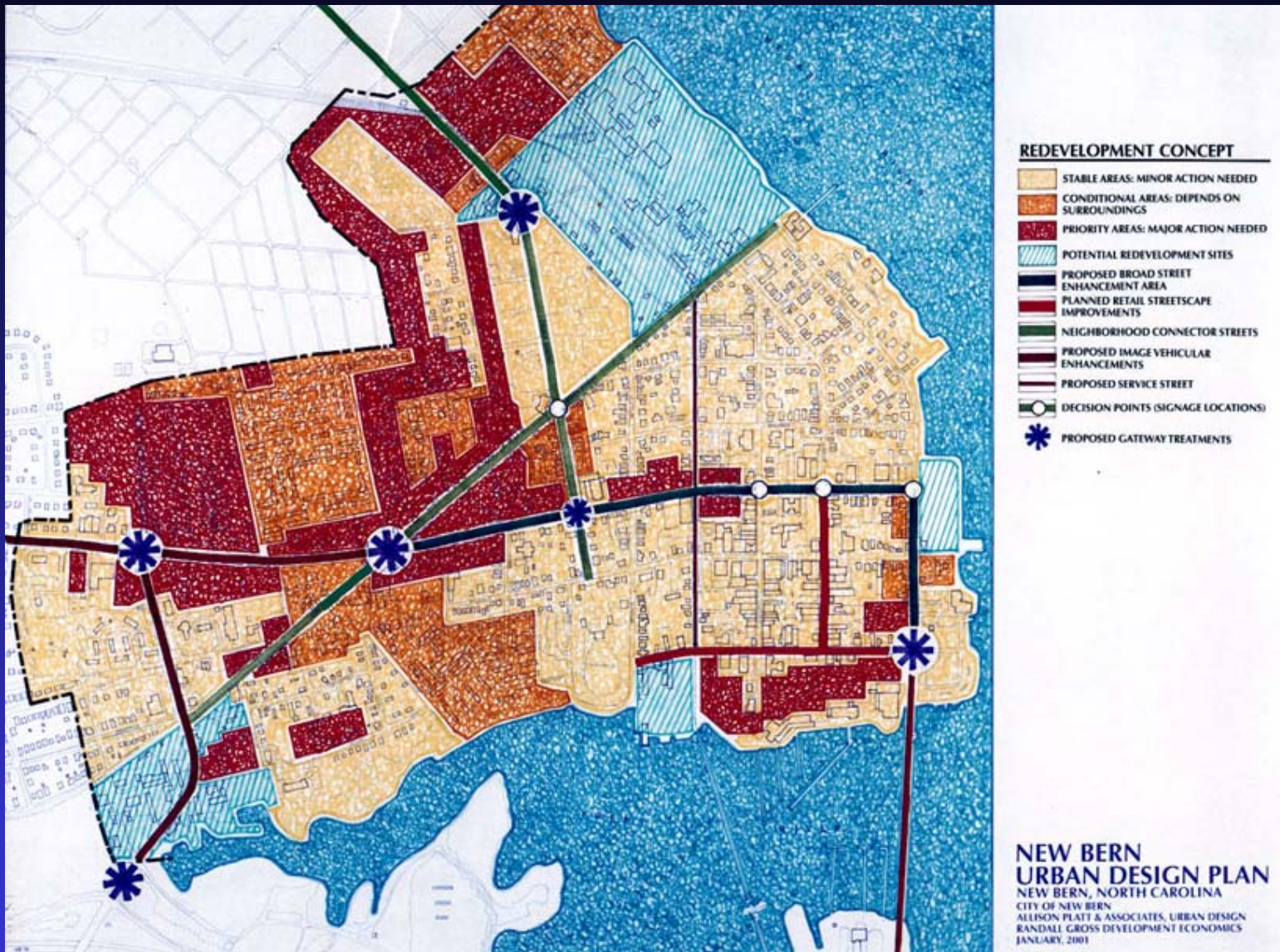
- **Building condition is an excellent indicator of neighborhood strengths and weaknesses**
- **This study concentrates on the areas outside of downtown and the historic district, so building conditions in these were not evaluated**
- **The residential areas north of Five Points are the most distressed in the study area, especially the area west of Craven Terrace**
- **Buildings along Broad Street from First Street to George Street are in fair to poor condition and generally architecturally insignificant**
- **The area north of the Depot has many vacant office and industrial buildings. A few are historically significant and should be preserved, but many are not**

NEW BERN URBAN DESIGN PLAN

Concepts

- **Redevelopment Concept**
- **Transportation Concept**

Redevelopment Concept



NEW BERN URBAN DESIGN PLAN

Redevelopment Concept

- Areas shown in red on the plan are those requiring immediate action in order to prevent further deterioration of both those areas and the areas around them
- Areas shown in orange are *transitional*, that is, they can improve or deteriorate based on what happens around them
- Areas shown in cream are fairly stable and need to be supported to remain so
- Green striped areas are recommended open space enhancement areas
- Bright yellow areas show planned development (e.g. the Job Corps Center and Hope VI housing)

Transportation Concept



TRANSPORTATION CONCEPT

-  PROPOSED SHUTTLE LOOP
-  TOUR BUS ROUTES AND PARKING
-  WATERFRONT PROMENADE/
MAJOR PEDESTRIAN ROUTES
-  PROPOSED BIKE ROUTES
-  BREAKS IN WATERFRONT PROMENADE
-  DESTINATIONS

NEW BERN
URBAN DESIGN PLAN
NEW BERN, NORTH CAROLINA
CITY OF NEW BERN
ALLISON PLATT & ASSOCIATES, URBAN DESIGN
RANDALL GROSS DEVELOPMENT ECONOMICS
JANUARY, 2001

NEW BERN URBAN DESIGN PLAN

Transportation Concept

- **Main bike and pedestrian routes: north-south on East Front and George, east-west on Pollock**
- **Additional pedestrian routes along the waterfront**
- **Additional bike paths connecting the neighborhoods with the downtown**
- **Bus and truck routes: into the downtown via the Trent River bridge and left along South Front, or via First St. and Broad to Hancock and then north or south on Hancock**
- **No tour buses or trucks further east than Hancock Street on Broad**
- **Possible downtown shuttle loop around downtown as shown, possible future extension to serve retail destination north of the Depot**

NEW BERN URBAN DESIGN PLAN

Redevelopment Plan

- **Five Points residential**
- **Riverstation (north of the Depot)**
- **Broad Street**

Five Points Residential Plan



NEW BERN URBAN DESIGN PLAN

NEW BERN, NORTH CAROLINA

CITY OF NEW BERN
ALLISON PLATT & ASSOCIATES
MAY, 2001

FIVE POINTS HOUSING CONCEPT

Five Points Residential Plan: Existing Conditions

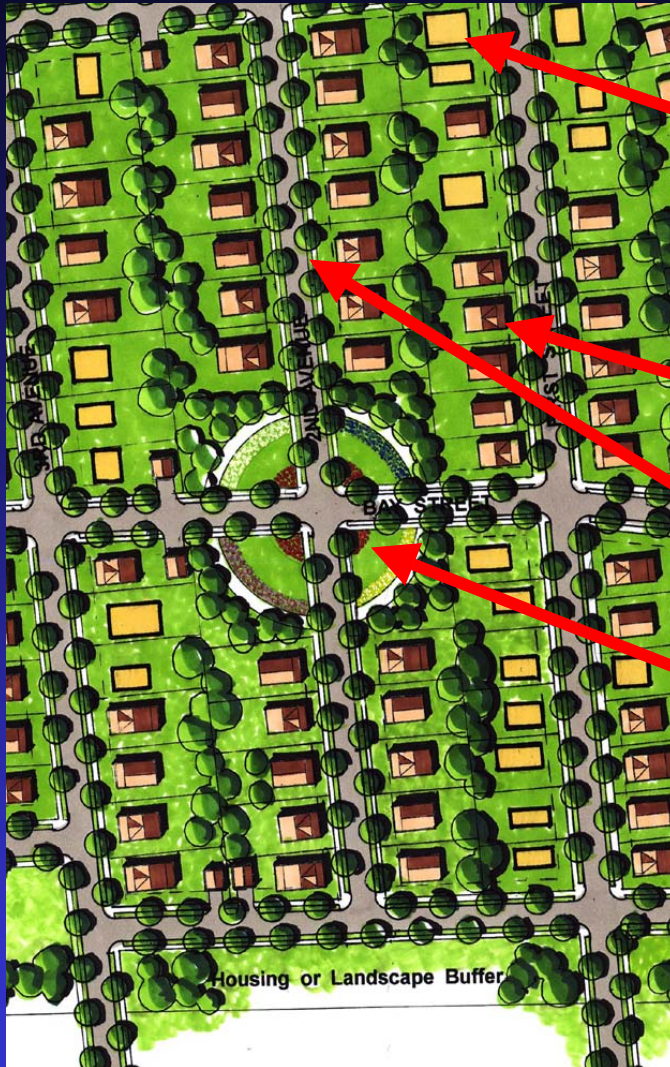


While some houses are in good condition, others are in poor condition and should be replaced. Many streets are very narrow and cannot be improved without demolition or relocation of structures.

Five Points Residential Plan Highlights

- **The area bounded by Miller, Broad, Third Avenue, and Cedar should have a high priority for improvements**
- **Street should be widened to accommodate sidewalks, improved drainage, and deeper building setbacks**
- **Housing in good condition can remain in place or be moved to accommodate deeper setbacks**
- **Housing in poor condition should be demolished and replaced**
- **Slightly lower density overall**
- **Neighborhood expands into vacant land to the west, towards Fort Totten neighborhood.**
- **Programs should be in place to ensure significant proportion of home ownership**
- **New community park is shown in the center of the neighborhood**

Five Points Residential Plan Highlights



- Yellow buildings illustrate existing houses that can remain or be moved to new lots
- Beige/brown buildings are new houses
- Streets with new curbs, sidewalks, drainage and street trees
- Proposed neighborhood park

Five Points Residential Plan Highlights

Existing housing (below, “before view”) is close to the streets, which are narrow and lack sidewalks and adequate drainage

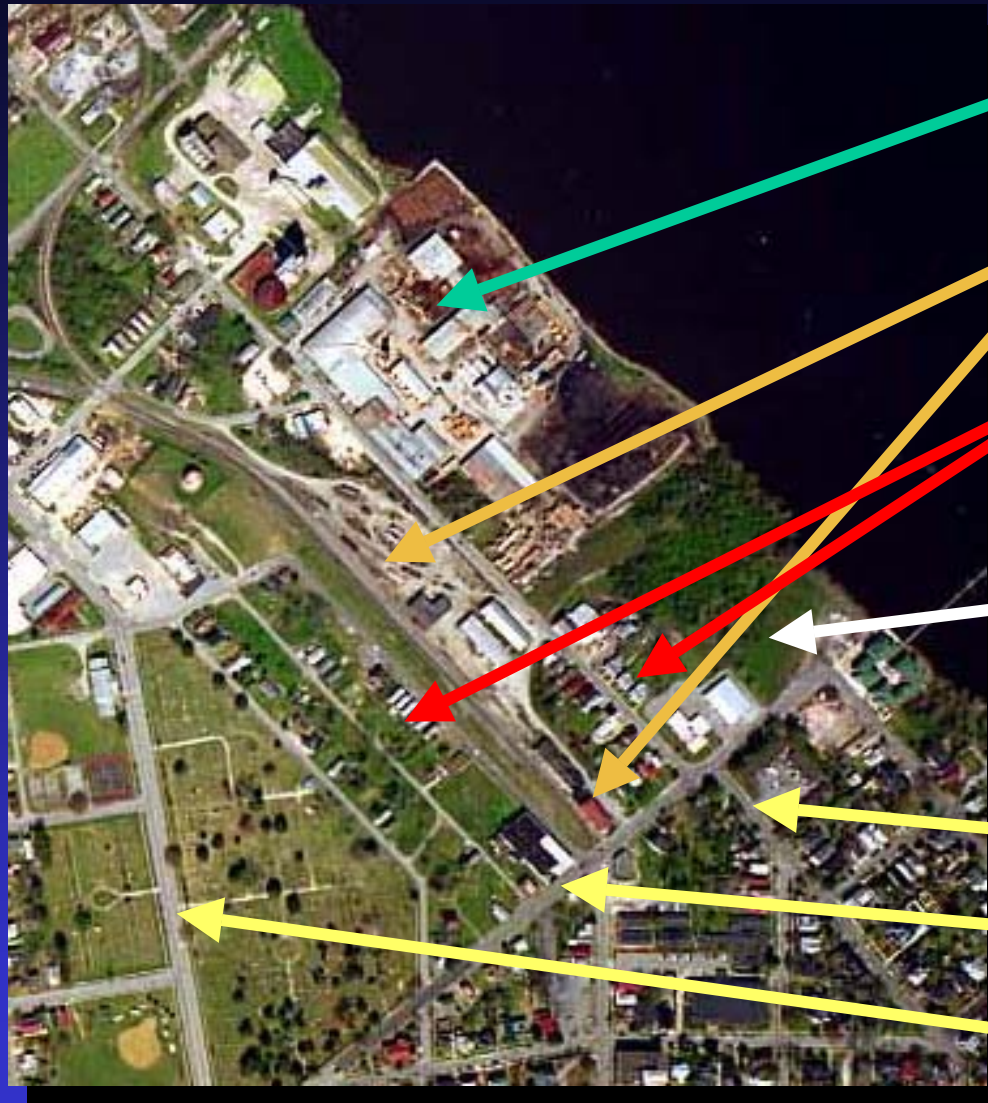


Proposed plan (above, “after view”) would move some houses, demolish others to build new houses, and improve streets

Riverstation Plan



Riverstation Plan: Existing Conditions



Coastal Lumber
facility (closed)

Railroad
properties

Remaining
housing (some
historic)

Vacant land

Craven Street

Queen Street

George Street

Riverstation Plan: Existing Conditions



Historic structures remain in a few locations in Riverstation. Many existing historic structures are saved in the plan.



Riverstation Plan: Existing Conditions



Historic homes have also been moved into Riverstation from other areas of the city. These structures are incorporated into the plan.



Riverstation Plan: Existing Conditions



Historic railroad buildings in good condition should be preserved.



Riverstation Plan Highlights

- **Market studies, surrounding uses and riverfront location suggest redevelopment of this area as a “neo-traditional” neighborhood with a small mixed-use village center**
- **Features would include:**
 - **A public riverfront park**
 - **A linear park stretching from the riverfront park back into the neighborhood**
 - **Housing development patterns similar to surrounding neighborhoods, including a variety of houses types and sizes**
 - **Garages off alleys in the back of properties**
 - **A mixed-use village center including retail and restaurants with apartments or condos above**
 - **Reuse of the historic Depot for community activities**
 - **Retention of key historic structures**

Riverstation Plan Highlights



Public open space

Retail/mixed-use
"Village Center"

Beige/brown buildings
are new houses

Yellow buildings
illustrate existing
historic structures to
remain

Riverstation Village Center “before” views



Existing view from railroad property towards the river



Plan viewpoint for sketch (next slide)

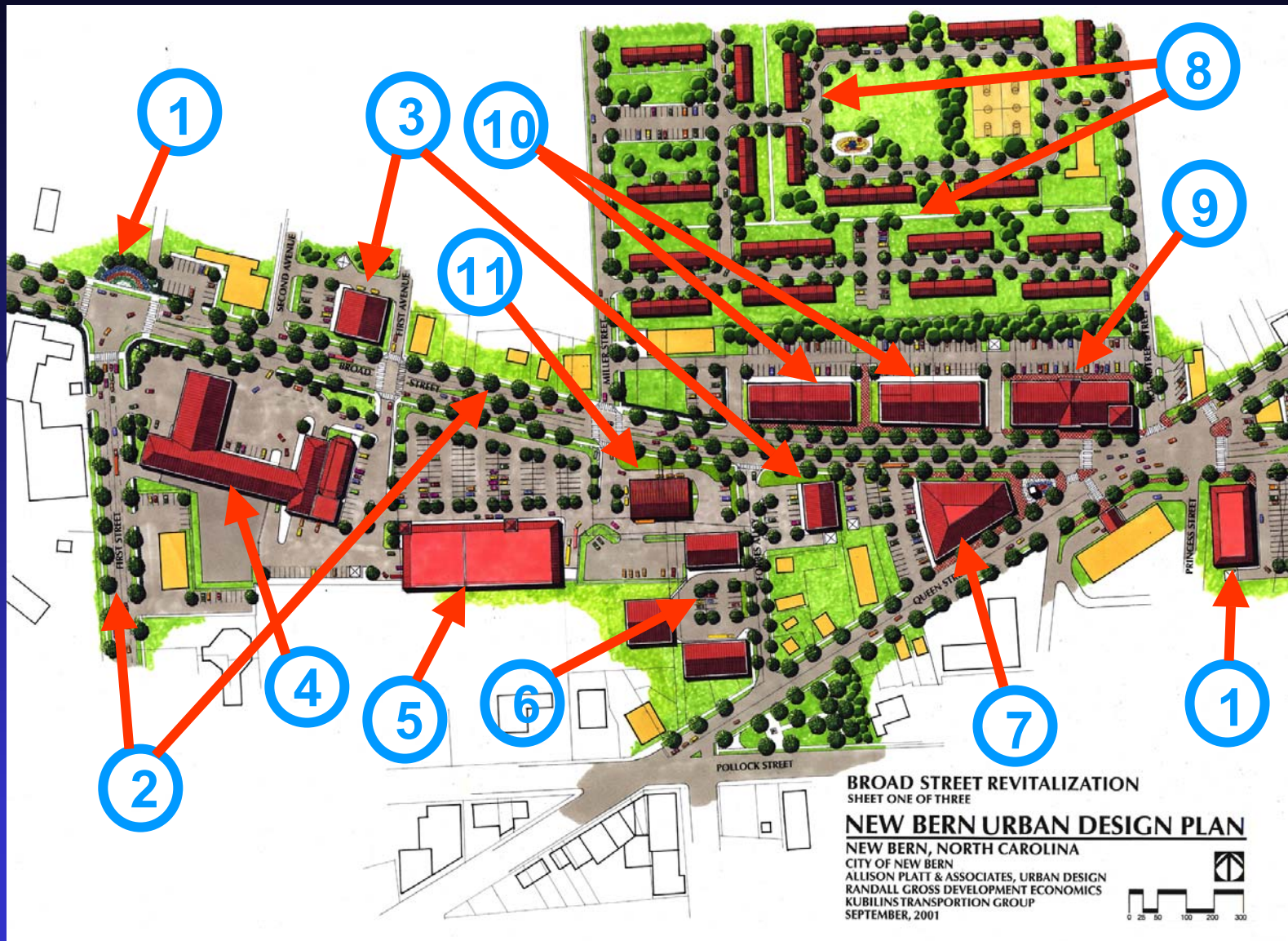
Riverstation Village Center “after” view



Broad Street Revitalization Plan



Broad Street Plan: First to Queen



Broad Street Plan Highlights: First to Queen

- 1. Overall Streetscape improvements on First and along Broad Street**
 - 1. Broad Street from First to Queen include median, two lanes each way, turn lanes, improved sidewalks and street trees**
 - 2. First Street improvements include continuous sidewalks and street trees**
- 2. Enhanced gateway treatment with wall, sign, and landscaping. Other possible locations at south end of First, and on north or south side of Trent River Bridge**
- 3. Typical new development with buildings at the ROW, screened parking to the side or rear, and landscaping**
- 4. Auto Service mall to consolidate and better manage auto-related businesses in the area of Five Points**
- 5. New/improved grocery store**
- 6. Possible light industrial/auto-related business**

Broad Street Plan Highlights: First to Queen

- 7. New government or other office building at the Five Points intersection**
- 8. Improvements to Craven Terrace subsidized housing including relocation of streets to front of buildings, street trees, sidewalks, and landscaping**
- 9. Community building including Five Points area CDC, job training, business ownership skills, day care, other community services**
- 10. Consolidated retail managed by Five Points CDC**
- 11. Consolidated transportation facility, including bus, taxi, and van services**

Examples: Gateways



Baltimore, MD

Baltimore, MD



Examples: Auto Service Malls



Auto service malls
(Baltimore, MD) provide
the opportunity for
several auto-related
businesses to be centrally
located and managed

Examples: Grocery Stores



Existing **grocery store** on this site (left)

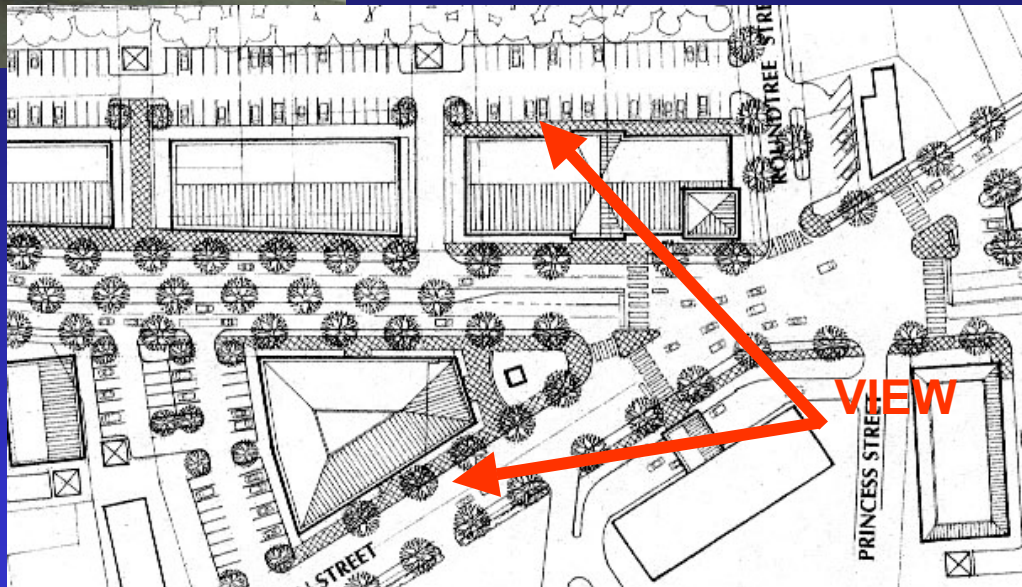
Example of grocery store side-on to street with parking screened and to the side (Baltimore, MD)



Five Points Sketch: Before View



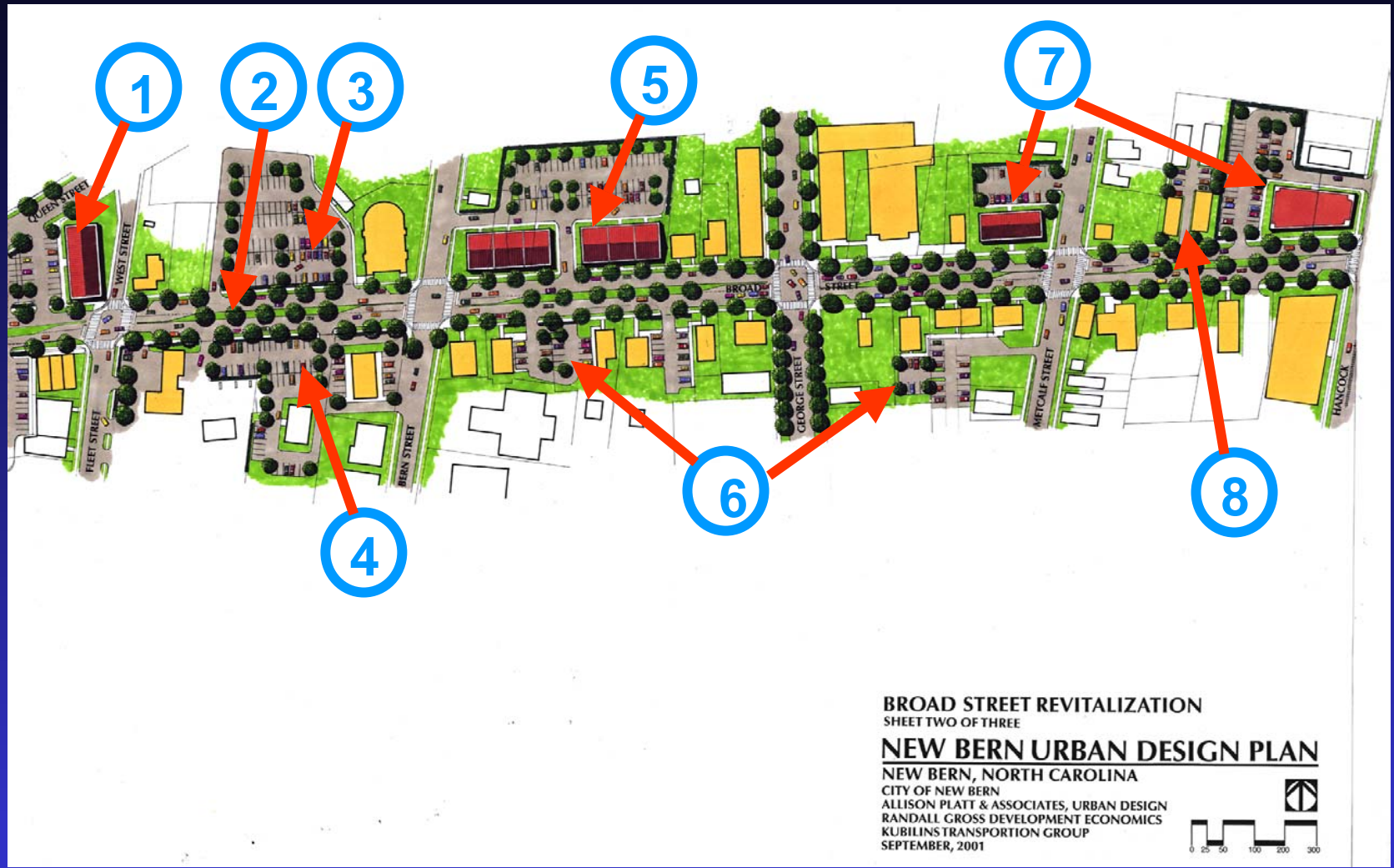
Existing view of Five Points looking west to the intersection of Queen and Broad (left). Viewpoint of “after” sketch shown on plan (below). See next slide for “After” view



Five Points Sketch: Proposed View



Broad Street Plan Highlights: Fleet to Hancock



Broad Street Plan Highlights: Fleet to Hancock

- 1. Existing garage (former gas station) replaced with new building/business side-on to Broad, with parking screened and to the side**
- 2. Enhanced Broad Street streetscape from Fleet to the Neuse River: 17' median, one lane each way plus turn lanes, parking, enhanced tree planting strip and sidewalks**
- 3. Example of improved, screened and landscaped parking lots along Broad Street**
- 4. Example of shared access/parking for several small businesses, in order to provide access from both directions**
- 5. New office in harmony with scale and style of nearby historic buildings**
- 6. Existing historic buildings with examples of preferred parking/screening arrangements for office/mixed uses**

Broad Street Plan Highlights: Fleet to Hancock

- 7. New offices in “downtown” scale and style, with parking behind**
- 8. Existing apartment buildings showing removal of parking from the front, landscaping, and new/improved parking bay between the buildings**

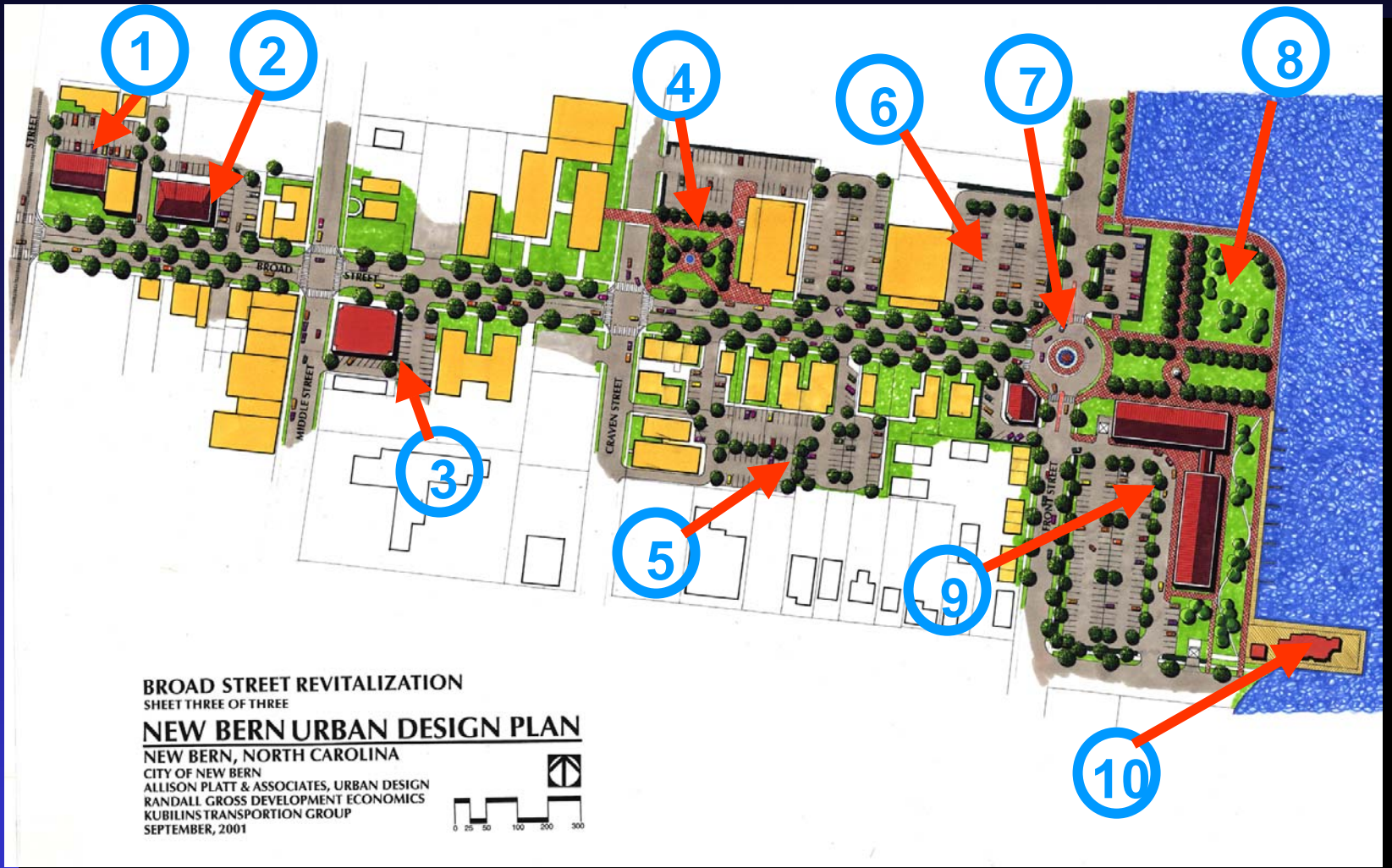
Example: New Office from Fleet to Hancock



New office/mixed use buildings east of Fleet should harmonize with the scale, materials and style of historic district buildings (above), as in this example (right) of an office building in Washington, D.C.



Broad Street Plan Highlights: Hancock to River



Broad Street Plan Highlights: Fleet to Hancock

- 1. Proposed renovation/expansion of vacant Fire House as Fire Fighter-related theme restaurant**
- 2. Replacement of underutilized sites with office/mixed use in harmony with scale and style of nearby buildings**
- 3. Proposed new retail/office on vacant parcel on southeast corner of Broad and Middle Streets**
- 4. Improved open space in County office complex**
- 5. Proposed improvements to (suggested) shared parking for buildings on east side of Craven and south side of Broad**
- 6. Suggested screening and landscaping improvements for Temple parking lot**
- 7. New traffic circle (under construction) with fountain at the intersection of Broad and E. Front streets**
- 8. Proposed open space at the east end of Broad Street, with trees framing views of the river**

Broad Street Plan Highlights: Fleet to Hancock

- 9. Possible configuration of new development on former Holiday Inn site. Plan illustrates two-to-four-story buildings with retail/restaurants on the ground floor and residential, office, or hotel above.**
- 10. Restaurant and transient pier configuration as shown on existing approved plans by property owner**

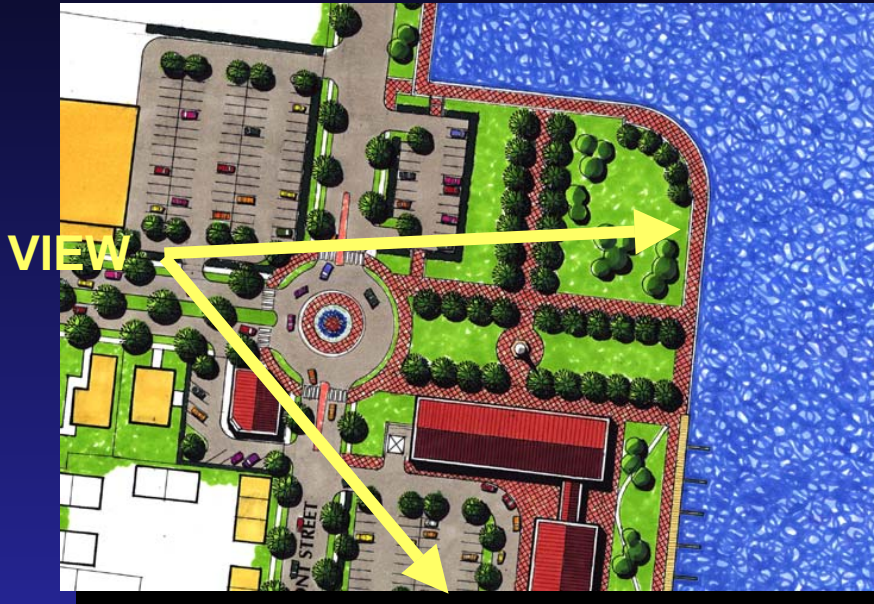
Examples: New Office/Mixed-Use Near Downtown



Buildings along Broad east of Hancock should match downtown commercial buildings, as shown in the examples at left and below



East End of Broad: Before View



Before view

East End of Broad: Proposed View

After view

NEW BERN URBAN DESIGN PLAN

Next Steps

- **Approvals of revitalization plan by community and City**
- **City: develop land assembly strategy for Depot area, develop RFQ or other method to identify potential master developers**
- **City: develop strategy and funding for redevelopment of residential area west of Craven Terrace**
- **City and Swiss Bear: support startup efforts of Five Points CDC**
- **City: actively solicit auto service mall developer**
- **City and Swiss Bear: lobby for funding for Broad Street improvements**
- **Seek funding for installation of bike paths/lanes**
- **Continue incremental improvements to neighborhoods in the west and central portions of the study area**
- **Consider design guidelines and/or review for development along Broad Street west of the historic district**