



DOWNTOWN STREETScape IMPROVEMENT PLAN

2015



DOWNTOWN STREETScape IMPROVEMENT PLAN

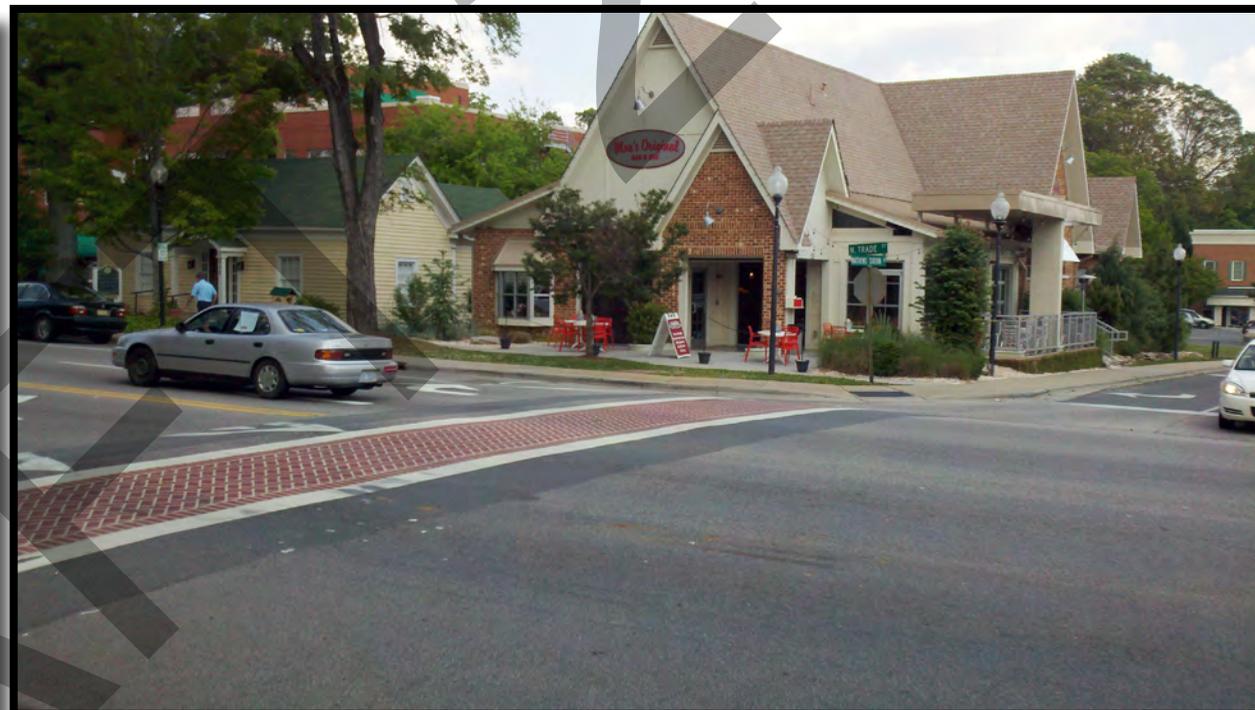
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Matthews Town Hall and Public Library



Pedestrian Crossing at Matthews Station Street and North Trade Street

Purpose

This guide serves as an addendum to and expansion of the existing Town of Matthews Downtown Plan as adopted by the Matthews Board of Commissioners January 7, 2013 and update the 1998 Streetscape Plan. Existing and proposed street cross sections and streetscape improvements are illustrated through sketches and photo edits of before and after images. The proposed streetscape improvements for the downtown area of Matthews include any combination of the following elements: proposed infill development, curb and gutter, sidewalks, multi-use paths, curb ramps, bicycle racks, street lighting, way-finding signage, and landscaping. Dimensions for streets, planting strips, sidewalks and building setbacks are provided. Some streets reviewed in this document are controlled by the Town and others may be controlled by the North Carolina Department of Transportation. It is recommended that property owners and businesses located within Downtown refer to the Matthews Downtown Plan and other Town planning documents for additional advice and direction on development issues.

The recommended style for all Downtown development should reflect basic principles of geometry and form while complimenting the existing rural North Carolina Piedmont vernacular of the late 19th and early 20th centuries. Streetscape elements such as benches, street lights, sign poles, and landscaping should enhance, not conflict with those examples found within the Downtown Core District.

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Objectives

This plan provides:

- An inventory of existing street-cross sections, transportation infrastructure, and land uses,
- A map indicating street types within the Downtown Area,
- Graphic examples of proposed street cross-sections,
- Photo-realistic before and after representations of how new streets should be developed/ redeveloped illustrating how buildings, sidewalks, and other streetscape elements should interact.

How to use these guidelines

Streetscape cross-section Guidelines help implement the recommendations in the approved and adopted Downtown Plan. They provide information on how plan recommendations and Unified Development Ordinances can be met, the area or district context for individual sites, and ideas about **best practices** in building and site design.

The planning process is structured in a hierarchy of decisions:

- The Downtown Plan recommendations provide the vision for a specific area,
- Unified Development Ordinance and other codes establish standards and regulations for development,
- Streetscape Cross-section Guidelines and concept images provide inspiration and suggestions to fulfill the Downtown Plan's vision, and serve as a problem-solving tool.

The streetscape guidelines are developed through work with property owners, residents, institutions, interest groups, and Town Staff. They are approved by the Town Board for use by planning staff in developing and evaluating proposed building projects and other applications. They will be revised and updated as necessary. With the exception of street standards and other specific recommendations included in the Downtown Plan, the guidelines are not regulations that mandate specific forms and locations for buildings and open space. They illustrate how plan recommendations and principles might be met, and encourage an attractive and successful public realm.



Traditional Streetscape on North Trade Street (Downtown Core District)



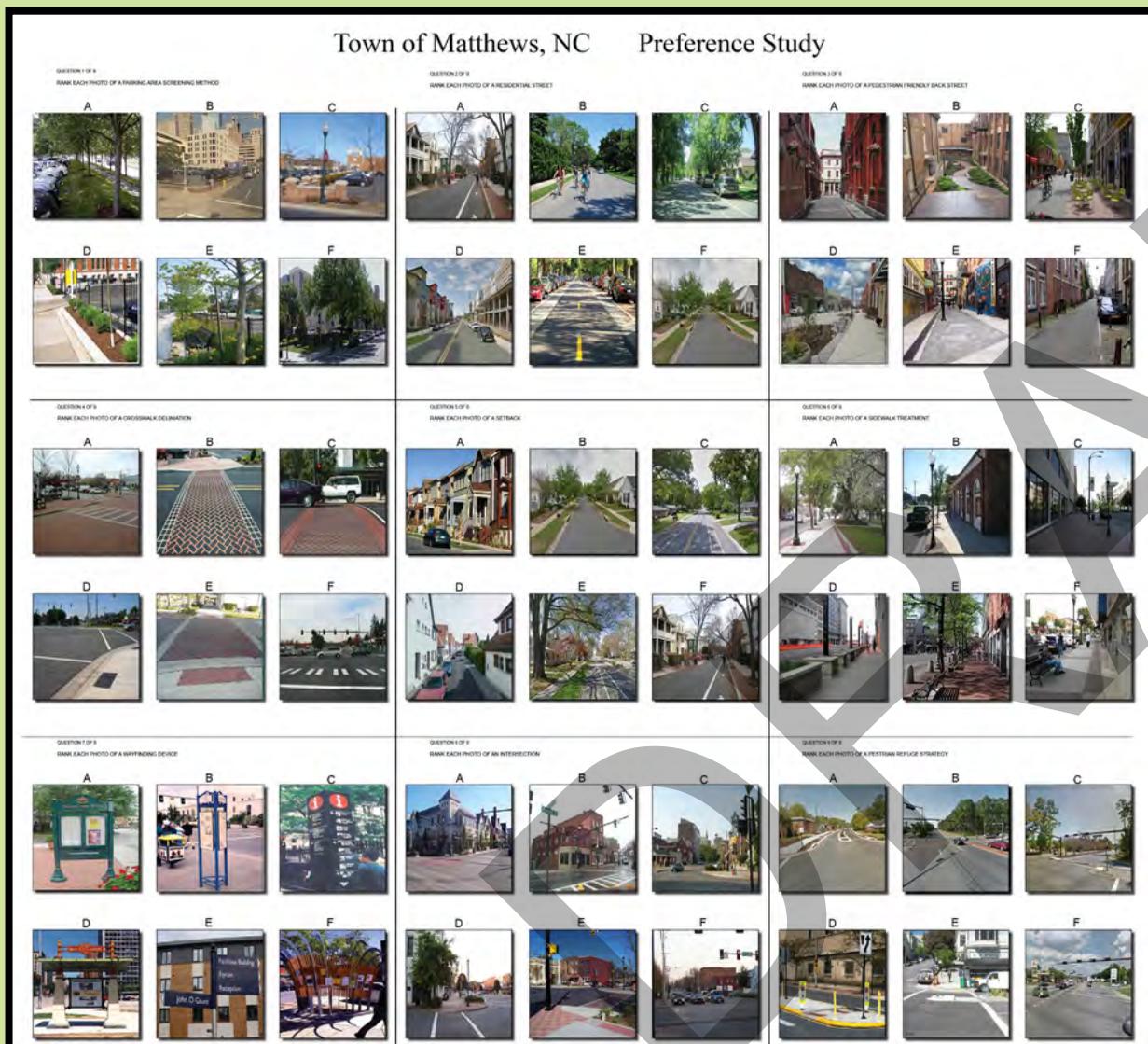
Contemporary Streetscape on North Trade Street (North End District)

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Public Input

A Visual Preference Survey was conducted at the Food Truck Friday event held on September 18th, 2015. Public outreach included the preference exercise, review of proposed streetscape recommendations and open discussion. The survey was made available online via a link on the Town's webpage from September 18th thru October 6th. The survey consisted of different groups of images depicting potential streetscape treatments or urban environments. Participants were asked to rate each image in a given group according to their preference (*1 being most preferred - 6 least preferred*).

The participants' input can be used to make inferences about visual preference as it relates to certain elements of streetscape design. Prioritized results of the survey participant's responses start with the highest preference and end with the least preferred image. There were 50 volunteer participants that provided input about their preferences. The results of the survey may be found below:



Results:

Q1: Preferences for “Parking Area Screening” method was as follows: **A, E, F, C, D, B**
Respondents favored wide, treed, green spaces over hardscape such as walls.

Q2: Preferences for “Residential Street” was as follows: **C, B, F, E, A, D**
Respondents favored streets that both accommodated pedestrians and provided vegetative screening between structures and the flow of traffic.

Q3: Preferences of a “Friendly Back Street” was as follows: **C, B, D, E, A, F**
Respondents favored back streets that incorporated vegetation and that offered places of respite.

Q4: Preferences for “Cross-walk Delineation” was as follows: **C, B, A, E, F, D**
Respondents preferred crosswalks with high contrasting colors and brick patterns over traditional, standard white striped designs.

Q5: Preferences for a “Setback” was as follows: **E, C, B, A, F, D**
Respondents preferred wide (20'-40'), suburban yard type setbacks that accommodate space for pedestrian paths and trees.

Q6: Preferences for “Sidewalk Treatment” was as follows: **A, E, F, C, B, D**
Respondents preferred brick accented, wide sidewalks that provide pedestrian amenities.

Q7: Preferences for “Wayfinding Devices” was as follows: **A, E, B, D, C, F**
Respondents preferred conservative, unobtrusive, traditional type wayfinding signage over larger, pretentious, landmark type signage.

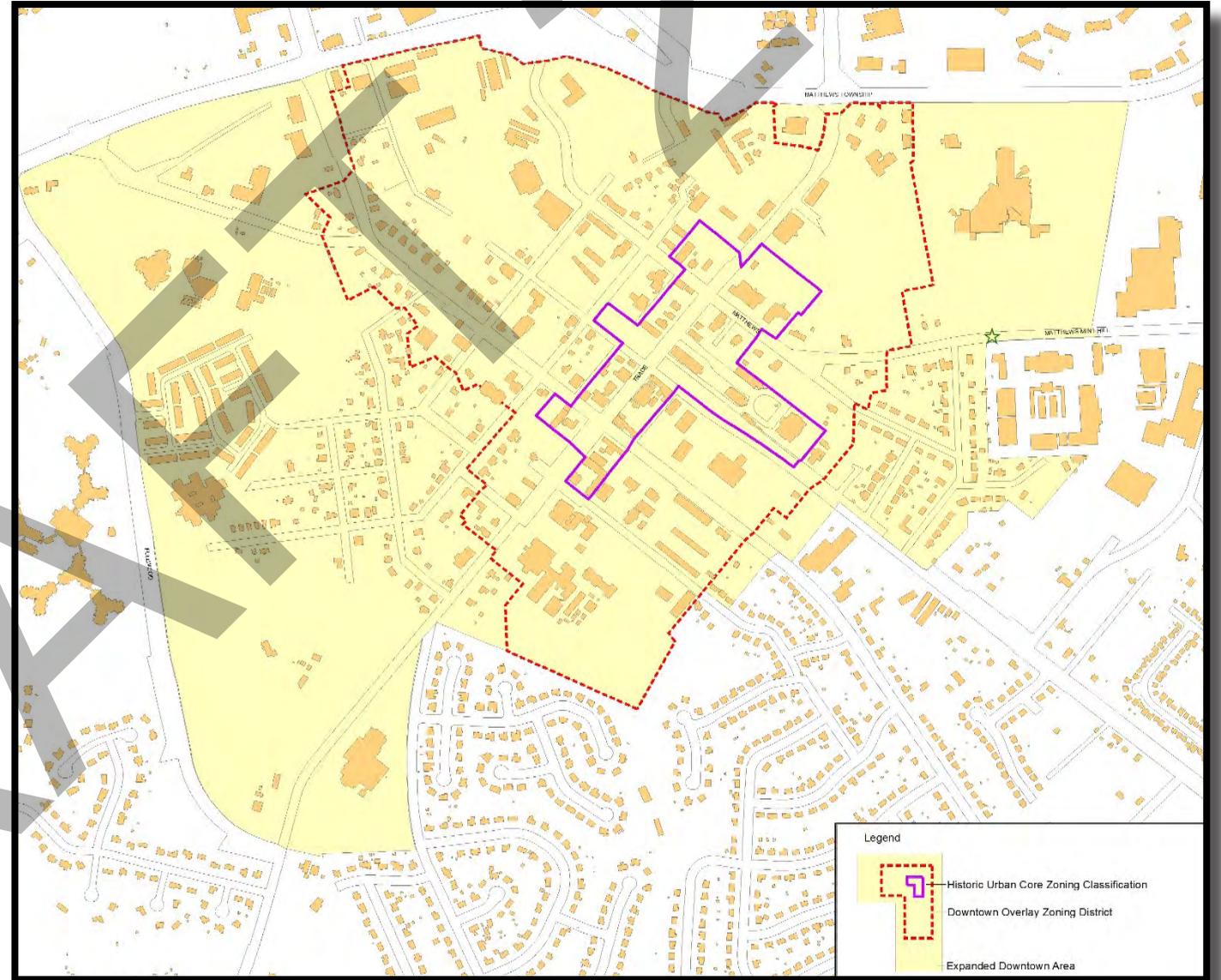
Q8: Preferences for “Intersections” was as follows: **E, A, D, B, C, F**
Respondents favored decorative paving (distinct colors and materials), space for landscaping, and pedestrian oriented amenities. The look would be more “village” and less “city”.

Q9: Preferences for a “Pedestrian Refuge Strategy” was as follows: **C, A, D, B, E, F**
Respondents favored those street crossings that provided a pedestrian refuge island integrated within the street median. Preference was for highly visible waiting areas within vegetated, well-marked, pedestrian oriented locations.

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Downtown Districts

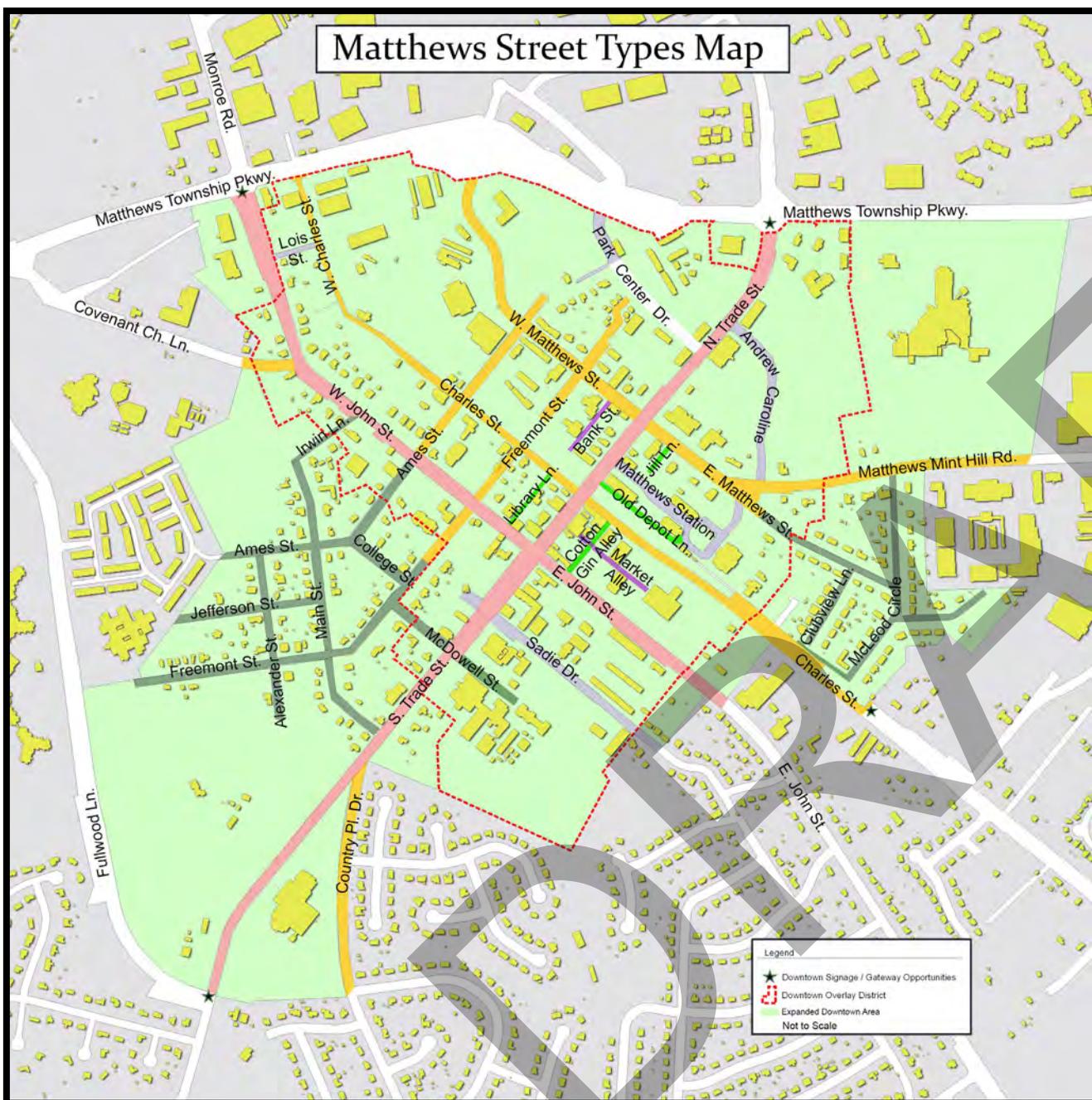


Map highlighting the Historic Urban Core, Downtown Overlay and Expanded Downtown Areas

Downtown Area

The recommendations presented in this guide refer to areas within the Downtown area as defined by the Town of Matthews Planning department. The above map delineates the area considered within the Downtown area.

DOWNTOWN STREETScape IMPROVEMENT PLAN



Purpose

The Street Types Map displays corridors where typical minimum streetscape standards are recommended. Streetscape design features, and building-to-street relationships will support the development of Downtown as a focus of the community and as pedestrian-oriented, multi-modal transportation friendly area. Standards of design for each type of street are graphically illustrated within this document. Specific locations where variations to the typical minimum cross-sections are recommended can be identified via the Cross-section Locations Map on page 11.

Street Types

These Street Type designations will ensure consistent application of appropriate streetscape dimensions and treatments based on types of uses and levels of intensity throughout the different Downtown districts.

Arterial - Trade Street and John Street

Downtown Collector Street - Matthews Street, Country Place Drive, Main Street, Sadie Drive, Part of Freemont Street, Matthews-Mint Hill Road, Covenant Church Lane, *Ames Street, *Charles Street

Local Street - Matthews Station Street, Park Center Drive, Andrew Caroline, Lois Street, Clubview Lane

Urban Residential Street - Irwin Lane, College Street, McDowell Street, McLeod Circle, Jefferson Street, Alexander Street, Part of East Matthews Street, Part of Freemont Street

Woonerf - Market Alley, Bank Street

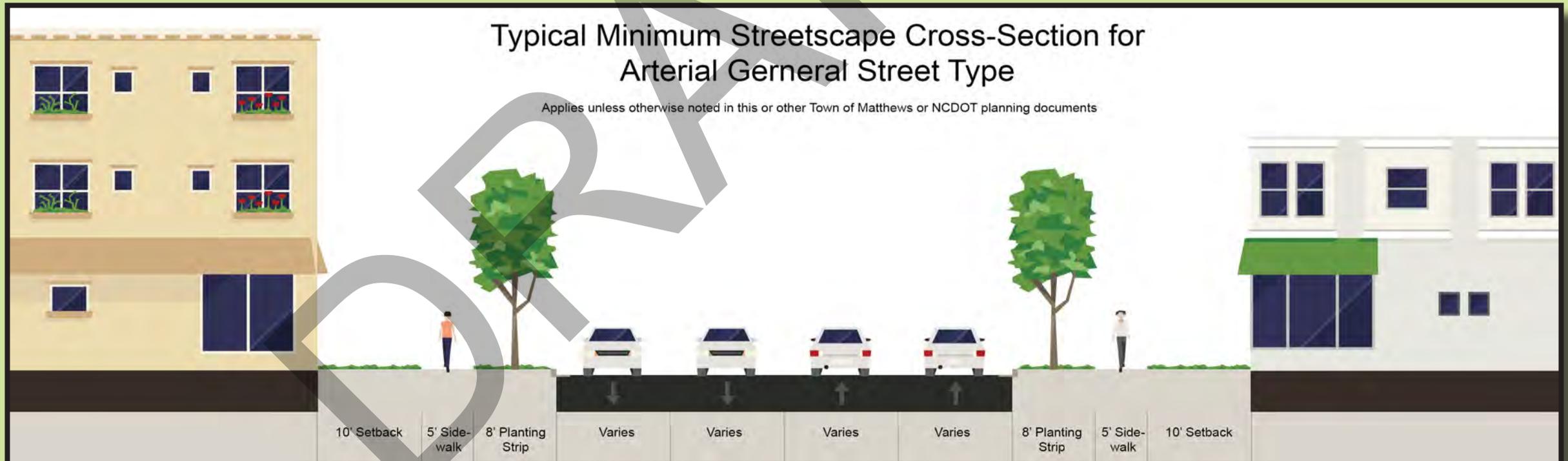
Urban Lane - Cotton Gin Alley, Old Depot Lane, Jill Lane, Library Lane

* A unique cross-section applies for this corridor

Arterial

For the **Arterial - General** Street Type, all the following minimum Street Type Standards are recommended:

- A clear, accessible sidewalk with a minimum width of 5' is recommended.
- A planting strip is recommended between the sidewalk and travel lane. This amenity zone may consist of street trees, street lighting, landscaping and/or seating.
- On-street parking is not recommended for this street type.
- It is recommended that street lamp lighting be located within the planting strip area and be at least 2.5' from the face of curb or edge of pavement if curbing is not in place.
- Existing driveway cuts should be maintained and any new driveways should be approved by the Town of Matthews prior to construction.



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Downtown Collector Street

For the **Downtown Collector** Street Type, all the following minimum Street Type Standards are recommended:

- A clear, accessible sidewalk with a minimum width of 5' is recommended.
- A 4-foot planting strip provided between the sidewalk and travel lane is recommended. Amenities within this strip may consist of street trees, street lighting, landscaping and/or seating.
- It is recommended that on street parking be included on at least one side of the street within this street type.
- It is recommended that street lamp lighting be located within the planting strip area within 2' of the face of curb or edge of pavement if curbing is not in place.
- Existing driveway cuts should be maintained and any new driveways should be approved by the Town of Matthews prior to construction.



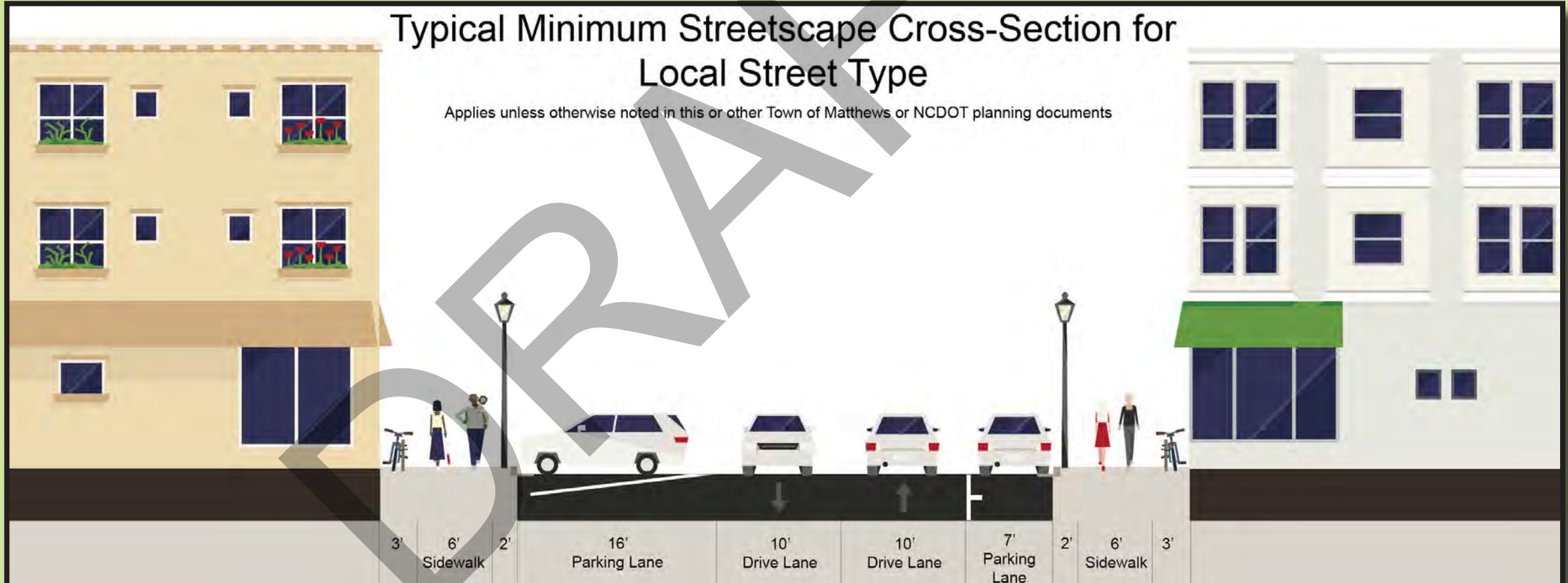
Local Street

For the Local Street Type, all the following minimum Street Type Standards are recommended:

- A clear, accessible sidewalk with a minimum width of 5' is recommended.
- It is recommended that a 3-foot pedestrian amenity zone provided between the sidewalk and building facade. This amenity zone may consist of bike racks, seating, removable planters and temporary signage as approved by the Town of Matthews.
- It is recommended that on-street parking exist on at least one side of the street.
- It is recommended that street-lamp lighting be located within 2' of the face of curb or edge of pavement if curbing is not in place.
- Existing driveway cuts should be maintained and any new driveways should be approved by the Town of Matthews prior to construction.

Typical Minimum Streetscape Cross-Section for Local Street Type

Applies unless otherwise noted in this or other Town of Matthews or NCDOT planning documents



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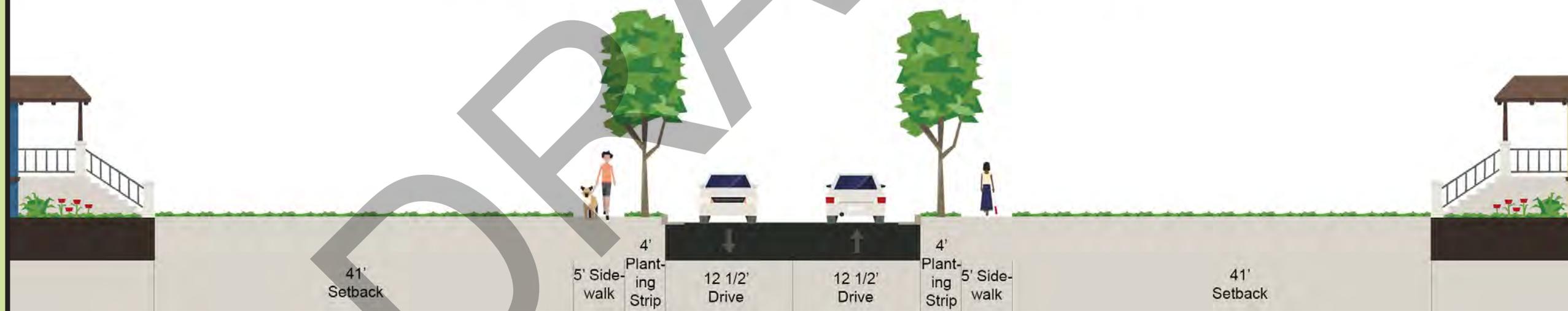
Urban Residential Street

For the Local Street Type, all the following minimum Street Type Standards are recommended:

- A clear, accessible sidewalk with a minimum width of 5' is recommended. A 4' planting strip is recommended between the sidewalk and street.
- It is recommended that on-street parking be available on at least one side of the street.
- Street lamp lighting is recommended within the planting strip and should be within 2' of the face of curb or edge of pavement if curbing is not in place.
- Existing driveway cuts should be maintained and any new driveways should be approved by the Town of Matthews prior to construction.

Typical Minimum Streetscape Cross-Section for Urban Residential Street Type

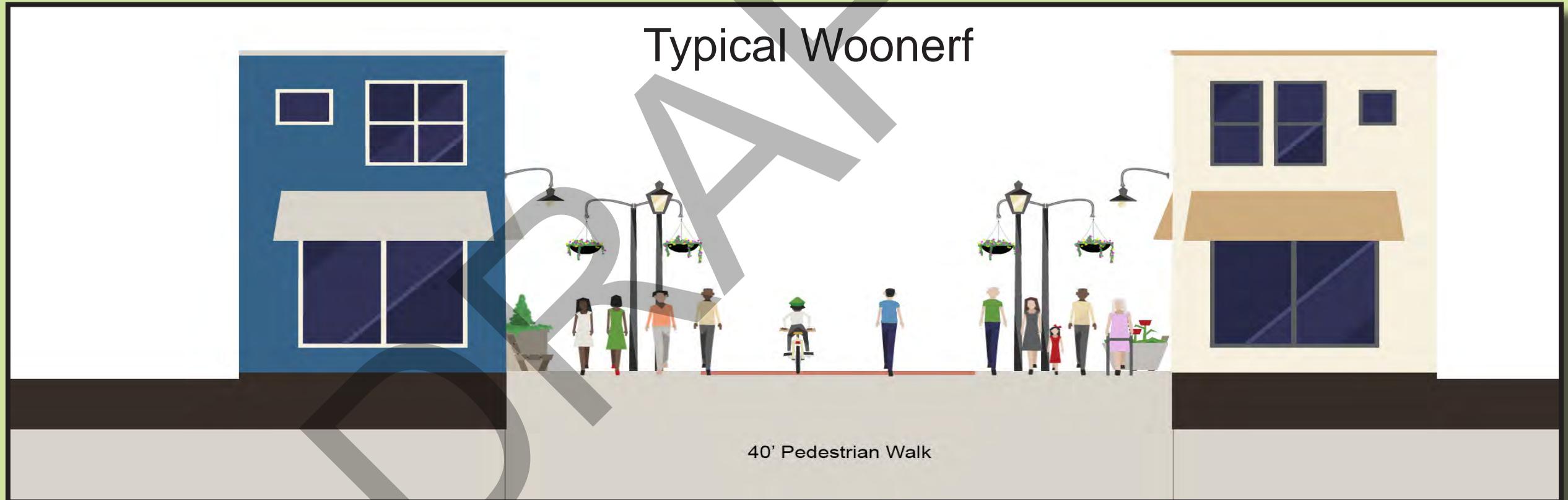
Applies unless otherwise noted in this or other Town of Matthews or NCDOT planning documents



Woonerf

For the typical Woonerf, all the following streetscape elements are recommended:

- Limited vehicular traffic may be permissible per Town of Matthews and should be limited to speed limits of 5 m.p.h. or less.
- All seating, removable planters, temporary signage, bike racks and other pedestrian amenities, should be within 10' of building facades
- On-street parking should be limited to maintenance and delivery vehicles only
- Street lamp lighting should be decorative, as recommended by the Town of Matthews Downtown Plan
- Pavement should be decorative, and consist of either stamped or stained asphalt/concrete, pavers, or stone



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Woonerf - Precedent Images



Urban Lane

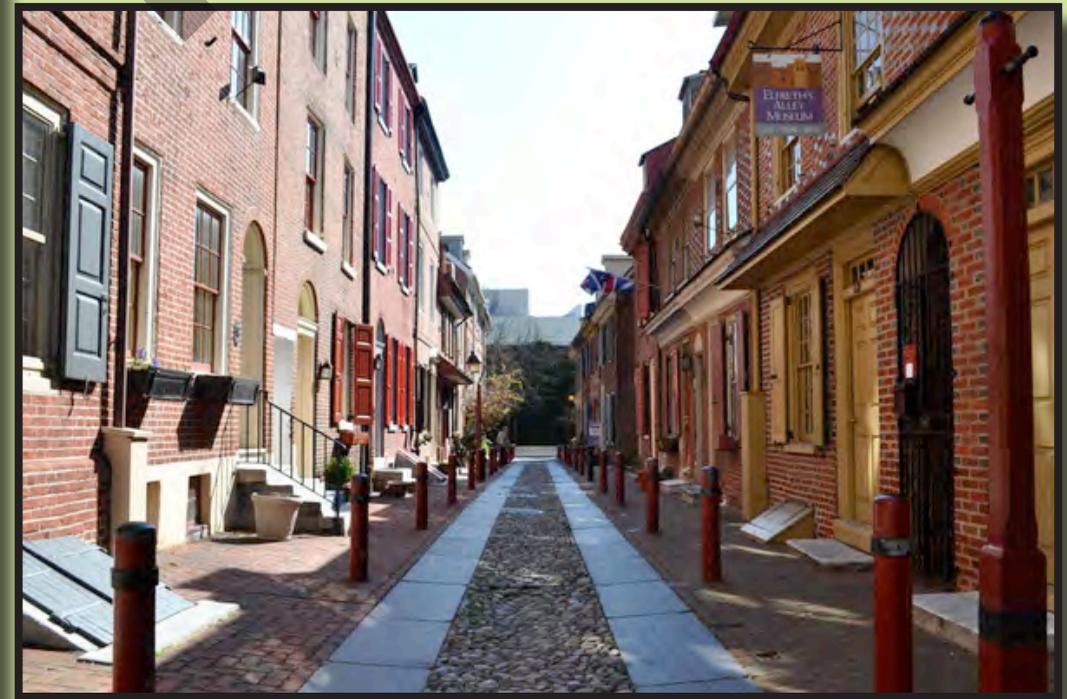
For the typical Urban Lane, all the following streetscape elements are recommended:

- Vehicular traffic should yield to pedestrians and bicyclists which share this multi-modal corridor.
- On-street parking should be limited to maintenance and delivery vehicles only
- Street lamp lighting should be decorative, as recommended by the Town of Matthews Downtown Plan
- Pavement should be decorative, and consist of either stamped or stained asphalt/concrete, pavers, or stone



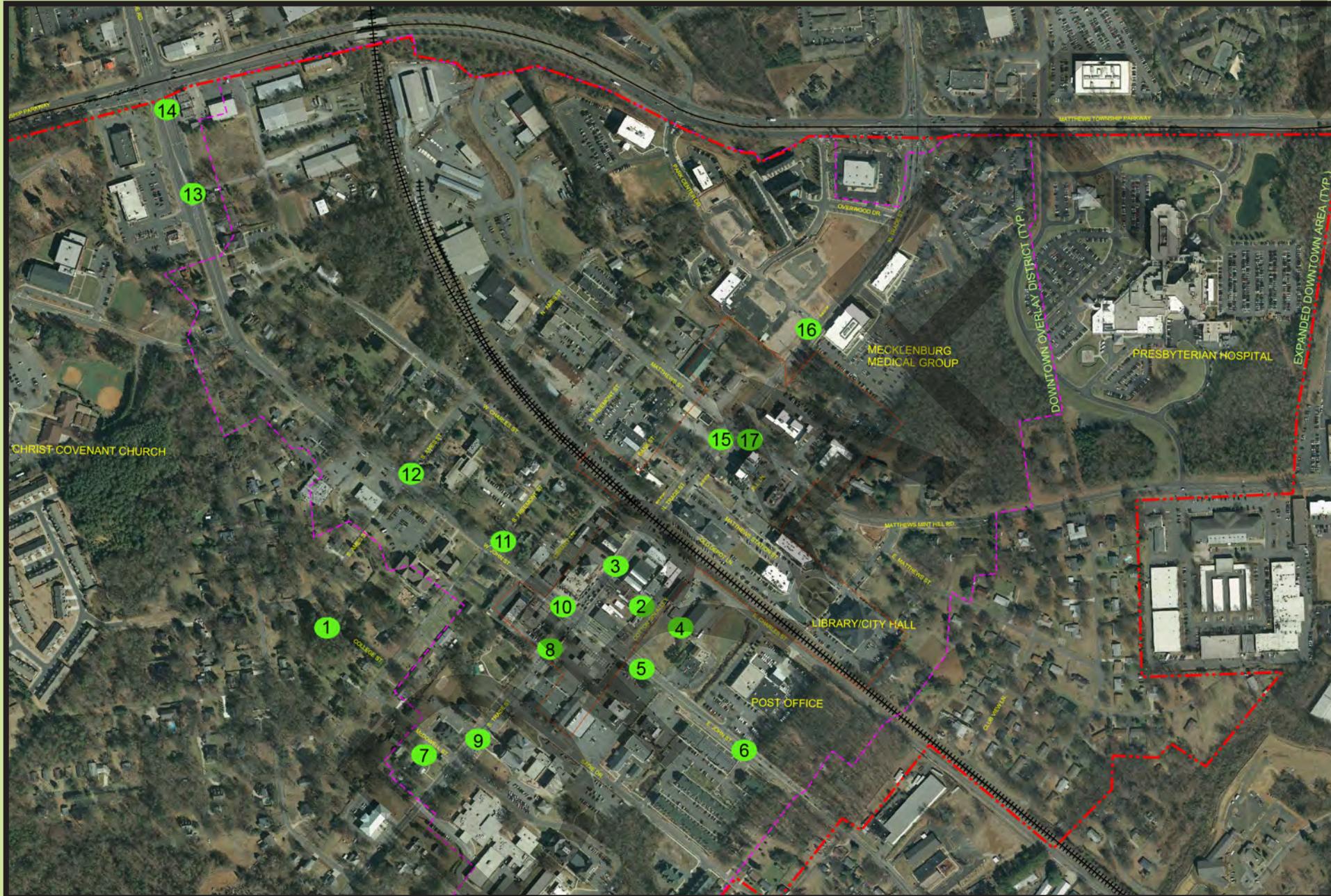
DOWNTOWN STREETScape IMPROVEMENT PLAN

Urban Lane - Precedent Images



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Example Cross-section Location Map



Please refer to the street types map on page six (6) of this document for standard recommended cross-sections of most Downtown streets. Locations/corridors with cross-section recommendations that deviate from the typical may be identified via this map.

Cross-section Locations

1. College Street
2. Cotton Gin Alley (John St. to Mid-Block)
Cotton Gin Alley (Mid-Block to Charles St.)
3. 100 Block of N. Trade
4. Market Alley
5. E. John (BB&T to Trade)
6. E. John (Buckley Way to BB&T)
7. McDowell St.
8. S. Trade at W. John
9. S. Trade at Baptist Church
10. W. John at Trade (options A & B)
11. W. John near Freemont St.
12. W. John near Ames St.
13. W. John near Lois St.
14. W. John at Matthews Township Pkwy.
15. N. Trade at Matthew St.
16. N. Trade at Park Center Dr.
17. E. Matthews at Trade St.

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(Proposed) College Street (Looking North West)



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Cotton Gin Alley

#2 Existing Cotton Gin Alley
from Mid-block to John St.



#2 Existing Cotton Gin Alley
from Mid-block to Charles St.



#2 Proposed Cotton Gin Alley
from Mid-block to John St.



#2 Proposed Cotton Gin Alley
from Mid-block to Charels Street



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100 Block of North Trade Between John and Charles Streets - Conceptual Improvements



EXISTING CONDITIONS

The existing 100 block of North Trade Street may be improved by the creation of pedestrian oriented spaces. Currently there is a lack of public seating and gathering areas. Parking is difficult to use because of its orientation and typical traffic volumes. Curb appeal is limited by the lack of typical streetscape elements such as vegetation, seating, art, etc.

OPTION 'A'

This option consists of a public space created in front of the old Post Office building. Existing angled spaces would be replaced by parallel spaces. Small street trees would be installed in tree pits where existing space currently exists.



OPTION B

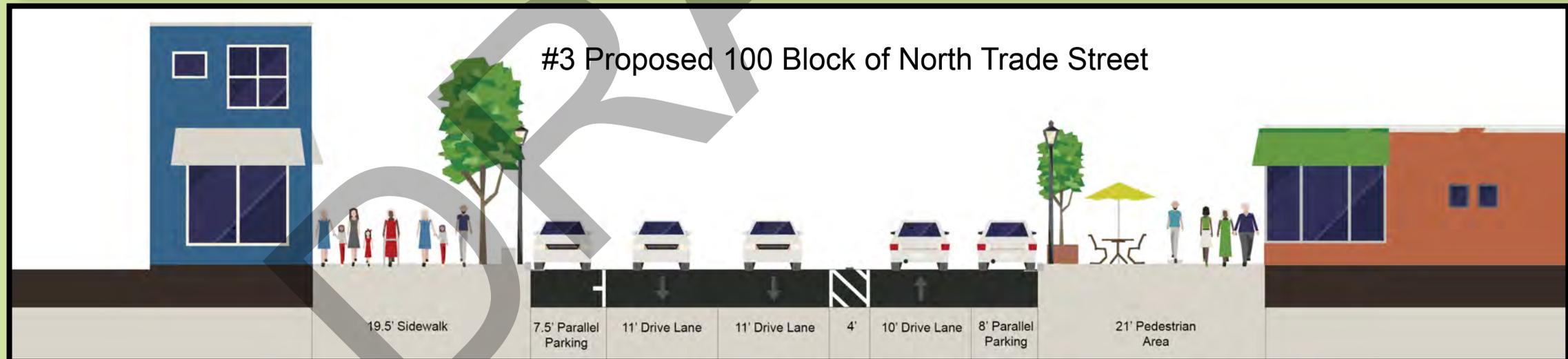
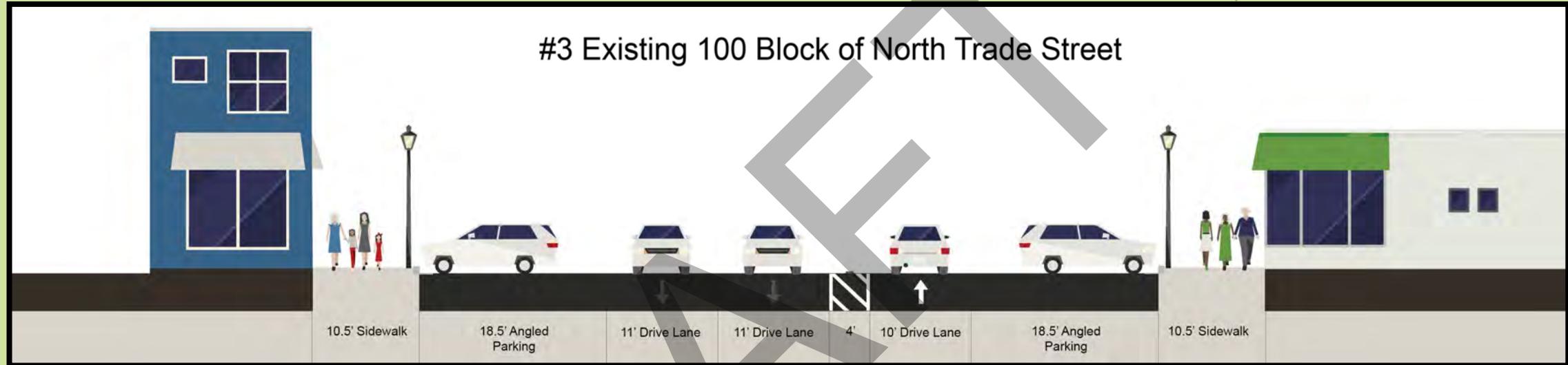
This option consists of a public space created by widening the existing sidewalk. Existing angled spaces would be replaced by parallel spaces. Small street trees would be installed in tree pits where existing space currently exists.



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100 Block of North Trade Between John and Charles Streets (Looking South)

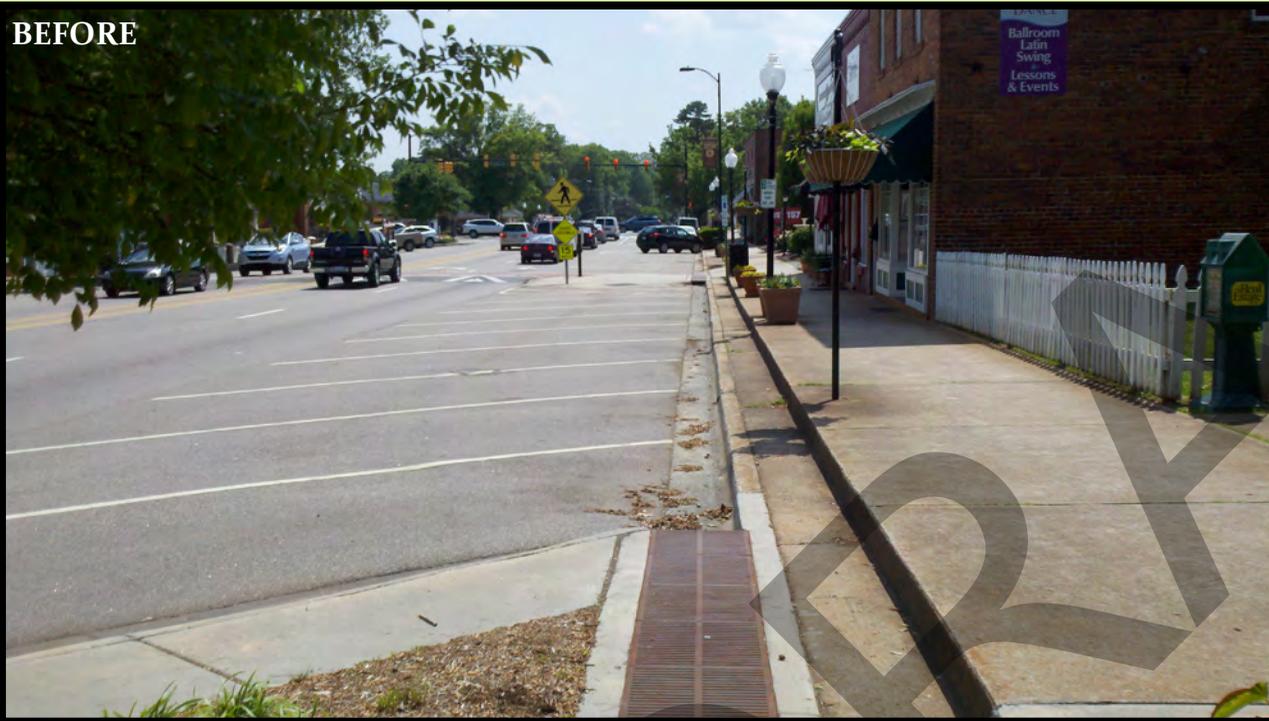
The proposed changes to the 100 block of North Trade Street predominately consist of moving the face of curb on the west side of the street out 11' towards the center of the street thus eliminating the angled parking while establishing parallel parking in its place. This would affect the north half of this block up to the point where the existing parallel parking. This existing parallel parking shall remain. The advantage of this proposed change is that a wider pedestrian area is established.



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100 Block of North Trade Between John and Charles Streets (Looking South)

BEFORE



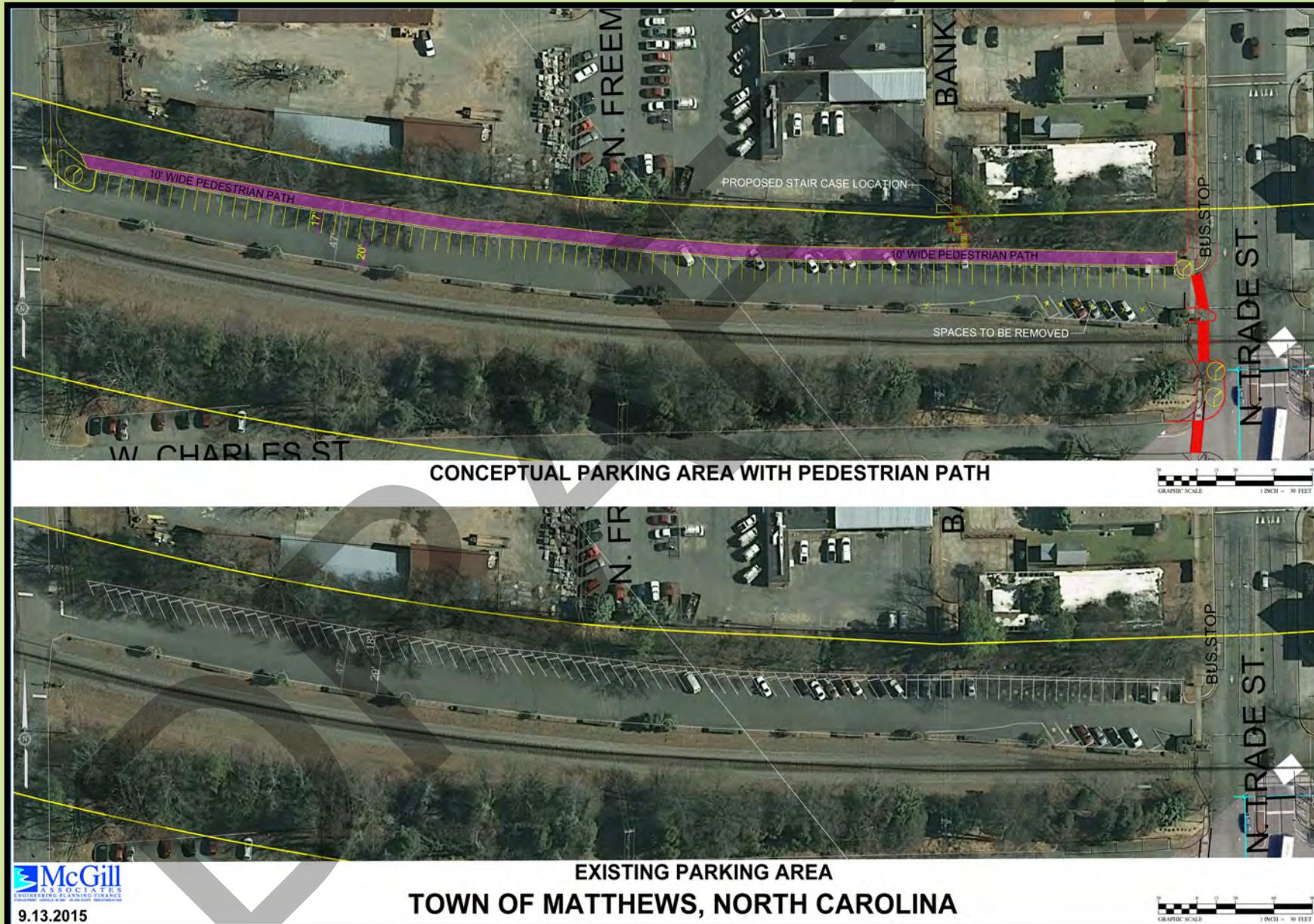
AFTER



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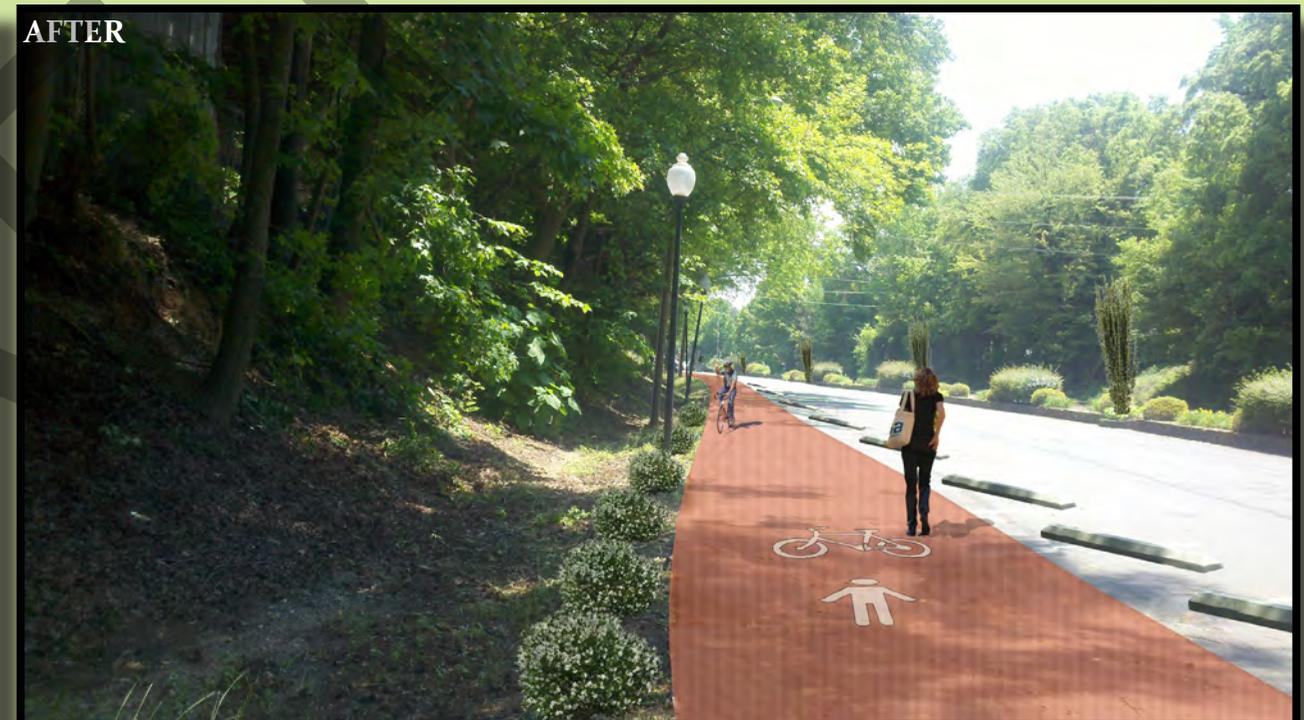
Proposed pedestrian path through parking lot between Trade Street and Ames Street

A conceptual sketch of how a revision to the parking lot layout may provide space for a 10' wide pedestrian walk can be seen below.



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Proposed pedestrian path through parking lot between Trade Street and Ames Street



(Proposed) Market Alley

#4 Proposed Market Alley



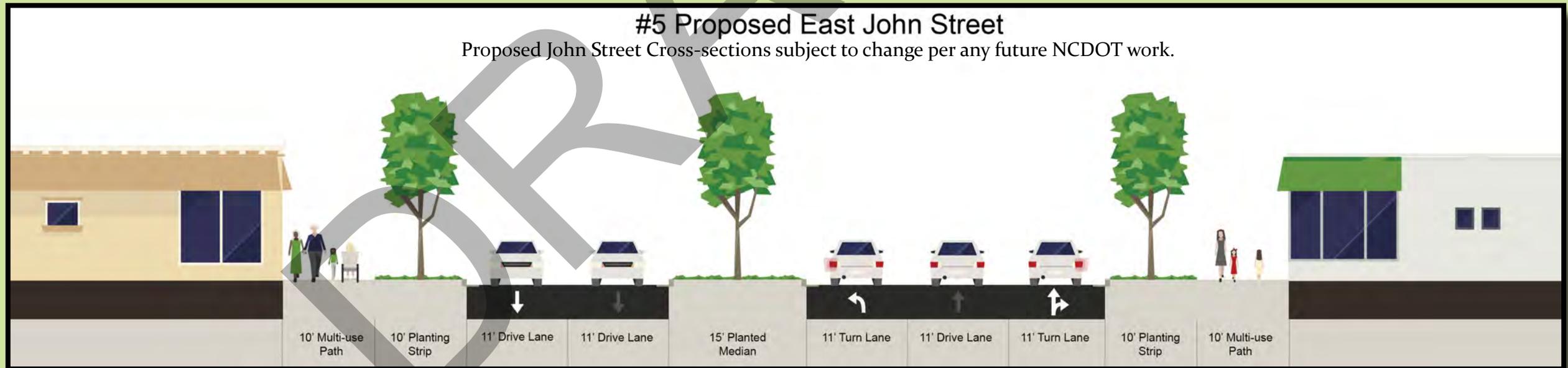
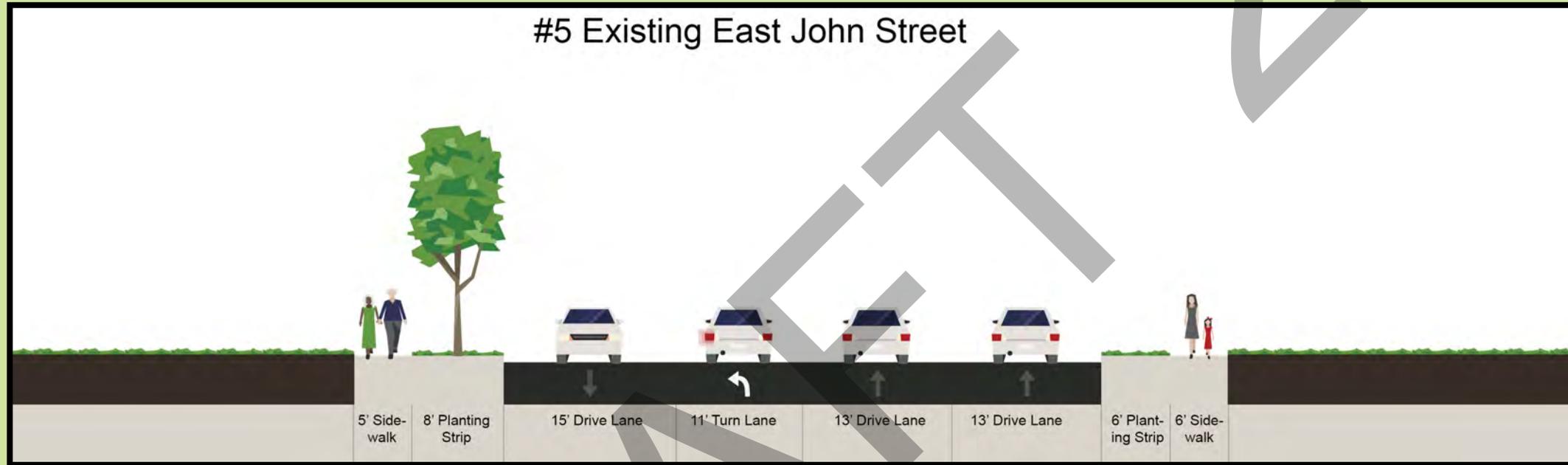
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Proposed Market Alley Photo Edit



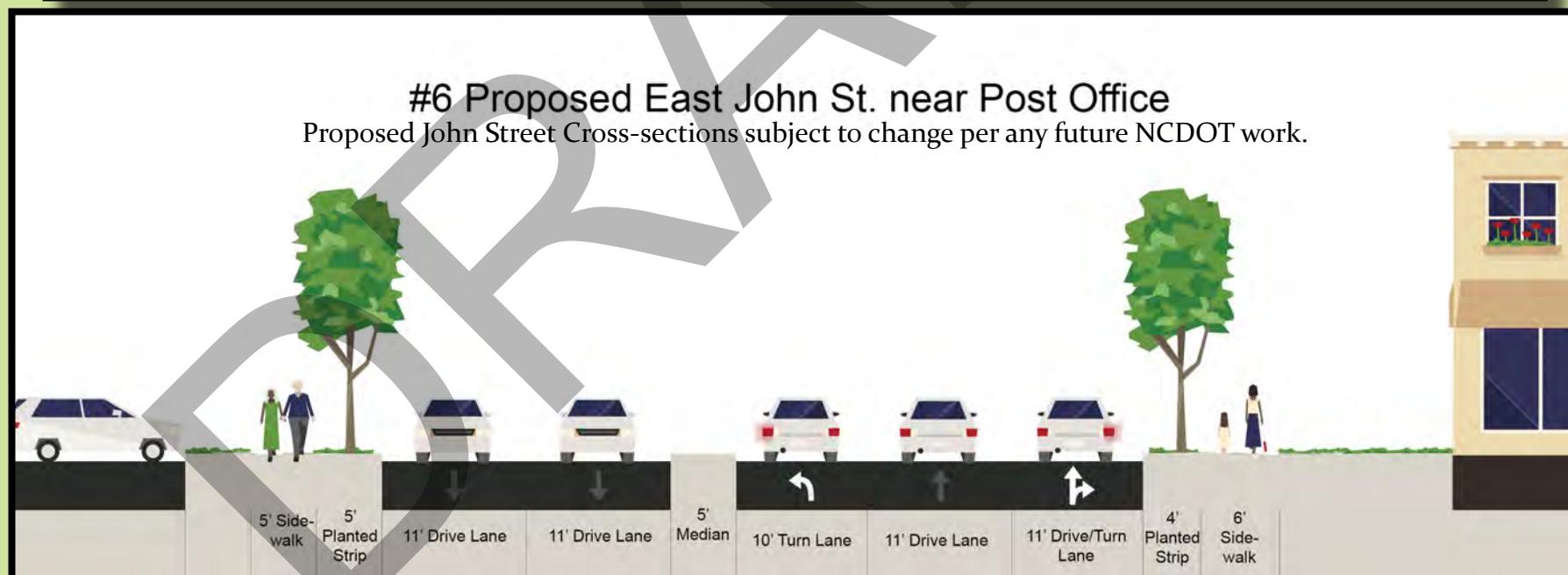
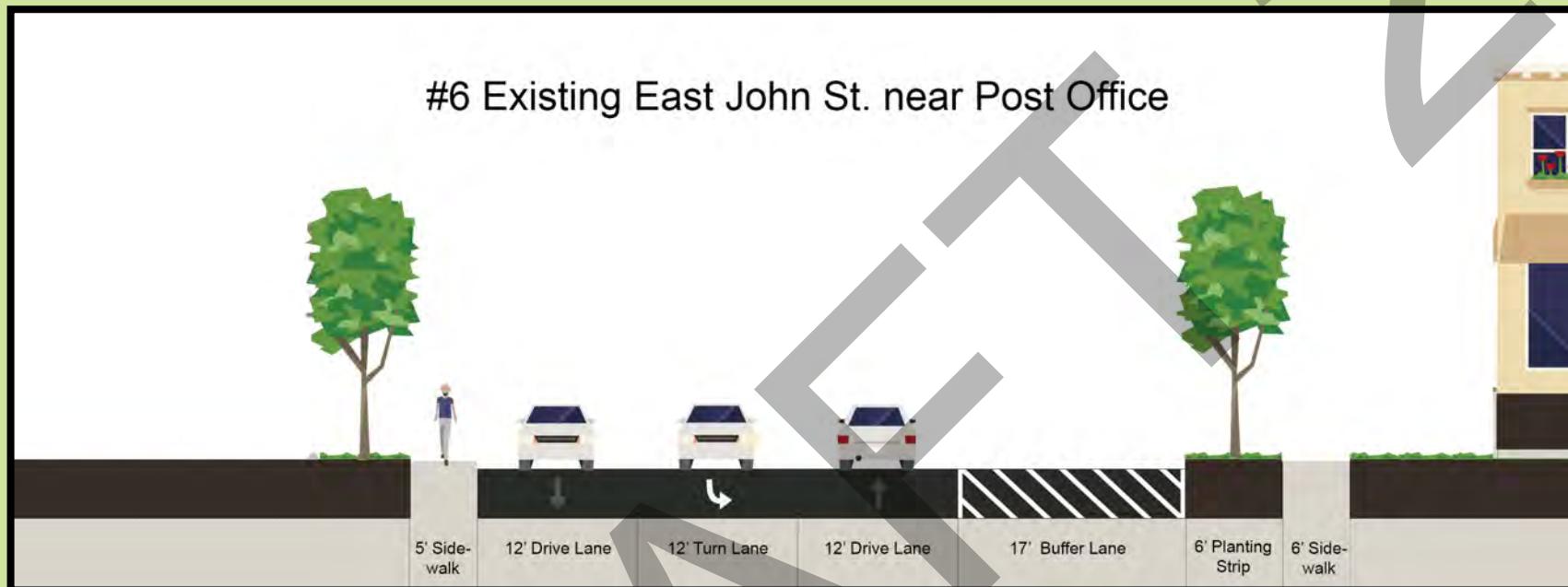
DOWNTOWN STREETSCAPE IMPROVEMENT PLAN

Typical East John Street from BB&T to Trade Street (Looking West)



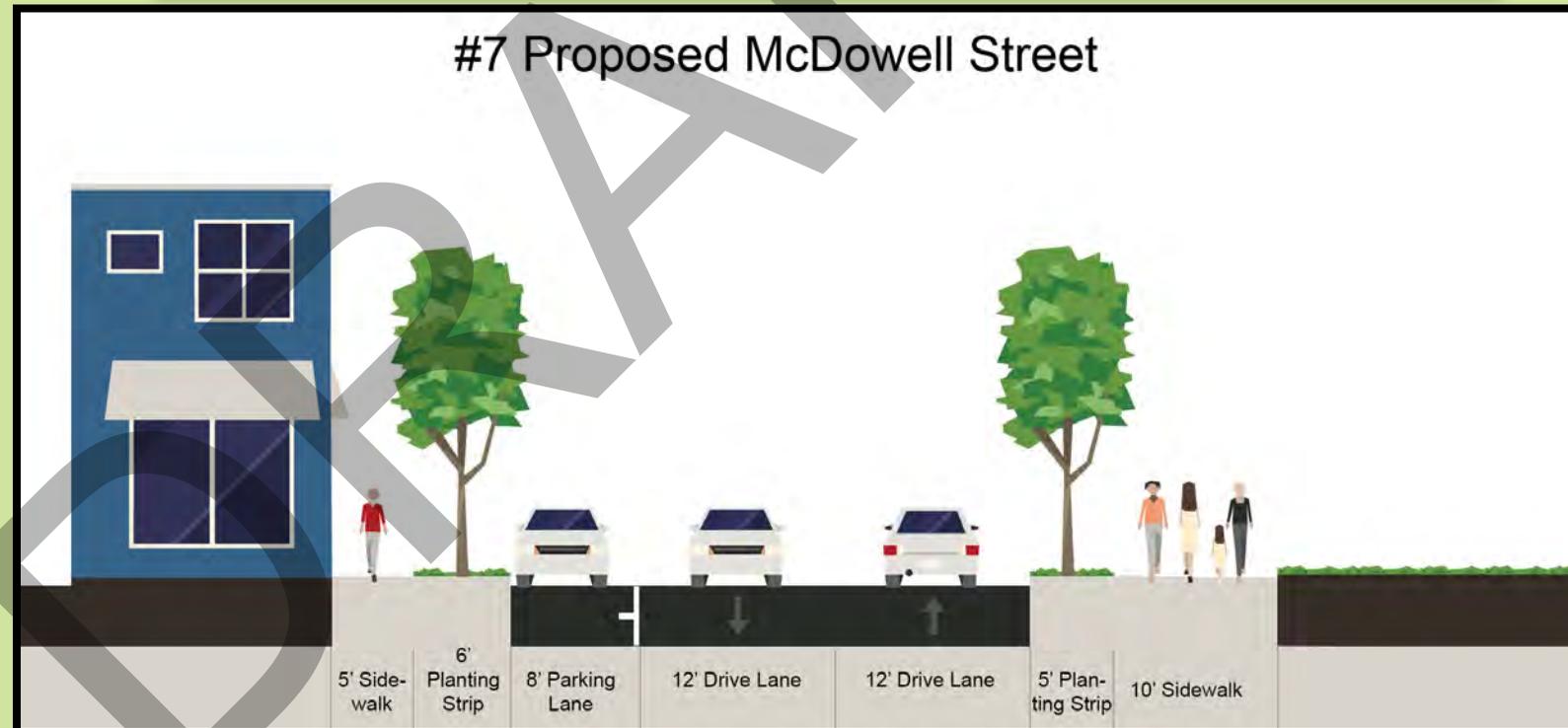
DOWNTOWN STREETSCAPE IMPROVEMENT PLAN

East John Street near Post Office - From BB&T to Buckley Way (Looking East)



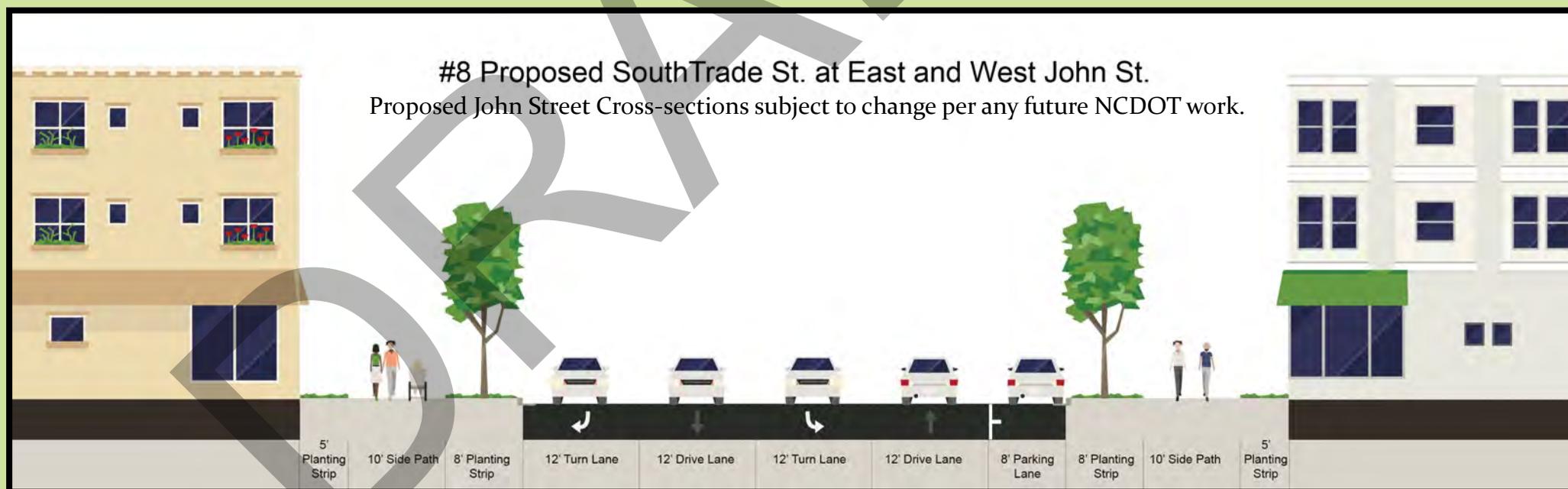
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McDowell Street (East/West)



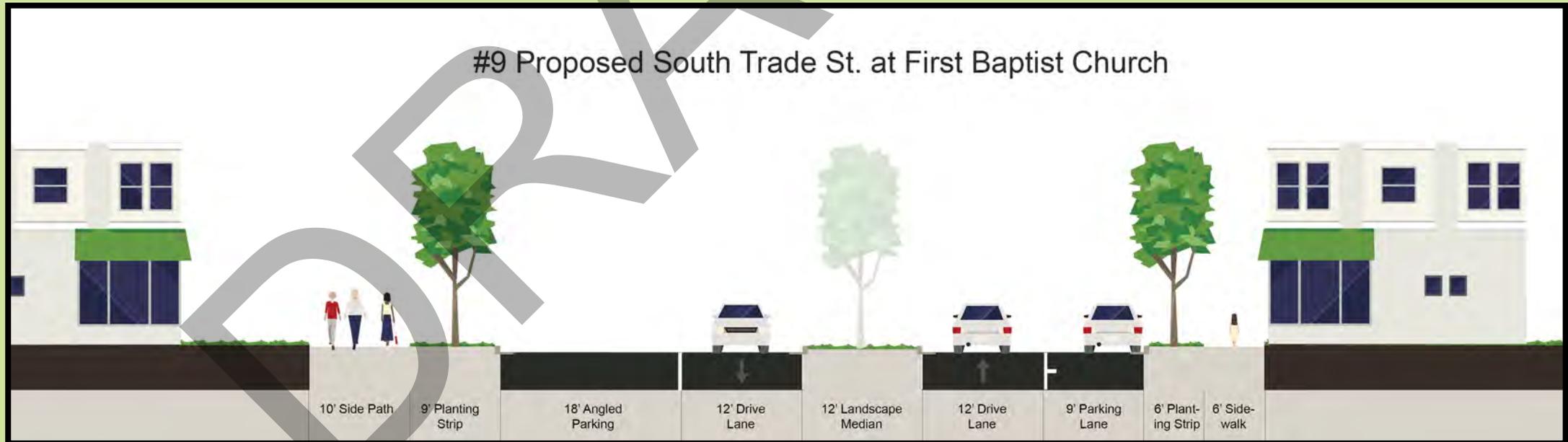
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South Trade Street at East and West John Street



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South Trade Street at First Baptist Church (Looking South)



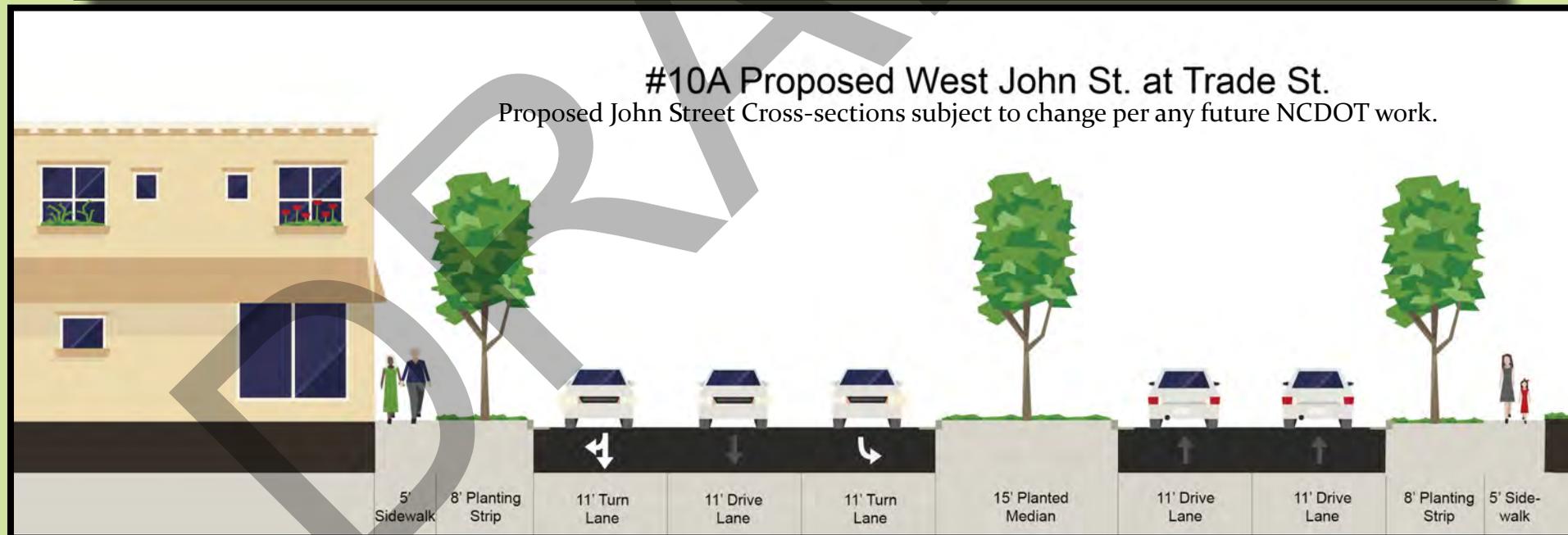
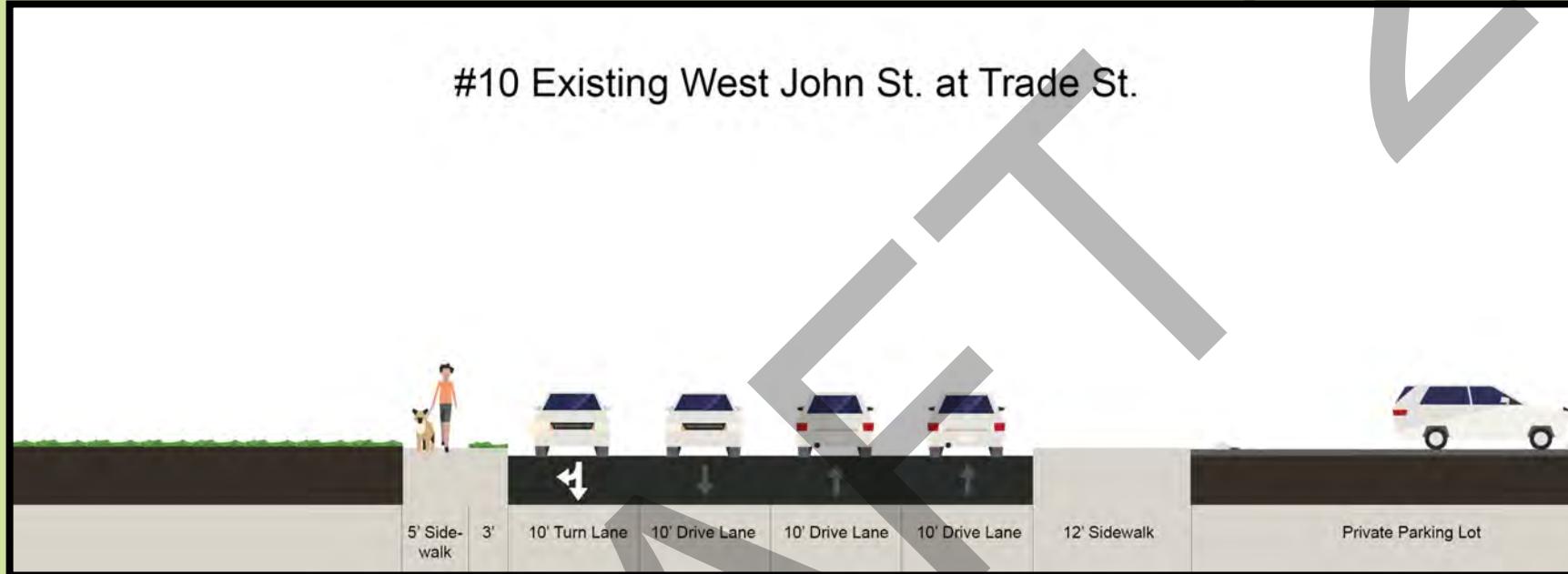
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South Trade Street at First Baptist Church (Looking North)



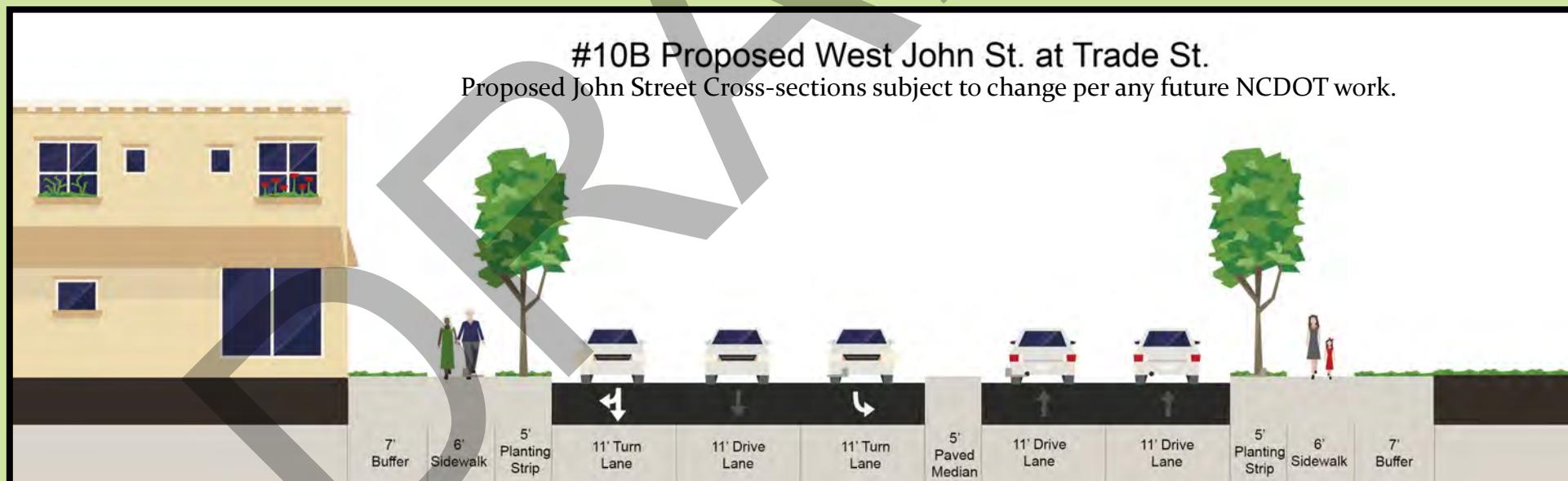
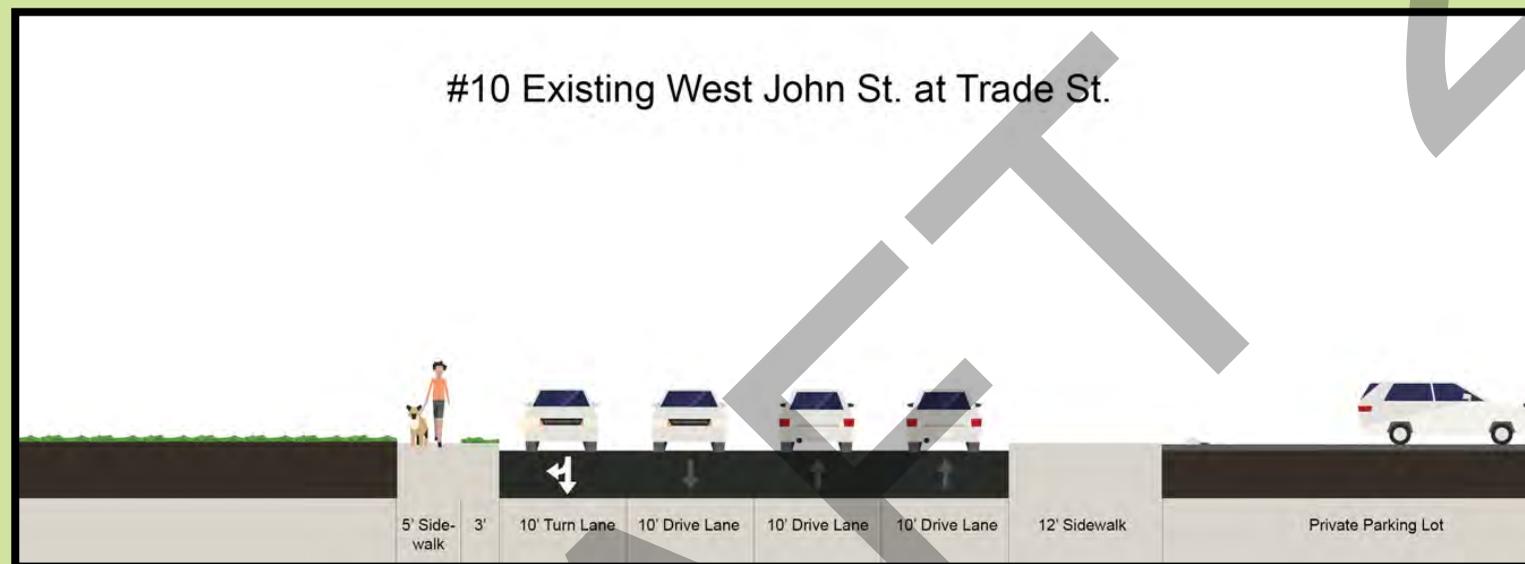
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West John Street at Trade Street (Option 10A)



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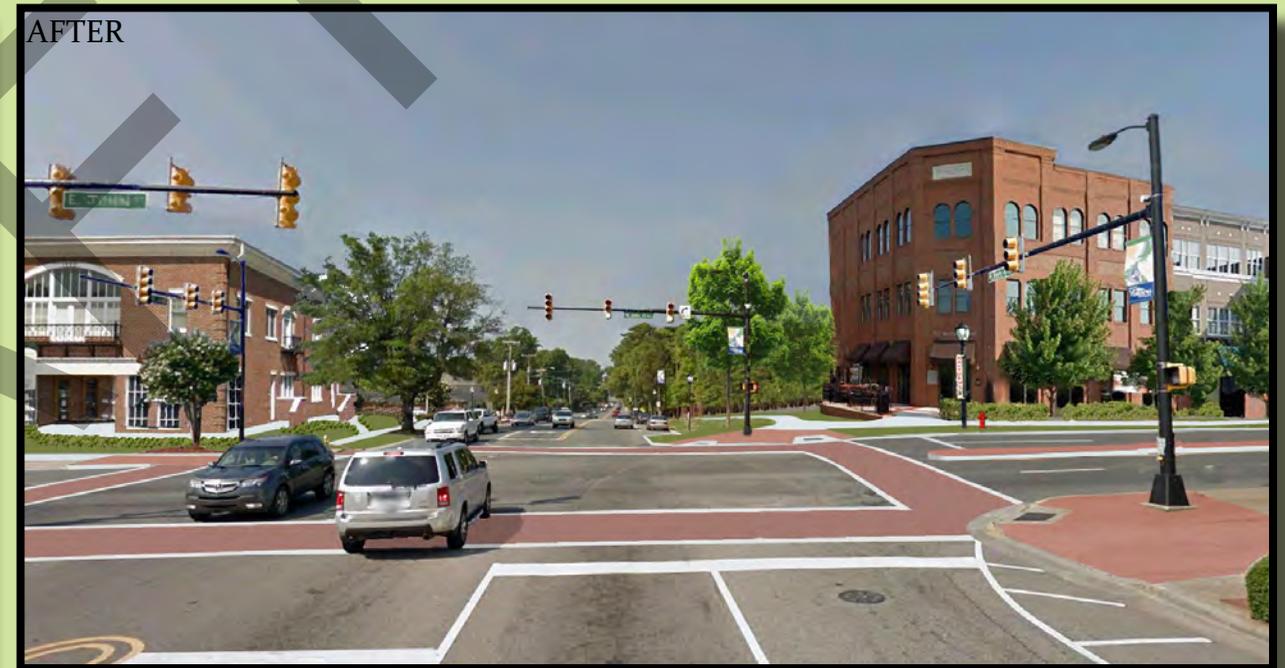
West John Street at Trade Street (Option 10B)



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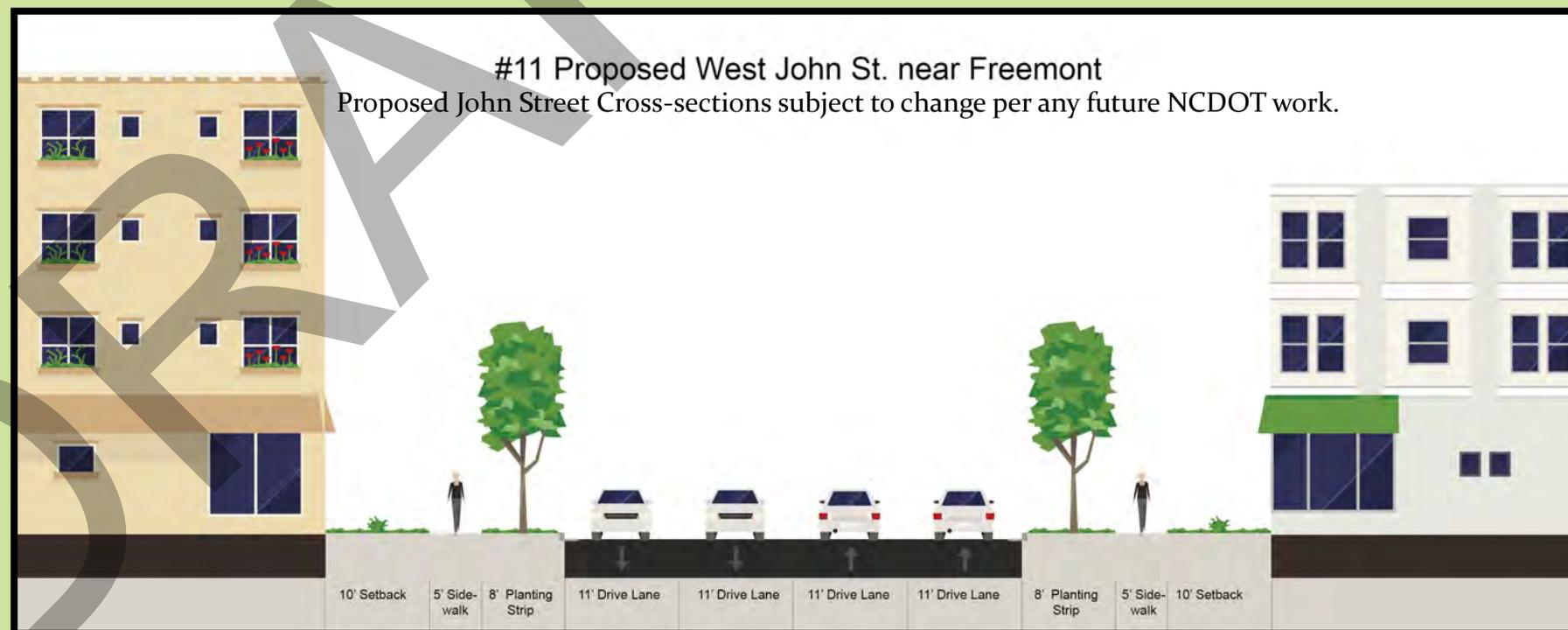
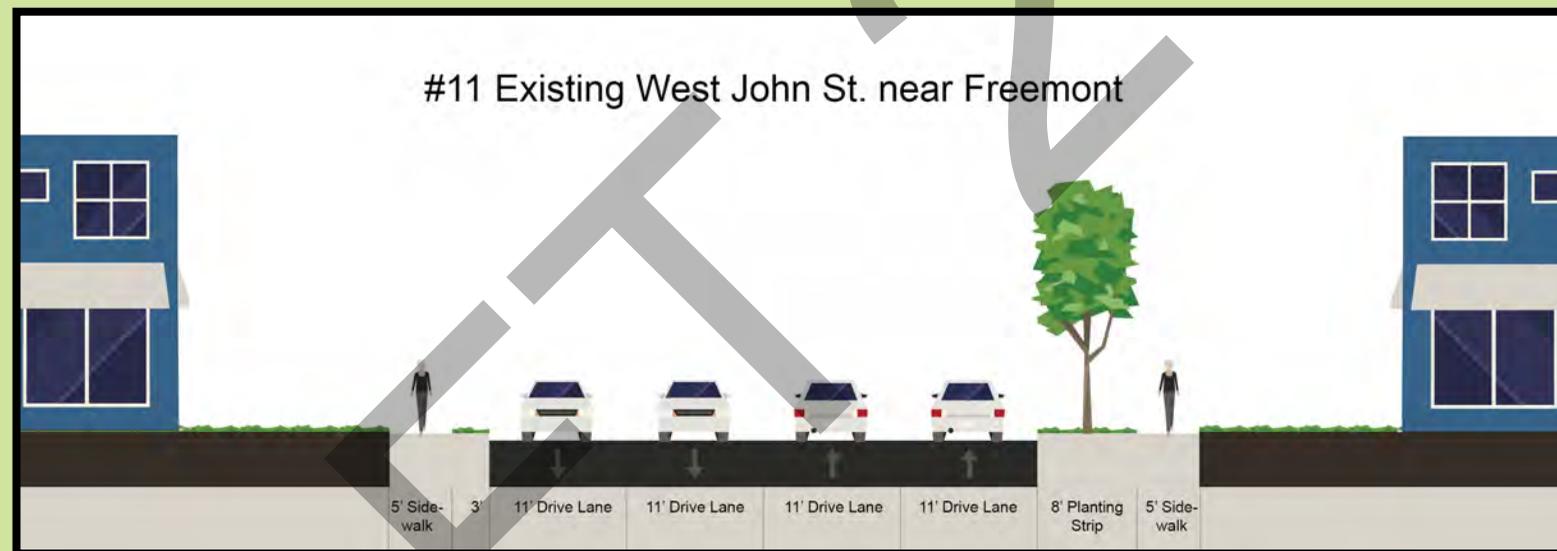
Trade Street and John Street

Proposed John Street Cross-sections subject to change per any future NCDOT work.



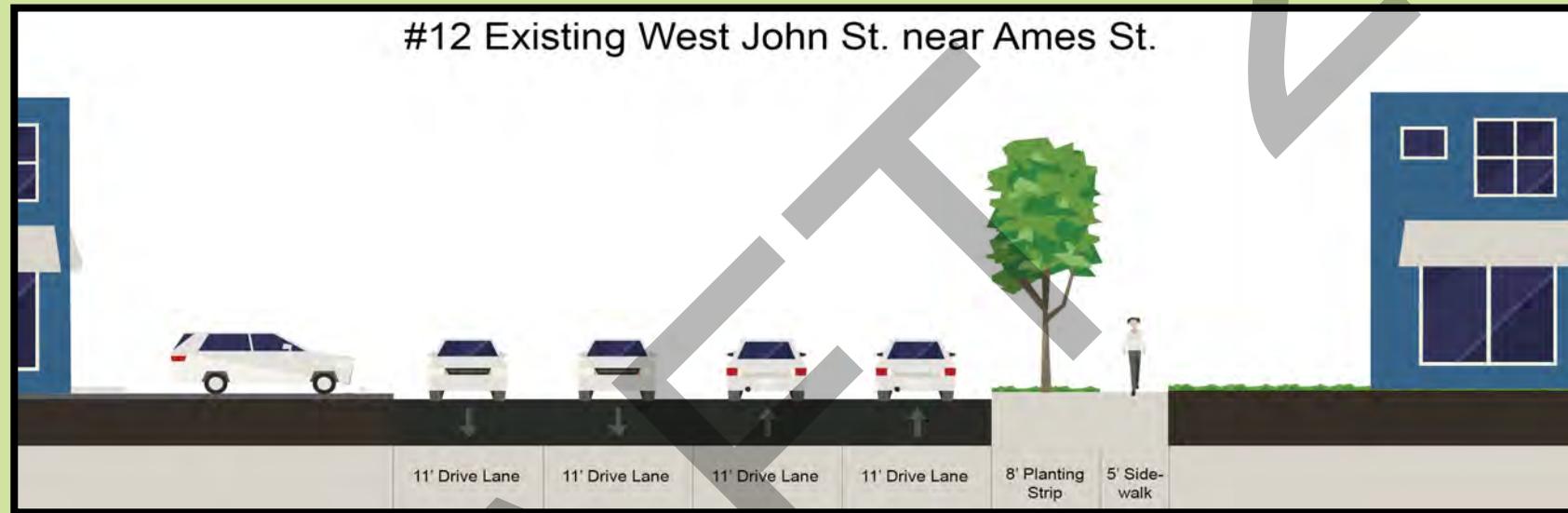
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West John Street Near Freemont Street



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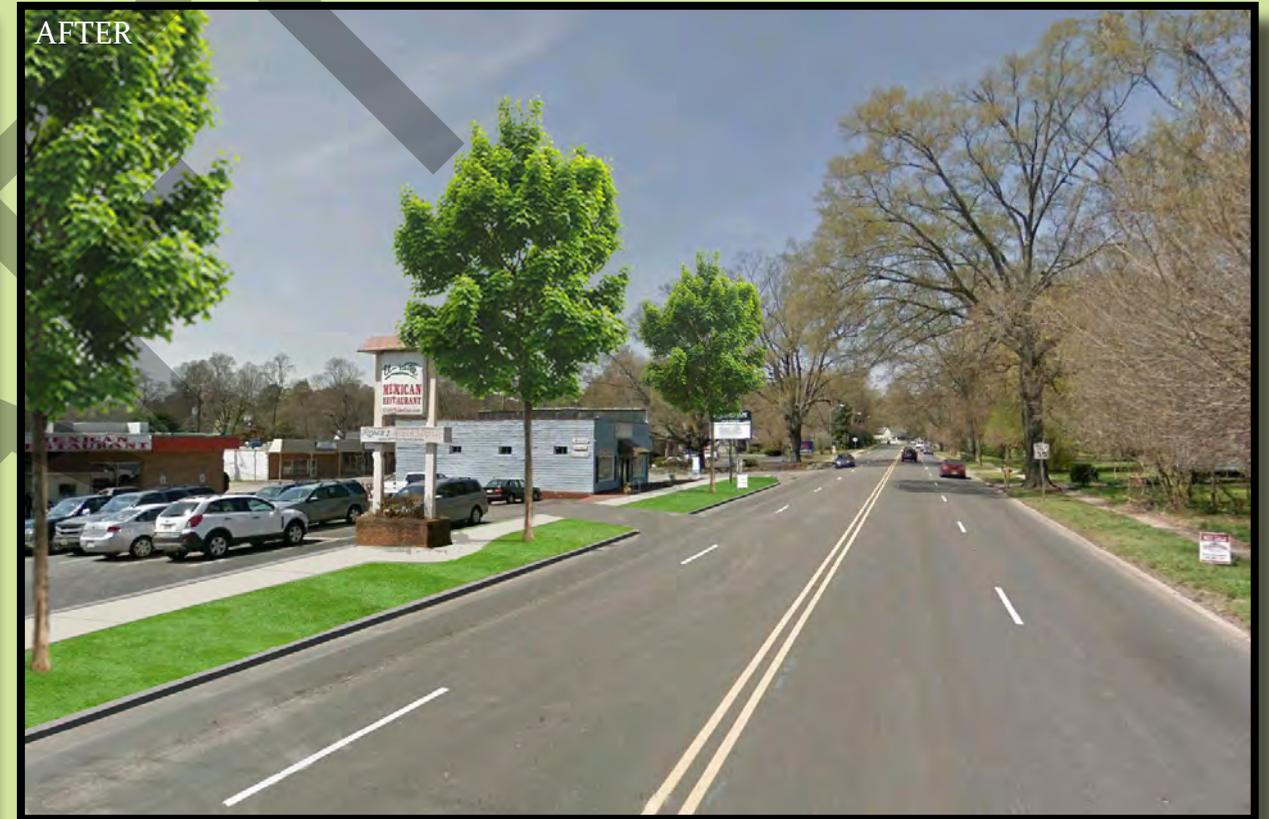
West John Street Near Ames Street



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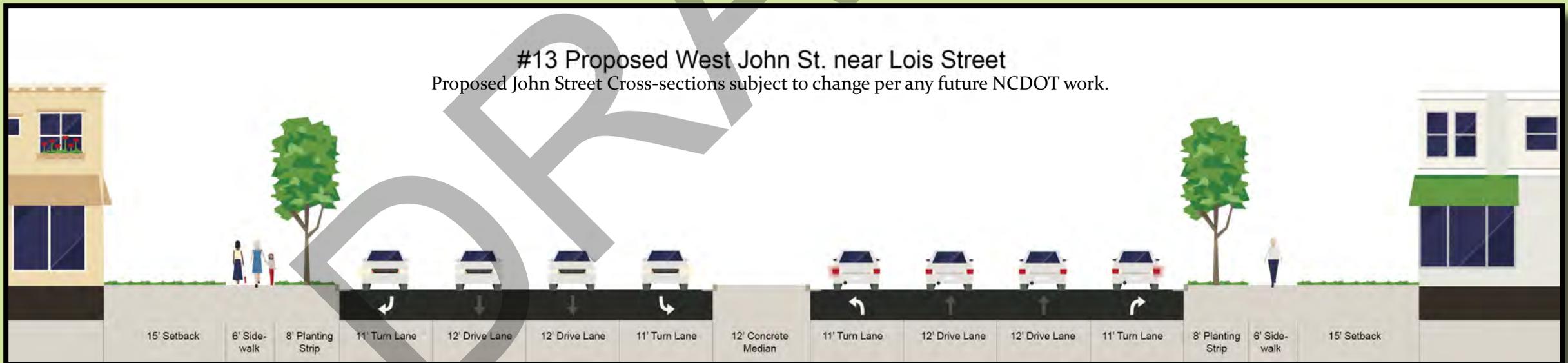
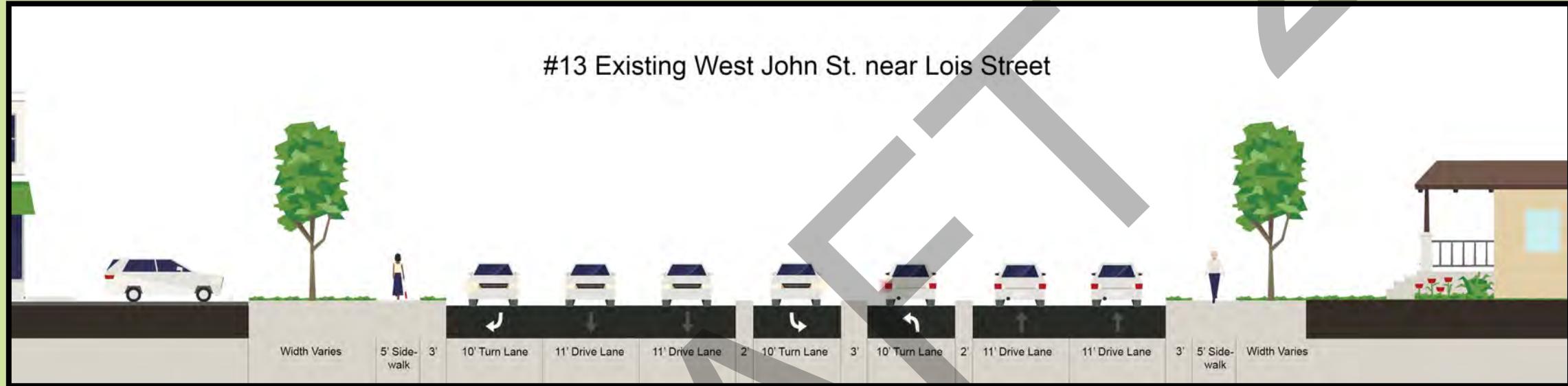
West John Street between Ames Street and Irwin Lane (Looking West)

Proposed John Street improvements subject to change per any future NCDOT work.



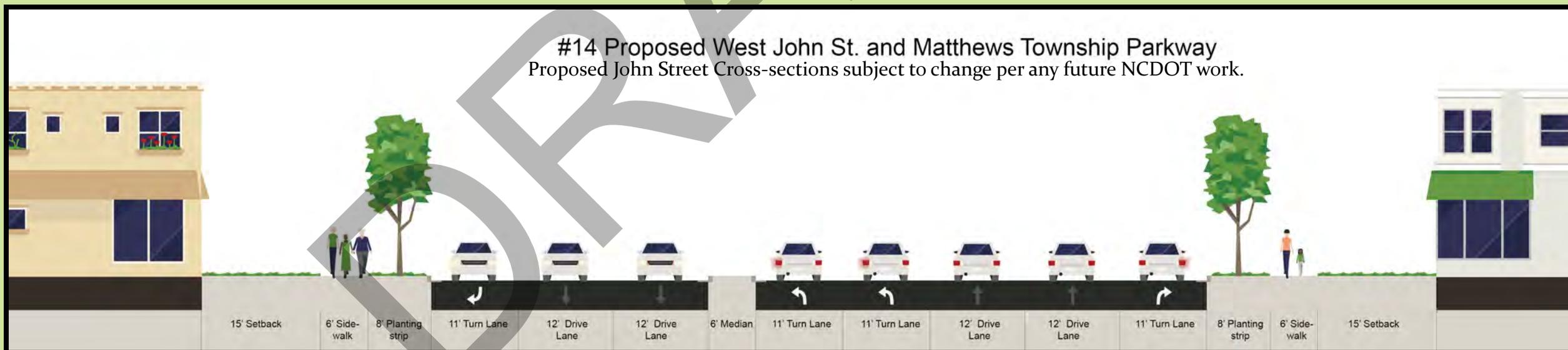
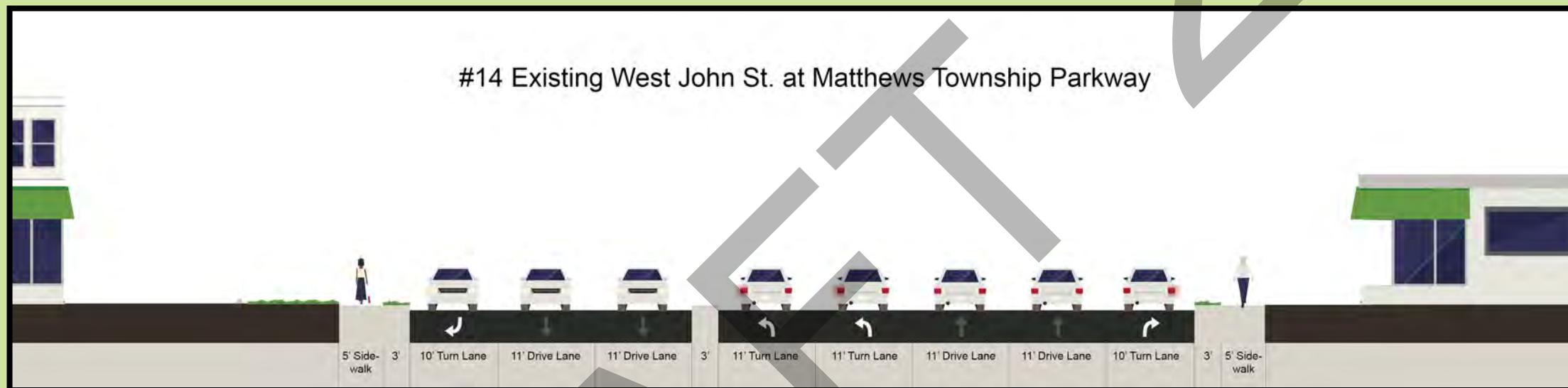
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West John Street near Lois Street (Looking North)



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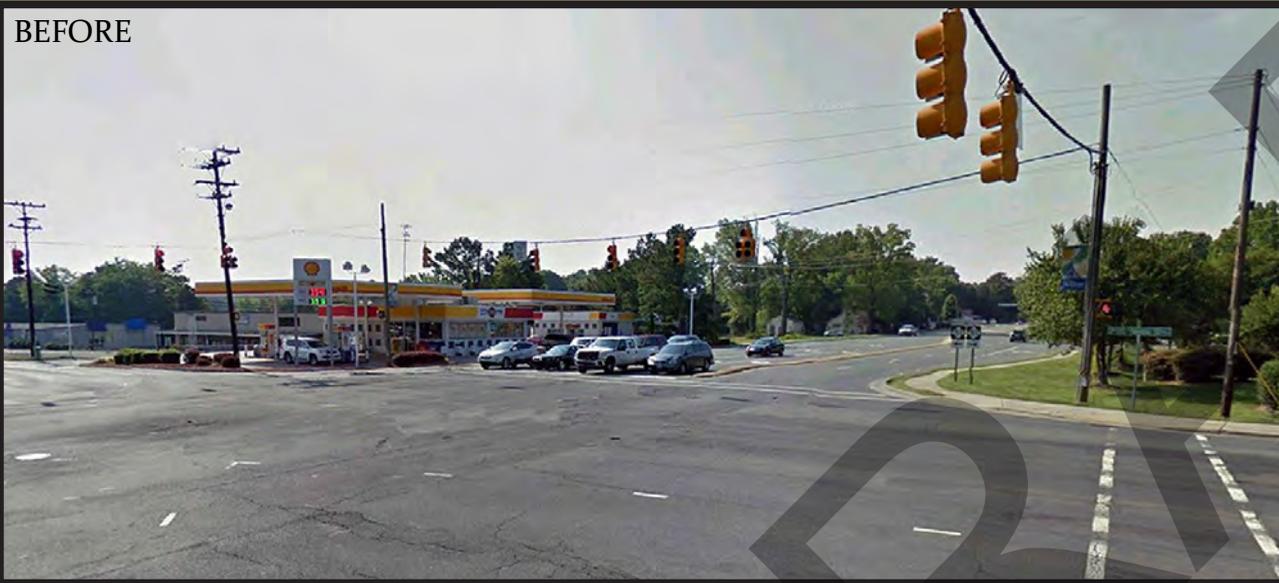
West John Street at Matthews Township



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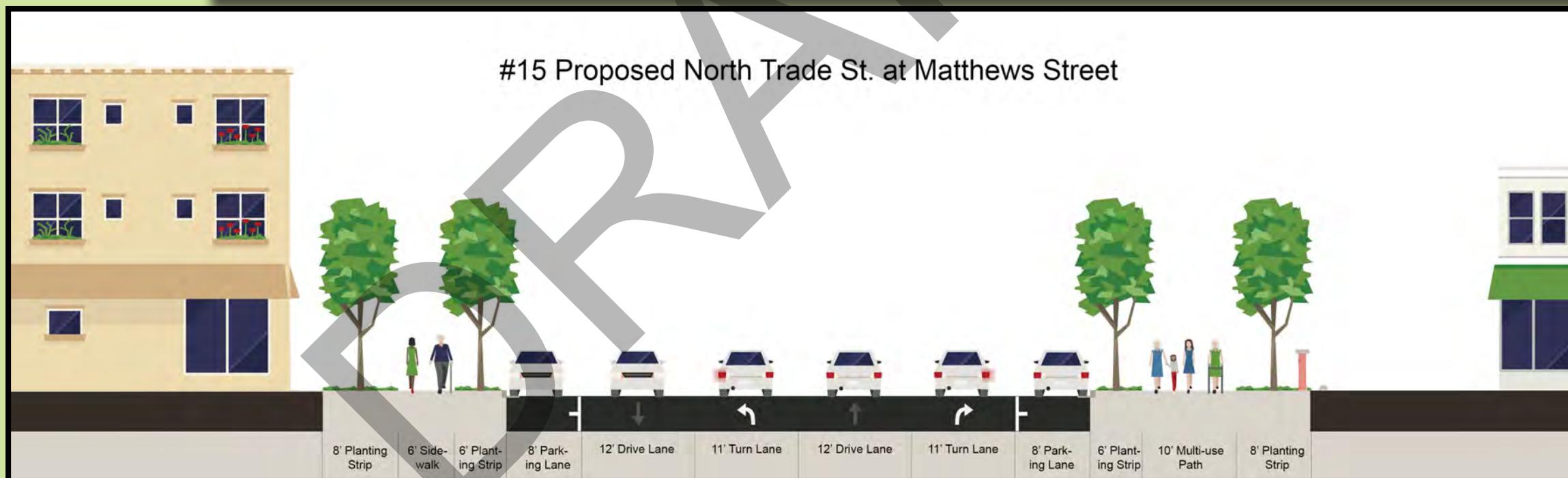
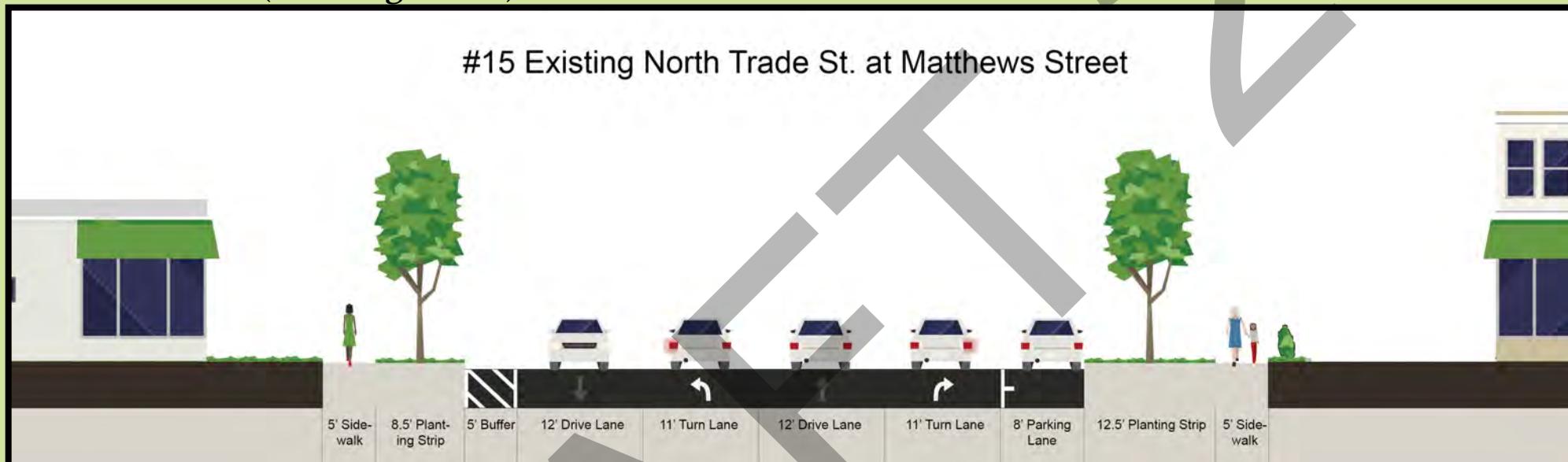
WEST JOHN STREET AND MATTHEWS TOWNSHIP PARKWAY

Proposed John Street improvements subject to change per any future NCDOT work.



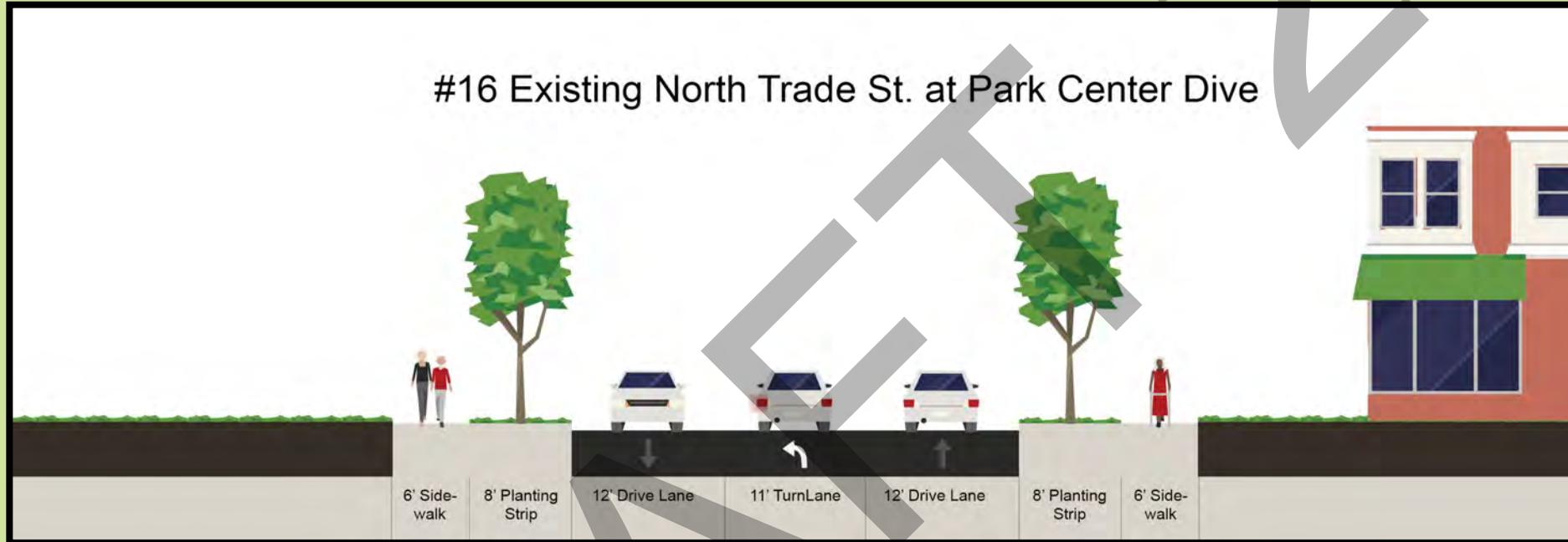
DOWNTOWN STREETScape IMPROVEMENT PLAN

Trade Street at Matthews Street (Looking North)



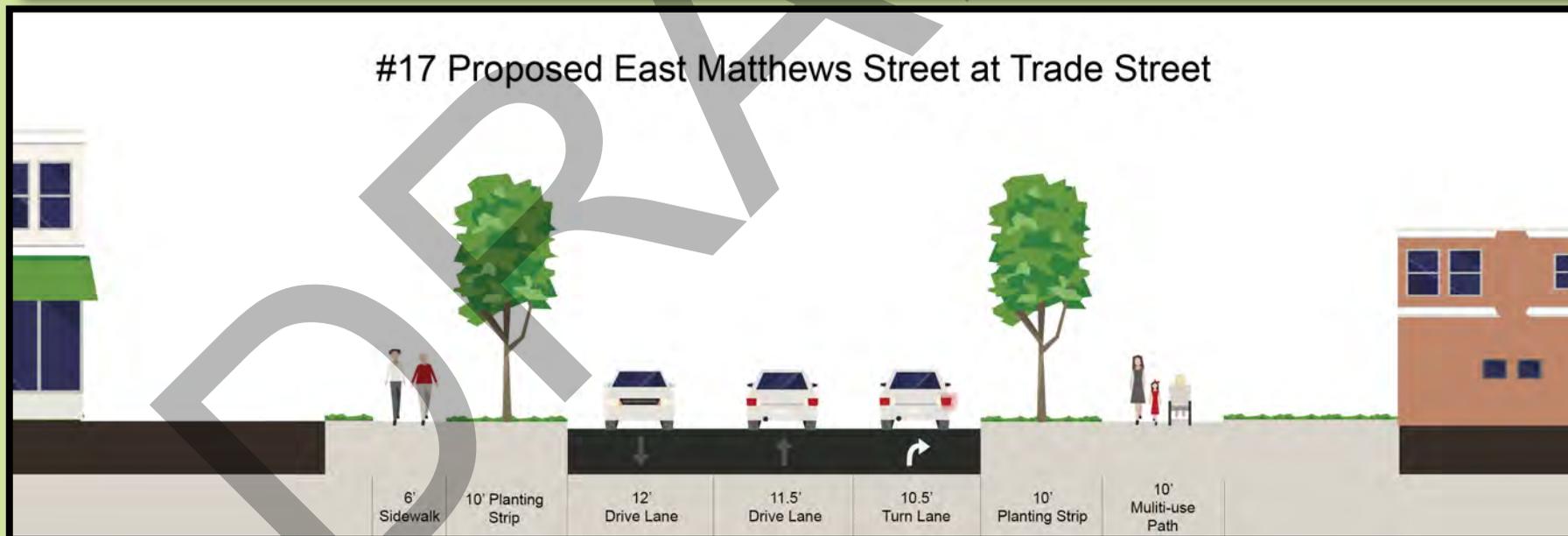
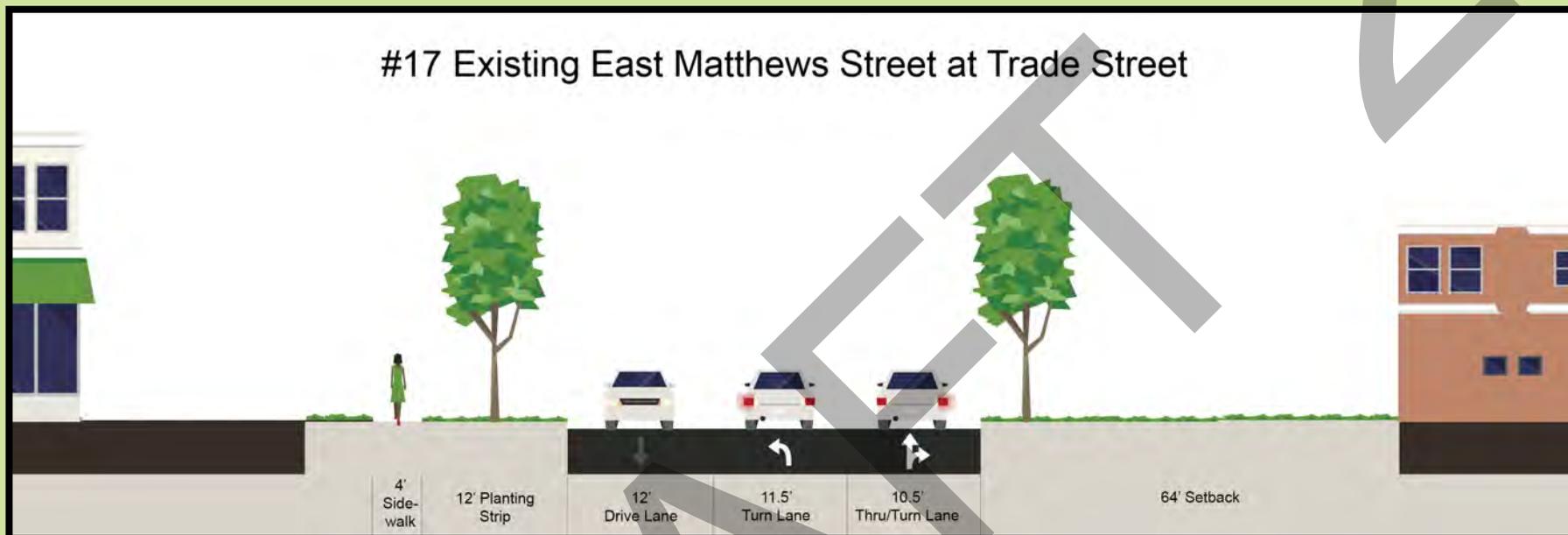
DOWNTOWN STREETSCAPE IMPROVEMENT PLAN

North Trade Street Near Park Center Drive (Looking North)



DOWNTOWN STREETScape IMPROVEMENT PLAN

East Matthews Street at Trade Street (Looking West)



DOWNTOWN STREETSCAPE IMPROVEMENT PLAN

Photographic Representations (Before & After)

The following “Before and After” images provide a graphical representation of how new and existing streets could be developed or redeveloped in the future. Many different streetscape elements such as sidewalks, multipurpose paths, traffic calming, street lighting, landscaping, buildings and parking configurations are explored.

The intent of the photographic representations is not to dictate specific design expectations or configurations but instead are meant to relay design possibilities intended to encourage an attractive and successful public realm.

North Trade Street and East Matthews Street (1)



DOWNTOWN STREETScape IMPROVEMENT PLAN

North Trade Street and East Matthews Street (2)



DOWNTOWN STREETScape IMPROVEMENT PLAN

North Trade Street and East Matthews Street (3)

BEFORE

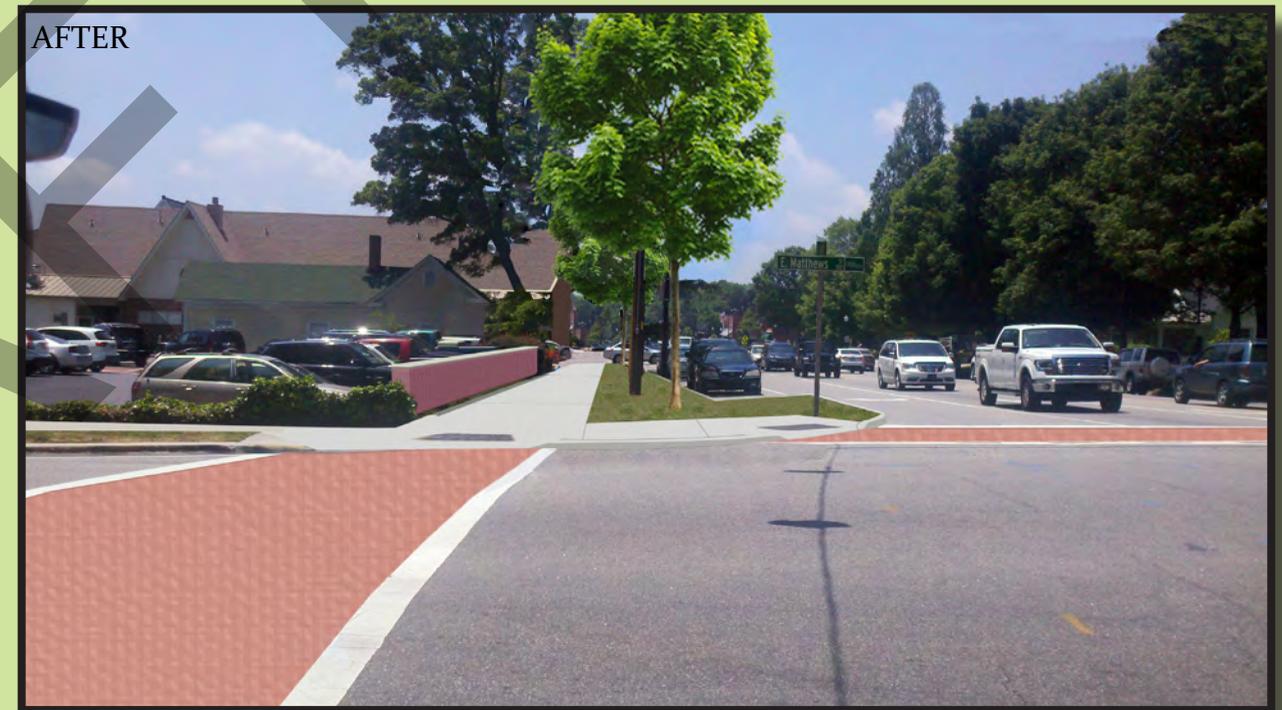


AFTER



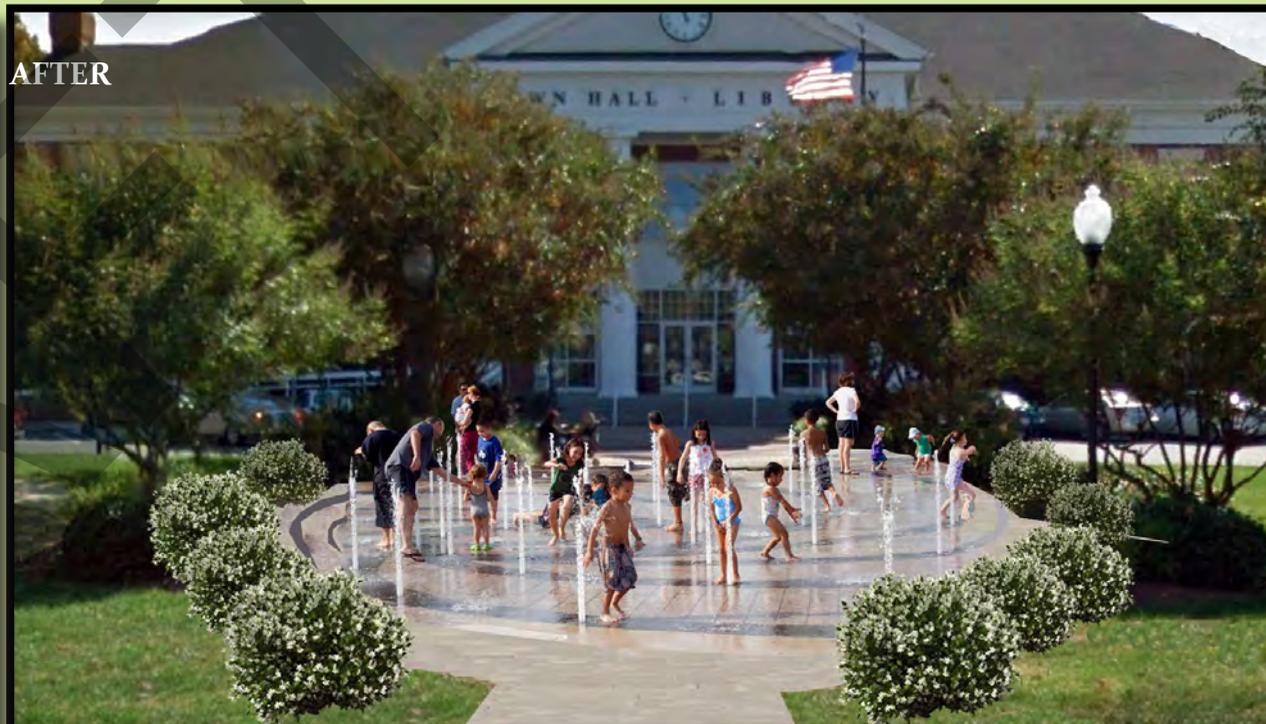
DOWNTOWN STREETScape IMPROVEMENT PLAN

North Trade Street and East Matthews Street (4)



DOWNTOWN STREETScape IMPROVEMENT PLAN

Proposed Interactive Fountain at Matthews Town Hall



DOWNTOWN STREETScape IMPROVEMENT PLAN

Alternative Transportation Paths Map (Walking Paths, Cycling and Bus Routes)



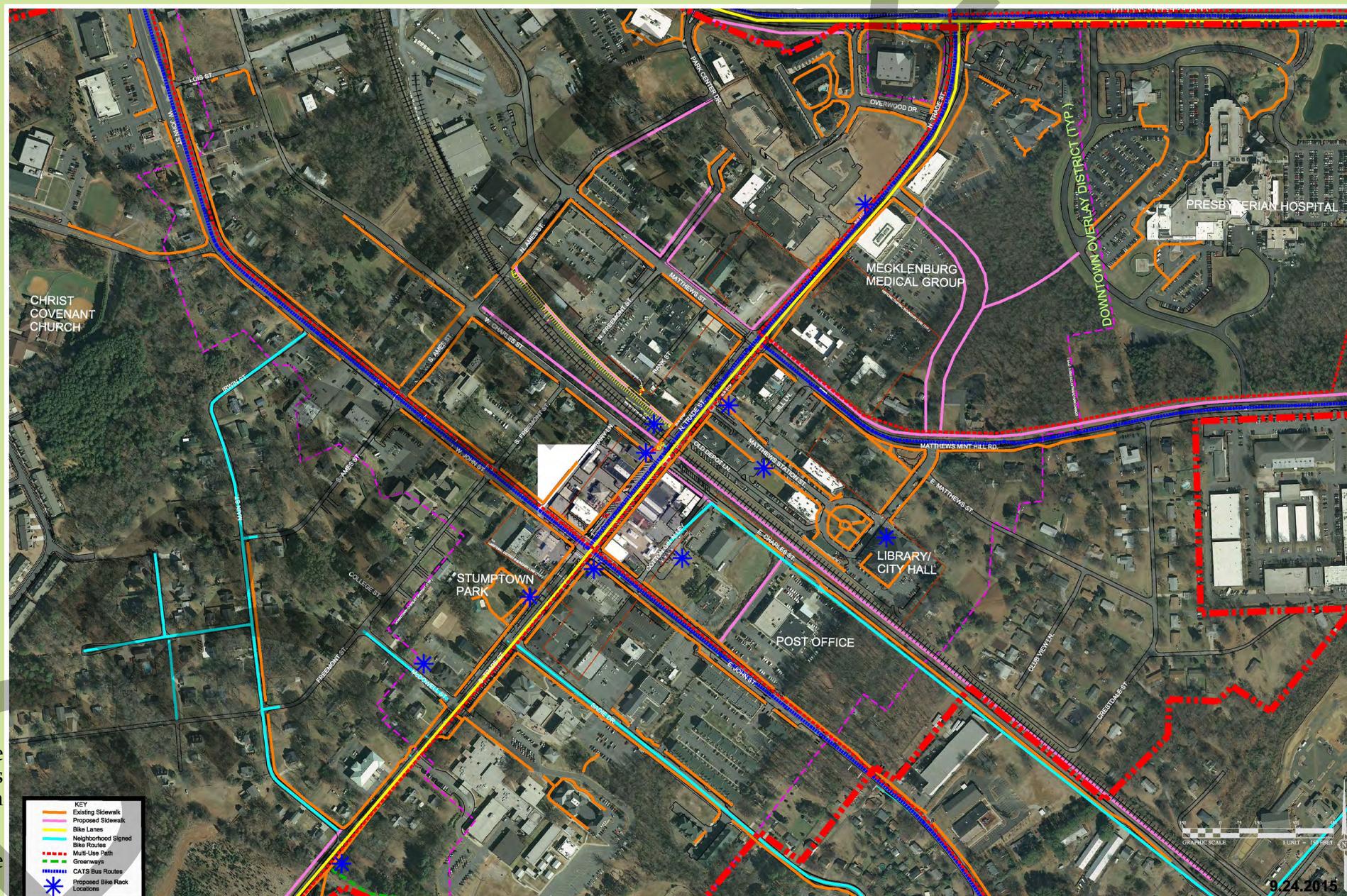
Bus equipped to accommodate cyclists needs



Bus stop location with bike rack

As the Town grows so will the need to provide pedestrian amenities. The map to the right displays existing and future alternative transportation routes.

The town should follow the Matthews Composite Bicycle and Pedestrian Plan.



9.24.2015