

# **Streetscape Improvement Projects: Prioritization**

## **Methodology**

A qualitative scoring system for ranking proposed Streetscape Improvement Projects has been developed by the Department of City Planning and the Transportation Services division of the Department of Public Works. The system will be used to score and rank proposed streetscape projects based on an analysis of project benefits and project feasibility. Scores will be based on the best information available at the time of ranking, and should not be regarded as a definitive pronouncement on a project's worth. Rather, the scoring system can also help identify strengths and weaknesses of the proposed projects, and how any weaknesses could be rectified through project modifications or further planning. In this way, it is as much a tool for improving the benefits and feasibility of projects as for ranking and prioritizing them.

### **Project Benefits (18 points, 60 percent)**

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The Project Benefits category totals 16 points, or 53 percent of total points in the scoring system. A total of eight project benefits are identified below, including a description and total scores. Benefits include implementation of adopted plans; improvements to community appearance; and enhancements to public safety and community value (investment).

#### **2030 Comp Plan Action Item (2 points)**

Projects that are not mentioned in the Comprehensive Plan get 0 points. Projects specifically identified as an action item get 1 point. Projects also identified in an adopted Area Plan or other special purpose plan receives 2 points.

#### **Reinvestment Areas (2 points)**

Projects that are located in a Target Area for Economic Development, as shown on Map ED-1 in the Comprehensive Plan are awarded 1 point. Projects located in a neighborhood in need of stabilization or revitalization (based on field observation) are also awarded 1 point. A maximum of 2 points may be awarded if both conditions are met.

#### **Infrastructure/Appearance Enhancement (2 points)**

Projects are scored based on the opportunity rectify existing deficiencies with regards to infrastructure adequacy and community appearance. Projects that upgrade deficient or deteriorated infrastructure get one point, and those that have a significant positive appearance impact get an additional point.

**Pedestrian Safety (3 points)**

Projects get between 0 and 3 points based on analysis of pedestrian accidents within the project area. Projects receive points based on a quartile score when compared with other project street segments, based on the number of pedestrian accidents recorded in the project area.

**Pedestrian Demand (2 points)**

While pedestrian counts are not available for most project areas, projects are assigned points based on observed levels of pedestrian activity; evidence of pedestrian activity (i.e. “goat trails” or “desire lines”); and whether the built form is of a type that typically generates pedestrian activity.

**Traffic Volume (2 points)**

The purpose of this category is to prioritize projects located in highly-trafficked, hence highly visible locations. Roadways with an Average Daily Traffic (ADT) counts of less than 10,000 vehicles/day get 0 points; 10,000 to less than 20,000 ADT, 1 point; and 20,000 and above ADT, 2 points.

**Transit Support (2 points)**

Projects receive 1 point for being located on an identified Multi-Modal Corridor in the Comprehensive Plan, and an additional point if also located within a half-mile of a fixed-guideway transit station. Two points are automatically awarded if within a quarter-mile of a fixed-guideway transit station.

**Return on Investment (3 points)**

This category requires an assessment of the extent to which the project has the potential to catalyze private investment, based on the presence of development/redevelopment sites, commercial potential, and market demand. Projects targeting corridors where little development is possible or anticipated will be awarded low scores, while projects with significant development potential will receive high scores. The score will be based in large part on a “soft site” inventory along the corridors. As a rough rule of thumb, private investment needs to be 15 times the level of public investment to reach a rough break-even in terms of tax increment versus capital debt service.

**Project Feasibility (12 points, 40 percent)**

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Project feasibility measures the likelihood of the project obtaining funding and moving forward to implementation. By definition, projects more advanced in the planning stages will score higher in many of these categories, and so feasibility rankings can be expected to change over time as project plans are developed. Projects with strong benefit scores but low feasibility scores should be targeted for more detailed future planning. Fourteen points can be awarded across 6 categories.

**Funding in CIP (2 points)**

Projects with no prior CIP funding would be awarded 0 points. Those with funding less than estimated project costs get 1 point, and those with sufficient funding are awarded 2 points.

**Inclusion in Other CIP Project (1 point)**

Project are given 1 point if they can piggy-back on another scheduled capital project, such as a utility line replacement, a roadway resurfacing, or other public investment.

**Level of Planning (3 points)**

Projects that are simply an idea are awarded 0 points. Projects with a completed concept plan get 1 point, and projects with schematic designs and reliable cost estimates get 2 points, and projects with design development or construction documentation receive 3 points.

**Reasonableness of Costs (3 points)**

Projects are awarded points based on estimated costs per linear unit. To avoid penalizing urban projects with more intensive streetscape interventions, the scoring should take into account whether the costs involved in the project are higher or lower than what would be typical for similar projects.

**Leverages Outside Funds (2 points)**

Projects are awarded points to based on the likelihood that the project can leverage state, federal or private dollars in addition to City capital dollars. One point is awarded if the contribution is anticipated to be less than 25 percent of project costs, and two points are given if it is greater.

**Partnerships (1 point)**

Projects are given 1 point to the extent that partners, such as private developers, NCDOT, or other outside agencies, are available and willing to partner in implementation.

Project Benefits										Project Feasibility									
		2030 Comp Plan Action Item	Reinvestment Area	Infrastructure/Appearence Enhancement	Pedestrian Safety	Pedestrian Demand	Traffic Volume	Transit Support	Return on Investment	Benefits Sub-Total	Funding in CIP	Inclusion in Other CIP Projects	Level of Planning	Reasonableness of Costs	Leverages Outside Funds	Partnerships	Feasibility Sub-Total	Total Points	
Streetscape Project	Points	0 to 2	0 to 2	0 to 2	0 to 3	0 to 2	0 to 2	0 to 2	0 to 3	Max 18	0 to 2	0 to 1	0 to 3	0 to 3	0 to 2	0 to 1	Max 12	Max Total 30	Rank
Downtown West Gateway		2	2	2	2	2	0	2	3	15	1	0	1	2	2	1	7	22	1
Hillsborough Street - Rosemary		0	1	2	3	2	2	1	3	14	1	1	2	2	0	1	7	21	2
Hillsborough Street - Gorman		0	1	2	3	2	2	1	3	14	1	0	2	2	0	1	6	20	3
Hillsborough St - Cameron Park		2	0	0	3	2	2	1	3	13	0	1	2	3	0	0	6	19	4
Blue Ridge Road - South		0	0	2	3	2	2	2	0	11	1	1	1	2	2	1	8	19	4
Downtown Public Realm		2	1	2	2	2	0	2	2	13	0	1	1	3	0	1	6	19	4
Peace Street East		2	1	1	1	1	1	2	3	12	0	0	1	2	2	1	6	18	5
Hillsborough Street - Westview		0	1	2	3	2	1	2	2	13	0	0	1	1	2	1	5	18	5
Person Street		0	0	0	2	2	0	2	3	9	2	0	1	3	0	1	7	16	6
Oberlin Road		2	1	1	1	1	1	1	2	10	1	1	1	2	0	1	6	16	6
New Bern Avenue		0	1	1	3	2	2	1	1	11	0	1	0	1	1	1	4	15	7
New Bern Avenue East		1	2	2	2	1	2	1	1	12	0	0	1	1	1	0	3	15	7
Five Points		0	0	2	3	2	2	1	1	11	0	0	1	1	1	0	3	14	8
Olde East Raleigh Neighborhood		2	2	1	1	2	0	0	1	9	0	0	0	3	1	1	5	14	9
Wilmington Street - MLK, Jr. Blvd		2	1	1	3	1	2	1	0	11	0	0	1	1	1	0	3	14	9
Blue Ridge Road - North		0	0	1	3	1	2	1	1	9	0	0	0	2	2	1	5	14	9
Poole Road		1	2	2	1	1	0	0	2	9	1	0	1	2	0	0	4	13	10
Tarboro Rd / Oakwood Ave		0	2	1	1	1	1	0	1	7	0	0	0	2	2	1	5	12	11
Whitaker Mill Road		0	0	0	1	1	1	2	1	6	0	0	1	3	0	0	4	10	12
Glenwood Avenue		0	0	1	3	1	2	1	0	8	0	0	0	1	1	0	2	10	12
Wake Forest Road		0	0	1	2	1	1	1	1	7	0	0	1	1	0	0	2	9	13
Trinity Road		2	0	1	1	1	0	0	0	5	0	0	0	2	1	1	4	9	13
Sanderford/Creech Rd		1	2	1	1	0	0	0	0	5	0	0	1	1	0	0	2	7	14

## Streetscape Improvement Plans

Project Name	Location	Type	Description	Origin	Status
Blue Ridge Road North	Wade Avenue to Edwards Mill Road	Rehab existing infrastructure	Curb & gutter, sidewalk, crosswalks, pedestrian refuge islands, and enhanced landscaping	Citizen group request	Concept team formed and active. No CIP funding.
Blue Ridge Road South	Wade Avenue to Hillsborough Street	New infrastructure	Curb & gutter, sidewalk, crosswalks, pedestrian refuge islands, and enhanced landscaping	City initiated	Enhancement grant funding has been requested.
Downtown Public Realm	General CBD area	Rehab existing infrastructure	Includes Green Streets and Priority Pedestrian Streets identified on Public Realm Improvements map.	2030 Comp Plan – Action Plan, Downtown Raleigh (DT-2.3)	Need to identify specific priority areas, prepare design drawings and estimate cost.
Downtown West Gateway Streetscape	Includes South Street, Lenoir Street and Cabarrus Street from Dawson Street to Florence Street.	Rehab existing infrastructure	Business access coordination, sidewalk repairs/replacement, street trees, overhead utility consolidation/cleanup, Phase 2 Lenoir Street two way conversion.	2030 Comp Plan – Action Plan, Downtown West Gateway (AP-DWG 5)	CIP funding for streetscape placed in reserve. Two way conversion funded in CIP.
Five Points Streetscape	Glenwood Avenue and intersecting business area streets	Rehab existing infrastructure	Street trees, sidewalk replacement, overhead utility undergrounding, street lighting, traffic signal pole and mast arms and pedestrian furniture	Citizen request	Merchant group organized. Visioning charrette held September 26.
Glenwood Avenue	Oberlin Road to I-440	New infrastructure	Sidewalks, curb & gutter, street lights	City initiated	Phase 2 CIP funding
Hillsborough Street @ Cameron Park	Between Morgan Street and Oberlin Road	Rehab existing infrastructure	Business access coordination, sidewalk repairs/replacement, street trees between curb and sidewalk, overhead utility consolidation/cleanup	2030 Comp Plan – Action Plan, Cameron Park Area Plan (AP-CP 1).	Need design plan. No CIP funding.
Hillsborough Street - Gorman	Between Rosemary Street and Gorman Street	Rehab existing infrastructure	Business access coordination, sidewalk repairs/replacement, round-about, street trees between curb and sidewalk, overhead utility consolidation/cleanup	City initiated	Phase II CIP
Hillsborough Street - Rosemary	Between Gardner Street and Rosemary Street	Rehab existing infrastructure	Business access coordination, sidewalk repairs/replacement, round-about, street trees between curb and sidewalk, overhead utility consolidation/cleanup	City initiated	Phase II CIP
Hillsborough Street - Westview	Between Blue Ridge Road to Chapel Hill Road	New infrastructure	Sidewalks and curb & gutter in Fairgrounds area, round-about at Hillsborough/Chapel Hill and adding on-street parking around the hardware store	2030 Comp Plan – Action Plan, Arena Area Plan (AP-A 1).	No activity to date. No CIP funding.
New Bern Avenue	Raleigh Blvd to Sunnybrook Road	New infrastructure	Curb & gutter, sidewalks, and transit amenities.	City initiated	Need concept plan. No CIP funding.
New Bern Avenue East	I-440 to Neuse River	New infrastructure	Replacement plantings for declining vegetation, sidewalks, crosswalks and pedestrian refuge islands	Southeast Streetscape Plan	Concept plan prepared. No CIP funding.

Oberlin Road Streetscape	Wade Avenue to Clark Street in Cameron Village.	Rehab existing infrastructure	Sidewalk connections and repairs, on-street parking, medians, enhanced pedestrian and bicycle access, plantings, lighting, public transit and additional safety and calming features.	2030 Comp Plan – Action Plan, Wade-Oberlin Area Plan (AP-WO 1).	Phase 1 implemented at Wade Avenue / Oberlin Road intersection. No additional work or funding beyond that location.
Olde East Raleigh Streetscape	Neighborhood area including Martin Street and Lenoir Street generally between Chavis Way and Rock Quarry Road	Rehab existing infrastructure	Coordinate streetscape and other improvements to create a quality neighborhood image, and to develop and place decorative signage as neighborhood identifiers to celebrate the history and culture of the community	2030 Comp Plan – Action Plan, Olde East Raleigh Area Plan (AP-OER 2)	Need concept plan to identify specific locations and improvement needs.
Peace Street East	West Street to Person Street	Rehab existing infrastructure	Driveway consolidation, sidewalk repairs/replacement, street trees between curb and sidewalk, overhead utility consolidation/cleanup	2030 Comp Plan – Action Plan, Downtown Raleigh (DT-2.6). Carry over from 2020 Comp Plan - Glenwood South Plan and Blount/Halifax Plan	No activity to date. No CIP funding. Capital Blvd bridge replacement over Peace St. in NCDOT 5 year plan.
Person Street	Peace Street to Delway Street	Rehab existing infrastructure	Reconfigure roadway and sidewalks, trees and street furniture, undergrounding utilities, traffic calming	Citizen request	Visioning charrette held June 2008. No CIP funding.
Poole Road Streetscape	New Bern Ave to MLK Blvd	Rehab existing infrastructure	Consistent streetscape treatment including medians, intersection bulbouts, street trees, landscape parking buffers, pedestrian connections, crosswalks and signalization enhancements	Southeast Streetscape Plan	Concept plan prepared. CIP funding available for construction plan preparation.
Sanderford / Creech Road Intersection	Northwest corner of intersection.	Landscaping	Gateway entrance signage and landscape beautification	Southeast Streetscape Plan	Concept plan prepared. Delayed for future roadway improvements.
Tarboro Road Area	Oakwood Avenue from Linden to Tarboro, Tarboro from Oakwood to Edenton Street	Rehab existing & new infrastructure	Sidewalk repair and installation, street trees and furniture, consolidation of utilities	Citizen Request	Staff/citizen concept team formed.
Trinity Road	Between Blue Ridge Road and Edwards Mill Road	New infrastructure	Bicycle, pedestrian and access improvements, and tree plantings and design features to give the corridor definition. Unified directional signage system.	2030 Comp Plan – Action Plan, Arena Area Plan (AP-A 2).	No activity to date. No CIP funding. State participation recommended.
Wake Forest Road	Delway Street to Capital Blvd	Rehab existing infrastructure	Reconfigure roadway, installation and repair of sidewalks, trees and street furniture	Citizen request	Visioning charrette held June 2008. No CIP funding.
Whitaker Mill Road Streetscape	Pine Drive to Wake Forest Road	Rehab existing infrastructure	Residential oriented streetscape improvements to support pedestrian environment and traffic control	Citizen request	No activity to date. No CIP funding.
Wilmington Street @ MLK, Jr Blvd.	Intersection of Wilmington Street with MLK Jr. Boulevard	New infrastructure	Intersection calming with possible traffic-circle for pedestrian safety.	2030 Comp Plan – Action Plan, South Park Area Plan (AP-SP 1)	Cultural & Convention Center District Master Plan concept.