

FAYETTEVILLE STREET STREETScape PLAN

Preliminary Concept Presentation

June 16, 2025



Raleigh



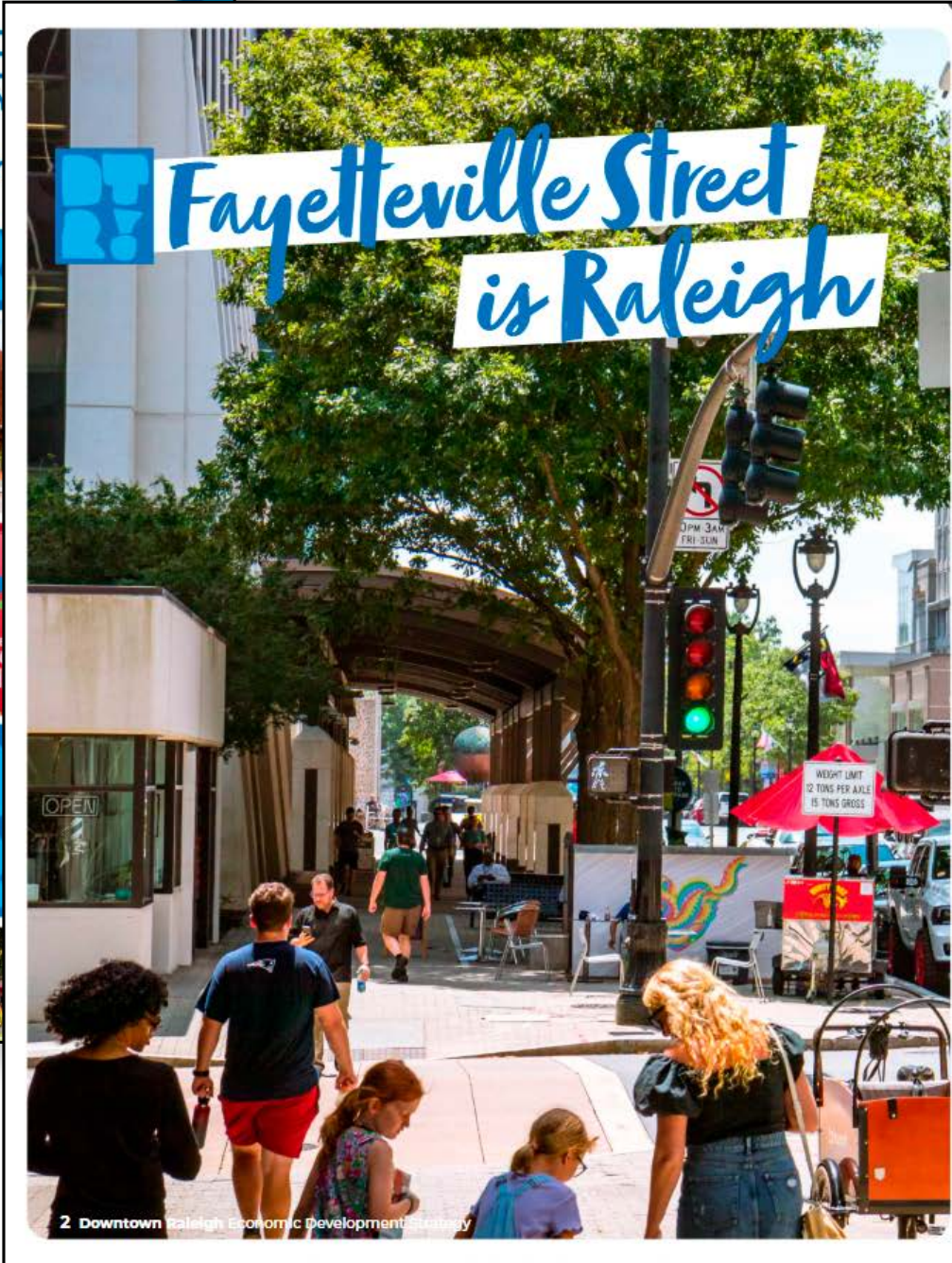
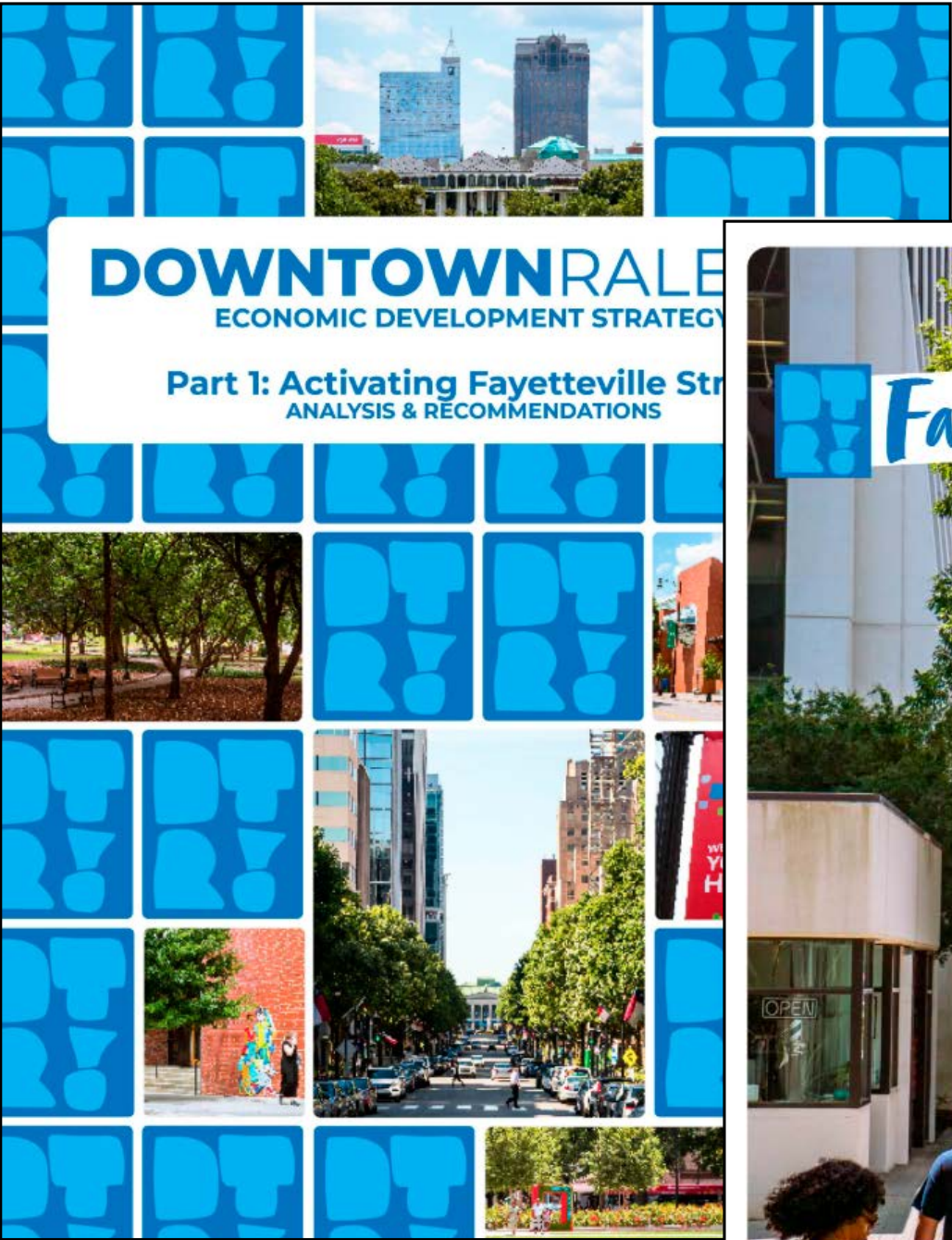
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Project Area



Building on the DRA Economic Development Strategy



Introduction

Downtown Raleigh Alliance (DRA) and the City of Raleigh are developing an economic development strategy that aims to position Downtown Raleigh for the future, particularly as we emerge from the last three years. This work will require a holistic approach that identifies the key opportunities to maximize downtown's strengths, make stronger connections to nearby assets and neighborhoods, activate streets with a diverse mix of businesses, design vibrant places

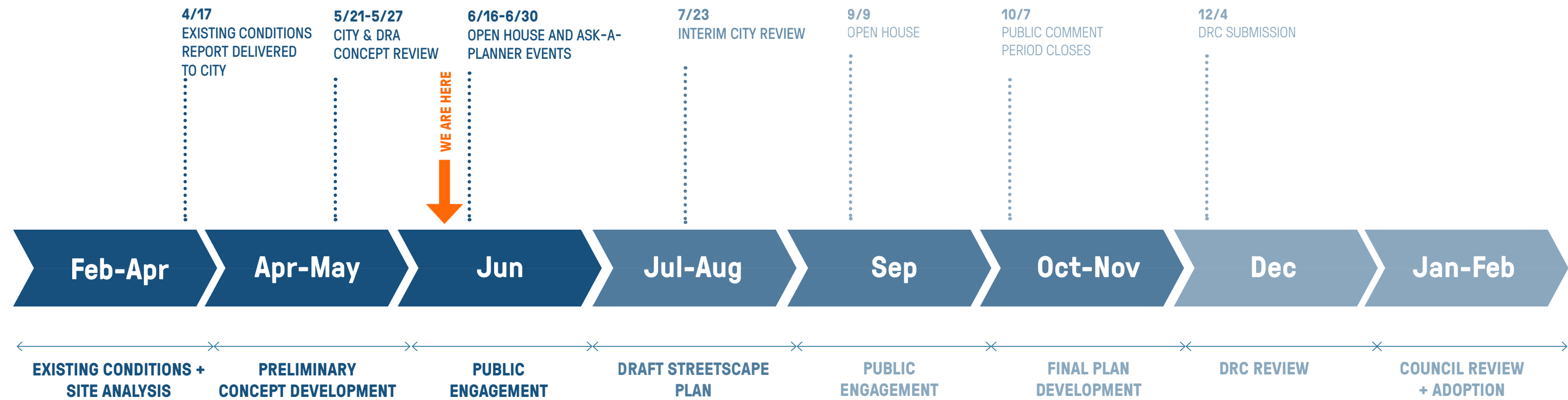
for people and, to talk as a community about what will make downtown more welcoming with opportunities for everyone. As Raleigh grows, the economic development strategy will ensure downtown has a prominent role to play in the calculus of where to live and to invest.

The strategy is focused on four key areas (shown below).

Figure 1. Focus Areas



Project Schedule



Project Objectives



EMBRACE FLEXIBILITY

Eliminate physical and regulatory barriers that hinder outdoor dining and other activities that could help enliven the streetscape and City Plaza.

Project Objectives

BRING A FRESH TAKE

Refresh the aesthetics of the streetscape – less formal and rigid and more contemporary, playful, and green while maintaining Foyetteville's ceremonial function. Emphasize public safety and comfort.

Project Objectives

FOSTER PUBLIC REALM VITALITY

Create energy and attractions that will lure visitors and businesses to Fayetteville Street and keep it activated 24/7.

Project Objectives

CELEBRATE RALEIGH, NC

Integrate public art and other specialty elements that celebrate Raleigh and North Carolina's culture and history.



Project Objectives

MAKE IT REAL

Create a regulatory plan that will enable incremental improvements to the streetscape. Identify capital improvement projects that the City should undertake to provide consistency and enable private actions.



Subtract

Remove barriers and obstacles that limit use such as planter walls, benches, news kiosks and urns.



Add

Introduce public art, wayfinding and signage, interactive public seating, and additional planting to enhance placemaking.



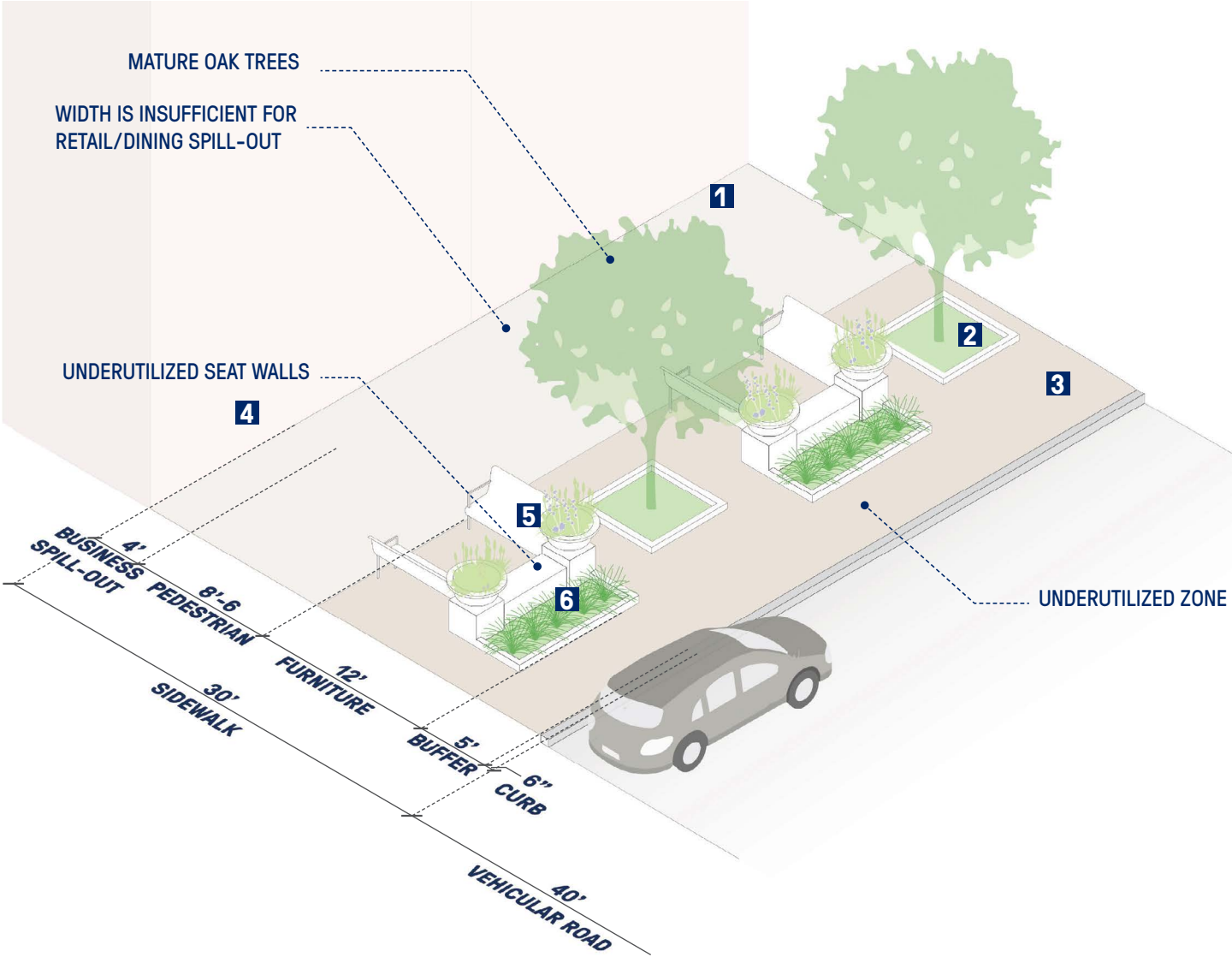
Refresh

Consider enhancements to existing elements such as pavement, plant material, lighting, and furnishings for a refreshed, contemporary aesthetic.

Test Fits

Typical Streetscape - Existing Condition

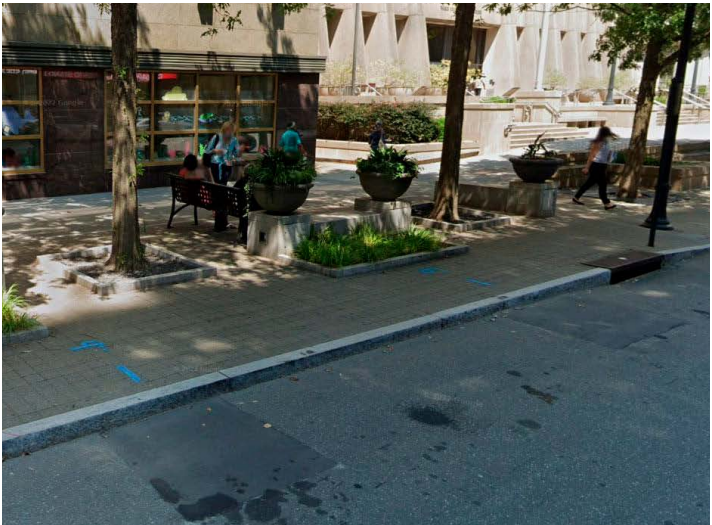
The typical dimension of the sidewalk from property line to the curb is 30 feet. This includes a 4' business spillout area, 8'-6" walk zone, 12' furniture zone including the street trees, and 5' buffer zone. Many of the businesses along Fayetteville have indicated that the 4' spillout area is insufficient for outdoor dining. Further, the arrangement of benches and walls in the furniture zone discourages use, particularly for outdoor dining and other sidewalk activations.



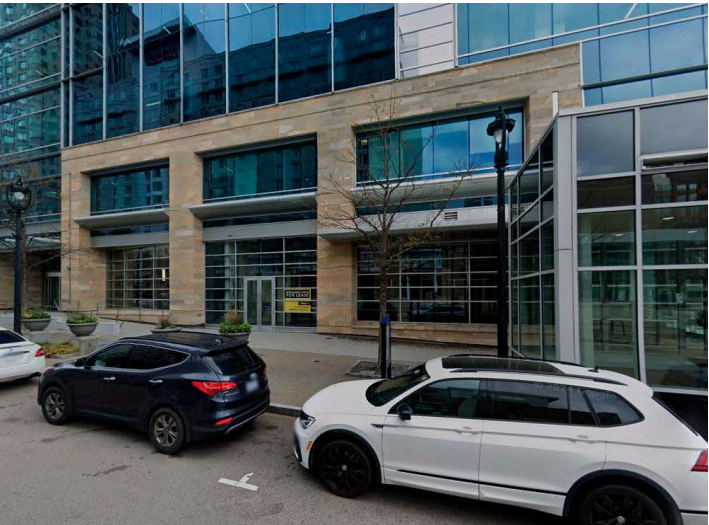
1 The 4' maximum permissible spill-out zone for retail and dining is insufficient.



2 Tree planting conditions vary. Most have open planters but there a few occurrences of a tree grate.



3 The 5' wide strip between the curb and planters is unused.



4 There are stretches of inactive commercial facades.



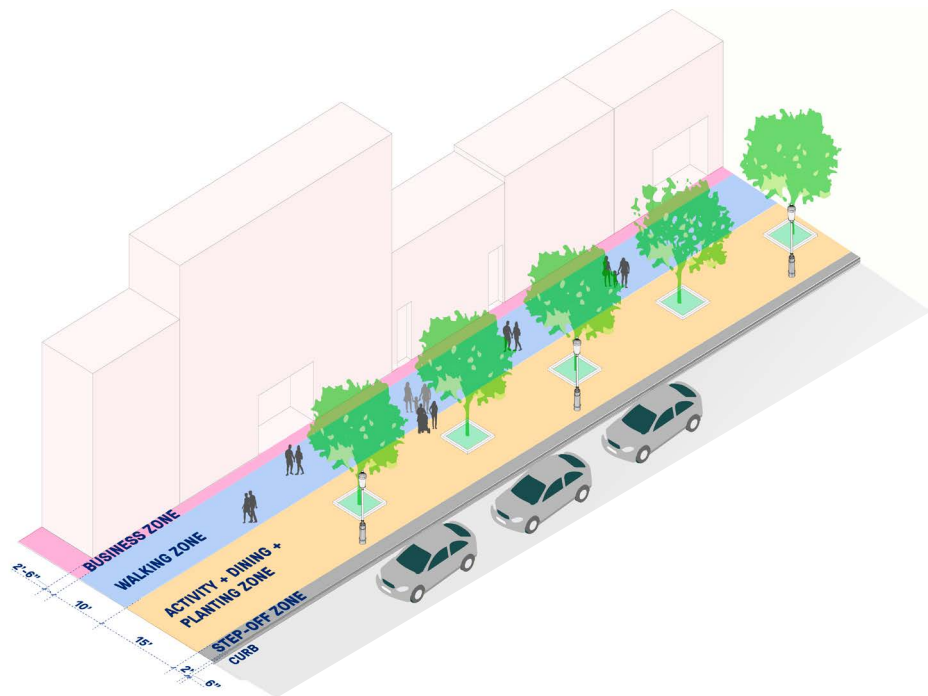
5 Benches are not placed at consistent intervals.



6 The seat walls are underutilized and adjacent planters are often not maintained.

Test Fits: Typical Streetscape

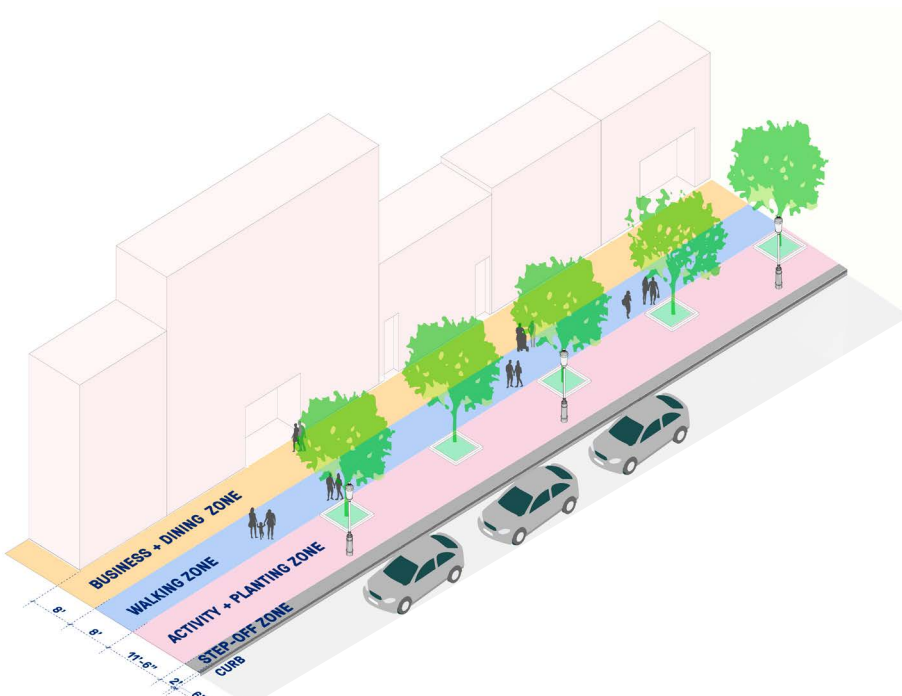
Test Fit A



- PROS:**
- + Large activity zone for programming and outdoor dining
 - + Walking zone is 10' wide
 - + Similar to existing paving configuration
 - + Existing trees are preserved and protected

- CONS:**
- Outdoor dining is not adjacent to building doors; F&B service has to cross walking zone
 - Outdoor dining is close to the curb

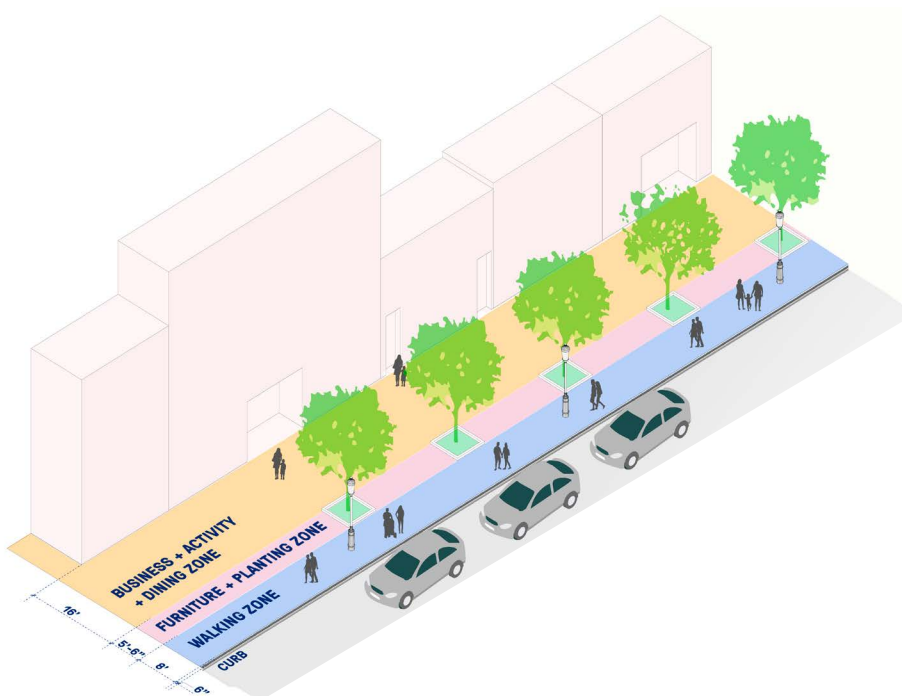
Test Fit B



- PROS:**
- + Outdoor dining close to building doors; F&B service does not have to cross walking zone
 - + Existing trees are preserved and protected

- CONS:**
- Activity zone is smaller than A and C
 - Walking zone is less than 10' wide
 - Buildings that do not have F&B could have large void/dead space between the walking zone and building

Test Fit C

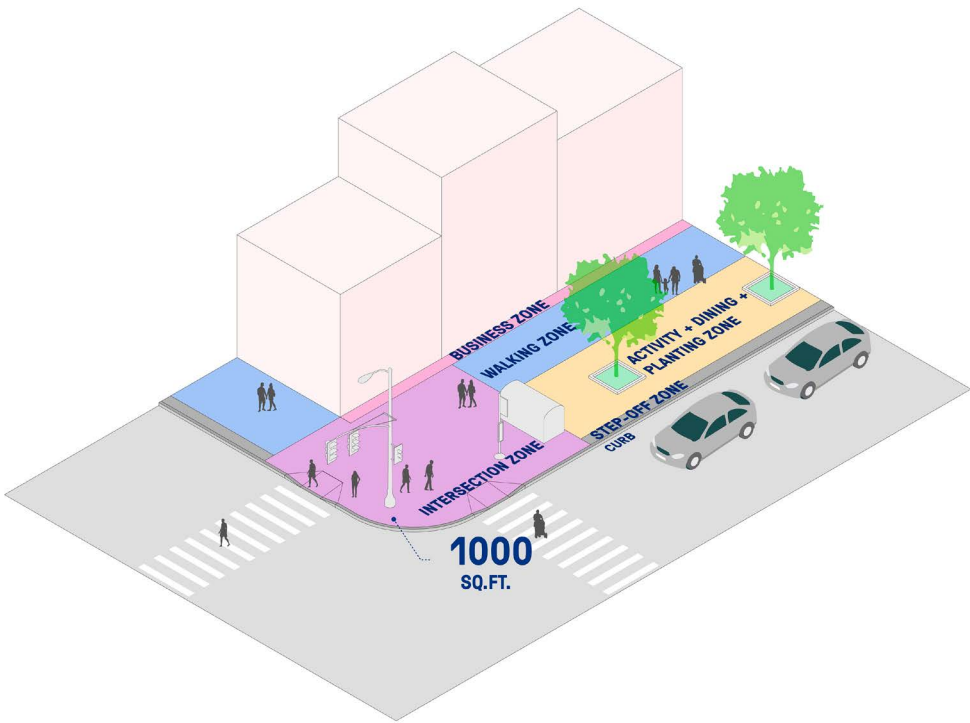


- PROS:**
- + Outdoor dining close to building doors; F&B service does not have to cross walking zone
 - + Existing trees are preserved and protected
 - + Wide space for programming and outdoor dining

- CONS:**
- Parallel parking step-off zone is a part of the walking zone
 - Walking zone is less than 10' wide
 - Walking zone is obstructed by street lights
 - Retail building frontages and doors are far from walking zone
 - Narrowest furnishing and planting zone

Test Fits: Typical Intersection

Test Fit A



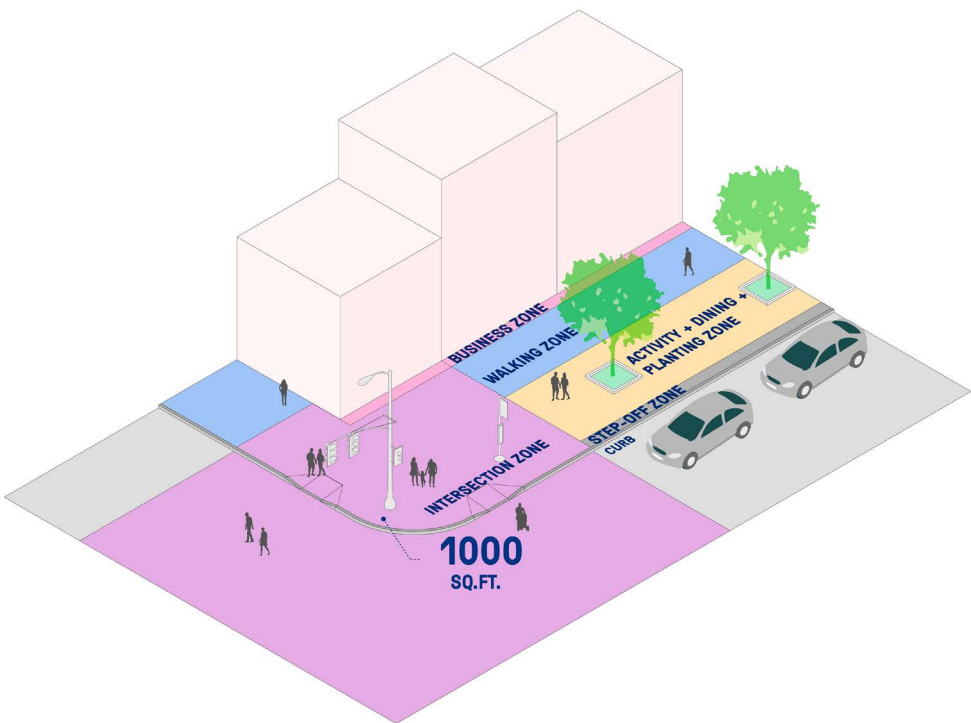
PROS:

- + Existing curb and infrastructure remain
- + Lowest cost option
- + Keeps construction limited to pedestrian areas

CONS:

- Does not announce the intersection as a special place
- Least amount of space for pedestrians
- Least amount of emphasis on the pedestrian experience

Test Fit B



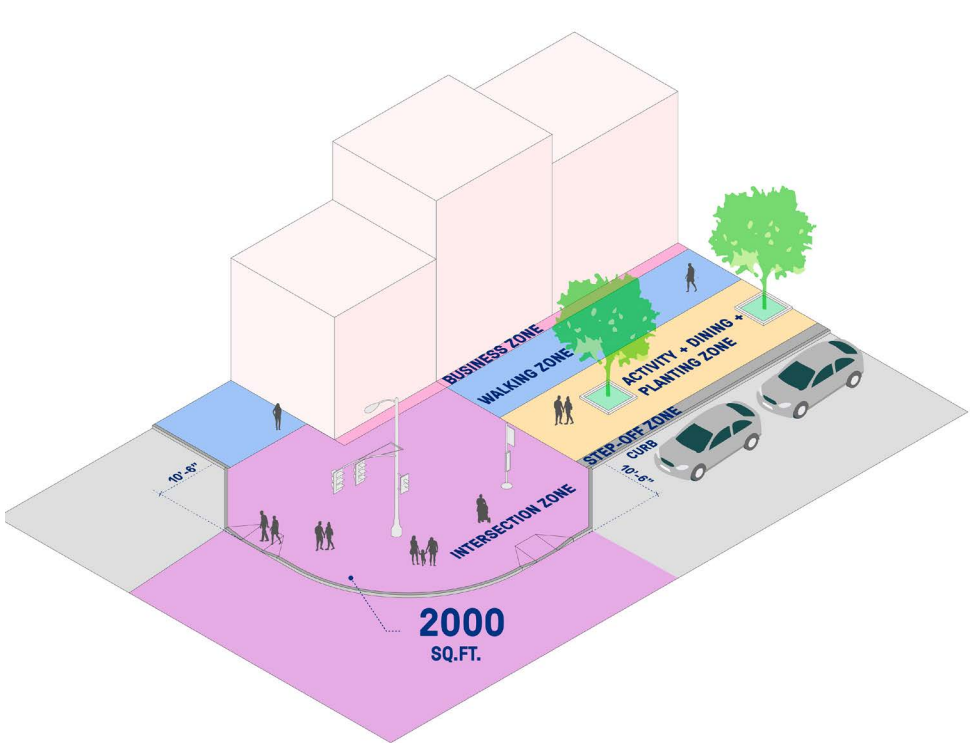
PROS:

- + Existing curb and infrastructure remain
- + Medium cost option
- + Helps promote the pedestrian experience and creates a special place at each intersection

CONS:

- Technically the same amount of space for pedestrians as A, but feels larger due to continuous paving application

Test Fit C



PROS:

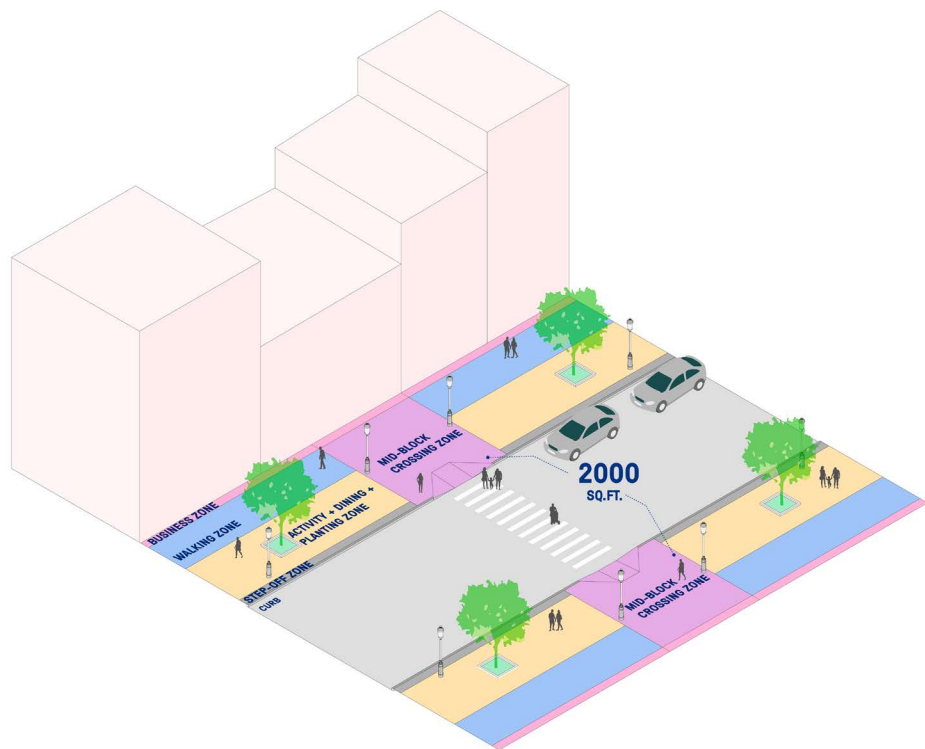
- + Adds space for pedestrians
- + Promotes the pedestrian experience and creates a special place at each intersection

CONS:

- Existing curb and infrastructure altered
- Most expensive option

Test Fits: Typical Mid-Block Crossing

Test Fit A



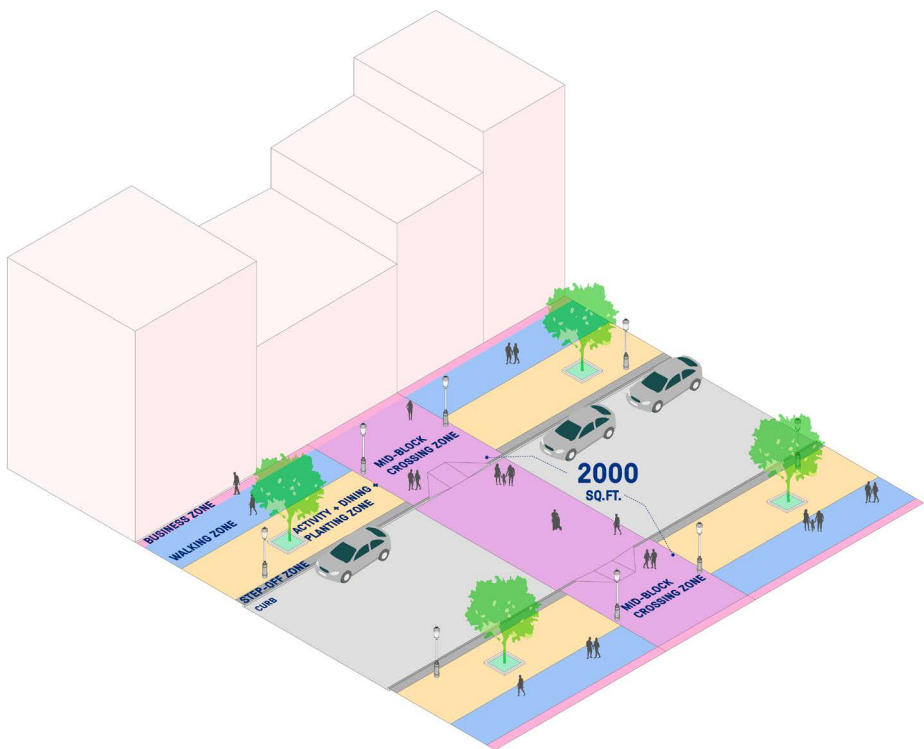
PROS:

- + Existing curb and infrastructure remain
- + Lowest cost option
- + Keeps construction limited to pedestrian areas

CONS:

- Does not announce the intersection as a special place
- Least amount of space for pedestrians
- Least amount of emphasis on the pedestrian experience

Test Fit B



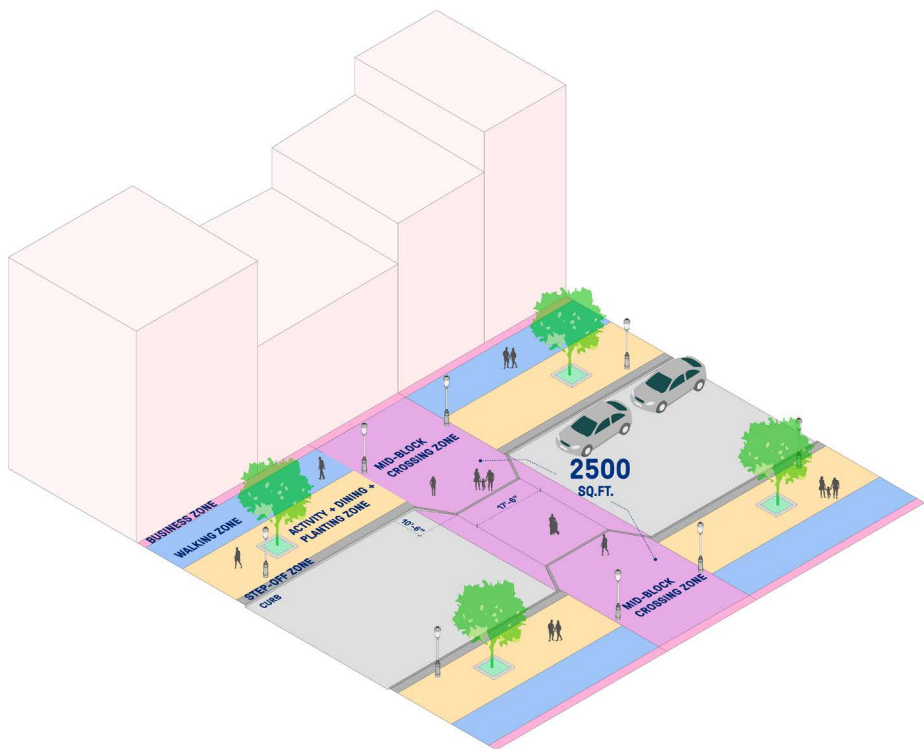
PROS:

- + Existing curb and infrastructure remain
- + Medium cost option
- + Helps promote the pedestrian experience and creates a special place at each mid-block crossing

CONS:

- Technically the same amount of space for pedestrians as Option A, but feels larger due to continuous paving application

Test Fit C



PROS:

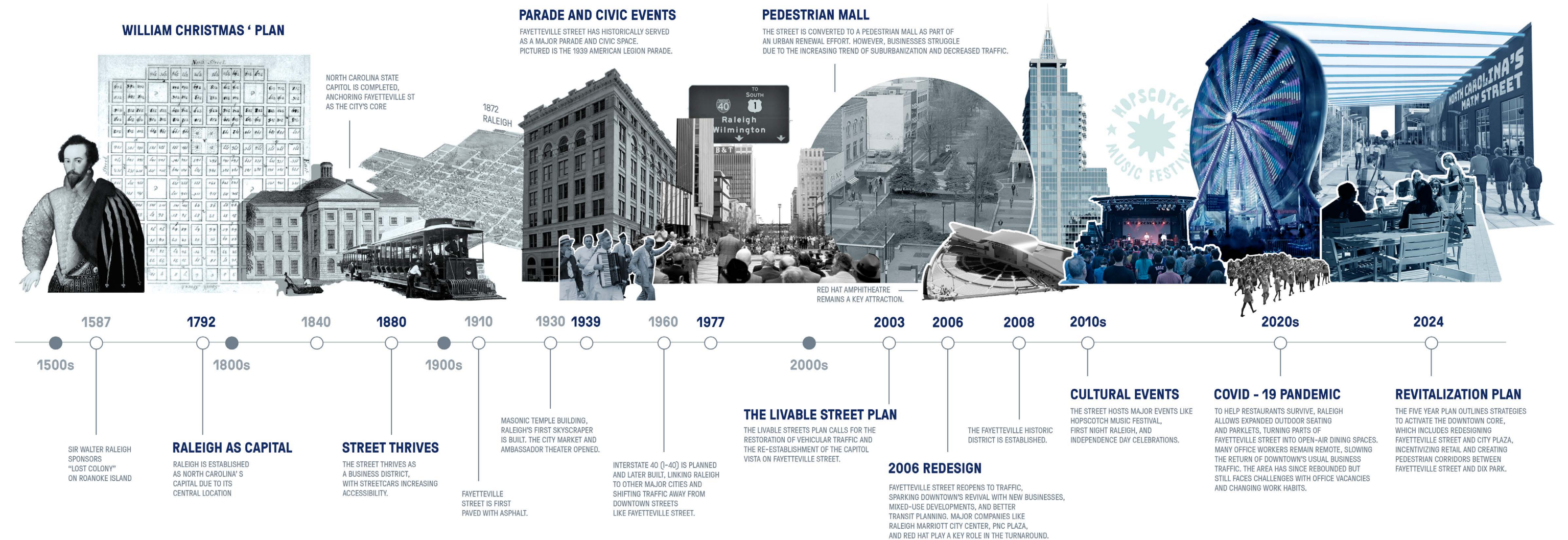
- + Adds space for pedestrians and creates raised crosswalk
- + Promotes the pedestrian experience and creates a special place at each mid-block crossing

CONS:

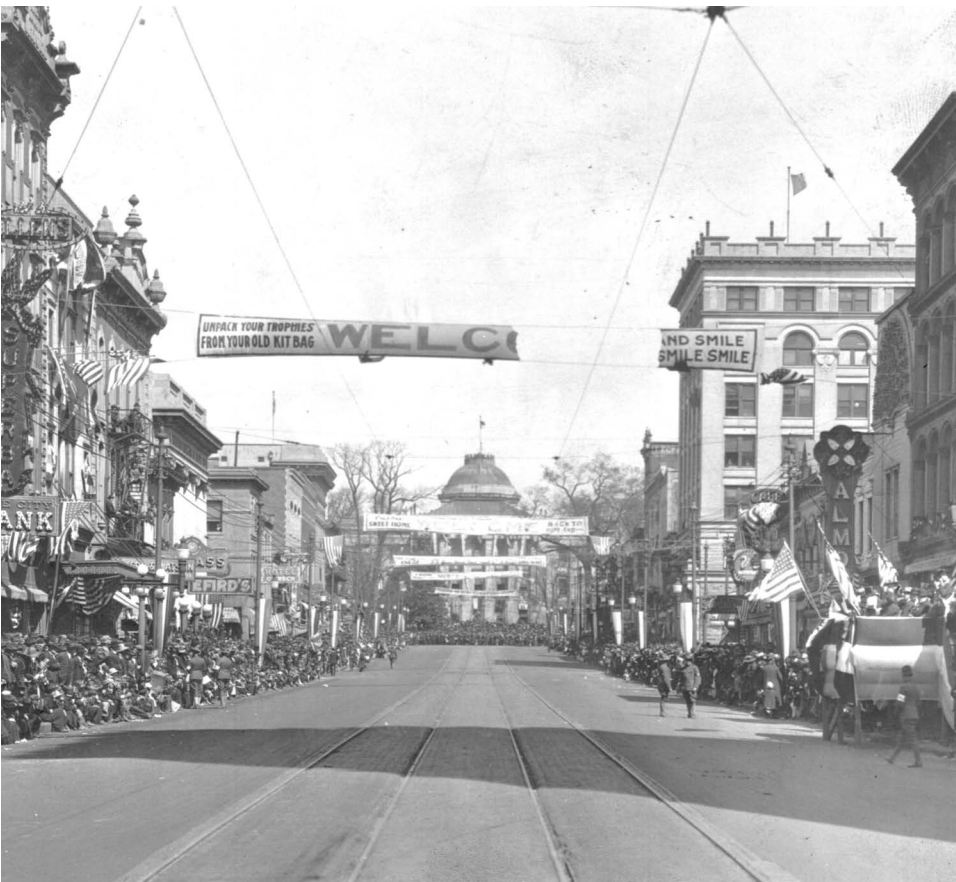
- Existing curb and infrastructure altered
- Most expensive option

Concept Options

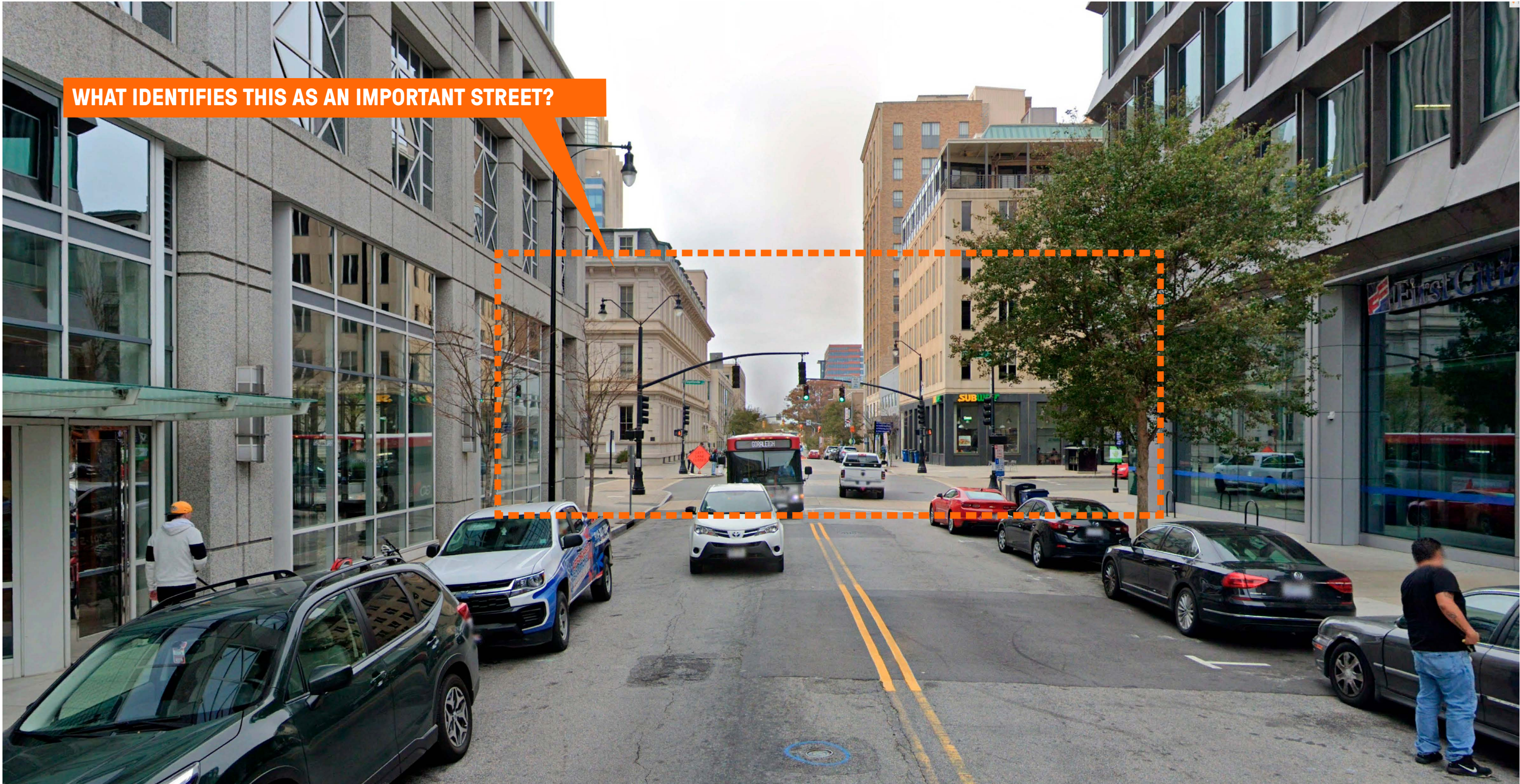
Fayetteville throughout History



A Space for Procession, Ceremony, and Celebration

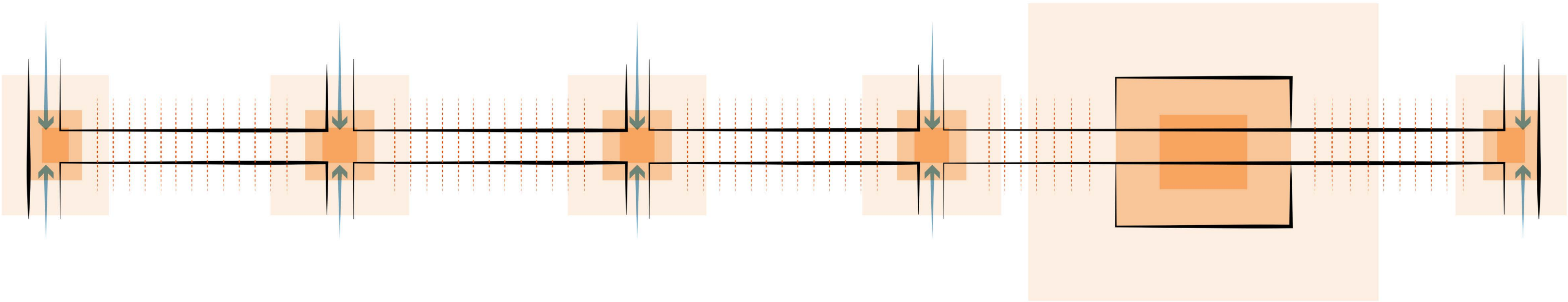


Existing Condition: Fayetteville Not Visually Prominent



Westward view on Martin Street looking toward Fayetteville Street

Concept 1: Procession & Celebration

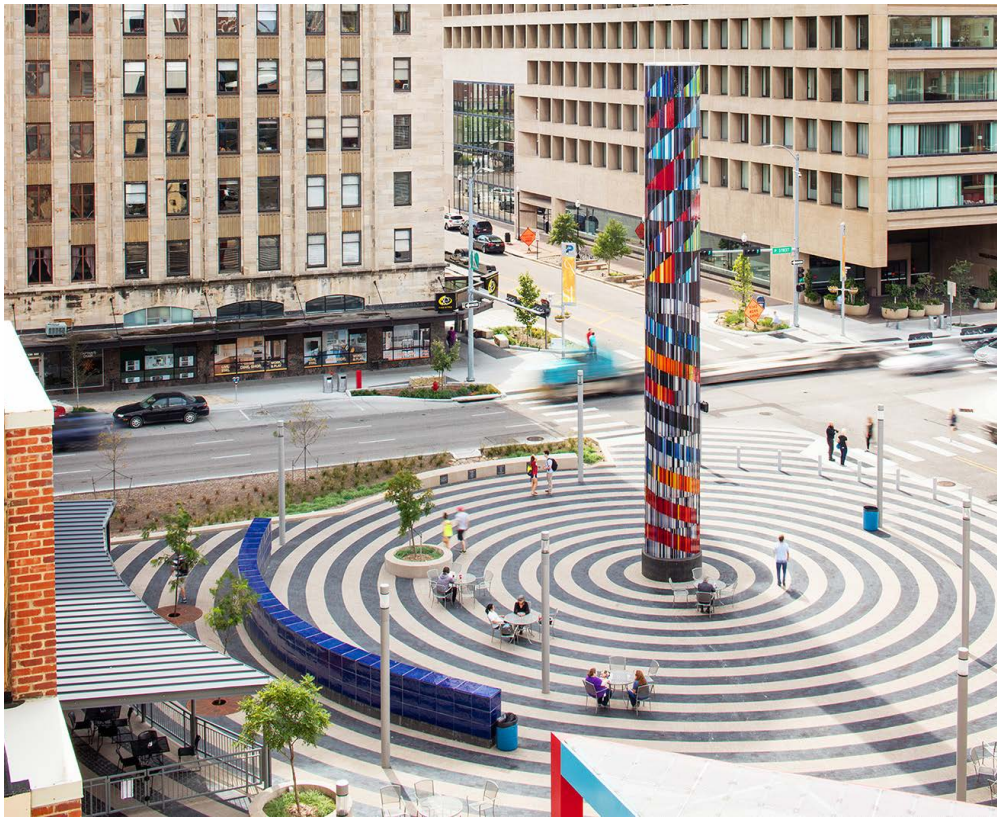


Concept 1: Procession & Celebration

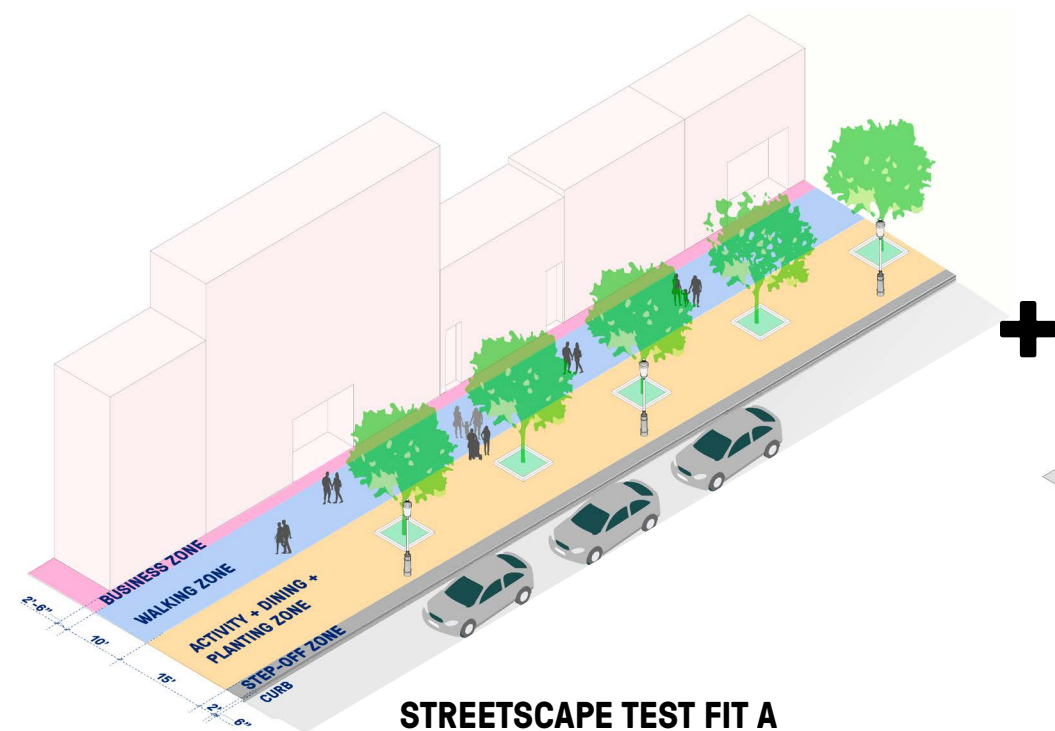
Streetscape Procession



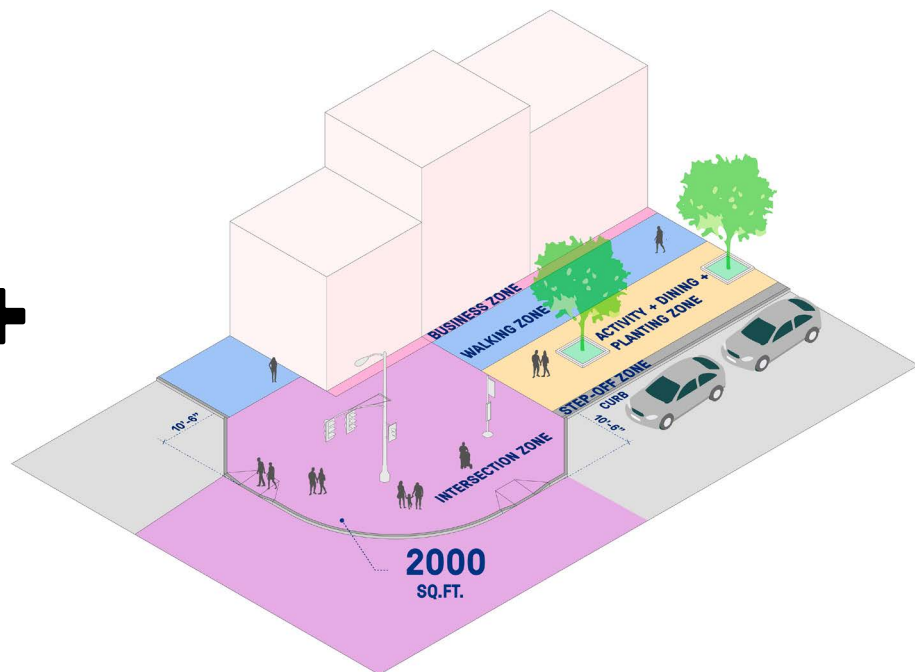
Intersection Celebration



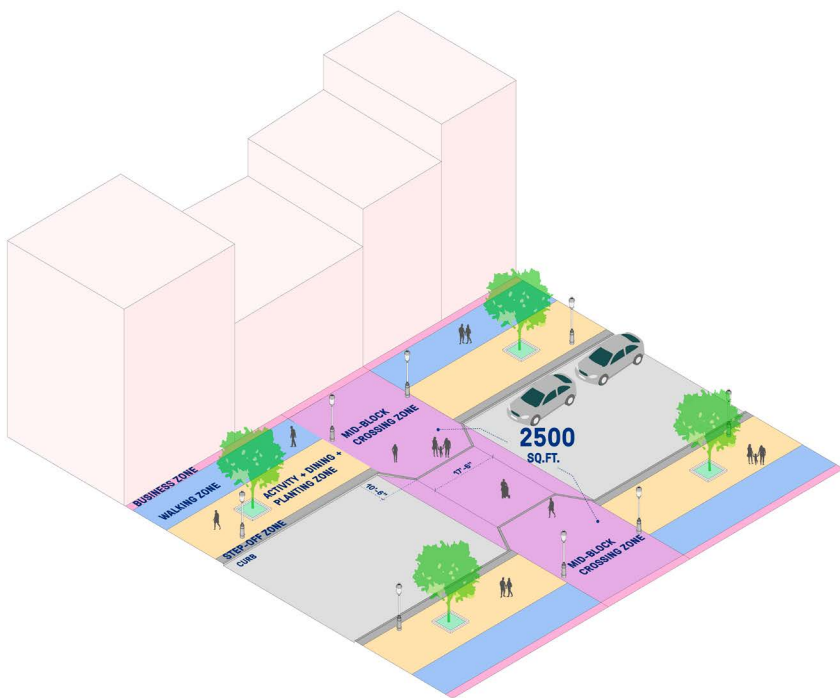
Concept 1: Procession & Celebration



STREETSCAPE TEST FIT A

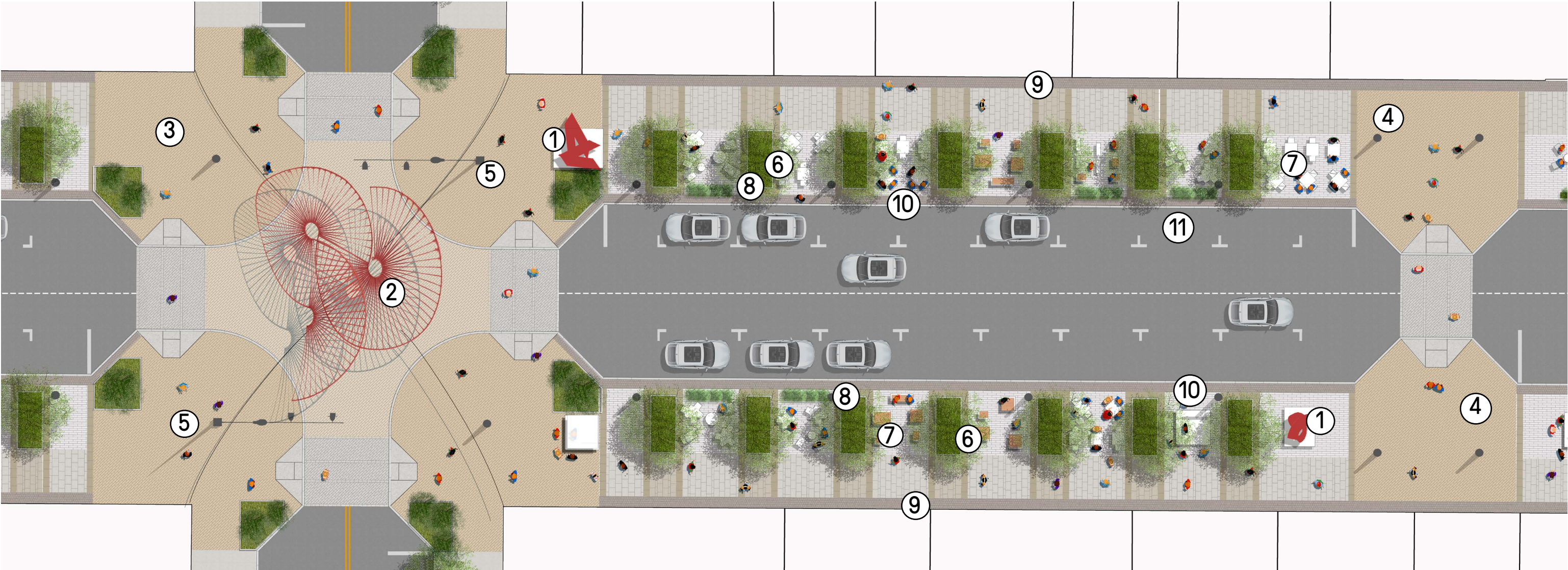


INTERSECTION TEST FIT C



MID BLOCK TEST FIT C

Concept 1: Procession & Celebration



- 1 Sculpture covering existing utilities
2 Overhead sculpture
3 Enhanced intersection paving
4 Enhanced mid-block crossing paving

5 Existing traffic light
6 Existing street tree
7 Site Furniture
8 Reorganized tree well with planting

9 Building frontage zone
10 Step-off zone
11 Parallel parking
-

Concept 1: Procession & Celebration



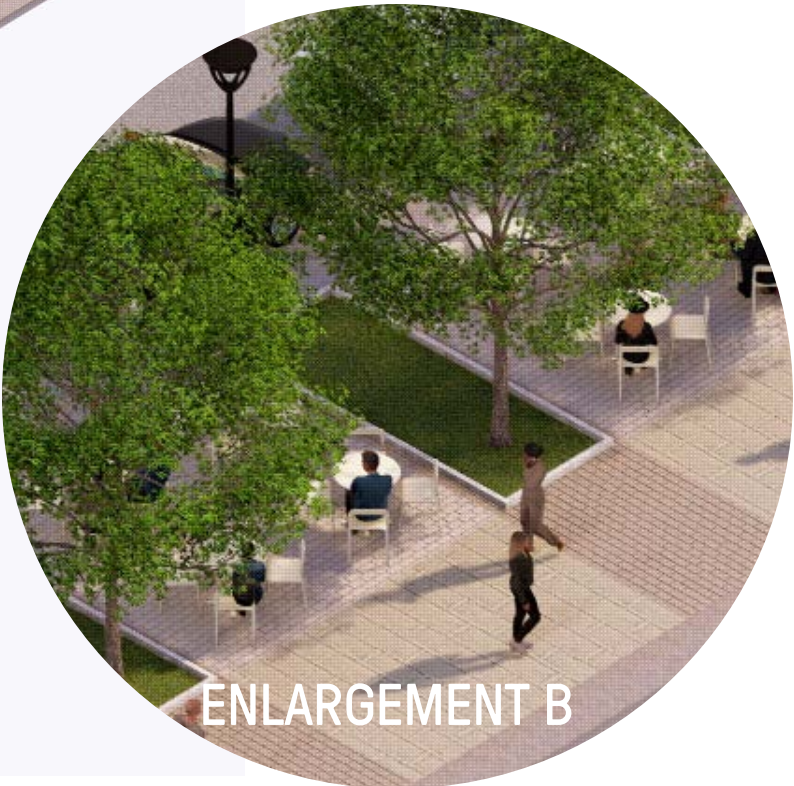
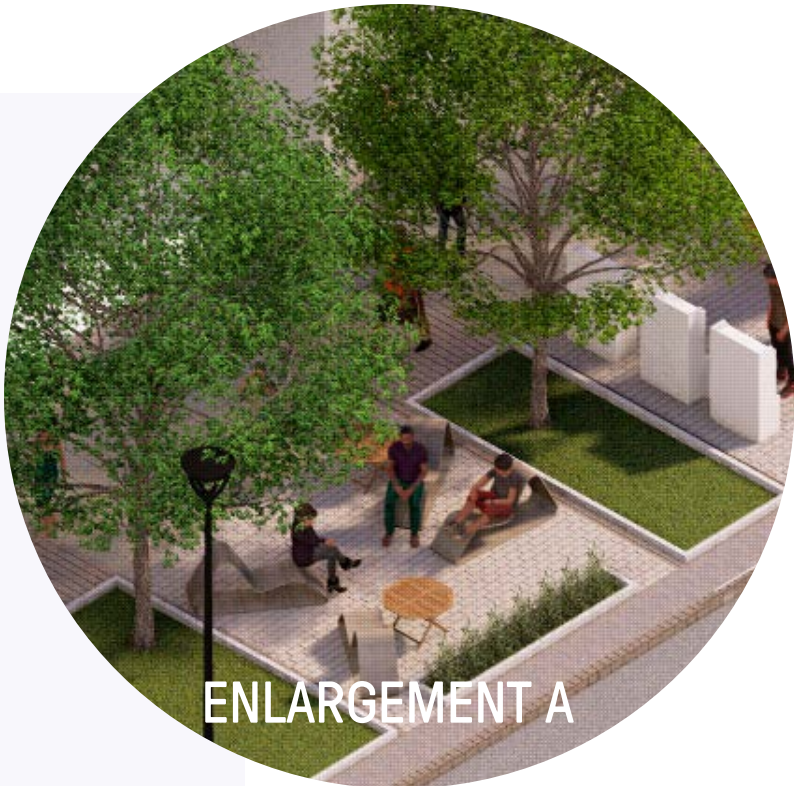
Concept 1: Procession & Celebration



Selectively reducing tree planter sizes could allow for more flexibility



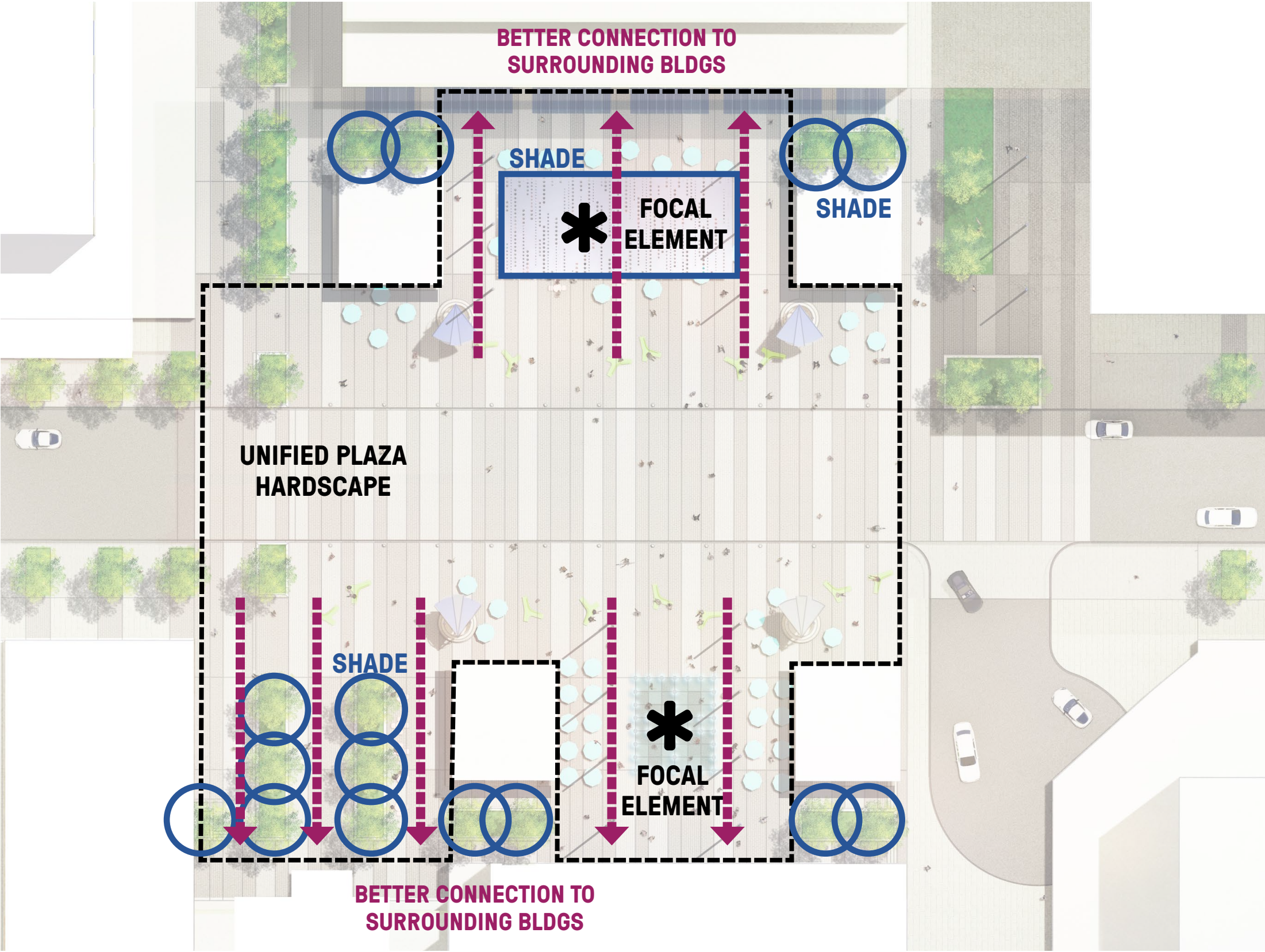
Concept 1: Procession & Celebration



Concept 1: Procession & Celebration



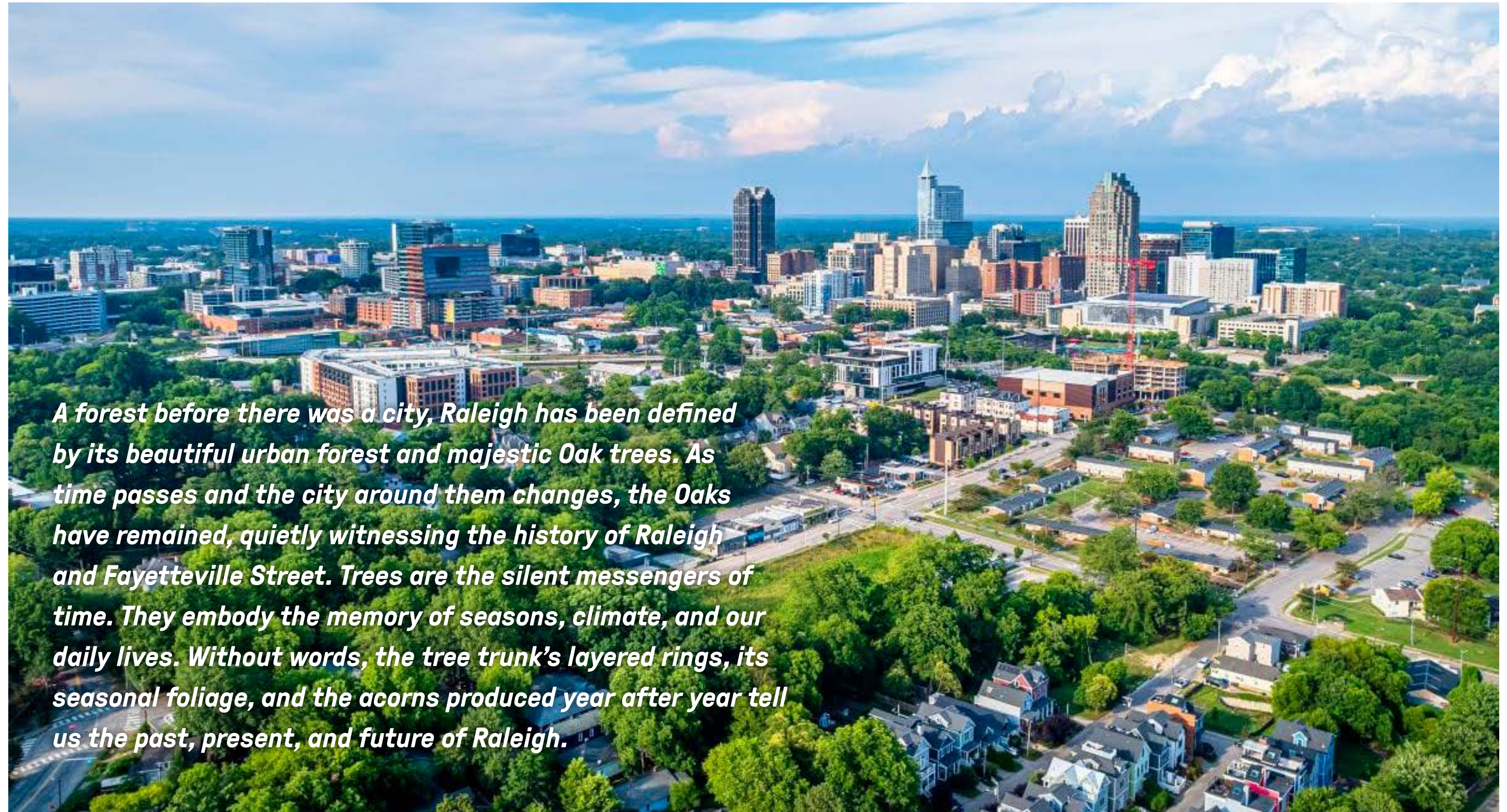
Concept 1: Procession & Celebration



Concept 1: Procession & Celebration



Raleigh: The City of Oaks



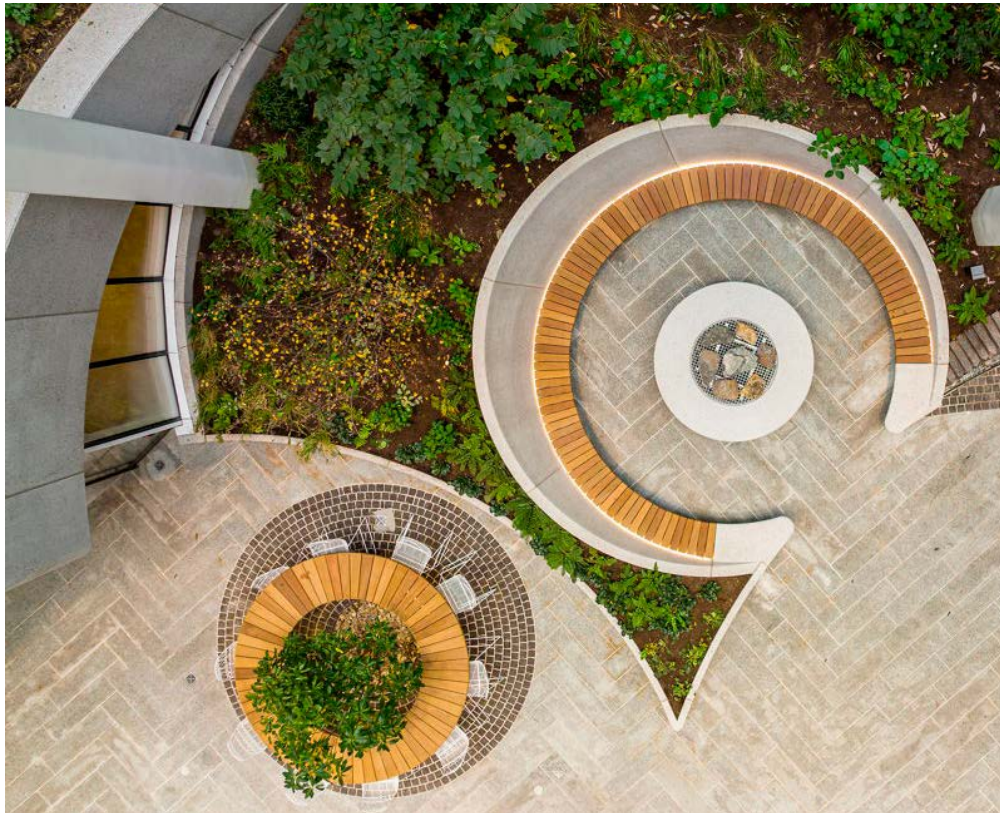
A forest before there was a city, Raleigh has been defined by its beautiful urban forest and majestic Oak trees. As time passes and the city around them changes, the Oaks have remained, quietly witnessing the history of Raleigh and Fayetteville Street. Trees are the silent messengers of time. They embody the memory of seasons, climate, and our daily lives. Without words, the tree trunk's layered rings, its seasonal foliage, and the acorns produced year after year tell us the past, present, and future of Raleigh.

Concept 2: Exalting the Oaks

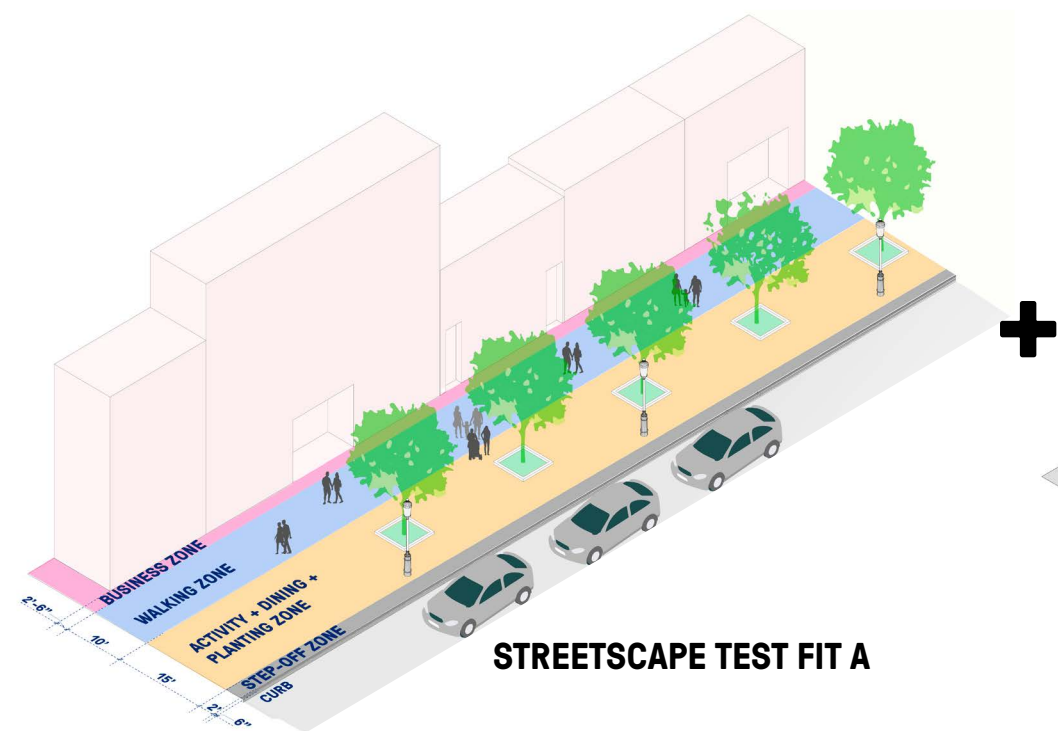
Abstracting the oak tree's anatomy



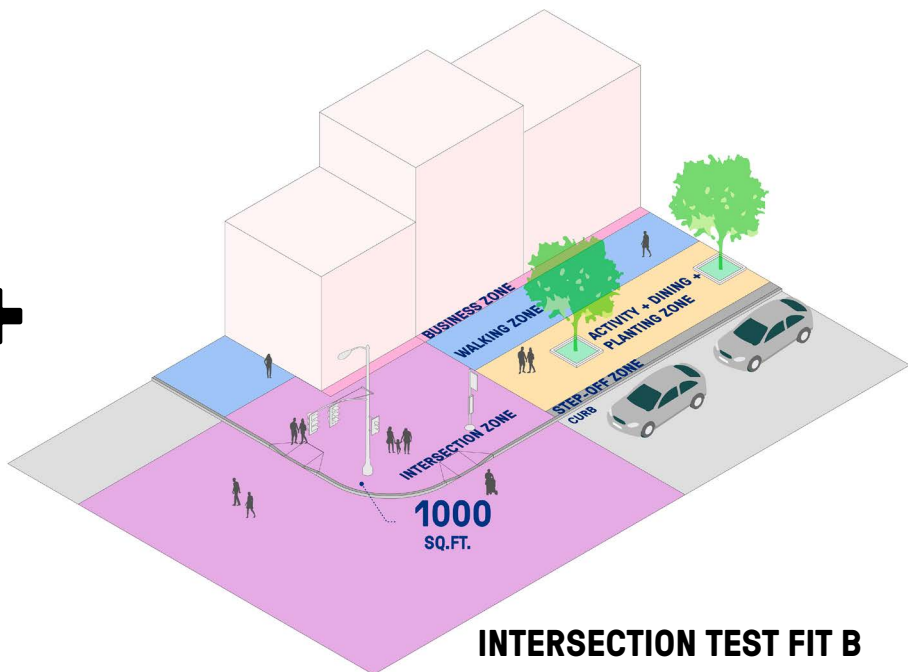
Concept 2: Exalting the Oaks



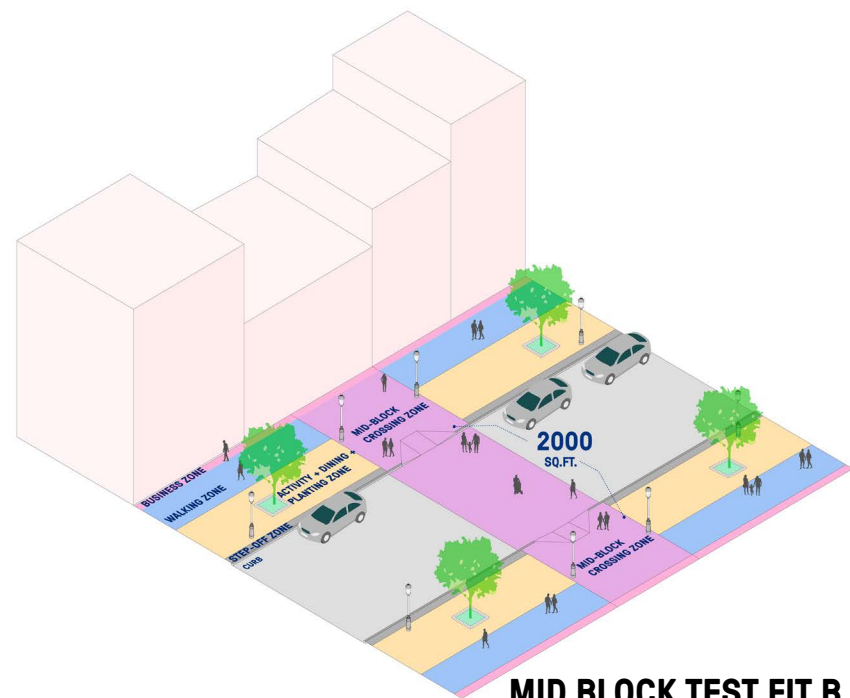
Concept 2: Exalting the Oaks



STREETSCAPE TEST FIT A

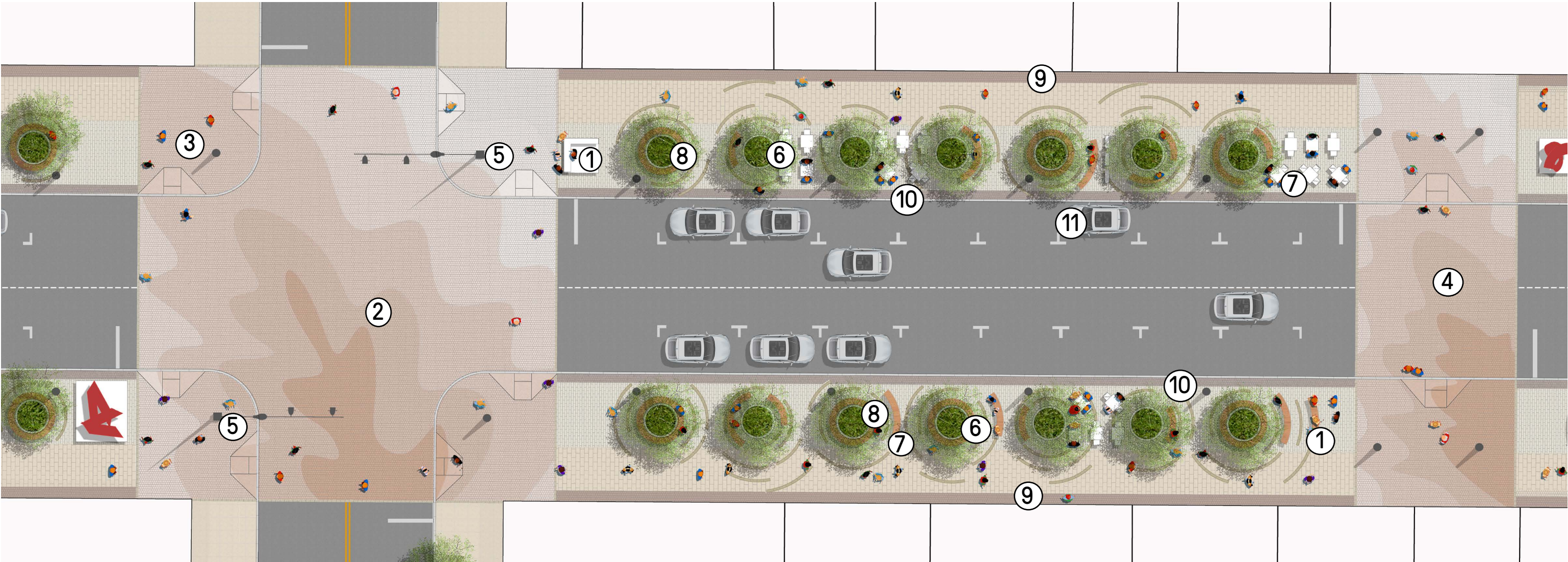


INTERSECTION TEST FIT B




MID BLOCK TEST FIT B


Concept 2: Exalting the Oaks




- 1 Platform seating cover existing utilities
2 Abstracted oak leaf paving
3 Enhanced intersection paving
4 Enhanced mid-block crossing paving

5 Existing traffic light
6 Existing street tree
7 Site Furniture
8 Reorganized tree well with planting

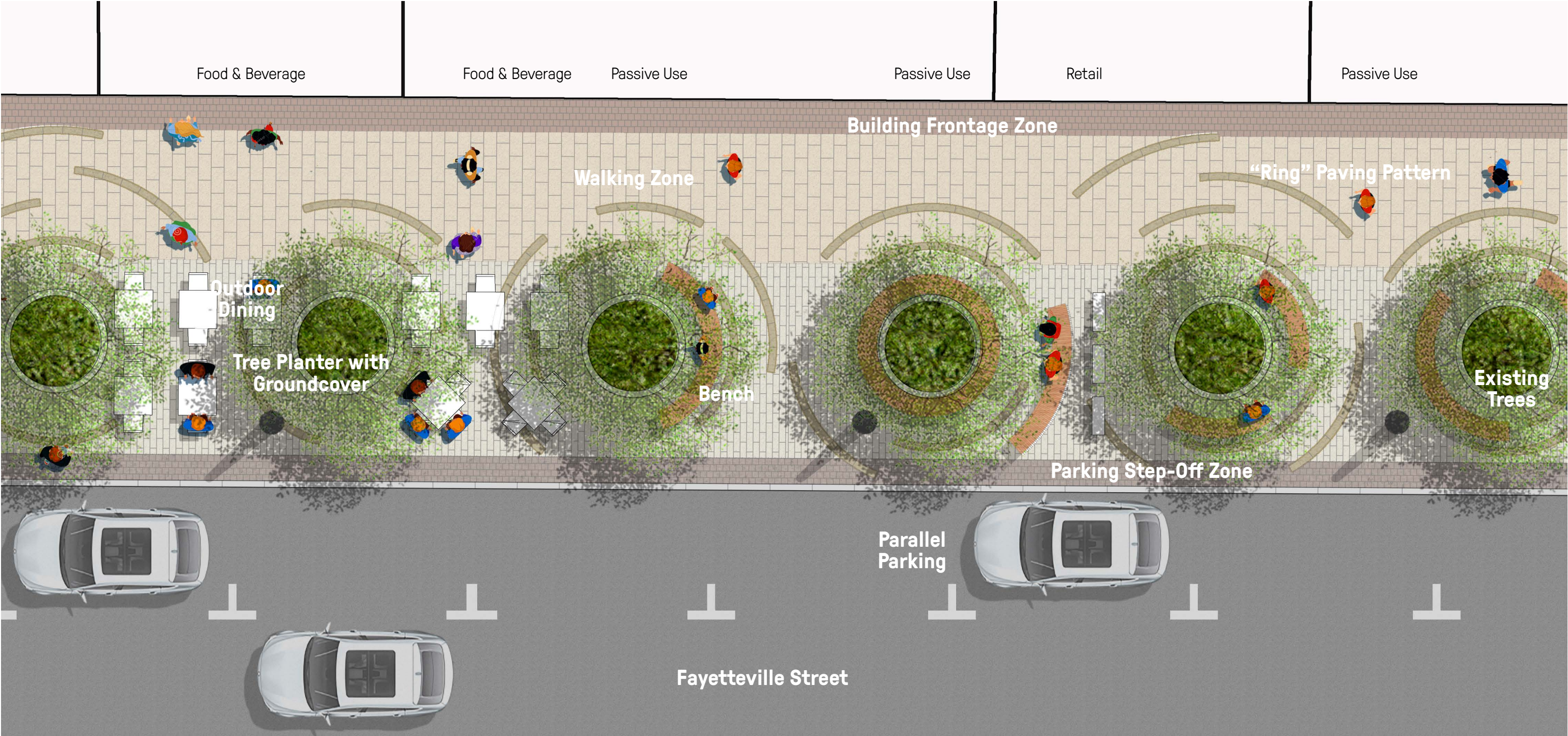
9 Building frontage zone
10 Step-off zone
11 Parallel parking
12 Circle bench
-
- 
Raleigh


McAdams

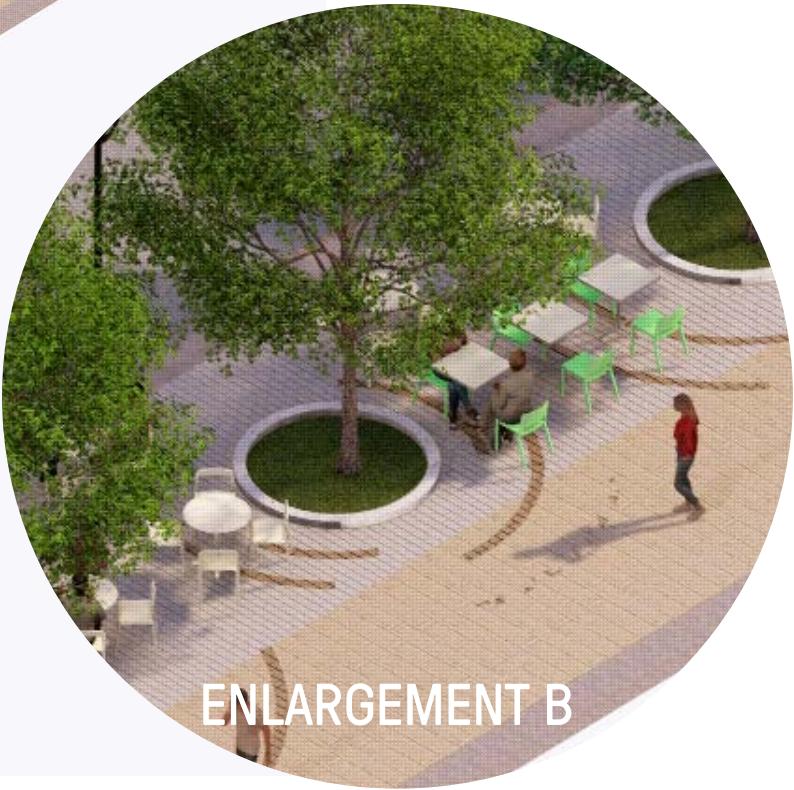
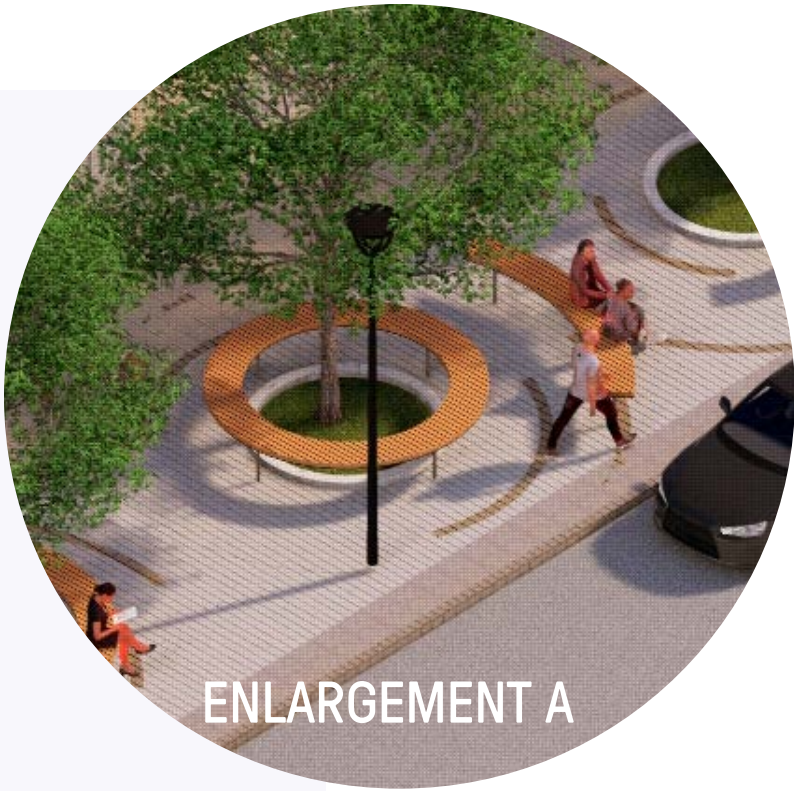

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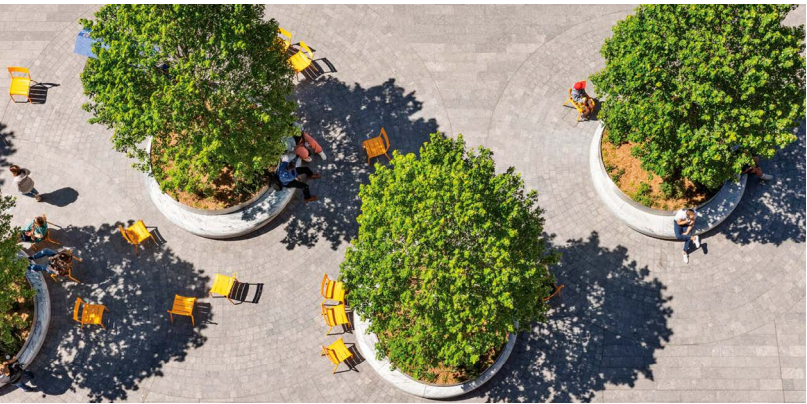
Concept 2: Exalting the Oaks



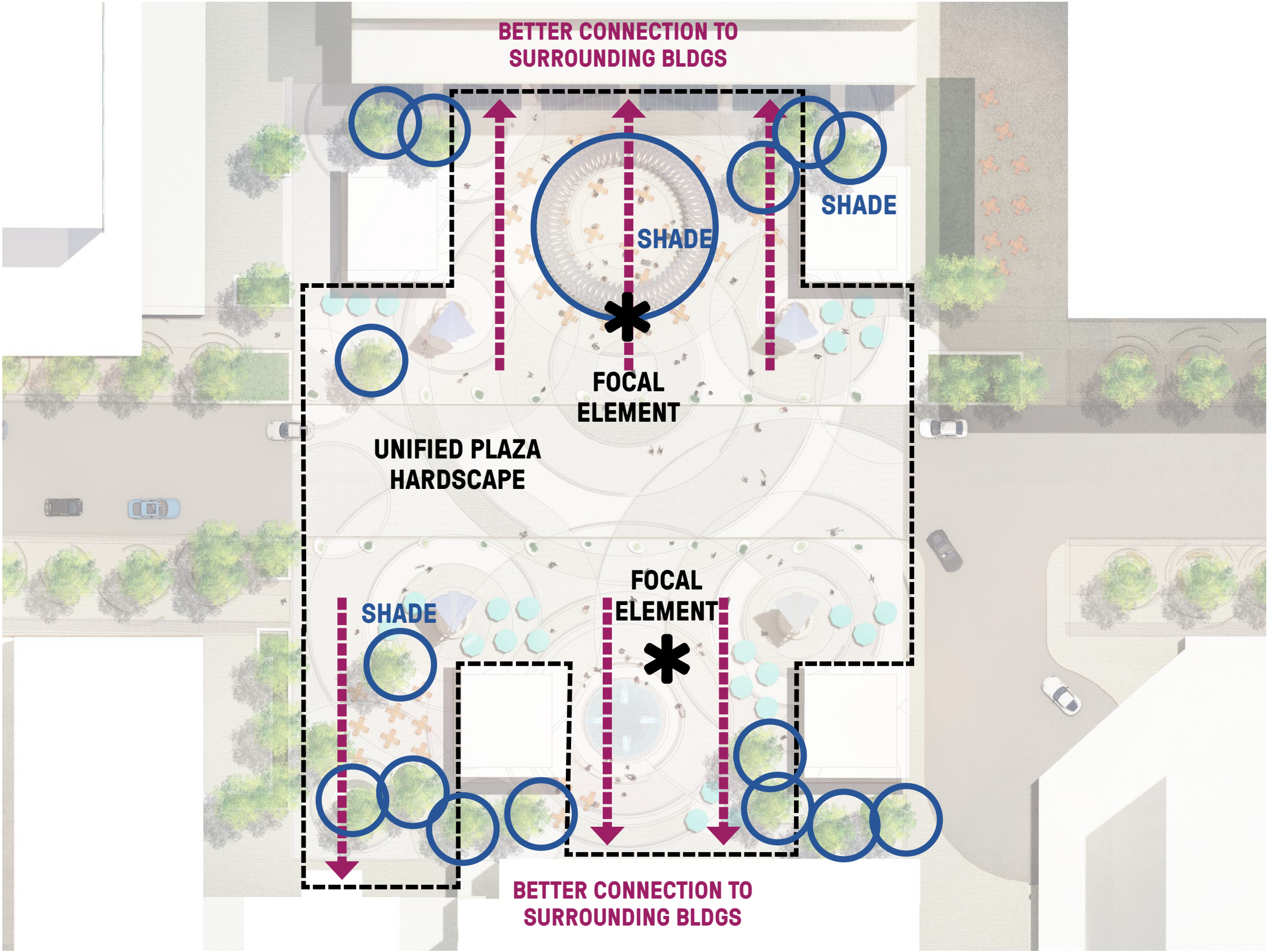
Concept 2: Exalting the Oaks



Concept 2: Exalting the Oaks



Concept 2: Exalting the Oaks



Concept 2: Exalting the Oaks



Comparison of Concepts

CONCEPT 1: PROCESSION AND CELEBRATION

TYPICAL STREETSCAPE AND INTERSECTION

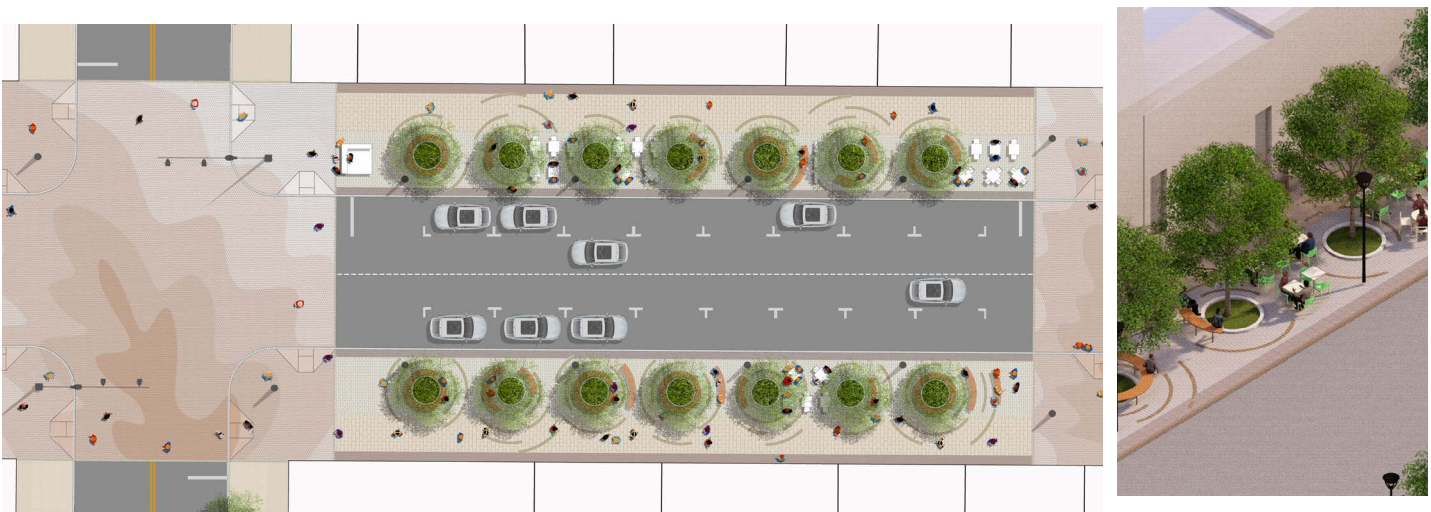


CITY PLAZA



CONCEPT 2: EXALTING THE OAKS

TYPICAL STREETSCAPE AND INTERSECTION



CITY PLAZA



N  C



Raleigh



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