A Study of Proposals for Hillsborough Street.

Submitted by:
John H. Martin
814 Rodand Dr.
Shelby, N.C. 28150

May 10, 1984
A Study of Proposals for Hillsborough Street

Hillsborough Street is among North Carolina's most dynamic and most controversial environments. It is dynamic in that bordering its length are state fairgrounds, several light industries, numerous commercial buildings, a major university, two smaller colleges, several apartment complexes, and various charming residential areas consisting primarily of single family dwellings. It is controversial in that it receives more pedestrian use per day than the Fayetteville Street Mall but is designated a major thoroughfare by Raleigh's Comprehensive Plan. Also, the Street looks to be even more dynamic in the future as Gorman Street is extended from Western Boulevard to Faircloth Avenue and N.C. State University plans major expansion west of Dan Allen Drive. Hillsborough Street has a rich history characterized by heavy pedestrian activity. The nature and intent of this project is to preserve and enhance that character in the coming years while providing greater capacity and efficiency for moving people from the beltline to the Capitol.

The investigation could serve multiple purposes. It would provide an opportunity for me, as both an architecture and engineering student, to bring together key issues in architecture, urban planning, and transportation engineering. It could provide an opportunity for a somewhat "unrestrained" exploration of the problem. I presently have an open mind toward Hillsborough Street. I represent no one agency or school of thought. This is not to say, however, that I have no direction or goal for the investigation. I simply want, through feasibility studies, to determine and then develop the potential of
Hillsborough Street for serving both motorists and pedestrians alike.

Additionally, the Chancellor's University-Neighborhood Committee in their Final Report dated July 8, 1983 states that "the University now exists behind a 'strip of development' along Hillsborough Street and carries on in spite of rather than in concert with its neighbors. Its environment is being degraded unnecessarily because of heavy traffic, University parking problems, and the erosion of the residential character of the neighborhood that provides a safe and positive environment for students as well as residents and merchants. For lack of a plan, issues of quality have been ignored in favor of size and expediency." The report abounds with other such statements as does the City of Raleigh Hillsborough Street Task Force Report Number One (November 8, 1982). Both studies are submitted as an appendix to this statement of intent.

Clearly, the project is at this time broad in scope. Two factors contribute to this; that the problem is not yet fully defined (which would be the first step in the design process and is beyond the scope of this statement of intent), and that the project is comprehensive by its very nature. It involves myriad issues. I feel I have a grasp of the complexity and scope of the problem and thus (with the permission of the Fund) propose to be in no hurry to complete the study. I would like to suggest a completion date of August 1985. This would provide two summers and an entire school year to research and develop the project. Sequentially, the steps would be: to define the problem; to have an initial meeting with the Advisory Board; to determine traffic volumes and capacities of Hillsborough and adjoining streets; to predict transit needs as a result of research; to propose the plan; to develop the plan with
Advisory Board consultation and review, and finally to present the project publicly. Members of the Kamphoefner Fund would be notified and invited to all Advisory Board reviews.

The anticipated tangible product of the investigation would consist of: a master plan for Hillsborough Street from the Beltline to the Capitol; a more detailed plan of the street from Dixie Trail to Woodburn Avenue; a written documentation of the feasibility of all proposals and alternatives; and details of signage, utilities, pedestrian amenities and other associated "urban furniture". The Hillsborough Street Task Force's report includes an interesting sentence that bears directly upon this study. In discussing character and appearance recommendations, the report calls for a program designed to educate the public about the issues of Hillsborough Street. It states "the end product could be a water billing insert, pamphlets (sic) for handouts and possibly a slide show for use with civic and community groups." I could easily provide each of these products.

Although the proposal is large in scope, I feel I have the capabilities to bring it to a successful completion. I am self-motivated, often choosing to take on comprehensive projects in addition to a full time student's load. During the 1983-84 school year I designed a brochure for the University's Housing Department. (It is also submitted as an appendix.) Moreover, I have a keen interest in this project and applaud the Fund for allowing the project to be of the student's choosing, direction, and timetable. I am presently pursuing degrees in both architecture and civil engineering with hopes of manifesting their combined contributions in projects such as this one in the future. This project would be a valuable step in attaining that goal. I feel that architecture should not be self-serving and that solving problems of this scale is one way I can make a valuable
contribution to my community, state, and nation.

I have alluded earlier to the Advisory Board. This Board would be comprised primarily of those who have agreed to recommend my pursuit of this project and to assist me by consulting on and reviewing my work as it progresses. They are:

Dr. Gerald Hawkins  
Associate Vice Chancellor for Student Affairs  
NCSU  
Member of Chancellor Poulton's University-Neighborhood Committee.

Dr. Paul Cribbins P.E.  
Professor  
Civil Engineering Department  
NCSU  
Member of NCSU's Transportation Committee.

Dr. H. Rooney Malcom P.E.  
Assistant Head  
Civil Engineering Department  
School of Engineering  
NCSU  
Academic Advisor.

Dr. Chuck Korte  
Associate Professor  
University Studies  
NCSU  
Psychologist.

Mr. Gary Hixson  
President  
Hixson Design  
Charlotte, N.C.  
Graphic Designer.

Mr. J. Patrick Rand AIA  
Assistant Professor of Architecture  
School of Design  
NCSU.

Mrs. Linda Sanders AIA  
Assistant Professor of Architecture  
School of Design  
NCSU  
Member NCSU Faculty Senate  
Academic Advisor.
Also submitted as an appendix to this statement of intent is a transcript which is hoped to serve as both a curriculum vitae and verification of student status. Please note that I have emphasized the common areas of my two majors, with special emphasis in the planning aspects of both architecture and engineering. Please find also attached a resume I prepared in searching for a summer job in 1983. Since that time I have worked one summer for Clark, Tribble Harris, and Li, Architects and Engineers in Charlotte, N.C. and will be working this summer for CHR Associates, Architects and Engineers in Chapel Hill, N.C.

Finally, I literally live on Hillsborough Street nine months of each year. I know first-hand its failures and its successes. I would welcome the opportunity to study it academically and would struggle with all of my energies to help it to realize its promising, dynamic, and exciting potential.
TO: Kamphoefner Fund
FROM: Chuck Korte
RE: Letter of reference for John Martin

This letter is in support of John Martin, who is a candidate for the Kamphoefner Student Grant Award. I got to know John in a University Studies course I taught during the Fall, 1983 semester on the topic “Multidisciplinary Issues in Urban Transportation.” It was a very small seminar class, so there was ample opportunity to get well acquainted with John.

I would like to recommend John as one of the most outstanding students I have encountered in five years of teaching at NCSU. John was extremely impressive in my course in his intelligence, motivation, high energy, and leadership capabilities. His exams showed an excellent grasp of course material and a real talent to be thoughtful and articulate on complex issues. In class he was always prepared and took a leadership role in class discussions and activities. His approach to problems showed a fine mix of creativity, technical competence, and analytical skill. Not surprisingly, John's performance in this class made him the top student.

I hold high expectations for the promise of John Martin's career - he has precisely those qualities that guarantee him every likelihood of success. Thus I see him as a most deserving candidate for this award. The project that this award will allow him to do will undoubtedly be of the high standard I have come to associate with John's work. And this opportunity will add measurably to an already very promising career.
MEMORANDUM

TO: Selection Committee
Kamphoefner Student Grant for Investigations in Architecture
Kamphoefner Fund
P.O. Box 12583
Raleigh, NC 27605

FROM: Patrick Rand

RE: John Martin

DATE: 27 April 84

I wish to strongly recommend John Martin for a Kamphoefner Student Grant. John is without exaggeration, among the best Arc 400 students I have ever taught. He was also an excellent student in my Materials and Construction Systems course in Fall of 1982.

John has many outstanding strengths. He is an independent and versatile thinker who is able to quickly identify a strong design direction, then pursue it energetically and insightfully. John is uniquely able to evaluate his own work in a rigorous and complete manner. His design process has no weak points, making him well qualified for this type of self-directed study.

Through this project John will be able to address a perceived need which directly affects the local setting. The experience gained will also operate on a more general level by synthesizing John's background in architecture with his urban design and transportation system investigations. It will allow John to tangibly express his rather broad design interests.

I have no hesitation in endorsing his candidacy for this award.

PR/dfc
May 7, 1984

Kamphoefner Student Grant for Investigations in Architecture
Kamphoefner Fund
P.O. Box 12583
Raleigh, NC 27605

John Martin has requested that I write a letter to support his application for the Kamphoefner Student Grant for Investigations in Architecture. John is one of the few students at the School of Design who is working on a double degree in Architecture and Civil Engineering. In his career at NCSU, John has earned one B and his other grades are A's. John is a Caldwell Scholar. In addition to a full academic load each semester (usually 17 or 18 hours), John works as an R.A. in North Hall and is respected by those who know him.

John is probably the most disciplined student I have seen. He schedules his time very carefully and always completes projects on time. In addition, his graphic techniques are very good. I asked John to give a workshop in my sophomore studio; he organized an afternoon's work and an assignment that were skillfully prepared and fun to execute.

John's interest in working with Hillsborough Street was kindled in a UNI course on Transportation Systems. He has expressed enthusiasm about the possibility of developing some workable alternatives for improving Hillsborough Street and NCSU's "front door".

Much attention has been focused on the growth of the University around Hillsborough Street and the need to improve the visual quality and the traffic flow on this major artery. I believe that John is a person who could act as a catalyst for others ideas and could develop a plan which would represent a thorough and competent solution to a difficult problem.

Respectfully submitted,

Linda Sanders
Assistant Professor of Architecture
May 1, 1984

Selection Committee
Kamphoefner Student Grant
for Investigations in Architecture
Kamphoefner Fund
P. O. Box 12583
Raleigh, NC 27605

Ladies and Gentlemen:

I wish to support the submission of Mr. John Hall Martin in his quest for a Student Grant. I have known John since his interview for his Caldwell Scholarship. I now have the pleasure of being his academic adviser for the civil engineering part of his double major. As you know, his academic record is outstanding.

The study he proposes to do provides an extraordinary case for him to use the combined resources of his two degrees. I frequently lament the lack of opportunity for well versed persons of our two professional persuasions to collaborate on challenging and creative projects. Here, in the Caldwell-Hill Street project, John can bring the architectural and engineering interests together to consider solutions to a problem that affects many of us in the community around the University. Nationally, this kind of problem exists widely. We could well do with some fresh and creative insight, uncluttered by precedent and unfettered by unnecessary sets of constraints. He may thus make a valuable contribution.

From the engineering perspective, I recommend his submission to you without reservation.

Thank you.

Very truly yours,

H. Rodney Malcom
Associate Professor and
Assistant Head of
Civil Engineering

North Carolina State University is North Carolina's original land-grant institution and is a constituent institution of The University of North Carolina
### Student Academic Record

**SCHOOL:**

**CURRICULUM:**

**CLASSIFICATION:**

**DESIGN:**

**EDA**

**S.N.**

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**Elected To Phi Kappa Phi**

May not be released to any individual, agency, or organization in any form without written consent of student.
UNIVERSITY NAME CHANGES:
1 (1887-1917) The North Carolina College of Agriculture and Mechanical Arts
2 (1917-1931) North Carolina State College of Agriculture and Engineering
3 (1931-1953) North Carolina State College of Agriculture and Engineering of the University of North Carolina
4 (1953-1965) North Carolina State University of North Carolina at Raleigh
5 (1965- ) North Carolina State University at Raleigh

EXPLANATION OF TERMS THAT MAY APPEAR ON TRANSCRIPT

ABBREVIATIONS AND CODES
A — Indicates that credit was given for the course without the student enrolling in the course. This will include credit by examination, advanced placement, etc.
B — By re-examination
C — Independent Study by Extension (correspondence)
CR — Credit by examination or advanced placement. This grade shall be awarded only when the advanced placement testing indicates that the quality of the student's work in the course would have been expected to be of C or a higher level.
E — Extension (off-campus)
G — Graduate credit granted for a course taken in an undergraduate semester.
M — Graduate credit not approved for a course taken in a graduate semester.
U — Undergraduate degree credit not given for a course in a current degree program.

SGPA — Semester Grade Point Average
SHP — Semester Hours Passed
TQPA — Total Grade Point Average
THP — Total Hours Passed
TR — Transfer Hours
WR — Withdrawn officially from the University on the date indicated.
1 — Internstitutional (UNC-Chapel Hill)
2 — Internstitutional (UNC-Greensboro)
3 — Internstitutional (UNC-Chapel Hill)
4 — Internstitutional (Duke University)

SUSPENDED
A student is suspended if he is academically ineligible to return to North Carolina State University in accordance with the Retention-Suspension rule in effect at the time of his suspension.

GRADUATE ADMISSION TERMINATED
This indicates the termination of a student's graduate program by the Graduate School for failure to maintain the required graduate grade point average of 3.0 or for other reasons.

DEAN'S LIST
Prior to the 1976 Fall Semester, a full-time undergraduate student who earned a semester average of 3.0 or better on 12 or more hours of course work for which quality points were earned was placed on the Semester Dean's List. Beginning with the 1976 Fall Semester, a full-time undergraduate student who earns 3.50 or better on 12 to 14 hours of course work for which grade points are earned, or earns 3.25 or better on 15 or more hours of course work for which grade points are earned shall be placed on the Dean's List for that semester.

(See Reverse Side)
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### Grading System

- **A** (Excellent): Grades of 90-100%
- **B** (Good): Grades of 80-89%
- **C** (Satisfactory): Grades of 70-79%
- **D** (Incomplete): Grades below 70%
- **N** (No Credit): Grades below 60%

### Academic Warning

Failure to meet the minimum grade requirement for a course may result in an academic warning.

### Course Grade Point System

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### Academic Probation

- **Cumulative GPA of 2.0 or below**
- **Academic Warning**

- **First Probation Year**: GPA of 2.0 or below
- **Second Probation Year**: GPA of 2.5 or below
- **Third Probation Year**: GPA of 3.0 or below
- **Fourth Probation Year**: GPA of 3.5 or below
Resume of John Hall Martin for work during summer 1983

University Address: 219 North Hall / NCSU Box 21127 / Raleigh, N.C. 27607 / 919 737 6356

Permanent Address: 814 Rhodann Drive / Shelby, N.C. 28150 / 704 482 3068

Employment Objective: I am seeking a position as an architectural apprentice in a dynamic, progressive architectural practice. The position I seek would be full time during the summer of 1983. I would be available beginning May 30, 1983.

Education: 1976 - 1980
Shelby High School, Shelby, N.C.
Honors and Related Activities
Fourth in class of 298
Most Outstanding Male Student
President, National Honor Society
Organizations and Clubs
3 Varsity Golf Letters
Most Outstanding/Golf
Drafting Awards
Eagle Scout/BSA

1980 - Present
N.C. State University, Raleigh, N.C.
I have completed three years of the undergraduate Architecture and Civil Engineering programs at NCSU. I will gladly provide a list of courses completed and a transcript upon your request.
Honors and Related Activities
Recipient of John T. Caldwell Merit Scholarship
Dover Textiles Merit Scholarship
Elks Club Outstanding Student Scholarship
PPG Industries Special Scholarship

Member ASC/AIA and North Carolina Fellows Program
Resident Advisor position
Dean's List each semester

I am familiar with 35mm black & white photography, developing, and printing, photo hypostor; PPI's, and varied blueprinting processes.

Career Objective: I plan to complete the requirements for Bachelor of Architecture and Bachelor of Science in Civil Engineering degrees in May 1987. During this time, I would like to gain some meaningful professional experience. After completing my degrees, and perhaps M. Arch. I will seek permanent employment in architecture.

Personal Data: NCSU Grade Point Average 3.987 of possible 4.000
Born 31 Jan. 1962, Shelby, N.C.
Height, Weight 6'0 160 lbs.
Marital Status Single
Health Excellent, No Physical Limitations
S.S. Number 241 17 7520
Interests Biblical Studies, all sports, Fashion Design, Reading, Music, Movies.
Previous Employment

<table>
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References

C. Crawford Murphy, AIA  
Architectural Design Group  
211 S. Washington Street  
Shelby, N.C. 28150

Charles C. Heath  
President, Heath and Associates  
PO Box 185/ 7 N. Lafayette Street  
Shelby, N.C. 28150

William J. Turpin, P.E.  
872 E. Southgate  
Shelby, N.C. 28150

I will provide a portfolio upon your request. Additionally, I would be eager to interview with your firm at a mutually convenient time.
MEMORANDUM

TO: Bruce R. Poulton, Chancellor
FROM: Claude E. McKinney, Dean
DATE: July 8, 1983
SUBJECT: The Chancellor’s University-Neighborhood Committee

The final report by this committee is respectfully submitted. It represents the dedicated energy and concerns of my seventeen committee members, who have served the University and their respective neighborhood, business and professional constituencies very well.

This is our report for each and every member has contributed to its substance, format and the editing of its several drafts...with a major effort by Linda Holley, who skillfully kept it brief as well as comprehensive.

The committee members and their affiliations are:

Clauston Jenkins, Jr., Vice Chairman, University Counsel
Lauren J. Brisky, Assistant Vice Chancellor for Business
Bert Brown, Baxley’s Restaurant (Hillsborough Street Businessman)
Isabella Cannon, Former Mayor, Chairman of the Board - University Park Homeowners Association
George Chapman, Planning Director, City of Raleigh
Mary Lou Eycke, Secretary-Treasurer, Cameron Park Neighborhood Assoc.
Tracy Freeman, Student
Gerald G. Hawkins, Associate Vice Chancellor, Student Affairs
Edwin F. Harris, Director, Campus Planning & Construction
Linda T. Holley, Assistant Professor, English
Will Hooker, Assistant Professor, Horticultural Science
William A. Jenkins, Associate Vice Chancellor, Finance & Business
George E. Moore, Associate Vice Chancellor, Foundations & University Relations
Judson Newbern, University Landscape Architect
Ronald E. Sneed, Chairman, University Planning & Environment Committee
Banks C. Talley, Jr., Vice Chancellor, Student Affairs
Vincent Zucchino (Landscape Architect), Chairman, Hillsborough Street Task Force

CEMcK:pr

Enclosure
The Chancellor's University-Neighborshood Committee

Report

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V. Chairman's Concluding Statements

VI. Appendices

a. Subcommittee Reports 1-5

b. Report #1: Hillsborough Street Task Force with City of Raleigh Administration Positions and Recommendations
As requested in your memorandum of September 15, 1982, the Committee respectfully submits this final report for your consideration.

Over the past months we have met on 15 occasions, and at five additional gatherings several committee members joined in discussions with the Hillsborough Street Task Force, the Appearance Commission, the Raleigh Planning Commission, and the City Council.

The Committee believes that the university is in a unique place and time. A number of organizations outside the University have assembled to address similar concerns which you charged us to consider, and they include the Wade Citizens Advisory Council, Hillsborough Citizens Advisory Council, the University Park Homeowners Association, the Cameron Park Corporation, the Hillsborough Street Task Force, as well as the Raleigh Planning Commission and the City Council. All have some need to engage the University in planning and development of the West Raleigh area.

Because we are seen as a "formidable neighbor," isolated action from the University can be viewed as part of a threatening pattern of growth and change, when, in fact, that is not the intention. And because there is no clearly articulated development policy, acquisitions by the University of properties have generated suspicions by neighborhood residents and pro-
property owners. While some of these acquisitions have responded to an economic void and helped solve some of the University's space problems, there is a collective uncertainty about University growth and physical expansion into the edges where business, neighborhood, and University meet because in some cases the expansion has lowered the quality of community life for all three elements.

This Committee represents the first major planning effort with official University, neighborhood, and business representatives. There has been a vigorous curiosity about the committee, its role, and potential impact. We have consistently stated to those inquirers that our responsibility at this point is advisory to you and that we have been charged to address specific issues, that we would do so with sensitivity and professional concern, and that our obligation is to make recommendations for action by the Chancellor. As an example: several of the Committee were recently engaged in a meeting with a subcommittee of the Raleigh Planning Commission to discuss a zoning change requested for the 2300 block of Hillsborough Street. The Commission's subcommittee was sufficiently concerned about the University's role in the development of that portion of Hillsborough Street that it chose to delay any action on this request until after the Chancellor's University Neighborhood Committee submits its recommendations (to you). We interpret their decision as a strong desire that the University become a more active force in the design and development of this neighborhood.
As we addressed all the items in our charge, it was apparent that the geographical scope was too broad for all to be responsibly addressed during the life of this committee. We, consequently, have focused more on the Hillsborough Street edge of the campus, understanding that the intense, interactive nature of this street embodies all the components in the problems we would encounter at other campus edges. In addressing Hillsborough Street issues, we place no lower priority on the opportunities at Dorothea Dix property, the development of our campus edge at Western Boulevard, the impact of increased traffic on Pullen Road, or the problems of bringing order and reason to our land acquisitions on the west edge of the campus.
II. General Recommendations

These recommendations came from the committee through this process:
Each member was asked to submit an individual list of recommendations from which a composite list was prepared and presented to the full committee on June 16, 1983. Each was voted on and all of the following recommendations were the ones which received unanimous approval, (with the exception of recommendation #4 and #6 which received a substantial majority of support).

1. That the Chancellor appoint a University-Neighborhood Planning Council composed of representatives from all elements of the community—faculty, staff, administration, and students of the University; neighborhood residents; community business; city officials; and community action groups. The Commission should be smaller than the committee but for continuity should include 50% of the original members.

2. That the University prepare and publicize a policy statement which declares its concern for the neighborhood of which it is a part and states its intention to take an active role of advocacy in matters which affect its larger neighborhood (zoning matters, disruptive and objectionable land uses, substandard rental housing, etc.)

3. That the University participate in decisions about land uses on the north side of Hillsborough Street, providing leadership and establishing
policy that will encourage use of all property on Hillsborough Street for appropriate businesses, University uses, publicly and privately owned parking, for examples. Proposals are currently under consideration for the uses of the 2300 block of Hillsborough and call for immediate attention.

4. That the University help to improve the traffic, transportation, and parking problems in and around the University by:

   a. Joining with local homeowners' associations, CAC's, businesses, and the Hillsborough Task Force in petitioning the City to reduce the speed limit to 25 miles per hour on Hillsborough St. between Woodburn Road and Faircloth Street.

   b. Joining with those organizations in petitioning the City to downgrade the status of Hillsborough Street in the City's Thoroughfare Plan so that motorists recognize this as an area serving pedestrians.

5. That the University create a real estate mechanism for the purpose of buying and selling properties in the residential areas in its neighborhoods to preserve the residential character of those neighborhoods and initiate other development projects to provide student and faculty housing and other mixed-use projects.
6. That the University commit itself to a program for maintaining the residential nature of Vanderbilt Avenue. Initial funding for the program could come from the sale of the University's house and lot at 2607 Vanderbilt Avenue to a University faculty or staff family. The deed of sale should contain restrictive covenants that assure the property's continued use as a single-family dwelling. The proceeds from the sale could be used to purchase additional property to be sold in the same manner, and the procedure could be repeated whenever the opportunity arises to make such a significant contribution to the stability of the residential neighborhoods near the University.

7. That the University continue to develop the edges and portals of the campus on Hillsborough Street and others in keeping with the recent improvements at the front edge of the Chancellor's residence, the corner near the Textile School, and the Ricks and Patterson entrance.

8. That the University indicate its commitment to quality and human scale with the development of the "Old Hillsborough Square" property with a project that will enhance the street through its siting, building design, and complementary treatment of the streetscape.

9. That the University should prepare a land acquisition plan.
10. That the University establish priorities for action on present or potential issues involving

   a. the Friendly Drive area
   b. Pullen Road traffic
   c. the Dorothea Dix property
   d. the opening of the Boylan Street Bridge
   e. the Gorman Street-Faircloth connection
   f. the Dawson-McDowell extension of Western Boulevard
   g. Oberlin Road/Ferndale Avenue Proposal
   h. Clark Avenue traffic
   i. Western Boulevard traffic
III. Process

We have, as you charged, looked specifically at the following items:

1. The long-range University land-use and acquisition plan
2. Parking and traffic concerns of the campus, neighborhood, and business
3. Appropriate mix of housing to maintain residential communities and to meet needs of University students, staff and faculty
4. Safety of students, residents, and consumers
5. Zoning and rezoning near the University
6. All environmental concerns of the business community, neighborhood residents and the University

We have organized the report to explain the process and define, as clearly and accurately as possible, the results of the Committee's work.

We systematically began to organize information about the University neighborhood.

1. Reviewed the historical development of the campus and its current status of land ownership and future plans
2. Reviewed the City's Comprehensive Plan
3. Heard remarks on the City's transportation planning process
4. Participated in meetings with the Hillsborough Street Task Force to hear public reactions to their first report.
We identified problems and project opportunities. Specific subcommittees addressed the following issues and gave reports on each:

1. University Housing: Student and Faculty, On and Off Campus
2. Vanderbilt Avenue: The Conservation of a Neighborhood
3. Hillsborough Street: Imaging as a Main Street
4. University Land Acquisition and Land Use Policies: Underlying Goals
5. Transportation: Problem Mitigation and Prevention

As we discussed the subcommittee's reports, it was clear that Hillsborough Street called for focused attention both as a priority and timely opportunity.

The street represents all the issues present in the other three edges of the campus. The Committee walked from Hillsborough Square to the Textile School on both sides of Hillsborough.
IV. Subcommittee Recommendations

These recommendations come from five subcommittee reports presented and discussed by the entire committee. (The full reports are included in the Appendices highlighted by the Chairmen.) They represent the vigorous and often diverse thinking that can continue to exist among 17 people who have worked together for several months discussing views, values, and objectives for this University and its community. No one subcommittee report found full support in every detail. There were individual reactions to portions of each report as being either too restrictive, permissive, or unrealistic. While our meetings have been characterized by trust and openness, there have been substantial differences of opinion. These differences reflect both personal attitudes and those which are carried from the constituencies represented.

A. University Housing: Student and Faculty, On & Off Campus

(See Report #1)

The subcommittee studied and recommended policies related primarily to student housing including off-campus facilities as well as those in the immediate perimeter of the campus.
Recommendations:

1. That the University promote cooperative housing arrangements with private developers on land adjacent to the University and suitable for apartment arrangements. To insure a plan for orderly development, this model could be used at the same time to assure appropriate enhancement of adjacent property.

2. That the University enter into cooperative arrangements with private developers to construct apartment-style housing for students on university-owned land.

3. That the University use its influence to reduce the deterioration of older residences in the adjacent community.

4. That the University develop a comprehensive land-use plan designating potential sites for future housing construction and taking into consideration parking, food, and transportation needs.

B. Vanderbilt Avenue: The Conservation of a Neighborhood (See Report #2)

This charming residential street where the University owns property has been threatened by requests for zoning changes that can lead to deterioration of the neighborhood and student environment. The University can act with the community to stabilize this adjacent neighborhood.
Recommendations:

1. That the University commit itself to maintain the residential nature of Vanderbilt Avenue.

2. That the University commit itself to take no action that will lead to the rezoning of property on Vanderbilt Avenue.

3. That the University consider selling the vacant lot at the corner of Vanderbilt and Brooks and other rental property it owns on Vanderbilt Avenue to faculty members of the University with restrictive covenants in deeds that guarantee the use of property as residential, owner-occupied dwellings.

4. That the other residents of Vanderbilt agree to add to their deeds restrictive covenants that would insure the property's use for residential purposes.

5. That the University explore mechanisms for maintaining Vanderbilt as a residential street through its business office or various foundations; develop procedures for providing financial support for appropriate property transactions through a revolving fund with the proceeds from sale of property on Vanderbilt to be used to purchase additional prop-
property for sale under restrictive covenants. (It would be necessary
to change some state regulations about the proceeds from such real prop-
erty sales, which must now return to the state treasury.)

C. Hillsborough Street: Imaging as a Main Street (See Report #3)

The subcommittee points out that the University now exists behind a "strip
of development" along Hillsborough Street and carries on in spite of rather
than in concert with its neighbors. Its environment is being degraded unnec-
necessarily because of heavy traffic, University parking problems, and the
erosion of the residential character of the neighborhood that provides a
safe and positive environment for students as well as residents and mer-
chants. For lack of a plan, issues of quality have been ignored in favor
of size and expediency.

Recommendations:

1. That the University establish a neighborhood governing body which car-
rries power, authority, and budget to propose creative solutions to
improve the character of the street. It might, for example, use such
devices as restrictive zoning regulations allowing residences over
stores; it might plan to close quiet residential streets to prevent
the erosive "cut-through-traffic."
2. That the University plan the regulation of off-street parking-lot standards to govern size and screening.

D. University Land Acquisition and Land Use Policies: Underlying Goals

(See Report #4)

This subcommittee's recommendations are directed toward Hillsborough Street as a specific example, but the application to other campus edges is clear. The recommendations serve to achieve five goals: 1) to cultivate a healthy and vital neighborhood community; 2) to preserve existing residential, business, and institutional activities; 3) to encourage private sector development; 4) to meet the University's growth needs; and 5) to establish a better communication process.

Recommendations:

1. That the University expand the academic north campus immediately to the west in an area defined by Dan Allen Drive, Hillsborough Street, Gorman Street Extension and the railroad tracks.

2. That the University expand the University Service Center functions in an area to the west defined by Sullivan Drive, Gorman Street Extension, the railroad tracks, and existing University property.
3. That the University not seek to acquire property north of Hillsborough Street within the neighborhood area unless efforts to establish supporting activities have failed to provide owners and tenants (suitable to this committee). (Reservations expressed on this recommendation by some subcommittee members.)

4. That the University limit its construction of building and parking lots on its properties north of Hillsborough Street to a zone defined as half-way between Hillsborough Street and Vanderbilt Avenue running from Brooks to Horne Streets.

5. That the University and community continue to participate in a working and planning group similar to this one.

E. Transportation: Mitigation and Problem Prevention (See Report #5)

This subcommittee proposes policies that will deal with current and future transportation. The areas involved include land use, transit, streets and thoroughfares, parking, and pedestrian and cyclist traffic. The complexity of the problem is clear when the subcommittee points out that many individuals and organizations are involved, ranging from students, faculty and staff, residents, businesses, the University, the City of Raleigh, and the State of North Carolina.
Recommendations:

1. Land Use

   a. That the University study plans for any major new facilities which would generate additional traffic on Hillsborough Street

   b. That the University maximize the self-sufficiency of these new facilities whenever possible

   c. That the University design new land uses in this area to be compatible and function safely with other institutions to the east of the campus

   d. That the University encourage the development of private properties along Hillsborough Street which are compatible with the goals established by this Committee

   e. That the University design land uses along Western Blvd. and Gorman Street to reflect concern for both safety and traffic flow and enhance the aesthetic quality of the main campus borders.
2. Transit

a. That the University continue to support the development of a cooperative program in transit including a transit shuttle between Blue Ridge Road area, the University, and downtown.

b. That the University continue to provide and expand the existing Wolfline transit service.

3. Streets and Thoroughfares

a. That the University support the recommendations of the Hillsborough Street Task Force which include the initiation of a detailed study of local traffic patterns on Hillsborough Street.

b. That the University help accelerate several capital improvement projects.

c. That the University monitor the City's current study of other traffic changes on Hillsborough, support those that are complementary to the Committee's goals for this area, and lobby against threatening changes.
4. Parking

a. That the University consider construction of several small parking decks on the north side of Hillsborough Street to alleviate parking demands in the neighborhoods (Strong opposition from some committee members)

b. That the University consider construction of a new parking deck within the campus core (Suggestion from some committee members: Riddick parking lot could be made into a parking deck.)

c. That the University provide adequate on-site or off-campus parking for all new University construction

d. That the University continue to consider fringe parking facilities with transit shuttle for faculty, staff, and students

5. Pedestrian and Cyclist

a. That the University expand the pedestrian system along Hillsborough and Western Blvd.
b. That the University continue to cooperate with the City of Raleigh to accelerate improvement of greenways

c. That the University provide additional bicycle parking and promote bicycle and pedestrian safety awareness
V. Chairman's Concluding Statements

This committee has functioned well because of the individual commitment by each member. We have met frequently and often in lengthy sessions. Though the scope of your charge seemed often overwhelmingly comprehensive, we have resisted the temptation of concluding the process (in the time allotted to us) by stating to you that "we now know more about the nature of the problem". We do indeed know more about the problem, and we also recognize the enormous opportunity confronting the university today.

Certainly a university, such as ours, recognizes the impact of its environment upon its faculty, staff, and students. The evolving character of our campus manifests that recognition...somewhat like Winston Churchill's observation that "we first shape our buildings. Then our buildings shape us". The dimensions of that observation extend far beyond the architectural limits of any one building, beyond even the cluster of buildings and their arrangement which make a campus and then into the university/community context.

How well we at NCSU manage that "shaping process" will influence the many facets of this institution. As this university exercises its comprehensive mission, that "shaping process" will certainly affect the way we are perceived by our many publics. A first-class university should look like a first-class university, and our public image is also influenced by the character of our immediate community.
A university's concern for quality in making its own internal campus development decisions cannot responsibly stop at its borders. Its leadership, talent, and resources are needed to assist in the larger public decisions which are part of the governance of the community. Its participation can be equally beneficial in the making of private sector decisions which are essential in the commercial and residential vitality of the community.

This university is not in charge of the West Raleigh community, but it can be very influential, not in making autocratic or self-serving decisions, but in convening the other representatives in the governance process and exercising its leadership. It can be alert to what happens in the neighborhood and facilitate the making of decisions which serve the entire community ...through a leadership which should be characterized by its sensitivity and neighborliness.

In brief, these attitudes about leadership, image, governance and commitment to quality are the things which this committee agreed upon and which are woven into our general recommendations.

I believe this Committee's advisory posture, which has been noted before, should be the hallmark of the new or recommended Chancellor's University-Neighborhood Planning Council. Its name is not important, but its actual advisory role to you is very important, both in symbol and in function. Committees or councils cannot effectively act...you are the person who acts
in behalf of this institution. You have enormous power to influence the
growth of this community...a physical and visible statement which will
remain for decades. The council's structure, aegis and composition are
your choice.

Your own orientation toward a more rational planning process for this
University has been clearly stated in many arenas. You have made the
commitment to initiate such a process, looking to our accreditation visit
in 1984. While that planning focus is for accreditation, it will be a
continuing activity extending far beyond the current planning committees.
The issues to be addressed by this proposed Chancellor's University-Neigh-
borhood Planning Council should be linked to that planning effort.

In behalf of all of the 17 members of this University-Neighborhood Commit-
tee, I want to express our appreciation for the trust which you placed in
us. We were challenged by the scope of your charge and even more challenged
by our need to present to you a comprehensive, accurate and coherent state-
ment about our activities and, more importantly, our recommendations.
VI. Appendices

A. Subcommittee Reports 1-5

1. University Housing: Student and Faculty, On & Off Campus

2. Vanderbilt Avenue: Conservation of a Neighborhood

3. Hillsborough Street: Imaging as a Main Street

4. University Land Acquisition and Land-Use Policies

5. Transportation: Mitigation and Problem Prevention

B. Report #1: Hillsborough Street Task Force with City of Raleigh Administration Positions and Recommendations
The focus of this sub-committee is to study and recommend, at the appropriate level, on-campus facilities and those that might be located in the immediate perimeter of the university campus.

Current Overview

Presently, there are approximately 3,500 male and female students who are living on campus. In addition, there are 300 married student apartments in King Village and another 300 undergraduate students housed in fraternity/sorority houses adjacent to Western Boulevard. There is also a several single family dwellings on Friendly Drive that are temporarily being made available to students as well as the Pinnacle apartment complex on Hillsborough Street.

In the near future, which will add approximately 800 rooms for students. Plans are nearing completion for the construction of approximately 100 new rooms for approximately 200 students.

Based on current University policy no additional residence hall construction is planned for the foreseeable future. Some plans will be to obtain additional space for both married and single students.

Recommendations

1. Recommend that the concept of student housing, which must share in any bonded indebtedness for new facilities financed by the University, would enhance the overall quality of the living arrangement.

2. Recommend that the concept of student housing, which must share in any bonded indebtedness for new facilities financed by the University, would enhance the overall quality of the living arrangement.
3. Recommend that the Committee evaluate that would be in the best interest of the university community and would relate to...

4. Recommend that a comprehensive land use plan be developed for University owned land that would designate potential sites for future housing construction and would take into consideration parking, food service and transportation needs.

Subcommittee Members:
Gerald Hawkins, Chairman
Tracy Freeman
Banks Talley
Report of the Subcommittee on Vanderbilt Avenue

The subcommittee makes the following recommendations for consideration:

1. That

2. That the University commit itself to maintaining the residential nature of Vanderbilt Avenue.

3. That

4. That the and that where appropriate these covenants be incorporated in property transactions

5. That as further support for maintaining Vanderbilt as a residential street, the University
a. That provided approval can be obtained from the State for the use of the proceeds in this manner, the University establish through which it uses the proceeds from the sale of its property on Vanderbilt Avenue to

b. That the University establish a through which faculty members may be in purchasing residences on Vanderbilt Avenue for their personal use at market mortgage interest rate

c. That in their restrictive covenants, or in separate agreements when appropriate, the Avenue property agree to offer their property to the

6. That the necessary steps to implement this plan to save Vanderbilt Avenue be implemented as soon as possible with steps to be taken by the University for discussion with the residents to be initiated in the spring of 1983.
COMMENT

Vanderbilt Avenue is presently a charming street. It is, in its present condition, primarily, a residential street, and we believe that it should remain that way. It would be easy for the University to cause a change in the nature of this property by seeking zoning changes and purchasing further pieces of property in order to expand facilities from Hillsborough Street onto Vanderbilt Avenue. We believe that such development would be inconsistent with the best interest of the University and the neighborhood. We believe that Vanderbilt should help the University not only in its recruiting of faculty, but also in creating a buffer to the bigness that sometimes seems to overwhelm individuals when they come onto campus. Those positive actions have been set forth in the recommendations which this subcommittee has presented.

Vanderbilt Avenue offers a... The University will benefit from having a high-quality, residential neighborhood adjacent to the campus. Vanderbilt should help the University not only in its recruiting of faculty, but also in creating a buffer to the bigness that sometimes seems to overwhelm individuals when they come onto campus.
If the University is able to implement the plans for financing the maintenance of Vanderbilt Avenue, the long-term gains will be twofold. First, the University should have a means of concretely assisting faculty who choose to live in the area by providing them a benefit that is usually available only at private institutions. Secondly, the University will help guarantee the long-term stability of the area and in this support should lead to more positive relations between the University and the community.

If the University approves our recommendations, it would be taking advantage of expertise and organization and channels of communication that already exist in the person of the person. These individuals will prove invaluable to the University as it seeks to explain its rationale for its actions in working with the residents of the area.

If the University waits too much longer, the possibility of rescuing the street will not exist, or if it can be saved, the later cost will be prohibitively high. As it is, it does not appear that real cost to the University should be more than the lost opportunity cost of not developing a few lots on Vanderbilt which are not necessarily logically related to the growth pattern of the University anyway.
Committee Members and Contributors: Will Hooker
Bert Brown
Vince Zucchino
Chuck Flink
Mary Lou Eycke

The many problems associated with Hillsborough Street adjacent to the campus are well addressed in the other subcommittee reports and very specifically dealt with in the Report 01 by the Hillsborough Street Task Force, November, 1982. The function of this subcommittee is to evoke images that will be useful in setting goals and in maintaining a focus on those goals as we move forward in improving the environment of Hillsborough Street.

Many people on our University-Neighborhood Committee are attracted to the image of the Hillsborough Street area as a "Main Street". Indeed, the name of this subcommittee is based on that image. But, that image does not completely portray the whole reality, for Hillsborough Street is a complex and multicolored tapestry. Within the boundaries of the University's influence between the junction of Morgan and Hillsborough Streets to the East and Faircloth of the West, three broad categories stand out.

The area immediately across from Patterson Hall is principally a college environment made up of restaurants, bars, a book store, a record bar, barbershops, a movie theater, clothing stores, etc. Every urban university in the country has a commercial area like this. And both.

They can be either more or less aesthetically appealing, but they are almost always vital, dynamic, acknowledged city hubs. This comes principally from the large numbers of high energy youths that frequent such places, but it...
Further to the west, beyond Dan Allen Drive, the look is more that of a typical commercial strip that pays homage to the automobile. Fast food places, service stations, bars, restaurants, and a hardware store are interspersed with businesses like a heavy equipment company, a dairy products company, a transformer station, and others as well as a smattering of apartment buildings. The businesses here, though also heavily dependent on student trade, cater more to faculty and staff on their way to and from work, as well as to other people coming to the area or passing through. Most of the places in this area are not only surrounded by parking lots, but they also lack the muting effect of the large canopy trees which line the north side of campus. The hot, arid feeling that exists is typical of the idiom known as "strip development".

East of Pullen Avenue is a look more typically associated with "Main Street". The block between Ferndake and Oberlin contains a jeweler, a barber shop, a restaurant, and once had a grocery store as well as a drug store. East of Oberlin is a bank, an insurance company, a hotel, a church, and a "Y" interspersed with residences and small service organizations housed in residential structures. This look is typical of a "Main Street" on the outskirts of the commercial district.

Various pressures threaten to erode the positive aspects of each one of these environments, yet every one of these three general areas has its own special character, and any future efforts to enhance the three should begin with the unique attributes of each.

The students obviously use the area to meet many of their various needs. It's a place to meet a friend for lunch, or to have a beer, or to get their jogging shoes re-soled, or to take a date. Many students live
adjacent to this area so it's really "their neighborhood". Until recently it was a place to buy stamps or to send off Christmas packages. And twice in the last decade it has served as a giant dance floor on which to celebrate winning a NCAA Basketball Championship.

Since this area is very important to the students, accessibility by the students became the most important issue. Unfortunately, Hillsborough Street is designated, and in fact functions, as a thoroughfare, carrying more than 25,000 vehicles a day often at speeds greater than the posted 35 mph. The street is divided into a connector between the student and the central area. To help alleviate this problem we propose the following:

**Proposal: Reinstating Parking on Hillsborough Street**

Slowing the traffic on Hillsborough Street will not only lessen the intense impact (noise) of the heavy traffic on people activities, but will also make the street a safer place to cross and to be.

This will change the perception of the street, principally in the minds of the government agencies responsible for dealing with it, and hopefully, will lessen the continuous existing pressure to make it faster and more efficient.

Reinstating parking not only reduces the number of lanes of traffic, but also induces drivers to proceed with more care because of the increased activity adjacent to the travel lane.
Note: A traffic study has already been called for and there is an agreement that this is necessary. As part of this study and with the goal of slowing traffic in mind, consideration must be given also to Clark Avenue. When the traffic is slowed on Hillsborough Street, additional adjustments may be made on Clark Avenue (such as the installation of several more traffic signals) to make it a less attractive alternative route, thereby preserving or enhancing its existing "parkway" feeling.

The traffic signals now seem to favor the motorist, as would be expected on a designated thoroughfare. This could be verified by the proposed traffic study. But either the signals could be weighted in favor of the pedestrian, or a more creative approach could be tried, such as:

1. "Pedestrian Crossing" signs, or "Pedestrian Crossing" painted at the street edges.

2. "Watch for Pedestrians" on street edges with more crosswalks.

This would not only signal to the driver that he/she is in a pedestrian zone, but with more crosswalks, boldly marked, people hopefully would have a tendency to use these more, thereby cutting down on the dangerous random crossings that currently are the norm.

This would not only improve pedestrian conditions on Hillsborough Street, there are more possibilities.
While the addition of human scaled elements on the north side of Hillsborough Street (such as more canopies, benches, human scaled lighting and trees, etc.) would be a welcome addition, this is not recommended here.

One of the attractions to carry into the commercial district is the fact that not all of the university is individual and idiosyncratic. Others and Atlites find university looking. Thus a large part of the charm and should not be tempered with. Such additions are the responsibility of and should be made by the proprietors and local residential groups.

There are, however, things that the university can be to enhance the aesthetics along this section of Hillsborough Street.

Proposals, continuing implementation of the southern end of Hillsborough Street

Campus Planning is currently adding seat walls, bus stops, and other human scaled elements on the south side of the street. This should be continued and extended more widely with appropriate financing.

While divesting itself of all properties north of Hillsborough Street would not only bring private environmental decision-making back closer to the campus proper while also signalling loudly to the community its commitment to not grow uncontrollably, this is hardly practical. But where the university does own land devoted to parking north (as well as south) of Hillsborough Street, it can lessen the impact of such lots by screening them with low hedges or fences.

In addition, low canopy trees, properly scaled lighting, and features such as an occasional bench can be tastefully worked into such screenings.
These suggestions are not new. All have been proposed many times before by professors, neophite design students, lay people, and most recently by the Hillsborough Street Task Force. But this only serves to emphasize their imperative.

In conclusion, the major factor impacting the interaction between the University and the community in the collegiate commercial district is the negative aspects of the traffic in Hillsborough Street. The University should use its power in a positive, active manner in advocating for the appropriate changes that would improve the quality of life for people along this street.
UNIVERSITY LAND ACQUISITION AND LAND-USE POLICIES

These policies are based on the following:

1. To expand the academic North Campus to an area defined by Dan Allen Drive on the east, Hillsborough Street on the north, Gorman Street extended in the west and the railroad tracks on the south; and (2) expand the University's service center to the west to an area defined by Sullivan Drive on the south, Gorman Street extended on the west, the railroad tracks on the north, and University property on the east.

Policy 2 - Land Acquisition

The University will acquire property north of Hillsborough Street within the neighborhood area only:

- When efforts to establish supporting activities (commercial, residential, institutional) have failed to provide owner/tenant suitable to this committee

- Under the condition that the University will follow the zoning ordinances and will not initiate zoning change

Policy 3 - Land Use

The University will not construct buildings or parking lots on its properties north of a line approximately half-way between Hillsborough Street and Vanderbilt Avenue, running from Brooks to Horne Streets. This line follows the 1983 zoning line. The line also extends from Horne Street to Enterprise Street aligning with Hope Street. Existing parking lots will continue in operation. The Turner House property on Brooks, which is zoned O&I-1 may be developed commensurate with that zoning category.
The University and neighborhood will participate in a committee (similar in constituency to the Poulton Committee) which will advise the Chancellor, the City Council, and others on matters impacting this neighborhood (University and adjacent residents, businesses, and institutions).

Subcommittee Members:
Edwin Harris, Chairman
Lauren Brisky
Vince Zucchino
Judson Newbern
Ronald Sneed
Based on our review of the full committee's discussion to date, our subcommittee recommends that the University review its existing policies and implement programs in the areas affecting transportation issues. These are within limited resources and are for the University's transportation committee. The areas are:

In each issue area, it is recommended that the University address its highest priority to those actions which the institution itself can implement effectively. Secondarily, the University should then address those which the institution, as an important community leader, can influence most effectively. In dealing with this complex subject, the subcommittee recognizes that control of decisions which determine how well the transportation system works is widely decentralized. The State of North Carolina and City of Raleigh are important participants, but so is the private landowner, the neighboring resident and the individual member of the University Community, student, faculty and employee. Each must be aware of the others' needs, sometimes conflicting, so that solutions which are fair and practical can be implemented.

Land Use

a. The University should be sensitive to the development of major

b. New University facilities in the entire Hillsborough

c. New land uses in the Hillsborough Corridor should incorporate designs and improvements to enable Hillsborough Street to function safely and be compatible with its more easterly sections.

d. The University should support the careful development of private properties along its Hillsborough frontage compatible with the goals of this Committee.
3) Explore the feasibility of:
   a) extending Youth Camp Road to Beryl Road; and
   b) extending Beryl Road to Gorman/Faircloth Street.

b. The University should monitor the City's current study of other traffic changes on Hillsborough Street, and support those which are complimentary to the Committee's goals for this area.

Parking

a. The University should consider constructing or expanding parking decks on the North side of Hillsborough Street to relieve University-created parking demands in those neighborhoods. The decks should be carefully designed to minimize the visual encroachment on the adjacent neighborhoods.

b. The University should consider construction of new decks within the Cargo Core itself to relieve existing parking demands (such as Riddick Stadium or adjacent to the existing deck).

c. All new University construction should seek to provide adequate on-site off street parking to meet demands created by new facilities.

d. In conjunction with the transit shuttle recommended above, the University should consider the development of a fringe parking facility for use by faculty and students - particularly commuter students - off Ridge Road.

e. Further expansion of the area adjacent to the main campus parking lot may be needed for specialized parking uses.

Pedestrian/Cyclist

a. The University should expand the pedestrian pathways, particularly linking it with off-campus activity centers.

b. Pedestrian access should be expanded and made more safe through additional landscape designs and pedestrian controls in the West End Boulevard and Hillsborough Street corridors.
CITY OF RALEIGH
HILLSBOROUGH STREET TASK FORCE

REPORT NO. 1
Policies and Recommendations

REPORT BY:
HILLSBOROUGH STREET TASK FORCE
November 8, 1982
RALEIGH CITY COUNCIL

G. Smedes York, Mayor
Edward A. Walters, Mayor Pro Tempore
Reverend Arthur J. Calloway**
John A. Edwards
Sandra P. Babb
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**Chairman, Comprehensive Planning Committee
*Member, Comprehensive Planning Committee

HILLSBOROUGH STREET TASK FORCE

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Vince Zucchino, Co-Chairperson (a)
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HILLSBOROUGH STREET TASK FORCE STEERING COMMITTEE

Comprehensive Planning Committee
Hillsborough Street Task Force
Betsy Anne Bradshaw (a)
Rod Swink (a)
Myrick Howard (a)
David Mallette (a)
Malcolm Williams (b)
Isabella Cannon
Chuck Flink
Jane Norton
Tom Adams
Peter Rumsey
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(a) Member of the Raleigh Appearance Commission
(b) Member of the Raleigh Planning Commission
(c) Member of the Raleigh Board of Adjustment

STAFF

Lawrence P. Zachary, Jr., City Manager
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Dan Tew, Planner I
Scrip Sceoat, Office Assistant
April Pickett, Office Assistant
INTRODUCTION

The purpose of this report is to provide information to the Comprehensive Planning Committee of the Raleigh City Council and summarize the policies and ideas identified by the Hillsborough Street Task Force.

The information stands on its own, but information alone is not what the Hillsborough Street Task Force is about. It is about commitment and pride. People have strong feelings about their environment and have caused attention to be focused on this area.

Hillsborough Street, historically rich in tradition, is a unique corridor in that it serves as both a means of vehicular and pedestrian circulation and as a focus of neighborhood character and quality. While Hillsborough Street itself is presently classified as a thoroughfare, this report points to the fact that this corridor serves primarily as a series of neighborhood focal points due to its orientation to local vehicular traffic and intense pedestrian use and its relationship to surrounding neighborhoods.

Consideration of the data included in this report should result in a special focus on the use of transportation and its affects on achieving a more cohesive community. In addition, the attraction of more businesses that do not depend upon large amounts of parking is desirable. Street furniture and greenery are not merely welcome but desired. There is a need for a new outlook that recognizes the overall environment, residents and businesses alike. The key to a successful program may be how these services are integrated into the streets functions and structure.

In keeping with this theme, we suggest that the Hillsborough Street corridor be established as a special planning district, with goals and objectives to be pursued. As new time-planning and development decisions are to be made, when the recommendations included herein are achieved, the result will be a more cohesive streetscape, a varied and more economically viable urban area, and a reflection of the civic pride and personal commitment of the people along Hillsborough Street who took part in this Task Force effort.

HISTORICAL PERSPECTIVE

The section committees and Task Force discussed the history of the Hillsborough Street area and its relation to Raleigh's growth. The former beauty of a tree-lined Hillsborough Street with prestigious residences lining one of the four entrances to Raleigh was renewed. The once prominent and emotionally significant effect of driving toward the Capital Building from St. Mary's College was recalled.

The committees and the Task Force discussed the growth of Hillsborough Street during different subsequent periods and how certain areas have developed in patterns which are lacking in harmony with each other. In general, there has been a loss of quality to Hillsborough Street, and there is a need to restore this quality in a historical sense.
HILLSBOROUGH STREET CHARACTER

Hillsborough Street should be not merely the way to get someplace, it should be a place itself with a distinctive image and identity. Physical amenities and symbolic associations of town character can provide a strong sense of place and community along Hillsborough Street.

The concept of a "town atmosphere or character" for Hillsborough Street is illustrated here by a list of desired characteristics that contribute to such a setting:

- a sense of continuity and history - building upon what is there
- a clear pedestrian orientation
- slow, safe traffic flow
- vitality, safety, and a sense of activity
- varied mix of land use
- small scale development including individual places of interest
- integration of residential, office and commercial uses
- diversity and vitality of activities
- the "street" as the focus of activity
- human-scale architecture
- high quality design
- individuality, yet compatibility with neighbors
- landscaping that is visually and physically pleasing
- public spaces to gather
- a safe, comfortable environment

POLICIES AND RECOMMENDATIONS

Creation of this "town atmosphere" can be accomplished through policies and recommendations that encourage these desired characteristics and elements. Policies dealing with transportation, land use, appearance and neighborhood distinctions have been suggested. More specific recommendations for implementation will be formulated as a next step.

FOOTNOTE: In each policy stated in the following pages:

- Recommendations have been placed in priority, such as; a, b, c, d, e, etc.;
- To the right of each recommendation are one or more sections ranked by need, such as; Sections 1, 2, 3, 4 of the study area;
- Parentheses ( ) means each section or sections are ranked by need, on an equal basis, e.g. (1, 2); and
- An asterik * means the recommendation may be easily implemented.
POLICY ONE:

Establish a land use plan to guide future orderly and balanced development, with provisions for plan approval, performance standards, and economic incentives.

RECOMMENDATIONS:

a. Provide incentives

- Provide development incentives for rehabilitation of old structures in the area

- Promote the reuse of existing buildings whenever feasible and the integration of all in-fill buildings with respect to adjacent properties

b. Encourage economic growth for the area

- Encourage businesses and uses supportive of a 24-hour population

- Encourage institutional zones, including student housing

- Encourage small businesses and eating establishments catering to pedestrians; consider student needs

c. Enforcement

- Curb disruptive and objectional industrial land uses on railroad right-of-way and industrial land uses that would increase vehicular traffic, confuse circulation, produce conflicting adjacent land uses and encourage piecemeal location of parking lots

POLICY TWO:

Sections Ranked By Need

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<tbody>
<tr>
<td>a. Provide incentives</td>
<td>(1, 2, 3, 4)</td>
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<tr>
<td>b. Encourage economic growth for the area</td>
<td>(3, 1, 2, 4)</td>
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<tr>
<td>c. Enforcement</td>
<td>(1, 4) (3, 2)</td>
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</table>
RECOMMENDATIONS:

a. Require buffering and/or screening between commercial and residential uses, but provide access and connection between areas

b. Establish performance standards in land use regulations affecting these areas

POLICY THREE:

Maintain stable residential areas and character where possible and appropriate; rehabilitate or redevelop other residential areasdf

RECOMMENDATIONS:

c. Provide adequate public services for residential areas adjacent to the fairgrounds

Sections Ranked By Need

3, 2, 1, 4

Sections Ranked By Need

(1, 2, 3, 4)

Sections Ranked By Need

(2, 3, 1)
POLICY ONE:

"Take action to ensure that Hillsborough Street between the Capitol and the Beltline continues to function as a street for local traffic rather than a thoroughfare between the Capitol and the Beltline."

RECOMMENDATIONS:

a. Restore two-way traffic to the Capitol
b. Regulate traffic speed and other related aspects
   - Reduce traffic speed to permit park-and-shop decision making
   * Reduce speed limit in designated area to 25 mph between Goodwin and Faircloth for pedestrian safety
   - Reduce road width in selected commercial areas to provide on-street parking and/or increase sidewalk width
   * Improve police enforcement of speed limits
   * Provide adequate signal lights for entering traffic
c. Eliminate truck traffic from all football games and other university events
   d. Enforce truck traffic regulations in this area
   e. Improve pedestrian circulation

Sections Ranked By Need

1. 2
1. 4
(1, 2, 3)
(3, 1, 2, 4)
3, 1, 2, 4
4
4, 3
3, 2, 1, 4
3
RECOMMENDATIONS:

a. Provide a safe, systematic and clearly readable pedestrian system
   - Provide buffers between pedestrians and vehicles (landscaping, on-street parking, etc.)
   - Use special paving, patterned crosswalks, signage, islands, etc.
   * Adjust pedestrian crosswalk controls to allow adequate time to cross and minimize waiting time for light to change
   - Implement pedestrian access through open spaces and plazas; and widen sidewalks

* Improve accessibility and movement of bicycles, traffic; provide bicycle parking facilities near institutional and commercial uses

b. Improve accessibility and movement of bicycle traffic; provide bicycle parking facilities near institutional and commercial uses

c. Reduce the number of curb-cuts and other interruptions to improve continuity of pedestrian pathways

POLICY THREE:

RECOMMENDATIONS:

a. Take action to improve parking supply
   - Provide on-street parking in additional areas

Sections Ranked By Need

3, 1, 2, 4
3, 1, 2, 4
3, 4, 1, 2
1, 3 (4, 2)
3, 2
3, 1 (4, 2)
b. Upgrade parking appearance

- Integrate curbside parking with landscape and streetscape development (1, 2, 3) 4
- Buffer and/or screen parking lots to provide definition between pedestrian and vehicular territories 3, 2, 1, 4

**Standardize parking regulation**

- Make parking meters uniform (proposal of 60 minutes at 10¢ per hour) 1, 3, 2

* Consider establishment or expansion of parking permit system for area residents 3, 2, 1

- Discourage piecemeal parking on RR right-of-way during events as this creates dangerous traffic conditions 4

- Create a uniform, obvious graphic system for traffic control, and directional and informational needs (loading zones, parking areas and ingress/egress) (1, 2, 3, 4)

- Create a "Trailblazing System" of public information along the Hillsborough Street corridor to orient people to major points of interest (i.e., entry marker at Pullen Road entry to NCSU campus) (1, 2, 3, 4)

d. Encourage alternatives to auto-use

- (3, 1) (4, 2)
POLICY ONE:

Create a public environment that is safe, pleasant and comfortable, that invites the use and enjoyment and creates a sense of community.

RECOMMENDATIONS:

a. Improve or remove unsightly items in area (screen dumpsters); institute cleanup and refurbishing campaigns

*b. Improve the quality of the area and promote serious and prompt reaction by police to individual complaints of harassment and vagrancy

* - Provide adequate police patrol and telephones

c. Improve control of noise from commercial areas that disrupts residential areas

Sections Ranked By Need

1, 2, 3, 4
POLICY ONE:

RECOMMENDATIONS:

Sections Ranked By Need

<table>
<thead>
<tr>
<th>Number</th>
<th>Recommendation</th>
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<tbody>
<tr>
<td>1</td>
<td>a. Expand and improve landscape plan boundary and appearance standards for streets, blocks</td>
</tr>
<tr>
<td>2</td>
<td>b. Improve maintenance standards for building and parking areas (1, 2, 3, 4)</td>
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<tr>
<td>3</td>
<td>c. Encourage human-scale architecture (2-3 story buildings oriented to the sidewalk and pedestrian access)</td>
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<tr>
<td>4</td>
<td>- Encourage use of architectural features that enhance pedestrian focus (awnings, arcades) and that relate adjacent buildings to one another (complimentary colors and materials)</td>
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<tr>
<td>5</td>
<td>- Promote use of landscaping to enhance the area visually, ecologically and experientially (street trees can tie together separate features, reduce glare and create shade)</td>
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<tr>
<td>6</td>
<td>- Encourage signs that are harmonious with the architecture, do not compete and conflict with other signs (especially public safety) and are readable from a pedestrian viewpoint</td>
</tr>
<tr>
<td>7</td>
<td>- Reduce visual clutter through consolidations of utility poles, traffic signals and public signs (e.g., doubling of parking meters). Provide long-range plans to place utility lines underground</td>
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</tbody>
</table>

POLICY TWO:
RECOMMENDATIONS:

* a. Improve conditions of unoccupied lots and side yards
   - Buffer or remove unsightly and objectional storage, junk or other unsightly clutter along right-of-way

b. Enforce cleanup of neglected railroad right-of-way

POLICY THREE:

RECOMMENDATIONS:

a. Provide strongly identified pedestrian connections at places that allow direct access (possibly use brick paving on part or all of the northside, as a university sidewalk)

b. Encourage continuity of streetscape and promote a "linear park" in place of present run-down highway environment
**ADMINISTRATION POSITION AND POLICY RECOMMENDATIONS REGARDING REPORT NUMBER ONE OF THE HILLSBOROUGH STREET TASK FORCE**

**ADMINISTRATION POSITION**

The City Council should take whatever immediate actions it deems to be appropriate, regarding the Task Force's recommendations. However, the Council is cautioned not to extend services, or take actions, that could be perceived as providing additional services (above those provided uniformly throughout the City) or unique services, to this area, without first carefully examining the potential costs and the feasibility of the service on a City-wide basis.

**POLICY GUIDELINES**

The following policies have been drafted by the Administration, based on the work of the Task Force. They should be adopted by the Council to serve as guides to the staff and citizens that are drafting the update of the University District Land Use Plan.

1. Hillsborough Street holds a position of prominence and esteem in Raleigh's History. This stature should be accounted for in the development of all plans for future activities along its corridor. The portion of the street from the Capitol to St. Mary's College holds a particular level of emotional attachment to many Raleigh residents. The facts that it was, and still is, a gateway to the City and the Capitol, is one of the cornerstones of Raleigh's original plan and has been the scene of numerous social and political events, attest to the stature of, and attachment to, this street. Steps should be taken to preserve, enhance, and maintain aspects and qualities of the street.

2. Steps should be taken to stabilize traffic on Hillsborough Street at its current volume. Three principal outcomes of the Task Force's effort have been to preserve and restore the character of Hillsborough Street, to not adversely affect the adjacent residential areas to Hillsborough Street and to emphasize the local service and access provisions of the street over the through traffic functions. By stabilizing the volume of traffic using this street, these objectives could be accomplished without compromising the ability of Hillsborough Street to function as a thoroughfare.

3. Hillsborough Street currently functions to move traffic from the downtown area out to the adjacent neighborhoods and businesses along Hillsborough Street, from the neighborhoods to these businesses, N.C. State University, the state operations around the Fairgrounds and the Beltline. Conversely, it serves to move traffic from the western fringe of the City and the Cary area to these points of activity along Hillsborough Street. Thus, it serves a multiplicity of functions ranging from a road with significant continuity that provides the opportunity for cross-town movement, to a pedestrian link from downtown to N.C. State University.
4. While Hillsborough Street undoubtedly carries a number of "through trips" each day, it should be the position of the City Council not to attempt to eliminate these trips, but rather to accommodate them through the provisions of alternatives such as:

- improvements to minimize conflicts with the local functions of the street;
- improvements to other transportation links that can provide alternative routes and perhaps better serve the needs; and
- improvements to the non-auto elements of the total transportation system including transit, bikeways and pedestrian facilities serving the corridor.

5. The City Council should consider the capability to provide enhancements along Hillsborough Street through the use of available operating capital improvement funds and by seeking the individual or collective support of the users of specific streets as residents and businesses.

6. The City Council should consider no non-auto elements or on-street uses are permitted to transpire or be applied to the transportation corridor.

7. The City Council should consider policy guidance and potentially act to eliminate the corridor.

The City Council should offer policy guidance to the Board of Adjustment that, in the Hillsborough Street area, waivers for off-street parking requirements should no longer be made, no more than two parking spaces should be permitted in the front yard area of any residence that is proposed to be converted to non-residential uses, and stringent requirements for buffering, screening, landscaping and facade improvements should be imposed for any special use permit to assure that the use will be compatible with the immediate residential neighborhood.
LAND USE RECOMMENDATIONS

1) Establish land use goals and identify settings for various land uses through the University District Land Use Planning process.

2) An educational program should be developed explaining the programs that are available to assist property owners in refurbishing buildings. The criteria that are used to establish qualifications for assistance, the agency administering the program, who to contact within that agency and what the responsibilities are of the private owner and the public agency under the particular program must be emphasized and clarified. Such information could be distributed through water bill inserts and in cooperation with the C.A.C., homeowners associations and business groups.

3) The City Council has authorized the Appearance Commission to study landscaping in parking lots. No actions should be taken until this study is concluded.

4) The City Council should authorize a study, perhaps jointly by the Appearance and Planning Commissions, to develop performance standards and incentives regarding landscaping, buffering and screening, and architectural compatibility for non-residential uses. The City’s proposed Highway District may serve as the guide for preparing these provisions. The City Council may consider the board in adjustment not to waive the off-street parking requirements in areas. Criteria should also be developed regarding the treatment of yard spaces when the use of the property is converted from residential to non-residential purposes. Such an action could serve to suppress the objectionable aspects of industrial uses, meet the call for buffering performance standards, dispell the need for a special zoning category and serve to maintain neighborhood character. Input should be sought from the University District Land Use Plan Committee and the University’s Neighborhood Relations Committee regarding these provisions.

5) Assistance should be sought from the County’s Community Development Program to upgrade utility services in the Westover area. Administration perceives the area to have a significant number of households possessing families that are of low to moderate income and/or probably are on fixed incomes. The normal assessments for City installation would be burdensome for these families and the costs of upgrading or installing services are very high. The recent administration review for annexation of this area resulted in a negative recommendation for these reasons and for a lacking of available City funds.
TRANSPORTATION RECOMMENDATIONS

To be considered July 21

1) Conduct a detailed study of local traffic patterns along Hillsborough corridor as a part of the total update of the thoroughfare plan.

2) Designate Hillsborough Street "Historic Hillsborough Street" from Glenwood Avenue to the State Capitol.

3) Route traffic inbound to "Historic Hillsborough Street" from Morgan Street to Hillsborough Street via West Street.

4) Seek ways to overcome obstacles in order to accelerate the following Capital Improvement:
   a) Complete physical investigations
   b) Complete plans
   c) extend Blue Ridge Road to Western Boulevard (at least to Beryl Road); and
   d) extend Western Boulevard, Dawson and McDowell Streets

5) Explore the feasibility of:
   a) extending Youth Camp Road to Beryl Road; and
   
   If these are feasible, then they should be included on the list of improvements in item 4 above.

6) A program of students from the State University and State Department of Transportation should be developed to institute fringe parking facilities for State University and downtown.

7) Students from various private universities and State University will conduct a program of sociological and traffic investigations. The products of this program should be prepared for public distribution with particular emphasis in the University area. The feasibility should be investigated of increasing enforcement of j-walking, motorist violations of crosswalks and improper bicycle movements along the public streets bordering the University, particularly Hillsborough Street.

8) The University building committee acknowledges the fact that the University has agreed to increase the required number of off-street parking spaces a part of its requirements for each new building constructed. The University is empowered to make such changes in the current regulations to enforce the above.

9) Administration recommends that the Appearance Commission be charged with investigating and designing the proposed graphic and labeling systems.
NEIGHBORHOOD QUALITY RECOMMENDATIONS

1) The Appearance Commission in conjunction with the Public Works Department, should be charged with the responsibility to develop and publish alternative designs for screening dumpsters, service areas, loading dock and mechanical equipment areas. Once completed, these suggested design guidelines could be distributed through water bills and handouts. The whole intent of this recommendation is to develop a program to encourage the private owner to improve these problem areas simply, efficiently and inexpensively.

CHARACTER AND APPEARANCE RECOMMENDATIONS

1) The City Council should instruct the administration to develop an educational program to explain the regulations and procedures of the nuisance abatement programs. The responsible agency and personnel should be identified and the ordinance and process should be explained step by step. The end product could be a water billing insert, pamphlets for handouts and possibly a slide show for use with civic and community groups.
## Task Force Report & Recommendations

### Land Use

**POLICY ONE:**

**RECOMMENDATIONS:**

- Provide development incentives for rehabilitation of old structures in the area (1, 2, 3, 4)

- Promote the reuse of existing buildings whenever feasible and the integration of all infill buildings with respect to adjacent properties (1, 2, 3, 4)

### City Administration

**ADMINISTRATION COMMENTS**

On a and c - The city is charged with enforcing all codes and ordinances (state and local). The task force should be advised of these codes.

On c - Reference to curbing industrial land use on Hillsborough Street concern is understudied for area east of the beltline. Objections are raised on restrictive handling of area west of beltline because the area is suitable for commercial/industrial development.

On a and b - Utilization of S.R.A. Section 50) long-term financing to provide development incentives for rehabilitation, expanding or construction of businesses along Hillsborough Street.

### Others

**COMMENTS ON a - One form of incentive may be tax rebates. Use of loan pools is suggested in this area. Provide structure for some type of matching funds through a Hillsborough Street Association.

On b - Encourage uses that will bring people back on the street - establish activity centers and a 24-hour population downtown.

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<thead>
<tr>
<th>Comments on Report and Recommendations by</th>
<th>Implications Policy Fisc (P)</th>
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<tbody>
<tr>
<td>City Administration</td>
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<td>Others</td>
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<tr>
<td>Task Force Recommendations</td>
<td>Comments on Report and Recommendations by City Administration</td>
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<tr>
<td>- Encourage small businesses and educational establishments catering to pedestrians; consider student needs - 1,3,2</td>
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<tr>
<td>- Curb disruptive and objectional industrial land uses on railroad right-of-way and industrial land uses that would increase vehicular traffic, confuse circulation, produce conflicting adjacent land uses and encourage piecemal location of parking lots (1,4)(3,2)</td>
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</table>

**RECOMMENDATIONS:**

**a.**

- Provide access and connection between areas (2,3)(1,4)

**b.**

- Affecting these areas (2,3,1)

**ON c - Aid the city in identifying things that are prohibited in the code and bring forth new proposals for inclusion in the city codes.**

**COMMENT ON a and b -**

Comments were expressed questioning if the city has the ability to maintain performance standards and enforce these ordinances.
### Task Force Report: Recommendations

#### Comments on Report and Recommendations by

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<tr>
<th>City Administration</th>
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<tbody>
<tr>
<td><strong>RECOMMENDATIONS:</strong></td>
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<tr>
<td>a. Establish a special zoning category or other appropriate controls to allow indiscriminate and opportunistic growth.</td>
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<tr>
<td>b. EXPAND NEIGHBORHOOD CONSERVATION AREAS AS TO MAKE BELOW MARKET RATES AVAILABLE TO REHABILITATE RESIDENTIAL STRUCTURES AND IDENTIFY AREAS OF NEIGHBORHOOD STABILITY BEING THREATENED.</td>
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<tr>
<td>c. Provide adequate public services for residential areas adjacent to the fairgrounds.</td>
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**ADMINISTRATION COMMENTS**

ON a and b - EXPAND NEIGHBORHOOD CONSERVATION AREAS AS TO MAKE BELOW MARKET RATES AVAILABLE TO REHABILITATE RESIDENTIAL STRUCTURES AND IDENTIFY AREAS OF NEIGHBORHOOD STABILITY BEING THREATENED.

ON c - COSTLY ITEM TO CONSIDER - SHOULD BE DELETED BECAUSE OF DIFFICULTIES TO ANNEX.

ON c - AREA BEYOND FAIRGROUNDS IS INADEQUATELY EQUIPPED WITH WATER AND HYDRANTS FOR FIRE PROTECTION IF ANNEXED INTO THE CITY.

**COMMENTS ON a** - THE FEELING THAT THESE ISSUES CAN BE RESOLVED BETTER (GIVEN THE TRAFFIC SOLUTIONS OR PROPOSALS).

ON b - THE UNIVERSITY SEEMED TO BE UPSET WITH THE WORDING OF THE STATEMENT TO REGULATE THE GROWTH OF INSTITUTIONAL USES. NO WORDING CORRECTION WAS SELECTED.
**RECOMMENDATIONS:**

<table>
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<th>City Administration</th>
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<tbody>
<tr>
<td>a.</td>
<td>Restore two-way traffic to the Capitol - 1, 2</td>
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<tr>
<td>b.</td>
<td>Reduce road width in selected commercial areas to provide on-street parking and/or increase sidewalk width (3, 1, 2) 4</td>
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**ADMINISTRATION COMMENTS ON a:** The present one-way operation of a segment of Hillsborough Street can be changed to two-way; however, a sizeable loss of parking spaces will result. Design problems may be difficult in the area of West Street to Glenwood Avenue.

**ADMINISTRATION COMMENTS ON b:** An alternative to the two-way operation of Hillsborough Street is establishing historic route markings directing visitors to the Capitol by way of Morgan, West, and Hillsborough Streets.

**COMMENTS ON b - DUE TO INCREASED USE IN THE AREA OF MEREDITH COLLEGE, N.C.S.U. VETERINARIAN SCHOOL/HOSPITAL, WEEKLY EVENTS AT THE STATE FAIR AND TRAFFIC AT WESTOVER COMMUNITY, (INVESTIGATE SPEED LIMITS).**

**COMMENTS ON b - PLACING A ROAD FROM BERYL ROAD CROSSING THE RAILROAD AND INTERSECTING WITH YOUTH CAMP ROAD DOES NOT MATCH THE ROAD'S USE IN THE MASTER PLAN OF THE STATE FAIR. IT WAS STATED THAT THE NEED WAS TO ALLEVIATE TRAFFIC FROM N.C.S.U. FOOTBALL GAMES AND FAIR.**
<table>
<thead>
<tr>
<th>Task Force Report &amp; Recommendations</th>
<th>Comments on Report and Recommendations by City Administration</th>
<th>Others</th>
<th>Implications (P) (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Improve policy enforcement of speed limits - 3,1,2,4</td>
<td>ON b - CERTAIN RECOMMENDATIONS INDICATED WITH AN ASTERISK SUGGEST EASY IMPLEMENTATION, THESE MAY REQUIRE HIGHER LEVEL OF SERVICE COSTS.</td>
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<tr>
<td><strong>- Provide adequate signal lights for entering traffic - 4</strong></td>
<td>ON b - REDUCING SPEED LIMIT Creates ill-will WHEN INDIVIDUALS RECEIVE CITATIONS - STREET SHOULD HAVE A STANDARD 35 M.P.H. SPEED LIMIT. LIMIT WAS 25 M.P.H. SOME YEARS AGO APPROXIMATELY 80% OF MOTORISTS WERE VIOLATING THE FORMER 25 M.P.H. THIS COULD BECOME A SPEED TRAP. (85 PERCENTILE ON HILLSBOROUGH STREET IS 37 TO 38 M.P.H.)</td>
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<tr>
<td><strong>d. Enforce truck traffic regulations in this area - 3,2,1,4</strong></td>
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<td><strong>e.</strong></td>
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<td><strong>ON b - HILLSBOROUGH STREET MEETS THE DEFINITION OF MAJOR THOROUGHFARE AS STATED IN OUR COMPREHENSIVE PLAN AND IS OF VITAL IMPORTANCE TO THE CITY. ALSO, CONSTRUCTION OF IMPROVEMENTS ARE FUNDED BY N.C. DEPARTMENT OF TRANSPORTATION, P.H.W.A. DAY TO DAY MAINTENANCE AND REGULATIONS ARE CARRIED OUT BY AUTHORITY OF THE N.C. BOARD OF TRANSPORTATION.</strong></td>
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<td>ON b - FURTHER STUDY SHOULD BE GIVEN TO THE BLUE RIDGE ROAD RAILROAD CROSSING TO BERYL ROAD.</td>
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<td></td>
<td>ON b - THE QUESTION WAS RAISED THAT IF THE SPEED WAS CHANGED IT MAY DETERMINE THE REQUIREMENT FOR CURB AND GUTTER OR CURB CUTS.</td>
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<td></td>
<td>ON c - PROPOSAL TO CHANGE FROM &quot;PROVIDE ALTERNATIVE&quot;...TO &quot;PROVIDE TRANSPORTATION ALTERNATIVES AND MORE ADEQUATE ...&quot;</td>
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<td>ON e - PROPOSE THAT THIS RECOMMENDATION BE REMOVED FROM REPORT #1.</td>
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<td>ON a - TO CHANGE RECOMMENDATION TO &quot;PROVIDE A SAFE, SYSTEMATIC AND CLEARLY&quot;...TO &quot;PROVIDE A SAFE, ACCESSABLE, SYSTEMATIC...&quot;</td>
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<td></td>
<td>ON a - THERE IS A NEED TO ELIMINATE UTILITY STRIPS AT SOME LOCATIONS ALONG HILLSBOROUGH STREET.</td>
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</table>
### Policy One (cont.)

**ON b and c - RELATED TO STREET CAPACITY, WIDTH, REGULATION AND FUNCTIONS:**

STEPS CAN BE TAKEN TO MINIMIZE GROWTH OF TRAFFIC USAGE AND PREVENT TRAFFIC ON SEGMENTS OF HILLSBOROUGH STREET.

- EXTEND WESTERN BOULEVARD
- EXTEND BLUE RIDGE ROAD
- COMPLETE CORAM-/FAIRCLOTH
- COMPLETE OBERLIN-/FERNOLE

**ON c - THE CITIZENS GROUP HAS ASKED THAT: "PROVIDE ALTERNATIVE AND...BE CHANGED TO, "PROVIDE TRANSPORTATION ALTERNATIVES..."**

**ON c - AS STATED THIS PROPOSAL SEEMS TO BE REDUCING POINTS OF TRAFFIC MOVEMENT IN THE AREA.**
Policy One (cont.)

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<tr>
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<tbody>
<tr>
<td>City Administration</td>
<td>Others</td>
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<tr>
<td><strong>ON D - HILLSBOROUGH STREET IS A LOCAL TRUCK ROUTE. TRUCKS PASSING THROUGH THE CITY CANNOT LEGALLY USE THIS ROUTE; HOWEVER, IT CAN BE USED BY TRUCKS FOR REACHING NEARBY DESTINATIONS AND HILLSBOROUGH STREET GENERATE A SUBSTANTIAL AMOUNT OF TRUCK TRAFFIC.</strong></td>
<td></td>
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<tr>
<td><strong>ON E - THE UNIVERSITY SECTION OF HILLSBOROUGH STREET PARTICIPANTS HAVE ASKED THAT THIS RECOMMENDATION BE REMOVED.</strong></td>
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</tbody>
</table>
# Task Force Report: Recommendations

## Recommendations:

- Provide a safe, systematic and clearly readable pedestrian system
  
  - Provide buffers between pedestrians and vehicles (landscaping, on-street parking, etc.) - 3, 1, 2, 4
  
  - Use special paving, patterned crosswalks, signage, islands, etc. - 3, 1, 2, 4

## Comments on Report and Recommendations by City Administration

<table>
<thead>
<tr>
<th>Administration Comments</th>
<th>Others</th>
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</table>
| On a - With the bulk of pedestrian crossings in the university area, encourage the university and others to develop landscaping and pedestrian ways to serve as guides and barriers for pedestrians to safely cross designated areas. | Comments on a - Pedestrian changes can be implemented once the traffic question has been considered.

On a - Certain development in the downtown area should be of the type that creates pedestrian activity centers.

On b - It was pointed out that a fair amount of vagrants use the grass on university property to reside, sleep, etc.

On c - Develop an education and possible enforcement program to persuade pedestrians to use crossing facilities.

On d - Prohibit any on-street parking which is located so close to established crosswalks that it blocks the view of pedestrians and motorists.

On e - Have the city investigate specific crossing problems.

## Implications

<table>
<thead>
<tr>
<th>Policy (P)</th>
<th>Fiscal (F)</th>
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### Task Force Report & Recommendations

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<tr>
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</thead>
<tbody>
<tr>
<td>- Encourage creation of pedestrian areas--open spaces and plazas--and widen sidewalks - 3,1,2,4</td>
<td><strong>ON a</strong> - In some areas the majority of pedestrian crossings occur in violation of signals or outside crosswalks areas. Pedestrian safety could be improved by exercising additional discipline and caution.</td>
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<tr>
<td>c. Reduce the number of curb-cuts and other interruptions to improve continuity of pedestrian pathways - 3,4,1,2</td>
<td><strong>ON b</strong> - The city's experience shows that bike riders, especially adults prefer to use the streets.</td>
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<td></td>
<td><strong>ON b</strong> - The Oberlin/- Ferndale project includes a north/south bike path, bike rack facilities and transit shelter facilities.</td>
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<td></td>
<td><strong>ON c</strong> - Construct curb ramps at all intersections and driveway curbs in the pedestrian intense areas of Hillsborough Street to reduce interruptions to the continuity of pedestrian pathways.</td>
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</table>
| Task Force Report: Recommendations | Comments on Report and Recommendations by City Administration | Others | Implications
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<td></td>
<td>ADMINISTRATION COMMENTS</td>
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<tr>
<td>On a - ENCOURAGE THE UNIVERSITY TO PROVIDE OFF-STREET PARKING FACILITIES AND POLICIES ON UNIVERSITY PARKING; THEREBY, AVOIDING CHRONIC USE OF PARKING NORTH OF CAMPUS. DEMAND IS DIRECTLY RELATED TO STUDENTS, FACULTY AND STAFF OF MCSU.</td>
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<tr>
<td>On a CONCOUR WITH THE RECOMMENDATION TO BETTER ORGANIZE EXISTING PARKING LOTS; ARRANGE JOINT USAGE OF OFF-STREET PARKING THAT OPERATING TIMES DO NOT OVERLAP.</td>
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<tr>
<td>On a and b - IT IS BELIEVED THAT ADDING ON-STREET PARKING WHERE NOW PROHIBITED WOULD RESULT IN INCREASED CONGESTION, HIGHER PEDESTRIAN AND VEHICULAR ACCIDENT RATES AND BE INCONSISTENT WITH H.S.T.F. GOAL.</td>
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<tr>
<td>- Integrate curb side parking with landscape and streetscape development (1,2,3,4)</td>
<td>1. <strong>ON b</strong>: CONSOLIDATE CURBSTONE TRAFFIC CONTROL SIGNS AND PARKING METERS ONTO A MINIMUM OF POSTS, LIMIT PEDESTRIAN OBSTRUCTIONS AND REPLACE AND REJUVENATE THESE DEVICES TO PRESENT A MORE ATTRACTION APPEARANCE.</td>
<td></td>
<td><strong>Policy (P)</strong></td>
</tr>
<tr>
<td>- Buffer and/or screen parking lots to provide definition between pedestrian and vehicular territories - 3,2,1,4</td>
<td><strong>ON b and c</strong>: IMPROVE THE PAVING AND PAINTING OF EXISTING PARKING LOTS; ASSURE THAT PARKING CONTROL AND INFORMATION SIGNS MEET NATIONAL DESIGN AND LEGAL REQUIREMENTS; IMPROVEMENTS SUCH AS LANDSCAPING AND THE CONSOLIDATION OF SIGNS AND METERS BE CONSOLIDATED TO IMPROVE APPEARANCE.</td>
<td></td>
<td><strong>Fiscal (F)</strong></td>
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<tr>
<td>- Make parking meters uniform (proposal of 60 minutes at 10¢ per hour) - 1,3,2</td>
<td><strong>ON c</strong>: CHANGES IN PARKING METER TIMES TO CONFORM WITH NEEDS OF ADJACENT LAND USES.</td>
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<tr>
<td>- Consider establishment or expansion of parking permit system for area residents - 3,2,1</td>
<td><strong>ON c</strong>: HISTORIC MARKERS TO GUIDE MOTORISTS TO STAFF CAPITAL. BY WAY OF HUNICAN, WEST AND HILLSBOROUGH STREETS.</td>
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<tr>
<td>- Create a uniform, obvious graphic system for traffic control, and directional and informational needs (loading zones, parking areas and ingress/egress) (1,2,3,4)</td>
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<tr>
<td>- Create a &quot;Trailblazing System&quot; of public information along the Hillsborough Street corridor to orient people to major points of interest (i.e., entry marker at Pullen Road entry to NCSU campus) (1,2,3,4)</td>
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<td>d. Encourage alternatives to auto-use</td>
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<tr>
<td><strong>Neighborhood Quality</strong></td>
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**Recommendations:**

| | | | |
| a. Improve or remove unsightly items in area (screen dumpsters); institute cleanup and refurbishing campaigns (1,7,3,4) | | | |

**Administration Comments:**

On 9 - Dumpster boxes on Hillsborough Street are located behind the buildings. Screening is provided by the structure itself.
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<tr>
<th>Task Force Report &amp; Recommendations</th>
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<tbody>
<tr>
<td>*b. Improve the quality of the area and promote serious and prompt reaction by police to individual complaints of harassment and vagrancy (1,2,3,4)</td>
<td>City Administration</td>
<td>Others</td>
</tr>
<tr>
<td>**Provide adequate police patrol and telephones (1,2,3,4)</td>
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<td>*c. Adequately provide for and more</td>
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<td>- 4,3,2</td>
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<tr>
<td>d. Improve control of noise from commercial areas that disrupts residential areas - 2,3</td>
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<tr>
<td></td>
<td>ON a - DUMPSTER BOXES ARE GRABBED INTO THE SMALLEST SPACE POSSIBLE; ANY CHANGE IN THE EXISTING ARRANGEMENT WOULD PROBABLY INCREASE THE NEED FOR IN-STREET PARKING.</td>
<td>Policy (P)</td>
</tr>
<tr>
<td></td>
<td>ON a - PRESENT LEVEL OF SERVICE INCLUDES CURBSIDE OR BACK DOOR PICK UP. CURBSIDE IS PICKED UP AT NIGHT. ALSO, SERVICE OF TRASH RECEPTACLES AT SEVERAL LOCATIONS ARE SETY:IFIED DAILY.</td>
<td>Fisca (F)</td>
</tr>
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</table>
Policy One (cont.)

Neighborhood Quality

ON a - It is believed that any significant changes in the location of containers would reduce our ability to continue at this service level. Willing to cooperate to achieve goals.

ON b, c, and d - The areas of police responsibility can be implemented if the need arises.

ON b and c - See transportation policy 1b.

ON b - We have been giving some special attention to the Hillsborough street area involving criminal activity.

ON b, c, and d - We continue to monitor Hillsborough street for any potential police problems periodically.
## Task Force Report: Recommendations

### Comments on Report and Recommendations by

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Character and Appearance</strong></td>
<td><strong>Implication</strong></td>
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<tr>
<td><strong>Recommendations:</strong></td>
<td><strong>(P)</strong></td>
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<tr>
<td>[Image]</td>
<td><strong>(P)</strong></td>
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<tr>
<td><strong>Extend and improve landscape plan begun by Appearance Commission on the first 5 blocks:</strong></td>
<td><strong>(P)</strong></td>
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<tr>
<td><strong>b.</strong> Improve maintenance standards for building and painting area (1,2,3,4)</td>
<td><strong>(P)</strong></td>
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<thead>
<tr>
<th><strong>Administration Comments</strong></th>
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<tr>
<td><strong>on a, b, and c - if tree islands or other plantings are proposed in the right-of-way of Hillsborough Street, we need to review plans to ensure no utility conflicts occur.</strong></td>
<td><strong>(P)</strong></td>
</tr>
<tr>
<td>(on b and c - better organize, pave and paint existing parking lots, also ensure that non-functional improvements such as landscaping or consolidation of signs and meters be encouraged to improve appearance.**</td>
<td><strong>(P)</strong></td>
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<tr>
<td><strong>on b - the city is charged with enforcing city ordinances and state codes.</strong></td>
<td><strong>(P)</strong></td>
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<td><strong>on c - assure that informational signs meet national design and legal.</strong></td>
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| **(1)** In conjunction with the policies above to improve the appearance of the area, there is a need for businesses to individually and by groups improve the appearance of their area. | **(P)** |

<p>| <strong>(2)</strong> To improve the appearance of the area there is a need to band people together and start with a realistic goal or project. There is a need to form a framework to contribute financial aid and continue the momentum. | <strong>(P)</strong> |</p>
<table>
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<tr>
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<tr>
<td>Encourage use of architectural features that enhance pedestrian focus (awnings, arcades) and that relate adjacent buildings to one another (complimentary colors and materials) (1,2,3)</td>
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<td>Promote use of landscaping to enhance the area visually, ecologically and experimentally (street trees can tie together separate features, reduce glare and create shade) (1,2,3,4)</td>
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<td>Encourage signs that are harmonious with the architecture, do not compete and conflict with other signs (especially public safety) and are readable from a pedestrian viewpoint (1,2,3,4)</td>
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<td>Support policies that improve the appearance and image of the area.</td>
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<tr>
<td><strong>Recommendations:</strong></td>
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<tr>
<td>Improve conditions of unoccupied lots and side yards (1,4)(2,3)</td>
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<td>Buffer or remove unsightly and objectional storage, junk or other unsightly clutter along right-of-way - 4, 1</td>
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<td>Enforce clean up of neglected railroad right-of-way - 4, 1</td>
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#### Administration Comments

**ON a and b - CITY IS CHARGED WITH ENFORCING THEIR ORDINANCES SUCH AS PUBLIC NUISANCE ON UNOCCUPIED LOTS. WILL CITY INCREASE ITS ENFORCEMENT OF THIS?**

**ON a - SEE TRANSPORTATION POLICY TWO-C**

**ON b - SEE TRANSPORTATION POLICY TWO-A.**

**ON c - SEE CHARACTER AND APPEARANCE - POLICY ONE-A.**

(3) WHO HAS RESPONSIBILITY OF MAINTENANCE ALONG THE BELTLINE IN THE AREA OF MEREDITH COLLEGE.

(4) THERE IS AN INTEREST IN FURTHER TREE PLANTING ALONG SECTIONS OF HILLSBOROUGH STREET WITH SOME FINANCIAL COMMITMENTS ALREADY ESTABLISHED.

(5) IT WAS SUGGESTED TO LANDSCAPE ALONG THE RAILROAD RIGHT-OF-WAY WITH SUCH MEASURES AS FILLING, SEEDING AND KILLING OFF UNDERGROWTH.