

# DEVELOPMENT OF ALTERNATIVES FOR THE US 23B/SOUTH MAIN STREET CORRIDOR

HYATT CREEK ROAD TO NINEVAH ROAD

TOWN OF WAYNESVILLE  
HAYWOOD COUNTY , NORTH CAROLINA



CORRIDOR REPORT

APRIL 24, 2012



# DEVELOPMENT OF ALTERNATIVES FOR THE US 23B/SOUTH MAIN STREET CORRIDOR

## HYATT CREEK ROAD TO NINEVAH ROAD



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# 1. INTRODUCTION

## A. US 23 BUSINESS/ SOUTH MAIN STREET

Waynesville, North Carolina is the largest town in Haywood County. Located in a long valley framed by mountains, the geographical surroundings have greatly dictated the evolution of the town. Waynesville has wonderful qualities of climate, attractive housing, a strong cultural heritage, extensive recreation opportunities and has a superb quality of life. It is this quality of life that has in most circumstances led to the growth of Waynesville. In recent years the south end of Waynesville has experienced increased growth however the infrastructure to support that development has not followed in accordance.

South Main Street bisects the Town of Waynesville and connects the southwestern most businesses and residences to the downtown core. The corridor extends along South Main Street to Hyatt Creek Road where it terminates at the intersection of the US23-74 Bypass, also known as the Smoky Mountains Expressway. A newly constructed commercial development, Waynesville Commons, sits at the southern terminus of the corridor. The intersection of Ninevah Road, Epsom Street and Riverbend Street at South Main Street is the northern terminus of the corridor. The major land uses defining South Main Street turn more residential at this intersection until reaching the transition to the Central Business District.

This corridor has historically served as the backbone for Waynesville industrial growth. During the post-war years, commercial enterprises evolved along the corridor to support industrial growth. Over the years, Waynesville's pedestrian-oriented central business district began to grow north of this corridor. As with many small towns, the eventual loss of manufacturing jobs led to a widespread decline of the South Main Street corridor.

The Town of Waynesville recognizes the need to improve the functional characteristics and development patterns of South Main Street. This corridor is the southern gateway to a wonderful downtown core. Until now, the auto-oriented development patterns have resulted in segregation of uses, lack of common pedestrian amenities, lack of trees, public open space and the overwhelming presence of parking lots.



*Clyde's Restaurant on South Main Street.*



*Ninevah Road intersection.*



*South Main Street at Hyatt Creek Road.*

The Town of Waynesville, in conjunction with the French Broad River Metropolitan Planning Organization (FBRMPO), has provided funding to develop a feasible corridor plan and to recommend improvements to its structure and appearance. This corridor study seeks a “Complete Streets” development that analyzes projected traffic patterns and demands and distills this information into a cohesive design. This design shall address vehicular, pedestrian and bicycle access while also investigating aesthetic improvements that are essential for redevelopment and sustainable growth for Waynesville.

## B. PROJECT GOALS AND OBJECTIVES

The goals for this project, as developed by the Town of Waynesville and the FBRMPO are as follows:

- Analyze roadway capacity and future travel demand
- Analyze and design intersection improvements
- Analyze and design access from abutting properties
- Analyze and design pedestrian and bicycle facilities
- Analyze and design opportunities for landscaped medians and street tree planting strips
- Address aesthetics, gateway features, and context-sensitive roadway design
- Obtain community input as to current problems and desired solutions
- Develop recommendations for improvements designed to meet community goals
- Develop a priority listing of implementation strategies
- Develop perspective illustrations of streetscape improvements and plan view renderings of roadway improvements
- Produce a document that can be used as a blueprint for public and private sector decisions concerning road improvements and development of adjacent properties

## C. PROJECT LIMITS

The focus of this study is located in the southwest section of the Town of Waynesville and stretches from the intersection of US23-74 and Hyatt Creek Road east for 0.19 miles to the intersection of Old Balsam Road and South Main Street. The corridor then turns north on South Main Street for roughly 0.63 miles where Ninevah Road, Riverbend Street and Epsom Street converge. The corridor is predominantly accessed by US23-74 and from downtown Waynesville and Main Street. The corridor is also accessed from the interior via more substantial intersections with Allens Creek Road and Brown Avenue.

## 2. DESIGN PRINCIPLES

### A. THE VISION

South Main Street will be transformed into a vibrant, community-oriented main street that is attractive, safe, walkable and livable. The street will offer community-oriented services and establishments that cater to local needs. Accessibility will be improved along the corridor so that all modes of travel are accommodated safely, conveniently and efficiently. The community along and around South Main Street will embrace the corridor design and actively participate in the corridor's revitalization. South Main Street will become a prominent local asset and destination for people who want to live, work, shop and recreate in the western part of Waynesville.



*Allens Creek Road and Brown Avenue intersections at South Main Street.*



### B. THE APPROACH

To develop a comprehensive master plan for the South Main Street corridor, we must integrate transportation, development and marketing strategies to improve traffic flow, pedestrian safety and provide a positive environment for economic development and reinvestment. This requires an understanding of the corridor's landscape and development characteristics, its potential and constraints for development and definition of resource strategies and development options that are appropriate and implementable. Throughout this process, recommendations for detailed transportation analysis and specific transportation projects will be highlighted. We propose to provide a vision first then present alternatives to improve traffic flow, land use and the overall image of the corridor. This will be based on design principles built through community consensus.





*Public participation.*



*Public participation.*



*Workshop presentation.*

### C. DESIGN PRINCIPLES

The following design principles were presented as a framework for the study:

- Develop a coherent plan for the entire corridor. This includes a strategy for vacant and under-utilized parcels.
- Develop a new boulevard strategy to create a more pedestrian-friendly environment.
- Research traffic and develop a roadway system that takes into account pedestrian safety, vehicular safety and future development.
- Develop principles for storm water management and infrastructure improvement.
- Investigate opportunities for neighborhood connectivity.
- Develop a streetscape that is unique, coherent and organized and will improve the aesthetic character of the corridor.
- Investigate opportunities to implement the “Complete Streets” process.

# 3. COMPLETE STREETS

## A. BACKGROUND

Complete Streets are designed to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. In 2009 the North Carolina Department of Transportation adopted a “Complete Streets” policy to guide existing decision making and design processes to ensure that all users are routinely considered during the planning, design, construction, funding and operation of North Carolina’s transportation network.

## B. BENEFITS OF COMPLETE STREETS

The benefits of developing transportation corridors with a Complete Streets policy are numerous. The National Complete Streets Coalition ([www.completestreets.org](http://www.completestreets.org)) began the Complete Streets movement to address the growing problems in rural towns and larger urban centers with declining infrastructure and failing transportation networks. Complete Streets are able to provide quality access to jobs, health care, shops, and schools while also achieving greater economic, environmental, and public health benefits.

*Complete Streets make economic sense.* Complete Streets can bolster economic growth and stability by providing accessible and efficient connections between residences, schools, parks, public transportation, offices and retail destinations.

*Complete Streets improve safety by reducing crashes through safety improvements.* It is widely known that incorporating the design principles of Complete Streets (raised medians, proper intersection design) increases user safety and security.

*Complete streets encourage more walking and bicycling.* Increased opportunities for walking and biking will reduce the growing obesity epidemic the United States, by making everyday transportation activities a form of healthy activity.

*Complete streets can help ease transportation problems.* Complete Streets advocate proper traffic planning and logically address traffic congestion to minimize potential traffic problems. By providing choices and improving accessibility traffic concerns are often solved and overall roadway capacity increases.



*Typical streetscape based on Complete Streets.*



*Example of cohesive circulation strategy.*



*Example of pedestrian safety and comfort.*



*Typical streetscape based on Complete Streets.*

*Complete Streets are good for air quality.* Complete streets provide greater opportunities for pedestrian and bicycle travel thus greatly reducing carbon emissions.

*Complete Streets make fiscal sense.* Approaching a corridor redevelopment project where sidewalks, bike lanes, transit amenities and safe crossings are integrated into the initial design of a project spares the expense of retrofits later.

Thoroughfares benefit from Complete Streets by improved street connectivity which allows everyone on foot, bike or public transportation to reach community focal points. As is the case with the Town of Waynesville, many smaller communities do not control their Main Streets, the State Department of Transportation does. Addressing traffic concerns and street improvements often have a profoundly negative effect on small-town economies. Many road widening projects reduce pedestrian accessibility and safety. Approaching corridor projects with a Complete Streets policy ensures safe, accessible, and attractive streets. Redeveloping corridors with a Complete Streets approach can facilitate reinvestment and economic development in small towns.

South Main Street is owned and regulated by the North Carolina Department of Transportation and any future development will need to adopt the Complete Streets policy to developing roadways. This corridor study report accounts for the core elements of Complete Street design. The core design elements include a street that is functional for a myriad of users, consideration of development and land use and their context to the whole and an opportunity for safe travel.

## 4. ANALYSIS SUMMARY

### A. FIGURE GROUND / BUILDINGS

The existing buildings throughout the corridor are a conglomeration of unrelated architectural styles. One and two-story industrial style box architecture dominates the corridor along with service stations, car lots and other automobile-centered businesses. The deteriorated condition of these buildings along with varied setbacks from the curb to the building facade pose the largest conflict to providing a viable pedestrian corridor. Residential uses are very minor along the corridor; however single-family parcels completely surround the corridor.

The figure ground analysis (Figure 4.1 below) indicates a strong disassociation between the existing buildings and streetscape. Many structures are located towards the rear of parcels with an excessive amount of parking dedicated for the street frontage. A number of buildings are oriented towards the interior of parcels, further exacerbating a non-pedestrian oriented corridor. The size of the buildings remains relatively constant along the corridor. The greatest shift in building sizes occurs at the big-box development at Waynesville Commons which anchors the corridor to the south.



Figure 4.1 - Figure Ground Study. See also enlarged plan in Appendix - Site Analysis 1A.

### B. OWNERSHIP

The corridor is characterized by a series of small parcels, typically under separate ownership. There are few public rights-of-way holdings and utility easements. The high vacancy rate observed along South Main Street might be due in part to how parcels are developed. However, the high vacancy rates are also likely due to the loss of manufacturing jobs that once supported the corridor.

### C. PARKING

Parking (Figure 4.2 below) physically dominates the corridor. It is typical to find parking areas located directly adjacent to the street without curb delineation. Parking is uncontrolled and compromises pedestrian and vehicular safety and current design trends. The corridor parking does not reflect current Town of Waynesville design standards.



*Figure 4.2 - Parking Study. See also enlarged plan in the Appendix - Site Analysis 1B.*

### D. VEGETATION

There is very little vegetation located along South Main Street that can serve as a streetscape amenity. There are few trees located between parking lots and the adjacent streets. Ornamental planting is scarce along the corridor with many available planting areas containing weedy overgrowth.

As the corridor is plagued with open parking lots and little green space for planting, there is little planting along the corridor. The recent development of Waynesville Commons provides parking lot and buffer planting. The largest stands of vegetation are contained into the narrow creek boundaries that bisect the corridor. The vegetation along Allens Creek contains scrubby patches of overgrown and unattractive weeds and trees. Browning Branch crosses the corridor north of Allens Creek. The vegetation along this creek is a bit more developed with indigenous vegetation of Western North Carolina. The banks along Browning Branch are more protected as the creek extends largely through a residential neighborhood.



## 4. ANALYSIS SUMMARY (CONT.)

### E. LAND USE

The land uses along the corridor (Figure 4.3 below) are predominantly auto-oriented sales and services, light industrial supply, service operations, distribution facilities and educational institutions. Consumer-focused retail uses are limited. A few residential units remain, though many have been converted or partially converted to business use. Waynesville Commons is a large retail destination with a Walmart, Best Buy and other smaller chain stores (cellular phone, hair shops, etc.). This development is currently expanding to offer a broader range of retail services including a Michael's and Belk's Department Store.



*Figure 4.3 - Figure Ground Study. See also enlarged plan in the Appendix - Site Analysis 1C*

### F. WATER QUALITY

Much of the corridor surface water drains into the adjacent Hyatt Creek, Allens Creek and Browning Branch. South Main Street does not have developed infrastructure to properly control and treat this surface water before it enters storm water. National Wetland Inventory does not indicate any impacts to wetlands within the corridor.

The Division of Water Quality has classified Allens Creek and Browning Branch as Class C water and Hyatt Creek as Class B. Class C Waters are protected for secondary recreation, fishing, wildlife, fish consumption, aquatic life including propagation, survival, and maintenance of biological integrity. Secondary recreation includes wading, boating, and other uses involving human body contact with water where such activities take place in an infrequent, unorganized or incidental manner. Class B Waters follow Class C designations, but allows activities in a frequent and organized manner.



## G. ROADS

Streets (Figure 4.4 below) located within the South Main Street Corridor range in width, capacity and safety level. The main artery through the corridor is South Main Street. This asphalt road is two lanes wide with an occasional left turn lane. South Main Street connects US 23-74 with downtown Waynesville. Many minor streets tie into South Main Street at intermittent intervals. Curb and gutter do not exist, except where recently installed at Waynesville Commons. Hyatt Creek Road leads into South Main Street with a single left turn lane. Allens Creek Road is another two-lane roadway that serves as the main route for truck traffic hauling gravel from nearby quarries. This road also serves the large residential area east of the corridor along with a Haywood County soccer complex. Minor streets connect to Allens Creek from surrounding single family residential neighborhoods. Adjacent to Allens Creek Road is Brown Avenue which is a larger connector linking South Main Street to nearby Hazelwood. Brown Avenue is a two-lane road which widens to a four-lane road at the Ingle's shopping center. Brown Avenue also services Waynesville Middle School. South Main Street extends north for roughly .6 miles to the intersection with Ninevah Road, Epsom Street and Riverbend Street. Each of these streets is two lanes and connects to minor roads within the surrounding neighborhoods. At this intersection, South Main Street continues north into downtown proper. The street changes in width and takes on a significantly more residential character, as the roads narrow and parking lots diminish.

South Main Street has two bridges. One crosses Allens Creek and the other Browning Branch. The bridges do not have sidewalks or guardrails which is essential for safe pedestrian and vehicular passage. Any lane widening would likely require the bridges to be replaced.



*Figure 4.4 - Road Classification. See also enlarged plan in the Appendix - Site Analysis 1D. Yellow signifies South Main Street, Red indicates smaller streets connecting into the corridor. Purple represents US 23-74 and Orange is the Norfolk Southern Railroad. The black indicates bridge locations.*

## 4. ANALYSIS SUMMARY (CONT.)

### H. MARKET SUPPORT

The viability of parcels along South Main Street and property throughout the region has been negatively affected by the downturn in the national economy. The physical constraints created by South Main Street and Hyatt Creek Road plus the development of Waynesville Commons retail center suggest that market opportunities relate to: local-serving retail and service operations, restaurants, suppliers and service providers who want good access to the region, as well as auto-oriented businesses. Attracting and supporting such businesses requires sites with good access on and off South Main Street and US 23-74. The corridor also is an important cycling route. The ability to accommodate facilities for alternatives to automobile transportation such as bike lanes, sidewalks, crosswalks will improve marketability for the corridor.

### I. ZONING

The South Main Street corridor has gone through significant changes in the last 5 years following the redevelopment of the former Dayco industrial site into the Waynesville Commons retail center. This new retail center is well suited to supporting community service businesses. This type of development typically produces adjacent growth on neighboring properties.

The southern portion of the corridor (Figure 4.5), between Hyatt Creek Road and Allens Creek Road and Brown Avenue, falls within the “regional center” base district zoning. More specifically the businesses located off Hyatt Creek Road for the large part occur within the Hyatt Creek Regional Center District (HC-RC). The HC-RC is zoned for a mixed use with a medium to high intensity level. This is defined by more regional businesses that might fit into a “big box” category of development. The zoning classification allows for development that serves a larger regional area while also providing the opportunity for a rural feel and limited housing opportunities.

North of Allens Creek Road and Brown Avenue the base district zoning falls within the “business district”. The area within the study corridor is more specifically known as the South Main Street Business District (SM-BD). This district is in close proximity to a variety of land uses and a significant residential population. The district has been established to promote greater pedestrian services and development that serves pedestrian and residential uses. Many of the parcels that are located between Allens Creek Road and Ninevah Road are zoned for a mixed use with a low to medium intensity level of development.

## I. ZONING (CONT.)

This zoning north of Allens Creek Road and Brown Avenue reduces the density and overall impact. This helps to facilitate a transition from the larger retail uses south of Allens Creek and Brown Avenue into a smaller local business development pattern and residential feel. This gradual transition will help define the corridor as a pedestrian friendly zone and will support the surrounding residential neighborhoods. North of Ninevah Road the zoning is largely residential.

The zoning recognizes that industrial uses that once supported the corridor are outdated. Accommodating increased mixed use development and a more regional business center atmosphere will provide greater pedestrian amenities.

Figure 4.5 - Zoning and Land Use Density along the corridor.





## 5. CHALLENGES & SOLUTIONS

### A. TRAFFIC

#### Traffic Problems:

The existing conditions of the corridor are not conducive to safe pedestrian movement and attractive development. The overall lack of curb and gutter contributes to unsafe traffic patterns and increases pedestrian hazard. Illumination along the corridor is strictly provided by private businesses with little street illumination. Cycling in Haywood County is very popular and recent adoptions of a comprehensive bicycle plan for Haywood County further illuminates the growing need to address cycling in the corridor. The corridor is a major connector for the popular Blue Ridge Parkway rides to downtown Waynesville.

#### Traffic Solutions:

- Incorporate left turn lanes where feasible to control movement
- Align streets and curb cuts and provide safer travel lanes with medians
- Provide infrastructure for safer pedestrian activity along route
- Where feasible provide bike lanes for improved cycling safety

### B. PARCELS

Parcel dimensions vary along the corridor. Many parcels have narrow lot frontage which may not be conducive to supporting regional zoning classifications and mixed use development. The lack of cohesion between parcel sizes and current uses might be limiting retail and development success.

In addition to needing to address the street frontage, parcel configurations need to provide for shared or common access roads for multiple parcels. Shared access improves traffic circulation, capacity and safety. Shared access increases connectivity and opportunities for expanded development.

Though this corridor report provides analysis and design suggestions on privately held parcels it can not focus on redeveloping private parcels. Private ownership directly affects the extent to which individual parcels can be changed or improved. There is limited ability to affect and change private property. The Land Development Standards sets the precedent for what can change within privately held parcels. Redevelopment should be encouraged in order to transform the corridor from its current image to that represented in this report.



*Lack of curb and gutter on South Main Street.*



*Lack of curb cuts on South Main Street.*



*Various frontage types on South Main Street.*



*Lack of sidewalk along South Main Street.*



*Current conditions are not safe for pedestrians.*



*Incomplete sidewalk and unsafe pedestrian crossing at railroad crossing on South Main Street.*

### C. PEDESTRIAN ACTIVITY

There is seldom pedestrian activity along the South Main Street corridor. An essential component of successful retail development is pedestrian traffic. Increased pedestrian traffic constitutes a positive identity with place. This improves corridor image and health. The addition of sidewalks and crosswalks are simple improvements to boost pedestrian safety. Elevating pedestrians from street level and providing a visual and physical barrier of street tree planting improves pedestrian comfort levels and thus provides positive feedback on corridor identity.

The addition of a planted verge or planting strip between the sidewalks and road will provide physical and perceived separation between the pedestrian and oncoming traffic. Trees planted along the sidewalk provide shade and visual continuity. Incorporating pedestrian elements such as street level pedestrian lighting, benches and furniture will enhance and enliven the pedestrian experiences throughout the corridor.

In 2010 the Town of Waynesville adopted a Comprehensive Pedestrian Plan. This plan emphasizes the pedestrian improvements that the Comprehensive Pedestrian Plan advocates. The Pedestrian Plan speaks about pedestrian comfort and safety while also improving connections to adjacent greenways and trails. Introducing a greater pedestrian component within the corridor means opportunities to connect to the ever expanding Richland Creek Greenway. Improved access along Allens Creek Road and Brown Avenue also means the potential for creating a greenway system along Allens Creek that ties into the Richland Creek greenway system.

### D. INFRASTRUCTURE

South Main Street is owned and maintained by the North Carolina Department of Transportation (NCDOT) and is designed to provide access to parcels along the road while preserving its through movements. The corridor infrastructure (street paving, curb improvements, sidewalk installation, storm water control measures) is not well equipped to incorporate the recommendations of this report. Continuous curb cuts and absence of a sidewalk encourages uncontrolled vehicular movements.

## 5. CHALLENGES & SOLUTIONS (CONT.)

### D. INFRASTRUCTURE (CONT.)

There are two creeks which cross the corridor, Allens Creek and Browning Branch. The bridges provided for crossing these creeks do not have dedicated sidewalks and each lack guardrails. Given the need to widen the right-of-way it is likely that these bridges will need to be replaced. The creeks, for the most part, are healthy systems. Future development along the corridor will negatively affect these streams. To address the issues related to South Main Street also means addressing the sizes of the bridges. Each of the bridges within this corridor were built in the late 1930's and have limited years of life remaining. Bridges need to provide for safe vehicular and pedestrian movement.

### E. LAND USE & ECONOMICS

The South Main Street corridor is not economically healthy. There are many vacant parcels and dilapidated structures which contribute to the negative perception of the road. The corridor's most active uses are dominated by auto-oriented services, light industrial supply/service and institutions. Retail uses are very limited along the corridor. As large "big box " retail outfits are beginning to develop on the fringe of the corridor they will likely change how South Main Street grows. In order for the corridor to adapt to a change in economic dynamics it will need to adapt to trends and growth predictions.

There needs to be flexibility in parcel configuration in order to support a diverse economic culture. Recent zoning changes with the Waynesville Land Development Standards have created the first steps in providing an opportunity for a diverse growth of businesses. Mixed use redevelopment of parcels along South Main Street will help to establish greater support for future business growth.

### F. AESTHETICS

The addition of streetscape amenities in the form of decorative lighting, street trees and landscape buffer will be instrumental to the success of the corridor. The corridor has no distinct image to sustain growth and pedestrian activity. South Main Street is a major connector to the heart of downtown Waynesville. Providing a formal gateway will enhance the experience and increase awareness for corridor growth.



*Allens Creek Bridge without railing and sidewalk.*



*Allens Creek is a designated and protected Class C Trout water.*



*Current uses along South Main Street prevent viable sidewalk and pedestrian connections.*



*Buildings set back off road along South Main Street with lack of address on the street.*





*Standardizing streetscape elements and providing amenities for the pedestrian can generate a sense of place. Such standardized elements include pedestrian-scale light poles and banner expressions.*



*Gateway elements can distinguish the place and serve as public art projects and reflect local heritage and uniqueness. Such elements may signify a particular district.*

#### F. AESTHETICS (CONT.)

A uniform strategy of landscape improvements will help to define an image for the corridor. The installation of street trees provides shade and a sense of rhythm. The landscaped verge between sidewalk and roadway will create a sense of security by separating the pedestrians from vehicular traffic. Where appropriate, benches can be added. Incorporating gateway elements such as a piers, plinths, columns and sculpture will help to provide a feeling of cohesion. A gateway element also provides a sense of destination and a branding opportunity for the corridor. Incorporating streetscape elements provides a sense of enclosure for the corridor and often helps to calm traffic.

## 6. TRANSPORTATION FRAMEWORK

The major focus of this planning effort was understanding and making recommendations for the traffic and transportation framework. Participants in the public process confirmed that increased traffic congestion, dilapidated infrastructure, lack of pedestrian safety and economic development has negatively affected the corridor. The predicted increase in daily traffic through this corridor demands attention so that the roads and development become more efficient and visually appealing.

For many years, South Main Street provided sufficient services for the surrounding community. The closure of local manufacturing and industrial facilities have contributed to the degradation of South Main Street. A lack of users and thus a sustained source of revenue have led to a negative economic impact. It was discussed in the public workshop that many citizens would take the Great Smoky Mountains Expressway (US 23/74) to the Waynesville Commons retail center via Hyatt Creek Road rather than to travel down South Main Street. The lack of users on South Main Street has in part contributed to the dereliction of the corridor. The adjacent residential population no longer relies on South Main Street as a retail destination and seeks easier access routes to accommodate their needs.

During the planning meetings major problem areas were identified by residents and stakeholders. Concerns included the function of the intersection at Hyatt Creek Road and South Main Street (including the entrance into Waynesville Commons) and the lack of development and vacant parcels. An often discussed issue was the lack of support for the growing population of local cyclists and their concern to adopt safer travel ways. In addition, concern was raised regarding improving pedestrian safety and comfort by providing sidewalks, crosswalks and reducing pedestrian and vehicular conflicts.

The underdeveloped nature of South Main Street can be attributed to a myriad of factors including poor connectivity, past development patterns and poor infrastructure. South Main Street must begin to make significant changes to support the local community and trend towards regional growth. South Main Street needs to embrace a viable mixed use redevelopment that is accessible to and supports local residents. Providing for more functional traffic flow along South Main Street will increase development opportunities and corridor revitalization (See Figure 6.1).



*Intersection of South Main Street and Riverbend Street depicting an overall lack of pedestrian and vehicular safety. A lack of crosswalks and curbs reduce safe circulation opportunities.*



*Intersection of South Main Street and Brown Avenue. A lack of crosswalks and curbs reduce safe circulation opportunities.*

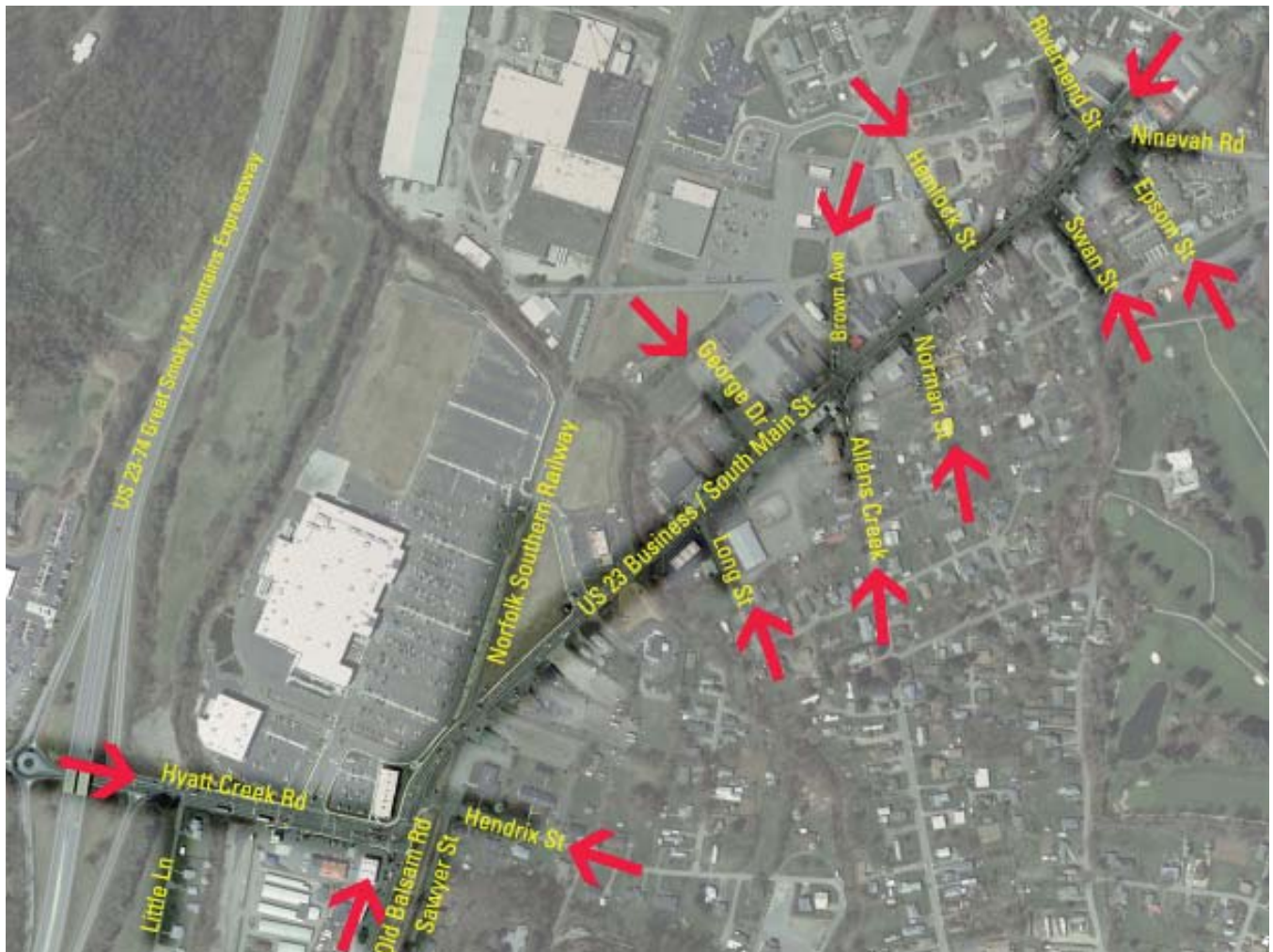


Figure 6.1 - Corridor Access. The red arrows indicate major access locations to South Main Street from surrounding neighborhoods.

## 7. GUIDELINES

One of the main concerns that emerged from public input sessions was how to handle the current state of development and commerce on South Main Street. What would need to change in order that the corridor function efficiently and successfully? Development guidelines will transform the corridor over time as parcels are redeveloped.

All proposed development must meet the guidelines of the Town of Waynesville Land Development Standards (LDS) which was formally adopted in April 2011. The LDS was established in part to provide for orderly development within the Town of Waynesville. It was also adopted in order to promote economic development and to establish a better quality of life for Waynesville's citizens. This corridor report recognizes the important standards and guidelines set forth within the LDS and has been created to reflect the LDS standards.

### A. STREET FRONTAGE

In order to give buildings greater presence on the street, it is critical to bring the buildings as close to the street as possible. This also minimizes the impact of parking lots on the streetscape because they can be located in the side and rear of parcels.

The LDS indicates that for HC-RC districts (See Figure 4.5 for zoning and land use) with a commercial or mixed-use development, one bay of parking and one drive aisle can be permitted along street frontage but behind the curb. This type of frontage reduces pedestrian safety and comfort. It also separates the street further from store frontage and likely reducing marketable opportunities. Regardless of what the use is, locating parking behind structures and the streetscape should be advocated for all uses along South Main Street. This report advocates the elimination of all parking in front of structures in order to preserve the pedestrian environment.

The street frontage requirements within the SM-BD (See Figure 4.5 for zoning and land use) promotes a greater pedestrian experience and proposes that all structures are brought up the edge of the right-of-way. By advocating pedestrian activity along the frontage a more residential atmosphere results. In all, development should be encouraged to accommodate a 0-foot setback and only approach the 10-foot maximum if necessary.



*Mix use development located at the sidewalk edge provides a greater sense of security as there is greater visual presence between pedestrians, businesses and tenants. The sense of feeling secure is elevated when there are eyes on the street and pedestrians.*



## B. SHARED PARKING AND DRIVEWAYS

Shared parking is encouraged to reduce curb cuts and to control access. Incorporating common shared parking facilities makes efficient use of the land. Office uses need parking during the day. While entertainment and retail uses may need more parking in the evenings and on weekends. The LDS encourages shared parking for all uses and connections between lots to streamline vehicular flow along the main travel routes, help to control traffic and promote pedestrian safety.

## C. STREET PATTERNS

Redevelopment requires a holistic strategy - one that takes into account traffic, aesthetics, marketability and safety simultaneously. Many times one single improvement does not cure all issues at hand. One item that will surely make an impact is addressing street patterns and standards. Circulation systems serve as the skeleton to the surrounding improvements and development. The Town of Waynesville LDS town street classifications set the precedent for proper street development.

The streetscape pattern of the corridor shall meet the minimum requirements of the Town Street Classification for a “boulevard”. The boulevard will provide multi-lane access to commercial and mixed-use development and will also help to carry traffic efficiently and safely to surrounding residential and commercial regions. In order to transform the character, South Main Street must function as a boulevard, lined with buildings and trees instead of utility poles and parking lots.

Though the standards for “street classifications” within the LDS are set in conjunction with development patterns there needs to be some flexibility in how they are developed. The “boulevard” classification reflects the ideal cross section for the corridor. The corridor transitions from supporting a higher density mix use are to a lower density. This transition in land use intensity also calls for a transition to a “commercial street” classification.

## 7. GUIDELINES (CONT.)

### C. STREET PATTERNS (CONT.)

For instance, a pedestrian-friendly mixed use development might warrant more opportunities for street side dining. Though South Main Street falls under an LDS “boulevard” classification, the classification would need to adopt to a “commercial” designation to accommodate the sidewalk widths necessary for outdoor dining. Variances between street classifications ought to be accommodated to preserve a transition in use intensity along the corridor. Chapter 8 further details the proposed cross sections of the South Main Street corridor (See Figures 8.2 and 8.3).

### D. DEVELOPMENT PATTERNS

Parcel sizes range along the corridor from very narrow to very wide. It has not gone unnoticed that the smaller parcels along South Main Street are typically the most dilapidated and vacant. In order to reflect the district standards within the LDS, many of the smaller parcels will need to be combined or added to other parcels to successfully produce a viable product.

By consolidating small parcels, realigning boundaries for ideal development opportunities the image of the corridor can be improved. Figures 7.1 and 7.2 indicate existing conditions for a portion of the corridor and proposed conditions by consolidating parcel boundaries and providing connections between parcels. Shared parking is provided behind each development to preserve the streetscape and provide a pedestrian oriented atmosphere.

### E. BICYCLE LANES

Bicycle lanes should be advocated for all major thoroughfares. Given the growing cyclist population of Haywood County, there is a demand and need for bike lanes. Even though the LDS dictates the applicability to bicycle facilities and bike lane standards, within this corridor and where feasible bike lanes should be dedicated and not shared with vehicular lanes. All bike lanes shall be designed in accordance with the North Carolina Bicycle Facilities Planning and Design Guidelines published by the NCDOT. In conjunction with LDS standards, bicycle lanes shall be provided and be a minimum of 5' wide.

### F. PEDESTRIAN ELEMENTS

Require that the pedestrian areas are developed with adequate amenities including benches, trash receptacles, bike racks, street lighting and more. All pedestrian amenities shall be designed in accordance with the Town of Waynesville’s recently adopted Pedestrian Plan.



*Dedicated bicycle lanes will provide for greater cyclist safety and overall circulation through the corridor.*



*Regularly placed bicycle racks will provide opportunities for cyclists to stop along the corridor and visit retail destinations.*





**FIGURE 7.1**  
**EXISTING DEVELOPMENT PATTERNS**

This illustration represents existing conditions of South Main Street at Dayco Drive and Old Town Bank Access. Buildings are located up towards the street frontage however each lot dedicates a vast majority of each parcel to accommodating parking. Curb and gutter do not exist and there is little cohesion between each of the parcels. As each parcel has defined parking there is no direct access to neighboring parcels.



## 7. GUIDELINES (CONT.)



FIGURE 7.2

### PROPOSED DEVELOPMENT PATTERNS

This illustration represents proposed conditions of South Main Street and the Dayco Drive and Old Town Bank Access intersection. Buildings occupy frontage and flank the right-of-way. Curb and gutter define the sidewalk and pedestrian space and provide vehicular guidance. Shared parking and reconfigured parcel boundaries provide additional connections between parcels. Buildings are sized to meet current land use standards.

## G. FURNISHINGS

The site furnishings and landscape elements will define the character and image of the corridor. The recommendations include the design and installation of entry portals in the form of monuments or pylons to serve as a gateway to downtown. Furnishing along with including roadway and pedestrian lighting will unify the corridor. It is ideal for all furnishings to not only support the adjacent businesses but to support pedestrians. Furnishing should become part of a standard palette for the Town so that it can be guaranteed that there will be these amenities in redevelopment. An increase in pedestrian traffic will require that there are places of rest.



*Standardized benches set a precedent for the corridor and help to promote a distinct image for the streetscape.*

## H. LANDSCAPE STANDARDS & FLEXIBLE LANDSCAPE PALETTE

Require landscape standards to govern the pedestrian environment. Many landscape standards are already established in the LDS. At a minimum, a canopy tree shall be provided for every 40 feet of street frontage in a dedicated planting strip or tree well. A streetscape pattern should be established in such a manner that allows maximum flexibility to accommodate individual parcel needs. The landscape needs to provide a rhythm along the corridor to function as a “boulevard” and as dictated by the LDS.



*Ample sidewalk space and pedestrian scale frontage gives way to a friendlier pedestrian experience. The tree lined “boulevard” separates circulation patterns and provide greater safety for pedestrians and vehicles.*



*Patterns of furniture incorporated into the streetscape are more pedestrian friendly.*



## 8. CORRIDOR PLAN

### A. GENERAL PARAMETERS

An illustrative master plan can be found on Figure 8.1. The corridor concepts are based on the following criteria:

- 2035 Build-Out Year
- Used Similar Traffic Growth as the 2011 NCDOT Feasibility Study
- Used 2% Truck volume figures
- All left turn lanes contain 100 feet storage unless otherwise noted
- All right turn lanes contain 100 feet storage unless otherwise noted
- All travel lanes to be 11 feet wide (See Figure 8.2 & 8.3)
- All bicycle lanes to be 5 feet wide
- All curb and gutter to be 2 feet wide
- All medians to be 14 feet with 11 foot turn lane where applicable
- All edges of right-of-way to address sidewalk standards in accordance with LDS standards. Cross sections reflect sidewalk widths and general parameters.
- Right-of-way widths vary. New right-of way along South Main Street is 104' wide south of Allens Creek Road and 98' wide north of Allens Creek Road.

\*All traffic counts and associated data can be found in Appendix 4.



*Proposed view of South Main Street with revised streetscape and public amenities.*

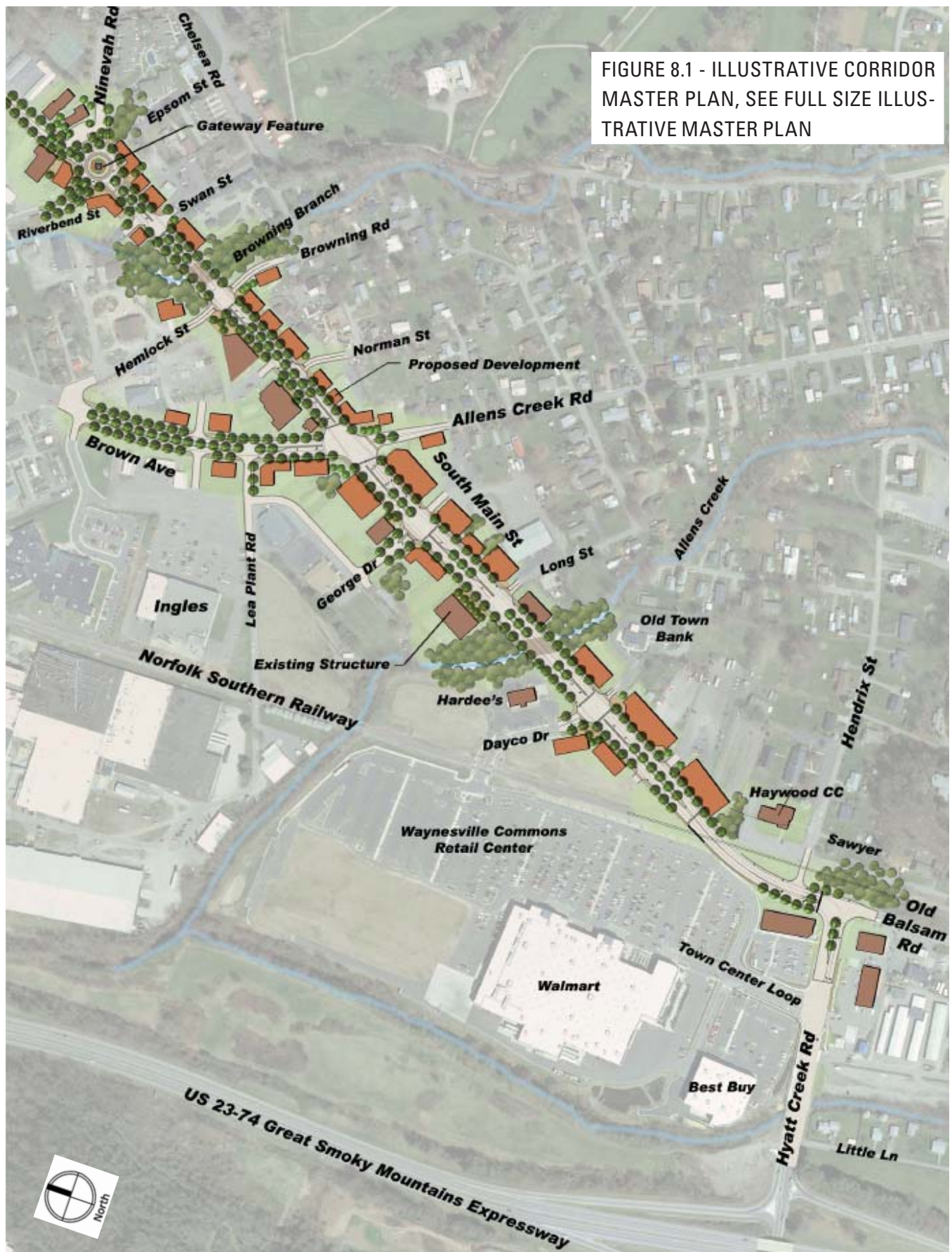


FIGURE 8.1 - ILLUSTRATIVE CORRIDOR MASTER PLAN, SEE FULL SIZE ILLUSTRATIVE MASTER PLAN



## 8. CORRIDOR PLAN (CONT.)

### B. GENERAL TERMINOLOGY

The following is an explanation of terminology used within the traffic analysis.

#### CAPACITY

Capacity is defined as the maximum hourly rate at which persons or vehicles can reasonably be expected to traverse a point during a given period under prevailing roadway, traffic and control conditions.

#### LEVEL OF SERVICE (LOS)

Level of service represents different driving conditions in regards to traffic congestion. It is a qualitative measure describing operational and perceptual conditions within a traffic stream. A LOS of "A" represents free flow traffic conditions with no congestion. A LOS "F" represents severely impacted traffic flow due to vehicular congestion. LOS is determined by the total control delay experienced by drivers, a delay that is caused by a traffic control device. A LOS "D" at a signalized intersection is considered the lowest acceptable LOS. LOS is used as a comparative tool rather than a design tool for intersections.

#### VEHICLE TO CAPACITY RATIO (V/C)

The Vehicle to Capacity Ratio is a measure of existing or anticipated traffic volume compared to the total amount of vehicle capacity available. The V/C can also be an indication of roadway LOS ratings. Typically a V/C of .50 and below offers a LOS "A" while a V/C of 1.0 indicates the volume equals the capacity. Therefore any V/C higher than 1.0 is indicative of decreased LOS.

#### TRAFFIC IMPROVEMENTS

Provide the ability for multi-modal traffic to successfully navigate the corridor and improve accessibility. This also includes distinct transitions between the corridor and surrounding neighborhoods.

#### VARIETY OF USES

The redeveloped corridor should contain a mixture of uses and retail activity that blurs the distinction of private and public space.

## STANDARD CORRIDOR CROSS SECTIONS

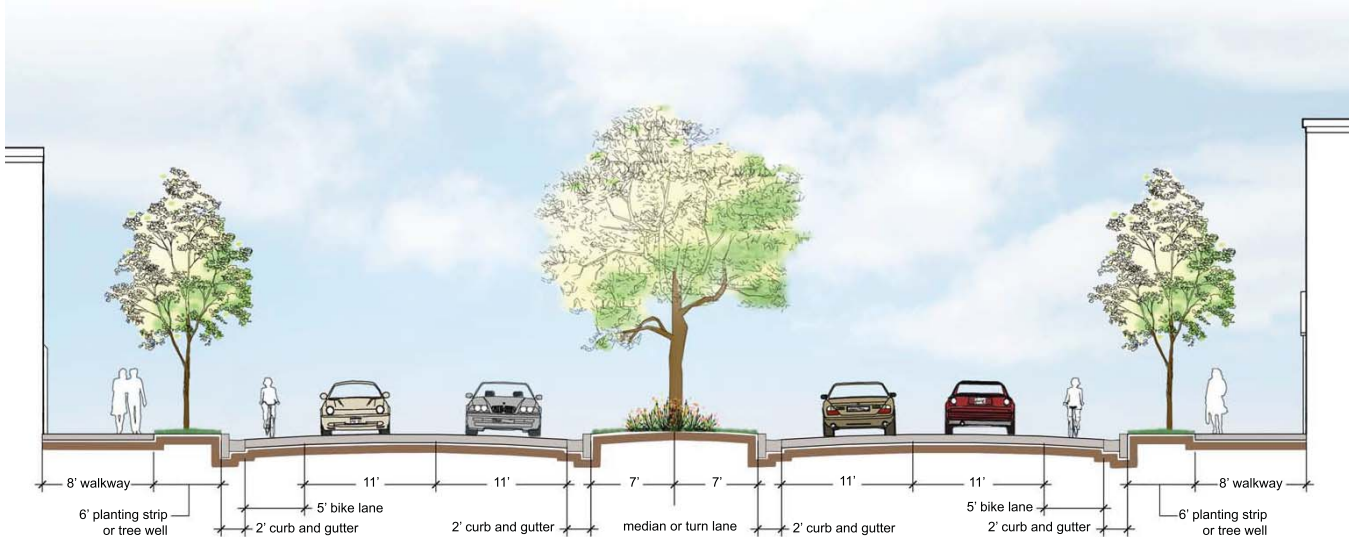


FIGURE 8.2 - CORRIDOR ROAD CROSS SECTION A1/A2 - 4 LANE - 104' Right-Of-Way

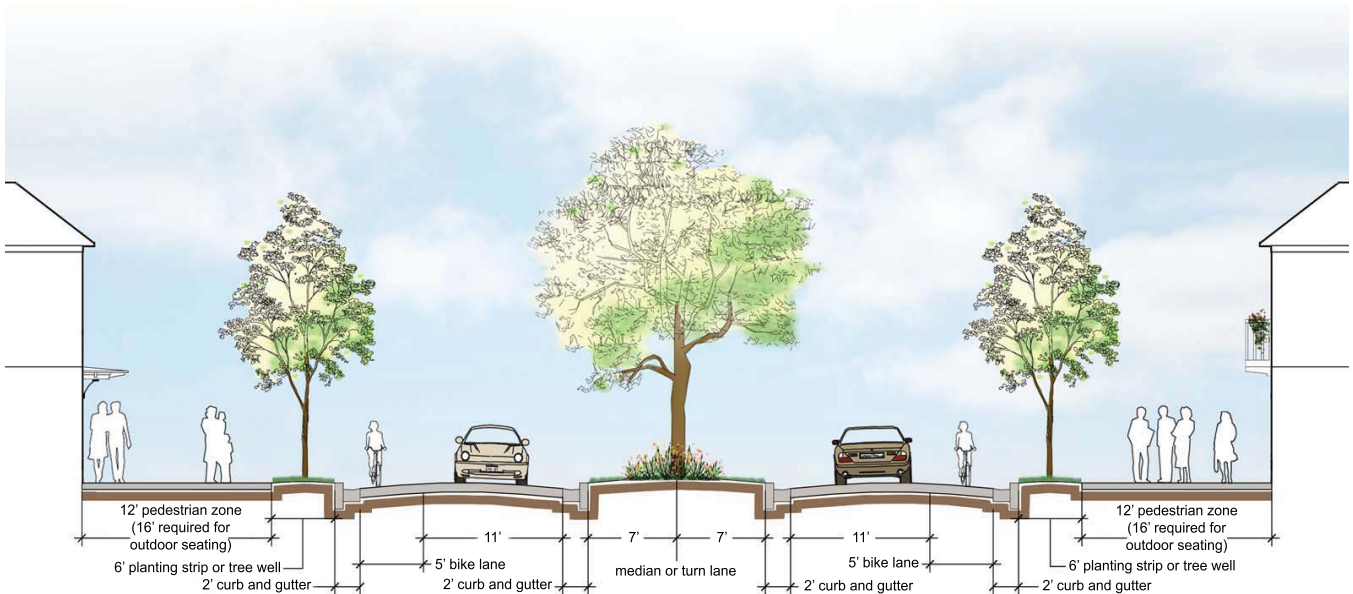


FIGURE 8.3 - CORRIDOR ROAD CROSS SECTION B1/B2 - 2 LANE - 98' Right-Of-Way



## 8. CORRIDOR PLAN (CONT.)

### C. CORRIDOR MASTER PLAN



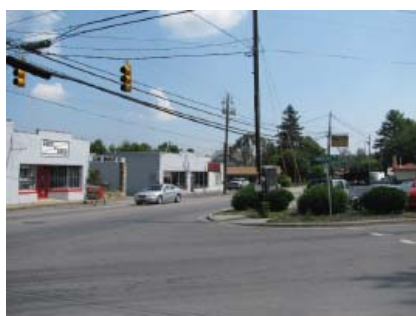
*Proposed view of South Main Street with revised streetscape and public amenities.*



*Location of Ninevah Road / Riverbend Street intersection.*

## CURRENT TRAFFIC PATTERNS

South Main Street near Ninevah Road is generally a two-lane collector type roadway that runs north-south. Its primary purpose is providing a corridor for drivers traveling from US23-74 and the regional commercial area of the south to downtown Waynesville. It also serves as a collector facility from the large residential area directly to the east and west. The primary development along this portion of South Main Street is office/commercial mix with a gradual transition to residential just north of the intersection. Although the road is generally two-lane, an auxiliary left-turn lane exists for the north-bound approach to the intersection. South Main Street is both owned and operated by the North Carolina Department of Transportation. The existing Average Daily Traffic (ADT) on South Main Street near this intersection is approximately 11,500 vehicles per day.



Ninevah Road and Riverbend Street both intersect South Main Street as a crossroads type intersection. Ninevah Road approaches at a 60 degree angle and Riverbend Street at a 90 degree angle. Epsom Street currently intersects Ninevah Road, virtually at the same location as South Main Street, creating a confusing 5-approach intersection. The Epsom Street approach is controlled by a stop sign and is not included in the existing traffic signal.



*Views of Ninevah Road / Riverbend Street / South Main Street intersection.*

Ninevah Road is a two-lane facility that serves the residential area to the north and east of the intersection. Ninevah eventually connects to US 276, a major north-south connector for Waynesville and Brevard. This "short cut" to US 276 is frequented by local drivers desiring to avoid the downtown area of Waynesville. Ninevah Road is owned and operated by the Town of Waynesville and the ADT on Ninevah Road near this intersection is approximately 2,000 vehicles.

Riverbend Street is also a two-lane local road that serves the residential area to the west. Riverbend Street is owned and operated by the Town of Waynesville and the ADT on Riverbend Street near this intersection is approximately 500 vehicles per day.

The current intersection is controlled by a traffic signal and operates at an acceptable level of service with all approaches operating at a Level of Service (LOS) B or better and a Volume to Capacity (V/C) ratio of less than 1. The overall intersection operates at a LOS of A during the AM Peak Hour and A in the PM Peak Hour.

### INTERSECTION RECOMMENDATIONS

The proposed build-out traffic at this intersection creates an acceptable level of service with all approaches operating at a LOS B or better and a V/C ratio of less than 1 (See Figures 8.4). The proposed intersection will be roundabout controlled. The roundabout will serve as an ideal location for a gateway feature. The roundabout also serves as a visual and physical transition point from a mixed-use district to a more residential district. This transition allows for smooth traffic flow into and out of the South Main Street Corridor preventing potential back-ups into the residential area. This roundabout sets the precedent for quality development that is centered on the pedestrian and creates a quality “first-impression” into the corridor. It is recommended that the Epsom Street connection to Ninevah Street be abandoned and Epsom Street access is restricted to its eastern terminus.

The recommended lane configuration for this plan is as follows:

NB South Main Street – Single

SB South Main Street – Single

Ninevah Road – Single

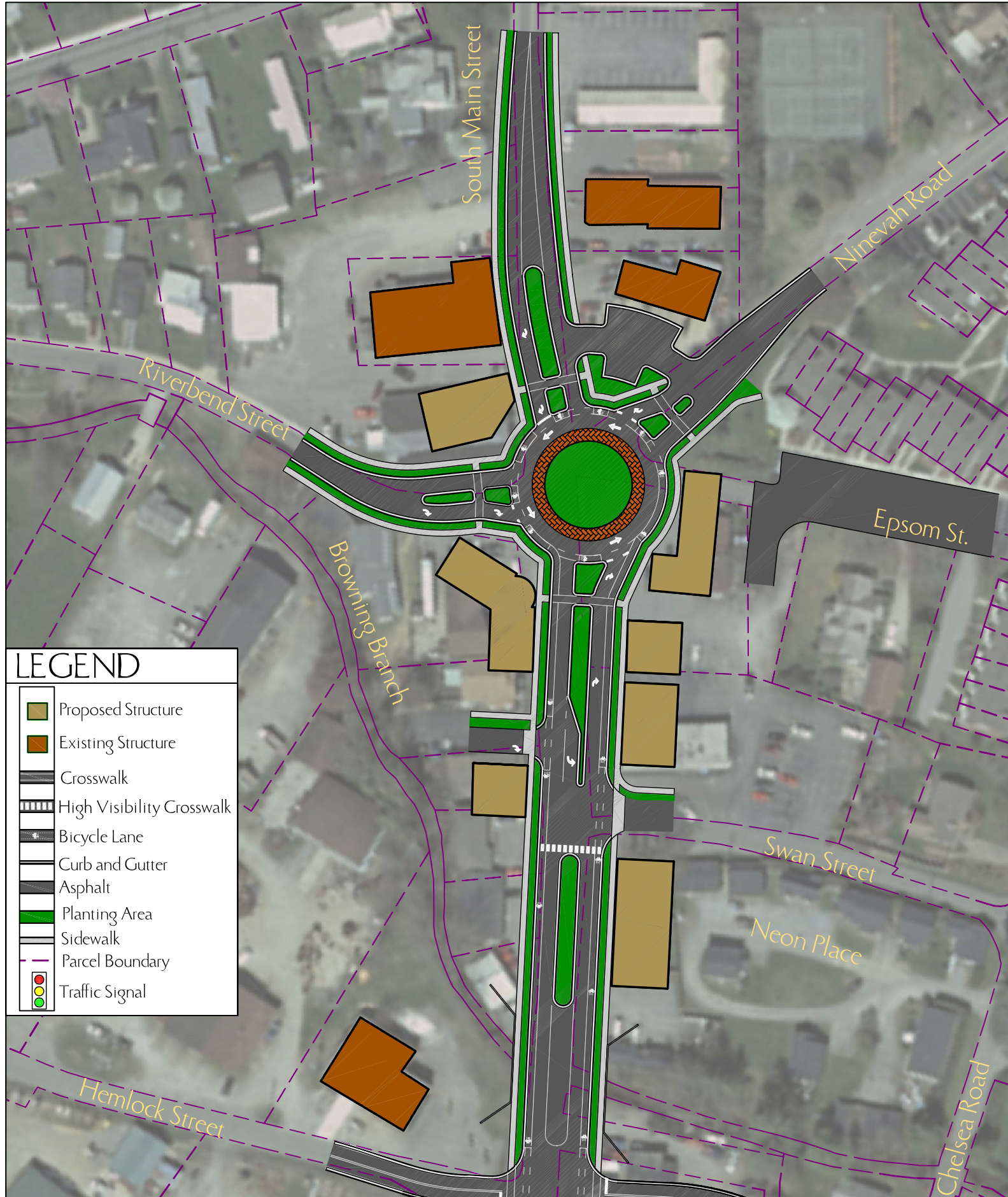
Riverbend Street – Single

The opportunities for redevelopment are numerous within the vicinity of this intersection. The roundabout sets the stage for a development opportunity that is directed towards the pedestrian experience. Buildings can face the roundabout and generate a lively pedestrian scene that supports the surrounding residential neighborhoods. The bicycle lanes within the corridor terminate at the roundabout where cyclists will share the road with vehicular traffic.



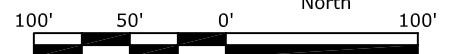
*Location of Ninevah Road / Riverbend Street intersection.*





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Figure 8.4



### CURRENT TRAFFIC PATTERNS

South Main Street near Allens Creek Road is generally a two-lane collector type roadway that runs north-south. Its primary purpose is providing a corridor for drivers traveling from US23-74 and the regional commercial area of the south to downtown Waynesville. It also serves as a collector facility from the large residential area directly to the east and west. The primary development along South Main Street is commercial. Although the road is generally two-lane, auxiliary left-turn lanes exist in both directions on the approaches to the intersection. South Main Street is both owned and operated by the NCDOT. The existing ADT on South Main Street near this intersection is approximately 12,200 vehicles.

Brown Avenue and Allens Creek Road cross South Main Street at a 60 degree angle to form an unconventional crossroad intersection. The intersection is controlled by a three phase traffic signal. The southbound left-turn movement has a protected phase. Allens Creek Road serves a large residential area to the south. The road also serves a large rock quarry, asphalt plant, concrete plant, and water treatment plant. These are all located at the southern terminus of the road. A regional soccer complex is located about one and a half miles from the South Main Street intersection. Allens Creek Road is owned and operated by the NCDOT. The existing ADT on Allens Creek is approximately 4,300 vehicles.

Brown Avenue is a multi-lane facility that connects South Main Street to the commercial and industrial areas to the west. Brown Avenue is a major bus route serving the nearby Waynesville Middle School. Brown Avenue continues north to the Hazelwood area of Waynesville. This route provides an indirect connection to US23-74 as a controlled access bypass route for the city. Brown Avenue is owned and operated by the Town of Waynesville. The existing ADT is approximately 5,800 vehicles.

The current intersection is controlled by a traffic signal and operates at an acceptable level of service with all approaches operating at a LOS C or better and a V/C ratio of less than 1. The overall intersection operates at a LOS of A during the AM Peak Hour and B in the PM Peak Hour.



*Location of Allens Creek Road / Brown Avenue intersection.*



*Views of Allens Creek Road / Brown Avenue / South Main Street intersection.*





Location of Allens Creek Road / Brown Avenue intersection.

## INTERSECTION RECOMMENDATIONS

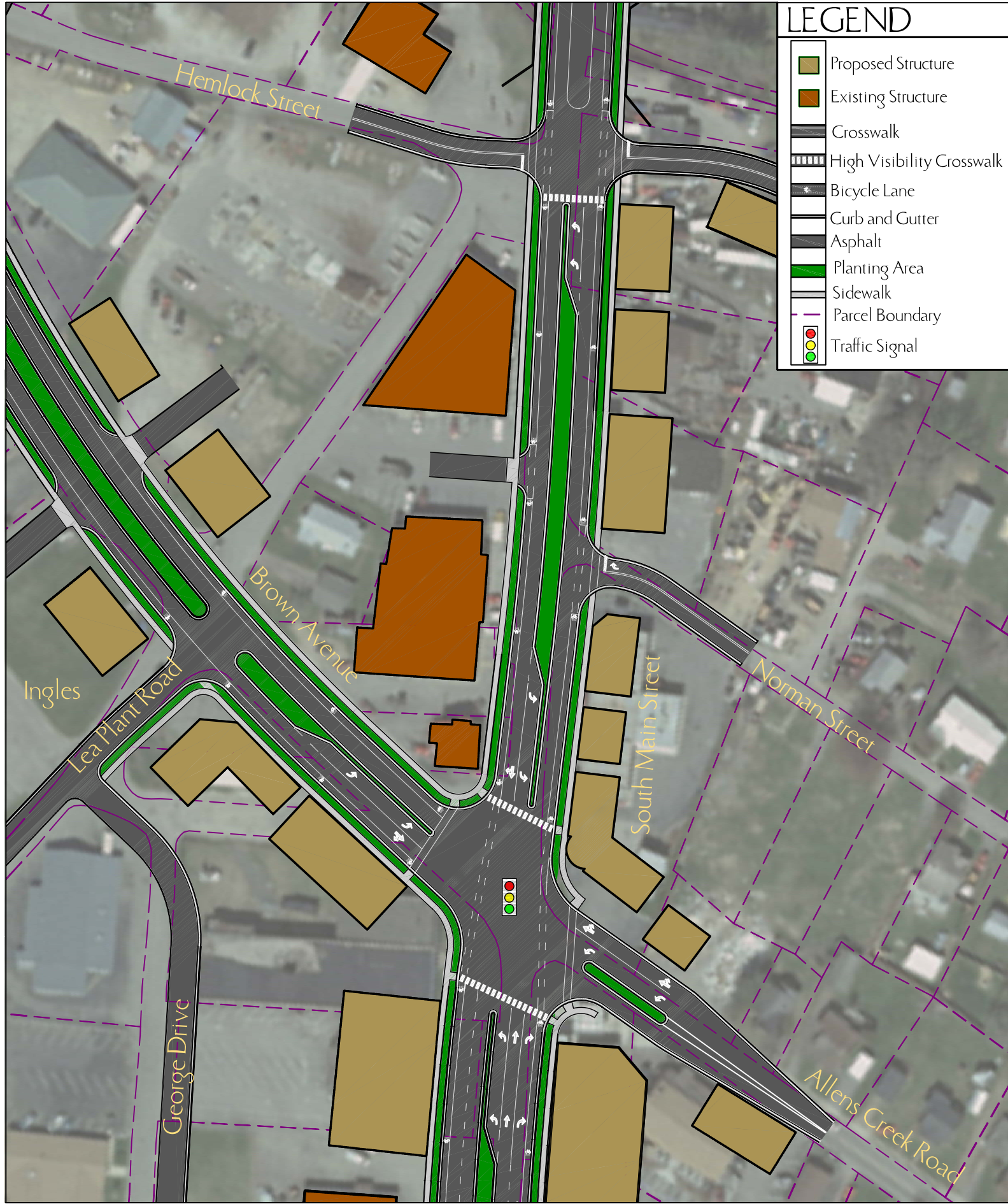
The only significant change proposed for this intersection is the transition from a two-lane road to a four-lane road (See Figures 8.5, 8.6 & 8.7). This increase in lanes provides better service for a number of reasons. There is increased traffic volume south of this intersection where a majority of traffic utilizing Allens Creek Road and Brown Avenue turn south. The increase in lane width accommodates the heavy trucks that pass through the intersection with increased safety. This also provides a more appropriate route for trucks to travel south to US23-74 rather than bypassing through Hazelwood. In addition to the lane widths, Brown Avenue has a proposed median that will significantly address the streetscape. This formal streetscape along Brown Avenue also provides for a visually pleasing approach to the corridor from the Hazelwood region.

Traffic recommendations operate at an acceptable level of service with all approaches operating at a LOS D or better and a V/C ratio of less than 1. The overall intersection operates at a LOS of B during the AM Peak Hour and C in the PM Peak Hour. The proposed intersection will be traffic signal controlled.

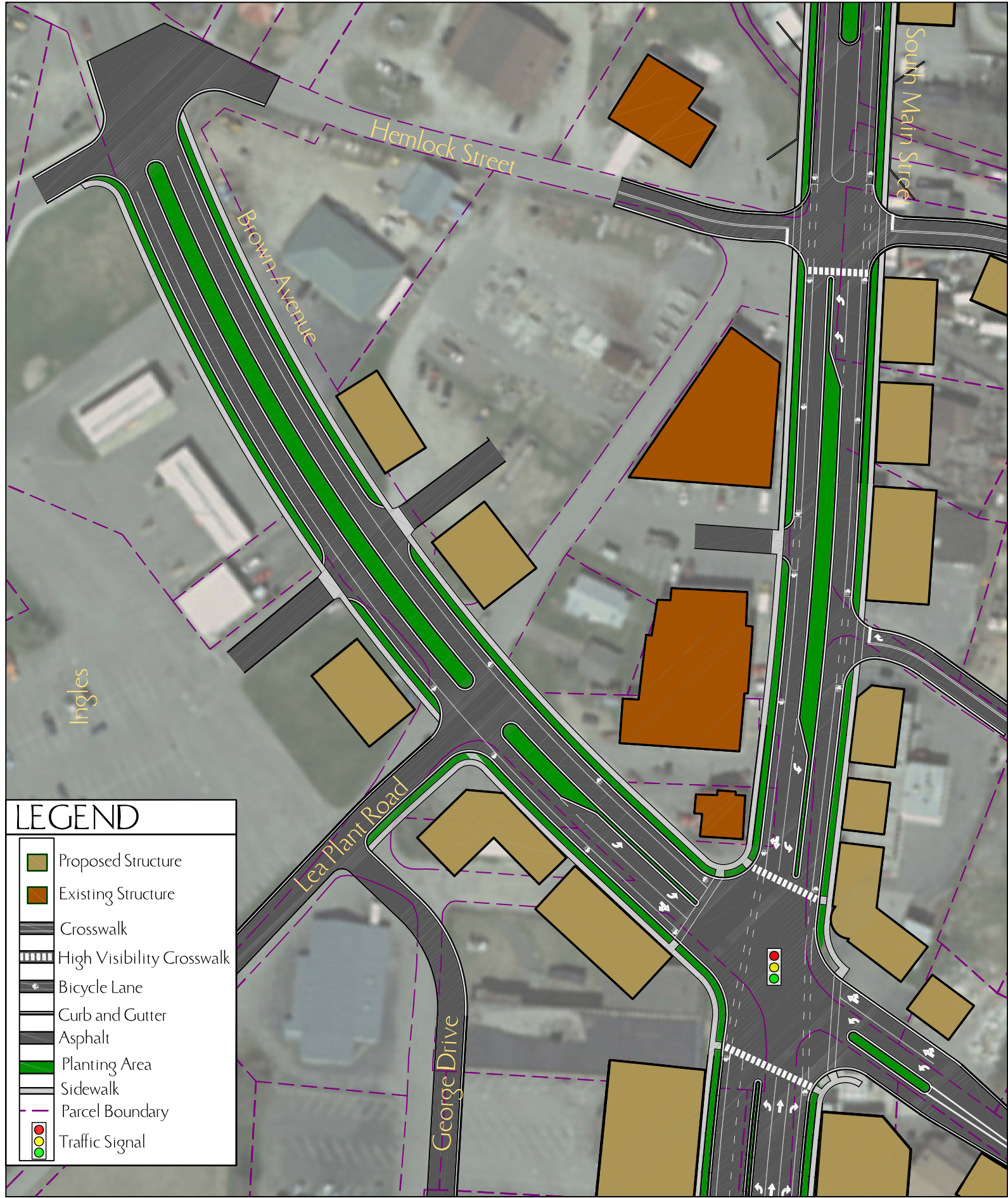
The recommended lane configuration is as follows:

NB South Main Street – Left, Thru, Right  
 SB South Main Street – Left, Thru / Right  
 Brown Avenue – Left, Thru / Right  
 Allen's Creek – Left, Thru / Right

The alignment of the intersections can be offset by developing the proper configuration to address the street frontage and lot characteristics. The northwest and southeast corners of the intersection can become locations for enhanced and expanded landscaping or small "pocket" parks that could serve as gateways to Brown Avenue and Allens Creek Road. These are also ideal locations for cyclists to rest during excursions that may pass through the corridor. If parcel development provides for a pedestrian experience the intersection will not appear to be so daunting and designed strictly for vehicular circulation. The buildings on the northeast side of the intersection have been preserved as they already offer a bit of character to the corridor. This intersection serves as the transition point in the type of development that may occur along the corridor.







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Figure 8.6

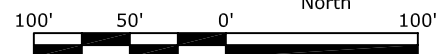






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Figure 8.7





*Location of Dayco Drive / Old Town Bank access intersection.*

### CURRENT TRAFFIC PATTERNS

South Main Street near Dayco Drive is generally a two-lane collector type roadway that runs north-south. Its primary purpose is providing a corridor for drivers traveling from US23-74 and the regional commercial area of the south to downtown Waynesville. It also serves as a collector facility from the large residential area directly to the east and west. The primary development along this portion of South Main Street is mostly commercial with some vacant residential. Although the road is generally a two-lane road, an auxiliary left-turn lane exists for the northbound and southbound approach to the intersection. South Main Street is both owned and operated by the NCDOT. The existing ADT on South Main Street near this intersection is approximately 12,500 vehicles.



*Views of Dayco Drive / South Main Street intersection.*

Dayco Drive and Old Town Bank access road intersect South Main Street as a crossroads type intersection-both at 90 degrees. Just south of the intersection the Norfolk Southern Railroad crosses South Main Street. The railroad also crosses Dayco Drive just west of the existing Hardee's restaurant. This rail line is active on a daily basis. The crossings operate sufficiently for traffic control and do not adversely affect traffic flow through this intersection.

Dayco Drive is a two-lane facility that serves as access to the Waynesville Commons shopping center. Although much of the current development within the shopping center is located on the south side of the property, traffic volumes are expected to increase on Dayco Drive as the shopping center expands northward. The approach to South Main Street consists of a dedicated right turn lane and a shared left/thru lane. Dayco Drive is owned and operated by the Town of Waynesville.

The Old Town Bank access road is a two-lane road with the potential to provide secondary access from adjacent properties to South Main Street. The road is privately owned and maintained.

The current intersection is traffic signal controlled and operates at an acceptable level of service with all approaches operating at a LOS C or better and a V/C ratio of less than 1. The overall intersection operates at a LOS of A during the AM Peak Hour and B in the PM Peak Hour.

## INTERSECTION RECOMMENDATIONS

There are no proposed changes in the existing intersection configuration. The intersection will continue to have four lanes on South Main Street (See Figure 8.8). The proposed build-out traffic at this intersection creates an acceptable level of service with all approaches operating at a LOS B or better and a V/C ratio of less than 1. The proposed intersection will be traffic signal controlled.

The recommended lane configuration is as follows:

NB South Main Street – Left, Thru, Thru / Right

SB South Main Street – Left, Thru, Thru / Right

Dayco Drive – Left, Thru / Right

Old Town Bank Access – Left, Thru / Right

The alignment of Dayco Drive with the Old Town Bank Access provides for ideal circulation opportunities into a developed series of parcels which may demand greater parking needs. The entrance allows for parking to be concentrated towards the rear of the parcels with greater connectivity and mobility.



*Location of Dayco Drive / Old Town Bank access intersection.*





### CURRENT TRAFFIC PATTERNS

South Main Street terminates at this intersection. The road continues as a through road but is renamed Old Balsam Road from this point south. The section of South Main Street near Old Balsam Road / Hyatt Creek Road is generally a two-lane collector type roadway that runs north-south. Its primary purpose is providing a corridor for drivers traveling from US23-74 and the regional commercial area of the south to downtown Waynesville. It also serves as a collector facility from Old Balsam Road and the heavy residential area located directly to the south of the intersection. The primary development along this portion of South Main Street is commercial, with numerous small businesses and “big box” stores along the frontage. Although the road is generally a two-lane road, an auxiliary right turn lane exists for the southbound approach to the intersection. South Main Street is both owned and operated by the NCDOT. The existing ADT on South Main Street near this intersection is approximately 14,500 vehicles.

Old Balsam Road connects to this intersection as the southern leg. It serves as a two-lane road connecting a residential area, agribusiness facilities, and a large retirement center to the concentrated commercial area northwest of this intersection. An auxiliary left turn lane exists for the northbound approach. Old Balsam Road also serves as a connector to US23-74 several miles to the south. Many local residents will use this road as a alternate route to US23-74 in lieu of traveling through the heavy commercial area described earlier. Old Balsam Road is both owned and operated by the NCDOT. The existing ADT on Old Balsam Road near this intersection is approximately 8,500 vehicles.

Hyatt Creek Road connects to this intersection as the western leg. It serves as a multi-lane direct connection from this intersection to the US23-74 Bypass. Its primary purpose, other than the previously described connection, is to serve as a collector route for the heavy commercial activity in the area. The current approach to the intersection consists of a left lane and a right lane. Hyatt Creek Road is both owned and operated by the NCDOT. The existing ADT on Hyatt Creek Road near this intersection is approximately 14,800 vehicles.

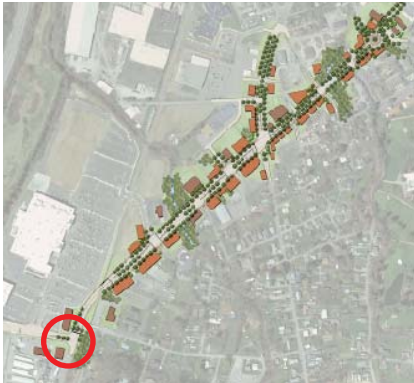


*Location of Hyatt Creek Road / Old Balsam Road intersection.*



*Views of Old Balsam Road / Hyatt Creek Road / South Main Street intersection.*





Location of Hyatt Creek Road / Old Balsam Road intersection.

### EXISTING CONDITIONS (CONT.)

The current intersection is controlled by a traffic signal and operates at an acceptable level of service with all approaches operating at a LOS B or better and a Volume to Capacity ratio of less than 1. The overall intersection operates at a LOS of B during the AM Peak Hour and B in the PM Peak Hour.

This intersection was recently improved with the development of the Waynesville Commons retail center. Development opportunities within vicinity of this intersection already exist and will help to serve as a backbone to potentially increased development to the north.

Just north of the intersection is Hendrix Street. Hendrix Street was recently upgraded with a new sidewalk system and bridge. This street serves as a bypass to Allens Creek Road and serves the large residential population east of the corridor. Hendrix Street is not signal controlled and accesses the intersection of South Main Street just north of the intersection with Hyatt Creek Road and Old Balsam Road. This intersection operates at acceptable levels and is not proposed to have any changes.

### RECOMMENDATIONS

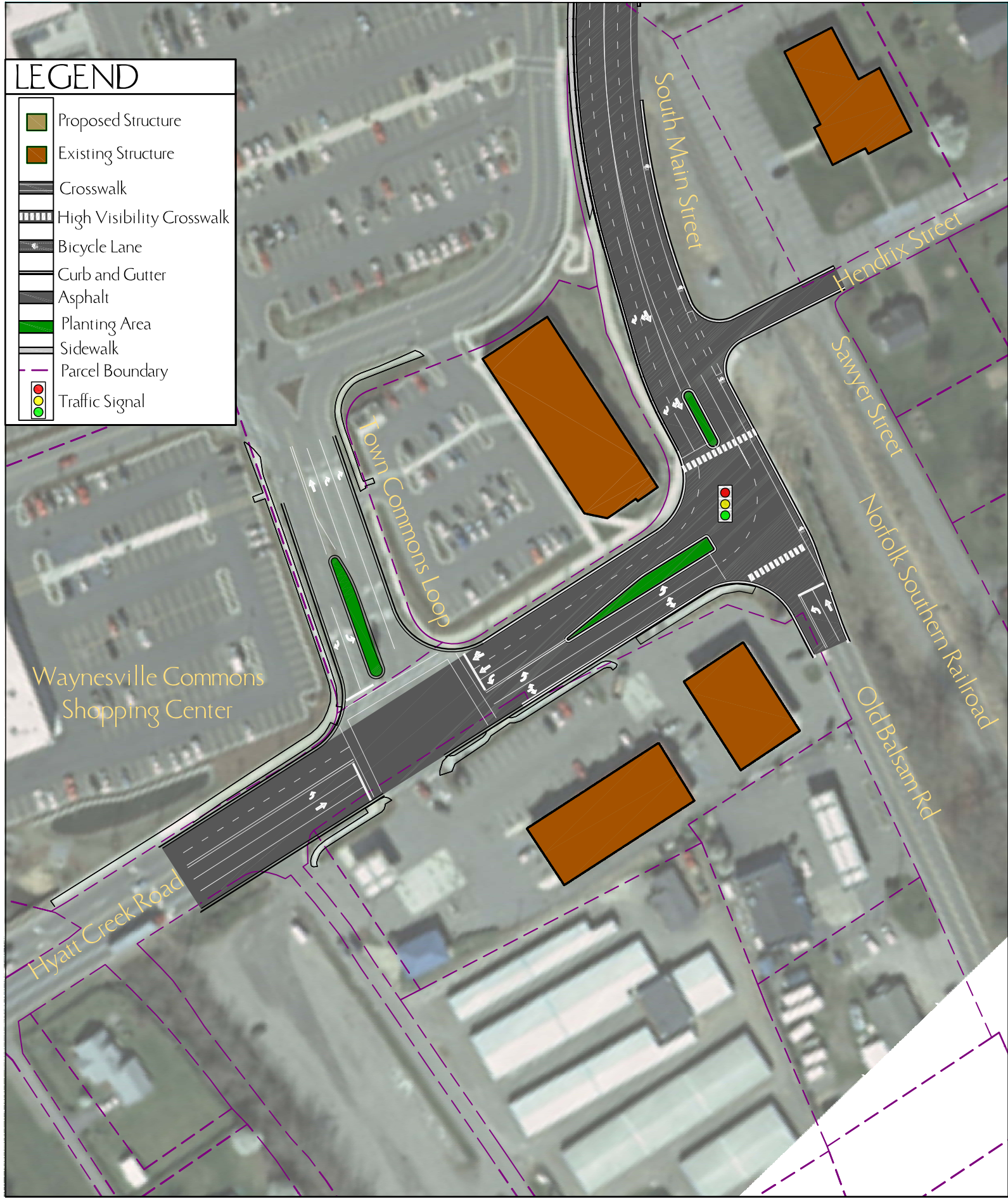
This scenario contains no changes in the existing intersection or lane configuration (See Figure 8.9). The proposed build-out traffic at this intersection creates an acceptable level of service with all approaches operating at a LOS C or better and a V/C ratio of less than 1. The proposed intersection will be traffic signal controlled.

The recommended lane configuration is as follows:

SB South Main Street – Thru / Right, Right

Old Balsam Road – Left, Thru

Hyatt Creek Road – Left, Left / Right (both lanes have 200 ft storage)





### CURRENT TRAFFIC PATTERNS

Hyatt Creek Road near the Waynesville Commons access on Town Center Loop is a multi-lane collector type roadway that runs east-west. It serves as a multi-lane direct connection from South Main Street to US23-74 and a large residential area west of US 23-74. Its primary purpose, other than the previously described connection, is to serve as a collector route for the heavy commercial activity in the area. The current eastbound approach to the intersection consists of dual left turn lanes and a shared through/right lane. Hyatt Creek Road is both owned and operated by the NCDOT. The existing ADT on Hyatt Creek Road near this intersection is approximately 15,400 vehicles.

Town Center Loop is the current primary access to the Waynesville Commons shopping center. The southbound access to the intersection is multi-lane and is both owned and operated privately. The northbound leg to this intersection also serves as a commercial property access and is also privately owned. The current intersection is controlled by a traffic signal and operates at an acceptable level of service with all approaches operating at a LOS C or better and a V/C ratio of less than 1. The overall intersection operates at a LOS of A during the AM Peak Hour and B in the PM Peak Hour.

### RECOMMENDATIONS

The corridor plan converts the existing eastbound dual left turn into a single left turn lane (See Figure 8.9 & 8.10). The previous lane configuration made it difficult for vehicles to shift lanes in order to turn northbound onto South Main Street. Otherwise, there are no changes in the existing intersection or lane configuration. The proposed build-out traffic at this intersection creates an acceptable level of service with all approaches operating at a LOS B or better and a V/C ratio of less than 1. The proposed intersection will be traffic signal controlled.

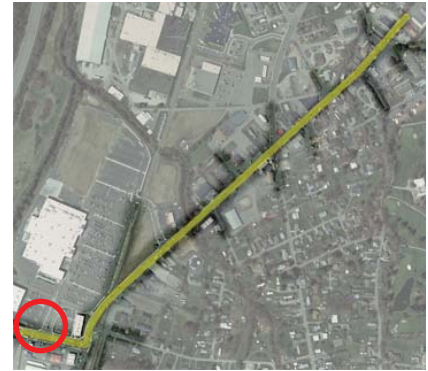
The recommended lane configuration for is as follows:

EB Hyatt Creek Road – Left (200 ft storage), Thru, Thru / Right

WB Hyatt Creek Road – Left, Thru, Thru / Right

Waynesville Commons Access – Left / Thru, Right

Other Commercial Access – Left, Thru / Right



Location of Hyatt Creek Road / Waynesville Commons intersection.



Views of Hyatt Creek Road / Town Center Loop intersection.



Location of Hyatt Creek Road / Waynesville Commons intersection.





## 9. COST ANALYSIS

An opinion of probable construction costs has been generated to account for the roadway improvements along South Main Street and its side streets. It should be noted that these figures are based on the conceptual master plan for the corridor and have a significant contingency built into the opinion of probable construction costs. The cost opinion figures do not include inflation, acquisition and relocation costs nor any sort of terrain adjustment factor. As the improvements to the road are ultimately to be determined by the NCDOT, costs should be revisited upon implementation by the NCDOT. A summary of the planning level costs are included in Table 9.1 below. Appendix 3 has a more refined breakdown of costs.

Figure 9.1

CONSTRUCTION COSTS	\$8,886,350.00
DESIGN AND ENGINEERING FEES 15%	\$1,332,953.00
CONTINGENCY 30%	\$2,665,905.00
GRAND TOTAL CONSTRUCTION COSTS	\$12,885,208.00

## 10. NEXT STEPS

The first step in re-creating this corridor is to have a lasting public/private partnership. This partnership provides for joint funding sources which is critical for the redevelopment. This has already happened with the Town of Waynesville and French Broad River Metropolitan Planning Organization. However, it takes more than joint funding for a master plan and corridor report to actually achieve implementation.

Consideration should be given to the establishment of a nonprofit development corporation or establish a business improvement district to:

- Deal with vacant parcels
- Participate in land acquisition / real estate development
- Coordinate public agencies responsible for government services
- Manage traffic and parking so they do not dominate the landscape
- Coordinate the collection and dissemination of information to prospective investors, developers, retailers, consumers and public agencies

The vision established by this study was developed in a public meeting that involved a broad range of people including land owners, developers, municipal officials, residents and professionals. This study provides the foundation needed to support the recent zoning changes and future zoning changes. The Town of Waynesville has already made a concerted effort to improve the corridor with the adoption of the Land Development Standards. This newly adopted zoning will help to control use, form and character that are compatible with the vision. Zoning should be set up to facilitate private developers in implementing the public's strategy. This zoning is not punitive but rather a means to creating a shared vision. Shared parking should be considered in zoning and be used as an incentive for increasing density. It is essential to encourage development that meets or exceeds the Town of Waynesville standards and expectations.

This corridor report is a tool for South Main Street redevelopment. It would be ideal for the vision presented in this report to become a reality. Such a major change is going to take time and efforts by many. An implementation strategy is the next step. Implementing these proposed changes can be done incrementally in order to begin to jump start the process of transformation. Now is the time for investors to begin to look for future development opportunities and plan for the changes to the streetscape.

# APPENDIX

1. Site Analysis
  - A. Figure Ground
  - B. Parking
  - C. Land Use
  - D. Road Classifications
  - E. Composite
2. WORKSHOP COMMENTS
3. COST OPINION
4. TRAFFIC REPORT



## APPENDIX 1: SITE ANALYSIS

The site analysis drawings help provide background information and justification for corridor recommendations. The information provided in the analysis drawings was gathered from field investigations and from GIS information provided by the Town of Waynesville.

## APPENDIX 1(A): SITE ANALYSIS

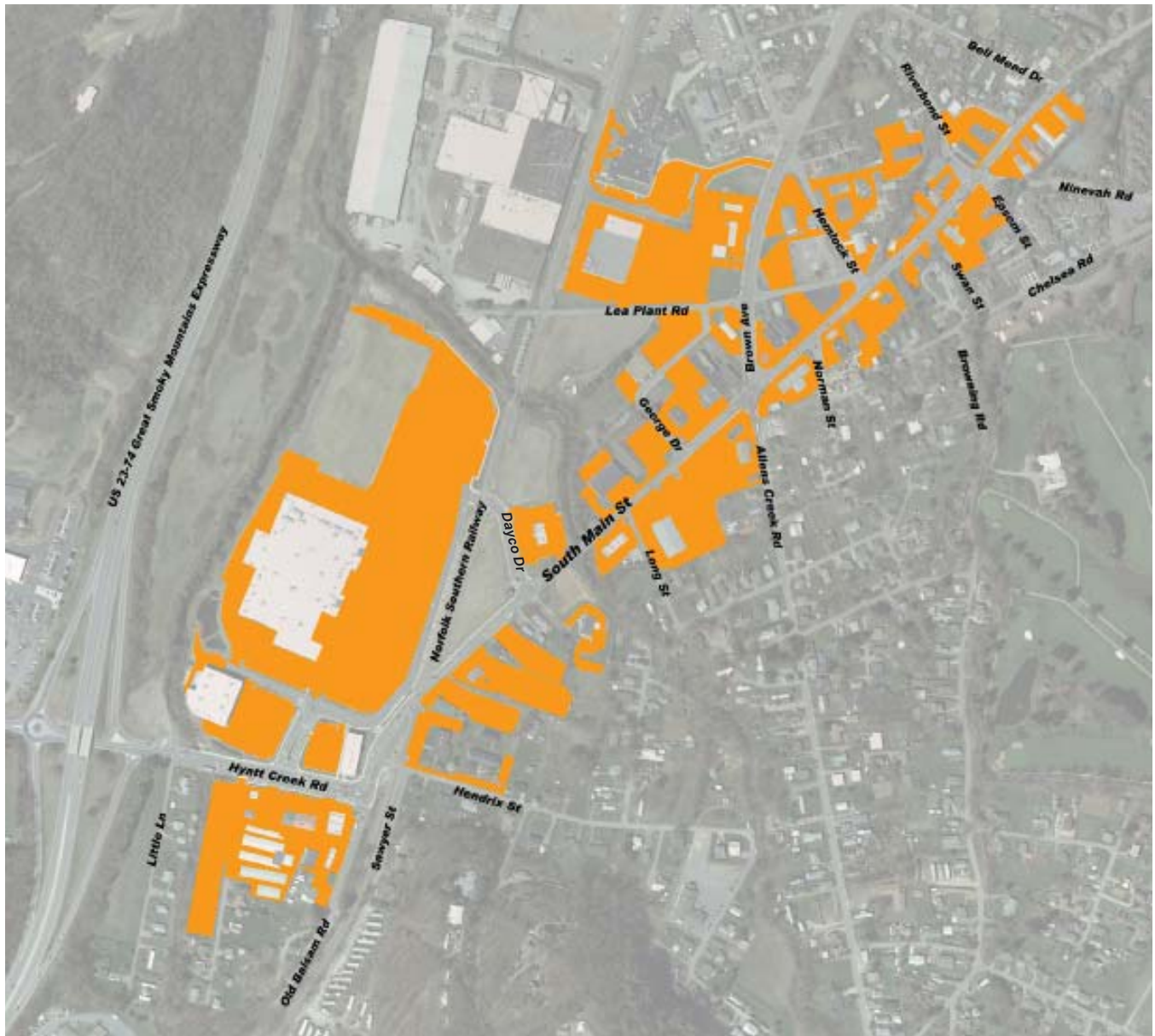


FIGURE GROUND

■ STRUCTURES



## APPENDIX 1(B): SITE ANALYSIS



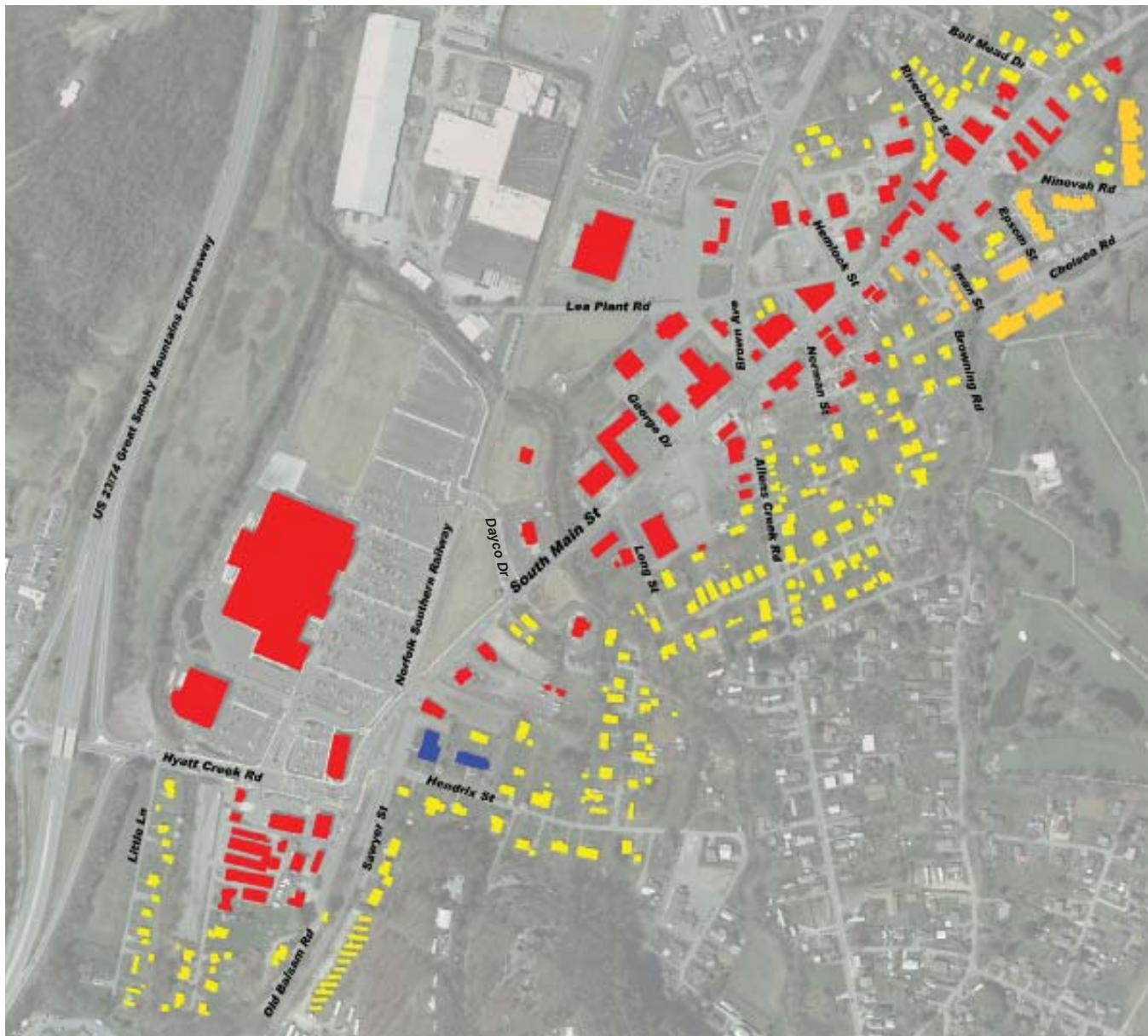
### PARKING

■ SURFACE PARKING





## APPENDIX 1(C): SITE ANALYSIS

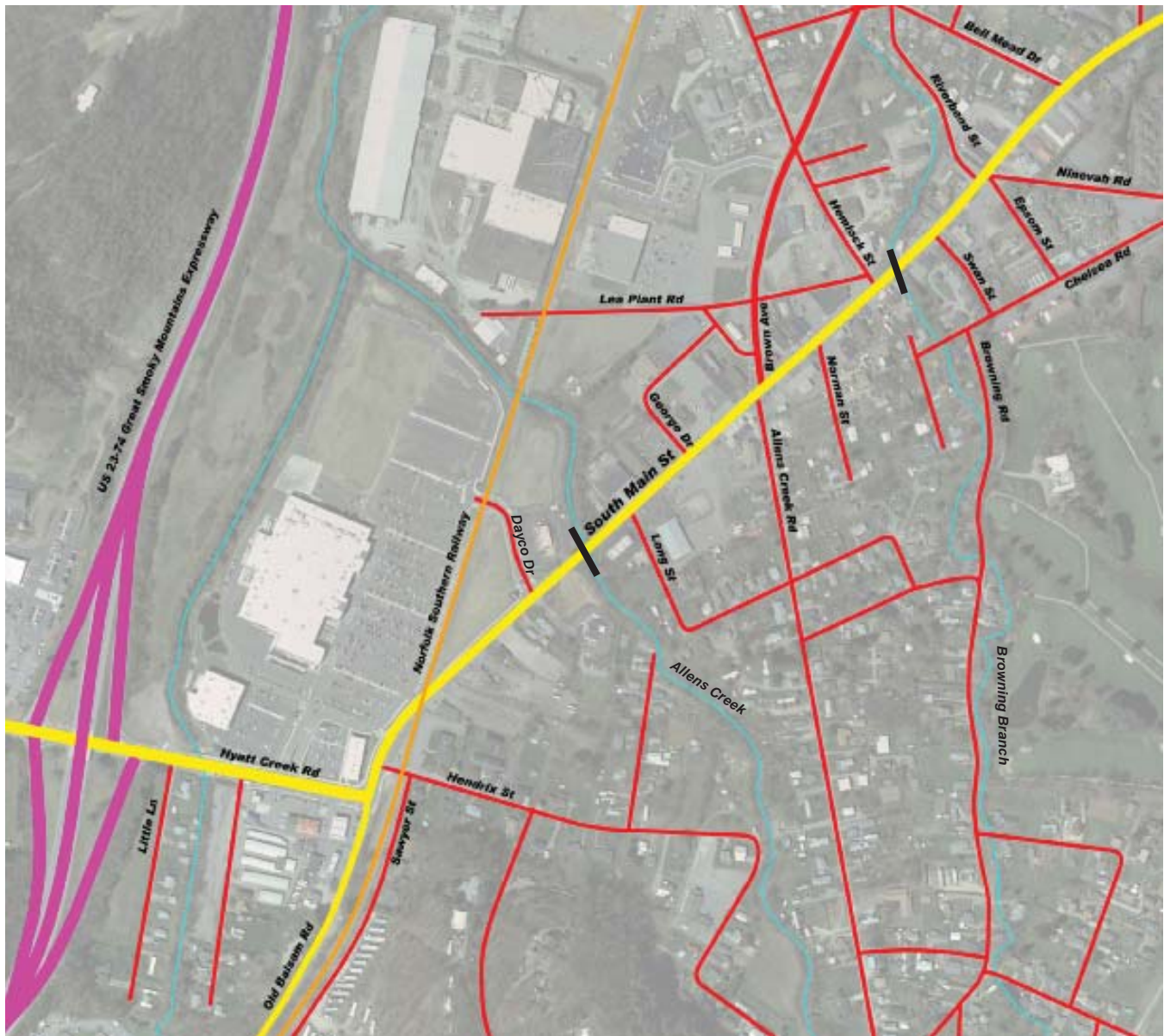


## LAND USE

- COMMERCIAL / RETAIL
- INDUSTRIAL
- RESIDENTIAL / SINGLE FAMILY
- MULTI FAMILY
- INSTITUTIONAL/RELIGION



## APPENDIX 1(D): SITE ANALYSIS



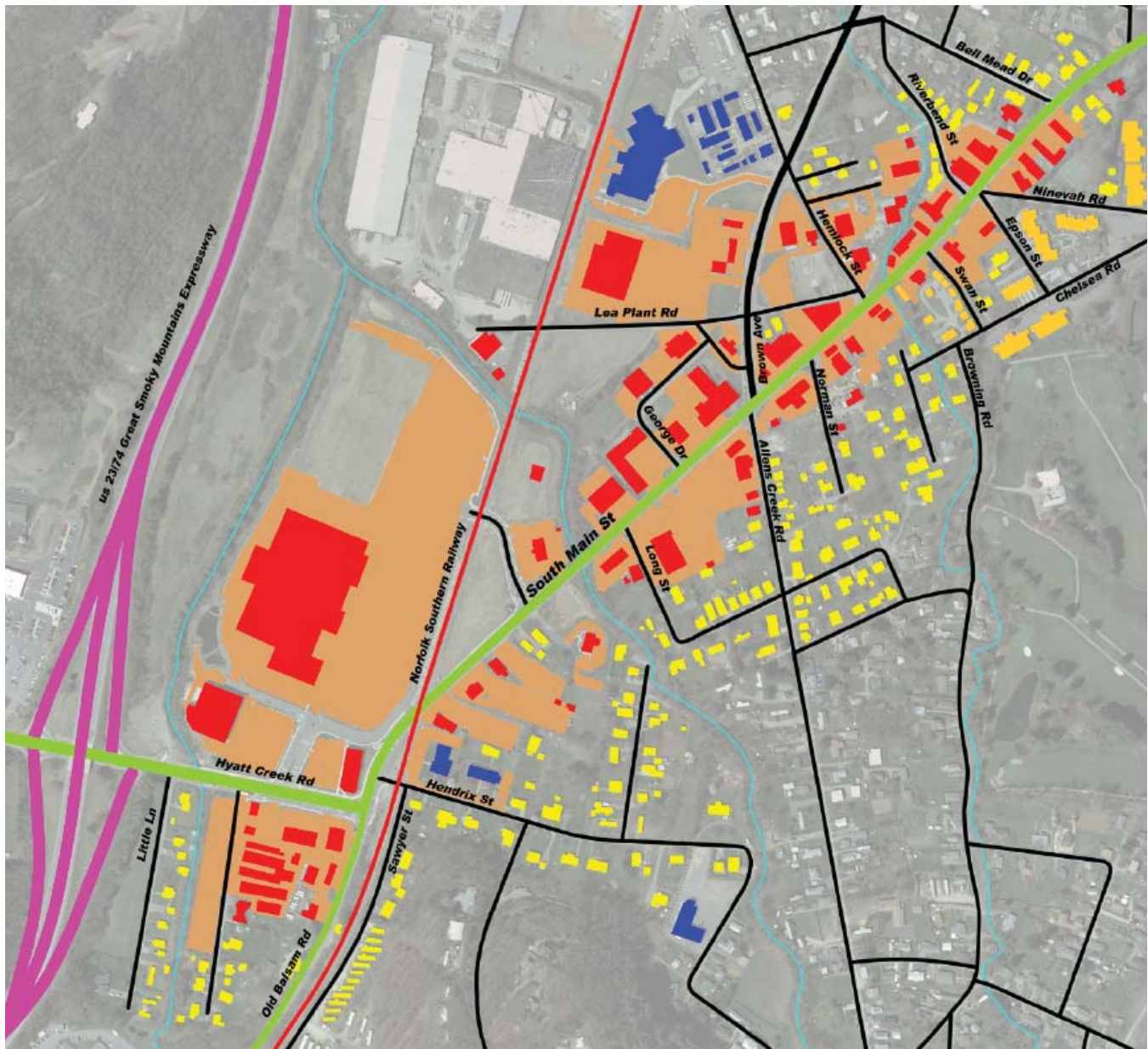
### ROAD CLASSIFICATIONS

- STREETS
- HIGHWAYS
- ARTERIALS
- RAILROAD
- STREAMS
- BRIDGES





## APPENDIX 1(E): SITE ANALYSIS



### COMPOSITE CORRIDOR ANALYSIS

- |             |                               |
|-------------|-------------------------------|
| — STREETS   | — SURFACE PARKING             |
| — HIGHWAYS  | — COMMERCIAL / RETAIL         |
| — ARTERIALS | — INDUSTRIAL                  |
| — RAILROAD  | — RESIDENTIAL / SINGLE FAMILY |
| — STREAMS   | — MULTI FAMILY                |
|             | — INSTITUTIONAL/RELIGION      |
|             | — STRUCTURES                  |





## APPENDIX 2: WORKSHOP COMMENTS

A public planning workshop was held on September 20, 2011 at the West Waynesville Campus of the Haywood Community College. This workshop was the second public forum and was set up to provide a time for public input into this corridor project. The workshop was well attended and solidified the fact that local residents want a change.

During this workshop a series of questions were asked of the public in order to provide some feedback. In addition, the use of colored sticker-dots to indicate public opinion on what is a desired corridor element was used. This method garnered attention and results. The following is a breakdown of information generated.

## APPENDIX 2: WORKSHOP COMMENTS

	Pro/Desired	Con/Not Desired
<b>What do you think are the greatest challenges facing South Main Street?</b>		
1. Bike lanes collecting gravel - need to fix	13	2
2. Maintain character of downtown, while increasing connectivity	13	1
3. Cost of project implementation - need to control potential for high costs	8	0
4. On Grade RR crossing (safety)	7	0
5. Slowing traffic down	6	0
6. Maintain/Protect residential neighborhoods	6	0
7. Bridge - Pinch Point, need to address	5	0
8. Bottleneck at Virginia & Main Street - Transition into residential	5	0
9. Width of available ROW	4	0
10. Safe driveway accessibility - curb cut widths	3	0
11. Growing population - need to support it	2	1
12. On-street parking - angled vs. parallel	1	2
13. Commercial truck traffic	1	1
14. Service traffic/Loading Zones	1	1
15. Hazelwood Exit - need to address that first	1	0
16. Maintaining what is implemented	1	0
17. Slip turn lanes - don't like	0	1
18. Employment	0	0
19. Median design - allow for future modifications	0	0
20. Divergent diamond intersections are problematic at the bypass	0	0

## APPENDIX 2: WORKSHOP COMMENTS

	Pro/Desired	Con/Not Desired
<b>What amenities would you like to see along South Main Street?</b>		
1. Bike lanes	28	2
2. "Loop" walking path, crushed stone	18	0
3. Artful bike racks	14	2
4. Public art installations	7	3
5. Fountains	8	1
6. Restful areas - resting places / benches	6	2
7. Sculpture	3	3
8. Cultural trail	2	1
<b>What do you value most on South Main Street?</b>		
1. Small town feel	15	0
2. Flat topography (bicycle/pedestrian accessibility)	15	0
3. Safety - vehicular & pedestrian	14	0
4. Good traffic flow	10	0
5. "Front door" to Waynesville / "gateway"	5	0
6. Good mix of business/restaurants/shops	8	0
7. Streams	7	0



## APPENDIX 2: WORKSHOP COMMENTS

Pro/Desired    Con/Not Desired

### What is the first thing you would like to see changed on South Main Street?

1. Roundabouts instead of stop lights	20	6
2. Aesthetics - landscaping	9	6
3. Encourage growth while maintaining small town feel	12	0
4. Aesthetics - sign clutter needs to be addressed	10	2
5. Aesthetics - overhead utilities	11	0
6. Slow traffic	10	0
7. Architectural standards / design guidelines	9	0
8. "Complete Streets"	7	0
9. New Mixed-Use housing (2-3 stories)	3	2
10. Pride of Place	4	0
11. Public transit	4	0
12. "Safe haven" medians and/or bump outs, safe pedestrian crossings, ADA	4	0
13. Safe seating areas	3	0
14. Seating in Public realm (all public)	2	0
15. Improved Accessibility	2	0
16. Traffic calming	2	0
17. live/work/play	0	0

### What would the unique character of the corridor transformation be?

1. Natural beauty (clear vistas)	23	0
2. "Gateway" to Waynesville	13	2

### What would bring you to this part of town?

1. Safe, connected bike areas	22	0
2. Accessible walking path	13	0
3. Turning lanes	6	0
4. Aesthetics - celebrate architecture	4	0
5. Restaurants / commerce	3	0
6. Shuttle service / park-n-ride	2	2
7. Shopping	1	0

### What is most important to be preserved?

1. Small town feel	20	0
2. Stream buffers - walking path	19	0
3. Neighborhoods	11	0
4. Access to business	7	0
5. Encouraging mixed use development	5	0
6. Infrastructure grid - maintain but increase choices	2	0
7. Build on existing desired landscapes	2	0
8. Stone walls through residential zone	2	0

## APPENDIX 2: WORKSHOP COMMENTS

	Pro/Desired	Con/Not Desired
<b>What amenities would you like to see along South Main Street?</b>		
1. Bike lanes	28	2
2. "Loop" walking path, crushed stone	18	0
3. Artful bike racks	14	2
4. Public art installations	7	3
5. Fountains	8	1
6. Restful areas - resting places / benches	6	2
7. Sculpture	3	3
8. Cultural trail	2	1
<b>What do you value most on South Main Street?</b>		
1. Small town feel	15	0
2. Flat topography (bicycle/pedestrian accessibility)	15	0
3. Safety - vehicular & pedestrian	14	0
4. Good traffic flow	10	0
5. "Front door" to Waynesville / "gateway"	5	0
6. Good mix of business/restaurants/shops	8	0
7. Streams	7	0

### APPENDIX 3: COST OPINION

The cost opinion figures presented do not include inflation, acquisition and relocation costs nor any sort of terrain adjustment factor. Considerable contingency is factored into this opinion due to a number of unknowns. All improvements to the corridor are ultimately to be fostered by the NCDOT. The opinion of probable construction costs should not be used for final construction pricing.



## APPENDIX 3: COST OPINION

Opinion of Probable Costs

### US 23 B / South Main Street Corridor Study

Waynesville, North Carolina

ITEM	UNITS	AMMOUNT	UNIT COST	COST
<b>INFRASTRUCTURE</b>				
30" Curb and Gutter	LF	20,600.0	\$16.00	\$329,600.00
Sidewalk	SY	4,600.0	\$50.00	\$230,000.00
ADA Ramps with warning plate	EA	51.0	\$650.00	\$33,150.00
Guardrail	LF	1,000.0	\$60.00	\$60,000.00
Paving - 10" CABG	TON	18,800.0	\$10.00	\$188,000.00
Paving - 4" Binder	TON	7,200.0	\$95.00	\$684,000.00
Paving - 2" Surface Course	TON	3,600.0	\$106.00	\$381,600.00
Striping	LF	25,000.0	\$0.75	\$18,750.00
Storm Drain System	LF	8,000.0	\$50.00	\$400,000.00
New Bridges	EA	2.0	\$1,400,000.00	\$2,800,000.00
Pavers at Roundabout	SF	2,700.0	\$5.00	\$13,500.00
			<b>INFRASTRUCTURE SUBTOTAL</b>	<b>\$5,138,600.00</b>
<b>SITE WORK</b>				
Erosion Control	AC	8.0	\$9,000.00	\$72,000.00
Grading	CY	40,000.0	\$4.00	\$160,000.00
Fine Grading / Curb Backfill	EA	1.0	\$80,000.00	\$80,000.00
Seeding	AC	3.5	\$2,500.00	\$8,750.00
Bride Demolition	EA	2.0	\$100,000.00	\$200,000.00
Paving Demolition	SY	17,000.0	\$25.00	\$425,000.00
			<b>SITE WORK SUBTOTAL</b>	<b>\$945,750.00</b>
<b>UTILITY WORK</b>				
Relocate Water Line	LF	5,000.0	\$45.00	\$225,000.00
Relocate Water Services	EA	40.0	\$650.00	\$26,000.00
Relocate Sewer Line	LF	5,000.0	\$45.00	\$225,000.00
Relocate Sewer Services	EA	40.0	\$650.00	\$26,000.00
Bury Power Lines	LF	10,000.0	\$75.00	\$750,000.00
			<b>UTILITY SUBTOTAL</b>	<b>\$1,252,000.00</b>
<b>SIGNAGE AND SIGNALS</b>				
Traffic signals (design/material/construction)	EA	6.0	\$175,000.00	\$1,050,000.00
Lane Markings	Lump	1.0	\$125,000.00	\$125,000.00
Crosswalks	EA	30.0	\$4,000.00	\$120,000.00
Concrete RR Crossings	Lump	1.0	\$60,000.00	\$60,000.00
			<b>SIGNAGE AND SIGNALS SUBTOTAL</b>	<b>\$1,295,000.00</b>
<b>LANDSCAPE</b>				
Trees, shrubs, mulch	EA	300.0	\$350.00	\$105,000.00
Shrubs	EA	500.0	\$30.00	\$15,000.00
Topsoil	Lump			\$100,000.00
Mulch	Lump			\$15,000.00
Misc. (fine grading, irrigation, etc)	Lump			\$20,000.00
			<b>LANDSCAPE SUBTOTAL</b>	<b>\$255,000.00</b>
<b>SUB TOTAL</b>				<b>\$8,886,350.00</b>
<b>CONTINGENCY</b>				<b>30.00%</b>
<b>TOTAL</b>				<b>\$11,552,255.00</b>
<b>DESIGN FEES 15%</b>				<b>\$1,332,953</b>
<b>GRAND TOTAL</b>				<b>\$12,885,208</b>

## APPENDIX 4: TRAFFIC REPORT