

# CITY OF FAYETTEVILLE LCI SUPPLEMENTAL STUDY



Prepared by:  
Urban Collage, Inc. with  
Bleakly Advisory Group and Kimley-Horn

## Agenda

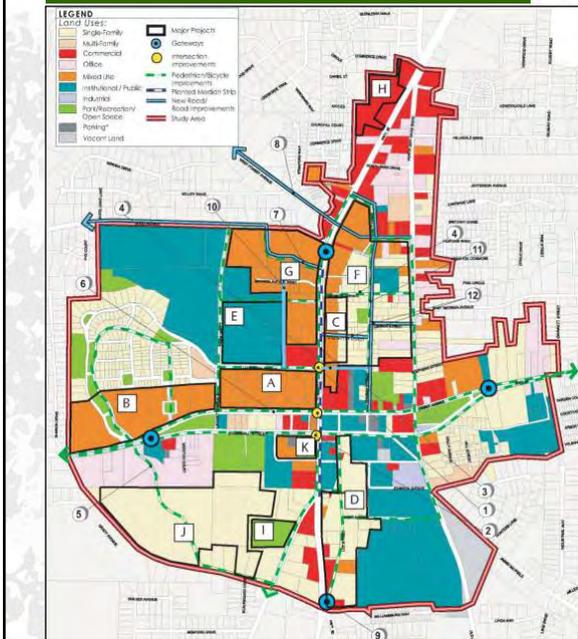
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1. Process & Goals
2. Corridor Recommendations & Strategies
3. Illustrative Concepts
4. Opportunities & Next Steps



Fayetteville LCI Supplemental Study

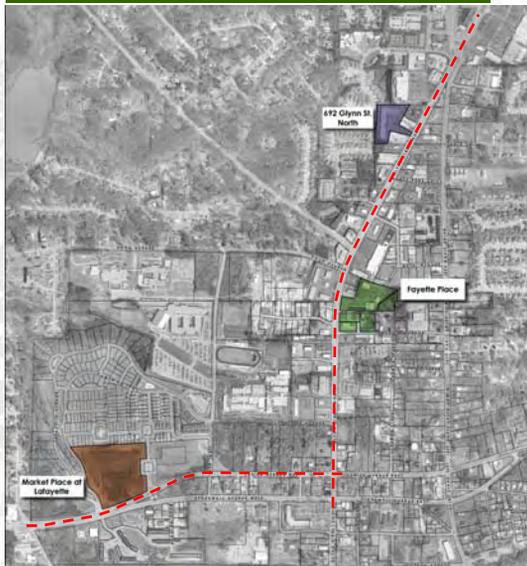
## Process & Goals



### 2002 LCI Study

- Crafted a community vision for land use and transportation
- Focused on building a critical mass and connectivity in Downtown
- Included redevelopment recommendations for GA 85 corridor
- Short-term work program focused primarily on Downtown and the area between Downtown and the Villages at Lafayette Park

## Process & Goals



### 2010 LCI Supplemental Study

- Consider redevelopment opportunities along Glynn (GA 85) and Lanier (54)
- Refine and apply Fayetteville's LCI smart growth vision
- Update economic market assessment
- Develop recommendations for the corridor and for three key (re)development sites

## Corridor Recommendations & Strategies

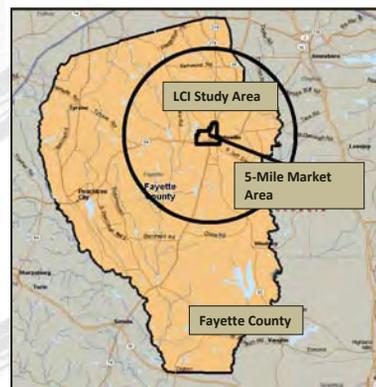
1. Economic Development and Funding
2. Site and Architectural Design
3. Circulation and Connectivity
4. Streetscapes and Open Space



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## Corridor Recommendations & Strategies- Market

- Overview of the demographic and real estate context of redevelopment in the Study Area
- Analysis of the economic feasibility of the proposed redevelopment concepts
- Evaluation of the potential impact that a Tax Allocation District (TAD) could have in enhancing development/redevelopment at catalyst sites
- Recommendations for implementation



Hensley Advisory Group



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## Corridor Recommendations & Strategies- Market

### Study Area Demographics

- Both study area and market area will grow faster than the county over the next 5 years
- The Study Area will need to attract household growth from the Market Area and the County over the next five to ten years

Population	LCI Study Area	5-Mile Market Area	Fayette County
1990 Census	825	33,882	62,415
2000 Census	1,050	46,610	91,263
2009 Estimate	1,310	56,953	108,881
2014 Projection	1,448	62,632	118,866



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## Corridor Recommendations & Strategies- Market

### Real Estate Trends

- **Commercial**
  - The Study Area is primarily commercial in nature.
  - Significant retail and office space in both the Study Area and the Market Area, currently performing well.
  - Although “over retailled”, rents and vacancies indicate that the area is a destination for both County and regional consumers.
- **Residential**
  - Housing sales in Study area dropped from 19 in 2005 to 1 in 2009
  - Housing in the Study Area is more likely to be renter-occupied and multifamily.
  - The Study Area was attracting infill housing before the recession.
  - The Study Area has a broader range of housing options than other parts of the city
  - SF new home sales prices in the Study Area lower than in County: \$250,000 vs \$450,000.



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## Corridor Recommendations & Strategies- Market

### Future Residential Demand

- 2010-2020 Market Area residential demand approximately 3,102 new housing units.
- If LCI Study Area capture is 10% owner and 45% renter: 310 owner-occupied and 482 renter-occupied units over 10 years (or 31/48 units per year)

### Future Retail Demand

- 2010-2020 Market Area retail demand will increase by \$147.6 million
- could support 643,775 square feet of retail space.
- If LCI Study Area capture is 10%: 96,566 square feet of retail demand, or 9,657 square feet per year.

### Future Office Demand

- 2010-2020 Market Area office will potentially add 1,774 new jobs,
- Could support 532,200 square feet of office space
- If LCI Study Area capture is 34%: 182,460 square feet of office demand, or 18,246 square feet per year.

Future Demand Summary 2010-2020				
	5-Mile Market Area	LCI Capture Rate	Total LCI Area	Annual LCI Area
<b>Residential Units</b>				
Owner-Occupied	3,102	10%	310	31
Renter-Occupied	1,072	45%	482	48
<b>Commercial S.F.</b>				
Retail	643,775	15%	96,566	9,657
Office	532,200	34%	182,460	18,246

Source: BAG



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## Corridor Recommendations & Strategies- Market

### Redevelopment Potential of the LCI Area

- The City should have a 5 to 10 year redevelopment horizon.
- Residential
  - Demand for housing in the Study Area will require capturing broader growth
  - City should focus on attracting new residential mix to Historic Downtown Fayetteville
  - Provide distinctive housing types, particularly multifamily and senior .
- Commercial
  - Study Area is saturated with “me too” retail.
  - Study Area unlikely to compete for national, big-box tenants
  - Small-scale mixed use environments that provide retail and office users could be successful
  - Additional housing units would support local retail & office
- Institutional uses (schools, medical facilities, civic facilities) could drive new demand to the area.



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## Corridor Recommendations & Strategies- Market

### Three Catalytic Sites- Economic Analysis

- **Fayette Place: Considered 4 Alternatives**
  - In all four alternatives, the potential land contribution of the project is less than estimated value of site.
  - Not economically feasible at the proposed density under current market conditions.
  - Redevelopment of could be made feasible either by increasing the density of the project of by using TAD.
- **Market Place: 4 Alternatives**
  - As a green-field site, Market Place has lower estimated value per acre than other developed sites.
  - All 4 of the development alternatives appear economically feasible under market conditions and at proposed densities.
- **692 Glynn Street N: 6 Alternatives**
  - Current estimated value ranging from \$1.7 million to \$3.5 million, depending on outparcels
  - 2 redevelopment alternatives would be feasible under current conditions
  - 3 alternatives not feasible under current conditions but could be feasible with TAD.
  - 1 alternative would not be feasible under current economic conditions, even with the support of a TAD.



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## Corridor Recommendations & Strategies- Market

### Suggested Redevelopment Strategies

- **Diversify the mix of land uses in the downtown area**
- **Encourage more residential uses**
- **Encourage office and institutional uses downtown**
- **Make strategic public investments to create a new identity**
- **Focus on implementing one or more of the catalyst projects to jump start redevelopment**
- **Create a tax allocation district in downtown to support redevelopment—should be area wide, not project specific**
- **Consider broadening the Downtown Development Authority boundaries to include the study area and use the DDA as the implementers of the redevelopment**



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## Corridor Recommendations & Strategies- Design



Fayette Place - Alternative 1  
Fayetteville LCI Supplemental Study



### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- Architectural Design
- Connectivity/Walkability

## Corridor Recommendations & Strategies- Design



Fayette Place - Alternative 3  
Fayetteville LCI Supplemental Study



### Site and Architectural Design

- Mix of uses and Parking
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## Corridor Recommendations & Strategies- Design



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## Corridor Recommendations & Strategies- Design



### Site and Architectural Design

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- Architectural Design
- Connectivity/Walkability



Fayette Place - Alternative 4  
Fayetteville LCI Supplemental Study



## Corridor Recommendations & Strategies- Design



Market Place at Lafayette - Alternative 1  
Fayetteville LCI Supplemental Study

### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- **Stormwater Management**
- Architectural Design
- Connectivity/Walkability

## Corridor Recommendations & Strategies- Design



### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- **Stormwater Management**
- Architectural Design
- Connectivity/Walkability



## Corridor Recommendations & Strategies- Design



Commercial/Mixed Use Examples

### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- **Architectural Design**
- Connectivity/Walkability



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## Corridor Recommendations & Strategies- Design



Clustered Residential Examples

### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- **Architectural Design**
- Connectivity/Walkability



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## Corridor Recommendations & Strategies- Design



Senior/Assisted Living Examples

### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- Architectural Design
- Connectivity/Walkability



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## Corridor Recommendations & Strategies- Design



### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- Architectural Design
- Connectivity/Walkability



692 Glynn St. North - Alternative 3  
Fayetteville LCI Supplemental Study



## Corridor Recommendations & Strategies- Design



Market Place at Lafayette - Alternative 3  
Fayetteville LCI Supplemental Study



### Site and Architectural Design

- Mix of uses and Parking
- Height/Density
- Stormwater Management
- Architectural Design
- **Connectivity/Walkability**

## Corridor Recommendations & Strategies- Circulation

### Vehicular Operations

- Volumes have decreased along GA 85 and GA 54 from 2003-2010. Additional capacity should not be necessary.
- Steps should be taken to implement traffic calming, new connections, safety enhancements, and multimodal strategies.
- Consider new connections as part of redevelopment projects.



## Corridor Recommendations & Strategies- Circulation



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## Corridor Recommendations & Strategies- Circulation

### Access Management

- Enhancements should consider opportunities for driveway consolidation and shared driveways.
- Consider extending Glynn Street landscaped median further north to consolidate left turn movements.
- Limit driveways along major arterial streets and incorporate inter-parcel access as part of future development/redevelopment projects.



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## Corridor Recommendations & Strategies- Circulation

### Ped/Bike Connections

- Identify key facilities to accommodate bike lanes (in addition to GA 54 from GA 85 to Tiger Trail).
- Investigate parallel facilities to GA 85 as potential bike routes (Church Street Extension or Jeff Davis).
- New development should seek to create smaller, more walkable block sizes and implement streetscape enhancements along major corridors.



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## Corridor Recommendations & Strategies- Open Space



### Streetscapes and Open Space

- Streetscapes
- Open Space



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## Corridor Recommendations & Strategies- Open Space



Market Place at Lafayette - Alternative 4  
Fayetteville LCI Supplemental Study



### Streetscapes and Open Space

- Streetscapes
- Open Space



## Illustrative Concepts- Marketplace at Lafayette Park



Market Place at Lafayette - Alternative 3  
Fayetteville LCI Supplemental Study



- Potential for senior/assisted living product
- Additional residential, office (potential medical) and supporting retail development
- Reinforce Village Square with surrounding buildings
- Transition to Villages neighborhood
- Potential access concerns?

## Illustrative Concepts- Fayette Place



Fayette Place - Alternative 1  
Fayetteville LCI Supplemental Study



- Combination of townhouse and retail/office
- Reinforce GA 85 frontage
- Development interior open spaces and amenities
- Extend Church Street
- Additional property needed to offset property cost and income stream from tenants

## Illustrative Concepts- Fayette Place



Fayette Place - Alternative 3  
Fayetteville LCI Supplemental Study



- Combination of multi-family residential, office, and supporting retail
- Reinforce GA 85 frontage
- Develop interior open spaces and amenities
- Extend Church Street
- Potential to offset financial shortfall with tax allocation district

## Illustrative Concepts- 690/692 Glynn



692 Glynn St. North - Alternative 3  
Fayetteville LCI Supplemental Study



- Combination of loft condo and supporting retail/restaurant
- Reinforce Glynn Street frontage

## Illustrative Concepts- 690/692 Glynn



692 Glynn St. North - Alternative 6  
Fayetteville LCI Supplemental Study



- Potential for office/data center
- Similar financial gap versus residential and institutional concepts

## Opportunities

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### Key Characteristics of Likely Redevelopment Sites

- **Most quality redevelopment sites are (or were) primarily retail sites**
- **Redevelopment sites for mixed-use concepts should be 6 acres or larger in size**
- **Retail centers with high vacancy rates will require less density and financial assistance**
- **Parcels with a depth greater than 100 feet are more likely to support design recommendations and allow for transitions to neighborhood areas**

