



GOAL 4

Improve physical connectivity and accessibility within and around Downtown

Why this matters:

One of Downtown Raleigh's greatest assets is its traditional urban street grid which helps disperse congestion and maximize development potential. While new development activity is happening all around Downtown, members of the public still cite connectivity as a major challenge of transitioning into a pedestrian-friendly Downtown. There exists opportunities to better connect Downtown's neighborhoods and activity nodes via a modal design hierarchy, place-making interventions, and a land use approach that focuses investments along strategic streets and block faces.

Key Objectives:

- Conduct an inventory of streetscape elements, such as benches and trash cans, including their condition, and develop a plan to beautify, improve, and expand upon the network.
- Build partnerships to advance art projects and creative place-making in the public realm.
- Educate and inform Downtown stakeholders on available mobility options, programs, and other approaches that advance an efficient multi-modal transportation network.
- Outreach with public and private property owners to beautify targeted corridors to improve connectivity.

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IMPLEMENTATION

PARTNERSHIPS

FY19 FY20 FY21

4.1	Partner with the City, the State and other organizations to better integrate public realm maintenance and beautification efforts.			
4.2	Build partnerships to advance art projects and creative place-making additions in the public realm.			
4.3	Establish a task force focused on improving and preserving accessibility in Downtown.			
4.4	Participate in partnerships to plan, design, support and program exceptional Downtown parks and open spaces.			
4.5	Develop key partnerships for improved parking management techniques, pricing, and payment methods that maximize the utility of existing facilities. Organize and simplify user-oriented communications with the goal of parking being a forgettable experience.			
4.6	Support partnerships that work for improved transit, safer bicycle lanes, passenger loading areas, transit shelters, and other non-motorized transportation options to effect safer, more equitable transportation options into and around Downtown.			

PROJECTS

4.1	Conduct an inventory of streetscape elements, including their condition, and develop a plan to beautify, improve and expand upon the network.			
4.2	If feasible, deploy a digital wayfinding program.			

PROGRAMS

4.1	Facilitate the delivery of street pole banners in partnership with area organizations and in accordance with local regulations.			
4.2	Encourage and facilitate the removal of clutter in the public realm (old wayfinding, haphazard café seating, temporary signs, etc.).			

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GOAL 4, CONTINUED

IMPLEMENTATION

POSITIONING

FY19 FY20 FY21

4.1	Advocate for appropriate balance of private and public installations and uses of the public realm, promoting hospitality while protecting accessibility.			
4.2	Outreach with public and private property owners to beautify targeted corridors to improve connectivity.			
4.3	Support the planning for and delivery of improved multi-modal transportation options into and around Downtown.			
4.4	Educate and inform Downtown stakeholders on available mobility options, programs, and other approaches that advance an efficient multi-modal transportation network.			