

# CHAPTER 5

## 5 | CONCLUSIONS

Improvements along Murchison Road will require careful planning and the collaboration of multiple agencies and entities within a corridor context that changes character and urban form over the five miles between Fort Bragg and Downtown Fayetteville. The recommendations presented herein provide brief synopsis of transportation solutions that address the context and users of each particular segment.

- 118-foot right-of-way,
- 12-foot wide planted median dividing the travel directions with mountable curb and gutter,
- 6-foot sidewalks on both sides separated from the roadway by a 4-foot planting strip, and
- Utilities consolidated on the west side of the street on tall, overhead poles.

### murchison road improvements

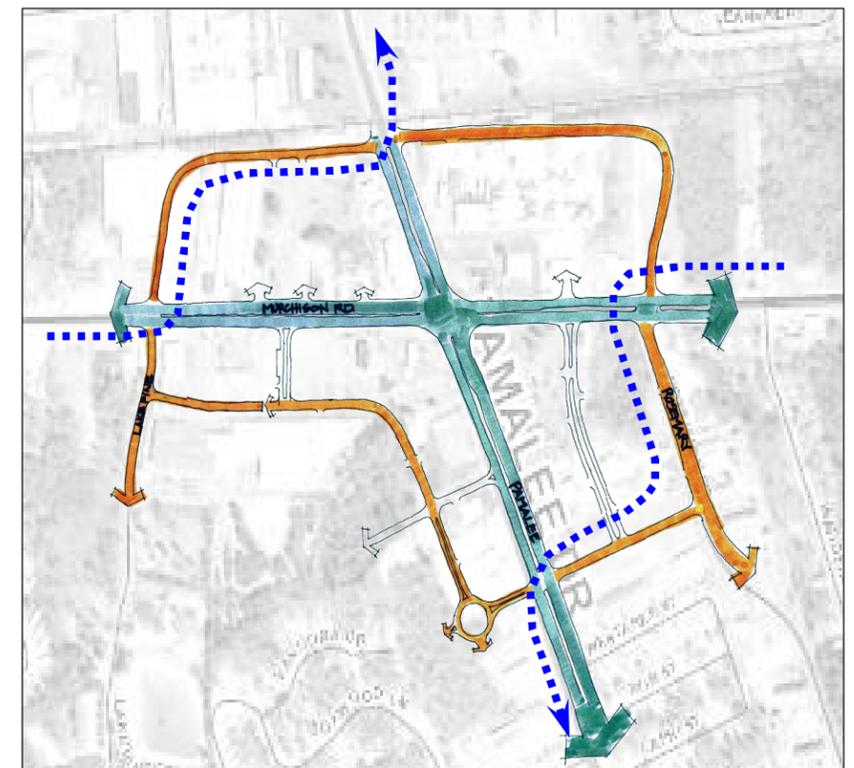
#### I-295 TO PAMALEE DRIVE

Based on the traffic projections due to the closure of Bragg Boulevard to non-base traffic and the extension of I-295 and feedback from the area residents and business owners, the northern segment of Murchison Road from Country Club Drive/Pamalee Drive to I-295 will need to be widened to six-lanes to accommodate daily traffic. The tradeoff though was to continue to provide adequate access to local businesses and minimize impacts. Therefore, the cross-section design presented in **Alternative B** was selected as the preferred alternative for the segment, and includes

- 96-foot, median-divided roadway section with six travel lanes,
  - 14-foot wide outside lanes to provide cycling space,
  - Standard 12-foot travel lanes on the interior,

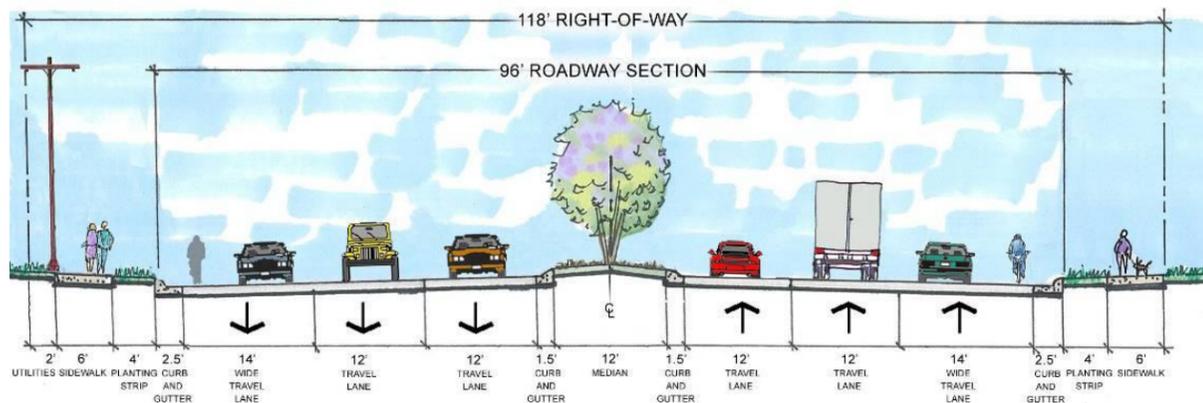
#### COUNTRY CLUB DRIVE/PAMALEE DRIVE INTERSECTION

To accommodate high volumes of left turns and significant increases in traffic on all approaches, a **“quadrant intersection” design** is recommended to redirect turning movements at the main intersection to offset intersections. The configuration is achieved by extending Lake Pine Drive and Rosemary Street across Murchison to create links to Country Club Drive west of the rail crossing. While the northeast and southwest roadways will handle considerable left-turning traffic from Murchison Road, the remaining two quadrants will help provide traffic flow around potential retail redevelopment sites.



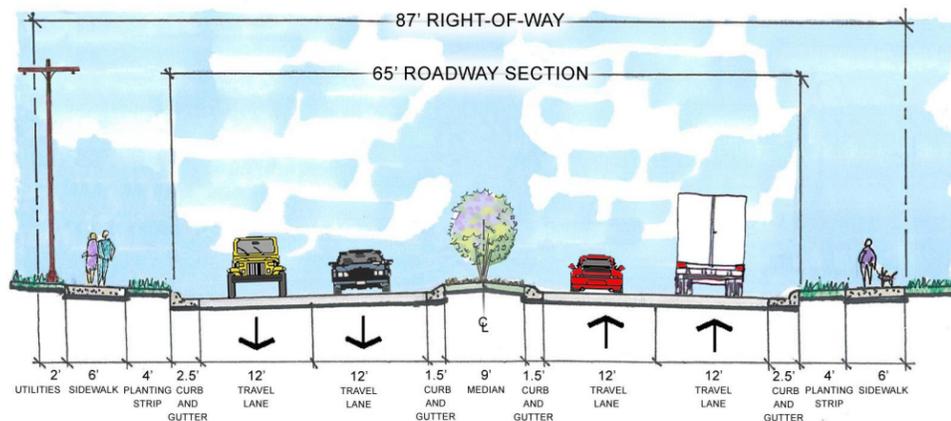
#### PAMALEE DRIVE TO LANGDON STREET

Balancing the need to process increased traffic while maintaining the residential character of the central portion of the corridor, a compact four-lane, median-divided cross-section was selected as the appropriate solution that could provide an acceptable level-of-service for traffic while minimizing impacts to neighborhood homes and yards. The recommended **Alternative C** consists of:





alternative C



- 61- to 65-foot, median-divided roadway section with four travel lanes,
  - Standard 12-foot lanes from Pamalee Drive to Jasper Street,
  - Reduced 11-foot lanes from Jasper Street to Langdon Street to reduce impacts and vehicular speeds,
- 83- to 87-foot right-of-way,
- 9-foot wide planted median dividing the travel directions with mountable curb and gutter, and
- 6-foot sidewalks on both sides separated from the roadway by a 4-foot planting strip, and
- Utilities consolidated on the west side of the street on tall, overhead poles.

This alternative provides a median and regularly spaced at median breaks to facilitate onerous left-turns, as requested by community members and business owners at the charrette. The medians also help to improve the traffic capacity for the segment by 25%, provide refuges for safer pedestrian crossings, and create space for landscaping to improve aesthetics.

### LANGDON STREET TO MLK FREEWAY

With the southern portion of the corridor defined by its proximity to Fayetteville State University, improvements in

this segment need to consider several road users, including motorists, transit patrons, cyclists, and pedestrians. Providing a design where these users can interact in a safe and inviting atmosphere is crucial to successful implementation and redevelopment in the area.

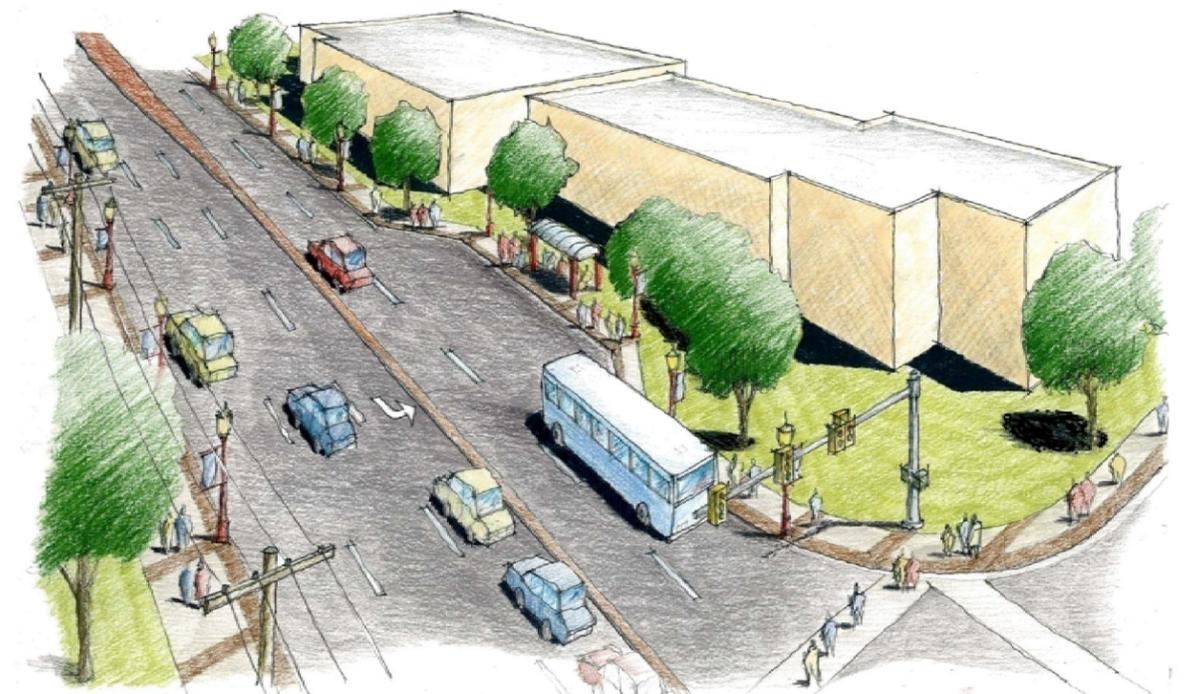
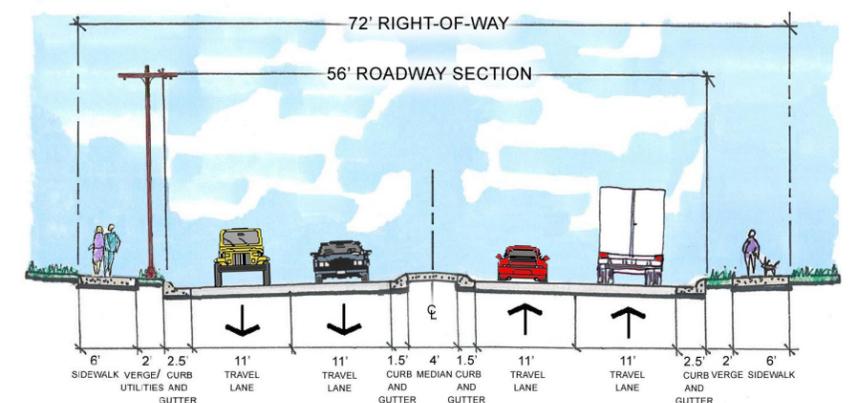
**Alternative D** provides the appropriate solutions and streetscape amenities to address the needs of the area. The conceptual design for the segment includes:

- 56-foot, median-divided roadway section with four 11-foot travel lanes to reduce impacts and vehicular speeds,
- 72-foot right-of-way,
- 4-foot wide brick paver median dividing the travel directions with mountable curb and gutter, and
- 6-foot sidewalks on both sides separated from the roadway by a 2-utility strip, and
- Utilities consolidated on the west side of the street on tall, overhead poles.

In addition, the street will include numerous streetscape elements to enhance the walkability and help influence reduced speeds, including:

- Sidewalks: Six feet unless adjacent to retail buildings in which case ten feet is recommended.
- Plazas: Gathering places for the community on the southeastern corner of the intersection with Langdon Street and on the east side at Currie Street.
- Street trees: Shade trees located behind the sidewalk where possible.

alternative D



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- **Street lighting:** Pedestrian scale lighting to supplement streetlights to enhance safety and contribute to pedestrian comfort and desire to walk during evening and night hours.
- **Buffers:** Two-foot wide utility strip, adjacent to retail buildings the buffer should be paved with periodic tree wells.
- **Median:** Brick pavers or stamped, colored concrete to reflect the architectural style of FSU and the adjacent neighborhoods.
- **Signalized crossings:** Pedestrian crossings at Langdon Street, Currie Street, and Filter Plant Road convenient for pedestrians.
- **Crosswalks:** Six intersection locations treated with high-visibility ladder-style crosswalk markings to achieve the best design for pedestrian safety; four-foot wide pedestrian refuge islands.
- **Bus stops:** Bus pull-outs to allow bus drivers to pull to the curb and avoid blocking the travel lane; bus shelters with covering to protect riders from weather, shade tree(s), appropriate seating, updated bus route schedules and information, and adequate pedestrian access leading to the sidewalk and nearest intersection.
- **Bicycle Provisions:** Bicycle route signage guiding cyclists from Murchison Road to the greenways; bicycle racks installed throughout the district.
- **Building form:** New buildings built up to the back-of-sidewalk and rise at least two stories.
- **Gateway treatments:** Gateways in the form of buildings, public art, wood or metal structures in the public right-of-way, water features, or well-designed “welcome” signs.
- **Parking:** Centralized municipal- or university-owned parking lot.



## systemwide improvements

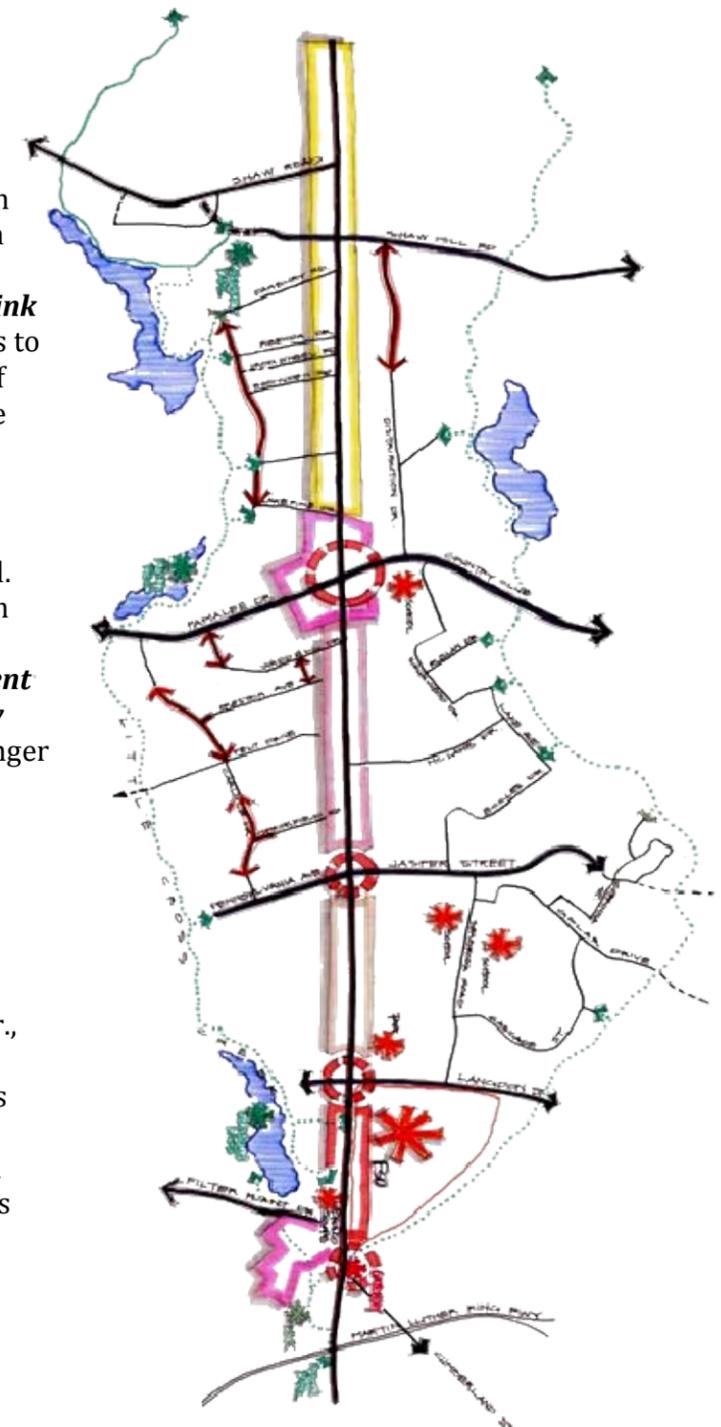
### CONNECTIVITY

The lack of connectivity between Murchison Road and other north-south arterials in Fayetteville is problematic to its residents and motorists. An important goal is to **create better interconnectivity within the neighborhoods and between adjacent industrial areas**, as well as to **link them to the east-west arterials**. This will allow local trips better access to these corridors and reduce trips on Murchison Road. Prime examples of such projects are the extension of Commonwealth Avenue from Pamalee Drive south to Temple Avenue as parcels near Parks Chapel Church redevelop and the extension of Distribution Drive to Shaw Mill Road.

It will also be crucial to **alleviate choke points and plan for future widening of the east-west corridors crossing Murchison** when needed. New approaches and innovative intersection designs must be used when remedying congestion points in the system such as Langdon Street at Ramsey Street. Fayetteville and FAMPO should **consider the realignment of Shaw Road or Shaw Mill Road as investigated in NCDOT Feasibility Study F-0206B**. The realignment ensures that the two streets are no longer offset and can provide a contiguous connection to Murchison Road.

### GREENWAYS

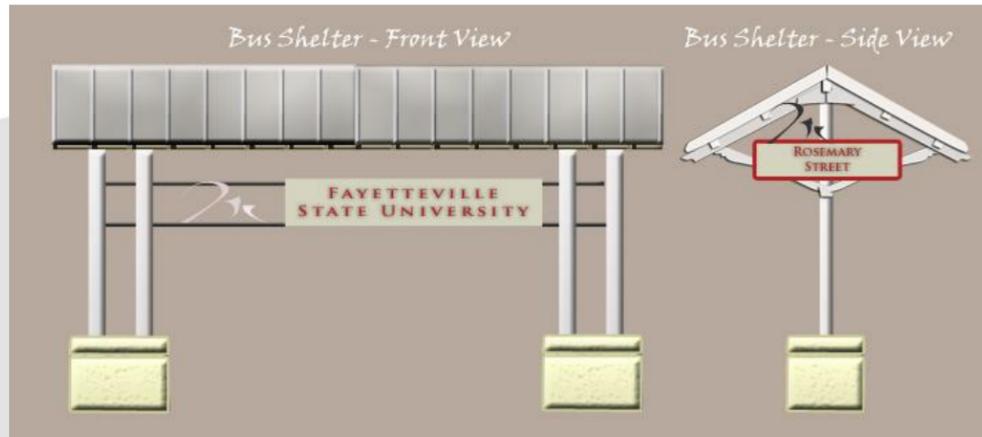
The City-owned land along streamways on either side of Murchison provides a corridor for what could be **two attractive greenways along Little Cross Creek and Cross Creek**. Anchored by Martin Luther King, Jr., Park and the development of NC Veterans Park at the south end of the Murchison Road corridor, these two greenways could parallel the creeks and provide the residential neighborhoods of north Fayetteville with a green and recreational corridor to downtown. The greenway trail could create a linkage between downtown parks like Veterans Memorial, Cross Creek, and Downtown Linear Parks to outlying parks such as Rowan, Seabrook, and College Lakes Parks. It is also important to identify neighborhood connections to provide access to the facilities outside of major trailheads.





## BRANDING & WAYFINDING

In order to help build neighborhood identity, a **community branding plan aimed at proposing designs for corridor signage, gateways, business signage, greenway signage and bus shelters.** The designs would make use of a common palette of materials and architectural treatments, that reflect local cultural and architectural heritage. Recommended pillars and pedestals recall the stone facing/masonry that appears locally as a complement to the more common brick buildings that dominate in the Corridor. Limestone or other lighter toned stone material is recommended in order to stand out visually in front of a background of brick structures and under a shady canopy of dark-green Southern Pines. Shelter designs (for kiosks and bus stops) made a direct reference to the shelters of the downtown Fayetteville passenger train station.



## catalyst projects

Over the course of the four-day charrette, the design team heard of numerous developers working toward submitting site plans for new businesses and residences within the study area. The enthusiasm and commitment of these developers will aid in the reinvestment in Murchison Road and two catalyst sites:

**Pamalee Crossroads:** The area around the intersection of Country Club Drive and Pamalee Drive sits at the heart of the corridor and presents an opportunity to redevelop the four

quadrants of the intersection into an activity center that serves the needs of the surrounding neighborhoods. The northwestern quadrant has the potential to accommodate commercial uses projected for the corridor, particularly those that meet current and near future demand. The uses in the other three quadrants are reflective of the Phase I report as well as the desires of the community, including a mix of commercial, retail, entertainment, office, and multi-family residential uses.

**Washington Drive/High School:** The Old Washington High School Area, a site that is situated at the southern end of the corridor, presents a redevelopment opportunity that not only takes advantage of its surroundings but also the anticipated growth in the area, potentially as an extension of the FSU campus. At the very least, the site could accommodate a coordinated mixture of uses that would complement the FSU campus. In terms of housing, the site could support additional multi-family housing units, whether university- or privately-owned apartment complexes. Taking advantage of the visibility from Bragg Boulevard, retail or institutional uses mixed with office space could be developed on the site near the intersection of Blue Street and Bragg Boulevard. Overall, the site has the potential to serve as a new entrance into campus from Bragg Boulevard.



## funding & implementation

There are a variety of funding strategies to implement the recommended improvements for the Murchison Road Corridor Plan. These funding strategies include state and local monies, which are often limited or committed well into the future. Grant funding from the state typically requires a local match, but these monies may be used to cover many of the capital and operating expenses identified in the recommendations for the corridor. Some of the improvements will be made in partnership with the private sector.

An incremental funding approach would be possible, but is not as attractive because the full benefit of the collective improvements would not be realized for quite some time. Alternative funding sources for expediting construction include special assessments and/or a locally-adopted sales tax or tax incentives.

One thing is certain, with the current municipal and state funding shortfall the most critical steps toward implementation will be carried by leaders identified within the community. In collaboration with state and local officials, their collective efforts will lead to a transformation of a neglected corridor into a safe, economically viable and aesthetically-pleasing gateway into the heart of Fayetteville.

