

### INTEROFFICE MEMORANDUM

June 1, 2015

**MEMO TO:** Ruffin Hall, City Manager

**FROM:** Eric Lamb, Transportation Planning Manager  
Larry Jarvis, Housing and Neighborhoods Director  
Clayton Hainline, Budget Analyst

**SUBJECT:** Budget Note 07 - Tarboro Road Streetscape Project

Council Member Weeks expressed interest in information on a potential Tarboro Road streetscape project. This memorandum provides background information and provides staff's recommendation to advance this project.

#### Background

A draft study, compiled by staff from St. Augustine's University and the city in 2011, identified potential improvements along Tarboro Road and Oakwood Avenue in the vicinity of the school. The *St. Augustine's College Planning Study* included a "high level" concept plan for streetscape improvements along Oakwood Avenue, as well as the avenue's intersection with Tarboro Road. At this time, no detailed design has been developed, nor have any concepts been vetted with the public.

The 2015 adopted budget included funding for a study that would review economic development opportunities in the Tarboro/Oakwood area. Staff across a number of departments including; Housing and Neighborhoods, Planning, and the Office of Economic Development have met regularly to work on the study. The goal of the economic development portion of the study is to gain an understanding of the market potential of the commercial area supporting the neighborhood; and how the area might be improved as a neighborhood amenity. Staff anticipates receiving a draft of the study within the next few weeks.

Concurrently, staff in the Urban Design Center and Office of Transportation Planning is finalizing the scope of work for the design of a Tarboro Road streetscape project; the conceptual design process will take an estimated six to eight months to complete and will need to include both stakeholder and public input. The results of the economic development study will help structure the design elements of the Tarboro Road streetscape project. At the end of the conceptual design phase, staff will have an estimate of probable cost suitable to develop a budget for implementation. Following Council approval of the conceptual design, to complete development of construction documents Public Works may require additional funding if staff does not have the capacity to complete in-house engineering services.

Prioritizing this project for in-house design could potentially postpone progress on other streetscape and neighborhood traffic calming projects to the 2016 calendar year. Allocating resources for a consultant would prevent the need to postpone other studies, but would likely not expedite the design phase of the Tarboro project.

**Recommendation**

Should Council wish to explore the Tarboro Road streetscape, staff recommends funding the project through the targeted economic development infrastructure program included in the decision package (Budget Note 5). The \$2.5 million is not currently included in the proposed budget; however, if Council chooses to fund the program, this would be an eligible project.

Another funding alternative would be to reprioritize projects in the Proposed Capital Improvement Program. Once staff has completed the design phase and has a cost estimate Council could revisit the approved streetscape prioritization from 2013 (attached), and could consider reallocating funds.

Please let us know if you or Council Members have additional questions regarding the Tarboro Road streetscape project.

**Streetscape Capitol Program  
Adopted Project Priority List  
2/20/2013**

Streetscape Project	Transit Support	Pedestrian Safety	Appearance Enhancement	Pedestrian Demand	Cycling Integration	Return on Investment	2030 Comprehensive Plan Action Item	Reinvestment Area	Traffic Volume	Total Score (35 Max)	Project Ranking
Hillsborough Street: Phase II (Rosemary)	6	3	3	4	4	3	3	3	2	31	1
Oberlin Road	6	3	2	4	4	3	3	3	2	30	2
Hillsborough Street: Phase IV (Cameron)	3	5	3	4	4	3	3	3	2	30	3
E. Cabarrus Street	3	5	2	4	4	3	3	3	1	28	4
New Bern/Edenton Corridor	3	3	4	4	4	2	3	3	2	28	5
Salisbury Street	6	5	3	4	2	3	3	0	1	27	6
Wilmington Street	6	5	3	4	2	3	3	0	1	27	7
Blue Ridge Rd District Study: Segment 3	6	3	4	2	4	3	3	0	2	27	8
Blue Ridge Rd District Study: Segment 4	6	3	3	3	4	3	3	0	2	27	9
Avent Ferry Road	6	3	3	3	4	2	3	0	3	27	10
Jones Street	3	5	2	4	4	2	3	3	1	27	11
West Morgan Street	6	3	2	4	4	3	3	0	1	26	12
Hillsborough Street: Phase VI (Westover)	6	1	4	3	4	3	3	0	2	26	13
Hillsborough Street: Phase III (Gorman)	3	3	3	4	4	3	0	3	3	26	14
Peace Street East	3	3	3	4	2	3	3	3	2	26	15
New Bern Avenue East: Phase II	3	1	4	4	2	3	3	3	3	26	16
New Bern Avenue East: Phase I	3	1	4	4	2	2	3	3	3	25	17
E. Martin Street	3	5	3	4	2	3	3	0	1	24	18
Wilmington Street/ MLK, Jr Blvd. Intersection	3	3	3	4	0	3	3	3	2	24	19
Hillsborough Street: Phase V (Meredith)	3	1	4	3	4	3	0	3	3	24	20
Wake Forest Road - Mordecai	6	1	3	3	4	1	3	0	2	23	21
Poole Road Streetscape	0	3	3	4	4	2	3	3	1	23	22
Trinity Road	3	1	4	3	4	3	3	0	1	22	23
Blue Ridge Rd District Study: Segment 1	3	0	4	2	4	3	3	0	3	22	24
Blue Ridge Rd District Study: Segment 2	3	0	4	2	4	3	3	0	3	22	25
W. Cabarrus Street	3	3	3	4	2	2	3	0	1	21	26
Martin L. King, Jr. Blvd	3	3	2	4	2	1	0	3	2	20	27
Boylan Avenue	3	3	0	4	4	2	3	0	1	20	28
Person Street	3	1	3	4	4	3	0	0	1	19	29
Wake Forest Road - North	3	1	3	3	0	3	3	0	3	19	30
Falls of Neuse Road	3	1	2	4	0	3	0	3	3	19	31
Five Points Streetscape	3	1	3	4	2	2	0	0	3	18	32
Tarboro/Oakwood Area	0	3	3	4	2	1	0	3	1	17	33
Olde East Raleigh Streetscapes	0	3	2	4	0	1	3	3	1	17	34
Whitaker Mill Road	3	1	1	3	2	1	0	0	1	12	35
Sanderford / Creech Road Intersection	0	1	4	1	0	1	0	3	1	11	36

