



hillsborough st
A CITY OF RALEIGH RENEWAL PROJECT



City of Raleigh



Business Resource Guide

HillsboroughStProject.raleighnc.gov



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Introduction

Hillsborough Street is one of Raleigh's most iconic streets, steeped in a rich history and remembered by decades of citizens, especially Wolfpack supporters. One of the four main streets radiating from the original 1797 William Christmas plan of Raleigh, the Hillsborough Street corridor was a main thoroughfare for travelers going west. The street is now home to major universities and businesses, has established neighborhoods and welcomes visitors in its area hotels. The district is one of the fastest growing areas of the city and is, attracting a wide variety of people who bring new vitality to the street.

Since the completion of Phase I renovations in 2010 the street has seen an increase in customer traffic, a reduction of pedestrian-related auto accidents, and an increased sense of security and beauty along the corridor. Therefore, the City of Raleigh is going forward with Phase II of the Renewal Project. Construction is expected to begin in June, 2016.

The Renewal Project is designed to transform the street into a more desirable place to work, shop, dine and live. The renovations of Hillsborough Street will enhance opportunities for commerce, improve access to shops, and engage and accommodate increased foot traffic.

Forward

The City of Raleigh, with the help of the Hillsborough Street Community Service Corporation (aka Live It Up!), is proud to present The Business Resource Guide for the Hillsborough Street Phase II Renewal Project.

The Hillsborough Street Renewal Project may bring challenges to your business during construction, however it is our hope this guide will assist during this exciting, yet messy, time in Hillsborough Street's history. Taking part in various activities during construction, staying positive and being flexible will help your bottom line. In this guide, you will find communication tools, construction contact information, and construction talking points. Please take some time to look through the guide and if you have any questions, please contact the Hillsborough Street Renewal Project Manager, Richard Dickie at 919-996-3030 or Hillsborough.St@Raleighnc.gov

Live It Up! will launch a smart phone app on iTunes and Google Play stores in early June, 2016. The app will provide merchants, property owners and district visitors with up-to-date construction information, a directory of merchants and a list of upcoming events. The app will get updated in the fall of 2016 to include a parking map, bus tracking and more tools to benefit your employees and your customers.





City of Raleigh



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Construction Contacts

FOR CONSTRUCTION INFORMATION

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VISIT US ONLINE

www.HillsboroughStRenewal.com

www.twitter.com/RaleighPWDC

www.facebook.com/HillsboroughStreet2



Construction Schedule

PHASE I, JUNE 2016 - JANUARY 2017 HILLSBOROUGH STREET SOUTH SIDE

- Sanitary Sewer and water
- Duct Bank
- Storm Drain
- Power, telephone and cable to duct bank
- Street and sidewalk construction
- Street light foundations
- Remove old poles

PHASE II, JANUARY 2017 - JULY 2017 HILLSBOROUGH STREET NORTH SIDE

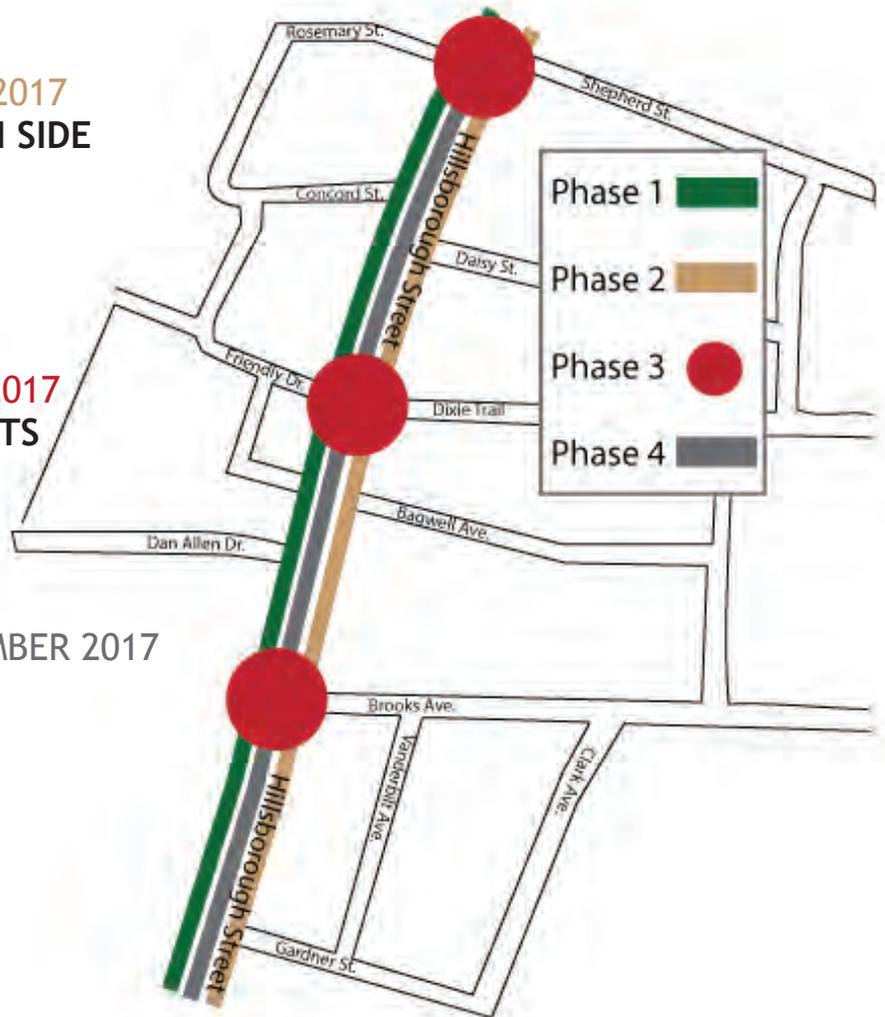
- Storm Drain
- Demo and grading for new sidewalks
- Street and sidewalk construction
- Street light foundations

PHASE III, JULY 2017 - AUGUST 2017 INSTALLATION OF ROUNDABOUTS

- Pavement removal
- Curb and truck apron
- Wedging in roundabouts

PHASE IV, AUGUST 2017 - NOVEMBER 2017 FINAL STAGE

- Median construction
- Final paving
- Landscape
- Pavement markings and signage



Parking and Transportation

We encourage you to incentivize your employees to rely on local transit services such as:

- GoRaleigh
- GoTriangle
- Wolfline

or non-motorized transportation, during construction. These services will be the best way to avoid construction delays during the project. Local, county and university buses will get you to Hillsborough Street effectively while riding your bike or walking are great options for shorter trips.

FREE ON-STREET PARKING (Neighborhoods)

On-street parking will still be available during construction to visitors. They will be able to find free on-street parking spaces in areas on nearby streets. The neighborhoods surrounding the Hillsborough Street area offer parking permits to residents. Visitors without permits must pay extremely close attention to parking time limits and permitted parking hours. For more information, visit the City of Raleigh

website.

PATRON PARKING (Businesses)

Many businesses along the street offer free parking for their patrons. There will be times when this parking is unavailable due to new driveways being built and other construction activities. Neighboring businesses are encourage to team up during construction to offer parking to neighboring businesses clients. Merchant team work during the construction period will help your customers and build their loyalty in the end.

NC STATE PARKING LOTS

NC State maintains many parking lots in the Hillsborough Street area on both sides of the street. These lots have differing guidelines as to which university permits are required throughout the day. Many of the lots offer FREE parking to visitors after 5:00 p.m. Monday - Thursday and after 5:00 p.m. Friday until 6:00 a.m. Monday. Pay close attention to permit requirements and permitted visitor parking hours in these lots. For more information, visit NC state Transportation on the web, or reference the Live It Up! app.

NC STATE PARKING DECKS

NC State maintains two parking decks on Main Campus providing paid parking for visitors. The Dan Allen Deck provides approximately 200 spaces available to visitors. The Dan Allen deck ONLY accepts credit card payment and does NOT accept cash payment. Overnight parking is NOT allowed in the Dan Allen Deck. The Coliseum Deck, located near Reynolds Coliseum, accepts cash payment. Parking rates for both decks are as follow: \$2 for the first hour, \$1 for each consecutive hour, \$6 daily maximum per visit. For more information, visit NC State Transportation on the web or reference the Live It Up! App.

Make sure to share parking information with all your employees and customers, as informed customers are more likely to return.





Business Tips During Construction

GENERAL BUSINESS TIPS

- Stay informed. Attend monthly Coffee Talks and other public meetings that relate to the construction project and read all Hillsborough Street correspondence from the City of Raleigh and Live It Up!.
- Provide employees directions and access to construction information
- Keep project manager's contact information handy.
- Make sure signage is clear if there are construction detours.
- If you have back and side entrances make them available for customers to access your business when and if your front entrance may be blocked.
- Network with other local businesses to pool resources and help each other out.

GENERAL BUSINESS TIPS

- Be a great salesperson and market your business
- Encourage your employees and customers to download the Live It Up! app
- Over communicate; use social media, call your best customers, send out promotional emails and mailers
- Offer extended hours if you possible. Be flexible to accommodate your customer needs and demands
- Be assertive; promote and offer specials as well

as new products and services

- Be an ambassador of your business and Hillsborough Street and help your employees be ambassadors as well.
- Stay positive and upbeat, people return to places where the staff is upbeat and friendly.

BE HILLSBOROUGH STREET AMBASSADORS

- Make sure employees know that you expect them to be positive ambassadors and share some of these tips to make it easier
- Communicate with neighborhood businesses owners, explain how important it is for all Hillsborough
- Street businesses to be positive ambassadors of the project and help each other during the construction phase
- Communicate with employees and clients that your business is looking forward to the renewal of Hillsborough Street and the new business it will bring
- Help your customers navigate the construction and be a resource

Look Ahead to Completion

In this section, you will find a brief description of some of the highlights in the Phase II Renewal Project. Business owners are encouraged to review these elements with your employees so we can all be better ambassadors for the street.

PUBLIC ART

The City of Raleigh’s Public Art and Design Board approved RDG Dahlquist Art Studio to create site-specific public art as a part of the Hillsborough Street Phase II project. David Dahlquist is a nationally recognized public artist and teacher who leads RDG Dahlquist Art Studio. His work ranges from free-standing sculptures to major architectural installations.

RDG Dahlquist Art Studio designed a series of public art piers that will be integrated within the Hillsborough Street corridor. The piers highlight imagery with key historical, social and cultural aspects of the street.



Public art at selected City of Raleigh sites is authorized by the Half Percent for Art Ordinance adopted by the City Council in 2009 and implemented by the City’s Public Art and Design Board and the City of Raleigh Arts Commission. For more information, contact **Kim Curry-Evans, Public Art Coordinator**, at **919-996-4688** or **kim.curry.evans@raleighnc.gov**





BUFFERED BIKE LANES

Buffered bike lanes have a designated buffer space separating the bicycle lane from the adjacent motor vehicle travel lane and/or the parking lane. Phase II incorporates [size] buffered bike lanes.

RAISED MEDIANS

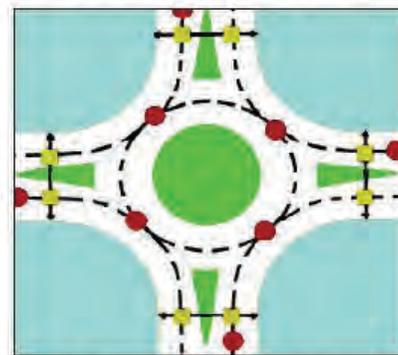
The raised medians along Hillsborough Street will provide pedestrian and vehicular safety. Raised medians and pedestrian refuge islands allow pedestrians to cross one direction of traffic at a time; this significantly reduces the complexity of the crossing. Vehicular conflicts caused by left-hand turns are eliminated with the installation of raised medians which reduces the number of potential crashes.

ROUNDAOBOUTS

Roundabouts are designed to improve safety for all users, including pedestrians and bicycles. They also can provide lasting benefits and value in many ways. They are safer, more efficient, less costly and more aesthetically appealing than conventional intersection designs. They are an excellent choice to complement other transportation objectives - including Complete Streets, multimodal networks, and corridor access management - without compromising the ability to keep traffic moving.

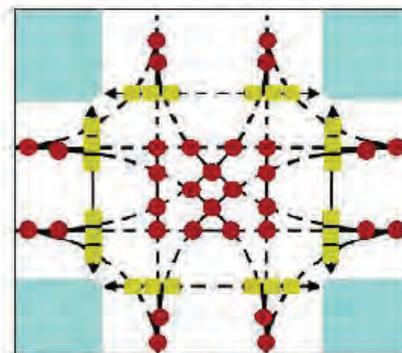
Roundabouts are a proven safety countermeasure because of their ability to substantially reduce the types of crashes that result in injury or loss of life. Most significantly, roundabouts reduce conventional stopcontrolled and signalized intersections which reduce the number and severity of conflict points, and because of the lower speeds of vehicles moving through the intersection, roundabouts are a significantly safer type of intersection.

Roundabout



- 8 Vehicle conflicts
- 8 Pedestrian conflicts

Intersection



- 32 Vehicle conflicts
- 24 Pedestrian conflicts

BURIED UTILITIES AND UPGRADED TRANSMISSION POLES

As anyone who drives the Phase II area can attest, when the Renewal Project is done and the spaghetti network of utility lines are underground, the street will be a much more delightful place to spend an afternoon. Additionally, as a result of public input on Phase II there will be a reduction in the amount of high tension power poles. This feature will not only enhance the overall look of Hillsborough Street, but will also reduce the number of power outages in the area.

LANDSCAPING

The roundabouts and sections of the medians will incorporate landscaping into the project. Landscaping not only provides beautification but helps reduce the amount of storm water runoff and reduces air pollution.

Street Trees will be added along the sidewalk throughout the corridor. Street trees will not only beautify the streetscape but trees also provide shade to cool hot streets and sidewalks, reduce storm water runoff, and reduce air pollutants and carbon dioxide emissions that pollute the air.

A Rain Garden, featuring trolley rails, will be an attractive and functional addition to the project. On the surface, a rain garden looks like an attractive garden. However, a rain garden takes advantage of rainfall and stormwater runoff in its design and plant selection. The Hillsborough Street rain garden will be small but even a small rain garden has a big impact. The garden is designed to withstand the extremes of moisture and concentrations of nutrients, particularly Nitrogen and Phosphorus that are found in stormwater runoff. Rain gardens are sited ideally close to the source of the runoff and serve to slow the stormwater as it travels downhill, giving the stormwater more time to infiltrate and less opportunity to gain momentum and erosive power.





CONSTRUCTION EVENTS

- Coffee Talks: Monthly public update meetings coordinated by the City offering businesses impacted by construction an opportunity to voice concerns and ask questions. Representatives from the City and the contractor are available to answer questions;
- Treasure Hunt: Live It Up! will hold a treasure hunt that will be unique to Hillsborough Street and engage the merchants in Phase II;
- Completion Celebration: Live It Up! will work with the City to hold a ceremony to mark the completion of Phase II.

