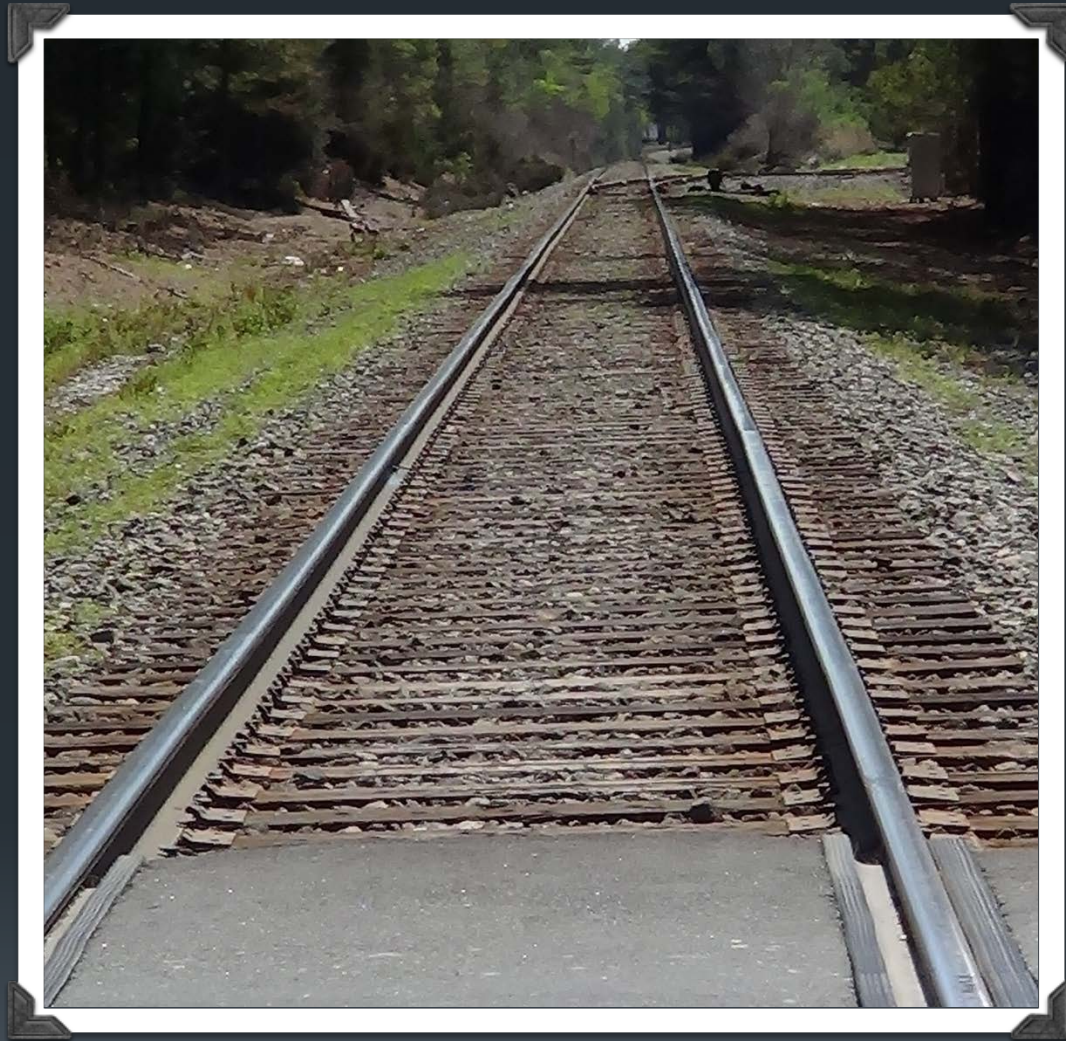




Morrisville Transit-Oriented Development Project

Who's talking transit during a recession?



Imagining Something That Doesn't Exist Here...



In a place where History Speaks to the Future.

Historical Context



- Morrisville – established 1852 along the North Carolina Railroad
- 1880 Population – 165
- 1990 Population - 1,022
- 2010 Population – 18,576
- Morrisville has always had an important relationship with the Railroad

Wariness of Change

- Population Growth from 251 in 1980 to 18,576 in 2010
- The future holds more of the same, with commensurate traffic challenges
- Morrisville holds only a few cards in the game



In the Beginning... (2009)

Transportation Plan called for a transit-oriented study in the vicinity of McCrimmon Parkway/ NC 54

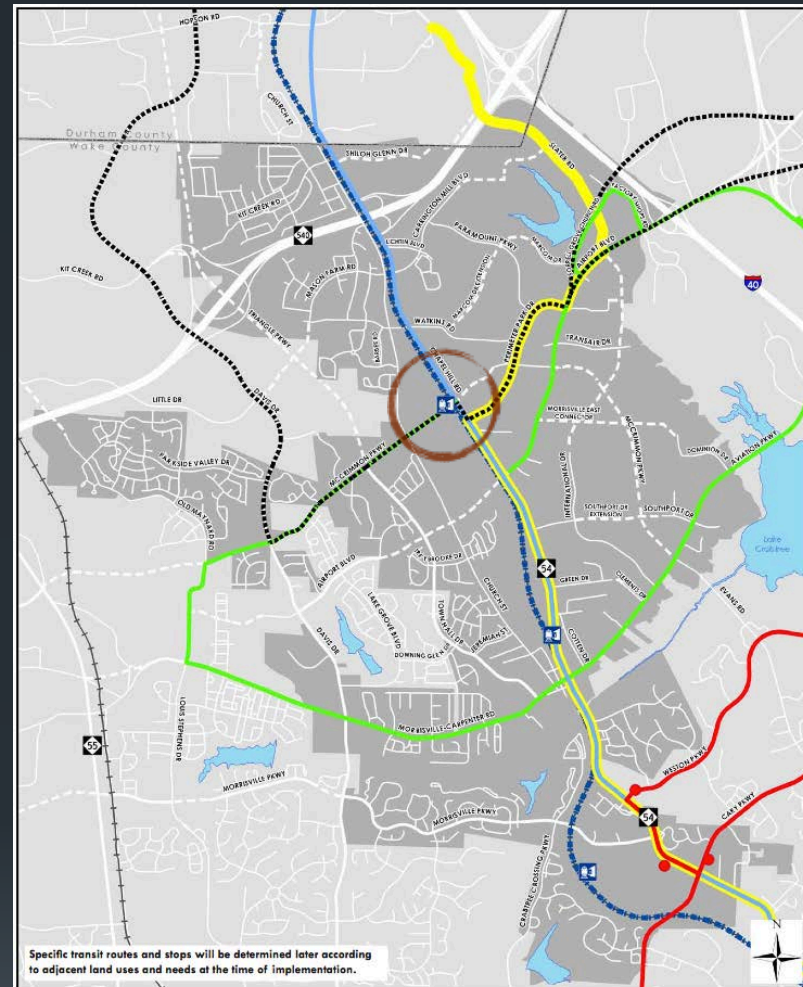
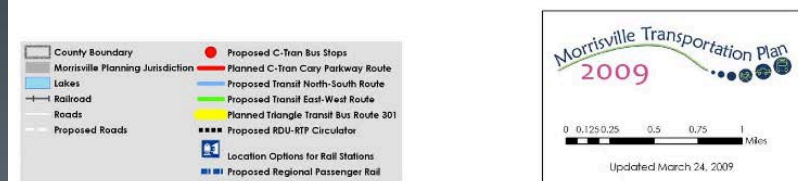


Figure 5.12 Public Transportation Recommendations



Why TOD?

- Despite its premier location on a rail line, Morrisville offers no rail transportation.
- In 2011, the Town Council passed a resolution supporting the McCrimmon Parkway transit station.
- With this, the idea of TOD was considered.

Key Features

- Vibrant Activity Center
- Connected to High-Quality Transit Service
- Linked by Safe Pedestrian Connections to Businesses and Neighborhoods
- Creates a Sense of Place
- **Adds Residential Density to Morrisville**

Four Driving Themes



Transportation Viability



Economic Value Added



Workforce Housing



Design Character





Outreach



Market Assessment

Opportunities:

- Highly proximate to RTP/RDU
- Strong incomes
- Access to two freeways
- Highest Tax-base in region
- Wake Tech campus

Limitations:

- Location is off the beaten path
- Lacks an orientation today
- Airport contours limit residential
- Road network somewhat challenging



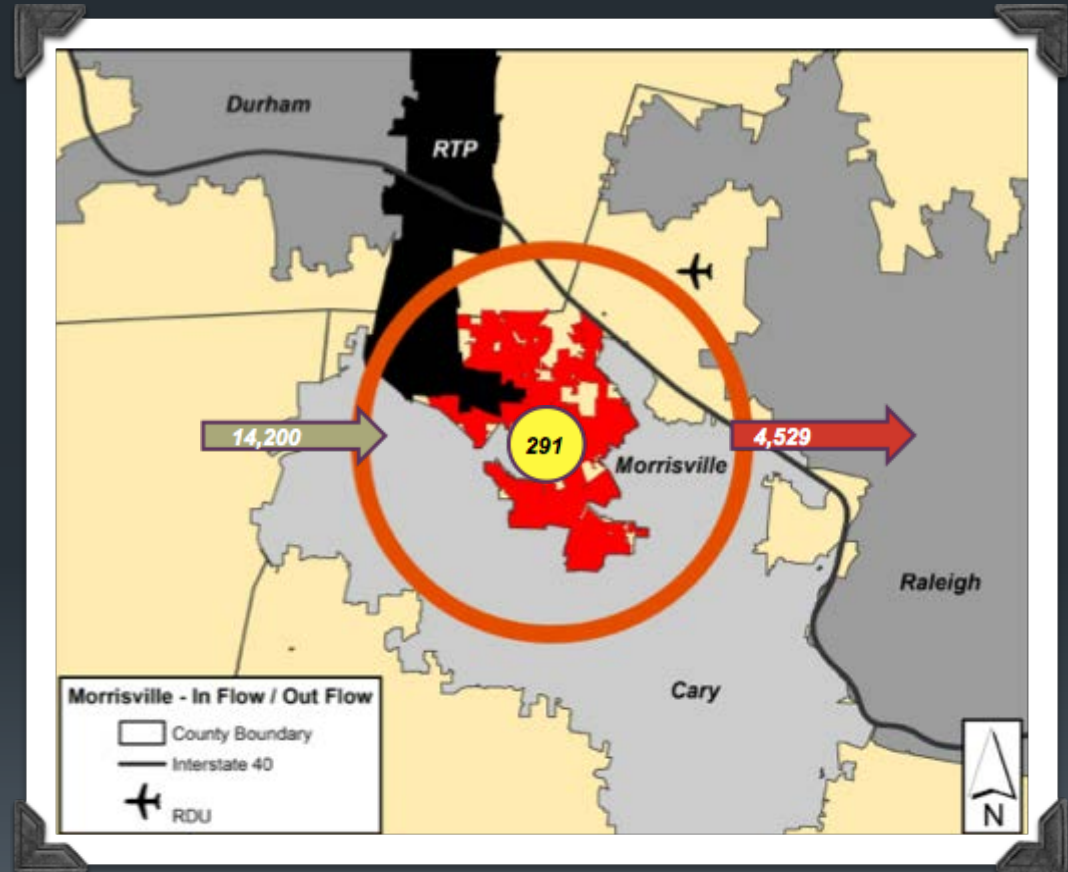
Market Assessment Output

- Create sense of location— a local destination in the market
- Transit a key part of that equation, but not only part
- Mix of land uses, integrated horizontally, not vertically
- Requires strong architecture and design
- Parks & plazas to create an orientation
- Mix of housing (apartments)
- Office, retail, hotel
- *Specific recommendations for housing and commercial property amounts and types and timing*

Land Use Category	Product Picture	Intensity	Total Demand 2010 - 2035
Neighborhood/ Walkable Core Office		Min. 50% One Floor, some over retail, with remaining being 2 floors	43,000
Regional-Serving Office		Three - Five Floors, .4to .5 FAR	197,700

Transport Assessment

- Too Many People Not Staying in Town for Work - **98%** are not residents
- NC 54 Congested - and Likely to Stay that Way
- Need for Options and a New Kind of Solution (for this area)

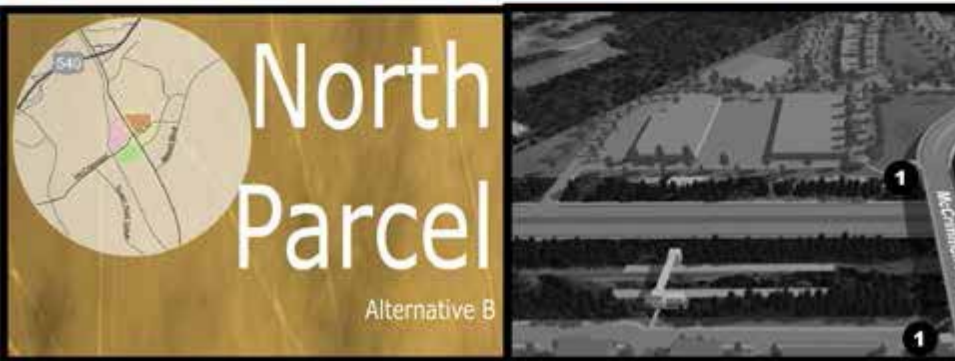


Physical Recommendations



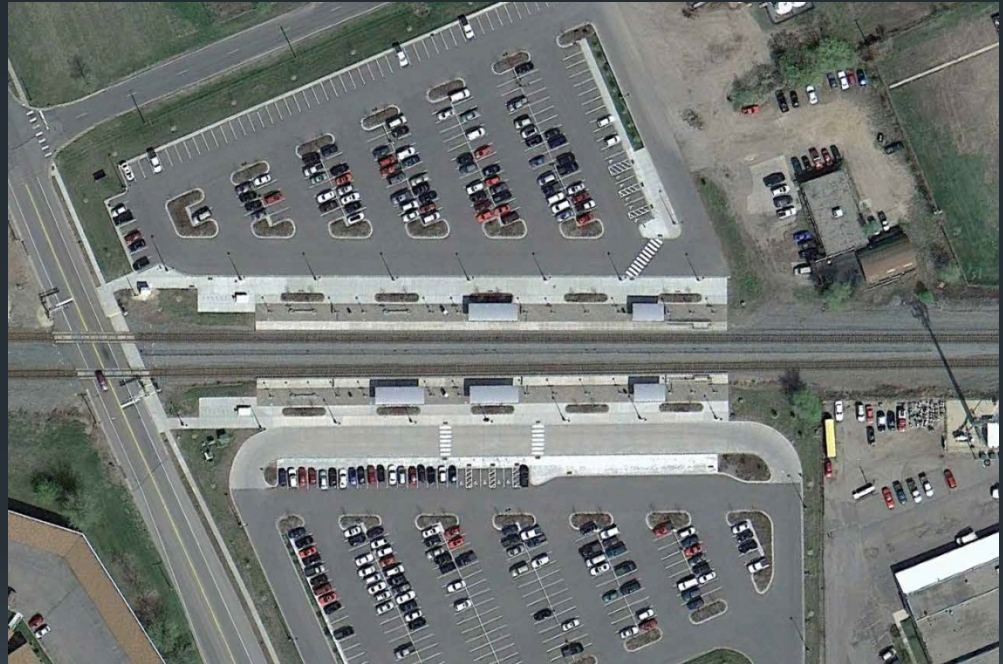
1. Rail Station
2. McCrimmon Overpass
3. Multi-Use Path Connection
4. Commuter Lot/Parking Behind Buildings
5. New Street Connections
6. Active Street, Framed by Buildings Connecting Activity Center to the Rail Station
7. Publicly Accessible Open Space and Formal Park Space
8. Direct Route/Boulevard to Rail Station
9. Transition in Scale to the Existing, Adjacent Residential Development
10. Retail Anchor at/near Corner of McCrimmon Parkway and Church Street
11. High-Density Residential Especially Towards McCrimmon Parkway
12. Iconic Social Gathering Spot Energized by Perimeter Retail & Amenities
13. Destination Concentration of Restaurants





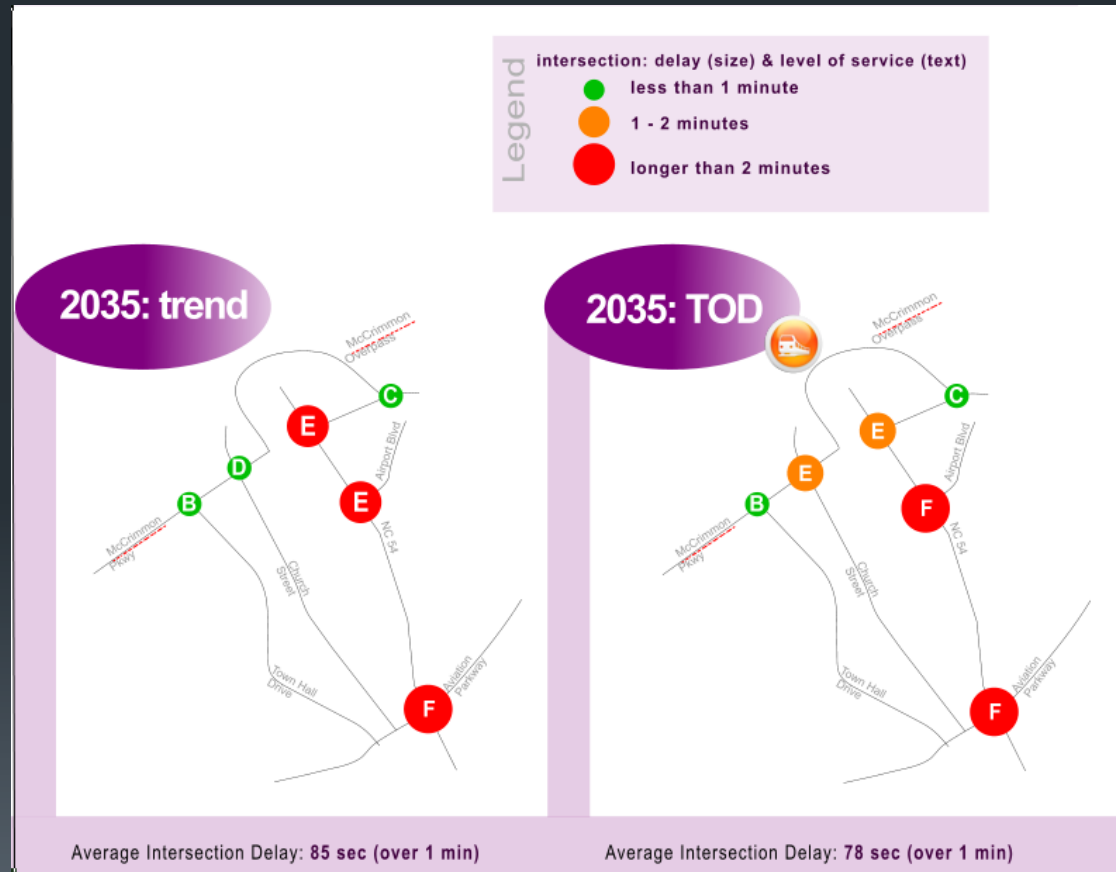
Station Design

- Two station platforms with pedestrian Circulators
- Park & ride lot with pedestrian pathways to Platform
- Double rail track with two platforms
- Bus bays for passenger drop off



Transportation Results

- Congestion results are similar but do show improvement over the existing
- Research shows that results can see a reduction of 5% to 15% for a fully matured TOD



Transportation Recommendations

From Market Assessment Inputs and Travel Demand Model, Several Microsimulation Studies indicated...

- A TOD scenario provided more options with similar congestion levels
- Reduced trip lengths locally
- Provided a refined sense of the performance of several intersections and improvements necessary to support the development

Our Town was born a railroad town. The rail corridor we sometimes see as a barrier to commerce, mobility and housing, can be recast instead as a place where all of these thrive in a new kind of development that has become hugely popular around the country. Here's how we'll blend these different pieces together to make a better whole.

McCrimmon TRANSIT SMALL AREA PLAN
MORRISVILLE, NORTH CAROLINA

vision

goals

analysis

concept design

TWO PLANS AND A CODE
Morrisville Community Development and Planning Department

main parcel concept design

Our Town was born a railroad town. The rail corridor we sometimes see as a barrier to commerce, mobility and housing, can be recast instead as a place where all of these thrive in a new kind of development that has become hugely popular around the country. Here's how we'll blend these different pieces together to make a better whole.

Morrisville's 2009 comprehensive Land Use and Transportation Plan includes goals and policies to integrate land use and transportation planning and support economic growth. The plan also identifies the transportation corridor as a place where all of these thrive in a new kind of development that has become hugely popular around the country. Here's how we'll blend these different pieces together to make a better whole.

In 2011, the Town Council passed a resolution strongly supporting the McCrimmon Parkway transit station and the concept of the station as a transit-oriented development. The plan also identifies the transportation corridor as a place where all of these thrive in a new kind of development that has become hugely popular around the country. Here's how we'll blend these different pieces together to make a better whole.

The study area is bounded by the station and the station area. The study area is bounded by the station and the station area. The study area is bounded by the station and the station area.

Our study included a strong Concept Design, completed by our staff and external consultants. The study included a strong Concept Design, completed by our staff and external consultants. The study included a strong Concept Design, completed by our staff and external consultants.

NC 54 BYPASS / MCCRIMMON PARKWAY EXTENSION
CREATING A GATEWAY



The End...

