

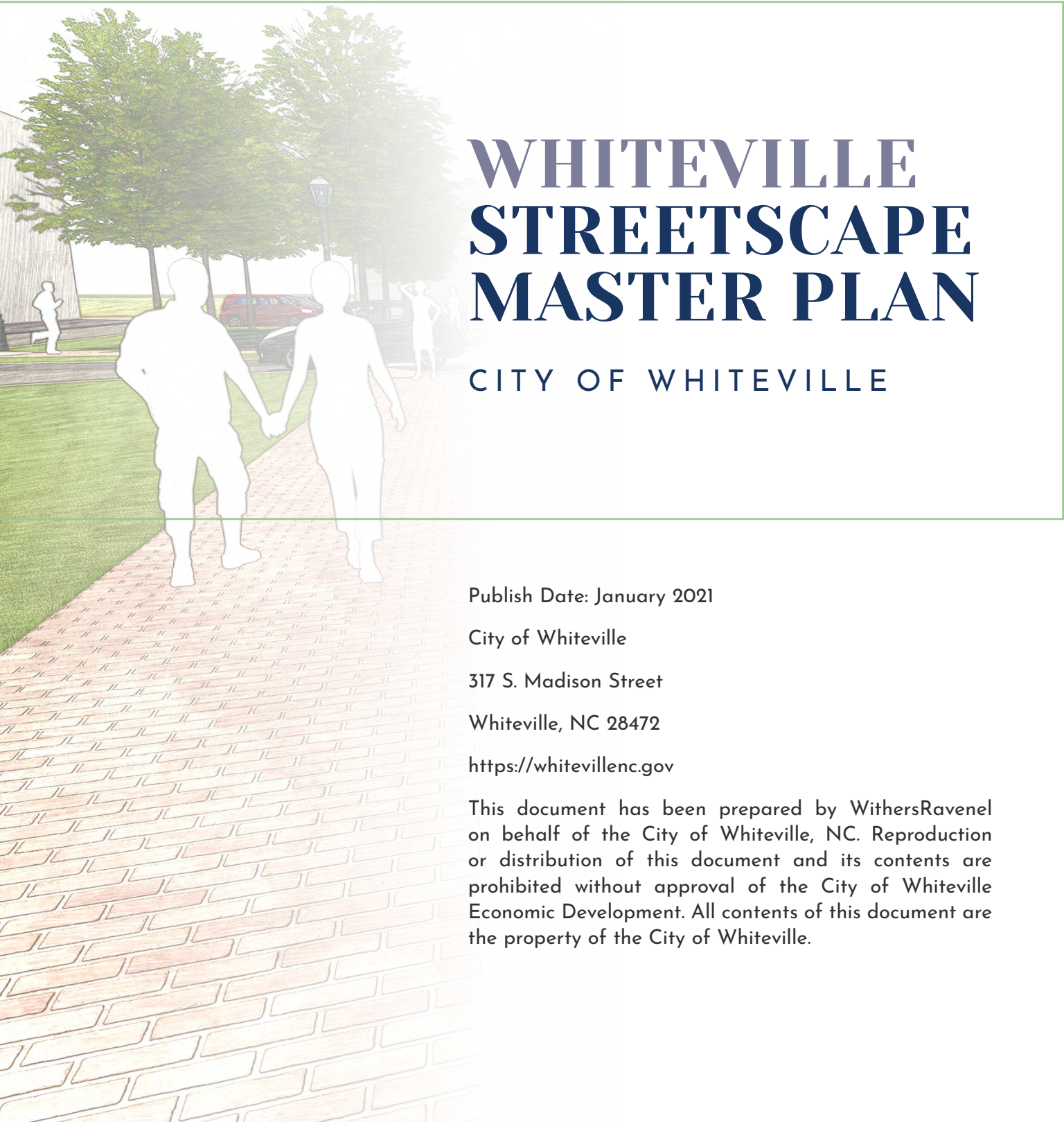
JANUARY 2021



WHITEVILLE STREETScape MASTER PLAN

CITY OF WHITEVILLE

SOUTH
MADISON
STREET



WHITEVILLE STREETSCAPE MASTER PLAN

CITY OF WHITEVILLE

Publish Date: January 2021

City of Whiteville

317 S. Madison Street

Whiteville, NC 28472

<https://whitevillenc.gov>

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ACKNOWLEDGMENTS

CITY OF WHITEVILLE CITY COUNCIL

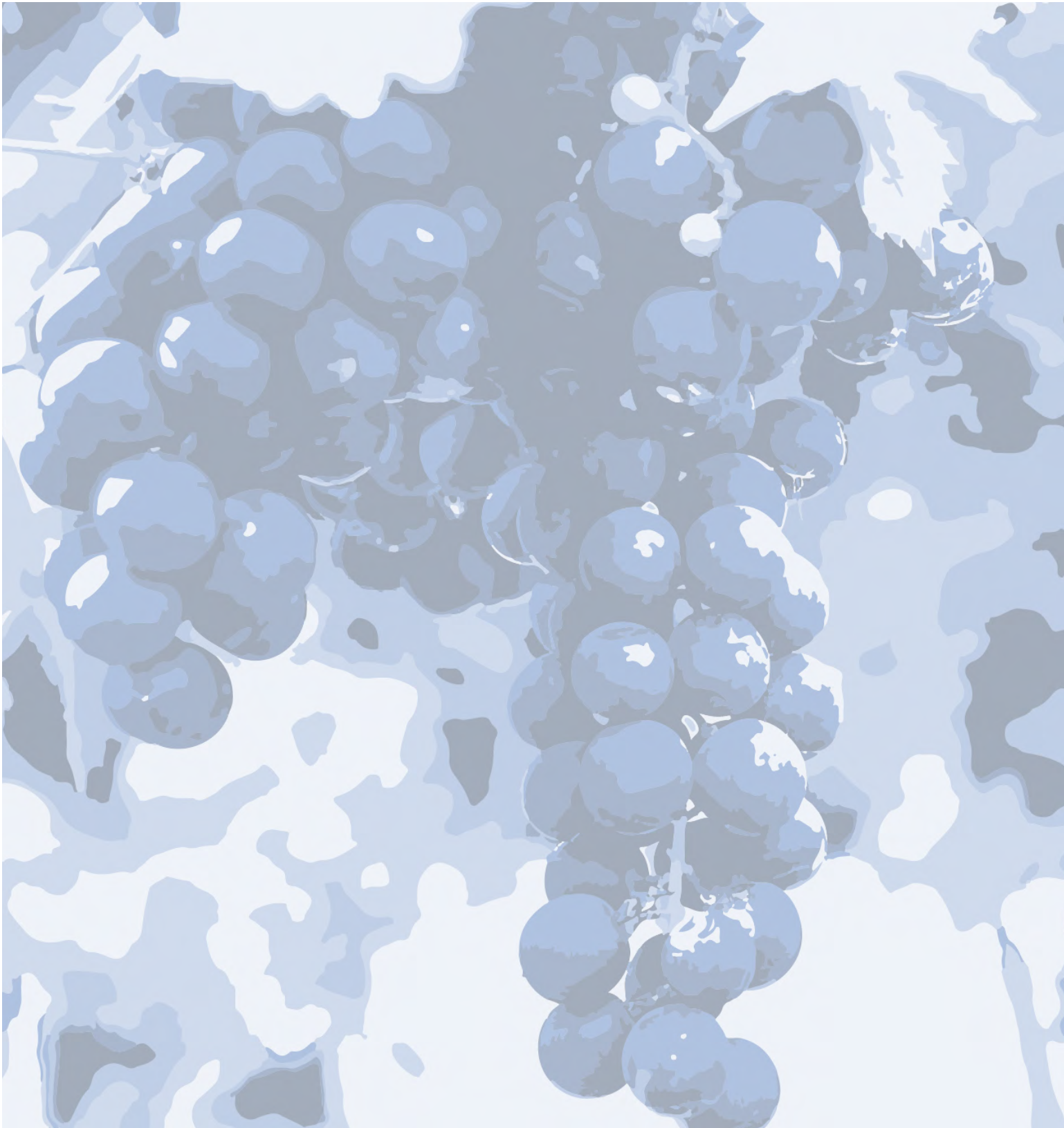
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01

INTRODUCTION

CONTEXT & HISTORY

Whiteville is the county seat for Columbus County, named in 1810 for James B. White, the original owner of the town's site. Whiteville lies 50 miles West of Wilmington, 25 miles south of Elizabethtown, and 30 miles southeast of Lumberton, and is connected by US Highways 74, 76 and 701. The town is located within an hour's drive of Lake Waccamaw State Park and the North Carolina Coast.

Waterways surround Whiteville, with Mollie Branch and Pine Log Branch flowing along the west side of downtown, and White Marsh along the east side. Mollie Branch and Pine Log Branch meet just south of Lee Street and flow into Soules Swamp.

Madison Street and J.K. Howell Boulevard are the primary north - south corridors from US Highway 76 into town. Washington Street serves as a Business spur of US 74, running east-west and meeting Madison Street at a roundabout; here visitors circle the Columbus County Courthouse, a landmark building that is listed on the National Register of Historic Places.

A mile south of the courthouse, at the railroad tracks, is Vinelands Station, a historically significant railroad depot building. The building is one of North Carolina's original brick railroad depots, built in 1903 as Whiteville established itself as the county seat and a major tobacco producing area. Also, at this time, Whiteville exported a great number of scuppernong grapes as North Carolina was one of the leading wine-producing states in the country.



The historic Vineland Station lent its name to the surrounding area from Walter Street to Pecan Street. Although Vinelands was never an incorporated town, this collection of unique shops and restaurants is locally known as Vineland Village. An important part of this history belongs to the Jewish business community, as several businesses revolving around clothes and tailoring were operated by Jewish residents in downtown.

After falling into disrepair, the Vinelands Station building was restored through a partnership between the Town of Whiteville and Carolina Southern Railroad and reopened for public use in 2005. At that time, in addition to renovations planned for the building and platform, the idea of creating an adjacent small park space for events was identified.



Traveling south from the Courthouse along South Madison Street, residential land uses are predominant until Webster Street where commercial development becomes the primary land use. Over the next two blocks, commercial development along the street includes banks, car dealerships and a variety of businesses. In addition, the Natural Sciences Museum is a major presence, and some land is undeveloped. Whiteville's "downtown" begins at Walter Street.

For the four blocks between Webster and Pecan Street, the character changes and buildings are close to the street, forming a continuous façade on both sides. The corridor from building face to building face is narrow in this area, with parking on both sides of the street and sidewalks measuring 8 to 10 feet in width. Main Street crosses the center of the downtown area, running parallel to the railroad tracks and Vinlands Station on either side. At Main Street, South Madison Street changes orientation and heads southwest.

At Pecan Street, the corridor character changes again, with land uses mirroring the area north of Walter Street. Buildings are set back from the road and there is a substantial amount of undeveloped property from Pecan Street to the intersection of Lee and Franklin Streets. This area south of Pecan Street is in

the 100-year floodplain of Mollie Branch Creek, and floods during significant storm events. In larger storm events buildings north of Pecan also experience flooding issues as some building floor elevations are lower than the South Madison Street curb.

While there are some vacant storefronts there is a substantial amount of activity generated by downtown restaurants and businesses. Downtown boasts several restaurants that are considered landmarks by residents. Unique to Whiteville, many of the businesses are accessed by locals from the rear of the building. Downtown also includes the offices of Columbus County Arts Council and hosts the Columbus County Farmers Market as well as the North Carolina Pecan Harvest Festival every November.

PROJECT PURPOSE

The purpose of the Whiteville Streetscape Master Plan is to provide a vision and framework for improving the South Madison Street streetscape from Webster Street on the north to the intersection of Lee and Franklin Streets to the south. Goals and objectives include improving the pedestrian experience, supporting businesses, celebrating local history, and enhancing downtown aesthetics and identity. Supporting the physical plan are a phasing plan and estimates of probable cost.

PROJECT PROCESS

The master plan vision was achieved through a systematic method of research, site inventory and analysis, idea generation and community engagement. The objective of establishing a shared vision was to recognize the importance of local knowledge, so the team sought valuable input from residents, stakeholders, representatives from NCDOT and the business community.

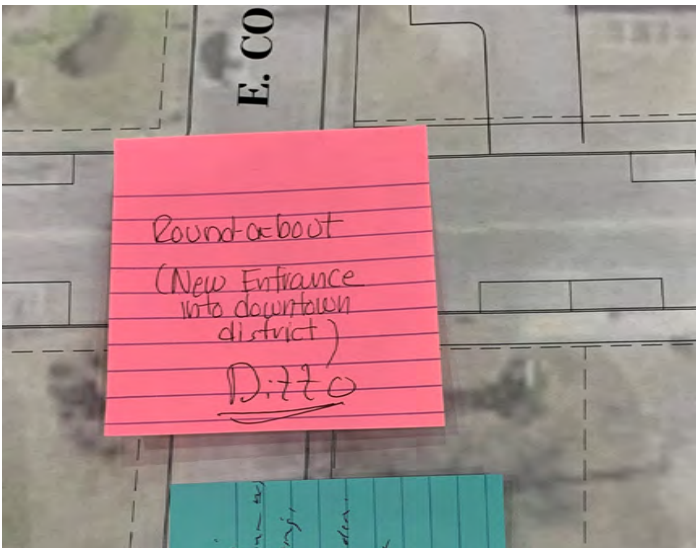
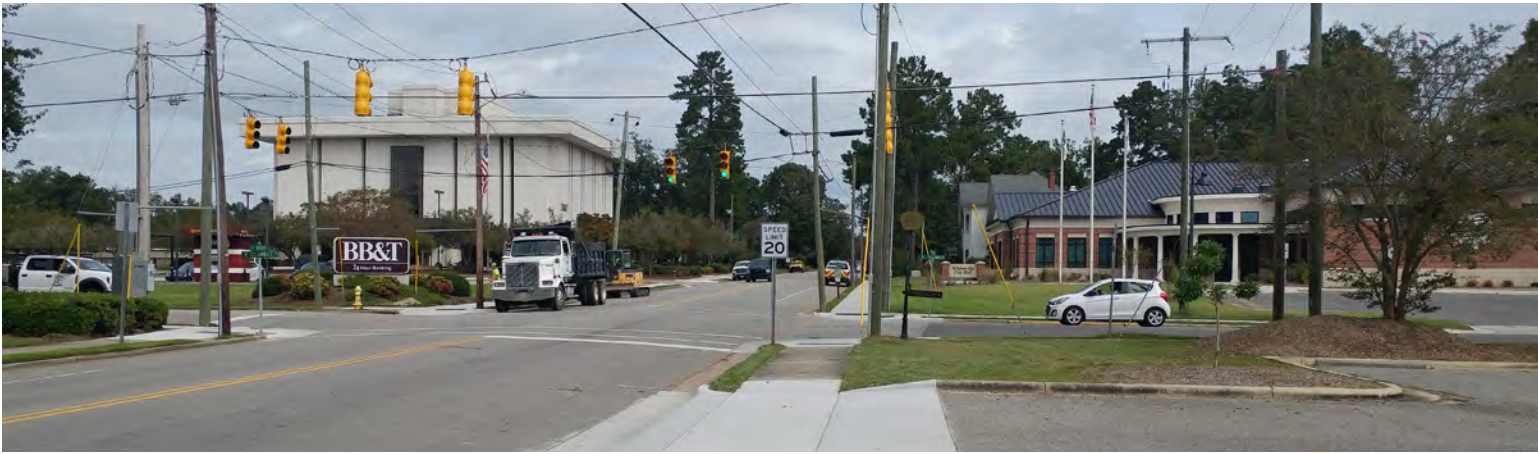
Two community meetings were held in conjunction with the planning process and engagement opportunities were made available through a project page hosted on the City's website.

The final master plan is a combination of the two alternative concepts based on input from attendees at the second community meeting and

OVERALL PROJECT MAP



The study area for the Whiteville Streetscape Master Plan includes the length of South Madison Street bounded by Webster Street to the North and Lee and Franklin Streets to the South. This area represents the economic and historic core of Whiteville, and Vineland Village.



02

SITE INVENTORY & ANALYSIS

SITE OBSERVATIONS

Getting to know Madison Street, downtown and the context of Whiteville required the project team to dig into the history of Whiteville and Vinelands, spend time on Madison Street and pull together GIS mapping for the corridor. Members of the project team conducted a physical inventory of the existing conditions downtown along Madison Street and documented land uses, accessibility compliance, flood data, property information and infrastructure. The team also reviewed various planning and historical documents related to the downtown area and Madison Street corridor. Based on the changing character and land use along the street and for ease of examination the corridor was divided into 3 distinct segments for evaluation, North, Central and South.

Observations by the project team included the following:





NORTH SEGMENT Webster Street - Walter Street

The North Segment of Madison Street is characterized by large commercial buildings set back from the street right-of-way. The most notable tenants are the North Carolina Museum of Natural History, BB&T Bank, First Citizens Bank, Pawn South, Vann Underwood Autos and the Whiteville Florist. Additionally, there are several vacant parcels as well as City Hall.

Madison Street is approximately 40 feet wide, measured from curb to curb. The roadway supports two-way travel and parallel parking on each side of the street. The concrete curb is approximately 2-3 inches in height, and in many locations transitions to a mountable curb to provide parking access.

The curbs appear to be in fair condition overall, although portions with heavier traffic are exhibiting cracks, stains, and evidence of repairs. The asphalt surface seems to be in good condition, with some minor cracks and small patches. Striping is in good shape.

The street has a 6-foot concrete sidewalk on each side, and a 2-foot wide lawn strip. There are no trash



receptacles, site furnishings or street trees. The sidewalk area is dominated by wooden utility poles and overhead lines that run along both sides of the street and down all cross streets. Many of the poles double as streetlights, with LED cobra head fixtures attached to them. Additional poles support traffic signals at Columbus Street and Walter Street.

Stormwater appears to drain from the roadway crown towards each side of the street. One inlet was noted on Columbus Street, two square grates on Virgil Street, and 7 inlets at the intersection with Walter Street.



CENTRAL SEGMENT Walter Street - Pecan Street

The Central Segment of Madison Street is the heart of downtown Whiteville and extends from Walter Street to Pecan Street. This 3-block stretch of Madison Street is defined by 2-story commercial buildings that stand shoulder to shoulder and provide structure to the street. Most of the buildings are brick and have interesting architectural detailing. Notable tenants in this section are Ed's Grill, Ward's Grill, Guiton's Drug Store, The Chef and the Frog, Collier's Jewelers, the Chamber of Commerce, and the Theater. Several storefronts are vacant and in need of repair.

Madison Street is approximately 40 feet wide north of Main Street, tapering to about 36 feet wide at Pecan Street. The roadway supports two-way travel and parallel parking on each side of the street. The concrete curb is approximately 2-3 inches in height and appears to be in fair condition, although portions with heavier traffic are exhibiting wear and damage. The asphalt surface seems to be in good condition, with some minor cracks and small patches. Striping is in good shape.

The street has an 8 to 10-foot concrete sidewalk on each side that extends from the curb to the storefronts. Awnings extend from the buildings and shade most of the sidewalk. These awnings vary in color and structural design, and include architectural shades, fabric valances and painted metal. Trash receptacles are provided along

the street, but no seating is provided outside two tables at one of the restaurants. There are several street trees, but they are irregularly spaced and in conflict with building awnings. The trees are American Hollies that have been pruned to maintain a rounded canopy and are in fair condition.

On the block between Walter and Main Street, the west side of the street is lit by a row of decorative light poles. Vehicular light poles with cobra head fixtures light the east sidewalk and the roadway. South of Main Street the vehicular light poles occupy both sides of the street.

Stormwater appears to drain from the roadway crown towards each side of the street. Inlets were noted at the intersections with Walter Street, Main Street North, Main Street South, Mill Street, Commerce Street (NW quadrant only), and Pecan Street. Sandbags were noted in several storefronts, indicating a tendency for the street to flood in heavy storms.

Main Street crosses the Central Segment one block south of Walter Street, and follows the historic railroad alignment. Main Street is divided, with Vineland Station and the railroad tracks in a large center median. The median is wide enough that each side of Main Street functions separately, with two-way traffic and a signal where it crosses Madison Street. In this area, Madison Street widens to 72 feet to accommodate a pedestrian crosswalk, four travel lanes and a concrete median.



North of the railroad, Main Street varies between 50 and 60 feet in width to accommodate a mix of parallel and pull-in parking on both sides of the street. The streetscape on the north side varies considerably between a more urban form and open parking lots, with utility poles and overhead lines running behind the curb. A few American Holly street trees are planted along the streetscape, as the utility lines are high overhead.

South of the railroad, Main Street is 40 feet wide, with a travel lane and parallel parking on each side. Commercial buildings line the south side of the corridor, continuing the strong urban form of Madison Street. There are two vacant parcels and a parking lot that break this urban rhythm, but they lie at opposite ends of the block. The sidewalk feels wider in this area, as there are fewer building canopies, and those are narrower in width. There are American Holly street trees along the south curb line, and vehicular pole lights with cobra head fixtures.

The median between the two Main Streets is primarily lawn, with small Crape Myrtle trees and a mix of shrubs planted along the parking edges. Additional plantings and a small seating area front the depot building. Along Madison Street there is a welcome sign, signage for the depot, wayfinding signage, and three railroad signals. The gates have been removed from the signals, and the lights from two of the three.

Madison Street changes direction south of Main Street, tracking Southwest. Midway down this block, a pedestrian alley connects Madison Street to Anthony's Italian Restaurant on Mill Street. It appears that Mill Street at one point connected to Madison Street, and vehicular traffic has been blocked off. This pedestrian space contains concrete sidewalks, precast concrete café tables, planters, and seating. A tree is espaliered to the southern wall.

The urban building frontage steps back at the corner of Pecan Street, creating an open square space. The Columbus County Arts Center fronts this space, and a colorful mural is painted on the side of the barber shop. A birdbath stands in the center, and it is surrounded by a hedge of shrubs in raised planters. The space appears to have been vehicular at one point, as the concrete adjacent to the buildings is raised, and a curb cut is provided on Pecan Street. A wayfinding sign stands on the corner, surrounded by planters.



SOUTH SEGMENT

Pecan Street - Lee / Franklin Streets

The South Segment of Madison Street extends from Pecan Street to the intersection of Lee Street, Franklin Street and Madison Street. This section is characterized by one- and two-story buildings built in a range of materials and architectural styles, sited for high visibility and easy off-street parking. There are no street trees, but several pole signs appear along the streetscape. Several parcels and buildings are vacant, most notably the large Lewis Smith Shopping Plaza at the intersection of Pecan Street.

The roadway is approximately 40 feet wide, with two travel lanes and no on-street parking. The asphalt surface

appears to be in good condition, with some minor cracks and small repairs. Striping is worn but in good shape. Vehicular pole lights are located behind the curb on both sides of the street, arranged in an alternating pattern.

Stormwater appears to drain from the roadway crown towards each side of the street. Curb inlets were noted at all intersections, and at the crossing of the power distribution lines. The entire South Section is in the flood plain.

From Pecan Street to Frazier Street, buildings are sited close to the right-of-way. On the west side of Madison Street, buildings stand approximately 25-30 feet off the mountable curb, with continuous concrete paving for pull-in parking directly in front.



Wheel stops designate the parking limits where the buildings are closer to the street. The concrete is in fair to poor condition, exhibiting cracks, stains and signs of repairs. Square trash receptacles are provided, but they do not match the cans on the northern two segments of Madison Street.

A 10-foot concrete sidewalk runs along the east side of Madison Street, with a 2- to 3-inch concrete curb and gutter. The sidewalk is heavily stained but otherwise appears to be in fair condition. Two of the buildings meet the right-of-way, with awnings extending over the sidewalk. Asphalt parking lots front What A Burger and the Lewis Smith Shopping Center. A wooden utility pole on the corner of Caldis Street connects to overhead utility lines running south on Madison and East on Caldis Street.

From Frazier Street to Franklin Street there are no sidewalks, site furnishings or trash receptacles. Adjacent lawns and asphalt parking extend to the curb. Wooden utility poles and overhead lines run along both sides of the street, and power distribution lines cross the corridor in a southwest - northeast direction. Many of the utility poles double as streetlights, with LED cobra head fixtures attached to them. Additional poles support traffic signals at Lee and Franklin Streets.



03

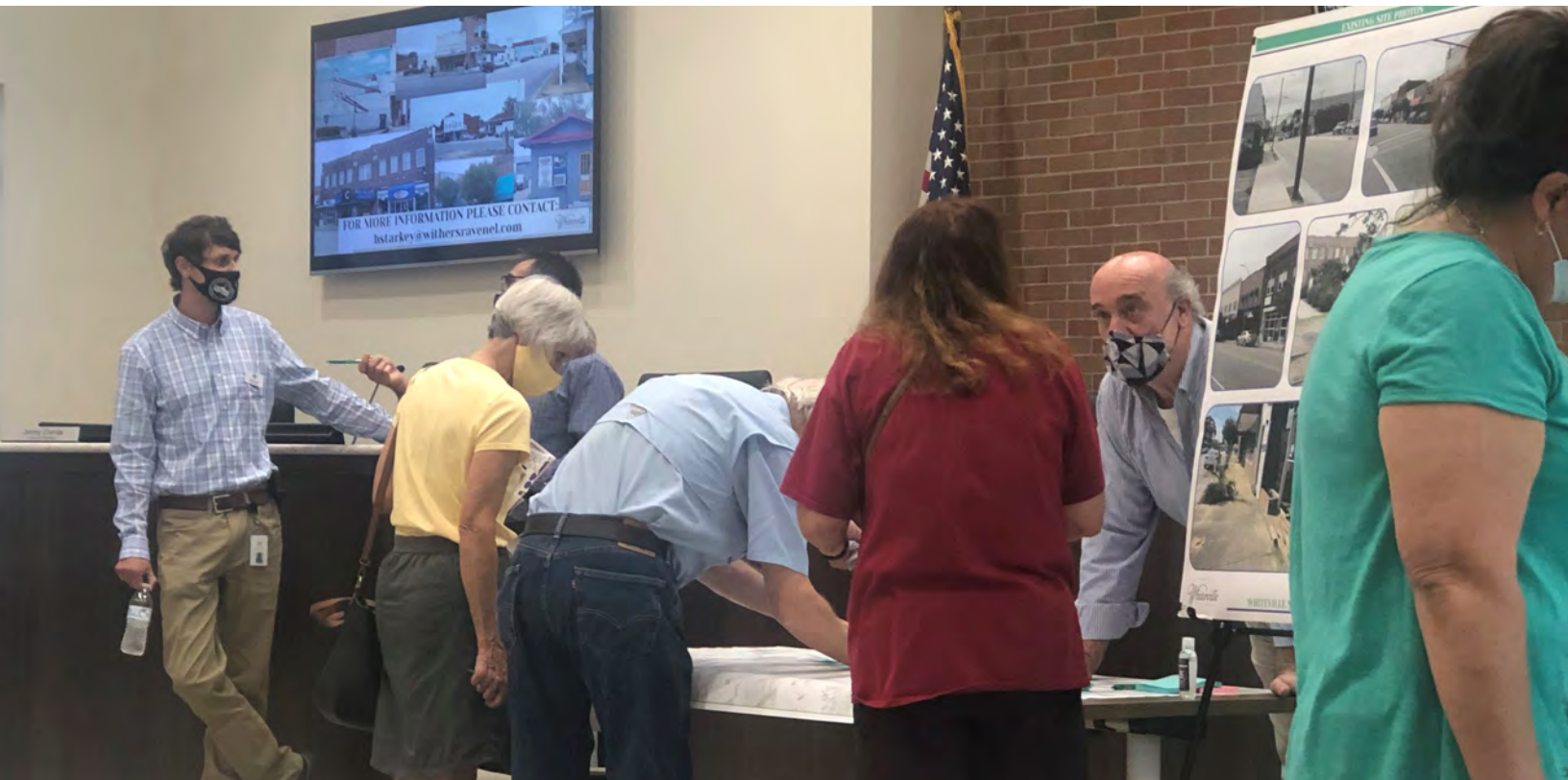
CONCEPT DESIGN

The project team applied the feedback received in the first public meeting and evaluated various ideas for the street corridor in response to, and measured against expressed needs. Parking alternatives, sidewalk widths and improvements, better circulation for all modes of travel, traffic calming, gathering areas, landscape, public art, and site amenities were all represented in the plans. Two alternative concepts were prepared for consideration by the City and the public at a second community meeting.

While there were distinct differences between the two concepts prepared there were several ideas there were consistent and illustrated by both concepts. These included the following:

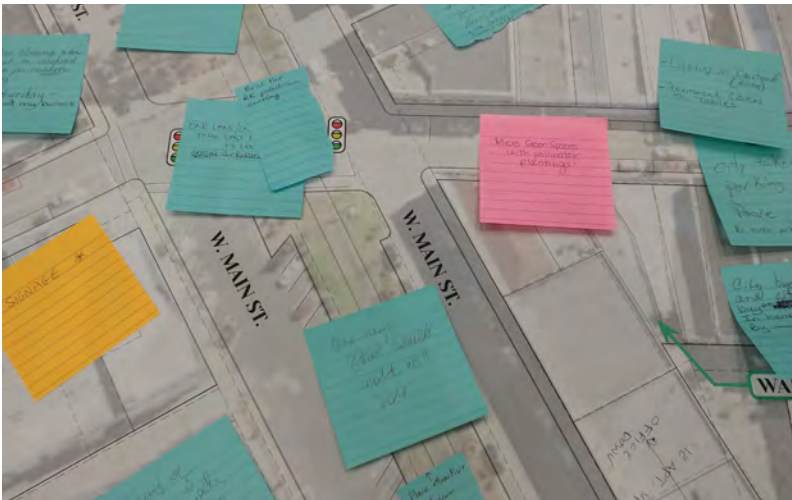
- ▶ Continued 2-way traffic on Madison Street, with wider 11' travel lanes
- ▶ Removing traffic signals
- ▶ Shifting traffic on Main Street to one-way travel
- ▶ Traffic north of the tracks moving East to West
- ▶ Traffic south of the tracks moving West to East
- ▶ Bulbouts of the curb at intersections
 - ▶ Reduces crosswalk distances
 - ▶ Provides additional sidewalk area for seating and street trees
- ▶ Crosswalk enhancements with increased visibility, concrete pavers & accessible ramps
- ▶ Reducing the amount of parallel parking along Madison Street (options differ in amount)
- ▶ A roundabout at the intersection of Madison and Columbus
- ▶ Street trees
- ▶ Public art





The information gathered through site analysis and from the first community meeting provided the project team with a solid understanding of existing site conditions and served as a basis for the second step in the process, preparing design concepts for the corridor.





PUBLIC MEETING #1

The project team engaged community members and stakeholders, sharing their inventory and analysis with the public at a community meeting held at City Hall on October 20th. At this meeting participants were invited to share their observations and ideas on how to improve downtown. Attendees were asked to fill out surveys and participate in some exercises intended to define aesthetic and programmatic preferences related to streetscape improvements. The meeting included large aerial images of downtown, precedent streetscape images, and voting boards where attendees were encouraged to vote for their preferred streetscape elements. Throughout the event, participants were encouraged to discuss their ideas, draw on idea boards and provide written comments. The following comments and initial ideas were received from the meeting attendees.





Several meeting attendees came to the first community meeting prepared with lists of improvements for the downtown area and streetscape. These comments ranged from significant downtown land use improvements such as converting the Lewis Smith Shopping Center into a green space to very specific details including suggestions on paving materials, tree selection and decorative lighting. Other comments addressed circulation patterns and traffic recommendations including converting Main Street back to one-way traffic flow, installing roundabouts, removing traffic signals and reducing parking along the street.

Also identified were the benefits of establishing a historic district, potential adaptive repurposing of existing buildings and improvements that could mitigate periodic flooding.

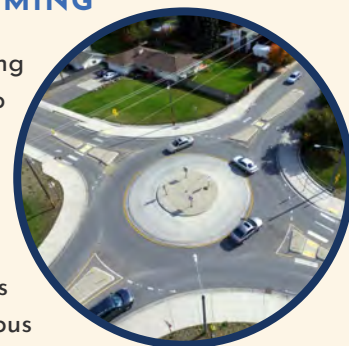
These preferences were reflected in the results of a visual preference exercise that attendees participated in during the meeting.

VISUAL PREFERENCE EXERCISE

Attendees at the first public meeting were provided an opportunity to make selections on various streetscape design ideas, scale, elements and materials based on aesthetics and visual preferences. Results revealed consensus on several items included in the exercise. In each of the following categories, three alternative options were provided for attendees' consideration.

TRAFFIC CALMING

Attendees embraced the idea of traffic calming including the implementation of roundabouts and adding curb bulbouts at intersections that would create more sidewalk space in addition to slowing traffic and protecting parked cars. It was noted that roundabouts could establish a new sense of entry into downtown and include public art and landscaping. Suggested locations for roundabouts included the intersection of South Madison with Columbus and Lee/Franklin as well as Main Street.



DOWNTOWN PUBLIC SPACES

Attendees were supportive of additional public spaces that could be used every day as well as accommodate events. Preferences were divided equally regarding green spaces versus more urban or paved spaces. Several opportunities in the downtown area were cited specifically.



SIDEWALK IMPROVEMENTS

Overwhelmingly attendees preferred solid brick sidewalks over concrete or concrete with brick accents or banding. It was also noted that making sidewalks wider would be beneficial.

CROSSWALKS

Attendees preferred that crosswalks be made of materials that contrast with the street asphalt making them more obvious and the crossing of South Madison more pedestrian friendly.



OUTDOOR SEATING

Where possible, attendees indicated a preference for outdoor tables in addition to benches along the corridor. This would help support many unique restaurants in the downtown area

STREET TREES

Attendees preferred street trees planted in tree pits with metal grates particularly in the central segment of the corridor. It was noted that current trees conflict with awnings so tree selection and placement are critical considerations.



LANDSCAPING

Attendees preferred a combination of approaches to landscaping including planters, pots and street trees.



LIGHTING

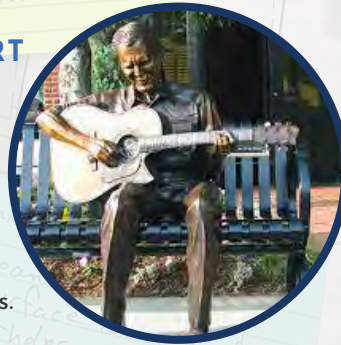
Attendees expressed support for a variety of lighting improvements citing safety and festive character as reasons. There was consensus that the street / pedestrian lighting should be consistent throughout the corridor and have some historic qualities.



WHAT-A-BURGER

PUBLIC ART

Examples of public art provided include both realistic sculpture and murals as well as more abstract art that could be incorporated into public spaces and bring enhanced identity to downtown. Realistic sculpture and murals received equal and more support than abstract pieces.



Encourage owner to return facade of this building to its original "glory" Bring out the vintage

Remove as many repetitive signs and signs of natural stone

face pot holes

S. MADISON ST.

PECAN ST.

MATCHLINE B

500 YEAR FLOOD

100 YEAR FLOOD

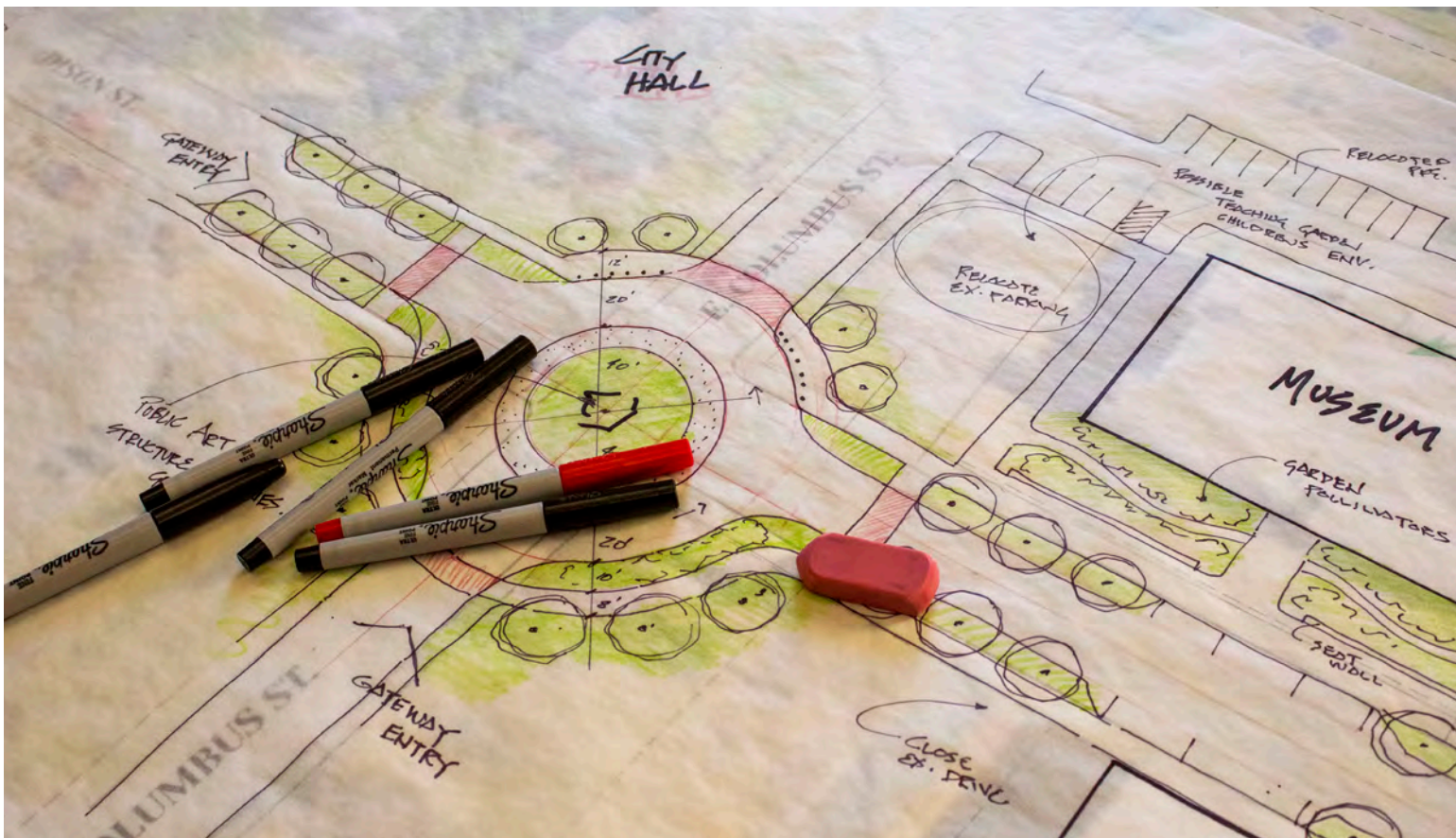
ADDITIONAL COMMENTS

The following is a collection of comments specific to each of the three identified segments of Madison Street. These include comments received at the in person public meeting as well as the results from the on-line survey. Bolded comments are addressed by and included in master plan recommendations.

NORTH SEGMENT

Webster Street - Walter Street

- ▶ **Roundabout at Columbus Street intersection / downtown entrance**
- ▶ Trees in front of Museum
- ▶ Wall art
- ▶ **Theme that ties entire corridor together**
- ▶ Inclusive play at NW corner of Columbus
- ▶ **Trees lining the sidewalk**
- ▶ Soften museum space out front
- ▶ Park and walk "Madison Mile" Advertise at museum or depot
- ▶ Soften wall facing museum space with landscape
- ▶ Dog park
- ▶ Activity spots / water fountain, dog fountain, distance markers (lot of walkers in downtown)
- ▶ Signage for downtown attractions / Listed by blocks (blue and white classic style)



CENTRAL SEGMENT

Walter Street - Pecan Street

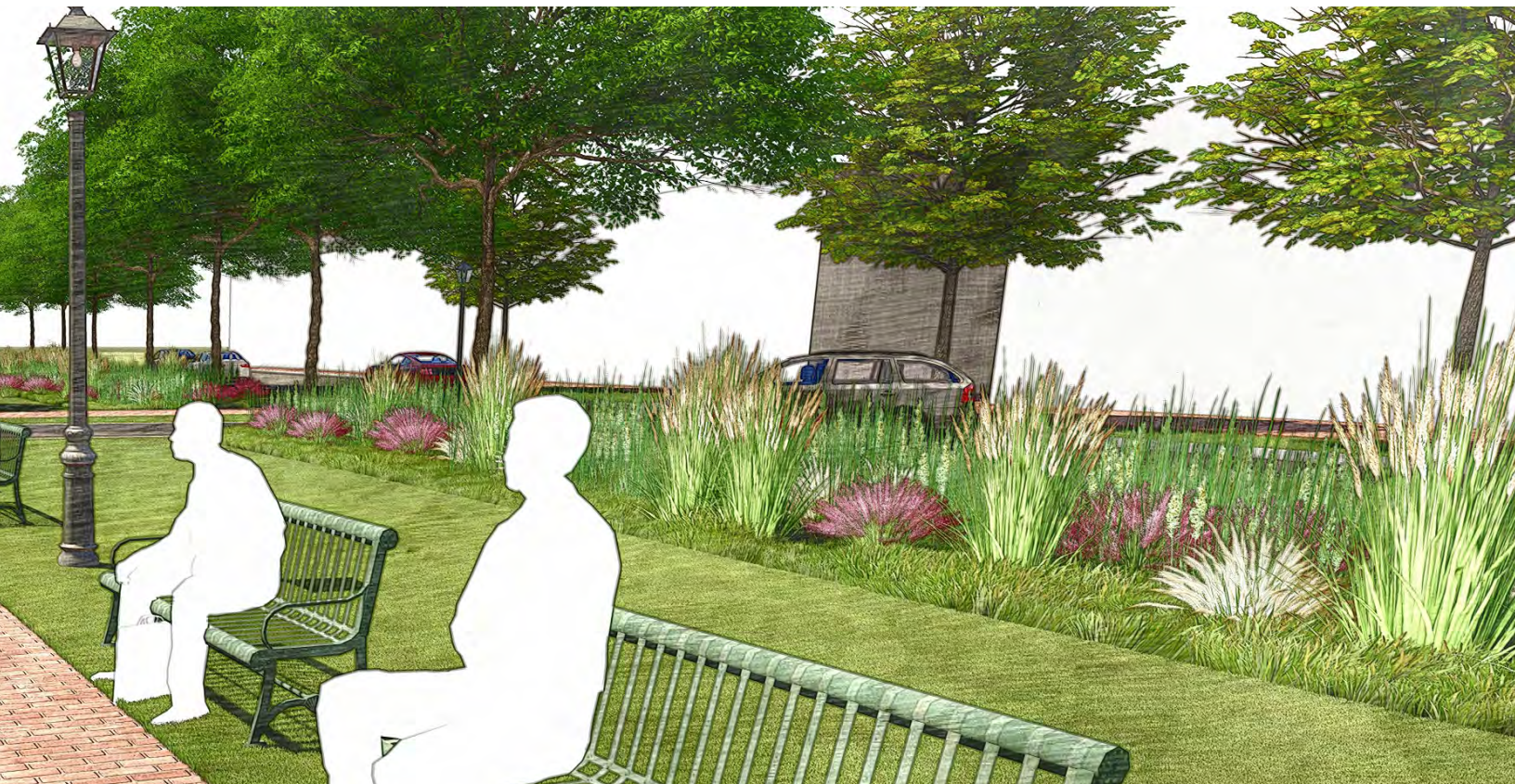
- ▶ Speed humps
- ▶ Bury overhead lines
- ▶ Uniformity in design and function of buildings
- ▶ Finish historic district / tax credits
- ▶ Uniformity in design
- ▶ Shops and bars in train cars
- ▶ Murals / color makes it inviting
- ▶ Support for alley as a community space
- ▶ More planters in downtown / garden club could use help in maintenance (watering / fertilizing)
- ▶ Quaint lighting
- ▶ Permanent tables / covers
- ▶ Overhead lighting for alley
- ▶ Coordinate awnings. Not as deep as current or eliminate awnings / coordinate colors
- ▶ **Tear down Lewis Smith Shopping Plaza**
- ▶ Implement a committee to keep standards
- ▶ **Trees / flowering shrubs**
- ▶ Budget for downtown landscape maintenance
- ▶ Replace old street lights with new style
- ▶ No electric signs
- ▶ Signage
- ▶ Consider closing Main Street at night for outdoor dining
- ▶ **Angled parking on Main Street**
- ▶ **Brick RR crossing**
- ▶ **Attractive pedestrian crosswalks**
- ▶ Remove trees
- ▶ Require storefronts to be kept up
- ▶ **Micro green spaces w/ pollinator plants**
- ▶ Avoid piling yard waste in street to avoid contamination
- ▶ Citizen sponsored benches
- ▶ Lighting in courtyard
- ▶ **Reduce stop lights and add 4 way stops**
- ▶ **Open green space**
- ▶ **Underground electric lines**
- ▶ Solar lighting
- ▶ **Green space**



SOUTH SEGMENT

Pecan Street - Lee / Franklin Streets

- ▶ **Demolish Lewis Smith Plaza for civic space / park**
- ▶ Children's education area / build on museum presence
- ▶ Demo everything south of Pecan / return to natural state
- ▶ Fix flooding
- ▶ Remove as many properties in floodplain as possible
- ▶ **Street landscape planters / trees**
- ▶ Return building facades to vintage (building at SE corner of Pecan)
- ▶ Shield dumpsters
- ▶ Clean up parking lot / potholes
- ▶ Micro green spaces with pollinators
- ▶ Trees / planters to soften
- ▶ Green space at Lee / stage, playground, farmers market
- ▶ 1 way from Lee to Main Street
- ▶ **Roundabout at Lee**
- ▶ **Green space / park**
- ▶ Embrace the swamp / light it up / different colors / different seasons
- ▶ Nature walk along the swamp
- ▶ Kayak / canoe landing
- ▶ Greenway / Blueway



CONCEPT ALTERNATIVES

OPTION A

Features unique to Option A include:

- ▶ Small roundabout at Columbus Street with a mountable island 1
- ▶ Large roundabout at Lee and Franklin Streets
- ▶ Parallel parking on both sides of S. Madison Street
- ▶ Maintaining existing traffic signals
- ▶ Through traffic across Main Street
- ▶ Concrete sidewalks
- ▶ Street trees and seating areas clustered at the ends of each block in curb bulbouts
- ▶ Landscaped central median south of Pecan Street
- ▶ Retaining building awnings

OPTION B

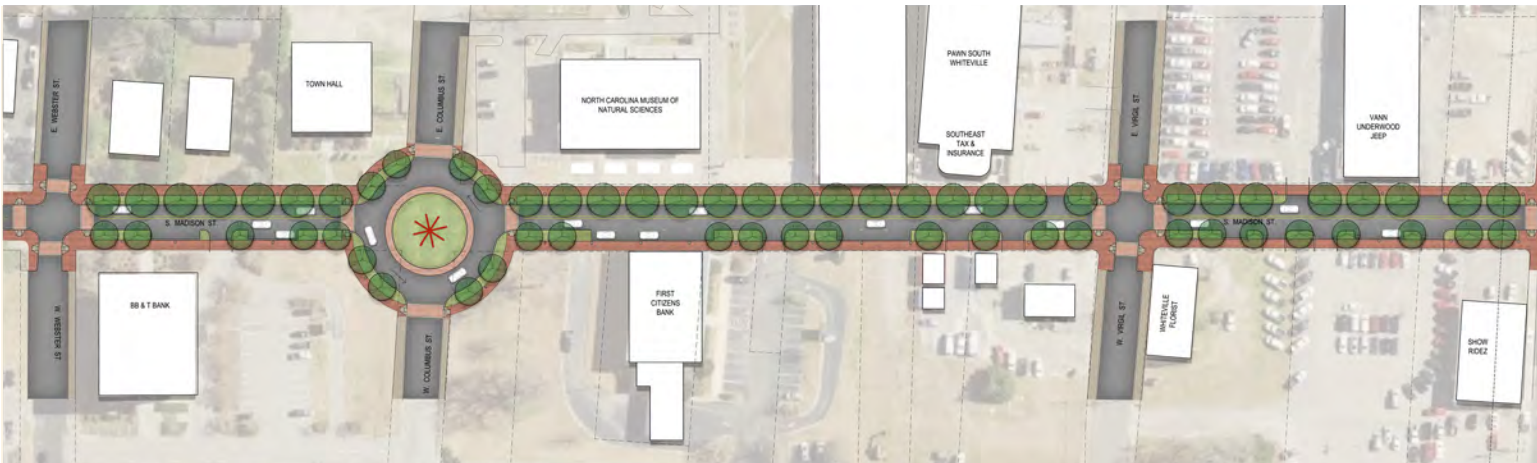
Features unique to Option B include:

- ▶ Civil green space at Main Street
- ▶ Large roundabout at Columbus Street
- ▶ Relocated intersection of Lee and Franklin Streets
- ▶ Parallel parking on one side of S. Madison Street only
- ▶ Stop signs at intersections Parallel parking on one side of Madison Street
- ▶ Widening of sidewalks
- ▶ Brick sidewalks
- ▶ Street trees in grates
- ▶ Stormwater management areas

CONCEPT OPTION VISUALS



OPTION A



OPTION B

NORTH SEGMENT

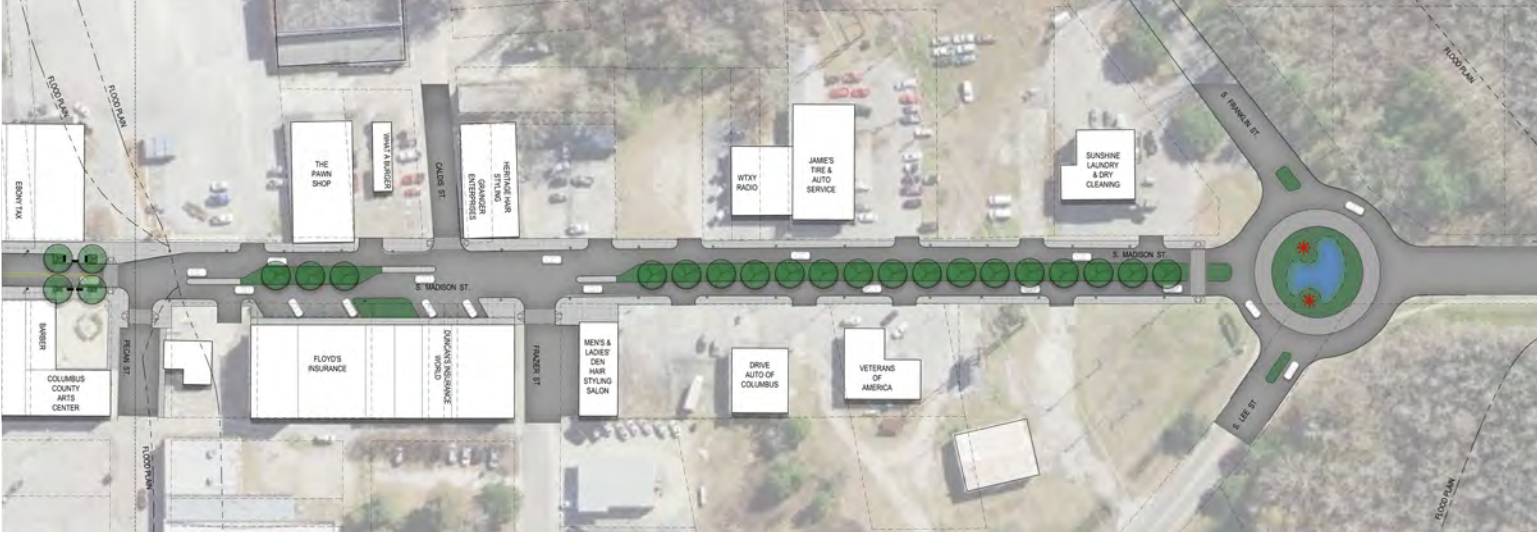


OPTION A



OPTION B

CENTRAL SEGMENT



OPTION A



OPTION B

SOUTH SEGMENT



Through discussions with City staff, the preferred elements of each concept were identified and subsequently incorporated into a draft final master plan.

PUBLIC MEETING #2

The project team engaged community members and stakeholders at a second community meeting on December 1st to share concept design alternatives. Plans were also posted online for further input. At this meeting participants were invited to review plans, ask questions and express their preferences for ideas captured by two alternative plans.

The alternative concepts were distinctly different in response to traffic circulation, parking, pedestrian accommodations, landscaping, material selections, storm water resilience and civic space. Surveys were provided asking attendees to select their preferred elements illustrated by the alternative concepts.

The project team summarized all public input, including written comments and notes taken during conversations with stakeholders and public participants.

Ideas that are not specifically illustrated but are recommended as part of the final master plan include:

- ▶ Redevelopment of Lewis Smith plaza into greenspace
- ▶ Stormwater management & green infrastructure
- ▶ Consistent street and pedestrian lighting
- ▶ Consistent street furnishings
- ▶ Off-street improvements at the Museum of Natural Sciences, the Columbus County Arts Center and Mill Street Alley
- ▶ Relocation or burial of overhead utilities

Overall, Option B, a more robust vision for Madison Street was preferred by attendees.

Features of Option A that were embraced by the community included:

- ▶ A roundabout at the intersection of Franklin and Lee
- ▶ A central median for trees from Pecan Street south

Features of Option B that received support from the community included:

- ▶ A large roundabout at Columbus Street with landscaping and public art
- ▶ Parallel parking on one side of Madison Street, enabling more street tree plantings, separation of walks from the street and wider sidewalks
- ▶ Creation of a civic space at Main Street which realigns Madison traffic flow.
- ▶ Removal of signals along Madison and replacement with 4-way stops at intersections
- ▶ Brick sidewalk paving
- ▶ Street trees in pits with tree grates
- ▶ Removal of some driveways particularly at the northern end of the corridor
- ▶ Continuous sidewalks at driveways
- ▶ Flood control / stormwater management space in southern corridor

Handwritten note:
 - Permanent Covers for Tables
 - City buy in (Curb) (Alley)

Handwritten note:
 City takeover parking lots
 Pavé ✓
 no meter parking

Handwritten note:
 City buy benches and citizens can buy the ~~new~~ bench plaque
 In honor of

Handwritten note:
 Reduce no of Stop Down
 More 4 w

04

FINAL MASTER PLAN

FINAL PLAN RECOMMENDATIONS

The following are major components of the South Madison Street streetscape that are included in the Final Master Plan.

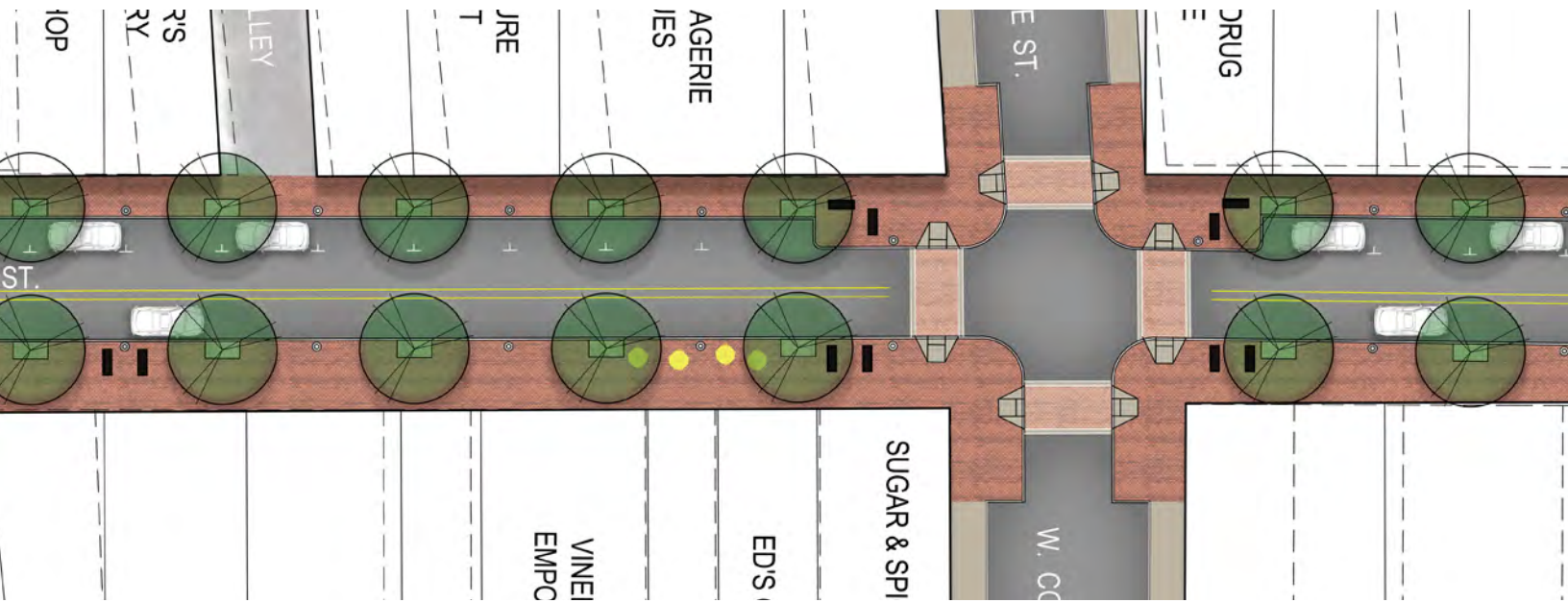
CIVIC SPACE

The green civic space at the intersection of Madison Street and Main Street provides a public space adjacent to the historic depot that can serve several functions in addition to simply providing much needed green space downtown. It is a place of respite. A place for public art or seasonal elements such as the City's Christmas tree. It can also help support downtown festivals by providing additional space for associated activities.

Additionally, the space and the reconfiguration of Madison Street improves the pedestrian experience creating shorter crosswalks across Main Street and slows traffic.

In conjunction with the creation of the green space is the recommendation of returning Main Street to one-way traffic flow. With the one-way traffic flow, on street parking can be reconfigured from parallel to angled in some areas creating more parking spaces in the center of downtown.





INTERSECTION IMPROVEMENTS

The plan recommends the removal of traffic signals at each intersection throughout the corridor. In place of signals, four-way stops are recommended. Also recommended at intersections are curb bulbouts that create more pedestrian space including seating areas and other site furnishings. The combination of intersection bulbouts and the elimination of traffic signals in favor of 4-way stops will improve traffic flow and safety. These bulbouts also help define areas of parallel parking.

Modifications at intersections also include accessible ramps.

At the intersections with Columbus Street, Main Street, Lee/Franklin Streets, roundabouts improve traffic flow and contribute to an enhanced downtown aesthetic.

ROUNDBABOUTS

The roundabouts planned at each end of the corridor will improve circulation and traffic flow while creating a sense of entry and identity for downtown Whiteville. The spaces in the center of each roundabout can accommodate public art and landscaping as well as signage. Roundabouts are single lane and designed to accommodate large trucks.



SIDEWALK / CROSSWALK IMPROVEMENTS

Removing parallel parking along one side of Madison Street allows for wider more pedestrian-friendly sidewalks particularly those blocks that include restaurants. Wider sidewalks will provide space for some outdoor dining and room for benches and other street amenities such as furniture, street trees and lighting.

Along the northern segment of the corridor a planted strip between the street and the sidewalk separates pedestrians from the street. Along the remainder of the corridor the sidewalk is flush and abuts the street curb. Sidewalks are designed to be continuous at driveways to remain. This approach enhances the pedestrian experience by eliminating traditional driveway crossings. In addition, all sidewalks are identified for brick paving and expansion at intersections. Also associated with sidewalk improvements are lighting, street trees and crosswalks.

Crosswalks shall be constructed of concrete pavers with the appearance of brick and a color which creates contrast with the asphalt of the street. Concrete bands border the pavers and separate them from roadway pavement.

PARKING

The master plan reduces the amount of parallel parking along Madison Street. From Webster Street at the north end to Pecan Street, parallel parking has been restricted to one side only. From Pecan Street south, there is a small amount of parallel parking replacing off-street parking.

Most of the business along Madison Street are served by parking lots to the rear of the buildings. While this is widely known to residents and many enter businesses from the rear it is not apparent to visitors that this is an option. Signage directing visitors to available municipal parking at the rear of businesses is needed.

As previously mentioned, making Main Street one-way also creates opportunities for introducing angled parking and increasing parking along Main Street, in the center of downtown.

ROADWAY IMPROVEMENTS

Roadway improvements identified by master plan recommendations include repaving, new curb and gutter, crosswalks and storm drainage infrastructure. The approach to repaving S. Madison Street is represented and estimated as a milling and re-surfacing operation. Roadway plans from 1947 and 1960 indicate that beneath the asphalt there is a concrete section that in some case was poured monolithically from curb to curb, particularly in the central segment of the corridor (from Pecan to Walter Streets). South of Pecan and north of Walter the section appears to be in the middle with deep asphalt widening to each side and an asphalt overlay. Concrete which has been encountered during recent curb work and past utility repairs ranged from 6-8" in thickness with 2-2.5 inches of asphalt on top. With realignment and adjustment of curbs to create bulb-outs and wider sidewalks and ensure positive drainage from the storefronts to the street, storm drainage inlets and pipes will need to be modified and elevations of other utility valves, meters and other appurtenances will need to be adjusted and reset.

UTILITY INFRASTRUCTURE

Streetscape and road improvements are not expected to impact water and sewer services other than adjusting elevations of manholes or other meters and valves that need to be accessed at the surface. However, overhead utilities in the north and south segments are recommended for removal and placement underground. Within the easement of the overhead line in the southern segment understory flowering trees will be incorporated.

LIGHTING

The current lights in the corridor are inconsistent. The City would like to continue its relationship with Duke Progress for lighting downtown. The plan recommends replacement of existing fixtures with more pedestrian friendly fixtures. There are several styles of light fixtures available from Duke Progress. While no individual fixture is recommended, lighting should be selected that is effective for both the sidewalk and the street particularly at intersections. It is generally recommended that fixtures have some historical character.

LANDSCAPING / STREET TREES

The master plan illustrates the installation of street trees on both sides of the street along the corridor. In the central business district where opportunities are more limited trees with tree grates are recommended. In the northern segment of the corridor, more available space allows for planted areas between the sidewalk and the street. These linear plant beds offer the opportunity for street trees and groundcover plantings as well as lighting. Recommended landscaping includes street trees and groundcovers only. Trees should be selected that can thrive in the urban context of downtown and groundcovers should be limited to vegetation that does not exceed 12".

At the Depot perennial plantings are illustrated along the railroad track under the assumption that the tracks remain inactive.

In the southern segment of the corridor, a central planted median is recommended from Pecan Street south to the roundabout. Recommendations also include irrigation for street trees and planted areas throughout the corridor.

SITE FURNISHINGS

Site furnishings include street furniture and amenities. This includes benches, trash receptacles, bicycle racks as well as signage including traffic, pedestrian wayfinding and educational. Common materials and complimentary style to lighting fixtures and each other is recommended for these elements. Some historic design attributes are appropriate and reflect community input.

GREEN INFRASTRUCTURE

Opportunities to incorporate green infrastructure into the streetscape is limited in the central segment due to the width of the corridor from building face to building face and the desire to widen sidewalks and reduce on street parking. The north segment is higher in elevation than the rest of the corridor and while opportunities exist for green infrastructure much more opportunity is present in the south segment. As noted, south of Pecan Street is in the floodplain. Much of this area is undeveloped and opportunities for managing storm water with green infrastructure facilities are present adjacent to the roundabout and could be incorporated into future plans for the redevelopment of the Lewis Smith Shopping Plaza into an urban green space. The central median could also offer some capacity in treating and managing storm water during normal events as well as flood events.

PUBLIC ART

Opportunities for permanent and rotating public art are present throughout the corridor. Art interventions at roundabouts and / or the civic green space can elevate the sense of entry into downtown, create identity and be incorporated into signage. In addition, the community supported smaller more realistic works of art including sculpture and wall murals which can be executed at numerous locations. Elements such as site furnishings, pavement and lighting can also incorporate public art or be created by artists. Through works of art, the history of Whiteville and Vinelands can be revealed and celebrated.

NORTH SEGMENT

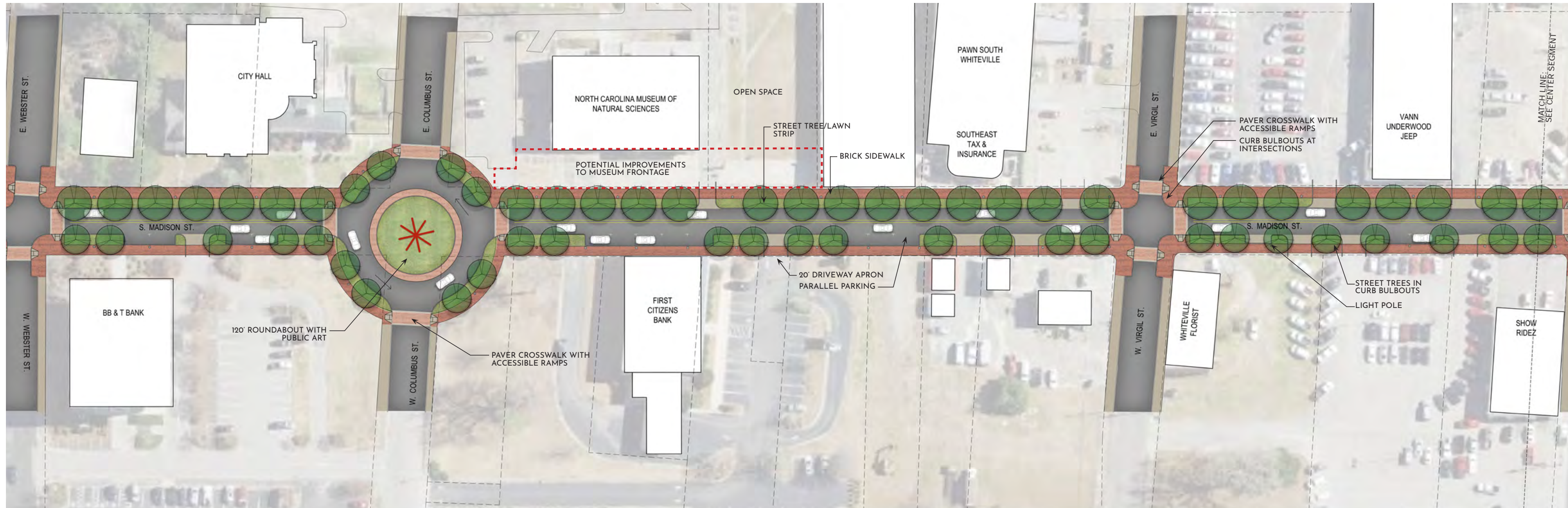
The proposed roundabout at Columbus Street is the most significant recommendation illustrated by the final master plan for this segment.

This 120' diameter roundabout will create a distinct sense of entry as downtown is approached from the north. The roundabout is shifted to the west from the centerline of Madison Street to minimize disturbance to the City Hall and Natural Sciences Museum properties. The center of the roundabout could accommodate public art or simply be landscaped to reinforce the sense of entry.

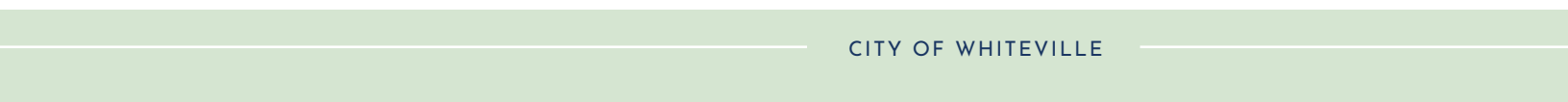
The other major recommendations for this segment include the removal of parallel parking on the east side of the street and a reduction of spaces on the west side. Green spaces created for street trees separate the walk from the street. To accomplish what is illustrated by the master plan several driveways are slated for closure. Improved sidewalks are to be consistent where drives remain. Curbs are extended at the intersections of Webster, Virgil and Walter Streets creating additional pedestrian space and opportunities for seating.

The space in front of the Natural Sciences Museum could be improved in conjunction with streetscape enhancements.





NORTH SEGMENT



CENTRAL SEGMENT

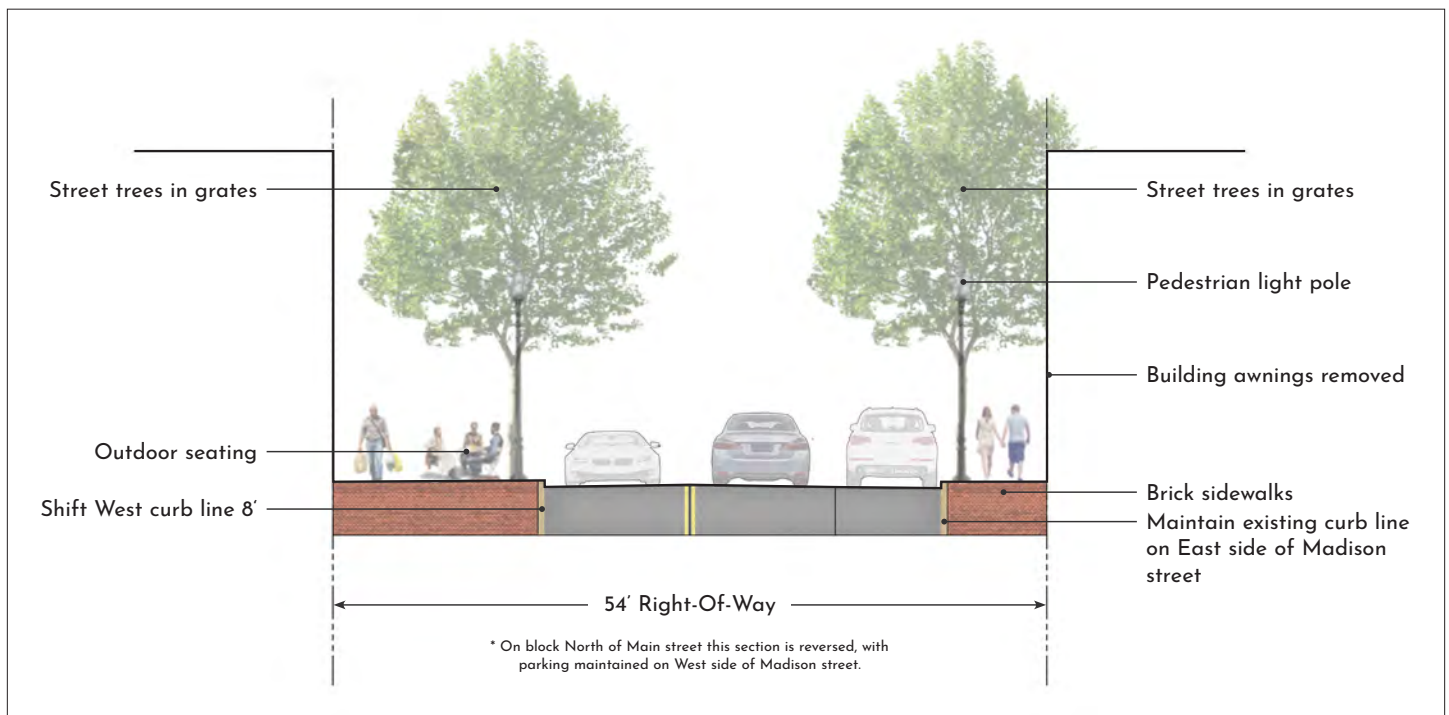
At the center of this portion of the Madison Street corridor is the civic space located at the intersection with Main Street.

This space separates the traffic of Madison and requires conversion of Main Street to one-way traffic. This space could feature public art or seasonal additions such as a Christmas Tree. It could also support festivals and provide a spot of respite on an everyday basis. The landscape illustrated by the plan suggests that street trees parallel the rails as well as being planted along Main and Madison Streets and that the rail line be planted with perennial pollinator plants. The civic space should remain open preserving views across the space. Walks connect corners and provide access to the civic space and Vineland Station.

In addition to the civic space, recommended improvements suggest widening the sidewalks on one side of Madison Street in combination with the elimination of some parallel parking. This will provide more generous space for outdoor dining and other amenities such as benches. Street trees with tree grates are identified on both sides and curb extensions or bulbouts are also recommended at Walter, Main and Commerce Streets.

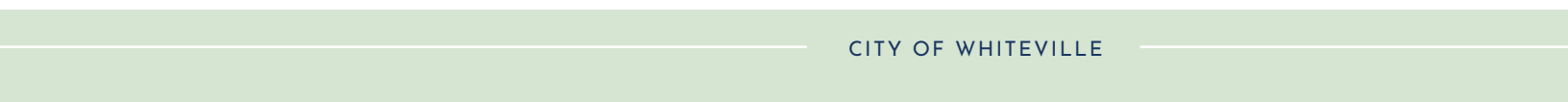
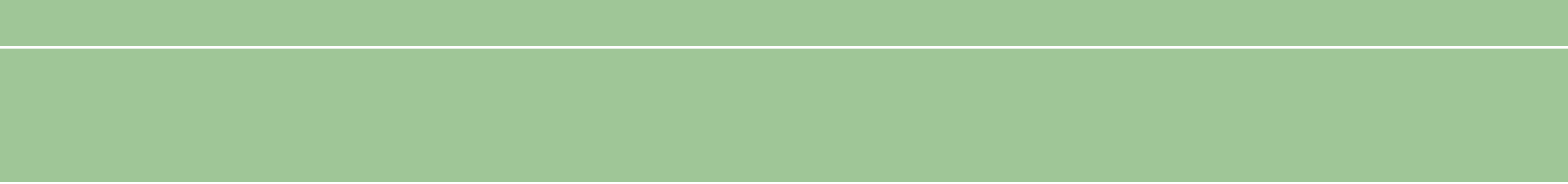
The layout of parking along Main Street is revised in response to the one-way traffic flow.

Also within this segment of the corridor is Mill Street Alley, a pedestrian connection between Madison Street and parking areas and businesses. This space could be improved and incorporate materials utilized in the streetscape.





CENTRAL SEGMENT



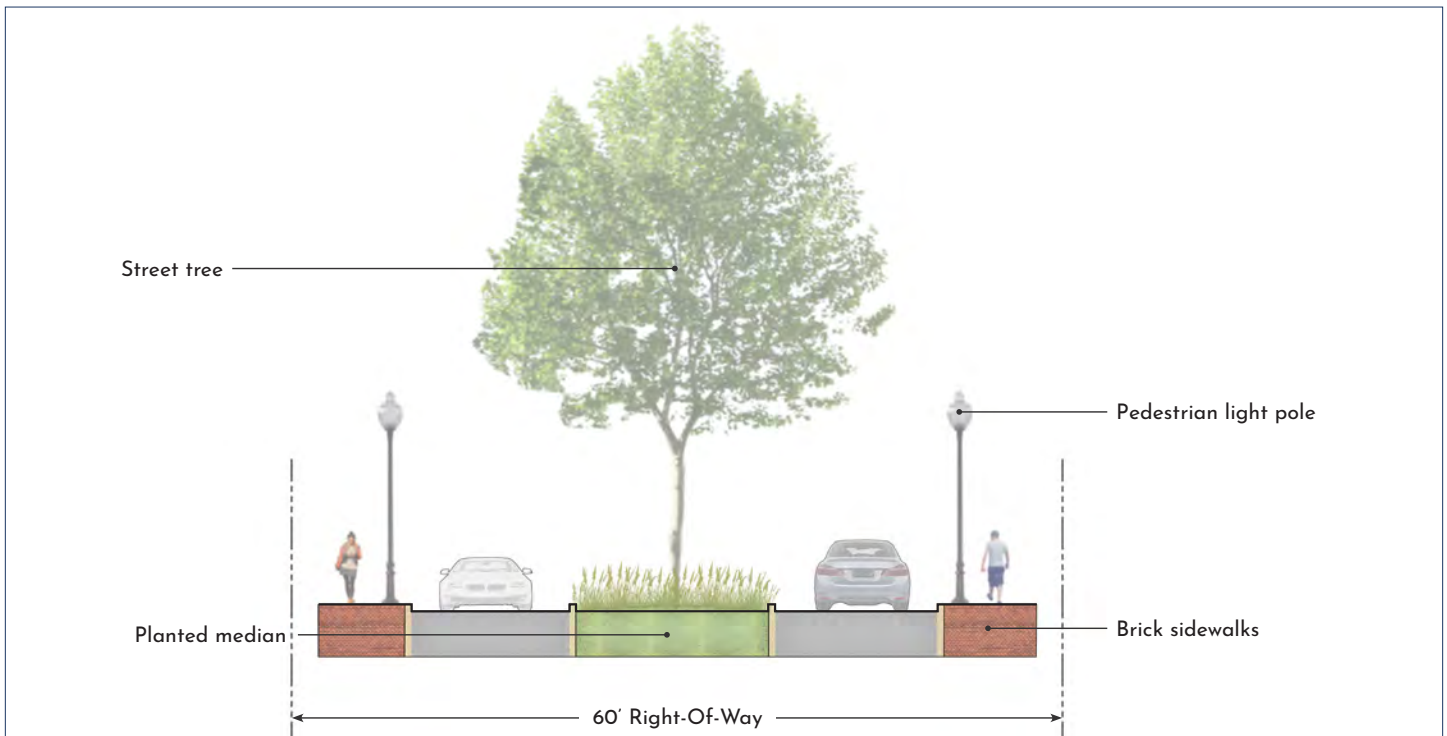
SOUTH SEGMENT

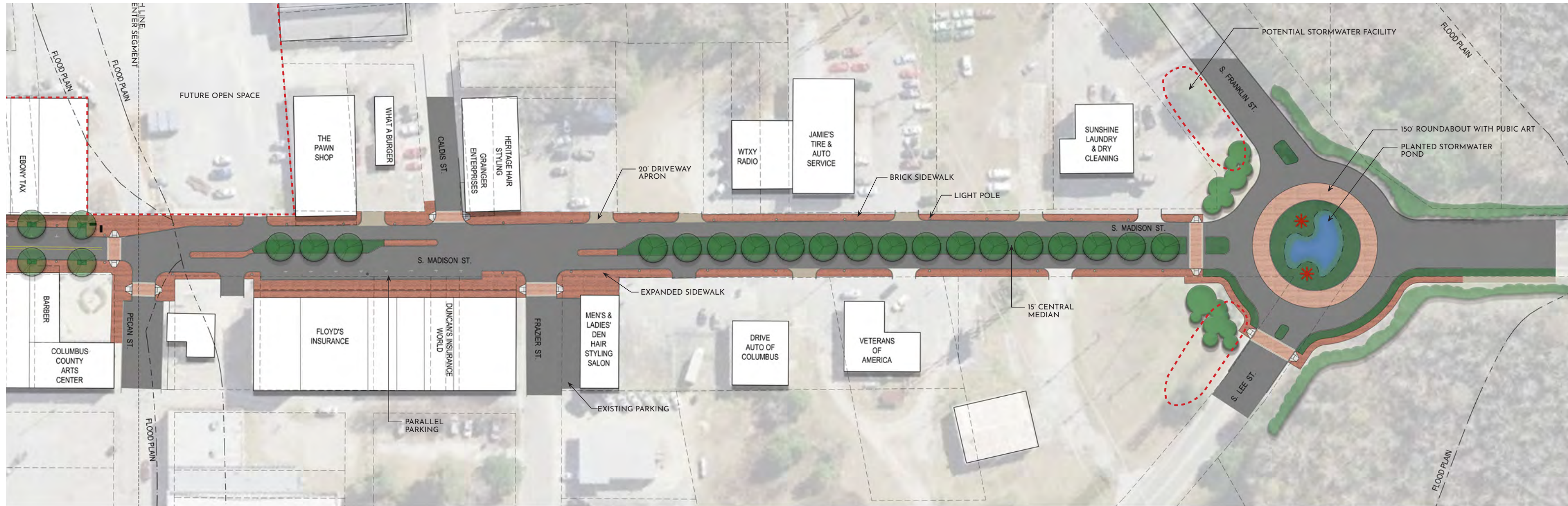
The most significant recommendations illustrated by the final master plan for this segment is the construction of the roundabout at the intersection of Madison Street with Lee and Franklin Streets along with a central median with street trees.

The 150' diameter roundabout creates a distinct sense of entry approaching downtown from the south. The roundabout is in line and centered on the current street. The master plan also illustrates the idea of storm water management facilities on the periphery of the roundabout. The center of the roundabout could

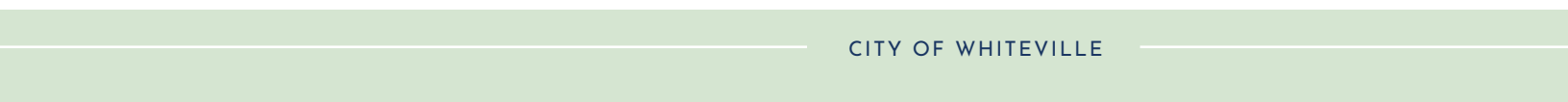
accommodate public art, be landscaped to reinforce the sense of entry and/or accommodate a storm water facility as well. This area is entirely in the floodplain of Mollie Branch Creek and Soules Swamp.

The other major components of the master plan recommendations for this segment include sidewalk improvements and curb expansions at Pecan and Frazer Streets. Curb bulbouts at corners create additional pedestrian space and opportunities for seating. Existing driveways are to remain but be reconstructed so that the sidewalk stays consistent. Also noted on this plan is the potential for a future green space where the abandoned Lewis Smith shopping plaza is located. This area could provide open space as well as contribute to storm water resilience.

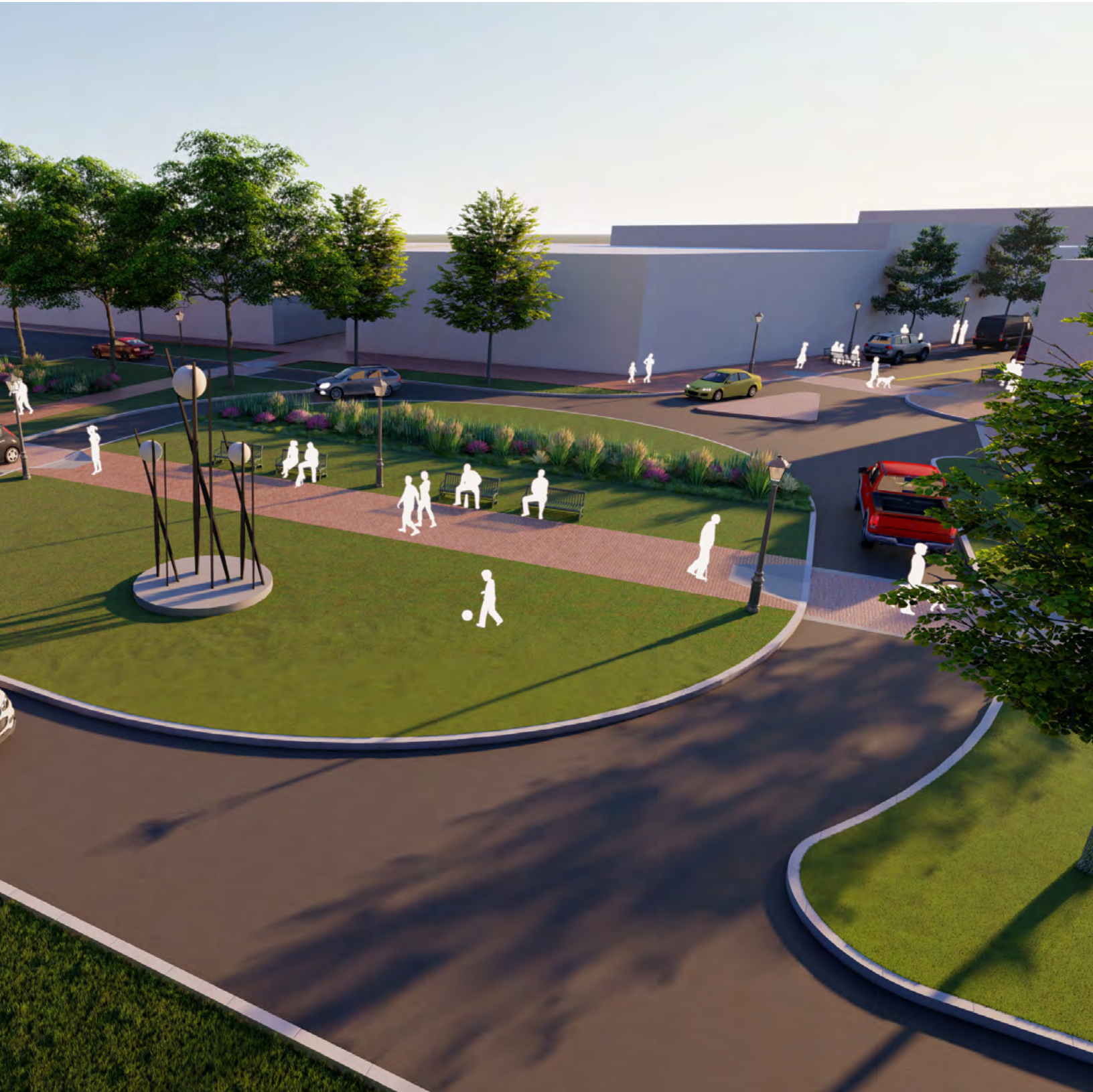




SOUTH SEGMENT







05

PHASING & IMPLEMENTATION STRATEGIES



The City of Whiteville intends for the downtown streetscape to provide a comfortable, safe, and inviting place to visit, shop, work and spend time.

While some disruption during implementation is unavoidable the following strategy seeks to minimize that disturbance.

The strategy below suggests a segmental approach to implementation based on discussions with the City and NCDOT as well as information gathered during site analysis and community engagement.

The Implementation Plan sets those priorities and includes an estimate of probable construction cost, achievable strategies for construction, an evaluation of funding sources (including potential sources of alternate funding and strategic partnerships), and next steps for the implementation of Phase 1.

In order to advance the shared vision for the Madison Street streetscape, implementation strategies must be defined, and priorities established.



OVERVIEW

Logically phasing the construction of the project is critical to minimizing the inconvenience to business owners and patrons of and visitors to downtown. Based on conversations with City staff, the project was organized into three phases for the implementation.

These phases are intended to not only minimize disturbance and enable continued access to shops and businesses, but to also generate excitement for subsequent phases and create momentum.

With the extent of phases defined, estimates of probable construction cost were prepared for each phase. Following are descriptions of each phase including limits, proposed improvements and a cost estimate.

PROBABLE CONSTRUCTION COSTS

The Opinion of Probable Construction Costs are based on current market trends, similar projects, and project-specific research conducted by the project team. The team utilized its available resources and technical expertise to provide order-of-magnitude estimates that are for planning purposes only.

The vision for the streetscape may be modified over time in response to actual costs, future City objectives, ongoing downtown development, and available funding sources.

Additionally, it is recommended that proposed improvements undergo a detailed feasibility and cost analysis prior to physical implementation.

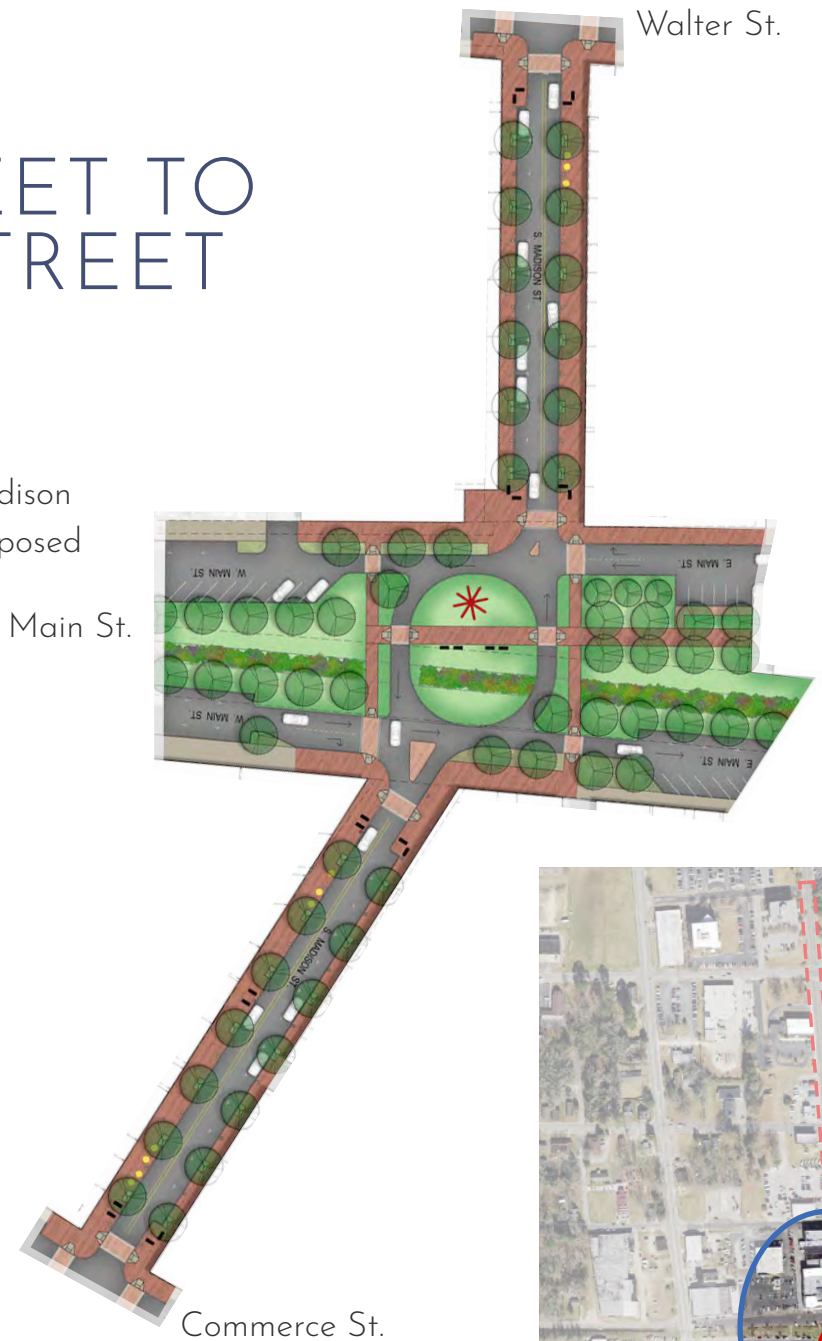
The tables on the following pages detail the overall estimate of probable cost for the streetscape master plan. Note that fees for design and permitting are included as well as a contingency. The overall cost is then broken into multiple phases that can be initiated over time as resources become available.

PHASE 1

WALTERS STREET TO COMMERCE STREET

Phase 1 streetscape improvements for Madison Street are within the central segment. Proposed streetscape modifications include:

- ▶ Civic space
- ▶ Reduce parallel parking
- ▶ Angled parking on Main St.
- ▶ Intersection improvements
- ▶ Sidewalk improvements
- ▶ Enhanced crosswalks
- ▶ Street tree plantings
- ▶ Lighting
- ▶ Site furnishings
- ▶ Public Art



PHASING & IMPLEMENTATION STRATEGIES



PROJECT NAME: Whiteville Downtown Streetscape Master Plan
CC PROJECT NO.: 9200244
DATE: 01/12/2021
PROJECT PHASE: Conceptual Master Plan Phase 1 (Walter - Commerce)

OPINION OF PROBABLE COST

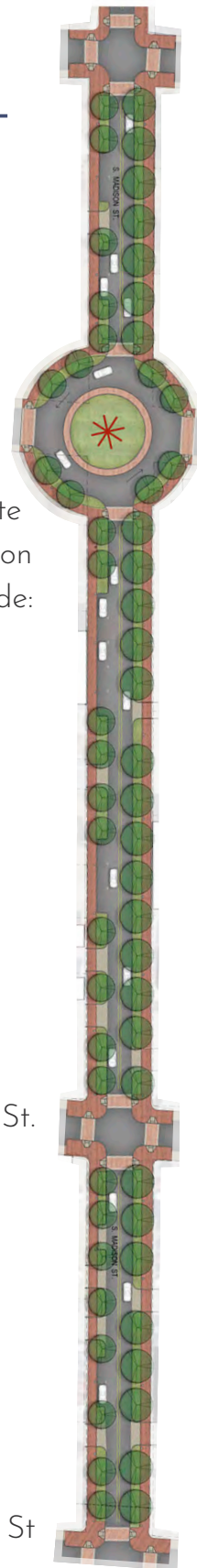
Item No.	Item	Quantity	Unit	Price	Subtotal	Description
A Start-Up and Site Work						
1.	Mobilization	1	lump sum	\$20,000.00	\$20,000.00	
2.	Maintenance of Traffic in Work Zones	1	lump sum	\$10,000.00	\$10,000.00	
3.	Curb and Gutter Demolition	2,991	ln ft	\$8.00	\$23,928.00	
4.	Asphalt Demolition	7,124	sq yd	\$7.50	\$53,430.00	removal of asphalt & base to widen sidewalks
5.	Concrete Demolition	1,808	sq yd	\$10.00	\$18,080.00	walks, ramps, plaza areas
6.	Curb Inlet Demolition	13	each	\$4,000.00	\$52,000.00	
7.	Structural Soil Backfill	2,493	cu ft	\$16.00	\$39,888.00	Includes structural soil for street trees
8.	Soil Excavation and Removal	0	cu yd	\$150.00	\$0.00	removal to be replaced with structural soil
Subtotal					\$187,326.00	
B Utilities Allowance						
1.	Water Service	1	allowance	\$15,000.00	\$15,000.00	meter adjustments, hydrant relocation
2.	Sanitary Sewer Service	1	allowance	\$15,000.00	\$15,000.00	cleanout adjustments
4.	Electrical	1	allowance	\$15,000.00	\$15,000.00	relocation / redirection of service connections
Subtotal					\$45,000.00	
C Roadway Improvements						
1.	Asphalt Milling and Resurfacing	13,433	sq yd	\$27.00	\$362,691.00	Madison from Walter to Commerce
2.	Curb Inlets	13	each	\$4,500.00	\$58,500.00	
3.	Stormwater Pipe Extensions		ln ft	\$30.00	\$0.00	12" hdpe, 10 feet average
Subtotal					\$421,191.00	
D Hardscape						
1.	Brick Sidewalk	30,021	sq ft	\$12.00	\$360,252.00	4" depth
2.	Brick Crosswalk / Vehicular Brick	1,733	sq ft	\$20.00	\$34,660.00	
3.	Curb and Gutter	3,267	ln ft	\$24.00	\$78,408.00	NCDOT 2'-6"
4.	Handicap Ramps	26	each	\$4,000.00	\$104,000.00	
5.	Concrete Bands	200	sq yd	\$35.00	\$7,000.00	Includes crosswalk edges and transition ramps
6.	Site furnishings	1	allowance	\$12,500.00	\$12,500.00	benches, trash / recycling receptacles, bike racks
7.	Light Poles	29	each	\$0.00	\$0.00	leased from Duke Energy
8.	Signage & Wayfinding	1	allowance	\$12,500.00	\$12,500.00	regulatory & directional
Subtotal					\$609,320.00	
E. Landscape and Irrigation						
1.	Street Trees	59	each	\$1,300.00	\$76,700.00	3-4 inch caliper, 14-16 ft height
2.	Tree Grates	26	each	\$1,000.00	\$26,000.00	
3.	Ground Cover	3,490	sq ft	\$5.00	\$17,450.00	
4.	Irrigation System & Controls	1	lump sum	\$15,000.00	\$15,000.00	main line, tap, meter, controller, drip emitters
Subtotal					\$135,150.00	
E. Public Art						
8.	Public Art	1	allowance	\$100,000.00	\$100,000.00	
Subtotal					\$100,000.00	
Subtotals					\$1,497,987	
					Contingency (20%)	\$299,597
					Design and Permitting (12%)	\$215,710
					GC Overhead, Profit and Insurance (12%)	\$215,710
Phase 1 Streetscape Total					\$2,229,005	

WithersRavenel has no control over the cost of labor, materials, equipment, the Contractor's method of determining prices or competitive bidding. Market costs provided herein are made on the basis of experience and represent our best judgment as planners and landscape architects familiar with construction proposals. Bids or construction costs will vary from our opinions of probable costs. Final costs are dependent on final plans specifications and bidding.

PHASE 2 WALTERS STREET NORTH

Phase 2 improvements for the Madison Street streetscape include enhancements to the north segment including the roundabout. This will create a new sense of entry and address traffic circulation as well. Proposed streetscape modifications include:

- ▶ Roundabout at Columbus Street w/ landscape and public art
- ▶ Reduce parallel parking
- ▶ Intersection improvements
- ▶ Sidewalk improvements
- ▶ Enhanced crosswalks
- ▶ Street tree plantings
- ▶ Lighting
- ▶ Site furnishings



Webster St.

Columbus St.

Virgil St.

Walter St





PROJECT NAME: Whiteville Downtown Streetscape Master Plan
CC PROJECT NO.: 9200244
DATE: 01/12/2021
PROJECT PHASE: Conceptual Master Plan Phase 2 (Walter - Webster)

OPINION OF PROBABLE COST

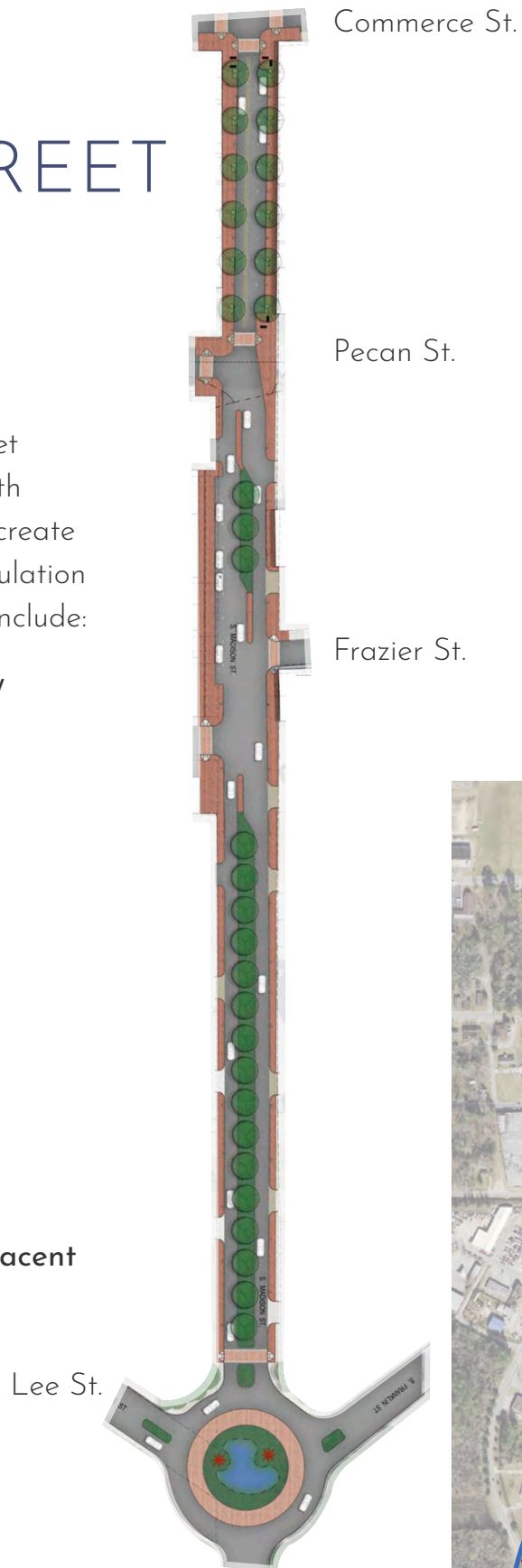
Item No.	Item	Quantity	Unit	Price	Subtotal	Description
A	Start-Up and Site Work					
1.	Mobilization	1	lump sum	\$20,000.00	\$20,000.00	
2.	Maintenance of Traffic in Work Zones	1	lump sum	\$10,000.00	\$10,000.00	
3.	Curb and Gutter Demolition	3,139	ln ft	\$8.00	\$25,112.00	
4.	Asphalt Demolition	23,529	sq yd	\$7.50	\$176,467.50	removal of asphalt & base to widen sidewalks
5.	Concrete Demolition	7,543	sq yd	\$10.00	\$75,430.00	walks, ramps
6.	Curb Inlet Demolition	6	each	\$2,000.00	\$12,000.00	
7.	Structural Soil Backfill	0	cu ft	\$16.00		Includes structural soil for street trees and raised planting beds
8.	Soil Excavation and Removal	0	cu yd	\$150.00		removal to be replaced with structural soil
	Subtotal				\$289,009.50	
B	Utilities Allowance					
1.	Water Service	1	allowance	\$15,000.00	\$15,000.00	meter adjustments, hydrant relocation
2.	Sanitary Sewer Service	1	allowance	\$15,000.00	\$15,000.00	cleanout adjustments
3.	Electrical	1	allowance	\$15,000.00	\$15,000.00	relocation / redirection of service connections
	Subtotal				\$45,000.00	
C	Roadway Improvements					
1.	Asphalt Milling and Resurfacing	17,350	sq yd	\$27.00	\$468,450.00	
2.	Curb Inlets	6	each	\$4,500.00	\$27,000.00	
3.	Stormwater Pipe Extensions	0	ln ft	\$30.00	\$9.00	12" hdpe, 10 feet average
	Subtotal				\$495,459.00	
D	Hardscape					
1.	Brick Sidewalk	29,793	sq ft	\$12.00	\$357,516.00	4" depth, gray
2.	Brick Crosswalk / Vehicular Brick	4,845	sq ft	\$20.00	\$96,900.00	
3.	Curb and Gutter	3,267	ln ft	\$24.00	\$78,408.00	NCDOT 2'-6"
4.	Handicap Ramps	12	each	\$4,000.00	\$48,000.00	
5.	Concrete Bands	191	sq yd	\$35.00	\$6,685.00	Includes crosswalk edges and transition ramps
6.	Site furnishings	1	allowance	\$12,500.00	\$12,500.00	benches, trash / recycling receptacles, bike racks
7.	Signage & Wayfinding	1	allowance	\$12,500.00	\$12,500.00	regulatory & directional
8.	Light Poles	38	each		\$0.00	leased from Duke Energy
	Subtotal				\$612,509.00	
E.	Landscape and Irrigation					
1.	Street Trees	61	each	\$1,300.00	\$79,300.00	3-4 inch caliper, 14-16 ft height
2.	Ground Cover	26	sq ft	\$5.00	\$130.00	
3.	Irrigation System & Controls	1	lump sum	\$3,000.00	\$3,000.00	main line, tap, meter, controller, drip emitters
	Subtotal				\$82,430.00	
E.	Public Art					
8.	Public Art	1	allowance	\$100,000.00	\$100,000.00	
	Subtotal	3,490			\$100,000.00	
	Subtotals	59			\$1,479,408	
	Contingency (20%)				\$295,882	
	Design and Permitting (12%)				\$213,035	
	GC Overhead, Profit and Insurance (12%)				\$213,035	
	Phase 2 Streetscape Total				\$2,201,358	

WithersRavenel has no control over the cost of labor, materials, equipment, the Contractor's method of determining prices or competitive bidding. Market costs provided herein are made on the basis of experience and represent our best judgment as planners and landscape architects familiar with construction proposals. Bids or construction costs will vary from our opinions of probable costs. Final costs are dependent on final plans specifications and bidding.

PHASE 3 COMMERCE STREET SOUTH

Phase 3 improvements for the Madison Street streetscape include improvements to the south segment including the roundabout. This will create a new sense of entry and address traffic circulation as well. Proposed streetscape modifications include:

- ▶ Roundabout at Lee and Franklin w/ landscape and public art
- ▶ Parallel parking
- ▶ Central median with street trees
- ▶ Intersection improvements
- ▶ Sidewalk improvements
- ▶ Enhanced crosswalks
- ▶ Lighting
- ▶ Site furnishings
- ▶ Stormwater management areas adjacent to Franklin and Lee Streets





PROJECT NAME: Whiteville Downtown Streetscape Master Plan
CC PROJECT NO.: 9200244
DATE: 01/12/2021
PROJECT PHASE: Conceptual Master Plan Phase 3 (Commerce - Lee/Franklin)

OPINION OF PROBABLE COST

Item No.	Item	Quantity	Unit	Price	Subtotal	Description
A	Start-Up and Site Work					
1.	Mobilization	1	lump sum	\$20,000.00	\$20,000.00	
2.	Maintenance of Traffic in Work Zones	1	lump sum	\$10,000.00	\$10,000.00	
3.	Curb and Gutter Demolition	0	ln ft	\$8.00		
4.	Asphalt Demolition	26,555	sq yd	\$7.50	\$199,162.50	removal of asphalt & base to create median
5.	Concrete Demolition	3,792	sq yd	\$10.00	\$37,920.00	walks, ramps
6.	Curb Inlet Demolition	8	each	\$2,000.00	\$16,000.00	
	Subtotal				\$283,082.50	
B	Utilities Allowance					
1.	Water Service	1	allowance	\$15,000.00	\$15,000.00	meter adjustments, hydrant relocation
2.	Sanitary Sewer Service	1	allowance	\$15,000.00	\$15,000.00	cleanout adjustments
4.	Electrical	1	allowance	\$15,000.00	\$15,000.00	relocation / redirection of service connections
	Subtotal				\$45,000.00	
C	Roadway Improvements					
1.	Asphalt Milling and Resurfacing	22,198	sq yd	\$27.00	\$599,346.00	Main and Lassiter Streets
2.	Curb Inlets	8	each	\$4,500.00	\$36,000.00	
3.	Stormwater Pipe Extensions	0	ln ft	\$30.00		12" hdpe, 10 feet average
	Subtotal				\$635,346.00	
D	Hardscape					
2.	Brick Sidewalk	21,595	sq ft	\$12.00	\$259,140.00	
3.	Curb and Gutter	5,682	ln ft	\$24.00	\$136,368.00	NCDOT 2'-6"
4.	Handicap Ramps	14	each	\$4,000.00	\$56,000.00	
7.	Site furnishings	1	allowance	\$12,500.00	\$12,500.00	benches, trash / recycling receptacles, bike racks
8.	Light Poles	0	each			leased from Duke Energy
9.	Signage & Wayfinding	1	allowance	\$12,500.00	\$12,500.00	
	Subtotal				\$476,508.00	
E.	Landscape and Irrigation					
1.	Street Trees	50	each	\$1,300.00	\$65,000.00	3-4 inch caliper, 14-16 ft height
2.	Tree Grates	26	each	\$1,000.00	\$26,000.00	
3.	Ground Cover	14,272	sq ft	\$5.00	\$71,360.00	
4.	Irrigation System & Controls	1	lump sum	\$7,500.00	\$7,500.00	main line, tap, meter, controller, drip emitters
	Subtotal				\$169,860.00	
E.	Public Art					
8.	Public Art	1	allowance	\$100,000.00	\$100,000.00	
	Subtotal				\$100,000.00	
	Subtotals				\$1,709,797	
	Contingency (20%)				\$341,959	
	Design and Permitting (12%)				\$246,211	
	GC Overhead, Profit and Insurance (12%)				\$246,211	
	Phase 3 Streetscape Total				\$2,544,177	

WithersRavenel has no control over the cost of labor, materials, equipment, the Contractor's method of determining prices or competitive bidding. Market costs provided herein are made on the basis of experience and represent our best judgment as planners and landscape architects familiar with construction proposals. Bids or construction costs will vary from our opinions of probable costs. Final costs are dependent on final plans specifications and bidding.

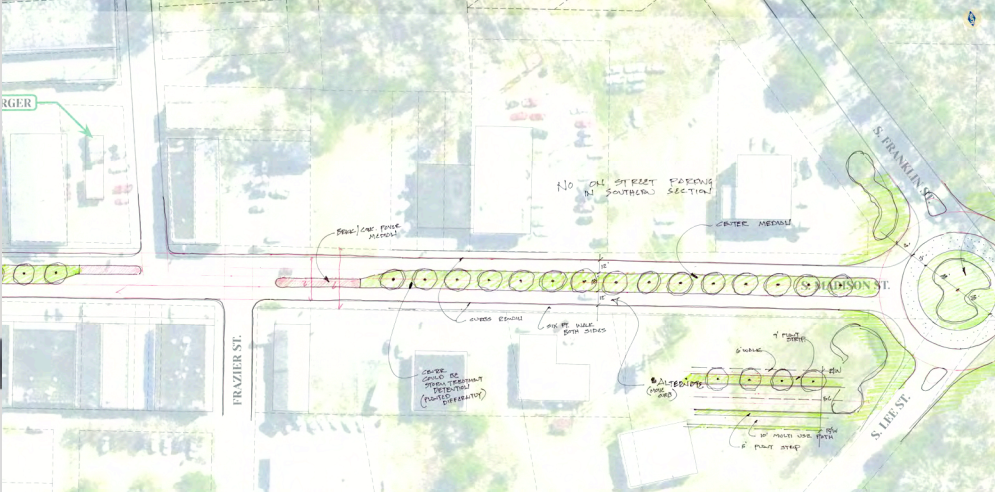
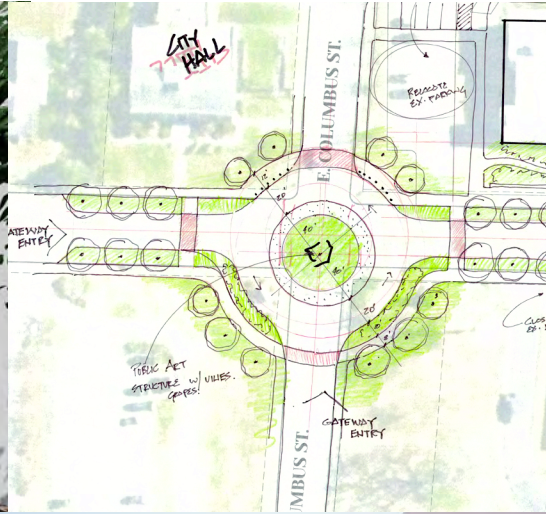


FUNDING RECOMMENDATIONS

NEXT STEPS

The implementation of the Madison Street streetscape will require diligent pursuit of alternative funding sources and continued support from the community. In an effort to take advantage of the momentum and local support generated by the Master Planning process, and leverage the most available funding possible, the project team recommends the following next steps:

- ▶ Explore options for available grants and loans that could be used toward Phase 1 improvements
- ▶ Explore opportunities for partnerships with local stakeholders and civic groups
- ▶ Continue to engage stakeholders and the public by communicating construction progress and achievement of milestones



WHITEVILLE
STREETSCAPE
MASTER PLAN

CITY OF WHITEVILLE

