

DATE: January 10, 2018
TO: Mayor Tarter and Members of City Council
FROM: Citizens Advisory Committee on Transportation (CACT)
SUBJECT: Comments on proposed Insight development at Broad and Washington Streets

In December of 2017 City Council referred the proposed Insight mixed-use development project to City Boards and Commissions for comment. The CACT discussed the project at its December 13, 2017 meeting following a presentation by the developer. Local residents also shared their concerns during public comment.

This memo responds to the City Council's referral and is intended to assist the City Council in their evaluation of the project.

Comments

The proposed Insight development at the downtown intersection of Broad and Washington Streets has much to commend:

- Replacement of sub-optimal offices and restaurant with higher density development
- Addition of Class A office space and upmarket apartments
- Publicly accessible and privately maintained second floor plaza and pocket park
- Strengthening the City's Core Entertainment Area
- New and expanded home for the Creative Cauldron Theater
- Reduction in curb cuts to a single entrance on E. Broad Street
- Potential for improved access for southbound traffic on N. Washington Street via removal of median.
- Additional public parking (paid) not limited to residents, office employees or project visitors.
- A mix of uses (apartments, offices, and retail) that vary in time-of-day demand for parking, allowing for a reduction in the total number of spaces.
- Though the project will increase traffic volume, current LOS D is projected to remain after development
- Significant positive net fiscal impact for the City

Areas to address

- The applicant verbally represented that there will be 10' of clear sidewalk for pedestrian travel on the Broad and Washington Street sides of the project. However, the Voluntary Concessions say, with outdoor dining and tree pits, this can be reduced to 6'. This is inadequate. Prefer 10' but certainly no less than 8'.
- Confirm that the Voluntary Concession contributions for traffic calming and permit parking on Lawton Street are adequate. In particular, the \$20,000

proposed for traffic calming measures seems low relative to recent City projects.

- Lawton Street residents indicated that Lawton already experiences overflow parking and is often used as a cut through to the EFC Metro. A permit parking program and traffic calming for Lawton are required to avoid adverse impacts on residents on Lawton.
- Lawton residents indicate that westbound traffic on Broad Street sometimes backs up to Lawton Street. A marked box could help keep turning movements clear at this location.
- Specify the permitted hours of public use of the second floor plaza and public pocket park. Specify examples of programming for the plaza.
- The traffic signal proposed for the Broad Street entrance in the October 10, 2017 Traffic Impact Study has been withdrawn.
 - The applicant should advise how this affects the conclusions of the Traffic Impact Study. In addition to overall LOS, the CACT is concerned that:
 - Eastbound vehicles seeking to turn left into the development may back up and impede Washington Street traffic.
 - It will be difficult/hazardous for vehicles seeking to turn left when exiting the development onto Broad Street.
 - An unsignalized pedestrian crosswalk at the Broad Street entrance will be hazardous.
- Co-locate the bike parking and shower facilities to increase convenience for cycling commuters.
- Reserve one or more parking spaces for a car sharing service, e.g., Zipcar.
- Provide direct access to the second floor plaza from the City parking lot. There is currently no access. Recommend an open stairwell.
- The lay-by space proposed for Broad Street near the entrance to the Creative Cauldron is a good idea. Provision must be made to assure and enforce quick turnaround, e.g., ≤ 5 minutes.