



VISION FOR VIBRANCY

**APEX DOWNTOWN MASTER PLAN & PARKING STUDY
TOWN OF APEX, NORTH CAROLINA**



VISION HIGHLIGHTS

- 3 Guiding Principles
- 9 Key Goals
- 58 Key Recommendations
- 10 Projects to Tackle First
- 10 Measures of Success

Adopted in December of 2019, the Downtown Master Plan & Parking Study sets a course in Apex for transformational VIBRANCY. The plan is the result of extensive public input and dedicated work by an engaged steering committee.

Downtown Apex is already a success in so many ways; probably most importantly, downtown is a success in the hearts and minds of its citizens. The community exudes a true feeling of local pride and an authenticity which cannot be replicated in the region. The plan is intended to be the primary vision-setting and policy-directing strategy to lead the on-going revitalization of downtown for the next 20 years.

GUIDING PRINCIPLES

PUT PEOPLE FIRST

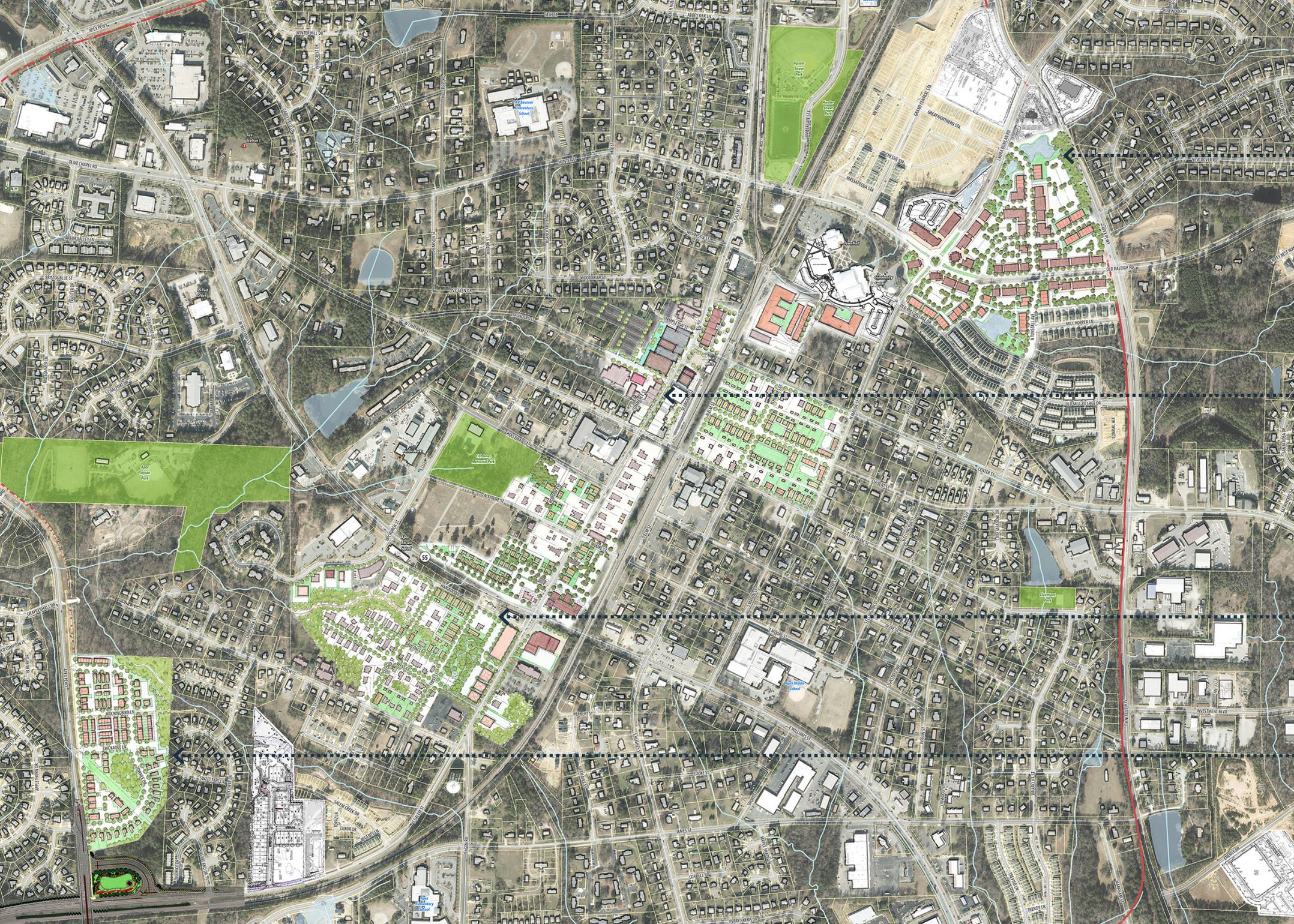
CELEBRATE SALEM STREET

EMBRACE AUTHENTIC APEX

Without change there is no innovation, CREATIVITY, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.

-William Pollard





DOWNTOWN MASTER PLAN

VINEYARD STATION

DOWNTOWN CORE AREA OF DETAILED PLANNING

JUSTICE HEIGHTS NEIGHBORHOOD & SOUTH SALEM

SHANGRI-LA MOBILE PARK

1 Transform the Salem streetscape



2 Energize the alleys... Seaboard, Commerce, and Fire Station



4 Add a net gain of 200 parking spaces within a 5-minute walk, and 100 within a 3-minute walk



3 Re-purpose the parking area at the Depot into the premier public space downtown

5 Attract five new restaurants/bars/breweries and a boutique hotel to Salem Street



6 Re-envision the fire station site as a civic + mixed use development



7 Install wayfinding signage in and around downtown



8 Revitalize the Tunstall House, grounds, and strollway as a pastoral treasure and link between Salem Street and the civic center



9 Make the transit station at NC 55 and Salem Street a multi-modal and iconic gateway



10 Construct 100 new housing units within a 10-minute walk (1/2 mile) of downtown



TOP 10 PROJECTS (IN PUBLIC PRIORITY ORDER)

Key Goal 1

Manage Parking Efficiently & Effectively

Placemaking

Multi-Modal

New Parking

Programs

Enforcement

No place is worth caring about that doesn't have a parking problem.
-Rollin Stanley

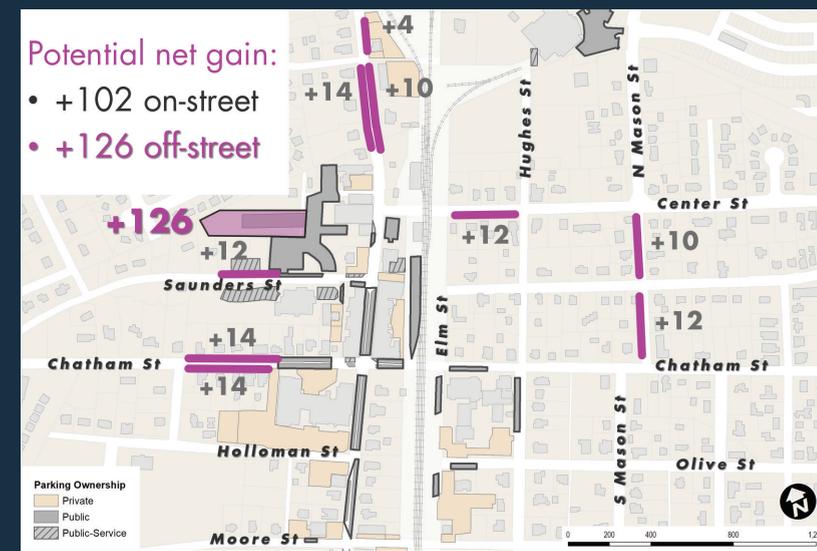
POTENTIAL PARKING DECK LOCATIONS



ACTIVE PARKING MANAGEMENT STRATEGIES



ADDITIONAL PARKING IDENTIFIED



1,148

total parking spaces in the core area of downtown, although there are 1,665 total parking spaces near downtown

54%

peak usage occupancy of existing parking observed

228

additional on-street and off-street spaces identified

Key Goal 2

Make Salem Street the Best Public Space in the Region

SALEM STREET WITH WIDE URBAN SIDEWALKS & STREET TREES



Key Goal 3

Create Vibrant Spaces for People to Gather



HOLLAND'S JEWELERS



SEABOARD STREET



COMMERCE STREET



SALEM & THOMPSON STREET

Key Goal 4

Expand Housing Options that Promote Equity



UPPER FLOOR LIVING ON SALEM

VINEYARD STATION NEIGHBORHOOD CENTER



HISTORIC DISTRICT INFILL



UPPER FLOOR LIVING ON SALEM

Key Goal 5

Create Connections to Downtown



Made with Streetmix

N. SALEM EXISTING CONDITIONS

N. SALEM IMPROVEMENTS FOR WALKABILITY



Made with Streetmix



- Future Road
- Natural Area
- Apex Corporate Limits
- Apex Extraterritorial Jurisdiction
- Proposed Grade Separated Bike/Ped Crossing
- Existing Public Greenway
- Proposed Public Greenway
- Existing Private Greenway
- Proposed Private Greenway
- Existing Side Path
- Proposed Side Path
- Existing Bicycle Lane
- Proposed Bicycle Lane
- Proposed Shared Lane Markings

BIKE APEX MAP WITH DOWNTOWN CONNECTIONS

DEPOT PLAZA AS A FLEXIBLE GATHERING SPACE



Key Goal 6

Encourage a Diversity of Activities & Programming



DEPOT PLAZA WITH FARMER'S MARKET

DEPOT PLAZA WITH ICE RINK

Key Goal 7

Roll Out the Welcome Mat with Small Town Charm



Image Credits: Left to Right, The Pearl Hotel, Salana Boutique Hotel, Hotel Amadeo, Matt Bowers, Provenance Hotels/Elevatus Architecture/Hagerman, The Kensington Hotel on State Street

BOUTIQUE HOTEL INSPIRATION



Key Goal 8

Honor the History of Downtown

REIMAGINED FIRE STATION ON SALEM



TUNSTALL HOUSE, GROUNDS, AND STROLLWAY



FIRE STATION ALLEY WITH LOG POND MURAL



Key Goal 9

Re-imagine Spaces through Art, Innovation, and Creativity!

SAUNDERS & SALEM OUTDOOR DINING SPACE



GROW
PRESCHOOL
MURAL

HALLE
CULTURAL
ARTS
CENTER
MURAL



1 Salem Street will be full of people —day and night.



2 Retail and restaurant rents will outperform office.



4 We've created a REAL parking problem.



6 Entrepreneurs will have opened 10 more businesses.



9 People will reach downtown Apex by biking, walking, bus, and car.



7 Friends and families will be playing and making memories in downtown.



5 People of all ages, ethnicities, and economic levels will be downtown.



3 We've added 100 more housing units to the downtown area.



8 Residents and visitors will know the story of downtown Apex.



10 Partnerships and old-fashioned hard work will have made it happen.



**HOW WE KNOW
WE SUCCEEDED**



Brochure created by Stantec's Urban Places