



AUGUST 12, 2022

DOWNTOWN PINEHURST AMENITY ACTION PLAN

Village of Pinehurst, North Carolina

 **MCADAMS**

REGENERATION BY DESIGN PLLC

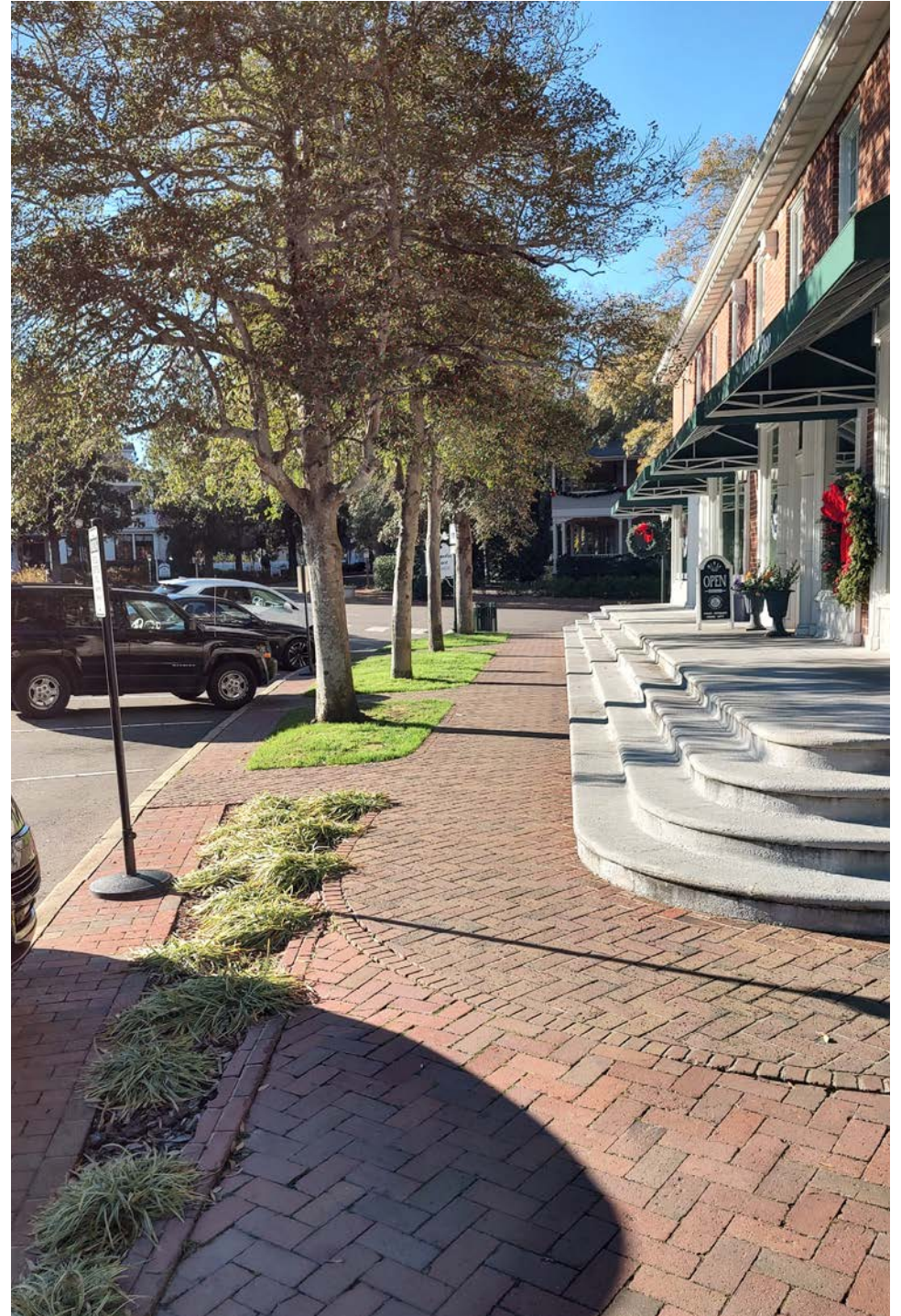
 **RAMEY KEMP
&
ASSOCIATES**

ITEMS OF DISCUSSION:

- 01 HISTORIC CHARACTER
- 02 CIRCULATION
- 03 PARKING
- 04 MARKET SQUARE
- 05 FURNISHINGS
- 06 LIGHTING
- 07 PLANTING
- 08 MAGNOLIA ROAD

INTRODUCTION AND ANALYSIS

RECOMMENDATIONS



HISTORIC CHARACTER



1903 VIEW FROM THE DEPARTMENT STORE BUILDING. THE VILLAGE GREEN IS ON THE RIGHT.

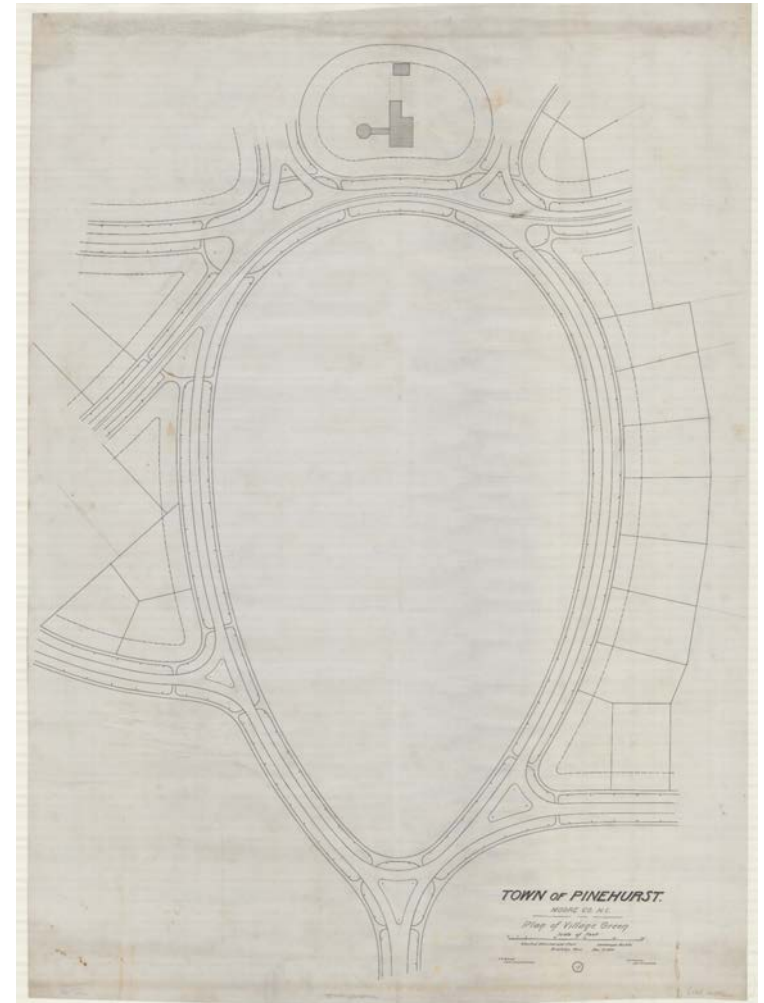


1903 VIEW OVER EVERETTE ROAD OF THE HOLLY INN. THE VILLAGE GREEN IS ON THE LEFT.

HISTORIC CHARACTER

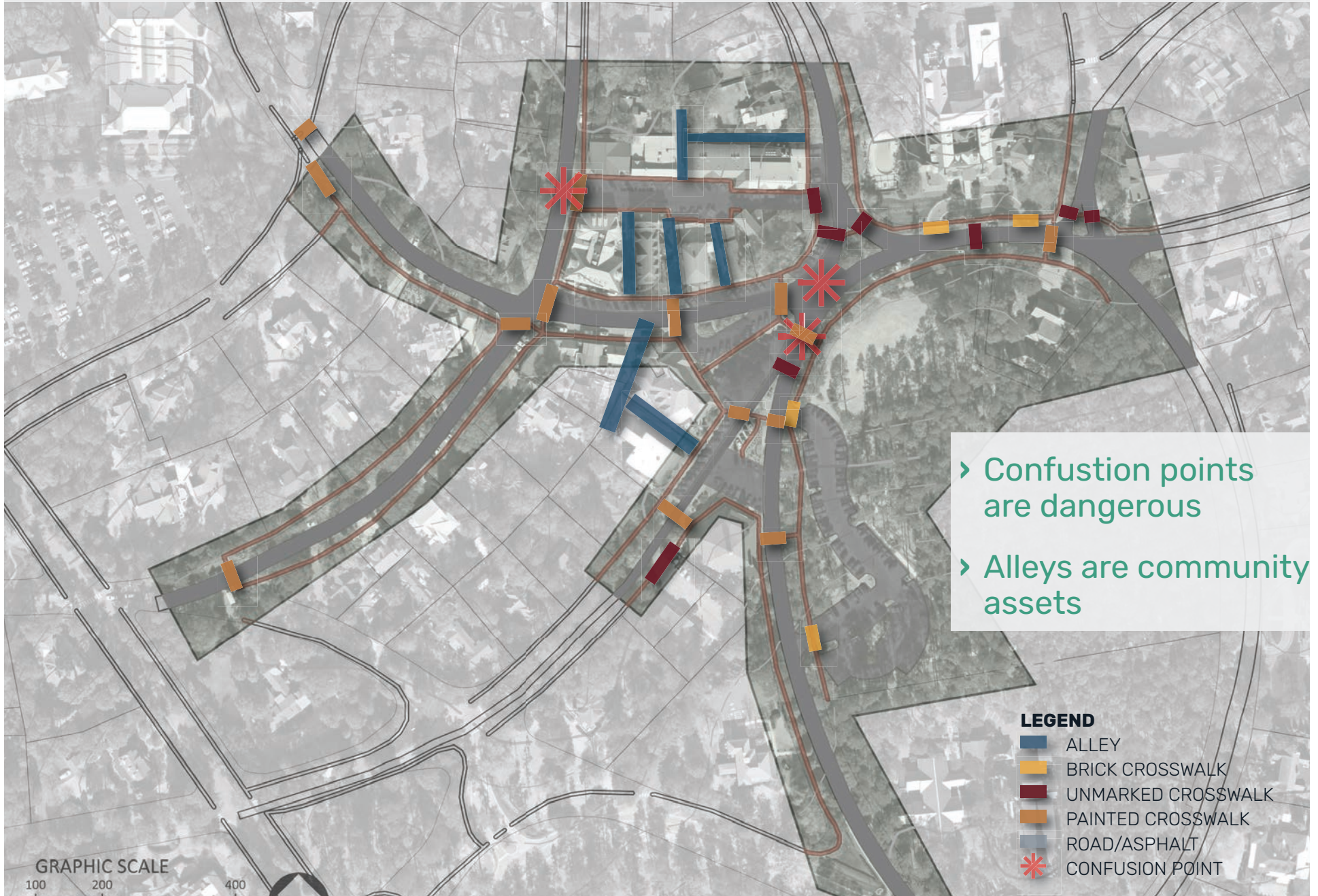


UNDATED POSTCARD SHOWING FULL PLANTINGS NEAR THE INTERSECTION OF CHINQUAPIN AND CHEROKEE ROADS.



PLAN FROM THE OFFICE OF OLMSTED, OLMSTED, AND ELIOT FOR THE WALKS AND ROADS SURROUNDING VILLAGE GREEN.

CIRCULATION ANALYSIS



PRIVATE SPACE FOR PUBLIC USE



IMAGE 1. Tables and chairs at the department store building parking area



IMAGE 2. Privately owned alley connection to Market Square



IMAGE 3. Privately owned alley connection to Market Square

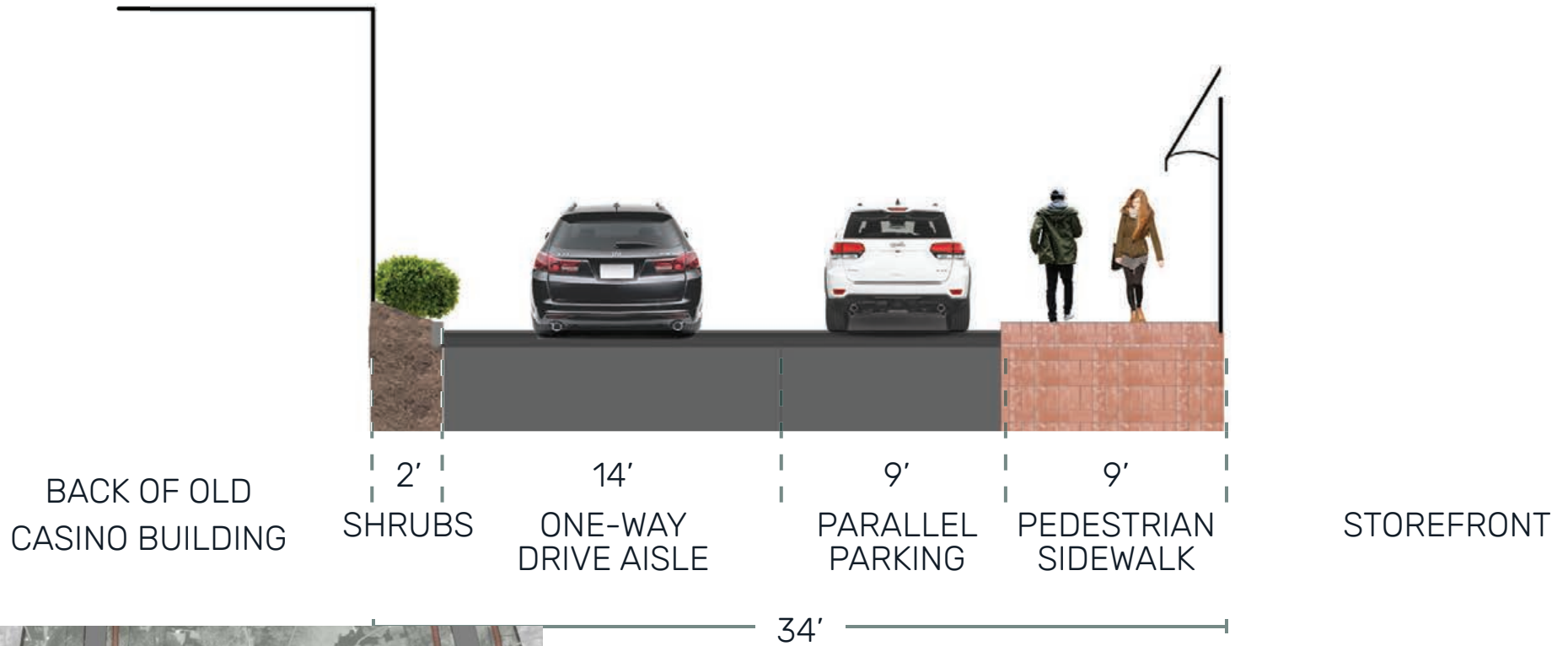


IMAGE 4. Privately owned alley connection to Cherokee Road

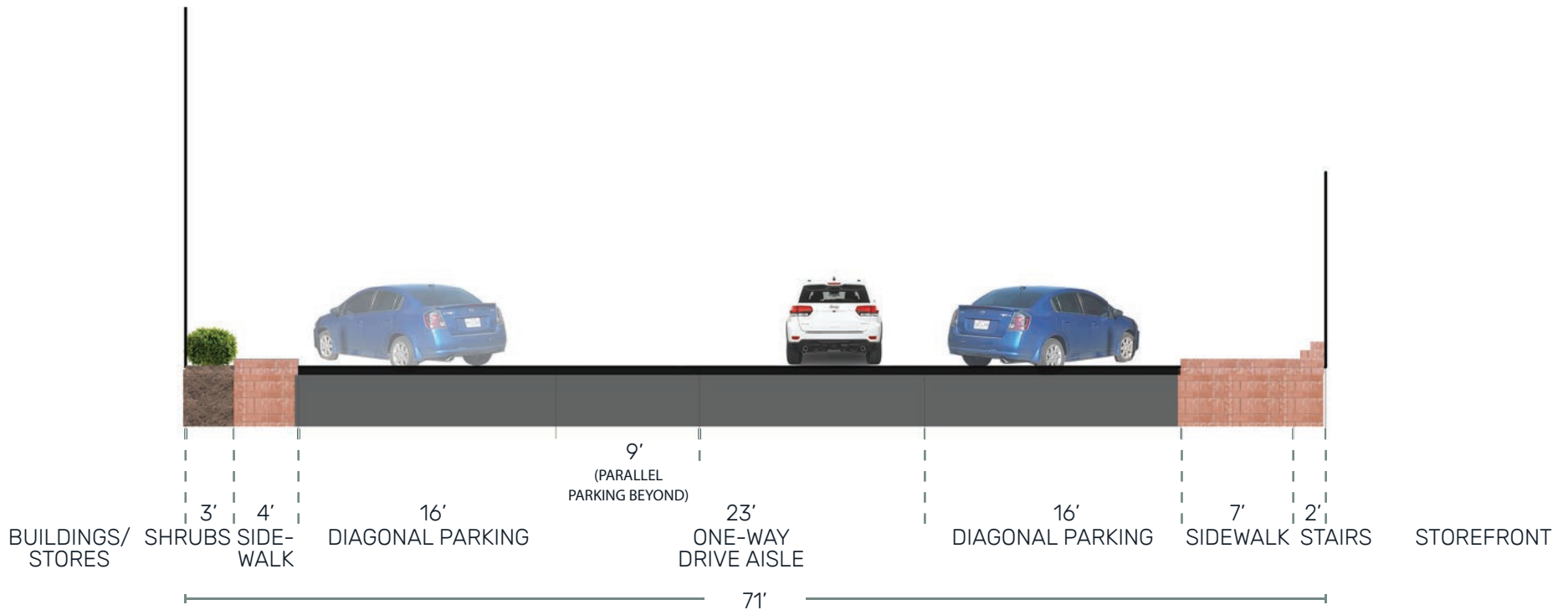
PARKING ANALYSIS



MARKET SQUARE TYPICAL SECTIONS (A)



MARKET SQUARE TYPICAL SECTIONS (B)

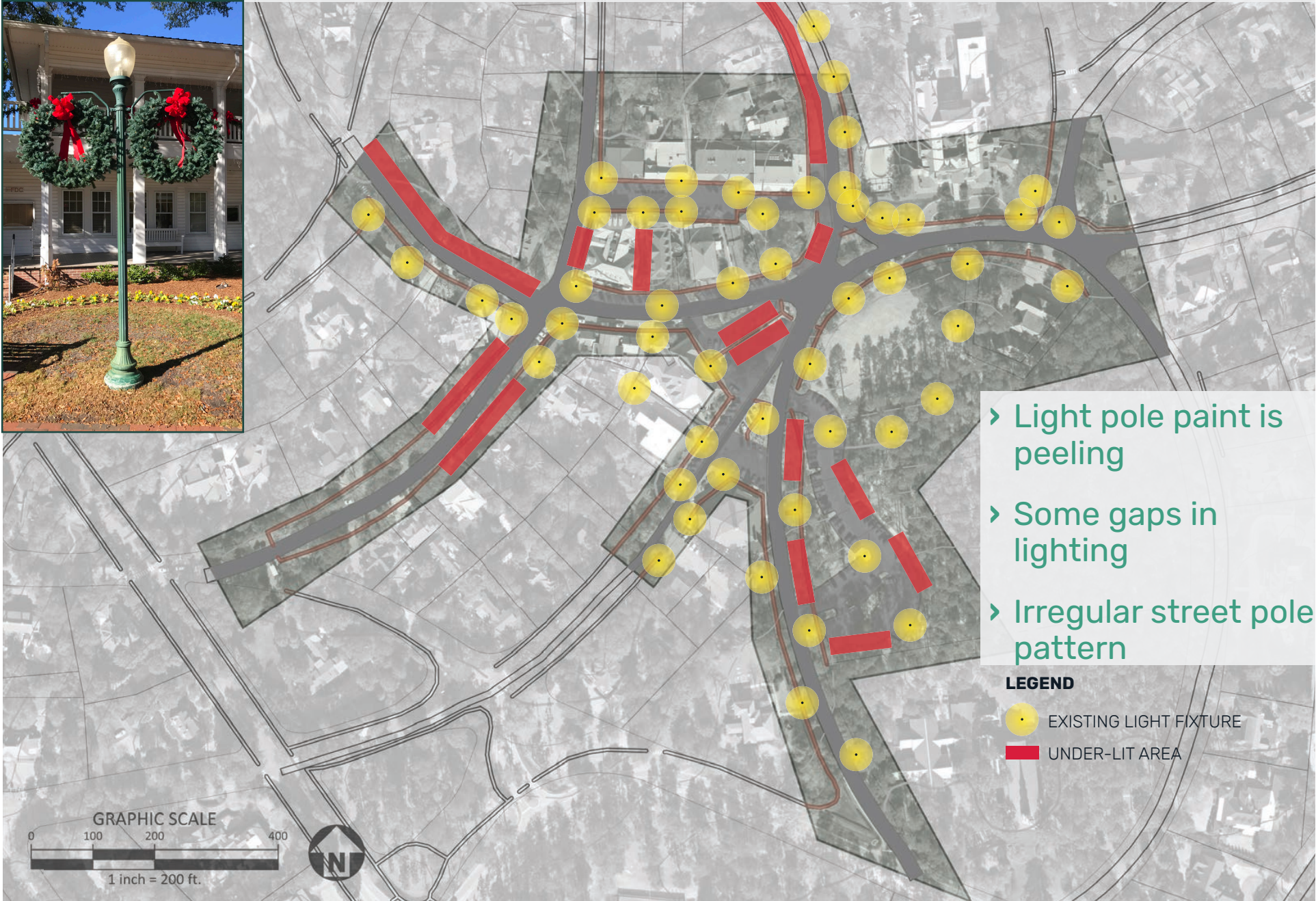


- › Narrow sidewalks with more asphalt than needed
- › No room for outdoor furnishings

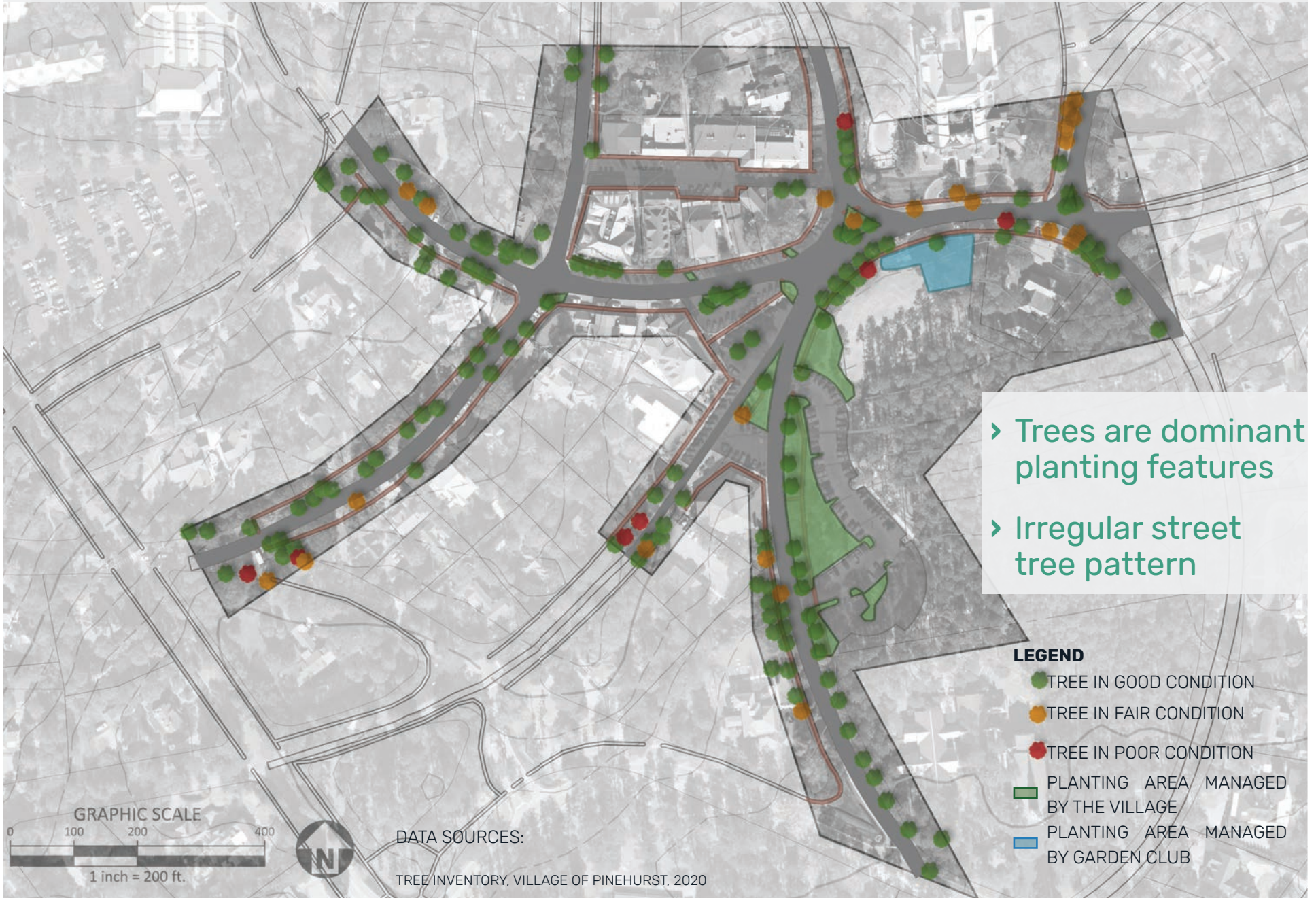
FURNISHINGS ANALYSIS



LIGHT LOCATIONS



PLANTING ANALYSIS



- › Trees are dominant planting features
- › Irregular street tree pattern

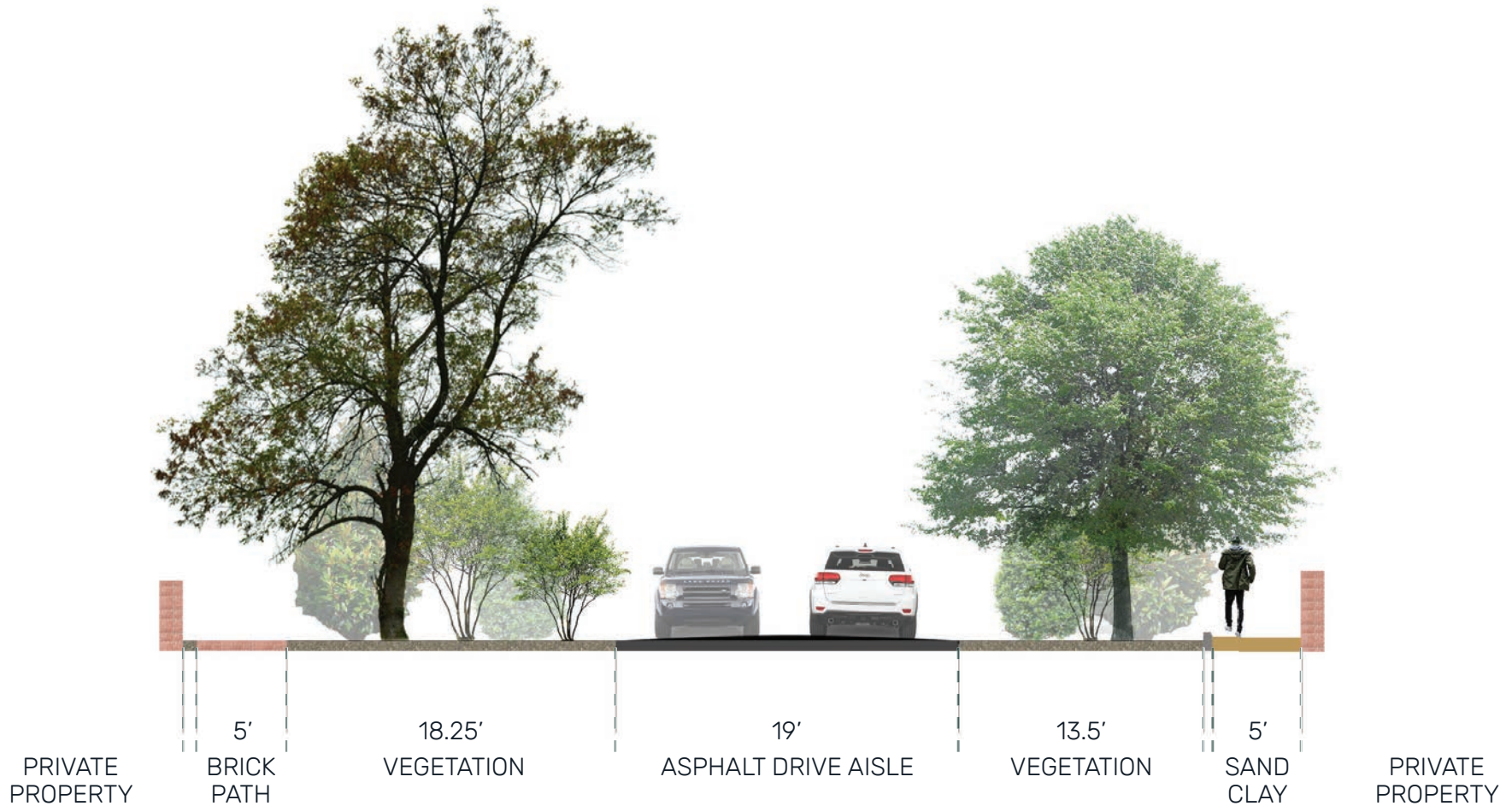


Trees in "fair" condition in front of the Holly Inn.



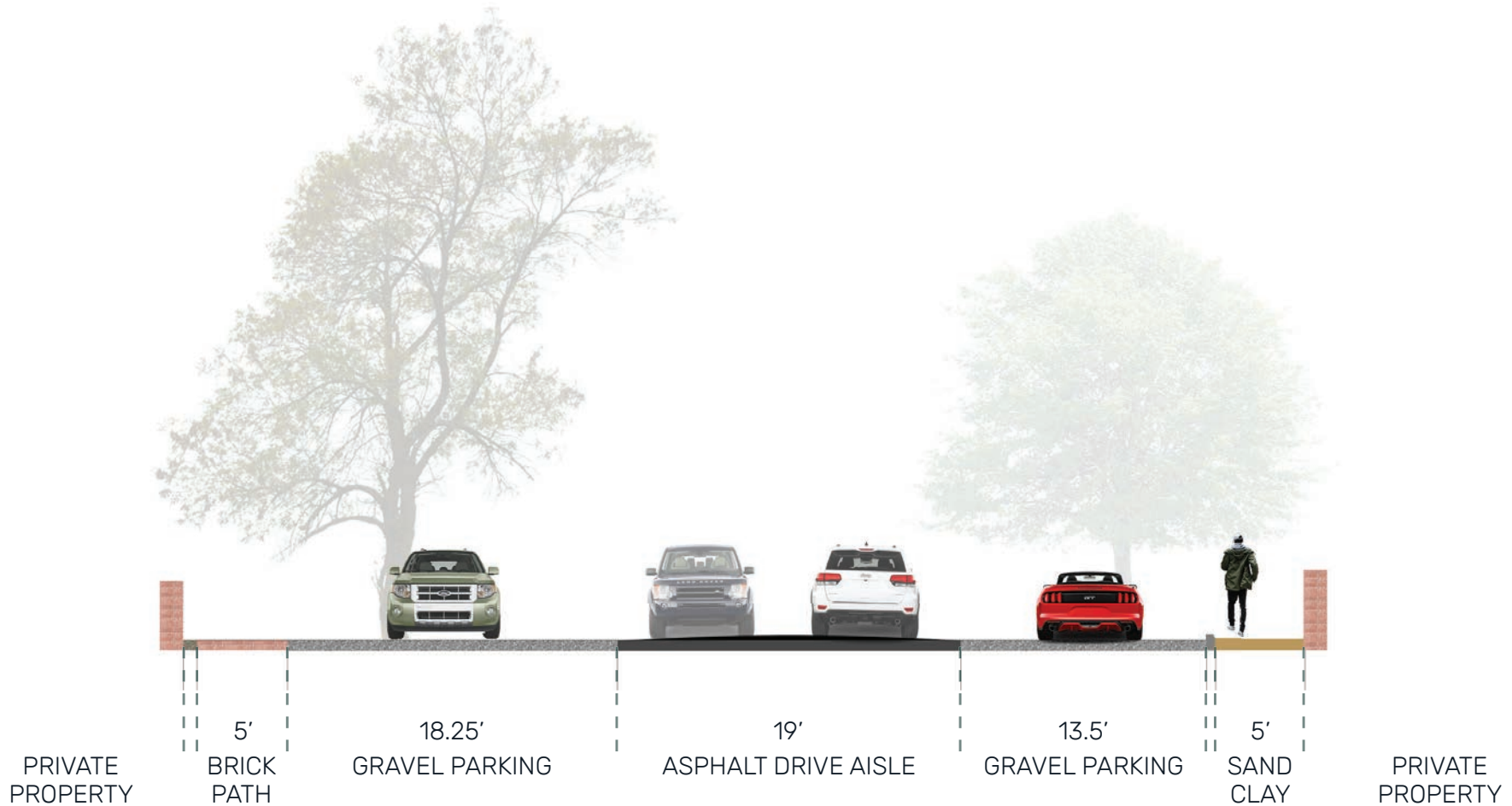
Street tree in "good" condition at intersection of Dogwood and Cherokee Roads.

MAGNOLIA ROAD TYPICAL SECTIONS (WITH VEGETATION)



› This section matches the original Olmsted plan

MAGNOLIA ROAD TYPICAL SECTIONS (WITHOUT VEGETATION)



- › Loss of planting
- › Oversized parking spaces (9' wide is typical)

RECOMMENDATIONS



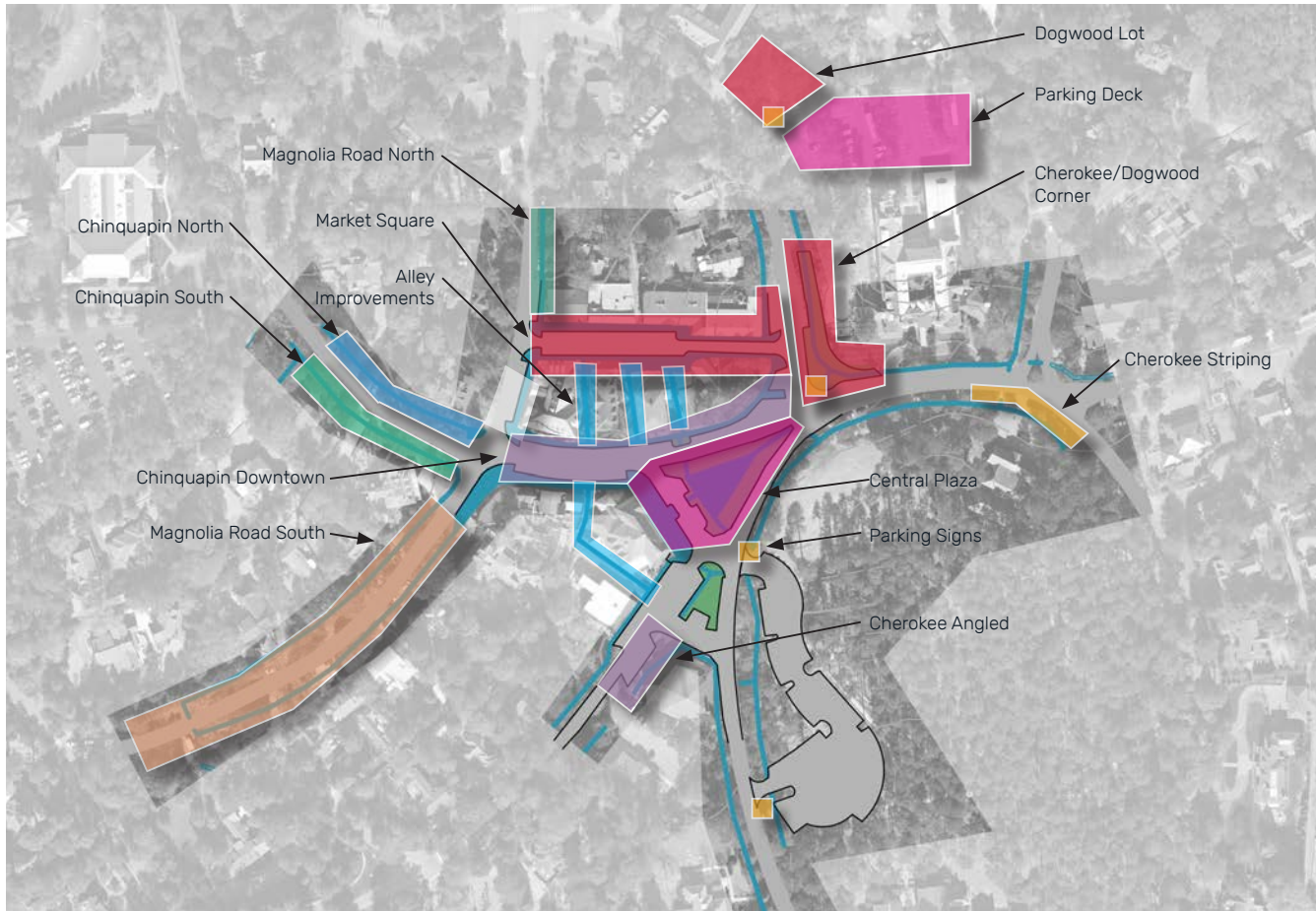
› **ENCOURAGE USE OF PARKING LOTS IN DOWNTOWN PERIPHERY**
PERCEIVED LACK OF PARKING

› **IMPROVE PEDESTRIAN EXPERIENCE**
ENHANCE PEDESTRIAN ACCESS FROM
KEY LOCATIONS

PROPOSED PROJECTS



PROPOSED PROJECTS



1. REMOVE TREES IN POOR CONDITION

**2. PARKING SIGNS
+ CHEROKEE ROAD STRIPING**

**3. AMENITIES, FURNISHINGS, AND
PLANTERS**

**4. MARKET SQUARE
+ CHEROKEE / DOGWOOD CORNER
+ DOGWOOD LOT IMPROVEMENTS**

**5. CHINQUAPIN SOUTH
+ MAGNOLIA NORTH**

**6. CHINQUAPIN DOWNTOWN
+ CHEROKEE ANGLED PARKING**

**7. CENTRAL PLAZA
+ PARKING DECK ANNOUNCEMENT**

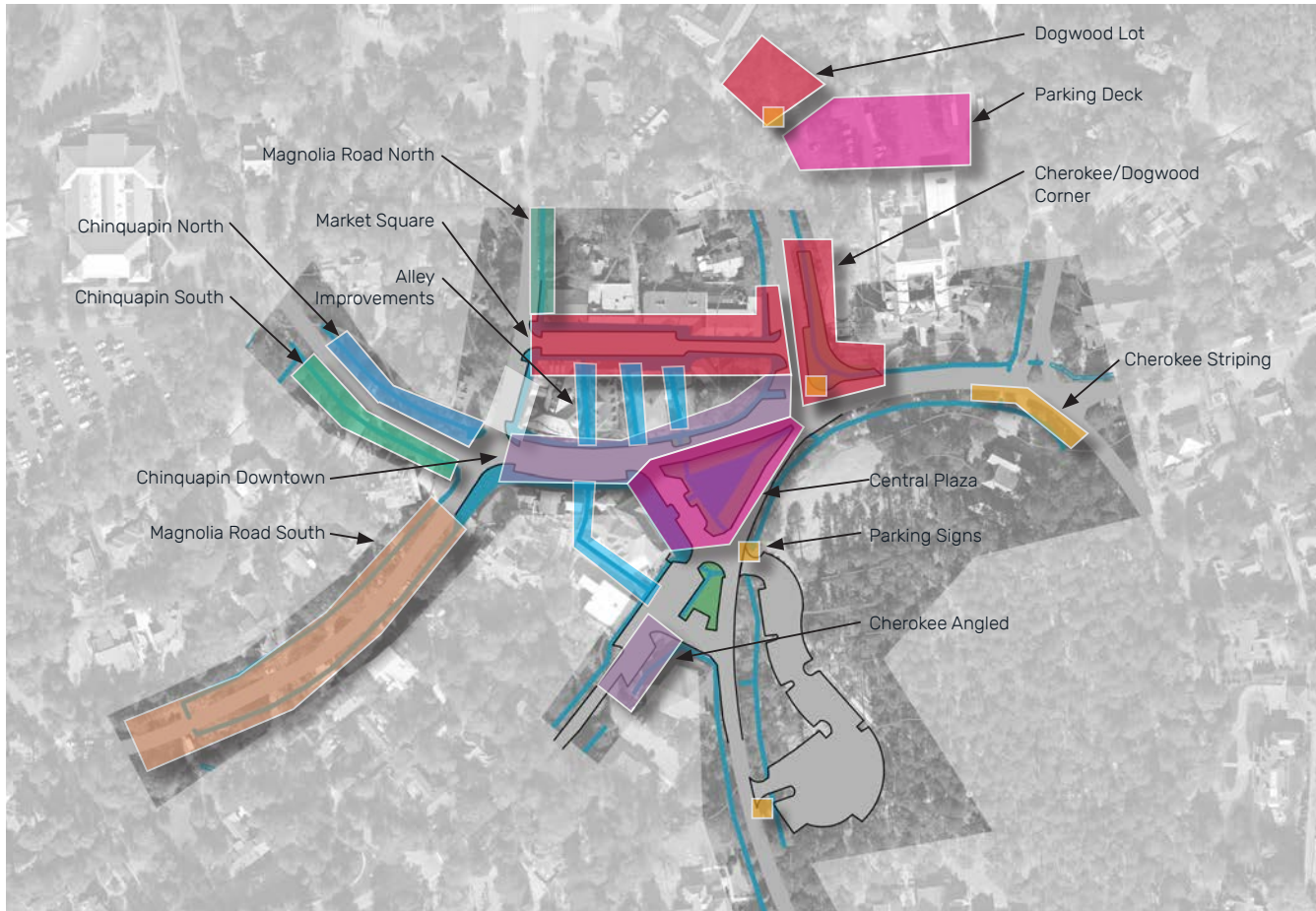
8. CHINQUAPIN NORTH

AT ANY TIME. MAGNOLIA ROAD SOUTH

**AT ANY TIME. ALLEY EASEMENTS AND
IMPROVEMENTS**

➤ Implementing high visibility and easy-to-complete projects first helps garner public support for ongoing work.

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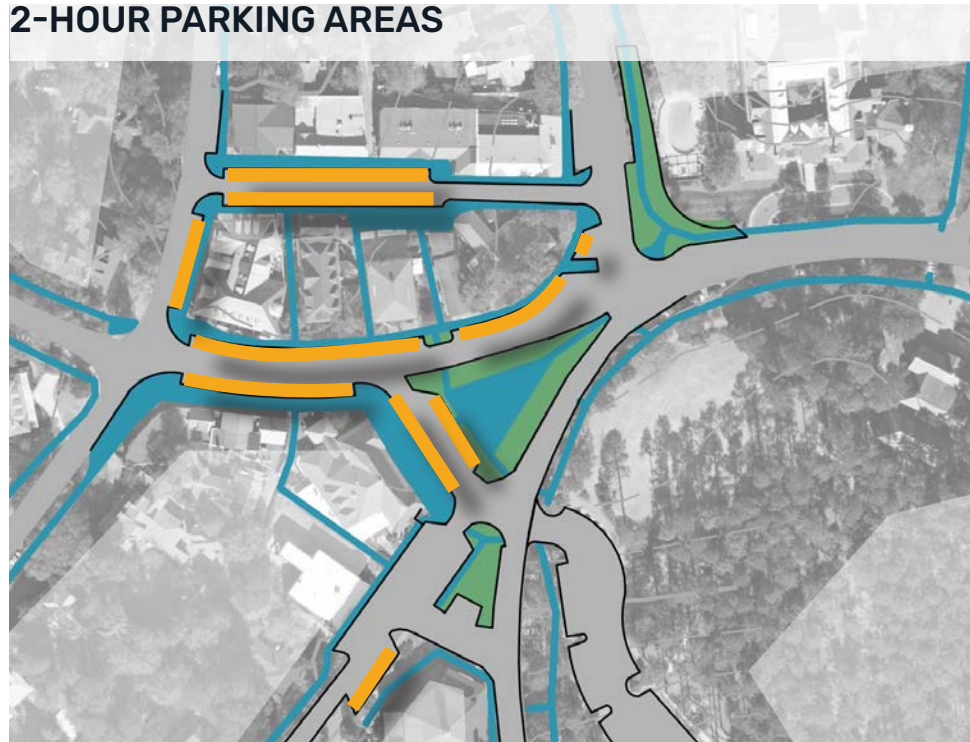


› **INCREASE USAGE OF EXISTING PARKING**

LEVERAGE EXISTING LOTS

LIMIT TIME AT STOREFRONT SPACES

2-HOUR PARKING AREAS





BENCHES



TRASH RECEPTACLES



CIGARETTE DISPOSAL STATION

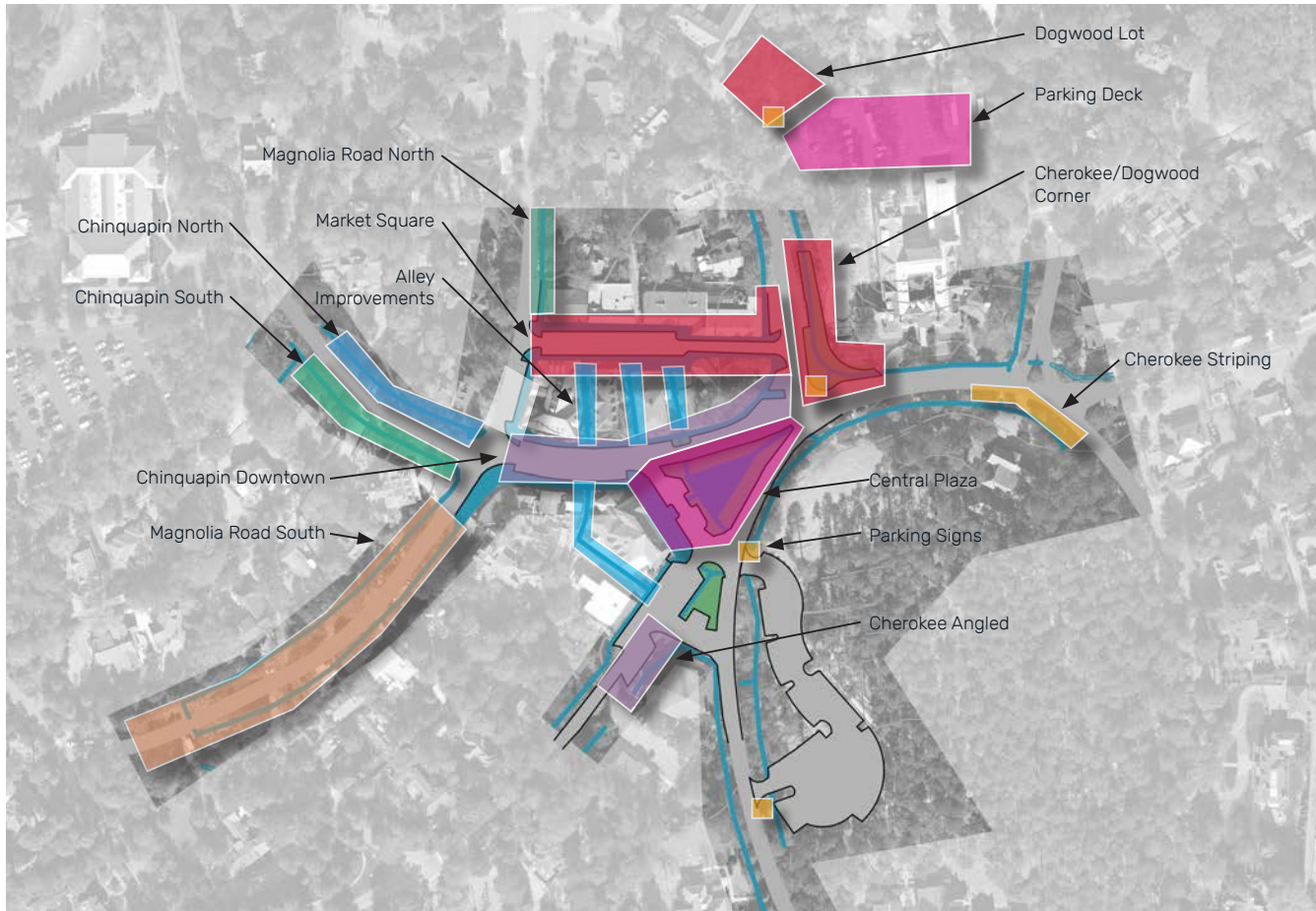


BIKE RACK



PLANTERS

PROPOSED PROJECTS



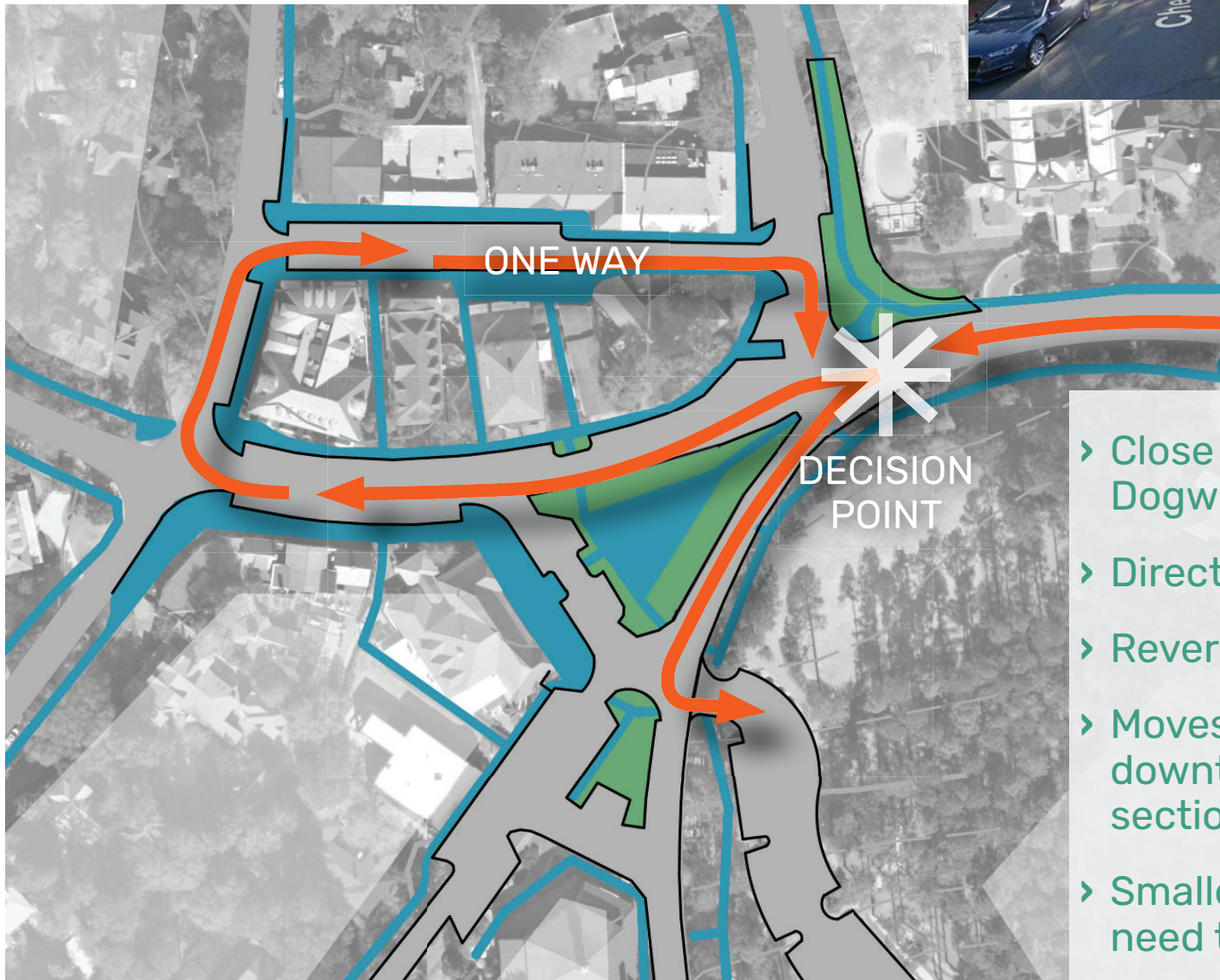
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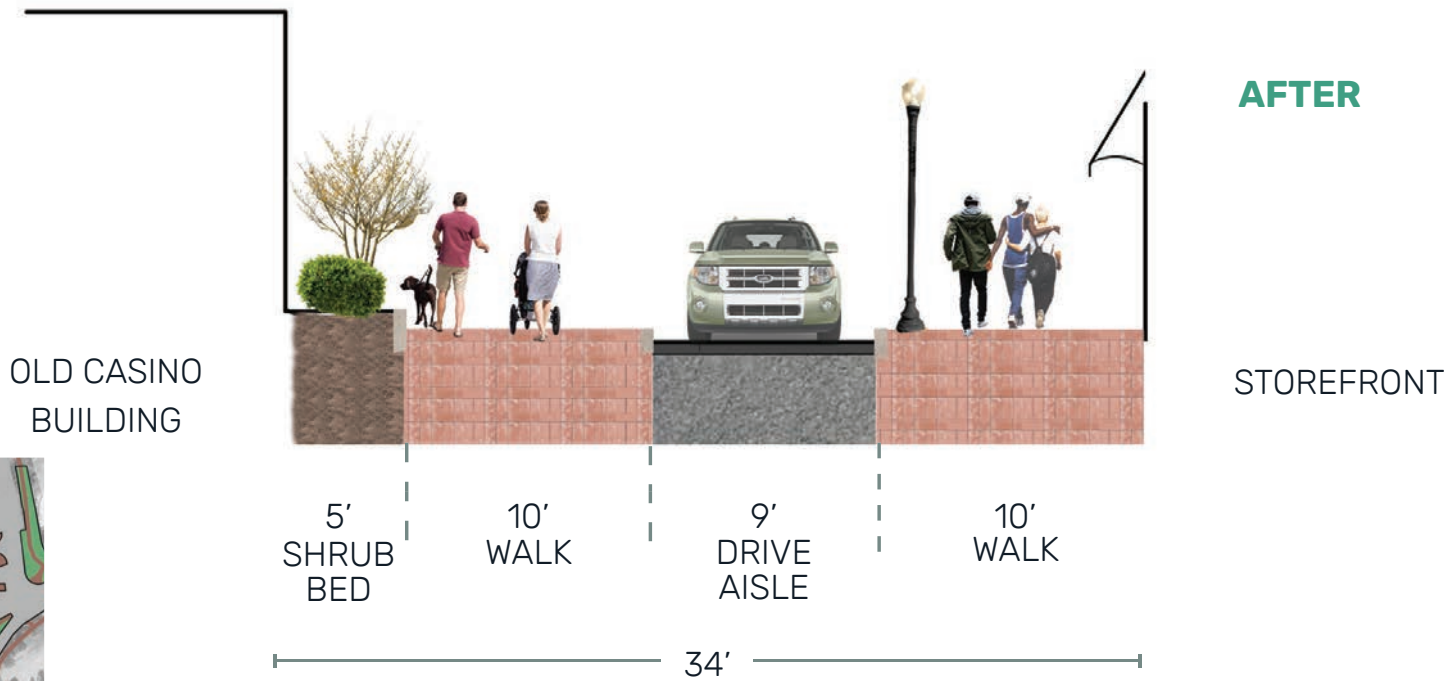
**4. MARKET SQUARE
+ CHEROKEE / DOGWOOD CORNER
+ DOGWOOD LOT IMPROVEMENTS**

› Implementing high visibility and easy-to-complete projects first helps garner public support for ongoing work.

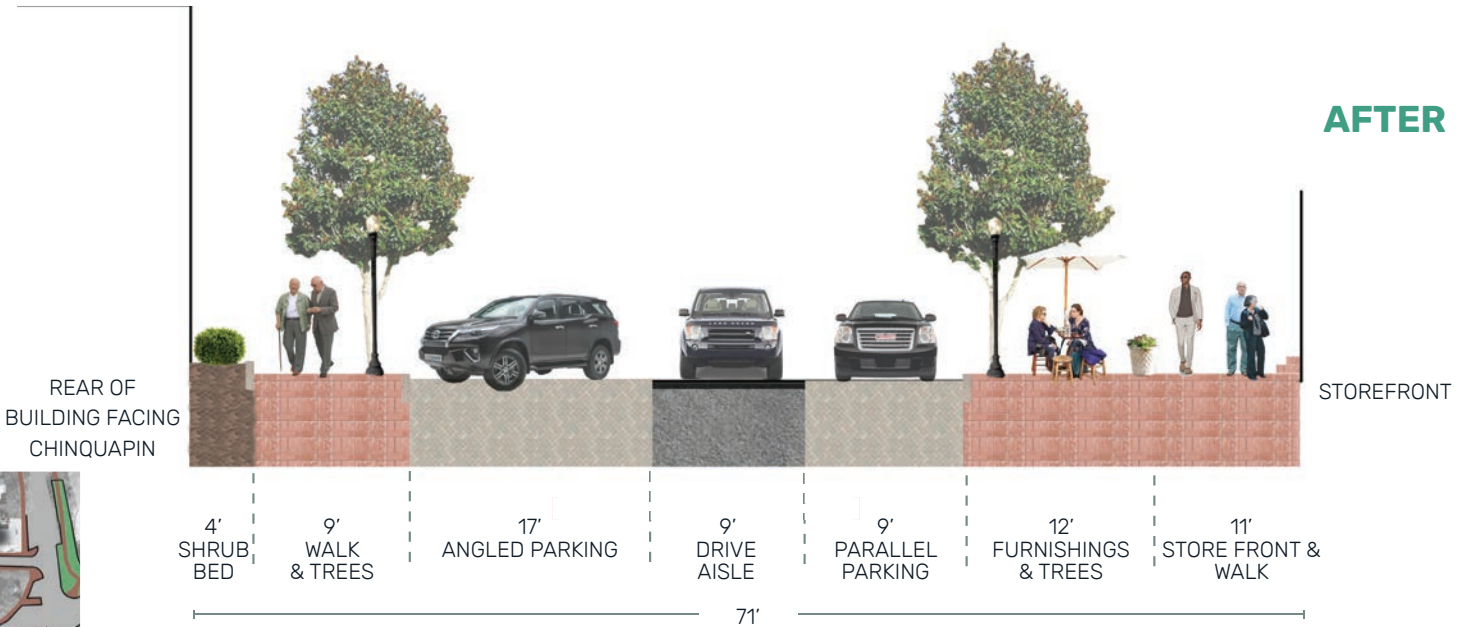
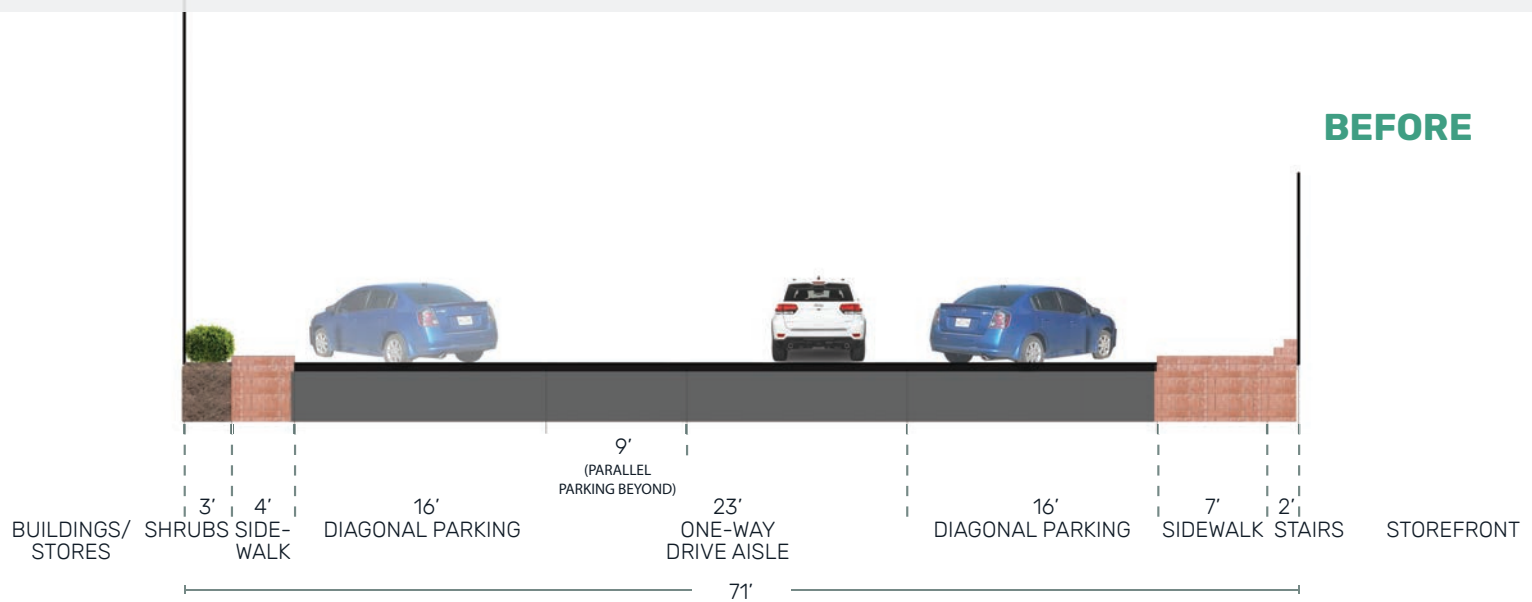


- › Close right slip lane at Dogwood
- › Directs cars into downtown
- › Reverse one way
- › Moves more cars through downtown commercial section
- › Smaller circle if drivers need to “try again”

PROPOSED MARKET SQUARE (SECTION A)



PROPOSED MARKET SQUARE (SECTION B)



› IMPROVE PEDESTRIAN EXPERIENCE

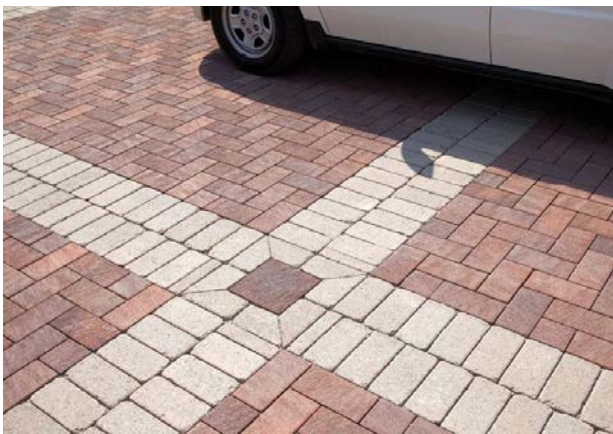
WIDEN SIDEWALKS ON BOTH SIDES OF THE DRIVE

ADD SHADE TREES, LIGHTING AND FURNISHINGS

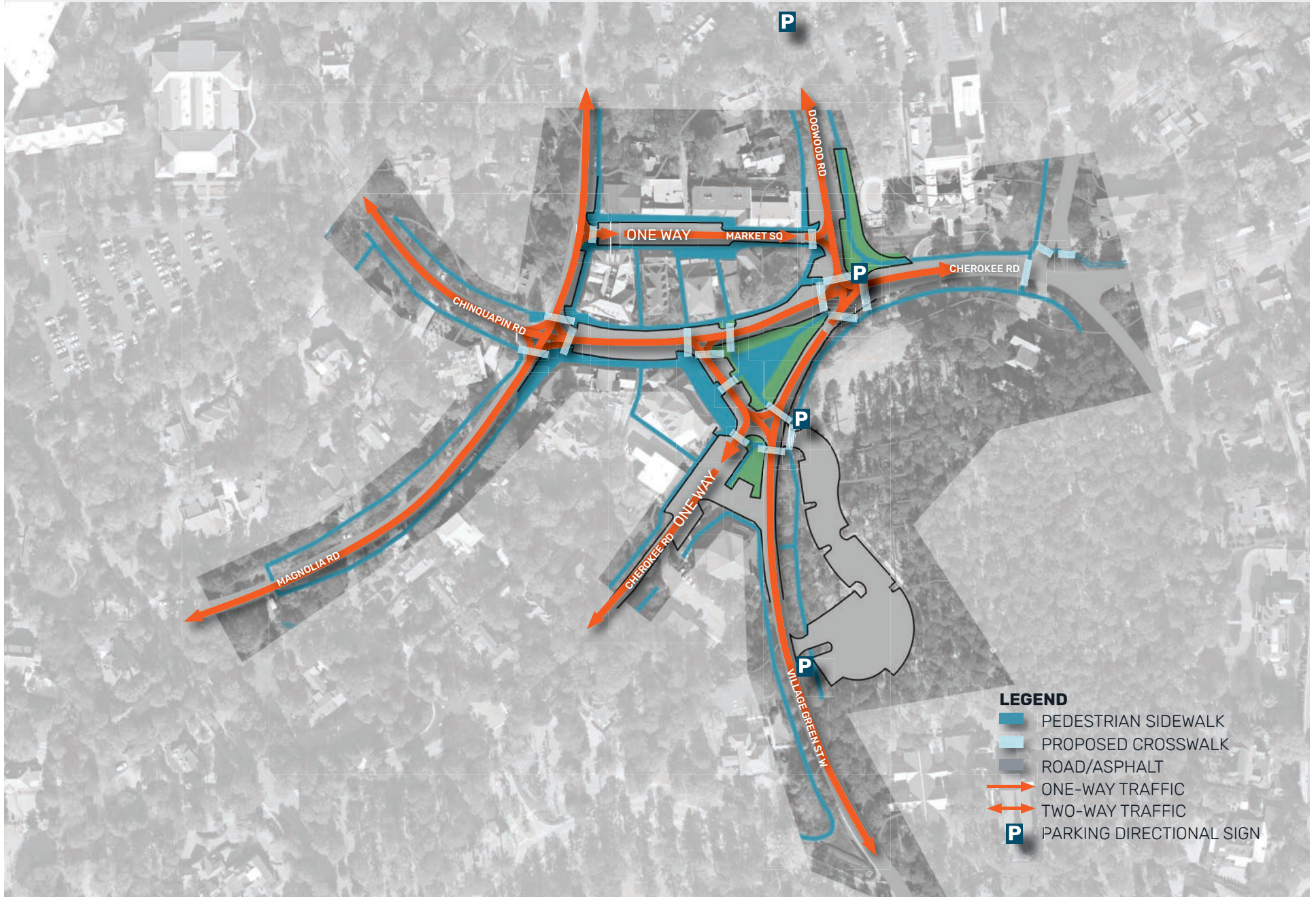
› PRESENT MARKET SQUARE AS THE VILLAGE SQUARE

PROMINENTLY MARK THE ENTRANCE

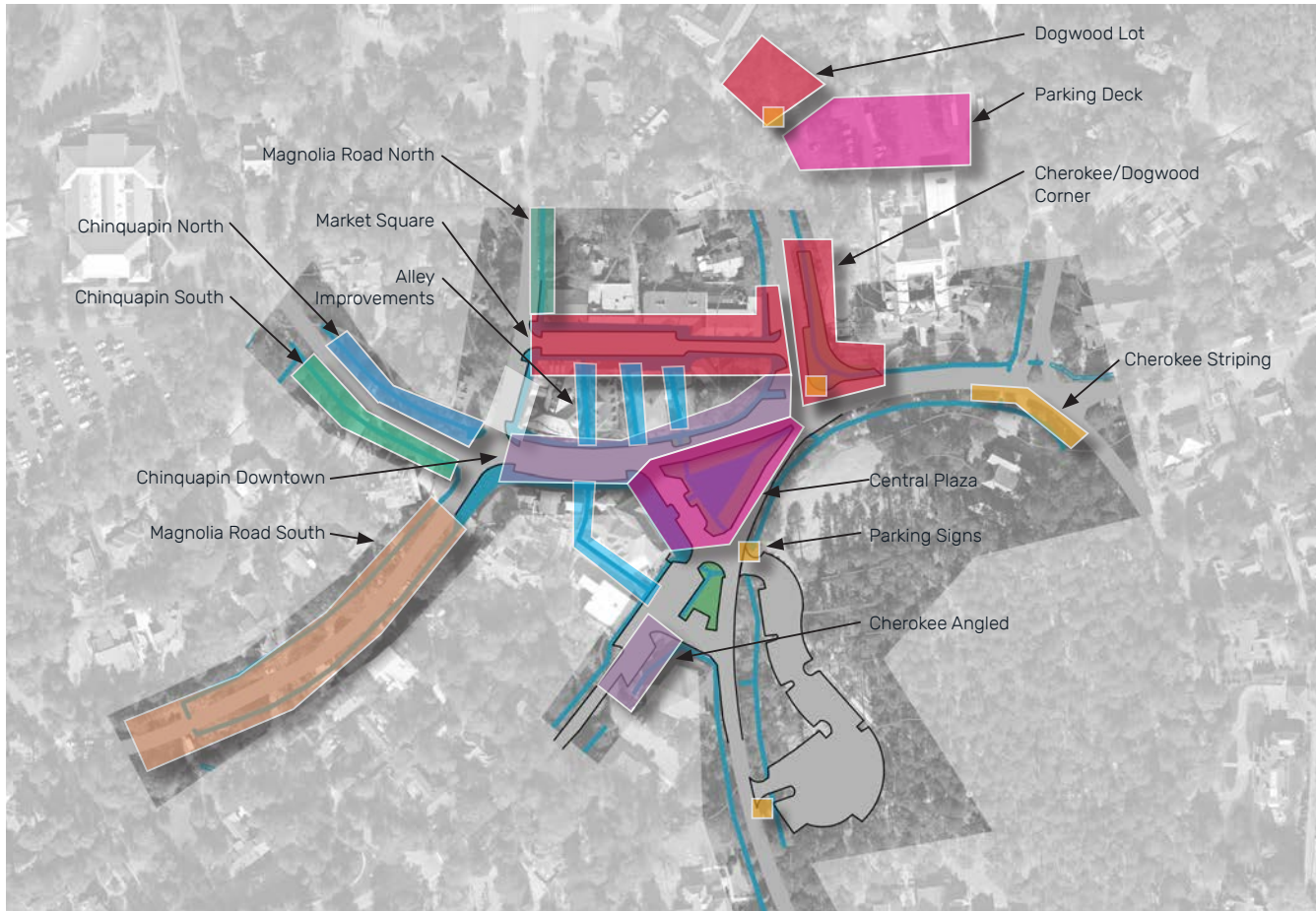
CHANGE PAVING MATERIAL AT DRIVE ENTRANCE AND EXIT



PROPOSED CIRCULATION



PROPOSED PROJECTS



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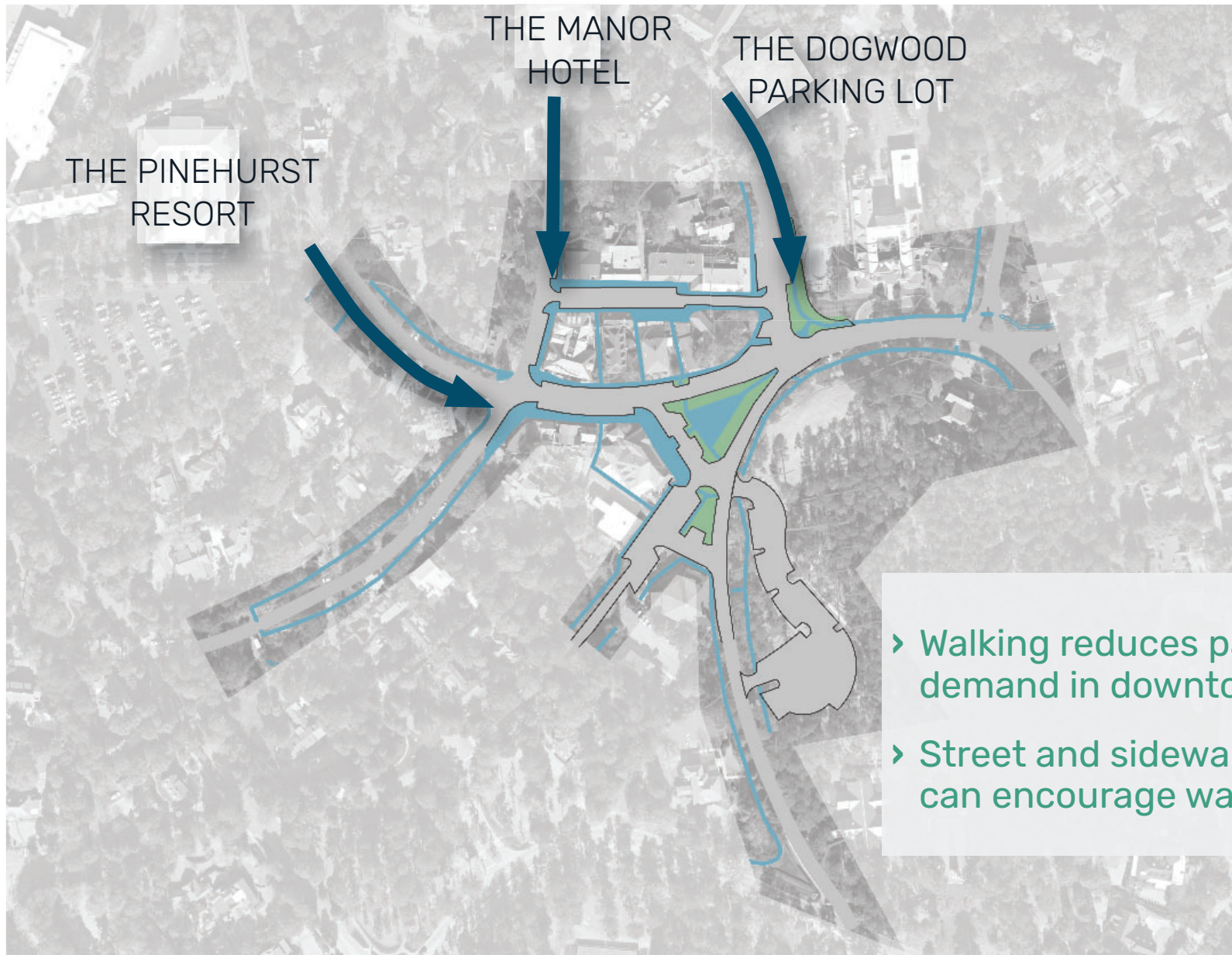
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PLANTERS**

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+ CHEROKEE / DOGWOOD CORNER
+ DOGWOOD LOT IMPROVEMENTS**

**5. CHINQUAPIN SOUTH
+ MAGNOLIA NORTH**

KEY PEDESTRIAN CONNECTIONS



- › Walking reduces parking demand in downtown
- › Street and sidewalk design can encourage walking

PROPOSED LIGHTING

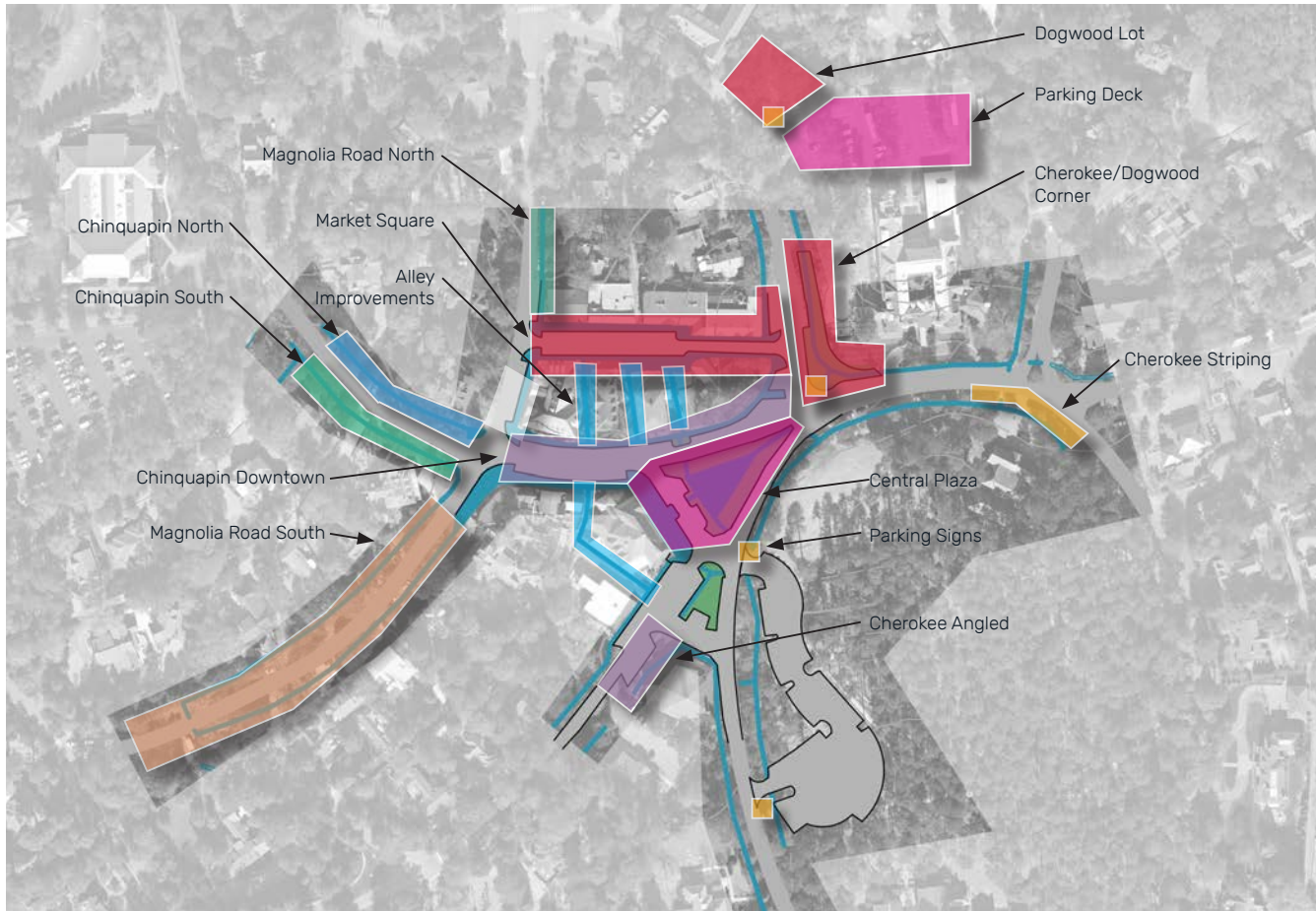


- › Regular street light pattern
- › Bollard lights to extend walking routes

LEGEND

- EXISTING LIGHT FIXTURE
- PROPOSED NEW LIGHT POST
- PROPOSED NEW WALL- MOUNTED LIGHT
- PROPOSED NEW BOLLARD LIGHT

PROPOSED PROJECTS



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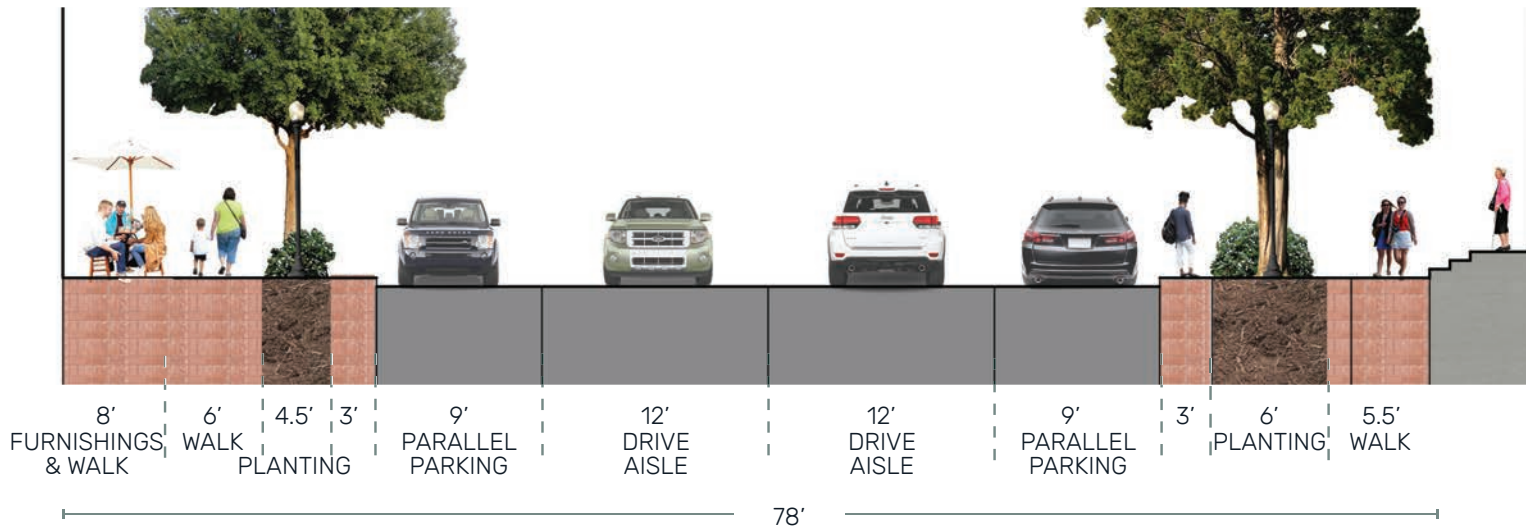
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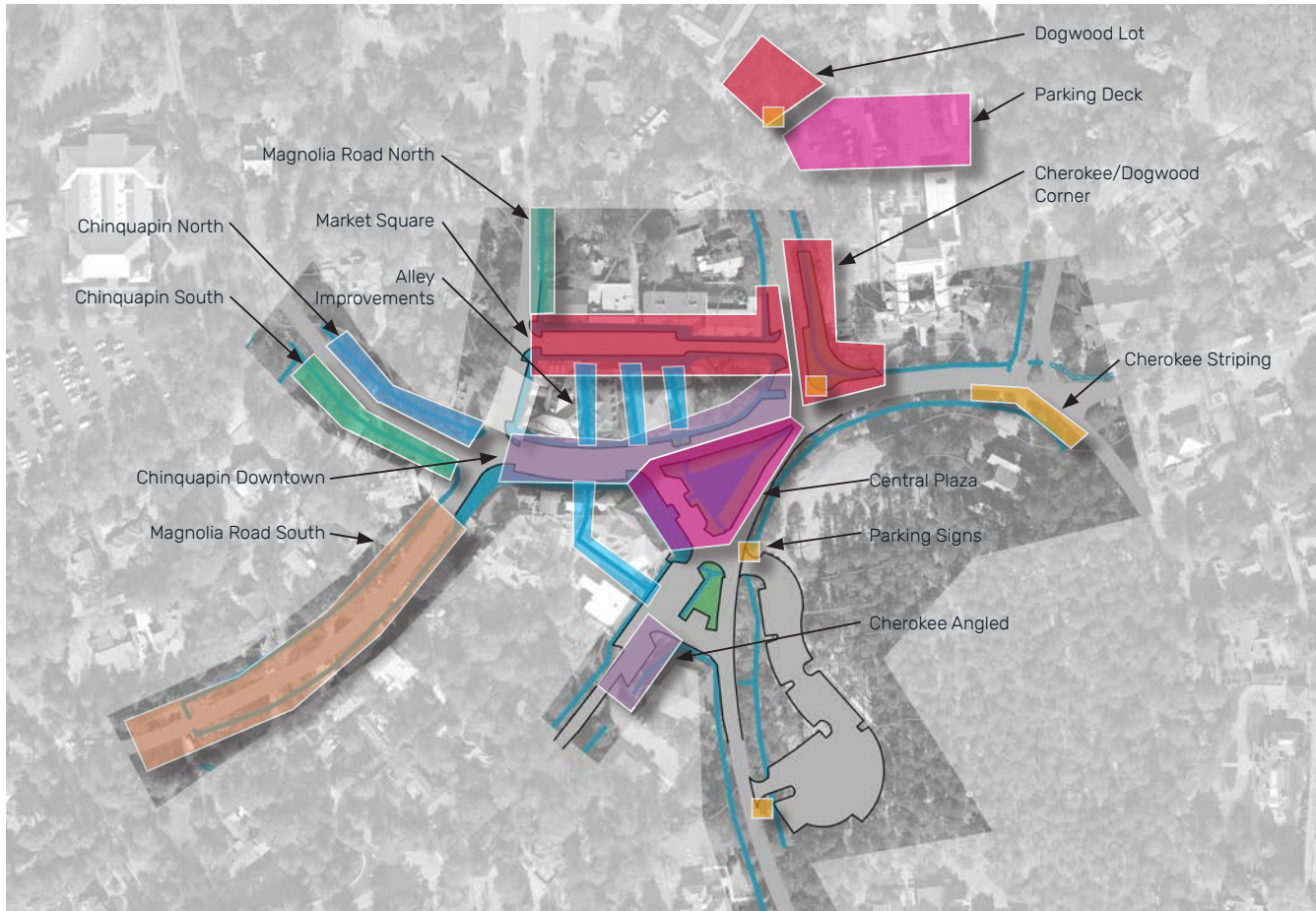
CHINQUAPIN ROAD



> IMPROVE PEDESTRIAN EXPERIENCE

WIDEN SIDEWALKS ON SOUTH SIDES OF CHINQUAPIN

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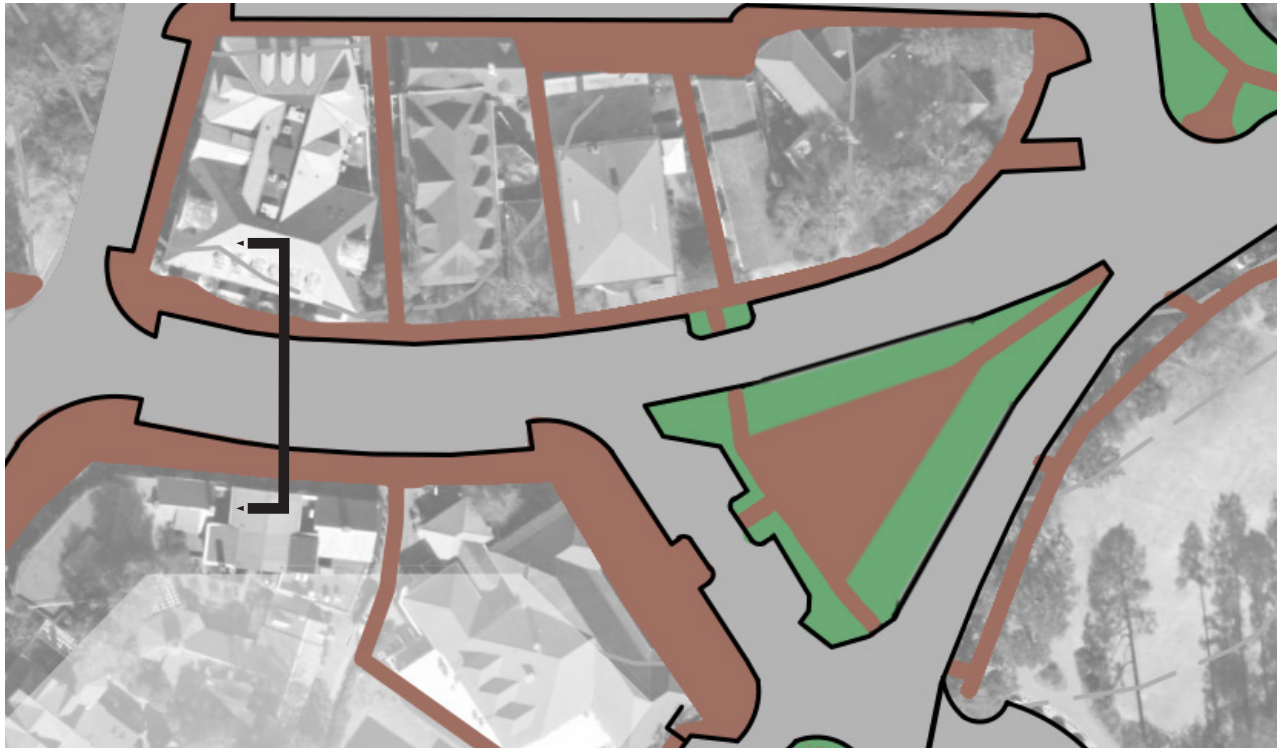
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**7. CENTRAL PLAZA
+ PARKING DECK ANNOUNCEMENT**

› **CREATE NEW CENTRAL PLAZA**

MODIFY STREET SECTION IN FRONT OF DEPARTMENT STORE BUILDING



THIS 1903 VIEW FROM THE DEPARTMENT STORE BUILDING ILLUSTRATES THE PROPOSED 'VILLAGE POINT' TRIANGLE ISLAND

PROPOSED DEPARTMENT STORE FRONT

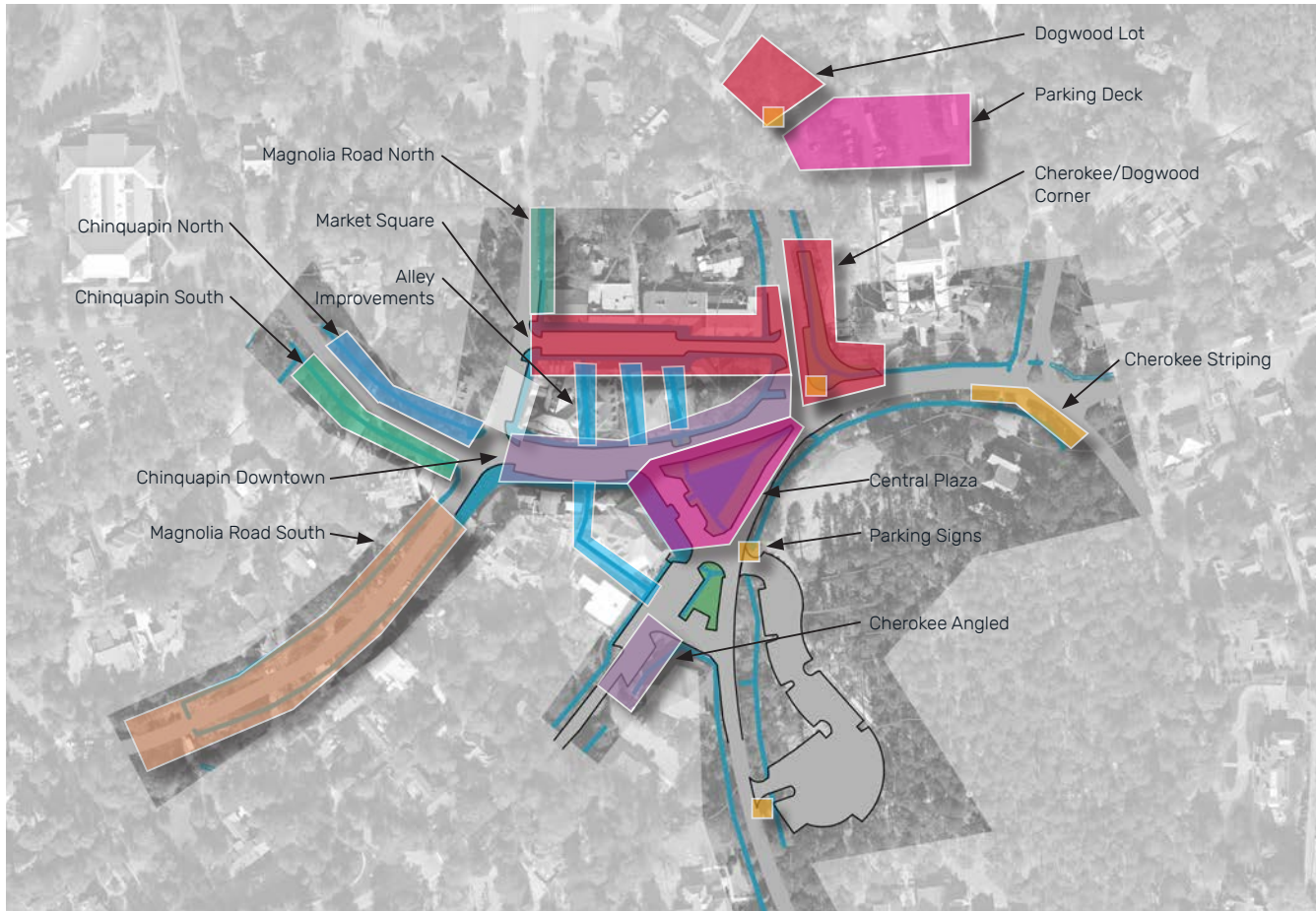


A DRIVE ACCESSES ANGLED PARKING IN FRONT OF THE OLD DEPARTMENT STORE BUILDING.



A MODIFIED STREET SECTION CREATES A WIDE SIDEWALK, PARALLEL PARKING, AND 2-WAY DRIVE.

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8. CHINQUAPIN NORTH

PROPOSED PARKING



- › Parallel parking in front of stores
- › Improved Dogwood parking lot
- › Add golf cart parking at prime locations

PROPOSED PLANTING

› MAINTAIN AND IMPROVE HISTORIC PLANTING CHARACTER

INCREMENTALLY REPLACE AGING TREES

CULTIVATE A MORE CASUAL PLANT CHARACTER

USE PLANTING TO CONTROL AND DIRECT VIEWS

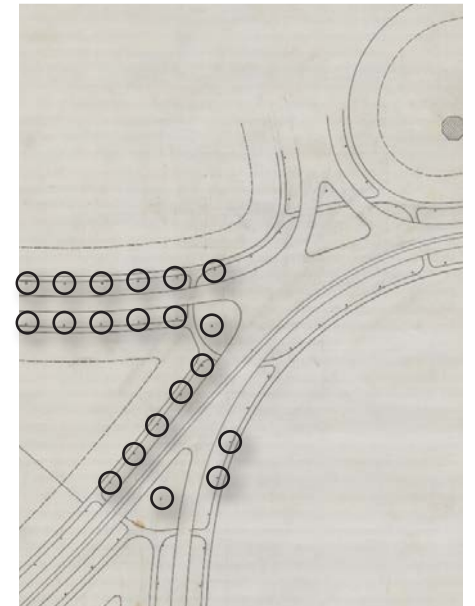
1913 photo capturing the planting character between walks and drives.



Replace formal hedges with loosely shaped shrubs.



Tall trees are shown 50 feet apart on the 1895 plan.



TALL TREES



EASTERN RED CEDAR
Juniperus virginiana



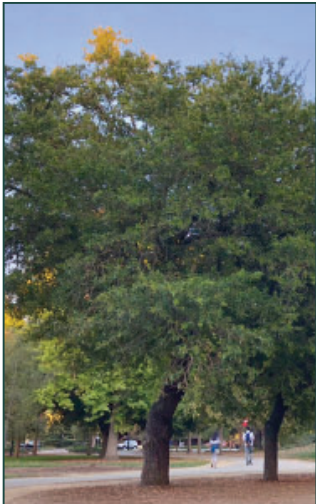
SOUTHERN MAGNOLIA
Magnolia grandiflora



SOURWOOD
*Oxydendrum
arboreum*



LONG LEAF PINE
Pinus palustris



LIVE OAK
Quercus virginiana



WATER OAK
Quercus laurifolia



WILLOW OAK
Quercus phellos

SMALL TREES



AMERICAN HOLLY
Ilex opaca



CAROLINA SILVERBELL
Halesia carolina



SWEET BAY MAGNOLIA
Magnolia virginiana
'Glauca'



SWEET OLIVE
*Osmanthus x
fortunei*

SMALL SHRUBS



AZALEA
Azalea indica



CAMELLIA (WHITE BLOOM)
Camellia japonica



CAMELLIA (WHITE BLOOM)
Camellia sasanqua



DWARF BUTTON BUSH
Cephalanthus 'Sugar Shack'



PROSTRATE JAPANESE PLUM YEW
Cephalotaxus harringtonia
'Prostrata'



DAPHNE
Daphne laureola



JAPANESE ARALIA
Fatsia japonica



ST. JOHNS WORT
Hypericum 'Hidcote'



HARDY GARDENIA
Gardenia jasminoides
'Crown Jewel'



INKBERRY
Ilex glabra



RHODODENDRON
Rhododendron atlanticum

GROUNDCOVER



BLUE SEDGE
Carex flacca

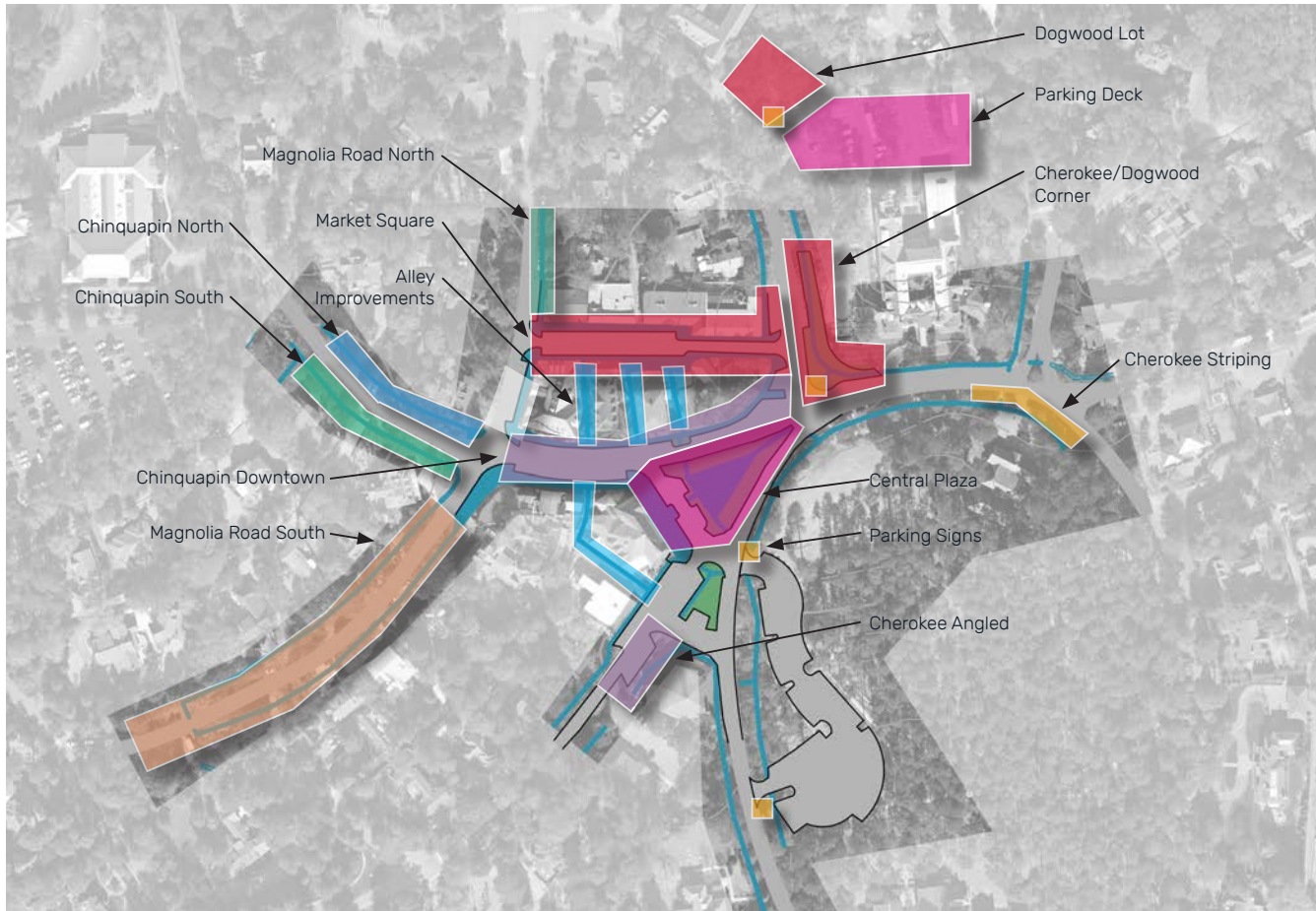


LAMB'S EARS
Stachys byzantina



BIRDS EYE SPEEDWELL
Veronica persica

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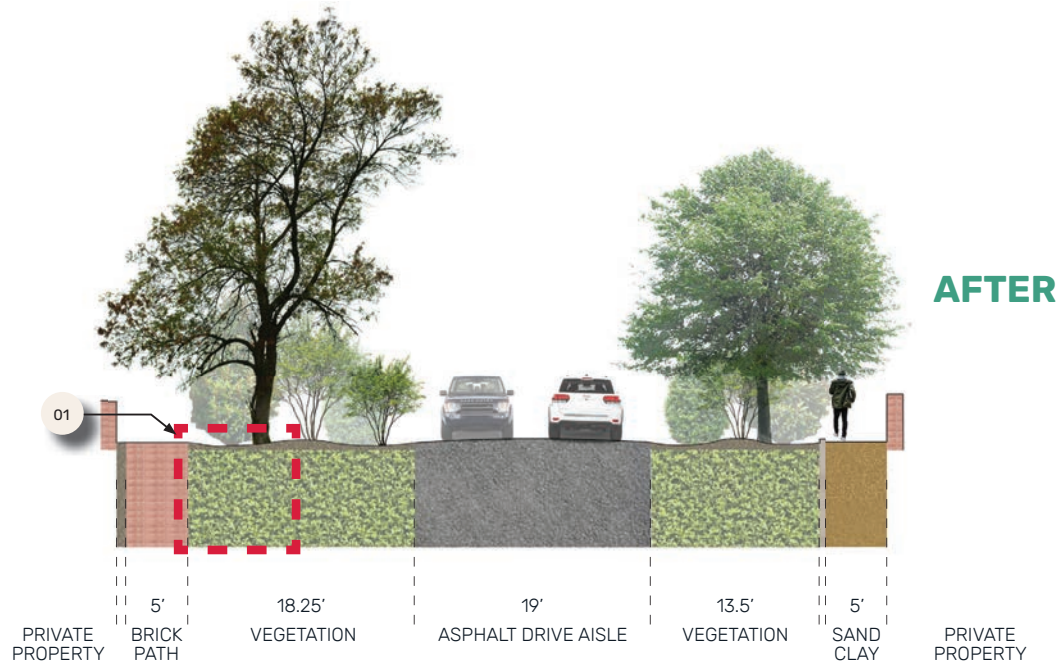
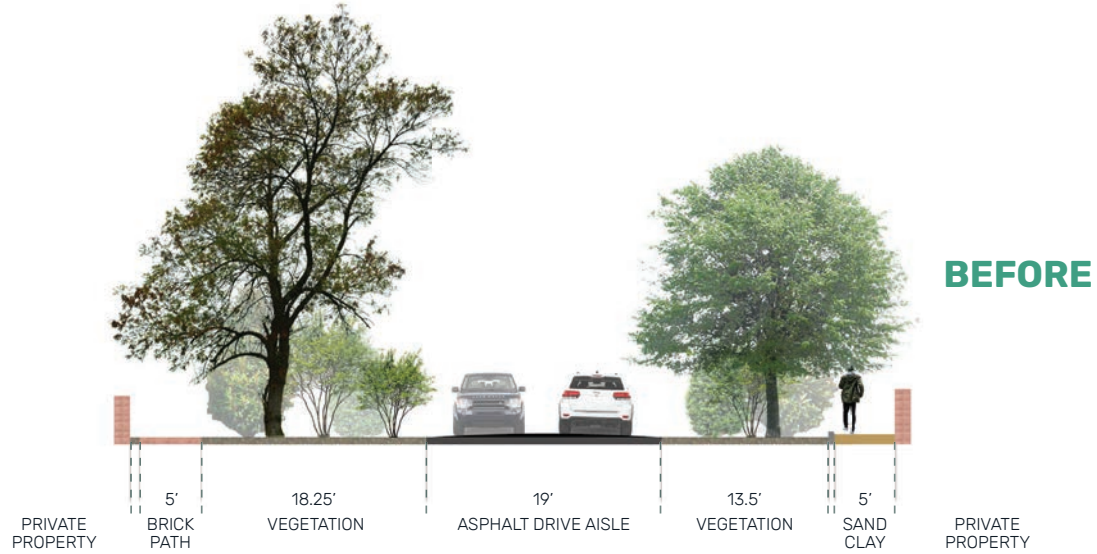
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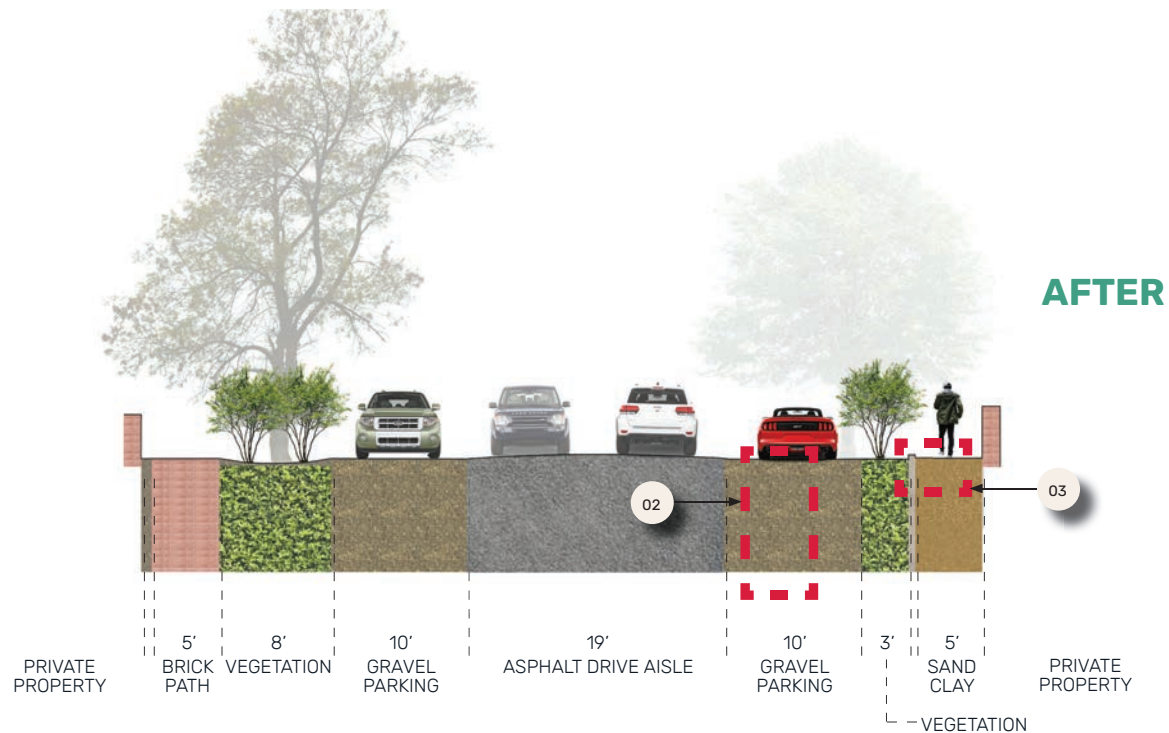
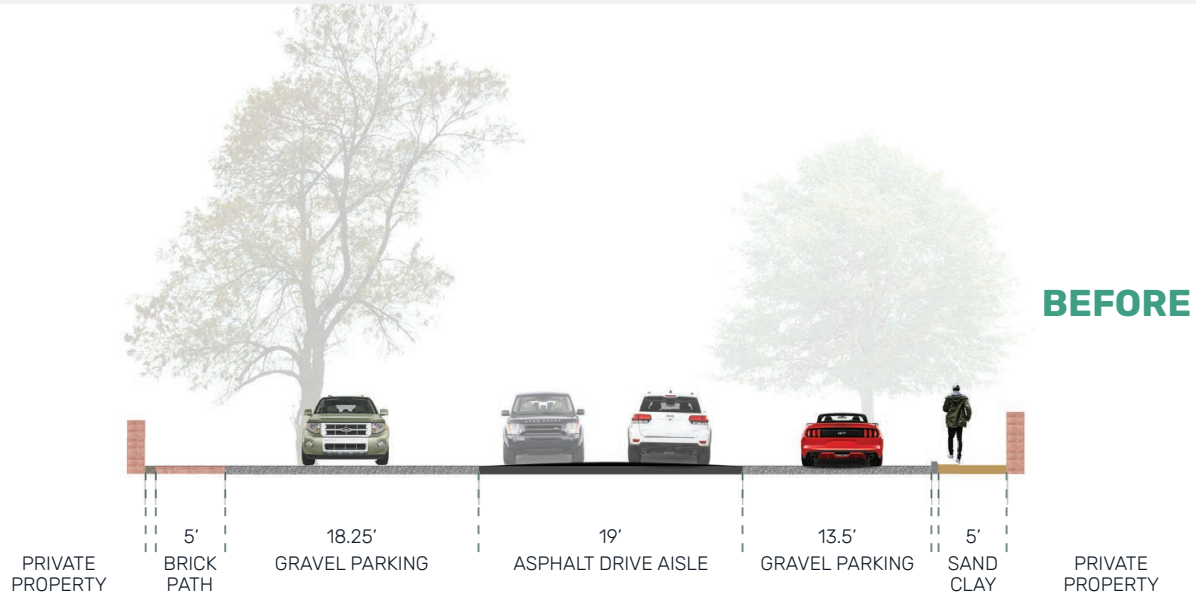
**AT ANY TIME. ALLEY EASEMENTS AND
IMPROVEMENTS**

PROPOSED MAGNOLIA ROAD



› Improve drainage in planting areas

PROPOSED MAGNOLIA ROAD (WITH PARALLEL PARKING)



- › Create typical sized parallel parking
- › Bring back vegetation
- › Improve drainage in parking and planting areas

LORTON, VA
RSSY



PEA GRAVEL



#57 WASHED GRAVEL

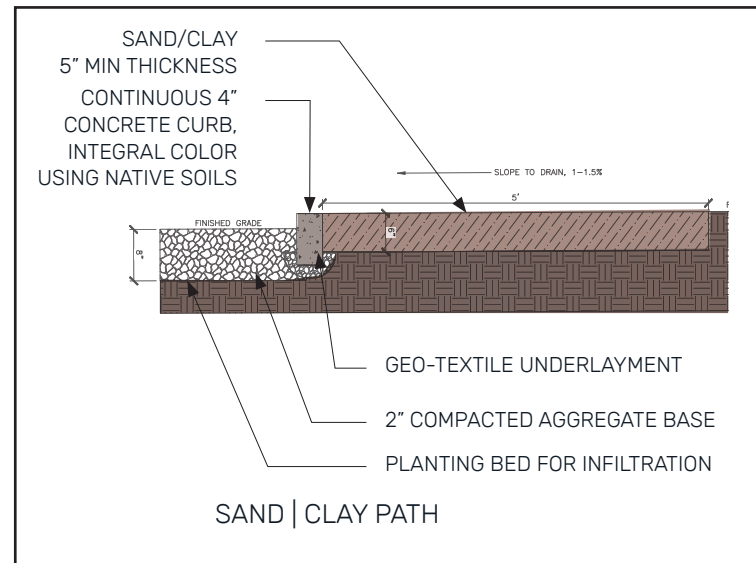
HARMANS, MD
AGGTRANS



PEA GRAVEL

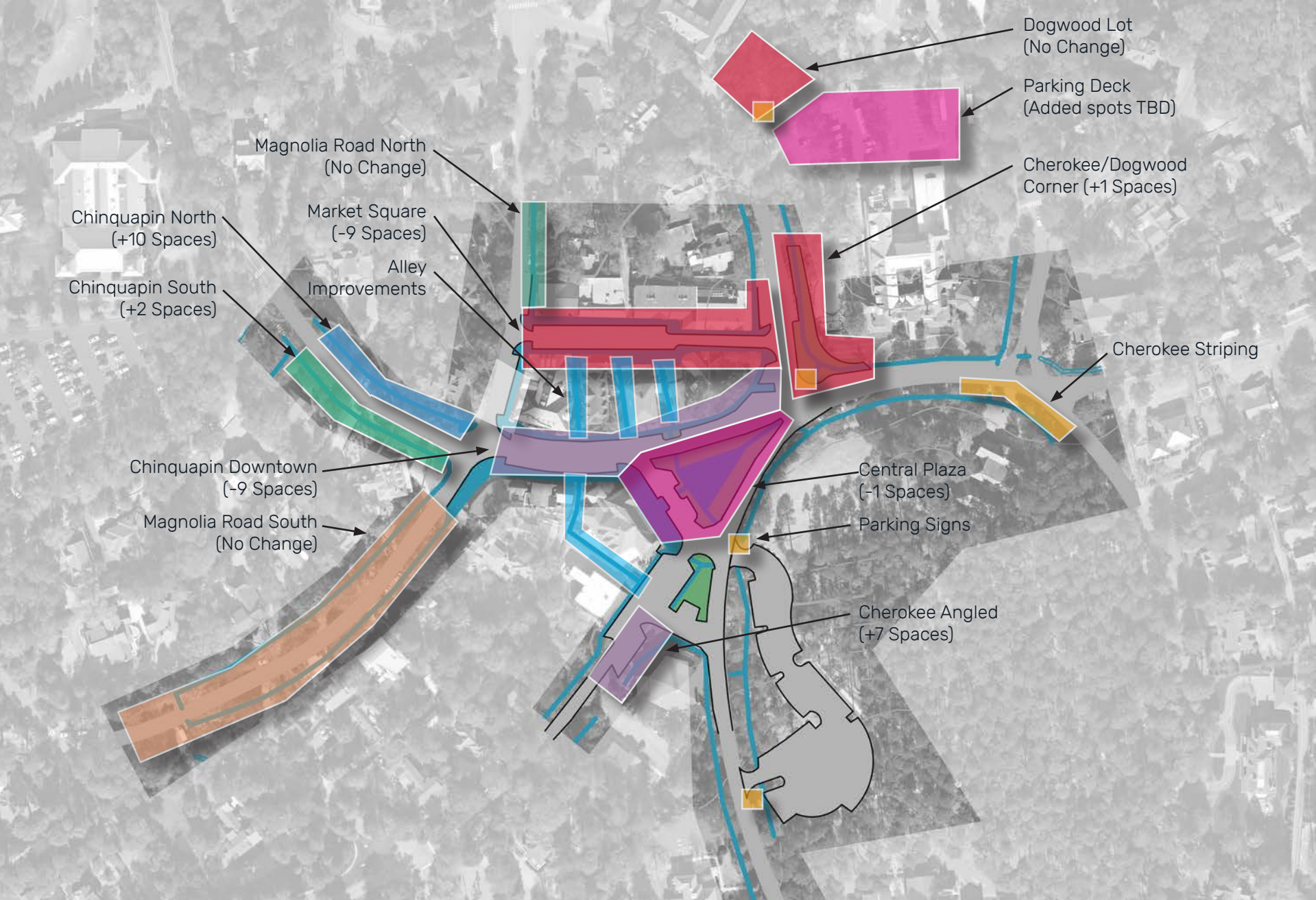


#57 WASHED GRAVEL



- › Use sand colored gravel
- › Use colored concrete curb to edge sand walks

PROPOSED PHASING



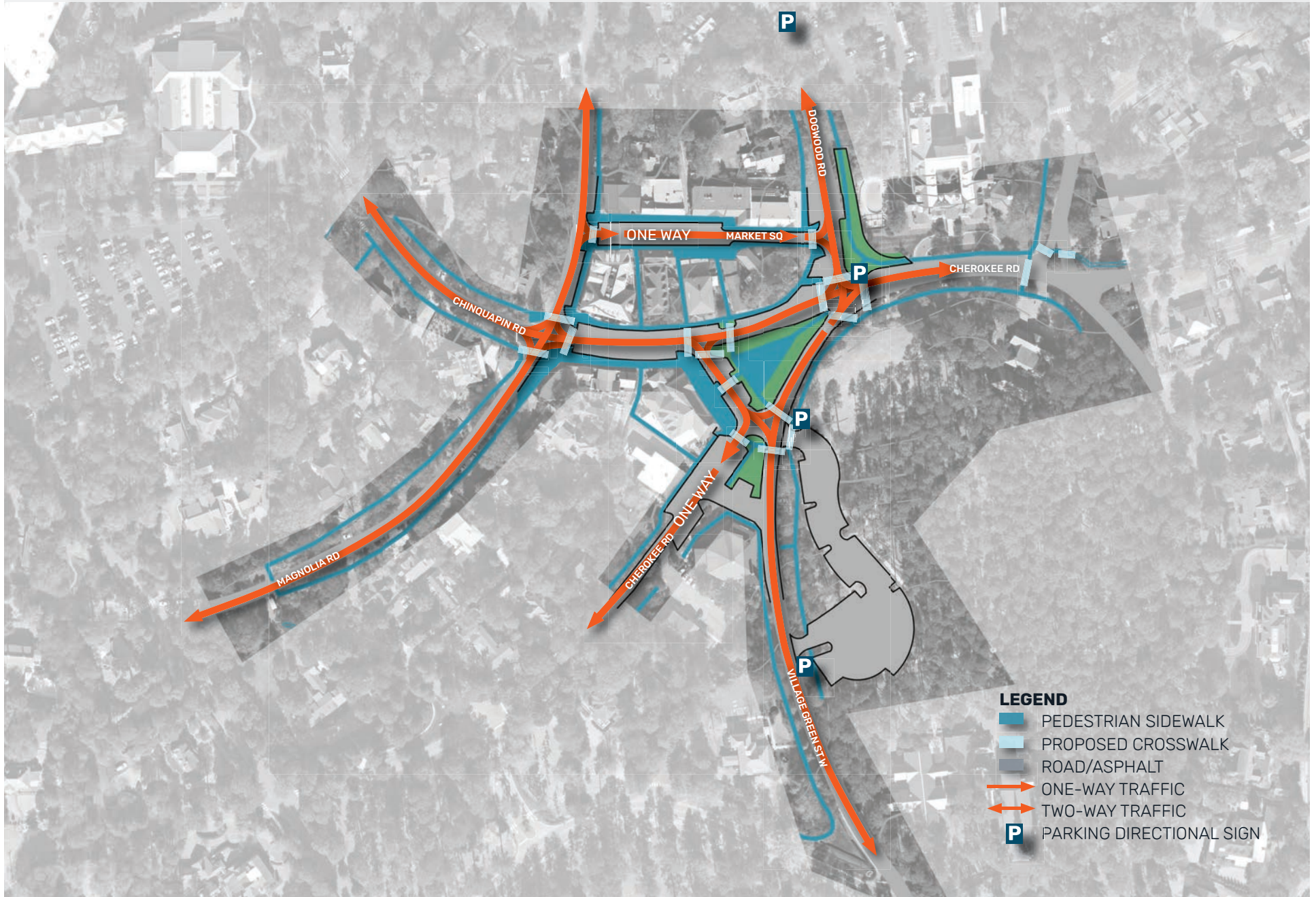


THANK YOU



MCADAMS

PROPOSED CIRCULATION



PROPOSED PARKING

