



City of Goldsboro  
**TIGER V Project**

*Goldsboro Main Street Revitalization  
Through Transportation Reinvestment*

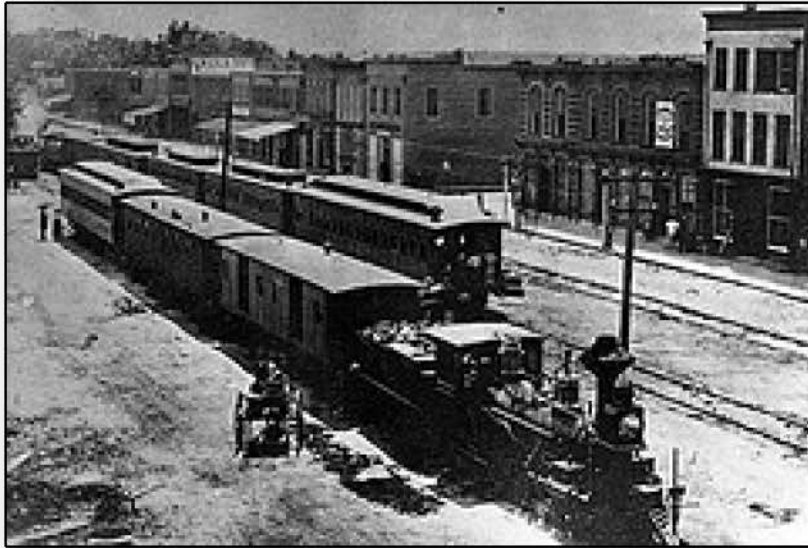
Federal Transit Administration  
2015 Southeastern Regional  
Transit Conference

# BACKGROUND





# BACKGROUND





# BACKGROUND





# BACKGROUND

## Downtown Goldsboro Timeline



Goldsboro Becomes a Main Street™ Community to Actively Revitalize Downtown Through a Comprehensive, Public-Private Sector Approach

DGDC Office Begins to Maintain Statistics. 1999-2000  
Public Investment: \$592,000; Private: \$1.9M; Net Business Gain: 2; Net Jobs: 72



Borden Building Rehabbed by Wayne County



City Council begins Construction of City Hall Annex, a 30,000 sq. ft. addition to City Hall, an Overall \$5M Investment

Torero's Restaurant Moves Downtown

City Council Adopts the First Plan to Actively Work in Three Historic Neighborhoods Surrounding Downtown to Spur Private Reinvestment for single-family, owner-occupied uses.



NCDOT Begins Work with City to Stabilize Union Station and Begin Plans



Paramount Theatre is Rebuilt and Active Again, a near \$5M Investment

Cumulative Statistics Since 2005 Report:  
Public Investment: \$23.7M; Private: \$20.7M; Net Gain Business: 21; Net Jobs: 83

Wayne County Veteran's Memorial Breaks Ground



City Begins Construction of Center Street Streetscape Project on the 200 block of N. Center Street, Construction Concludes in November resulting in a \$2.3M Investment

City & DGDC Acquire 41 Historic Properties to Save for Reuse in Past 6 years and Has Sold 24 for Restoration & Reuse

25 Business Open Downtown since November 2012, Including:  
Uniquely R's, Village Rising, Kinetic Minds, Gospel Café, MatchBox, Yoga Connection, Jolo's Coffee & Tea Shop, Rags, Screen It, Emiline's Candy Emporium, Zennubian Tea House, Dancing Butterfly, Thistle Bee Quilt Shoppe, Kakey Kakes,

1984 1993 1999 2000 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

139 S. Center Street is Transformed to Paramount Theatre Through Public-Private Partnership



City adopts DGDC Staff and Downtown Development Office is Born



DGDC Staff & Board begin to boost event schedule with first Center Street Jam Series



2000-2001 Public Investment: \$457,000; Private: \$1.7M; Net Business Gain: 11; Net Jobs: 83



Paramount Theatre Burned

John Street Public Parking Lot is Expanded

Cumulative Statistics Since 2000 Report:  
Public Investment: \$9.4M; Private: \$7.7M; Net Business Gain: 33; Net Jobs: 413

B&G Grill Moves Downtown

NCDOT Acquires Union Station to Secure as Future Hub for their Planned Eastern Rail Service Connecting Raleigh to Wilmington



City Council begins rehabilitation of historic City Hall, a \$5M Investment



Investor Adds Nine Luxury Loft Apartments to Downtown, Lofts On James



City adopts First Downtown Master Plan to Direct Strategic Growth & Investment

City Receives NC Main Street Solutions Grant to Assist with Arts Council's Relocation to Downtown - \$200,000 grant leverages \$1.6M Public-Private Investment



City Council Approves 1st Phase of Center Street Streetscape Project



DGDC Non-Profit Board Begins Construction Rehab on New Office Building at 219 N. John Street — Completed April 2013

City of Goldsboro Receives \$10M TIGER Grant for Streetscape Projects and Construction of Gateway Transfer Center—A \$13.4M Project



Nationally Acclaimed Vollis Simpson is First Public Art Installation Downtown

Matchbox Opens Downtown

Laughing Owl, Towne's Antiques, Premiere Cuts, Goldsboro Resale Center, Optimist Club, Home Choice Health Care, A Plus Life Skills, Positive Influences, Tier Zero Gaming, John Henry Hunter Attorney, Disabled Veterans of America

Edgerton Building Apartments, 4 Units, Come On Line



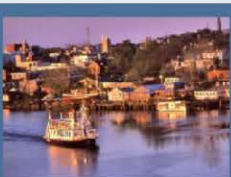
# Milestones



- Southeastern Rail Study/Task Force
- Downtown Master Plan
- NCDOT Acquisition of Union Station
- 2009 Goldsboro Union Station Multimodal Transportation Center Study
- Community Transportation Improvement Plan, 2010
- 2010 Appropriation
- 2011 Street Bond, Phase 1 Streetscape
- 2011 FTA 5307 Grant



# Passenger Rail Study



## Southeastern North Carolina Passenger Rail Study

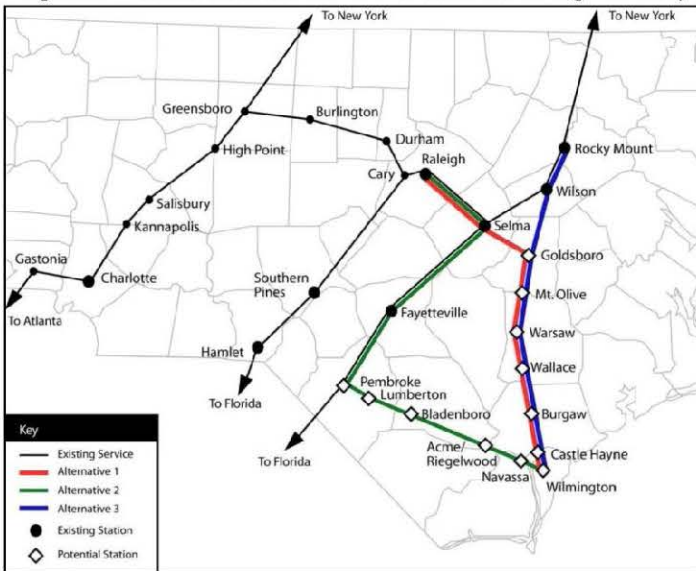
July 2005

Figure 4.4: Proposed Track Connections in Goldsboro



Source: NCDOT Rail Division (conceptual drawings, April 18, 2008). Note: the parcels immediately south of Ash Street, between Georgia Avenue, the NCRR line and the proposed curve, are no longer expected to be required.

Figure 3.5 Routes Evaluated in the 2005 Southeastern NC Passenger Rail Study



Source: Southeastern North Carolina Passenger Rail Study

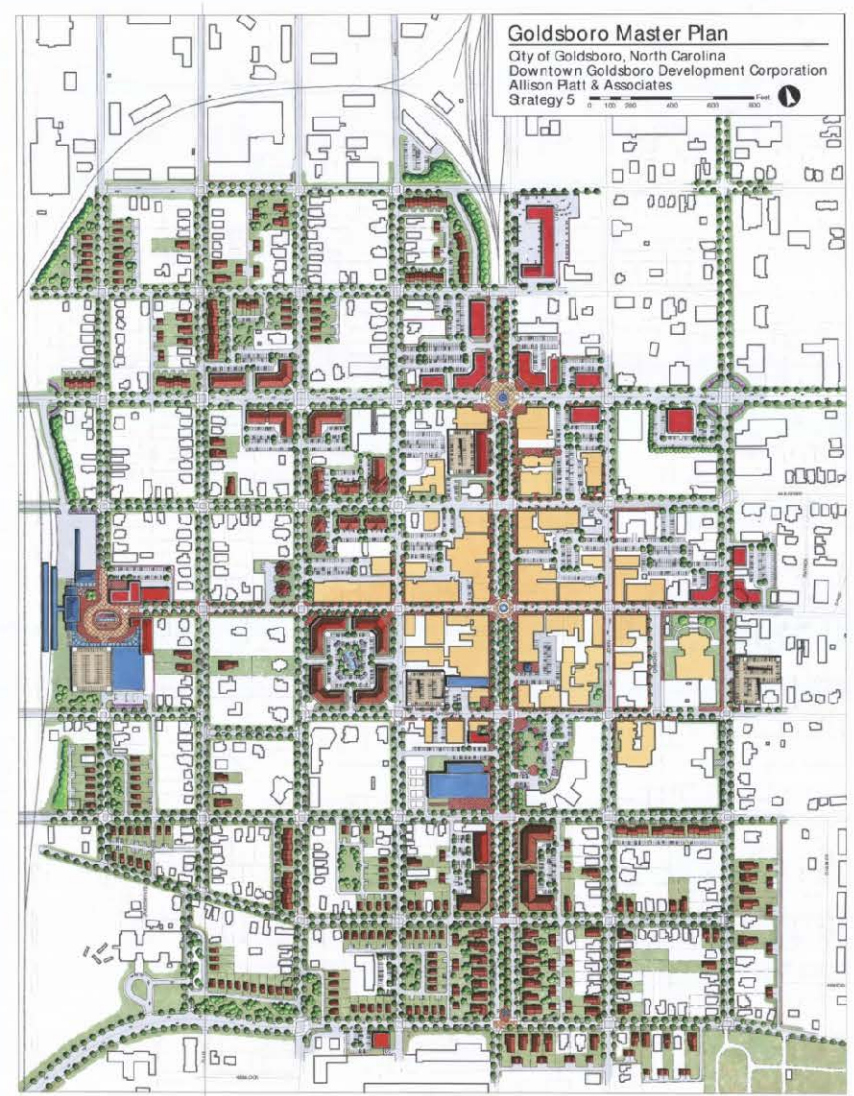


# Downtown Master Plan



## Goldsboro Downtown Master Plan

Downtown Goldsboro Development Corporation  
The City of Goldsboro, North Carolina  
Allison Platt & Associates  
Strategy 5  
June, 2007





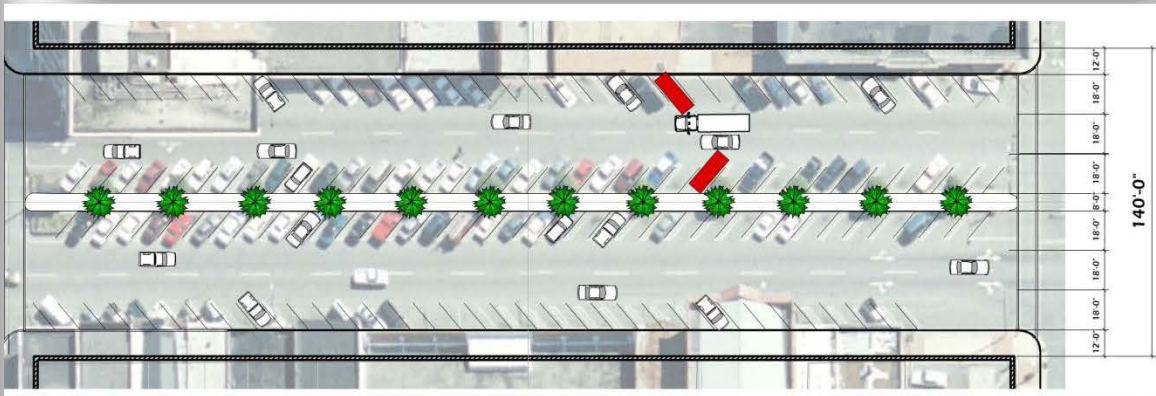
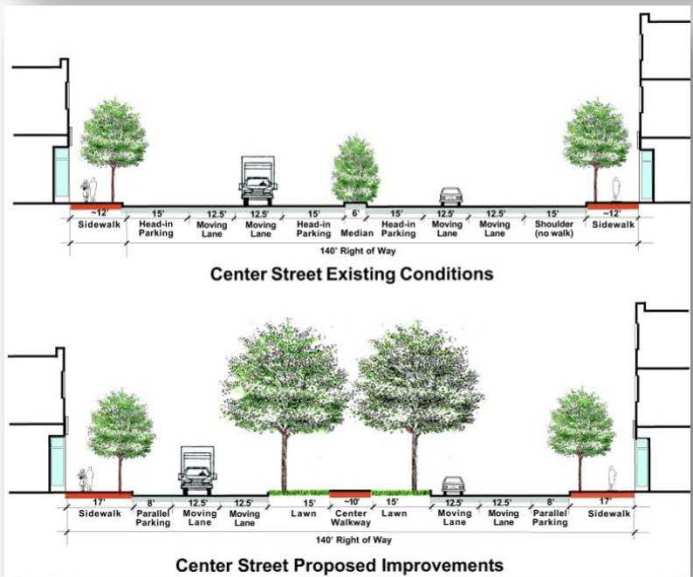
# Downtown Master Plan



- 70% + Dedicated to Vehicles
- 90% + Dedicated to Impervious Material
- Crown/Slope
- Inaccessibility/Mobility
- Uncomfortable Scale
- Unattractive
- Impaired Visibility
- Dangerous Pedestrian/Vehicular
- Antiquated Infrastructure



# Downtown Master Plan





# Multimodal Feasibility Study

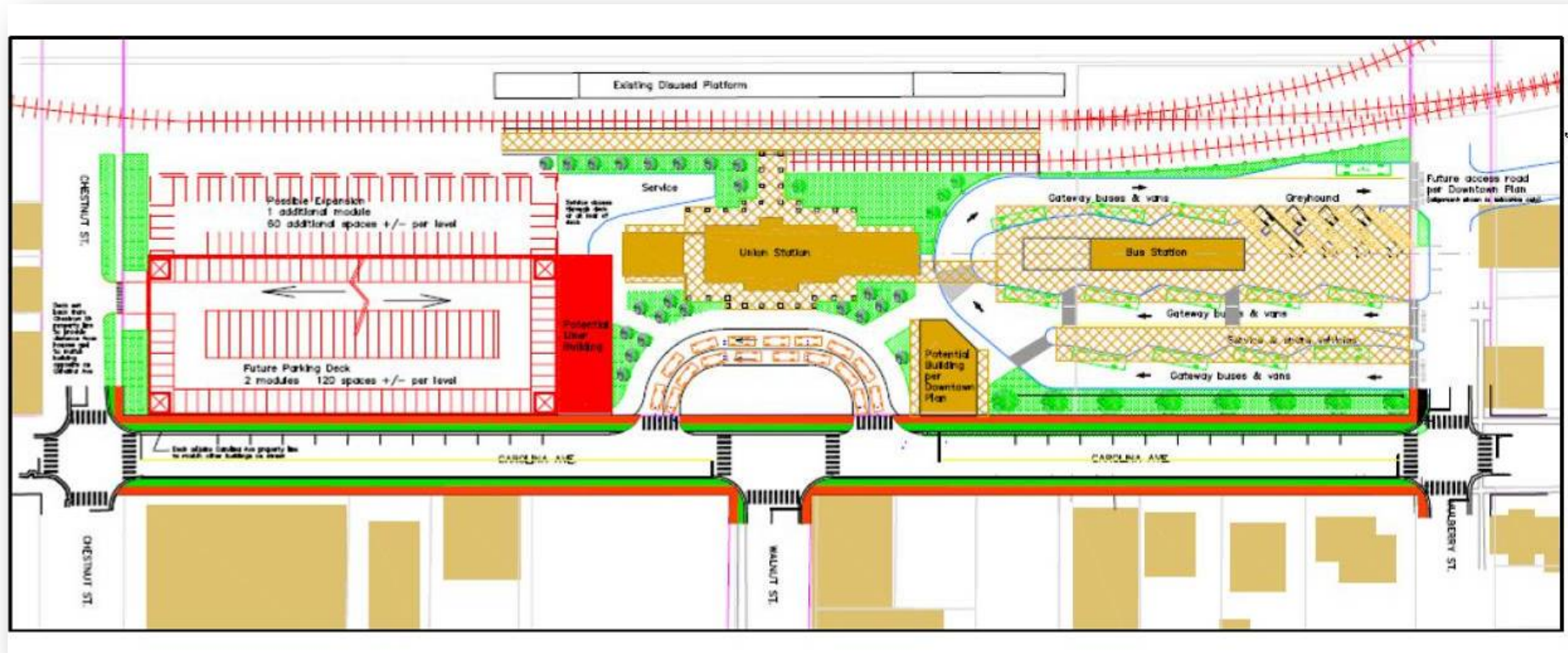


Historic Postcard of Union Station



- GUS is the impetus for a comprehensive, multi-modal transportation center development project focused in creating a seamless transportation system that includes both urban and rural transit services, future passenger and commuter rail services and Greyhound/Trailways inner city bus services.

# Multimodal Feasibility Study



Approved Schematic for Use of Property



# Multimodal Feasibility Study



## Components:

- 1) Union Station Rehabilitation: Meeting/Banquet Facility & Passenger Rail Hub
- 2) Property Improvements
- 3) Streetscape Improvements Connecting Facility to Downtown
- 4) Gateway Transfer Facility & Administrative Office Building Construction



# Project Developments



2008: Completion of Stabilization – Flag Raising Ceremony

2015 Southeastern Regional Transit Conference



# Project Developments



2009 Centennial Celebration

2015 Southeastern Regional Transit Conference



# Project Developments



2012 Center Street Phase 1 Ribbon Cutting

2015 Southeastern Regional Transit Conference

# TIGER V Pursuit

## TIGER Grant Characteristics:

- Spur reinvestment
- Sustainable
- Create jobs
- Environmentally conscious
- Provide an independent utility and be ready for community use
- Part of a community improvement plan(s)
- Demonstrate a need
- Demonstrate partnerships
- Demonstrate regional impact
- Meet livability needs of community
- Be innovative
- Provide safe(r) transportation alternatives/solutions.

Goldsboro Main Street™ Revitalization Through Transportation Investment



Downtown Goldsboro, NC

City of Goldsboro TIGER 2013 Application





# TIGER V Pursuit

## Center Street Streetscape Improvement:

\$2M per block at 3 blocks (100 and 200 N. Center Street and 100 and S. Center Street)  
including rotaries = \$6.0M

## Walnut and Union Station Streetscape Improvements:

\$1M for 200 W. Walnut Street/Connector =  
\$1.0M

\$2.6M Union Station Streetscape (Including: 300 and 400 W. Walnut Street, 100 N. Carolina, 500 W. Mulberry Street, Georgia Avenue behind Union Station, 500 W. Chestnut Street and 100 S. Carolina Street) = \$2.6 M

## Union Station Multi-Modal Transportation Facility

Exterior Renovation =  
\$3.8M

Interior Renovation = \$4.8M

Property Improvements – parking, water retention and reuse system, static museum display, landscaping and lighting = \$1.6M

Construction of the Gateway Transfer Center = \$2.1M

**TOTAL = \$21.9M**

# TIGER V Award



## TIGER V Award:

- \$10M Award
- \$1.67M FTA  
Grants/Appropriations
- \$3.5M City Match
- \$15.1M Total Investment



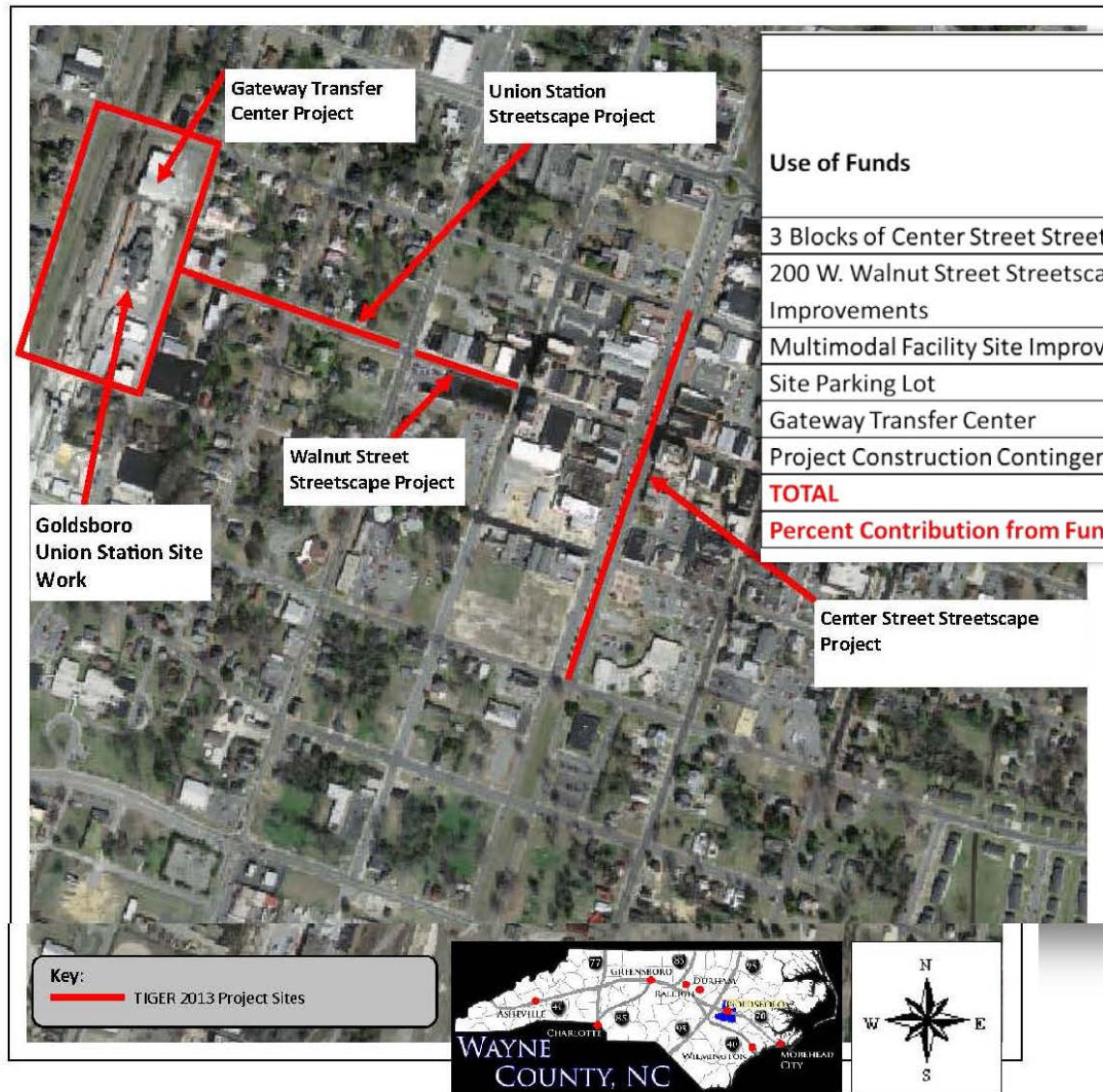
# TIGER V Award

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## TIGER 2013 Quick Facts:

- \$474 million available for projects having a significant impact on the nation, a metropolitan area, or region.
- Capital investments in surface transportation infrastructure.
- \$10M Minimum Project
- Minimum 20% Non-Federal Match Required
- \$9.1B of grant requests were received with over 1,500 applications nationwide, from every state.
- \$123M of the \$474M available was earmarked for Rural Projects.
- \$351 available to Urban Projects – only 27 awards made.

# TIGER V Award



Use of Funds	Sources of Funds in Million		
	COG	NCDOT FTA/Local Other (Pre-TIGER)	Tiger 2013 Request
3 Blocks of Center Street Streetscape	\$2,669,604	0	\$4,500,000
200 W. Walnut Street Streetscape	\$284,000	0	\$2,700,000
Improvements			
Multimodal Facility Site Improvements	\$0	0	\$1,200,000
Site Parking Lot	\$209,000	0	\$0
Gateway Transfer Center	\$421,697	\$1,670,000	\$1,575,000
Project Construction Contingency	\$6,250	0	\$25,000
<b>TOTAL</b>	<b>\$3,590,5551</b>	<b>\$1,670,000</b>	<b>\$10,000,000</b>
<b>Percent Contribution from Funding Sources</b>	<b>26.4%</b>	<b>0%*</b>	<b>73.5%</b>



# TIGER V Award

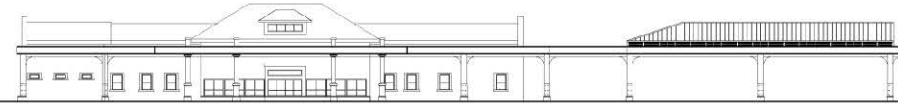


## Gateway Transit Transfer Center

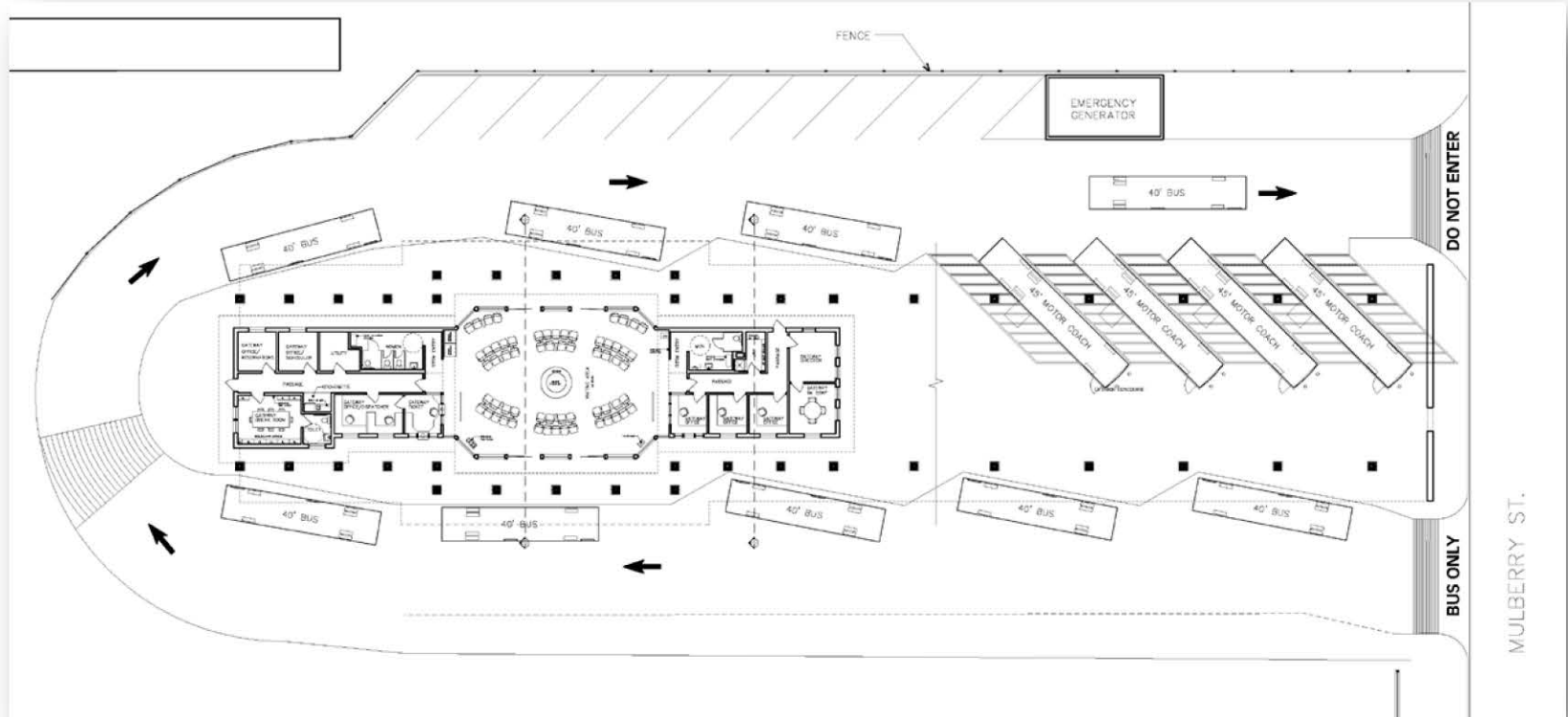
Facility Cost: \$3,666,697  
Site Improvement: \$1,409,000  
Square Feet: 4,800  
Completion: August 2015

Amenities: Waiting Room, Administrative Offices, Bus Slips & Parking  
Impact: 136 jobs and add \$2.7M to our local economy.

# TIGER V Award



GOLDSBORO BUS TRANSFER STATION  
ELEVATION SCHEME REVISED  
SCALE: 1/20





# TIGER V Award





# TIGER V Award



## Center Street Streetscape

Cost: \$7,169,604

Completion: November 2015

Scope: 3 Blocks; Mulberry to Spruce

Phasing: West/East

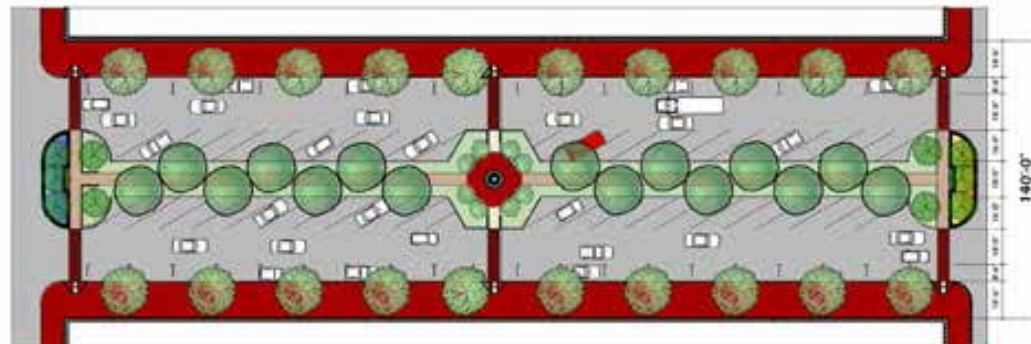
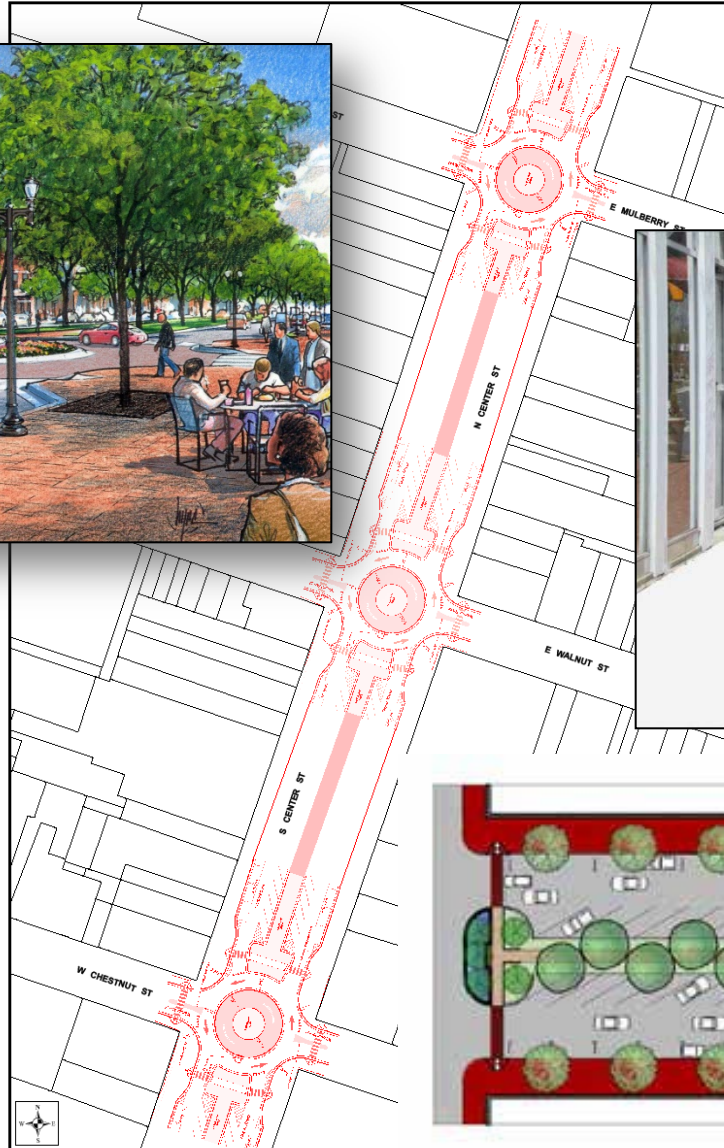
Round-a-bouts, Fountain, Public Art,  
Hybrid Parking, Mid-Block Focal Points  
& Crosswalks

Impact: 215 jobs/\$4.3M



# TIGER V Award

Completion of 100 North  
and 100 & 200 S. Center  
Street Streetscape Project



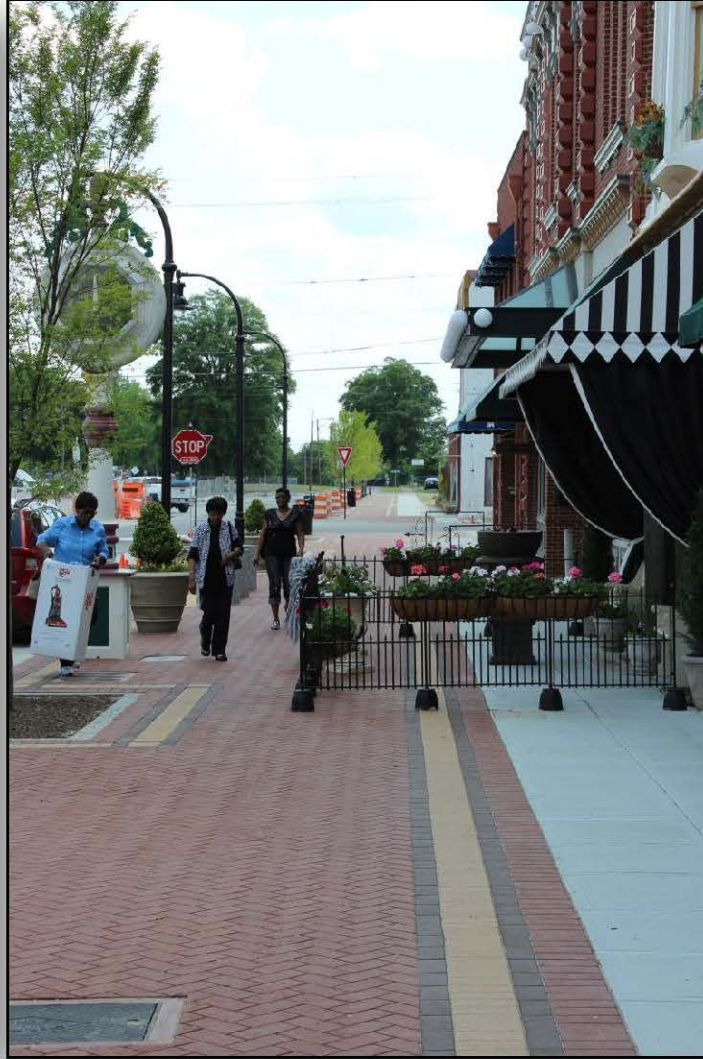


# TIGER V Award



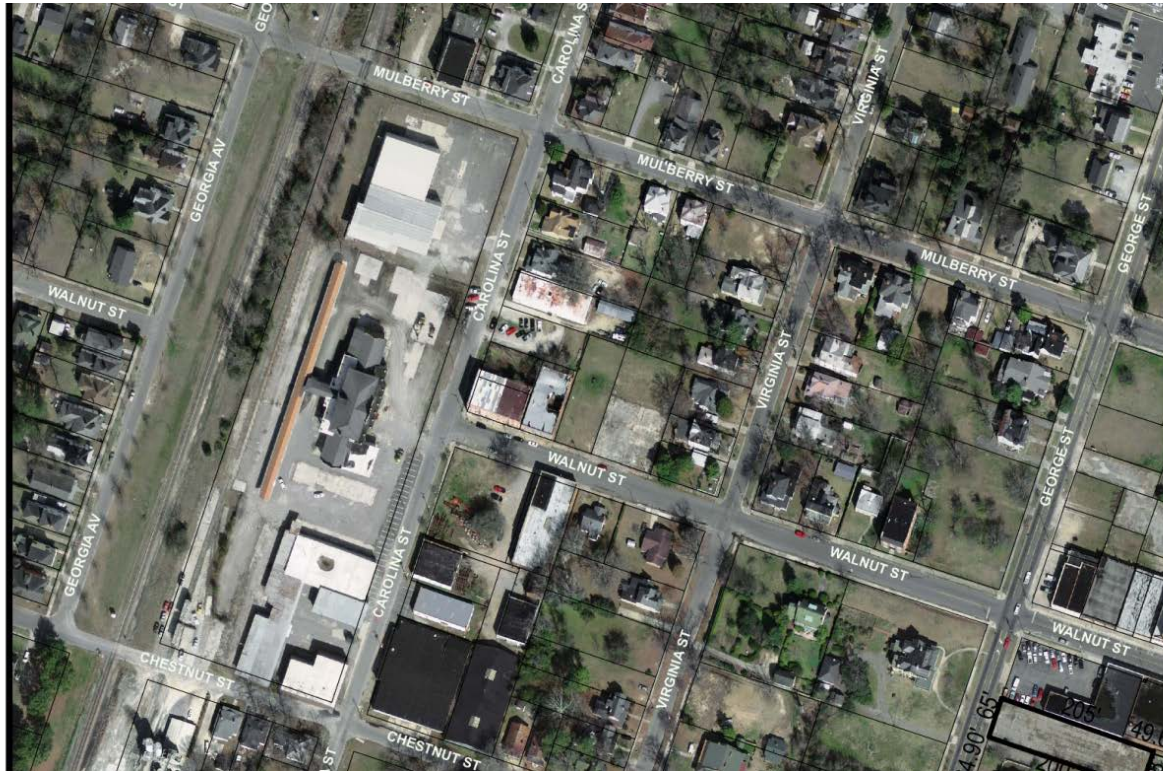


# TIGER V Award





# TIGER V Award



## Walnut & Other Streetscape

Cost: \$2,984,000

Completion: August 2015

Scope: 8 Blocks

Impact: 107.7 Jobs/\$2.15M

Resurface, Street Trees, Brick  
Sidewalks, Sidewalk Light Fixtures



# TIGER V Award



300 & 400 Block of West Walnut  
Street, 100 North & South of  
Carolina and around Station



# Community Response



“Needless to say, we couldn’t be any more enthusiastic about our future than we are right now, thanks to USDOT’s investment in our community.”  
Mayor Al King

Enhancement Fund Announcement - 2008

2015 Southeastern Regional Transit Conference



# Community Response



33 New Businesses  
9 New Property Owners

“We chose to purchase property in Downtown Goldsboro because of the investment that is being made downtown by the City of Goldsboro and the transformation that is about to take place when the Streetscape Project is complete.” Jim Daniels

# Questions?



2015 Southeastern Regional Transit Conference