

To: Susan Habina-Woolard and Dana Stoogenke, Town of Matthews, NC

From: John Cock, Alta Planning + Design

Date: September 26, 2019

**Re: *Downtown Matthews Mobility Plan: Steering Committee Meeting Minutes***

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## Summary of Discussion

### Infrastructure Recommendations

- On-Track Recommendations
  - One-way pairs off of Trade with on-street parking (Freemont and Library Lane)
  - Raised intersection at Matthews Station
  - Trade St reconfiguration – improving pedestrian environment, traffic calming/medians, changing to parallel parking to fit a more Downtown context
  - Formalizing Freemont parking lot
  - Greenway connection south of school
  - Cotton Gin improvements
- What is missing? What needs to be changed/considered?
  - Trade/John St – recommendations conflict with NCDOT plans (curb lines and turn movements)
    - Action Step: reconcile vision with Town
  - Trade St parking reconfiguration – some concern about where the gains are when there is a loss directly on Trade
    - Action Step: highlight graphically where the parking numbers are gained to offset Trade reduction
  - Traffic calming on N Trade (between W Matthews and Park Center Drive)
    - Action Step: add flush median, widen
  - More parking on the north side of E Charles
    - Action Step: grade prohibitive, parking could come on the south side with redevelopment
  - Bike/ped connection between Freemont and Railroad parking lot
    - Action Step: confirm connection to existing staircase/ramp to railroad lot, add another staircase/ramp at the Freemont lot
  - School traffic solutions?
    - Action Step: confirm recommendations around school

### Programmatic Recommendations

- On-Track Recommendations
  - Wayfinding with pedestrian-scale time and distance
  - Including language about rideshare
- What is missing? What needs to be changed/considered?
  - Rideshare language should be more specific to blocks on Trade so that it doesn't sink to the bottom of the report
    - Action Step: refine language and be more site-specific with recommendations in report
  - Shared parking programs – joint lease agreements and liability?
    - Action Step: include some costs for agreements
    - Action Step: confirm that language is included in parking management programs that discuss employee parking
    - Action Step: include language about specific steps for developing agreements- reference best practices, specific resources, or example agreements if/where possible

## Downtown Matthews Mobility Plan

- Micro-mobility (bike and scooter share) – contextually appropriate for Matthews?
  - Action Step: reference proposed docking stations in the Comprehensive Bike/Ped Plan and Bike Share/shuttle options
- Parking wayfinding – should be highlighted with a different color to be more legible?

### Prioritization and Results

- On-Track Recommendations
- What is missing? What needs to be changed/considered?
  - Trade St – should be the #1 priority project
    - Action Step: break costs into a block-by-block format to be the most useful for the Town, look at how phasing could enhance ease of implementation
  - #86 (E Matthews St) an anomaly in the Top 5?
    - Action Step: This section of E Matthews is not part of the designated “High Pedestrian Demand Corridor” so it shouldn’t have scored points for Criteria #1. Alta will adjust its score, which will shift this project into a lower priority tier
  - Ease of implementation “low-hanging fruit” not considered in prioritization
    - Action Step: costs will reflect projects that are able to be implemented in 1-3 years
    - Some “low-hanging fruit” projects that will be considered: parking wayfinding, set of crossing improvements, projects that are \$~250k for CRTPO

### Next Steps

- Refine recommendations/prioritization to reflect steering committee feedback (see Action Steps)
- Develop cost estimates/cut sheets for top 4 priority projects (based on staff direction to be provided by 10/4)