DOWNTOWN NORTHWEST

DOWNTOWN NORTHWEST TODAY

EXISTING CONDITIONS

Downtown Northwest consists of a great deal of high-value land that, particularly on the southern end, could be far more attractive and vibrant. While there have been significant efforts to upgrade the streetscape on Turner and Main Streets, curb cuts abound on private land, largely supporting auto-oriented restaurants.

This mix of car-dominated uses impede the district’s walkability and livability. Along Prices Fork Road lies one of the best opportunities to introduce retail anchors into the downtown. Recent development has been of high quality, presenting a better model for auto-oriented retail. The Historic St. Luke and Odd Fellows Hall is currently isolated by incompatible, auto-oriented uses.

CHARACTER & IDENTITY

» High quality buildings
» Mix of uses
» Ground floor retail
» Density and urbanity
» Student-oriented
» Public square or green
» New street connections
» Walkability
» Dignified location
» Compatibility

VISION

The vision for Downtown Northwest is one that is far more walkable, urban, architecturally appealing, and mixed in use. The southern end could be redeveloped into a dense, mixed-use environment—the only one in downtown truly targeting students. New streets could break up the superblock, with buildings oriented around a plaza or green. Along Prices Fork, the town can target retail anchors, such as a general merchandise store or a high-quality grocer. The site at the southern corner of Prices Fork Road and North Main Street could accommodate context-sensitive redevelopment that complements St. Luke and Odd Fellows Hall, or a new open space programmed with elements that help residents and visitors engage with this historic site.

CATALYST

The catalyst for a more walkable, vibrant, and architecturally beautiful Downtown Northwest is the redevelopment of its southern half. Its very high land costs will require greater density to initiate redevelopment that is of high architectural quality. Upscale student housing is likely the only economically viable redevelopment option.

With high design standards and a ground-floor retail requirement, this portion of Downtown can better integrate it with the university, and with Main Street. A series of new buildings and new streets could provide better connectivity—especially from campus to Main Street and the Bennis Hill-Progress neighborhood. A new civic plaza or green could add meaningful public space to Downtown.