**Planning Study Area**

The West Downtown ALIVE! planning study area is situated at the western edge of downtown Boone. It includes business parks from near Flower Ridge to the Watauga County Health Department and Senior Center Campus, and south to Gentle Country Lane. The study area is bordered by US Highway 150 on the west, Interstate Highway 40 on the north, and the Tannin Creek Watershed on the south. The study area is adjacent to and overlaps with the Economic Development Association, Boone Business District, and Watauga County Agricultural Services Center. The study area is set aside to and overlaps with the Economic Development Association, Boone Business District, and Watauga County Agricultural Services Center.

**Economy**

We will have a vibrant, attractive, walkable, and revenue-driven community that is economically, socially, and environmentally sustainable.

**Environment**

Create space for water and a place to learn about it.

**History**

For years, west downtown has been considered rather bland. But now private sector investments are beginning to counter that perception. The recent construction of the Jews Temple fostered the “cleaning up” of the historic knoll factory site that was once located on Boone Creek - so Kiya Creek is aptly called. New businesses have also opened along the west end of King Street, demonstrating that there is not a necessary factor for the success of a service-oriented business in downtown Boone.

**Purpose**

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**Recent private sector investments have significantly enhanced west downtown. While additional such ventures are still necessary, public sector investments are also critical to help transform the area into a unique and authentic area of Historic Downtown Boone.**

**About the Design Consultant**

Destination by Design is an economic development, land planning, and transportation firm based in Boone, NC. Their office is located adjacent to the West Downtown Alive! study area. Learn more at www.destbydesign.com.

**West Downtown Alive! Boone, NC**

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West King Street is a major gateway and “portal” to downtown Boone. Bicycle and pedestrian facility improvements are not only necessary for safety and accessibility, but also help establish downtown’s brand and image of place. Recommendations include a multi-lane two-way bike lane, shoulders/pedestrian’s shared, east-bound lane, and an improved sidewalk.

Main Street should serve as a true downtown pedestrian-oriented street. Recommendations include a north-bound (uphill) bike lane and south-bound on-street parking. A street-level dining area provides for additional traffic calming and further protects pedestrians and cyclists traversing Howard Street and the proposed Boone Creek Greenway.

Situated between the Senior Center and Health Department, “Our Mothers’ Garden” is a future pocket park that will celebrate mothers and provide an active gathering place for all ages. This is a joint project of the Appalciass Nature University Division of Community Outreach and Watauga County.

The old tobacco processing plant ravine-bridge provides an opportunity to share the history of the area while creating a unique public space and downtown destination. Recommendations include the repurposing of the old bridge into a “flowering bridge” and creating a historically routed pedestrian with an old factory scale prominently being stored by the Town of Boone.