

## AB Arena-Blue Ridge

This guidance involves the area between Interstate 40 and the Interstate 440 Beltline from Western Boulevard and Hillsborough Street in the south to Wade Avenue in the north, along with the portion of Blue Ridge Road and adjacent areas extending north to Edwards Mill Road. A small portion of the area extends south of Western Boulevard at its intersection with Jones Franklin Road. It represents a merging of four overlapping area plans: Arena (adopted 2001); Blue Ridge (2012); Jones Franklin/Asbury Village (2011); and Raleigh-Cary Rail Crossing (2016).

Several state agencies have a significant presence in the area: North Carolina State University owns the Veterinary School campus, JC Raulston Arboretum, University Club, Carter-Finley Stadium, and PNC Arena. The North Carolina Department of Agriculture owns the State Fairgrounds and 144 acres of vacant land just to the west of the Fairgrounds. Smaller parcels are owned by the North Carolina Department of Transportation and the State Surplus Property Office. The Westover, Nowell Pointe, and Lincolnvillle communities are located in the area, as is Raleigh Corporate Center and Westchase Office Park.

A major area of focus is Blue Ridge Road, which extends north and south parallel to I-440 between Western Boulevard and Wade Ave. The uses along Blue Ridge Road have region- and state-scale catchment areas which guarantee a regular flow of people, but they also present major challenges to a cohesive urban environment. Their immense parking lots and massive sites have so far deterred the development of pedestrian-scale, mixed-use developments.

The plan envisions a vibrant, mixed-use urban Blue Ridge Road corridor, with a well-connected street network, easily accessible natural features, and a set of distinct character districts. These

districts are based on the social, cultural, economic, and educational attractions that anchor them as well as the aspirations the community has developed for them.

Finally, the plan includes guidance for “Asbury Village” — the area around the junction of Hillsborough Street, Western Boulevard, and Jones Franklin Road, three major streets in west Raleigh. The focus there is to balance the area’s historically suburban character with a need to accommodate growth at this busy interchange. This includes a greater mix of land uses, stronger multi-modal transportation networks, and a high-quality public realm that promotes community interaction and safety.

In addition to policies applicable across the entire area, this plan includes policies that address specific geographic subsets of the study area, listed below, and illustrated on the Map AP-ABR-1:

- *The southeast quadrant of I-40 and Wade Avenue*
- *State Fairgrounds*
- *Older residential neighborhoods*
- *The Westover Retail Area, consisting of the concentration of retail uses along Hillsborough Street south of the Westover neighborhood;*
- *The Health and Wellness District*
- *The Entertainment and Education District*
- *The Arts and Research District*
- *Blue Ridge Road south of Hillsborough*
- *Jones Franklin/Asbury Village, including areas at the junction of Hillsborough Street, Western Boulevard, and Jones Franklin Road*
- *North Carolina Railroad Corridor*

## Arena-Blue Ridge Overall Area Policies

### Policy AP-AB 1 Complete Streets and Network Connectivity

Implement Complete Streets guidelines in the study area to tailor road functionality to contexts and users. Improve transportation network connectivity by creating additional street connections and linking greenway, bicycle, and pedestrian paths.

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### Policy AP-AB 2 Thoroughfare Crossings

Encourage connections between districts in the study area through motor vehicle, bicycle, and pedestrian crossings of thoroughfares like Wade Ave and Blue Ridge Rd. Consider creative solutions like underpasses and pedestrian bridges.

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### Policy AP-AB 3 Transit Support

Facilitate access and travel within the study area by providing a North/South transit circulator with linkage to GoRaleigh and GoTriangle routes. Destinations to be connected include Crabtree Valley Mall, institutions along Blue Ridge Road, the stadium/arena area, and Hillsborough Street.

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### Policy AP-AB 4 Recreational Trails

Enhance the functionality and quality of recreational trails by producing district-specific programming, installing cohesive public art, and improving trails infrastructure. Increase and maintain linkages between activity nodes and natural features via bicycle and pedestrian trails.

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### Policy AP-AB 5 Wetland Protection

Minimize encroachment and development impacts on sensitive wetlands in the study area. ●

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### Policy AP-AB 6 District Identity

Promote identities of districts in study area by developing branding and theming materials and programming. Include district identity as guidance in the review of rezoning petitions and development applications.

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### Policy AP-AB 7 Mixed-Use Development Intensities

Encourage mixed-use developments that serve visitors as well as residents. Enable greater land use intensity near transit corridors and regional attractions. ●

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### Policy AP-AB 8 Chapel Hill Road Design

The design of Chapel Hill Road should take on a boulevard character in the vicinity of any future transit stations, where transit-oriented development is encouraged.

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### Policy AP-AB 9 Parking Lot Siting

No large parking lots should be sited in front of the buildings or along the streets, unless heavily buffered. ●

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### Policy AP-AB 10 Reducing Surface Parking Impacts

Every attempt should be made to make surface parking areas less dominant through plantings and buffers, and more efficient and better utilized to prevent the need for additional future parking. The large surface parking lots in the area should be designed to improve pedestrian access during events.

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**Policy AP-AB 11 Station Access**

Design rail and bus rapid transit stations to permit unabated pedestrian circulation, possibly in the form of a bridge, to the south across the railway line. Any station at the Fairgrounds should also provide for pedestrian circulation over Hillsborough Street.

**Policy AP-AB 12 Maintaining an Evergreen Landscape**

Large groupings of native pines should be retained or planted to enhance the evergreen, wooded landscape that currently exists. ●

**Policy AP-AB 13 Signage**

Low-profile site identification signs should be utilized for the area. ●

**Action AP-AB 1 Complete Streets**

Implement complete street principles along Blue Ridge Road and existing or new streets in the area.

**Action AP-AB 2 Speed Limit**

Reduce the speed limit on Blue Ridge Road to a speed limit more appropriate to the character or the function of the street

**Action AP-AB 3 Wade Avenue Bridge**

Redesign the bridge as a landmark for the district.

**Action AP-AB 4 Lake Boone Trail Bike Lanes**

Add bike lanes on Lake Boone Trail.

**Action AP-AB 5 Hillsborough Street Sidewalk**

Add a sidewalk to the north side of Hillsborough Street.

**Action AP-AB 6 Greenway Connections**

Assess the feasibility of greenway connections to the Centennial Biomedical Campus.

**Action AP-AB 7 Lake Boone Trail Extension**

Extend Lake Boone Trail to Edwards Mill Road

**Action AP-AB 8 Trinity Road Streetscape**

The streetscape along Trinity Road should be enhanced, with consideration given to design elements that give the arena area some identity, such as banners and a unified signage system.

**Southeast Quadrant of Wade/I-40****Policy AP-AB 14 Open Space Reservation at Wade/I-40**

A minimum of 30 percent of the land should be left in open space that is kept in a natural state. This would include an undisturbed 75-foot buffer along the northern and western perimeter adjacent to Wade Avenue and I-40. ●

**Policy AP-AB 15 Parking Visibility from Wade/I-40**

No surface parking lots should be visible from either I-40 or Wade Avenue. ●

**Policy AP-AB 16 Medlin Creek Conservation**

Floodplains and slopes steeper than 15% within 200 feet of Medlin Creek should be preserved. ●

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**Policy AP-AB 17 Medlin Creek Crossings**

No more than two stream crossings should be allowed over Medlin Creek, and these crossings should be bridges and not culverts. ●

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**Policy AP-AB 18 Medlin Creek Pedestrian Amenities**

Medlin Creek and the meadow located on the eastern half of the property should be used as pedestrian-oriented amenities, with pedestrian connections to the Richland Creek greenway and across Trinity Road at Medlin Creek. ●

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**Policy AP-AB 19 Building Orientation at Wade/I-40**

Buildings should be designed to present a finished face to Medlin Creek, Wade Avenue, and I-40. ●

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**Policy AP-AB 20 Structured Parking Preference at Wade/I-40**

Parking decks that are architecturally related to the surrounding buildings and integrated into the landscape are strongly encouraged over surface parking lots. ●

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**Policy AP-AB 21 Development Vision for Wade/I-40**

This property should develop as a planned, unified project incorporating urban design features and public amenities such as greenways, plazas, parks, unified signage, and public art integrated into the building arrangement. ●

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**Policy AP-AB 22 Pedestrian Circulation at Wade/I-40**

Excellent internal pedestrian circulation should be provided, including pedestrian connection to adjacent properties, with special emphasis on pedestrian access to the proposed Edwards Mill Road bus line. ●

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**Policy AP-AB 23 Placement of Taller Buildings at Wade/I-40**

Buildings over four stories should be located away from any existing adjoining residences and should complement, in size and scale, the treescape along Wade Avenue and I-40. ●

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## Older Residential Neighborhoods

**Policy AP-AB 24 Transitions to Residential Neighborhoods**

New development adjacent to neighborhoods in the Arena-Blue Ridge area, including nonresidential and high-density residential uses, should include physical transitions and a stepping down of land development intensity as it approaches older neighborhoods. ●

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**Policy AP-AB 25 Housing North of Chapel Hill Road**

Additional single family development north of Chapel Hill Road should be confined to completing the existing residential street system in the Nowell Pointe area. Additional new low-density, single-family development north of Chapel Hill Road is inappropriate. ●

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### Policy AP-AB 26 **Chapel Hill Road Street Connections**

Any street connection to Chapel Hill Road should be built in a manner to maintain the residential character of the neighborhood. ●

## Westover Retail Area

### Policy AP-AB 27 **Strengthening Westover**

The unique village-like character of the area should be retained and strengthened through redevelopment. ●

### Policy AP-AB 28 **Respecting the Context of Westover**

Development should respect the existing context, particularly that provided by the Westover neighborhood. ●

### Policy AP-AB 29 **Westover Parking**

Parking in the Westover area should be minimized along the street frontage and contained within decks. Required parking should be relocated off Hillsborough Street. ●

### Policy AP-AB 30 **Zoning Conditions in the Westover Area**

At the time of rezoning any property in the Westover retail area, zoning conditions should be offered that would limit buildings to no more than 4 stories in height, reflect the character of the area in terms of architecture and scale, and should feature ground-floor retail. ●

## State Fairgrounds

### Policy AP-AB 31 **Corporate Center Drive**

Corporate Center Drive should receive sidewalks and design treatments to support potential future bus transit along the corridor.

### Policy AP-AB 32 **Fairgrounds to Westover Connection**

A strong pedestrian connection should be made between transit stops/future stations at the Fairgrounds and the Westover commercial area.

### Action AP-AB 9 **Arena Area Sidewalk Width**

Extra-wide sidewalks of 14- to 18-feet should be constructed on both sides of Trinity Road, on the east side of Youth Center Drive, and along Blue Ridge Road to accommodate the crowds that will be walking in this area before and after major events.

### Action AP-AB 10 **Hillsborough Street Streetscape Improvements**

A City streetscape improvement project should be undertaken for the Hillsborough Street corridor from Blue Ridge Road to just west of the Hillsborough-Chapel Hill Road intersection. This project should be done in conjunction with roadway improvements and construction of the Triangle Transit stop in front of Dorton Arena.

### Action AP-AB 11 **Trinity Road Streetscape Plan**

Prepare a streetscape plan for Trinity Road. The plan should include bicycle, pedestrian, and access improvements, building and parking locations to provide consistent character along the street, and tree plantings and design features to give the corridor definition. A unified directional signage system should be included.

**Action AP-AB 12 Arena Area Bus Line**

A bus line should run along Youth Center Drive from a future Fairgrounds rail or bus rapid transit station. The line should then access Carter-Finley Stadium, the Arena, and the Edwards Mill Road bus corridor. The route could continue west and south to serve development in the western portion of the plan area, and terminate at a future regional rail stop. At least the portion of the route east of Edwards Mill Road should include dedicated lanes.

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## Health and Wellness District

**Policy AP-AB 33 Macon Pond Road**

Upgrade and improve Macon Pond Road to be a front door and a proper connection from Rex Health Care to Edwards Mill Road.

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**Policy AP-AB 34 Rex Hospital**

Support an expansion of Rex Hospital to the west. ●

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**Policy AP-AB 35 Connectivity and Pedestrian Friendliness**

Reconfigure street connections to accommodate an interconnected and pedestrian-friendly district as redevelopment occurs.

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**Action AP-AB 13 Trail Connections**

Connect existing trails to the north and west. Extend the trail to connect the Health District to Schenck Forest.

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**Action AP-AB 14 Forest View Road**

Improve the intersection at Blue Ridge Road and Forest View Road.

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## Arts and Research District

**Policy AP-AB 36 Hotel/Mixed Use Development**

Support a mixed-use development on the North Carolina Museum of Art side of Blue Ridge Road with potential for a hotel. ●

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**Policy AP-AB 37 State Offices**

Encourage and support the location of potential state offices west of Blue Ridge Road on North Carolina Department of Agriculture property.

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**Policy AP-AB 38 Connectivity**

Improve connectivity with additional north/south streets parallel to Blue Ridge Road. ●

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**Action AP-AB 15 District Linkages**

Provide a complete street connection south across Wade Avenue and down to Trinity Road to link the Art District to the Entertainment District.

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**Action AP-AB 16 Wade Avenue Bridge Bicycle and Pedestrian Improvements**

Redesign the Wade Avenue Bridge at Blue Ridge Road in order to provide better pedestrian and bicycle access and regain developable land by creating a more compact interchange.

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## Entertainment and Education District

### Policy AP-AB 39 Trinity/Blue Ridge Intersection

Maintain a signalized intersection at Trinity Road and Blue Ridge Road

### Policy AP-AB 40 N.C. State Expansion

Design new roads west of Blue Ridge Road between the NCSU Centennial Campus and the Stadium/Arena to align with future NCSU expansion plans.

### Policy AP-AB 41 Mixed-Use Development

Support mixed-use development along Blue Ridge Road. ●

### Policy AP-AB 42 Hotel Uses

Support the addition of a hotel/conference facility associated with the Fairgrounds. ●

### Action AP-AB 17 Greenway Connection

Connect greenway at the NCMA over or under Wade Avenue to NCSU College of Veterinary Medicine campus.

## South of Hillsborough

### Policy AP-AB 43 Sidewalk Improvements

Provide wide sidewalks near the State Fairgrounds, PNC Arena, and the Carter-Finley Stadium, as well as along the thoroughfares that link these institutions with parking resources.

### Policy AP-AB 44 Existing Neighborhoods

Complement existing neighborhoods with residential uses. ●

### Policy AP-AB 45 Redevelopment Site

Support the redevelopment of the Kmart site as a mixed-use center. ●

### Policy AP-AB 46 Transit-Oriented Development

Site larger office and commercial footprints more closely to proposed rail or bus rapid transit stations. ●

### Policy AP-AB 47 Arboretum

Capitalize on linkage to the JC Raulston Arboretum as a neighborhood amenity.

### Action AP-AB 18 Railroad Underpass

Depress Blue Ridge Road under Hillsborough Street, railroad tracks, and Beryl Road per NCDOT underpass project.

## Jones Franklin/Asbury Village

### Policy AP-AB 48 Asbury Village District Transit Hub

The area surrounding the Jones Franklin/Western Boulevard/Hillsborough Street intersection, known as the Asbury Village District, should become a multimodal transit hub for Western Raleigh. ●

### Policy AP-AB 49 Development Access and Orientation

Require all new structures to be primarily accessed and oriented toward public streets. ●

**Policy AP-AB 50 Vertically Mixed Development**

Encourage new development to be vertical mixed-use. ●

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**Policy AP-AB 51 Planning for Transit Facilities**

Improve and coordinate transit facilities in the district.

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**Policy AP-AB 52 Bicycle and Pedestrian Facilities**

Improve bicycle and pedestrian facilities.

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**Policy AP-AB 53 Transit Transfer Points**

Ensure that GoRaleigh, GoCary and GoTriangle bus stops enable transfers at shared facilities or, if shared facilities are not possible, that safe and comfortable pedestrian connections exist between stops.

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**Policy AP-AB 54 Urban Streetscapes and Frontages**

New and infill development should employ urban street sections and frontages except on Western Boulevard and Jones Franklin Road, where a “green frontage” with generous setbacks should be encouraged. ●

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**Policy AP-AB 55 Area Open Space**

Create various open space options throughout the study area, including a central open space centered along Jones Franklin Road.

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**Policy AP-AB 56 Street Lighting**

Street lighting should enhance pedestrian and vehicular safety.

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**Policy AP-AB 57 Building Heights**

New and infill development should be tallest (5-7 stories) toward the rail corridor and should taper down to 3-5 stories along the edges of the study area. ●

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**Action AP-AB 19 Excess Right of Way**

Work with NCDOT on transferring excess right of way to city ownership.

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**Action AP-AB 20 Jackson Park**

Create a master plan for Jackson Park and provide funding through the CIP for improvements.

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**Action AP-AB 21 Western Boulevard Multi-Purpose Path**

Extend existing multi-purpose path alongside Western Boulevard to the south along Jones Franklin Road if deemed feasible.

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**Action AP-AB 22 Transit Station Planning**

Authorize commencement of station area planning process upon adoption of the Locally Preferred Alignment and a successful referendum.

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**Action AP-AB 23 Rail Bridge Pedestrian Amenities**

Continue sidewalks under the rail bridge on Hillsborough Street.

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**Action AP-AB 24 Xebec Way**

Explore closure and removal of Xebec Way as part of a redevelopment scenario.

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**Action AP-AB 25 Bus Stops**

Consolidate bus stops where appropriate.

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**Action AP-AB 26 Improved Bus Facilities**

Identify and fund opportunities for improved bus stops and shelters.

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**Action AP-AB 27 Streetscape Plan**

Develop a streetscape plan for the Jones Franklin study area to include wide sidewalks, street trees, benches, lighting, and common open space.

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**Action AP-AB 28 Station Area Planning**

Continue to work with GoTriangle to coordinate design and placement of station area.

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**Action AP-AB 29 Street Lighting**

Improve street lighting.

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**Action AP-AB 30 Traffic Calming**

Study traffic calming measures on Buck Jones Road.

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## North Carolina Railroad Corridor

**Policy AP-AB 58 Development Coordination**

Adjust land use policy in areas accessed by proposed crossings to enhance development value created by improved transportation network. ●

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**Policy AP-AB 59 Crossing Closures**

Reduce at-grade railroad crossings in the study area and construct grade-separated crossings where appropriate. Apply the following design principles in selection and implementation of grade separation forms:

- Build safety through urbanization.
  - Choose paths of least resistance.
  - Invest in grade-separated crossings that leverage the corridor’s strengths.
  - Invest in grade-separated crossings that respond to critical issues and where significant development potential exists.
  - Balance regional transportation and local circulation needs.
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**Action AP-AB 31 Street Network Changes**

Implement the following street network changes in the corridor:

- Close Nowell Road railroad crossing in conjunction with extension of Corporate Center Drive and/or Edwards Mill Road
  - Close Beryl Road railroad crossing, and extend Beryl Road to Royal Street
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**Action AP-AB 32 Grade-Separated Crossings**

Construct the following grade-separated crossings and street network changes in the corridor:

- Extend Corporate Center Drive to Bashford Road with a bridge over the railroad.
  - Extend Edwards Mill Road to Hillsborough Street with a railroad bridge over the new road.
  - Extend Jones Franklin Road to Chapel Hill Road with a railroad bridge over the new road.
  - Realign Powell Drive to connect with Youth Center Drive with a railroad bridge over the realigned road, and close the existing crossing.
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**Action AP-AB 33 Support Edwards Mill Road Extension**

Update Future Land Use Map to show a mix of Medium Density Residential both sides of proposed Edwards Mill Road extension between Chapel Hill Road and Hillsborough Street.

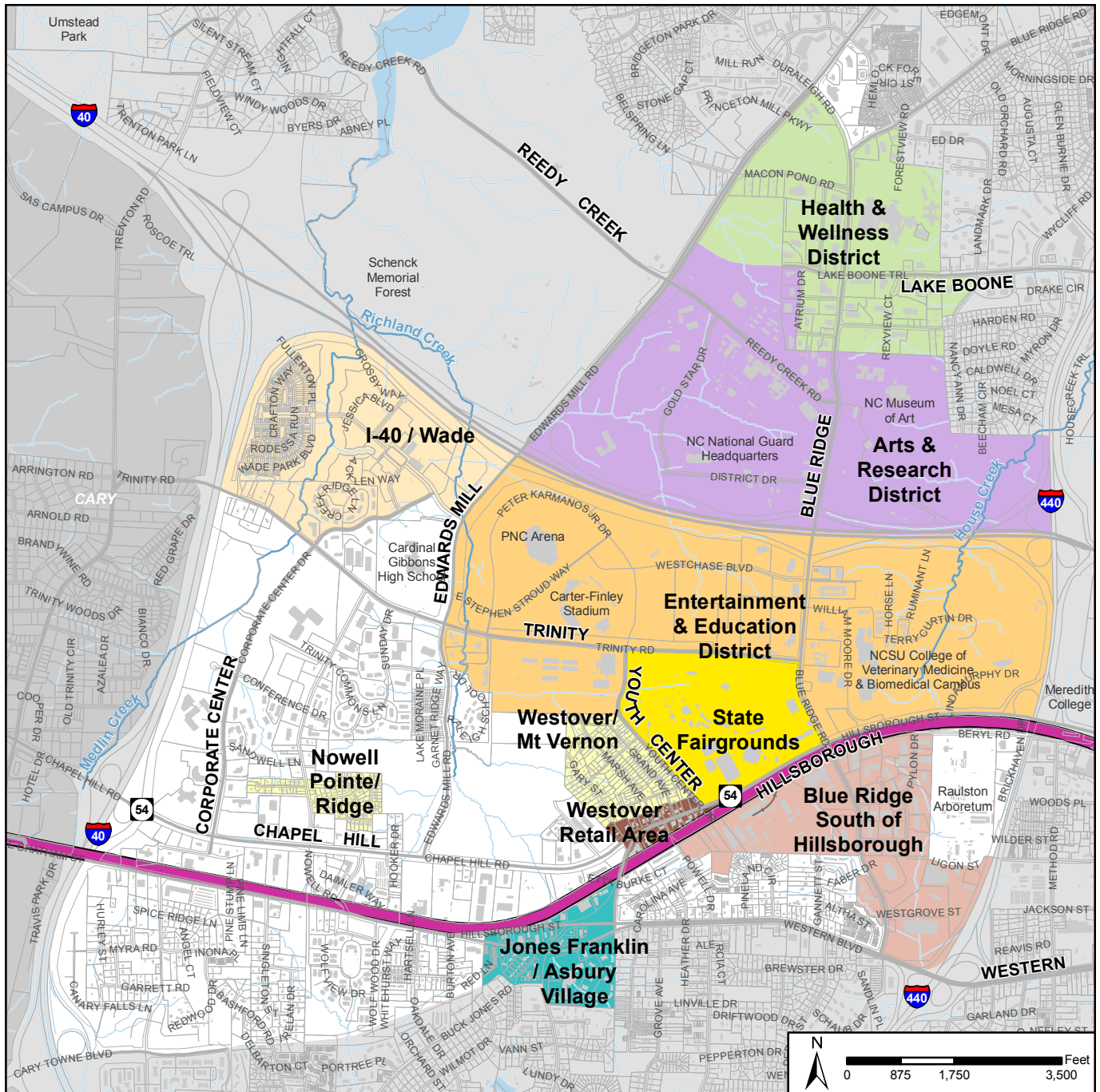
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**Action AP-AB 34 Support Beryl Road Closing**

Update Future Land Use Map to Medium Density Residential for the area bounded by Method Road, Gorman Street, Woods Place, and the railroad right-of-way.

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# AP-AB1: Arena-Blue Ridge



- NC Railroad / Commuter Rail Corridor
- Health & Wellness District
- I-40 / Wade
- Arts & Research District
- State Fairgrounds
- Entertainment & Education District
- Residential Neighborhoods
- Blue Ridge South of Hillsborough
- Westover Retail Area
- Jones Franklin / Asbury Village

