



At present, Mission Valley is a University-based service area consisting of retail and businesses mainly in the area of the Western Boulevard and Avent Ferry Road intersection, businesses such as WRAL that have been in the area for many years, ancillary University and other institutional uses, residential enclaves, and University-related residential development.

This plan was prepared in anticipation of development intensifying in the area and the possibility of increased transit service in the area.

Policy AP-MV 1 **Mission Valley Targeted Growth**

Specific locations within the study area should evolve into a denser mix of uses (see map).

Policy AP-MV 2 **Mission Valley Student Housing**

Student housing is encouraged in the area, with the exception of the eastern end of the Catholic Diocese property adjacent to Pullen Park Terrace.

Policy AP-MV 3 **Avent Ferry-Centennial Streetscapes**

Avent Ferry Road and Centennial Parkway should evolve into more urban streetscapes.

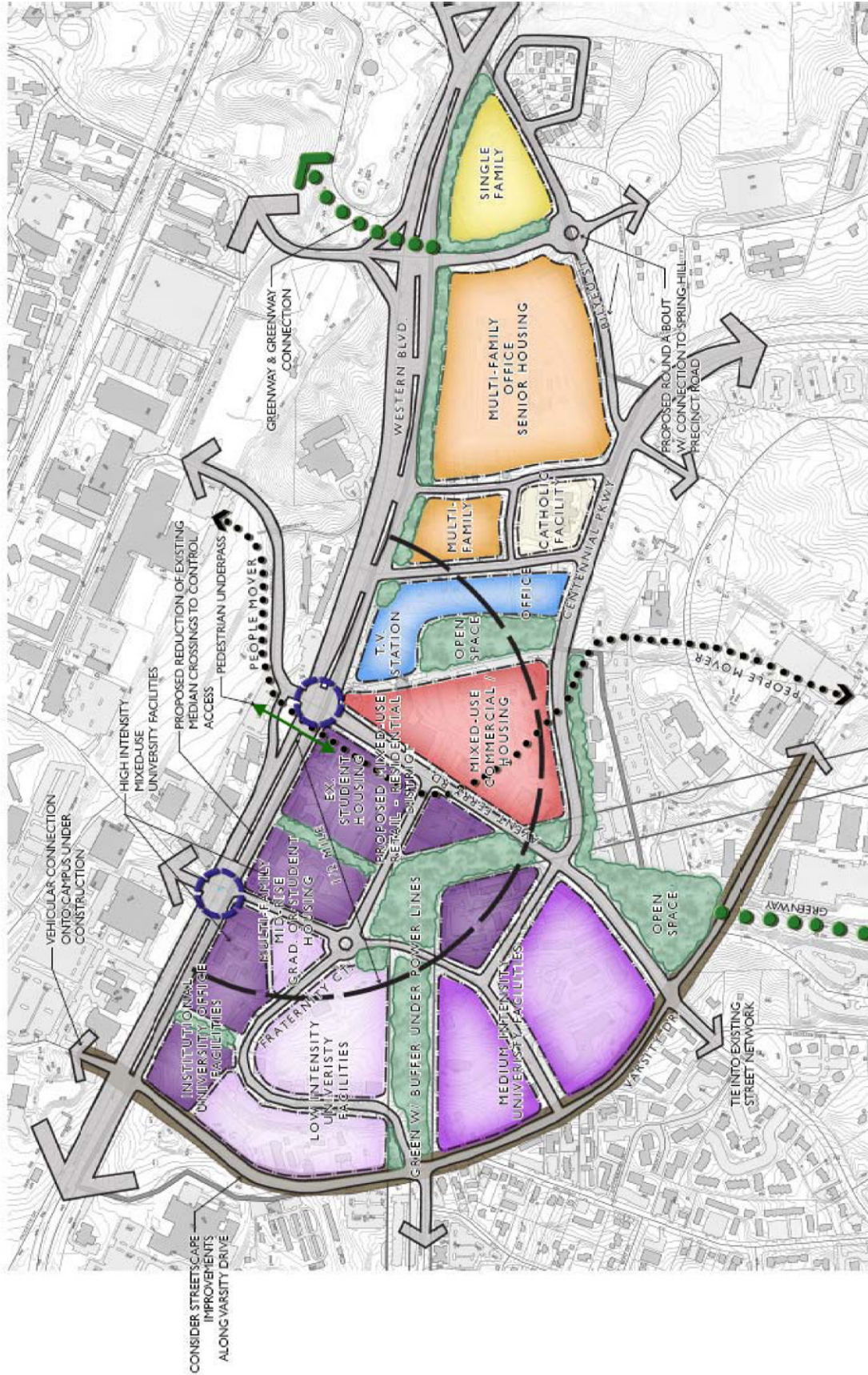
Policy AP-MV 4 **Western Boulevard Design**

Western Boulevard should retain its landscaped “boulevard” character, without a proliferation of curb cuts.

Policy AP-MV 5 **Roman Catholic Diocese Property**

The Catholic Diocese property should develop as primarily residential, beginning with lower density single-family residential as an extension of the Pullen Park Terrace neighborhood, and increasing in density in the direction of Avent Ferry Road. A mix of attached and detached residential should be supported in this area, linking the Pullen Park Terrace neighborhood, Pullen Park, and the Dorothea Dix campus.

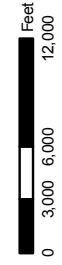
Action AP-MV 1 **Reserved**



MAP AP-MV1

Mission Valley Plan

- MIXED USE COMMERCIAL & HOUSING
- MULTIFAMILY; OFFICE
- SINGLE FAMILY
- INSTITUTIONAL
- LOW INTENSITY UNIVERSITY FACILITIES
- MEDIUM INTENSITY UNIVERSITY FACILITIES
- OFFICE
- OPEN SPACE
- PEOPLE MOVER



Map created 10/7/2009 by the City of Raleigh
Department of City Planning & GIS Division