

### **Outline**

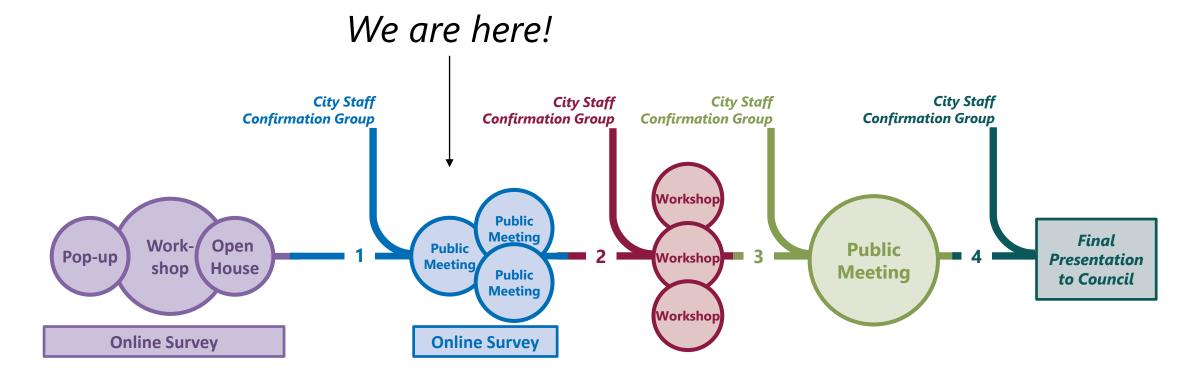
- Where we started
  - Visioning summary
- What we've learned
- Where we are heading
  - Preliminary takeaways
- What is your role today?



# Meet the Project Team

- Raleigh City Staff
- Confirmation Group appointed by Raleigh City Council
  - Role
    - Ensure an inclusive process
    - Engage relevant stakeholders
    - Received input matches plan recommendations
- Consultant Team
  - VHB
  - JDavis Architects
  - 1/1 Studio
  - Rose and Associates

# **Project Phasing**



**Options** 

**Implementation** 

**Final Recommendations** 

**Discovery** 

- Pop-up event at Farmers Market
- Trinity Baptist Church workshop
- Eastgate Park open house

**Visioning** 





# Where we started

# **Project Visioning Phase – June 2018**

- Gather community-sourced knowledge
- Serves as the foundation for this area study



# **Project Visioning – Key Takeaways**

#### Issues as ranked by participants

(The numbers indicate the number of participants who included the issue in their top three)

- 1) Transportation: The effect of traffic on local streets (66)
- 2) Transportation: Walking or bicycling (51)
- 3) Transportation: Getting around on transit (46)
- 4) Housing (types of housing, location of housing, affordability) (42)
- 5) Streetscape improvements (street trees, benches, lighting) (33)
- 6) Creating or improving parks and public spaces (30)
- 7) Transportation: Getting around by car (30)
- 8) Land uses (what land uses should go where) (29)
- 9) Stormwater (27)
- 10) The design of new development (how close or how set back should buildings be from the street, how visible is parking) (27)
- 11) Transitions from commercial to residential areas (27)

#### Other commonly-mentioned issues

Environmental/wildlife issues

Greenways

Street connectivity

Safety

#### Which aspects of Midtown need help?

(102) Traffic

(42) Neighborhood(s)

(37) St. Albans

(35) Development

(35) North Hills

(26) Wake Forest

(26) Six Forks

(20) Pedestrian

(21) Housing

(16) Trees







# What we've learned

#### What we've learned

- Building upon the visioning phase resources
- Further analysis this fall
  - Data compilation
  - Site tours
  - Urban design & traffic analysis
  - Market analysis
  - Development plans
- Our model for project success is:
  - > Local Perspectives + Data + Feedback + Technical Expertise = SUCCESS





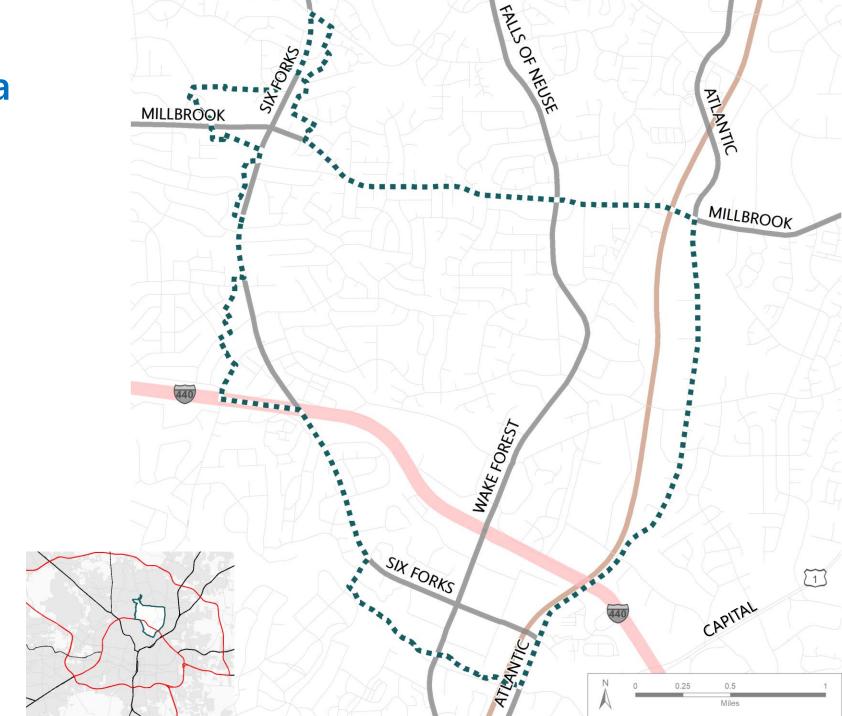






# Midtown Study Area

- Boundary roads
  - Millbrook Road
  - Atlantic Avenue
  - Six Forks Road
- Includes
  - North Hills
  - Duke Raleigh Hospital
  - I-440 Beltline
  - Railroad
  - Crabtree Creek



# Better Connections Needed? **Barriers**

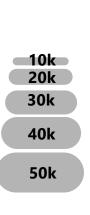
# **Roadway Hierarchy**

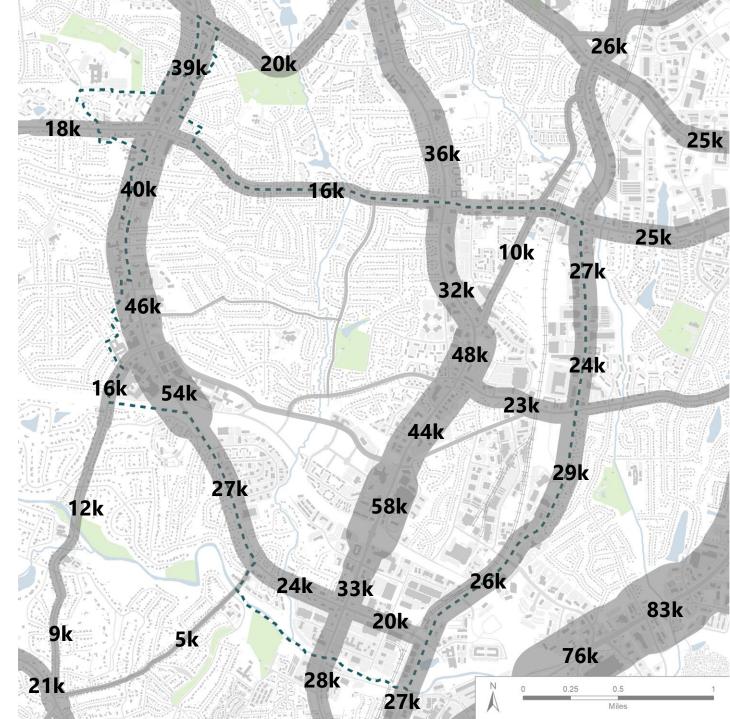
- Regional commuting corridors
- City corridors
- Local roadways

- Roles are sometimes unclear
- Lacks east-west connections
  - Indirect traffic routing
  - Inefficient bus service
- Balance access & mobility
- Balance modes & choices

# Average Annual Daily Traffic (AADT)

- 2017 counts NCDOT program
- Thickness is proportional to cars/day
- Lack of east-west capacity
- Does not reflect variations
  - Day-to-day
  - Minute-to-minute
- Transit, pedestrians, & bicycles?

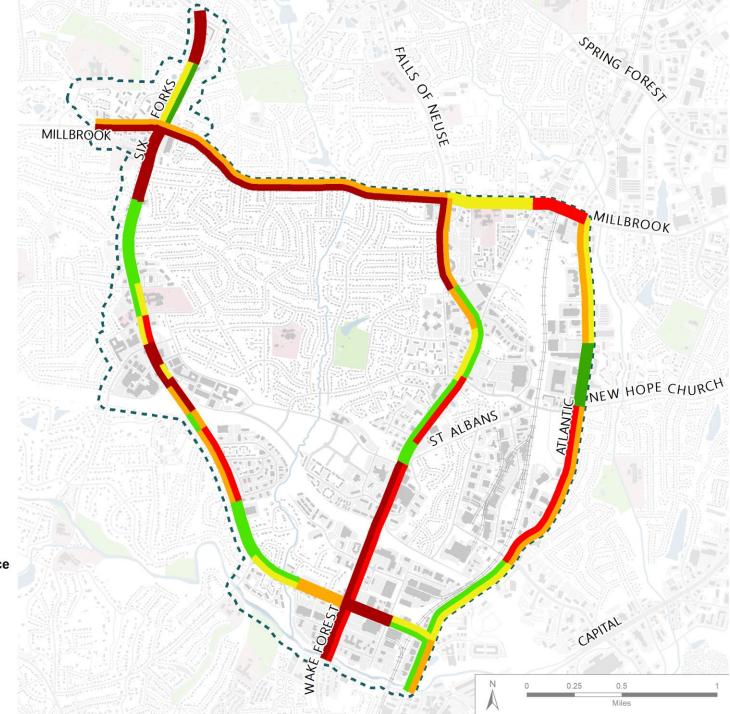




# Traffic Level of Service Typical Weekday PM Peak Hour

- Level of service (LOS) by corridor
- Letter grade from A to F
- Congested areas impact "uncongested"
  - Spillback onto segments with "capacity"
- Must be treated as a system
- Minor incidents → prolonged delay
- Unreliable travel times
  - Transit
  - Trip planning
- Manage congestion





# Committed Projects - Transportation

#### Six Forks Road corridor (I-440 to Lynn Rd)

- 6 lanes w/ median
- Ped & bike improvements
- Design & engineering starts 2019

#### I-440 @ Wake Forest Road

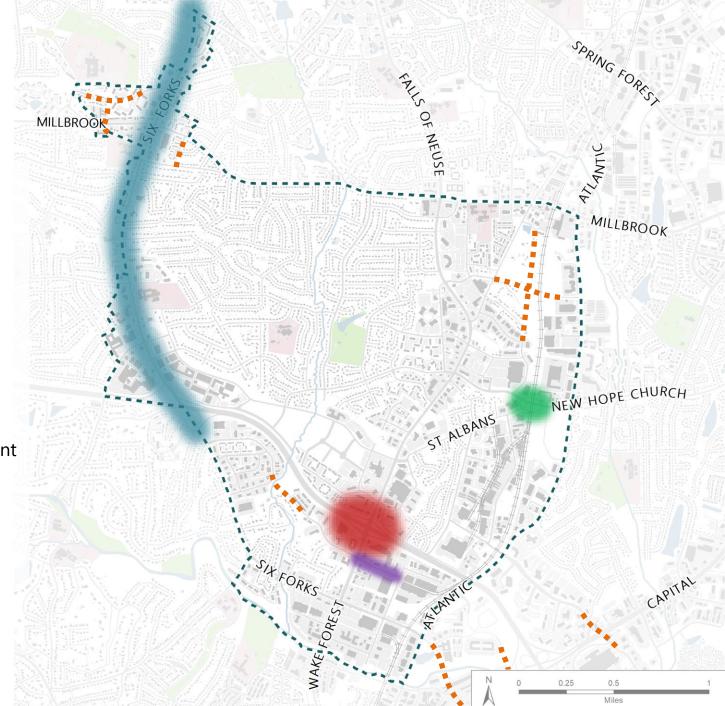
- Convert to "diverging diamond" interchange
- Planning & design underway

#### Wake Towne Dr extension to Industrial Dr

Underway as part of Wegman's/Midtown East development

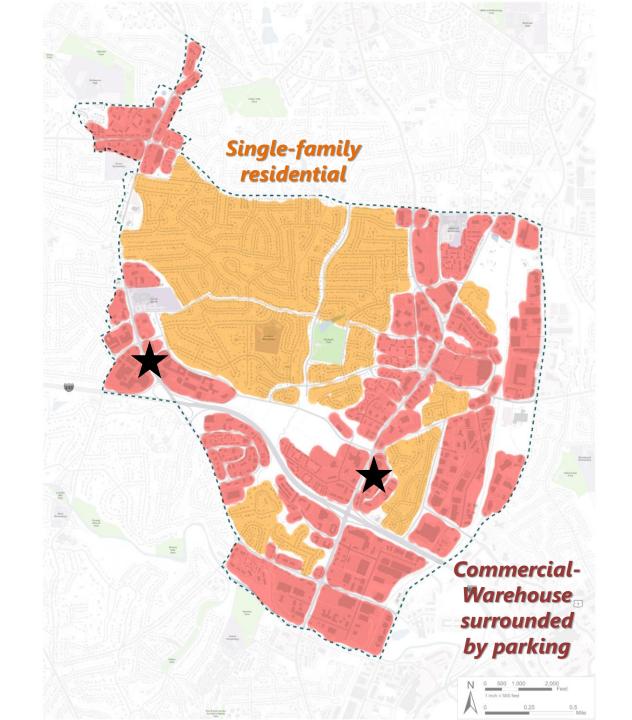
#### New Hope Church Rd rail overpass

- Bridge RR to eliminate at-grade crossing
- Planning underway



# **Study Area Context**

- Regional Assets
  - Duke Raleigh Hospital
  - North Hills
- Study Area Assets
  - Wake Tech Community College
  - UNCG Raleigh School of Nurse Anesthesia
  - Multiple Retail Centers
  - Governmental Agencies



## **Key Constituents/Stakeholders**







#### **Residents**

Population & HH Growth
Income & Lifestyle
Trade Areas

## **Employees**

Employment Trends
Daytime Population
Commuting Patterns

### **Visitors**

Festivals
Visitor Traffic
Tourism Spending
Hotel Performance

## Real Estate & Economic Analysis – Why it Matters

#### **Analytical Framework**

Community Vision

**Demographics & Trends** 

**Demand & Development Potential** 

Site Opportunities

Positioning Strategies

**Short & Long Term Projects** 

Implementation Plan

Housing





Tourism/ Recreation









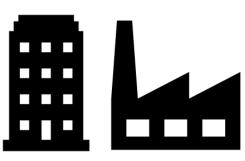








#### Real Estate



- Supply
  - Planned/Under Construction:
  - 1,764,726+/- s.f. Office
  - 136,355+/- s.f. Industrial/Flex



- Supply
  - Planned/Under Construction:
  - − 359,970+/- s.f. Retail



- Supply
  - Planned/Under Construction:
  - 2,557 units



- Supply
  - Planned/Under Construction:
  - 652 rooms/keys

#### **Market Trends**

Shrinking SF/Employee
Shared Office/Co-Working
Mixed-Use Environments
Al/Automation

E-Commerce
Store Closures/Bankruptcies
Shrinking Footprints
Experiential Retail

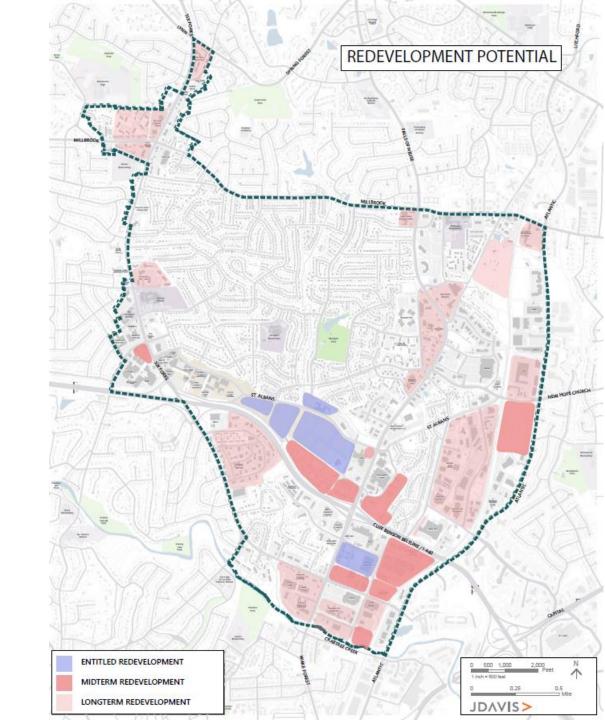
Affordability
Multi-Generational Households
Aging in Place
Micro Units

Sharing Economy (AirBNB)
Hotel Mergers
Emerging Lodging Concepts

# Land Use / Zoning

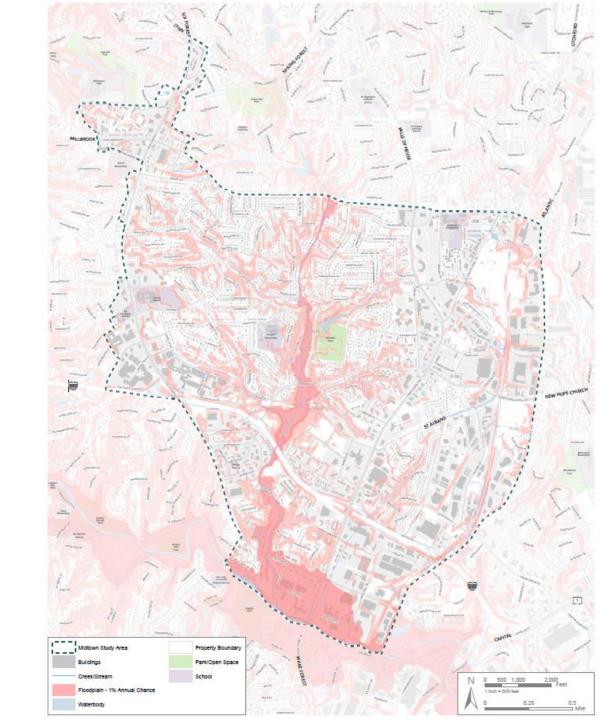
- Entitled Developments
- Mid-term Redevelopment
- Long-term Redevelopment

# Preliminary concept



# **Natural Systems**

Streams and floodplain challenges



# Preliminary findings – High Level Takeaways

#### Transportation

- Pedestrian safety, comfort, and convenience are critical to vitality
- Expanding infrastructure is disruptive & costly Technology & alternative modes can help manage congestion
- East-west capacity & continuity lacking
- Balance access & mobility

#### Development and Redevelopment

- Heavily weighted toward office and housing/hotel
- The role, responsibility, and timing of infrastructure

#### Land Use and Urban Form

- Three distinct economic zones: West, East, South
- Form matters! Each individual development contributes to the whole system/district improvement.

#### Natural Systems

- Crabtree Creek flooding → Redevelopment potential
- Understand the impact of new development on existing homes and businesses





# What is your role today?

# **Activity Stations**

- Project Background
  - Introduction slides
  - Visioning Phase summary
- Activity Stations 1-4
  - 15-20 minutes per station before rotation
  - Please visit all stations
  - "Ditto" is encouraged new topics are important

#### Your Role

#### Confirmation

– Visioning phase: Do these findings represent your experience(s) in Midtown?

#### Analysis

- Discuss and comment on post-it notes
- Listen to each other

#### Validation

- Which issues/topics resonate the most with you?
- Are these patterns as you expected?
- Is anything surprising to you?
- Is anything missing, in your opinion?