



Raleigh Midtown/St. Albans Area Plan

Presented by
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Nov 14, 2018

Outline – Confirmation Group

- **Introductions**
- **Outreach strategy**
- **Public Meeting: Content**
 - Five themes
- **Public Meeting: Format**
 - Overview – Activity – Report out
- **Discussion**
 - Feedback
 - Measures of success

Introductions



Outreach strategy



Outreach strategy and efforts

- Inform stakeholders about upcoming meetings and point them to resources about the plan process
- Work to ensure we reach the broadest possible spectrum of stakeholders
- Emails sent to all participants in plan and to city newsletter subscribers
- Postcards mailed to all properties in and near study area
- Flyers being mailed/posted/placed to reach apartments, employers, gathering places
- Confirmation Group can play a role



Midtown-St. Albans
Area Plan

CITY PLANNING

Add your voice to the future of Midtown!

¡Suma tu voz al futuro de Midtown!

We're holding a series of events to discuss what's happening in Midtown and what opportunities exist for its future. We'll talk about what's happening in terms of development, transportation, and other issues, and we'll get your input on what issues are priorities. We hope you can attend one!

Estamos organizando una serie de eventos para discutir qué está sucediendo en Midtown y qué oportunidades existen para su futuro. Hablaremos sobre lo que está sucediendo en términos de desarrollo, transporte y otros problemas, y obtendremos su opinión sobre qué temas son prioridades. ¡Esperamos que puedas asistir a una!

Sat., December 1

9:30 to 11:00 a.m.

Hudson Memorial Presbyterian Church
4921 Six Forks Road, Raleigh NC

Mon., December 3

6:00 to 7:30 p.m.

Five Points Center for Active Adults
2000 Noble Road, Raleigh NC

Wed., December 5

6:00 to 7:30 p.m.

Hudson Memorial Presbyterian Church
4921 Six Forks Road, Raleigh NC

Can't make it to one of the events?

No problem! You can find information about the study at raleighnc.gov (search: "Midtown") or, beginning in December, you can take the survey at planningforraleigh.com.

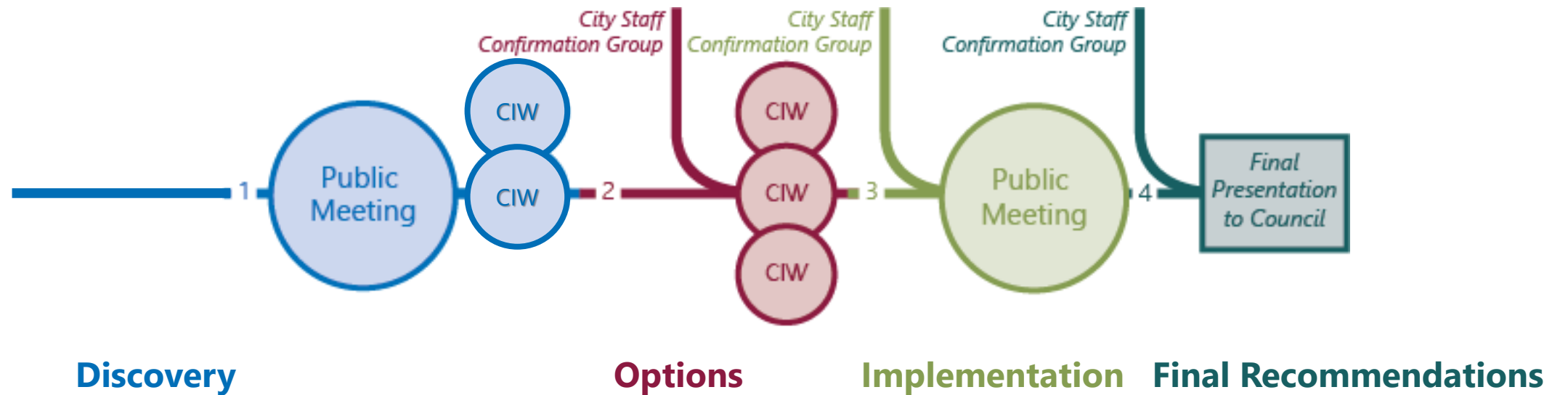
¿No puedes asistir a uno de los eventos?

¡No hay problema! Puede encontrar información sobre el estudio en raleighnc.gov (búsqueda: "Midtown") o, a partir de diciembre, puede realizar la encuesta en planningforraleigh.com.



raleighnc.gov
Search: Midtown

Project Phasing - Generalized



Project updates

December meeting phase finalized

- Saturday Dec. 1: 9:30 to 11:00 a.m. Hudson Memorial Presbyterian Church
- Monday, Dec. 3: 6:00 to 7:30 p.m. Five Points Center for Active Adults
- Wednesday, December 5: 6:00 to 7:30 p.m. Hudson Memorial Presbyterian Church
- Online open house and survey: Beginning in early December

Public Meeting: Content



Visioning Phase Highlights

What People Like	Issues Needing Attention	Land Use & Market Items
Access to the area	Traffic	Transportation Linkages
Local Institutions	Connectivity	Development Design
Green/Open Space Amenities	Affordability	Housing Choices/Affordability
Selection of shops, services, etc.	Housing Choices	Amenities
Events	Safety	Public Safety

Public input

Input for this report came from a series of online and in-person events held during June 2018.

More than 400 participants told us what they like about the Midtown-St. Albans area — and what needs some work.

This is the first step in a series of opportunities for public input in the plan. Beginning here at the broad vision stage, the process will increasingly focus on specific options to address key questions.

Eastgate Park open house Midtown Farmers Market pop-up event Trinity Baptist Church workshop

The Study Area

The study area is centered on the rapidly developing area just north of I-440 from Six Forks Road to Wake Forest Road. It extends south to Crabtree Creek and north to Millbrook Road and includes both strictly residential areas and more intense mixed-use and commercial areas.

A map showing the area boundaries and key locations is below. Images showing the typical existing character in various locations are on the following page.

MSA Midtown-St. Albans Briefing Book

MSA Midtown-St. Albans Briefing Book

MSA Midtown-St. Albans Briefing Book

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

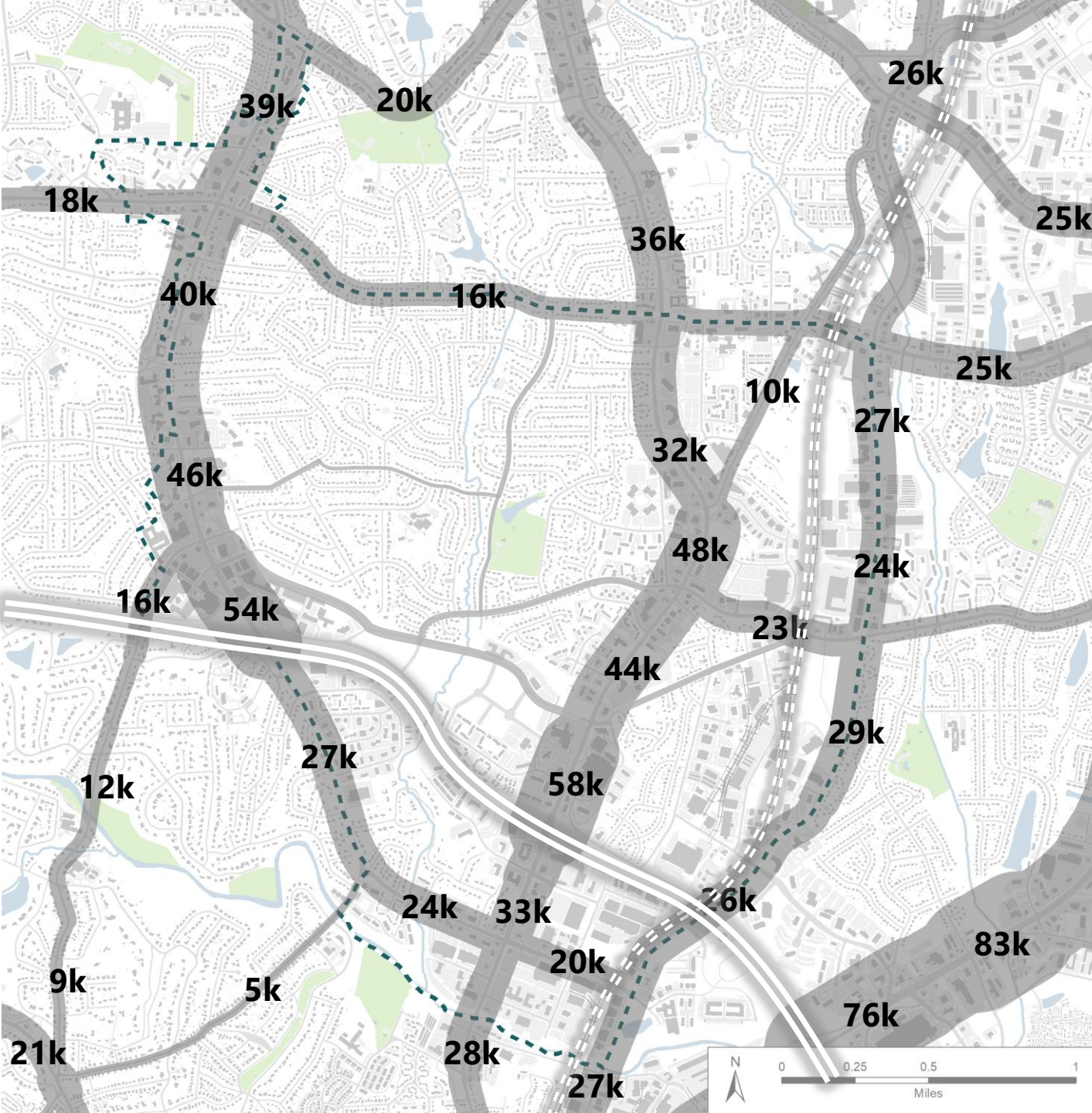
1. Traffic, Roads, and Safety

- High-level overview
 - Hierarchy of roads
 - Potential connectivity
- Visioning Phase: Priorities
 1. Traffic on local streets
 2. Bicycling/walking network
 3. Transit promotion



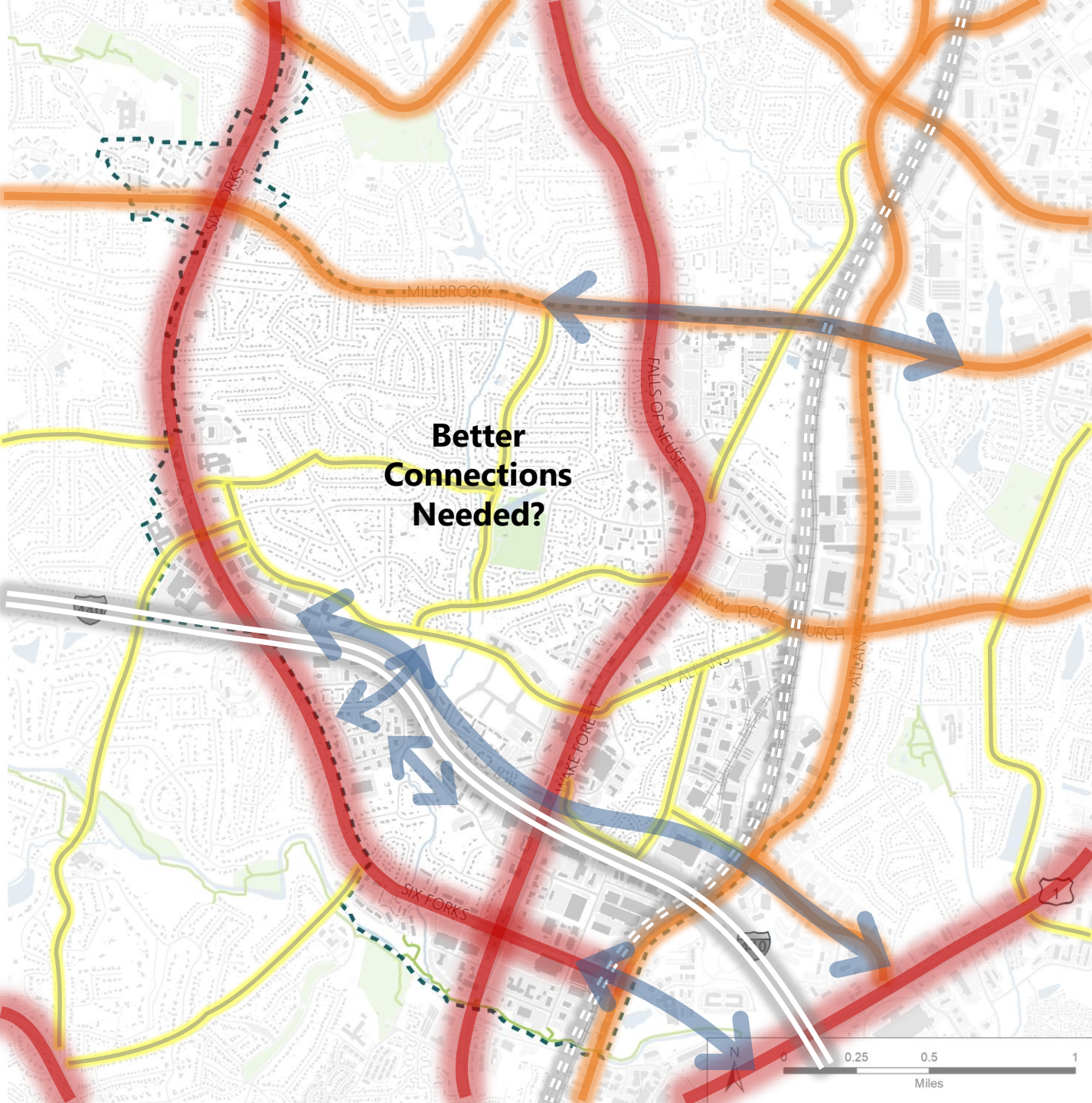
Average Annual Daily Traffic (AADT)

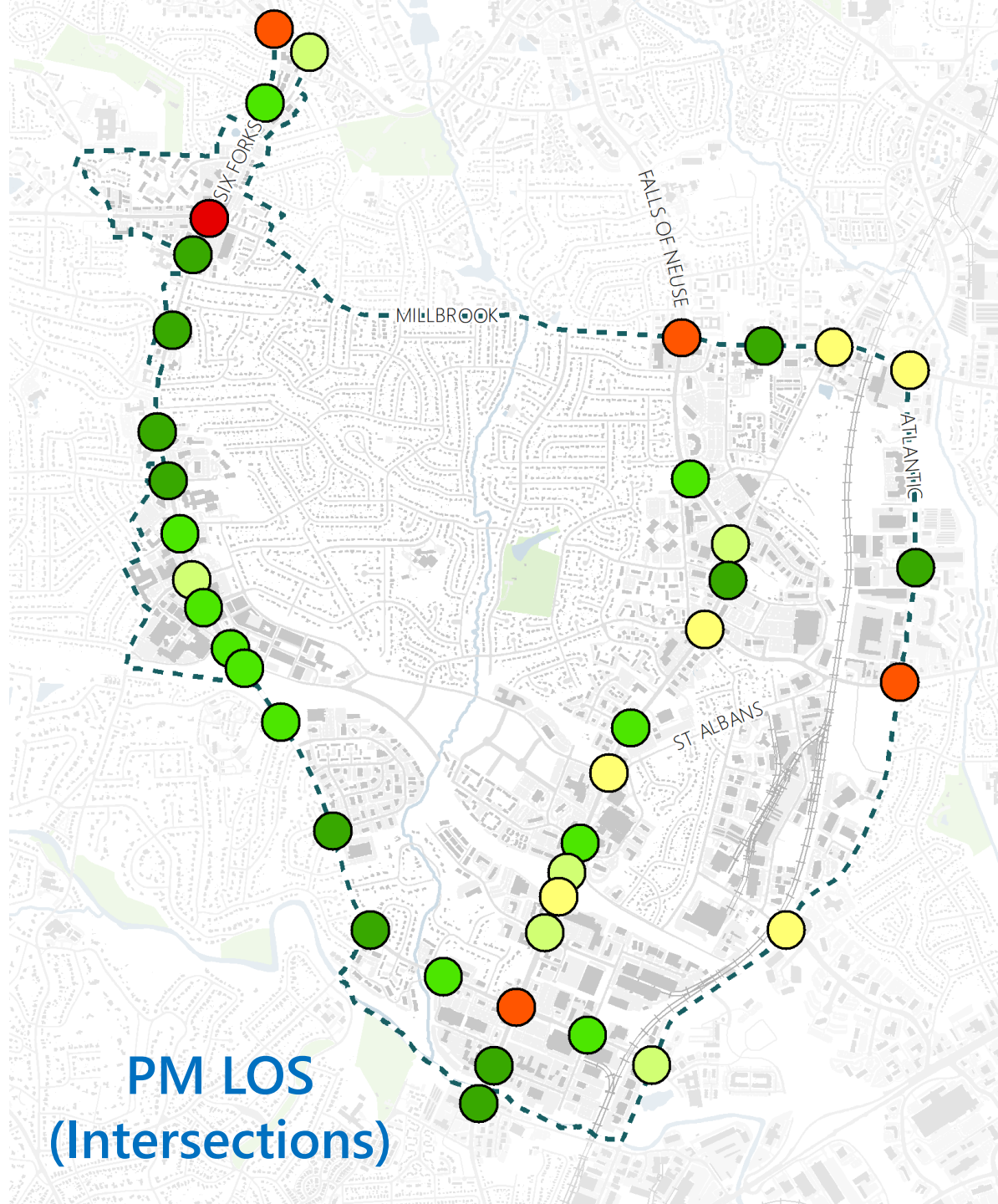
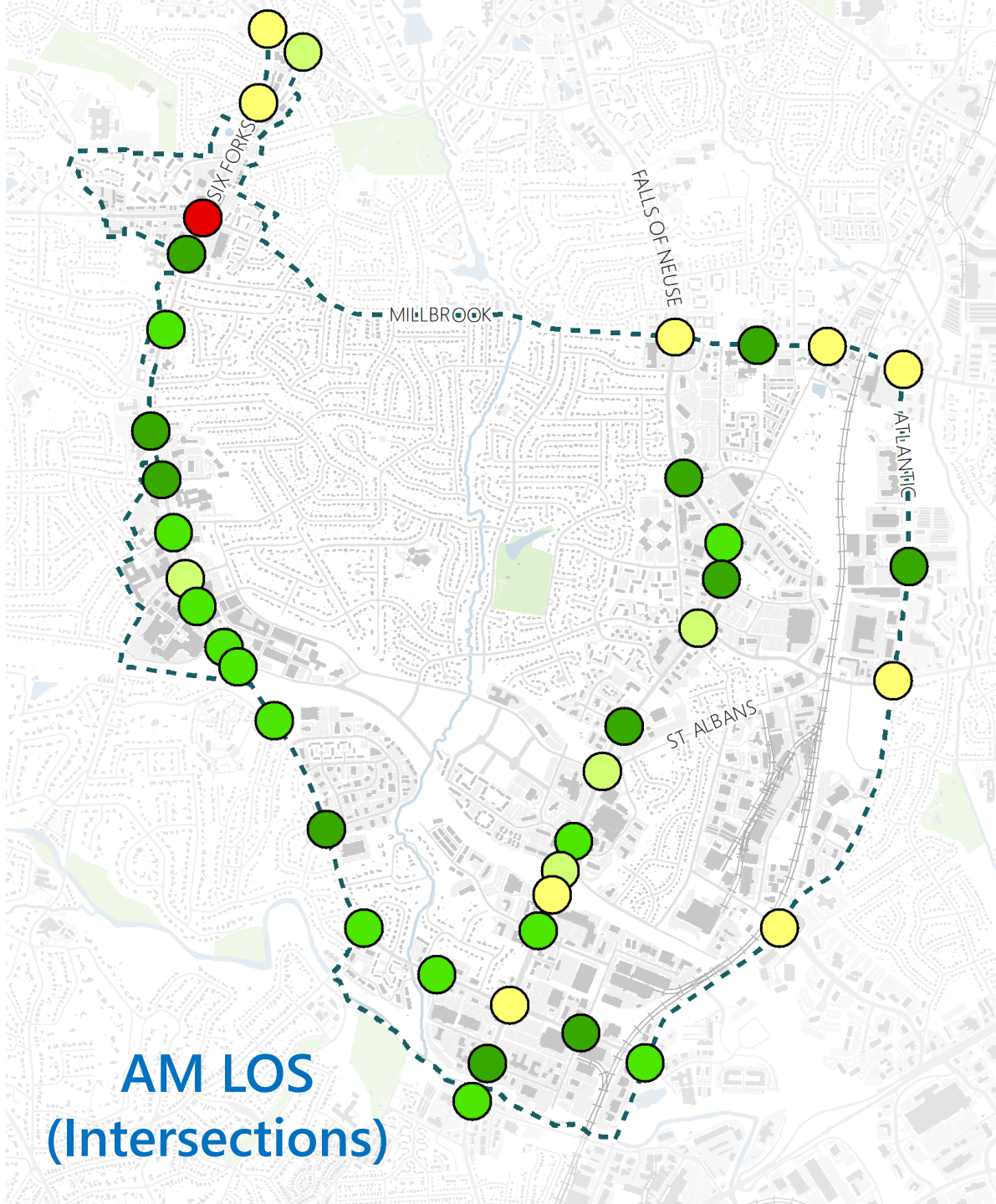
■ 2017 counts



Roadway Hierarchy

- Regional commuting corridors
- City corridors
- Local roadways



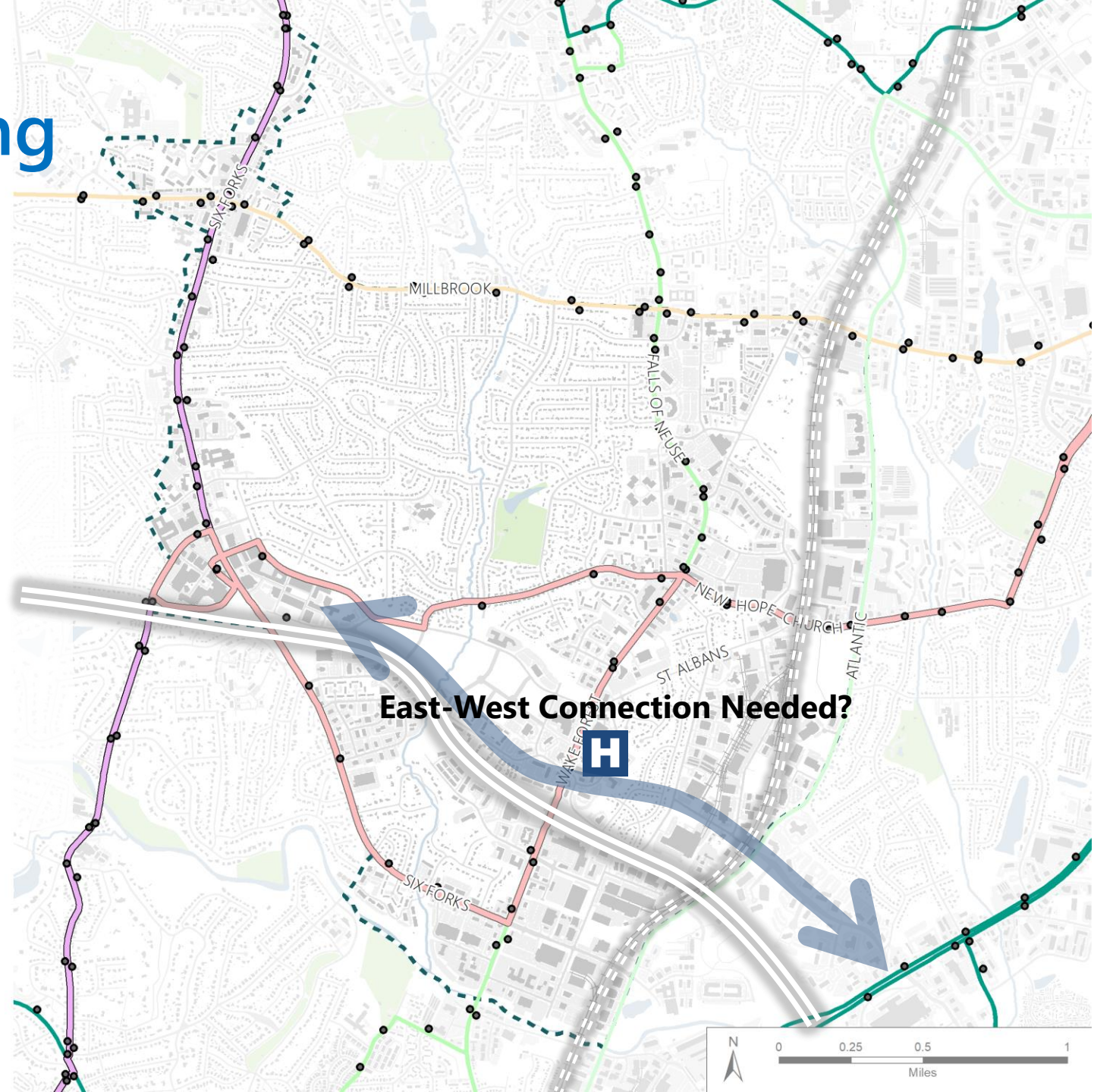


2. Alternatives to Driving Transit Routes

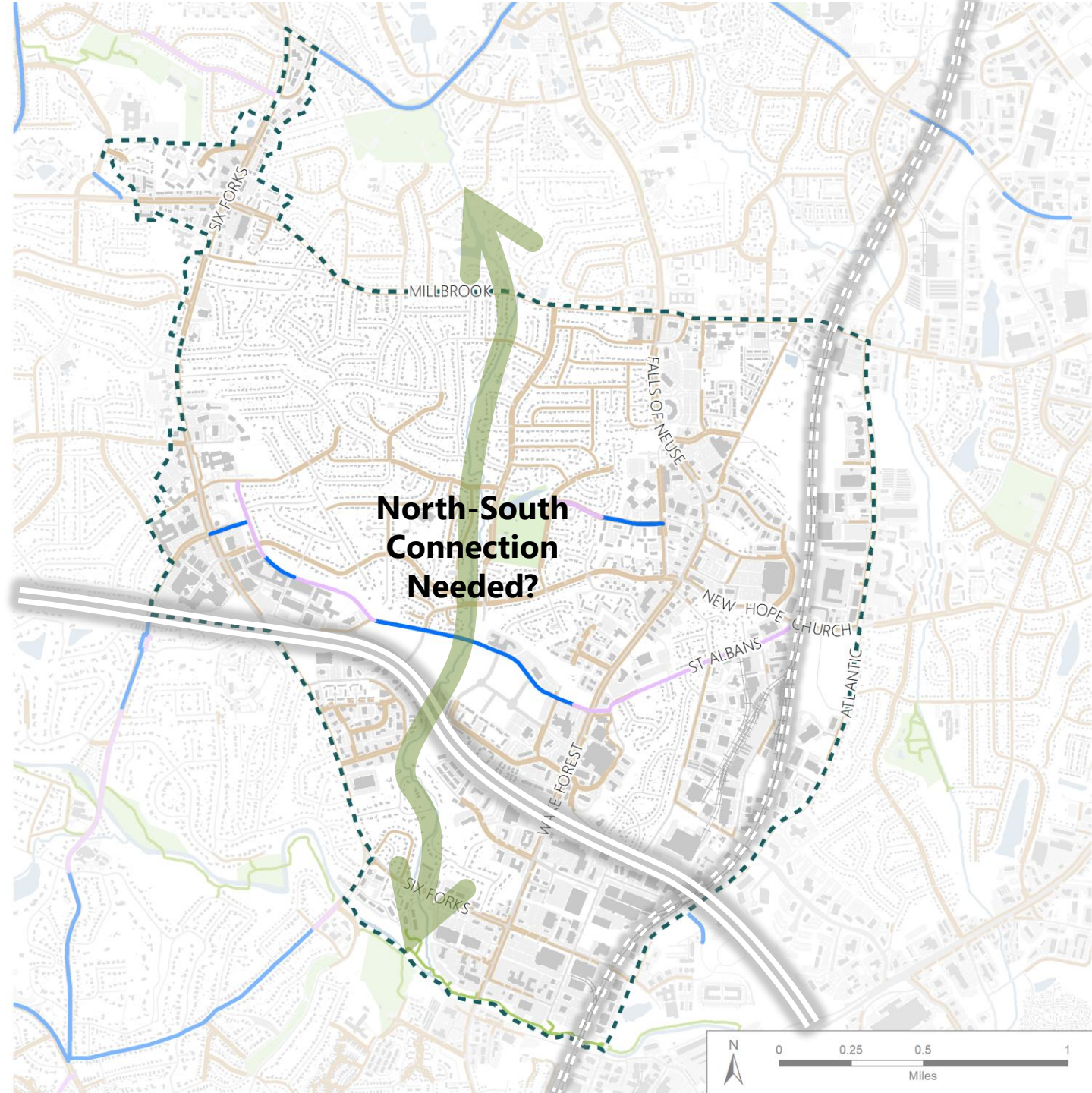
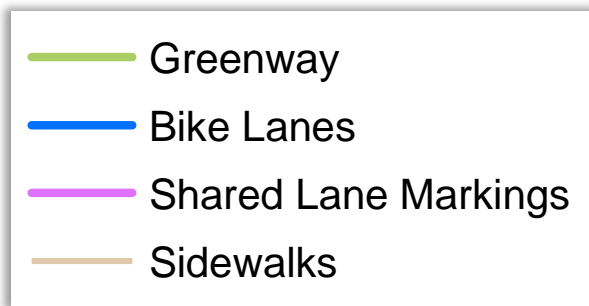
- New transit routes available (to be revised)

GoRaleigh Routes (Feb2018)

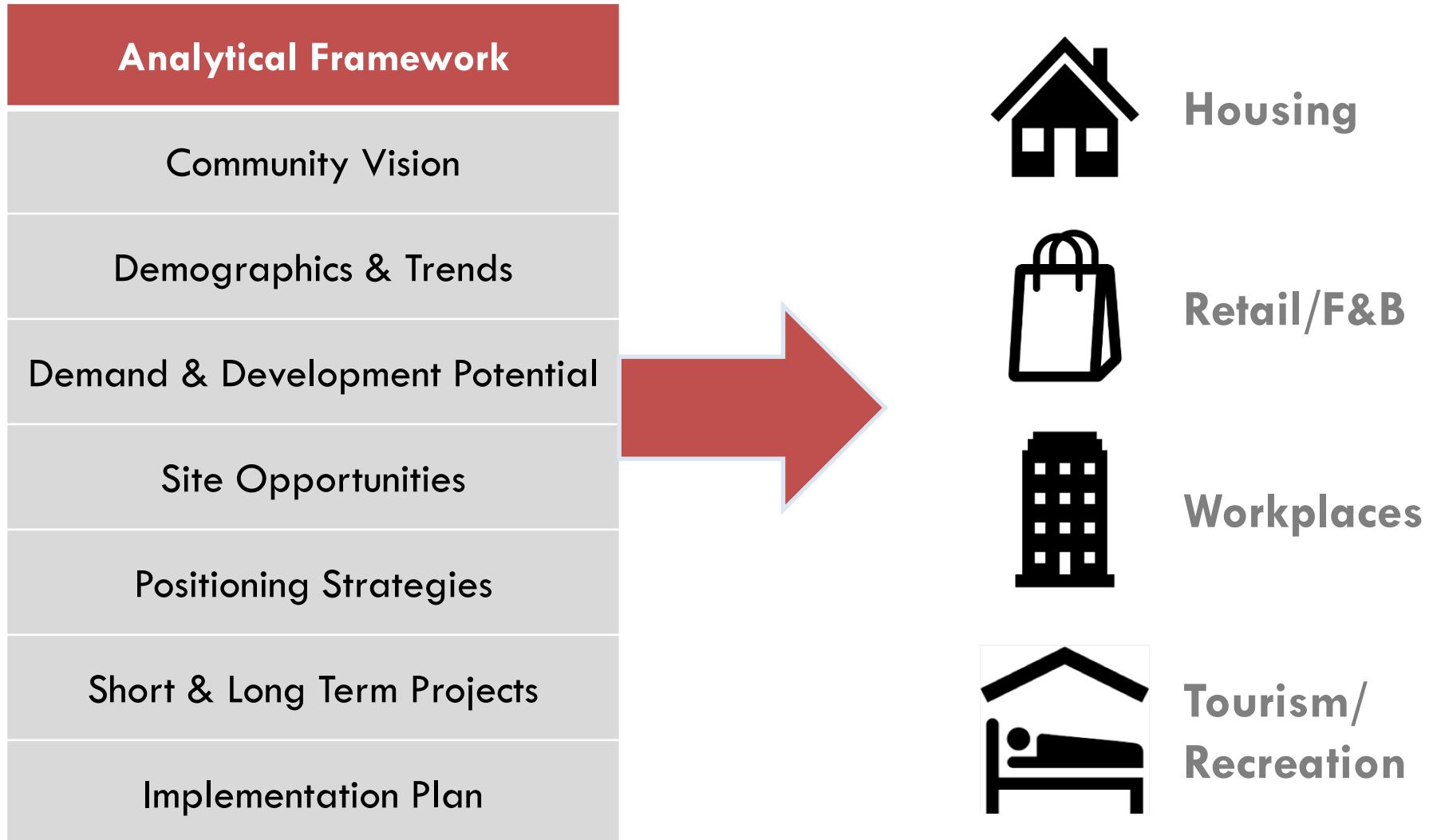
- Falls of Neuse (2)
- Millbrook Connector (23L)
- North Crosstown Connector (24L)
- Northclift (8)
- Wake Forest-Raleigh Express (WRX)



Bicycle and Pedestrian

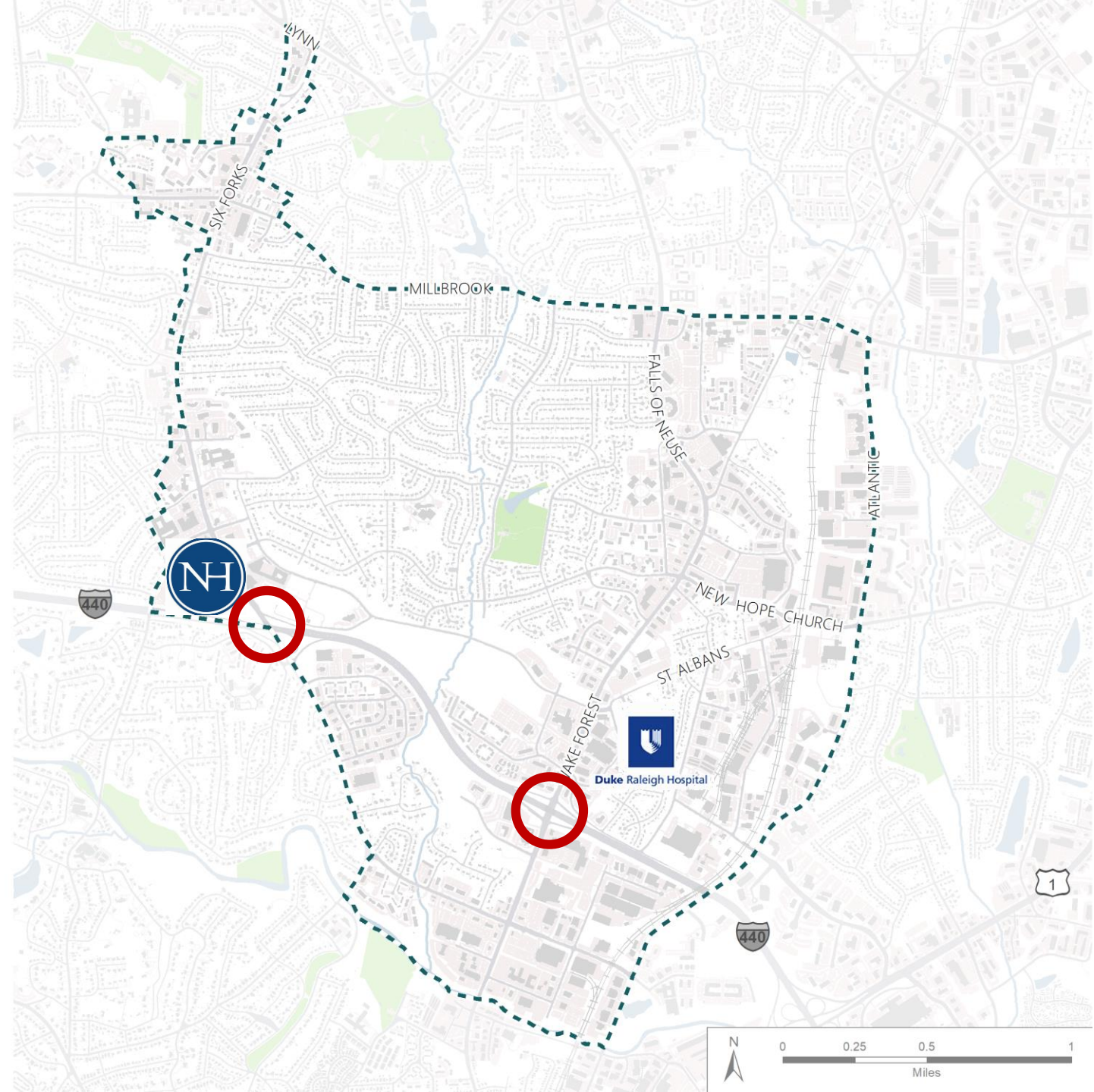


3. Real Estate & Economic Analysis – Why it Matters



Study Area Assets

- Interstate Interchanges
 - Six Forks Rd
 - Wake Forest Rd
- Regional Assets
 - Duke Raleigh Hospital
 - North Hills
- Study Area Assets
 - Wake Tech Community College
 - UNCG – Raleigh School of Nurse Anesthesia
 - Multiple Retail Centers
 - Major Employers
 - Governmental Agencies
- Neighborhoods
- Eastgate Park



DEMOGRAPHIC SUMMARY

Midtown - St. Albans Study Area



KEY FACTS

13,370

Population



5,867

Households

40.5

Median Age

\$50,676

Median Disposable Income

EDUCATION

8%

No High School Diploma



13%

High School Graduate



23%

Some College



56%

Bachelor's/Grad/Prof Degree

INCOME



\$61,401

Median Household Income



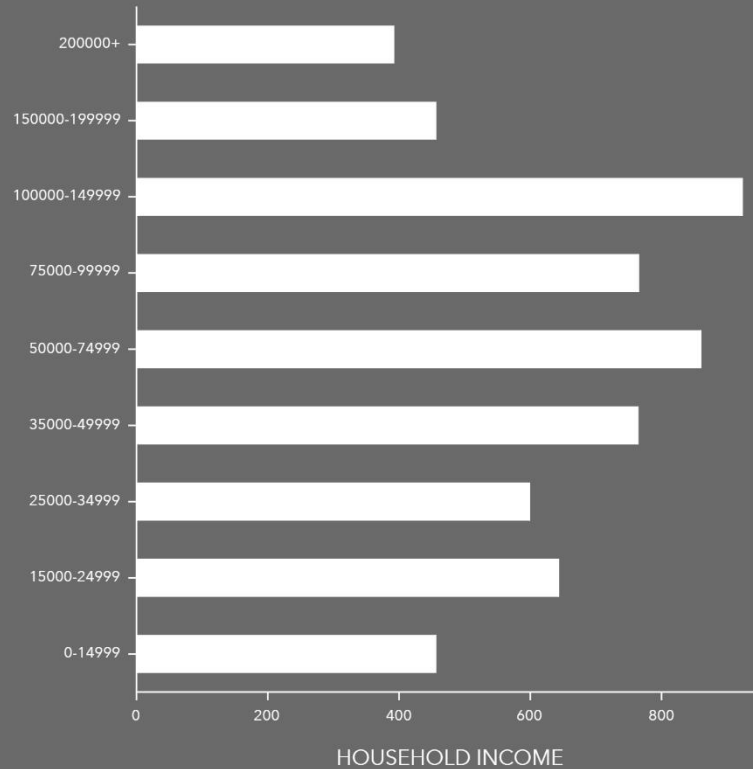
\$36,876

Per Capita Income



\$85,305

Median Net Worth



EMPLOYMENT



White Collar

73%



Blue Collar

9%



Services

18%

2.8%

Unemployment Rate

Key Constituents/Stakeholders



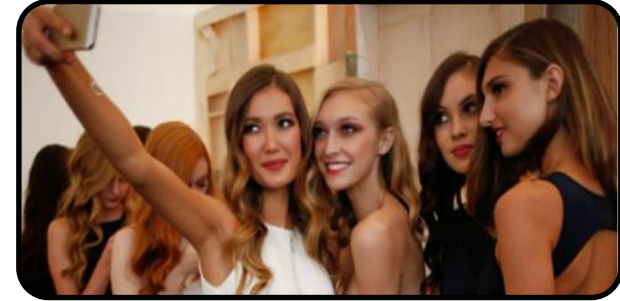
Residents

Population & HH Growth
Income & Lifestyle
Trade Areas



Employees

Employment Trends
Daytime Population
Commuting Patterns

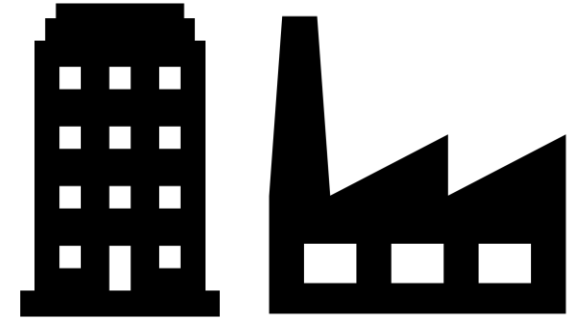
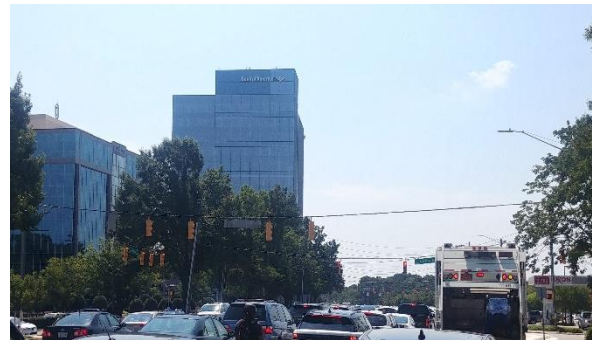


Visitors

Visitor Traffic
Tourism Spending
Hotel Performance

Land Uses – Office & Industrial

- Demand Generators
 - Area Employment Growth
 - Economic Development Projects
- Supply
 - Planned/Under Construction:
 - 1,764,726+/- s.f. Office
 - 136,355+/- s.f. Industrial/Flex
- Sub-Market Performance
- Other factors
 - Obsolescence
 - Adaptive Reuse
 - Medical Office

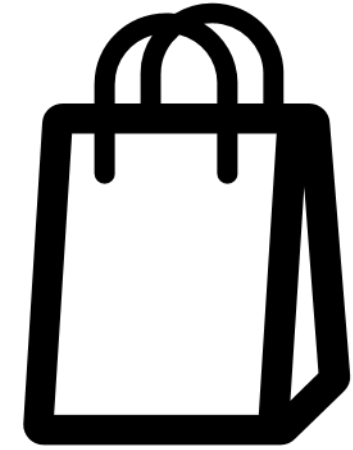


Market Disruptors

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

Land Uses - Retail

- Demand Generators
 - Population Growth
 - Income Growth
- Supply
 - Planned/Under Construction: 359,970s.f.
- Sub-Market Performance
- Other factors
 - Traffic Counts
 - Trade Areas
 - Grocery Store Wars



Market Disruptors

E-Commerce
Store Closures/Bankruptcies
Shrinking Footprints
Experiential Retail

Land Uses - Housing

- Demand Generators
 - Employment
 - Migration
- Supply
 - Planned/Under Construction: 2,557 units
 - North Raleigh Submarket ranked 3rd in # of units (14,867)
- Sub-Market Performance
- Other factors
 - Education (schools)
 - Single Family Gentrification

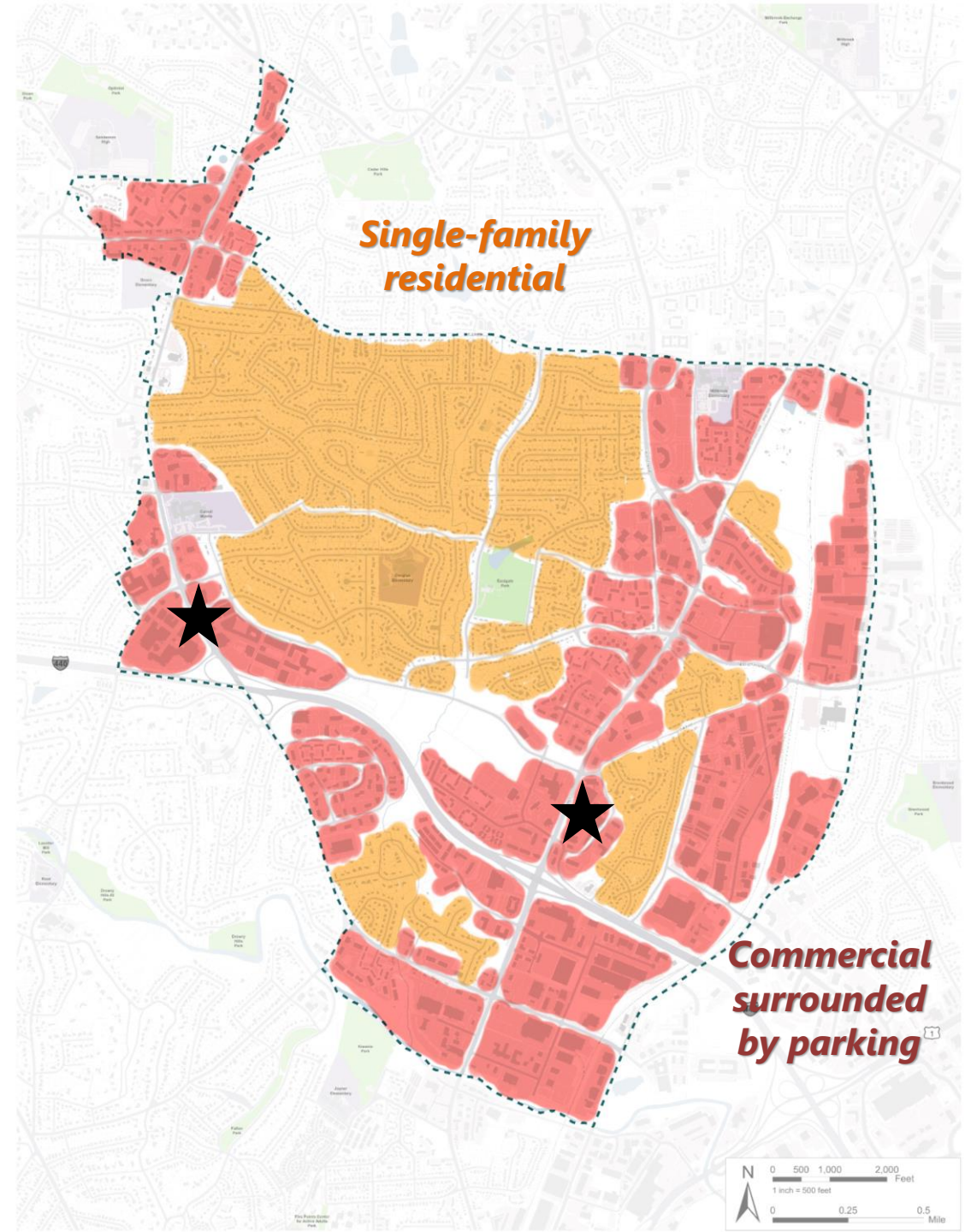


Market Disruptors

Affordability
Multi-Generational Households
Aging in Place
Micro Units

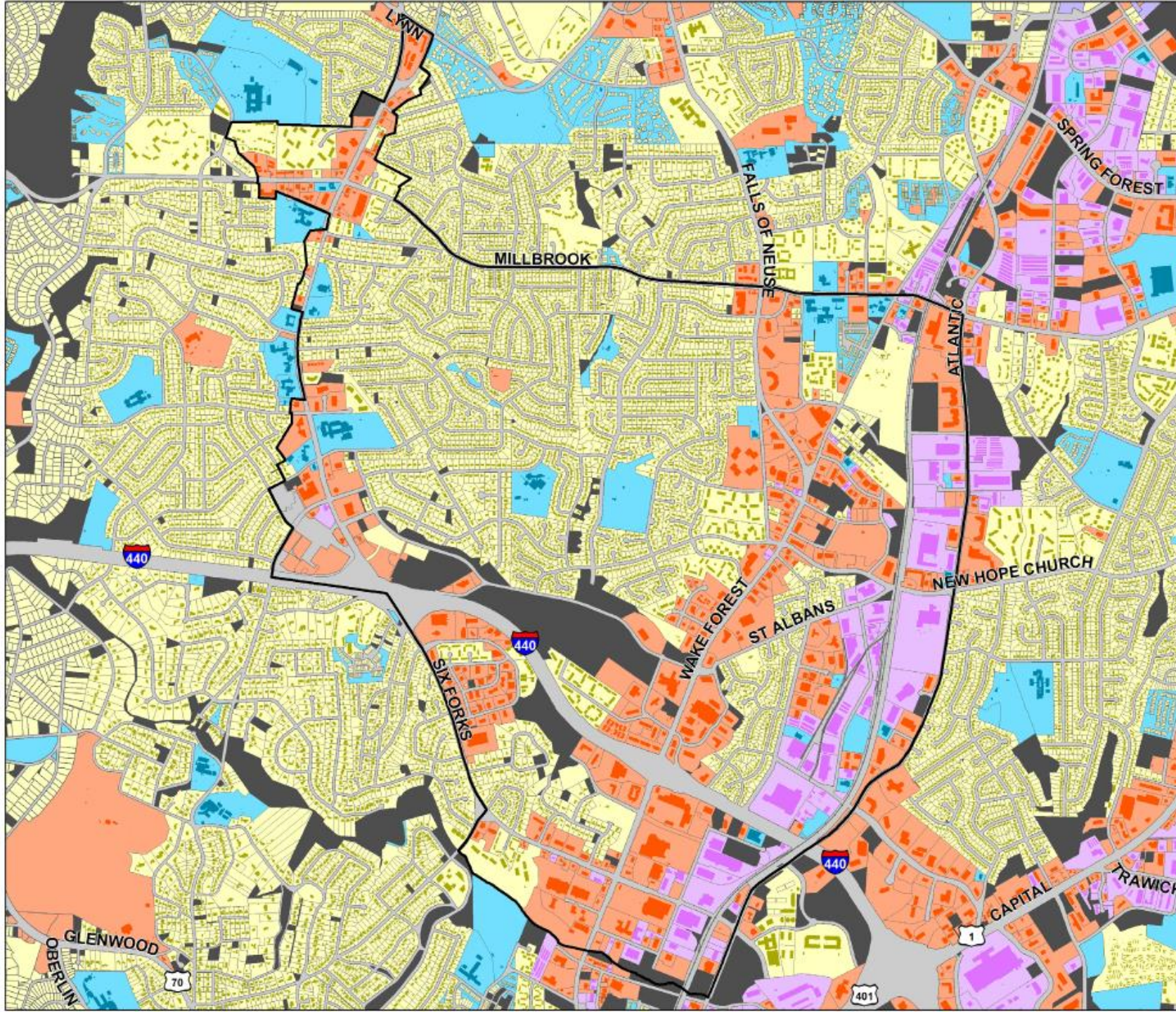
4. Land Use Context

- Limited range of development types
- Where is the transition?





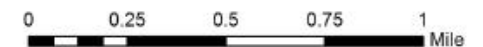
Current Land Use (2015)



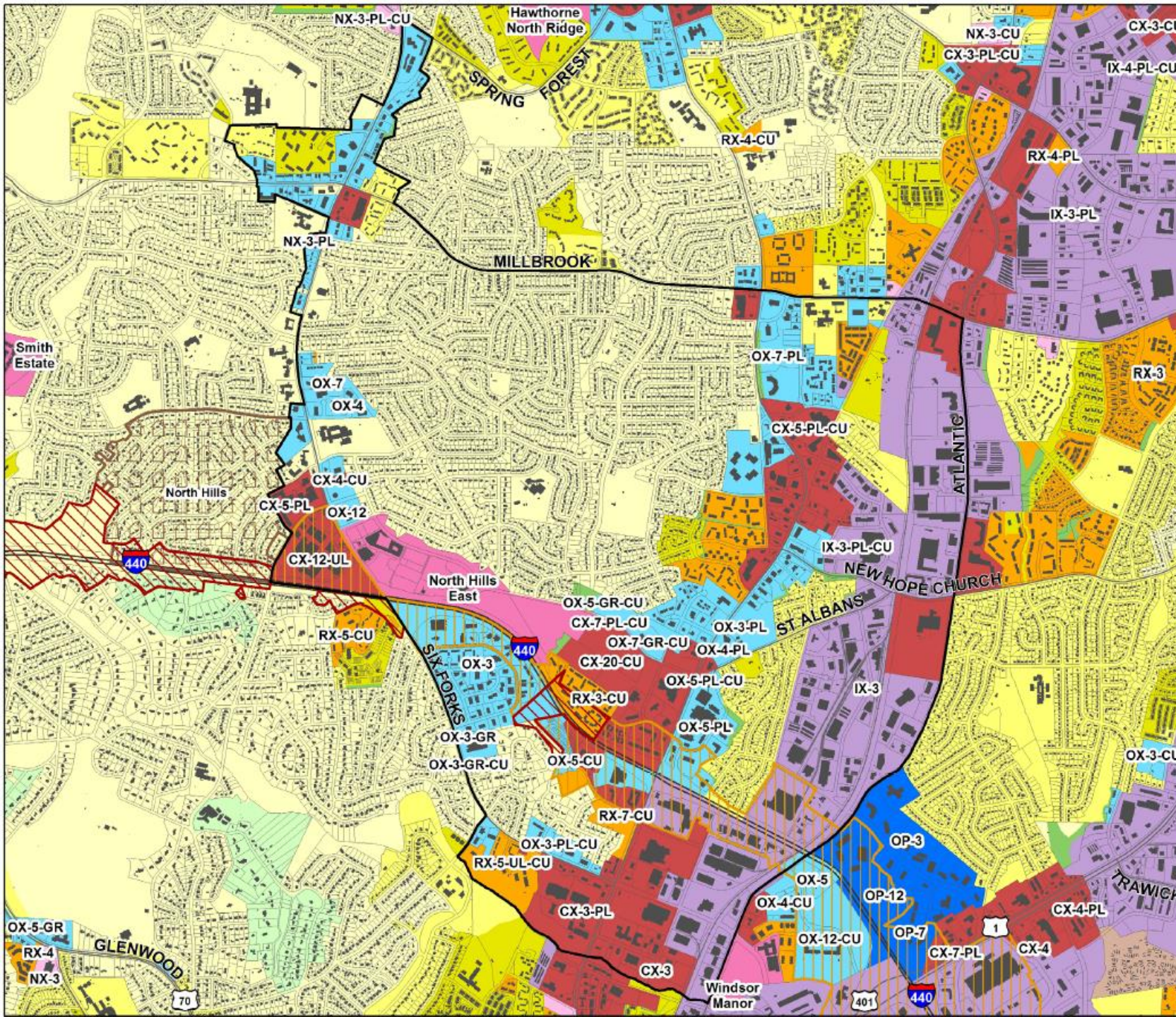
- Commercial
- Industrial
- Public and Institutional
- Residential
- Vacant
- Roads
- Proposed Study Area

The study area includes a mix of current land uses, with a strong presence of commercial, industrial, and residential uses.

MIDTOWN-ST. ALBANS AREA PLAN



Current Zoning



- Residential-2
- Residential-4
- Residential-6
- Residential-10
- Residential Mixed Use
- Neighborhood Mixed Use
- Commercial Mixed Use
- Industrial Mixed Use
- Office Mixed Use
- Office Park
- Planned Development
- Conservation Management
- Manufactured Housing
- NCOD
- SHOD-1
- SHOD-2
- Proposed Study Area

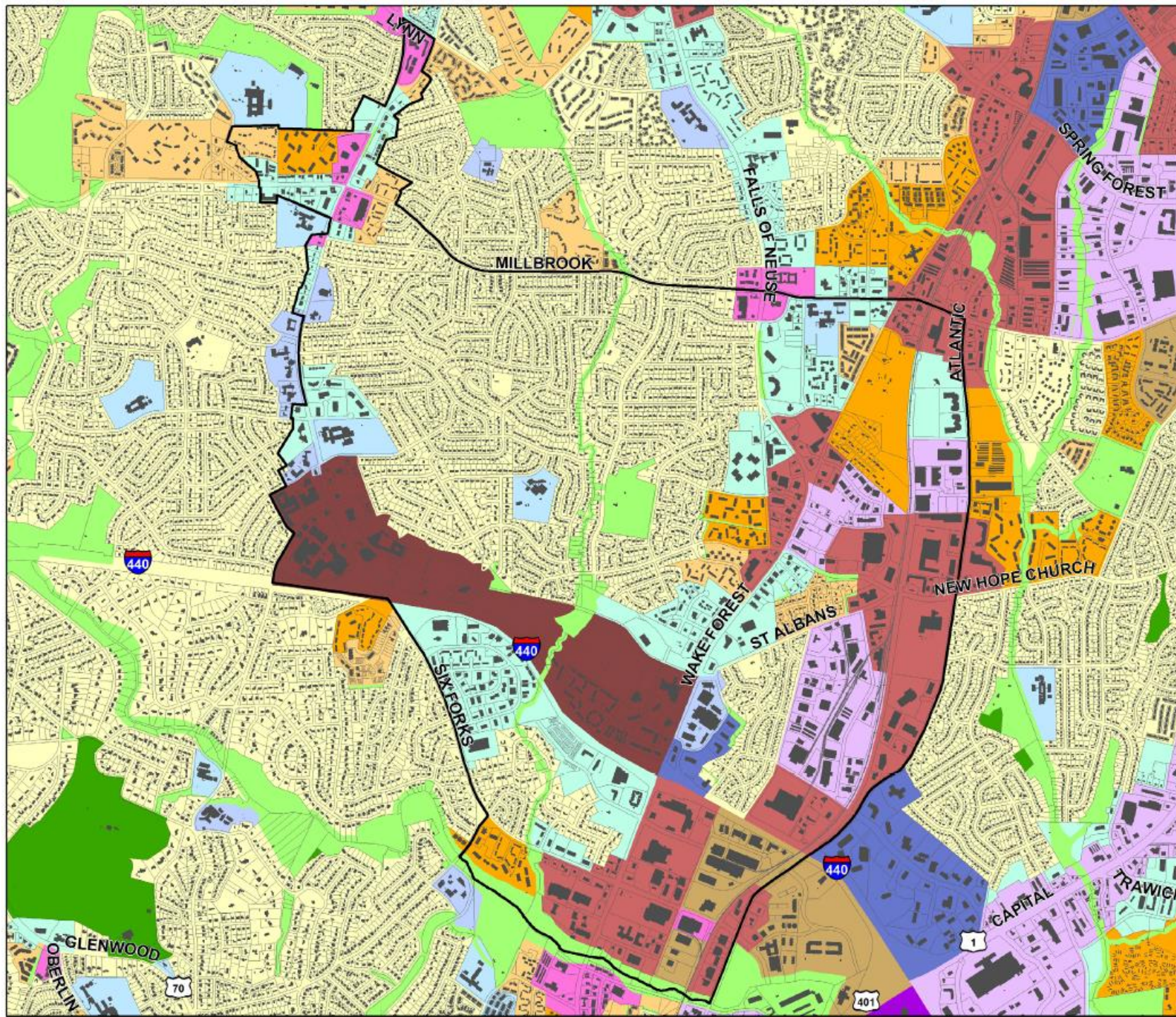
Zoning is the legal tool to regulate the use of land, building size, height, and setbacks. Much of the study area is zoned for low density residential, Industrial Mixed Use, Office Mixed Use and Commercial Mixed Use. Many of the mixed-use districts along Wake Forest Road have a Parking Limited frontage. SHOD overlay districts surround I-440 in the south of the study area.

MIDTOWN-ST. ALBANS AREA PLAN



0 0.25 0.5 0.75 1 Mile

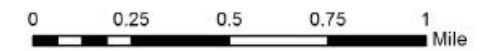
Future Land Use



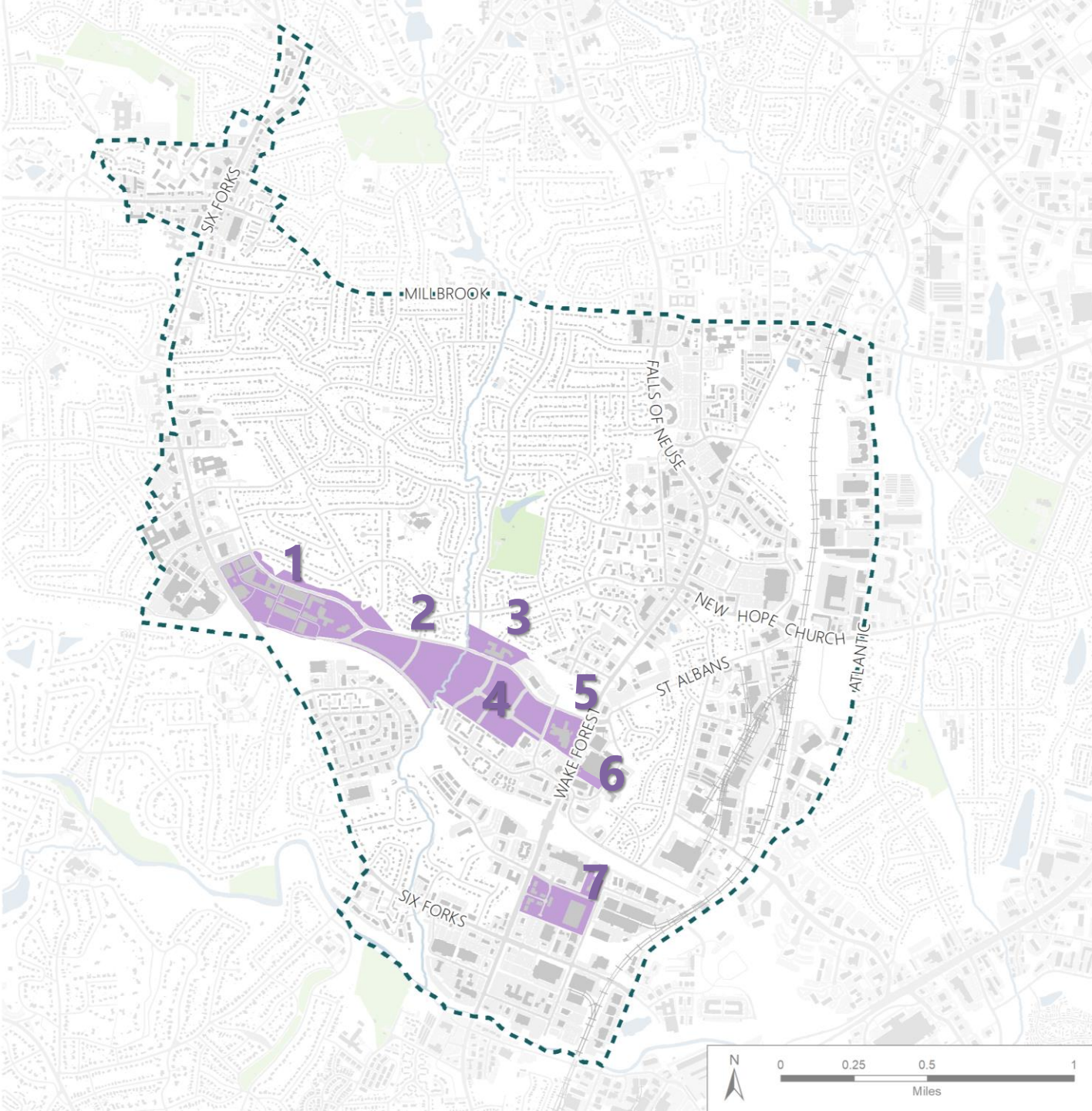
- Rural Residential
- Low Density Residential
- Moderate Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Mixed Use
- Office & Residential Mixed Use
- Community Mixed Use
- Regional Mixed Use
- Business & Commercial Services
- Office/Research & Development
- Institutional
- Private Open Space
- Public Parks & Open Space
- Public Facilities
- General Industrial
- Proposed Study Area

The Future Land Use Map is a policy in the Comprehensive Plan that lays out the intended distribution and intensity of land in the next 20 years to achieve the plan's goals. Much of the study area is designated as Low Density Residential, Regional Mixed Use, Office & Residential Mixed Use, and Community Mixed Use. More information about Future Land Use designations can be found in the Land Use chapter of the Comprehensive Plan.

MIDTOWN-ST. ALBANS AREA PLAN



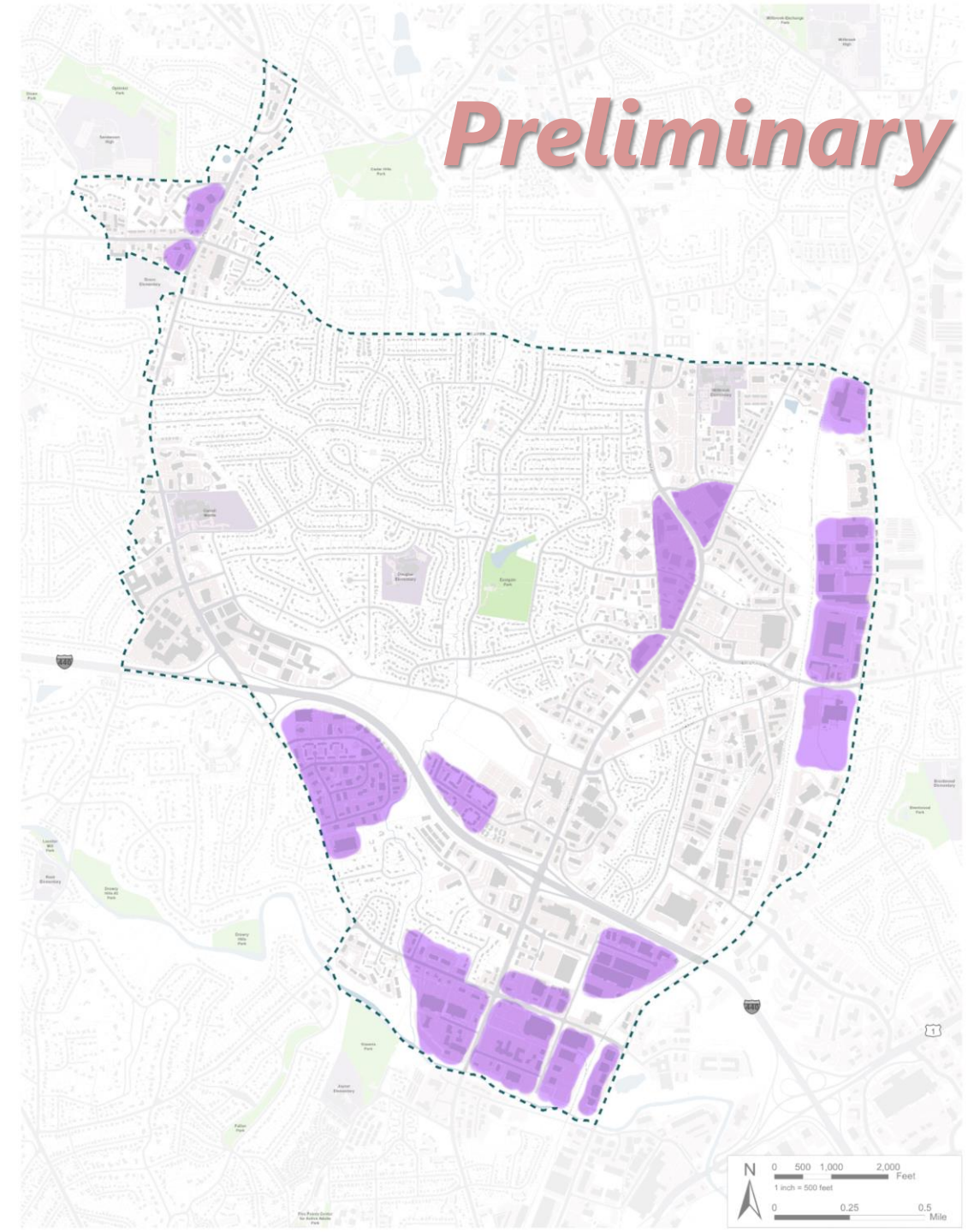
Existing + Committed Site Plan Developments



1. North Hills East Tower IV
2. East II North Hills
3. Senior Care Center
4. DeWitt Carolinas
5. Hilton Hotel subdivision
6. Duke Raleigh Patient Tower
7. Midtown East (Wegmans)

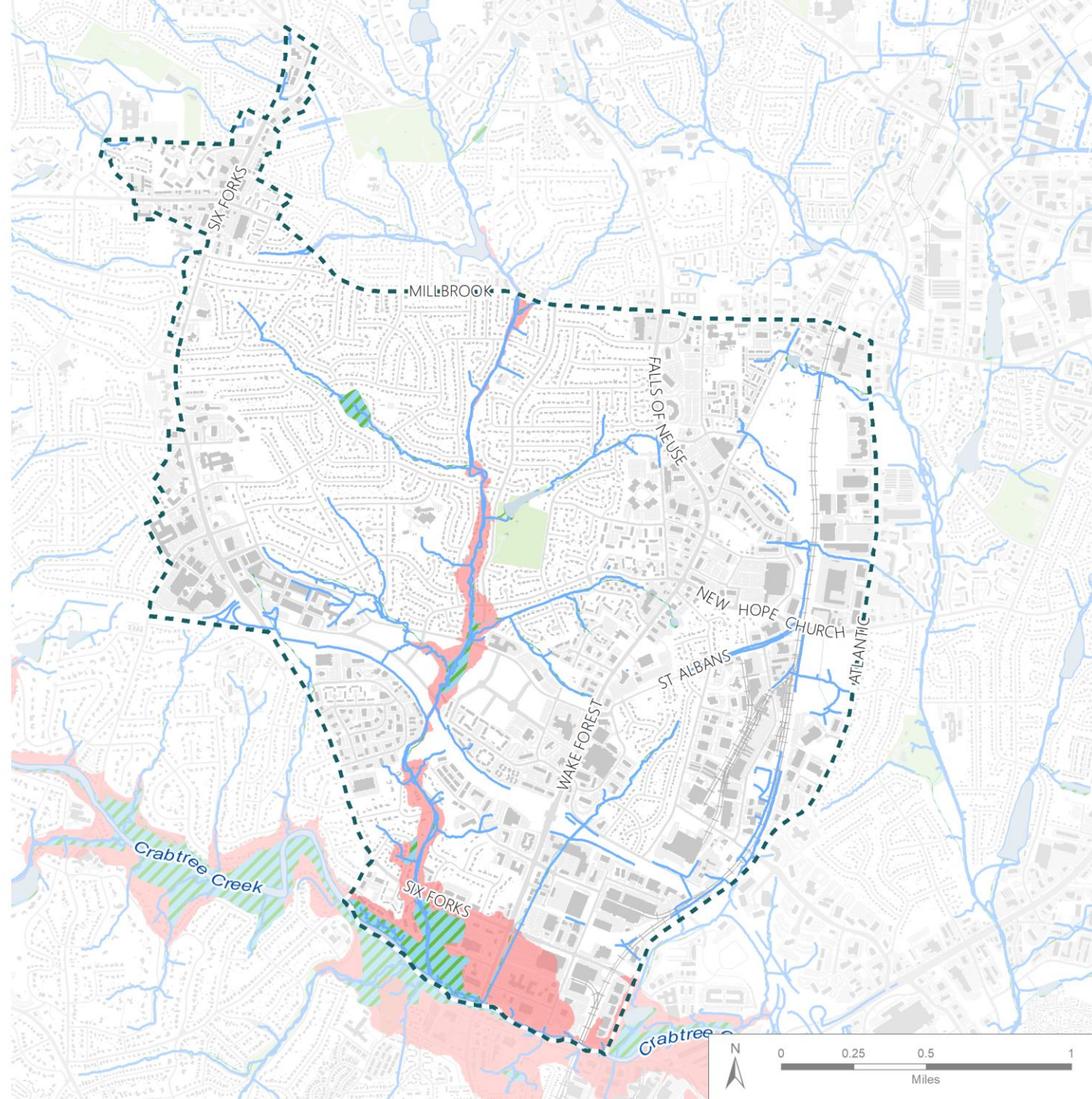
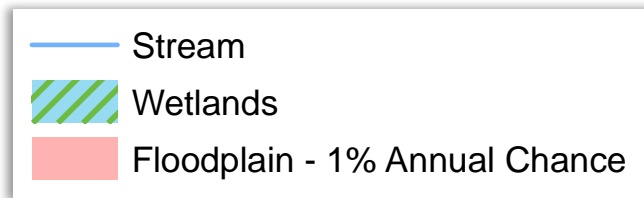
Opportunity Areas

- Excess capacity?
- Buildings approaching end of life cycle?
- Outdated development pattern or use?
- How can (re)development improve Midtown?



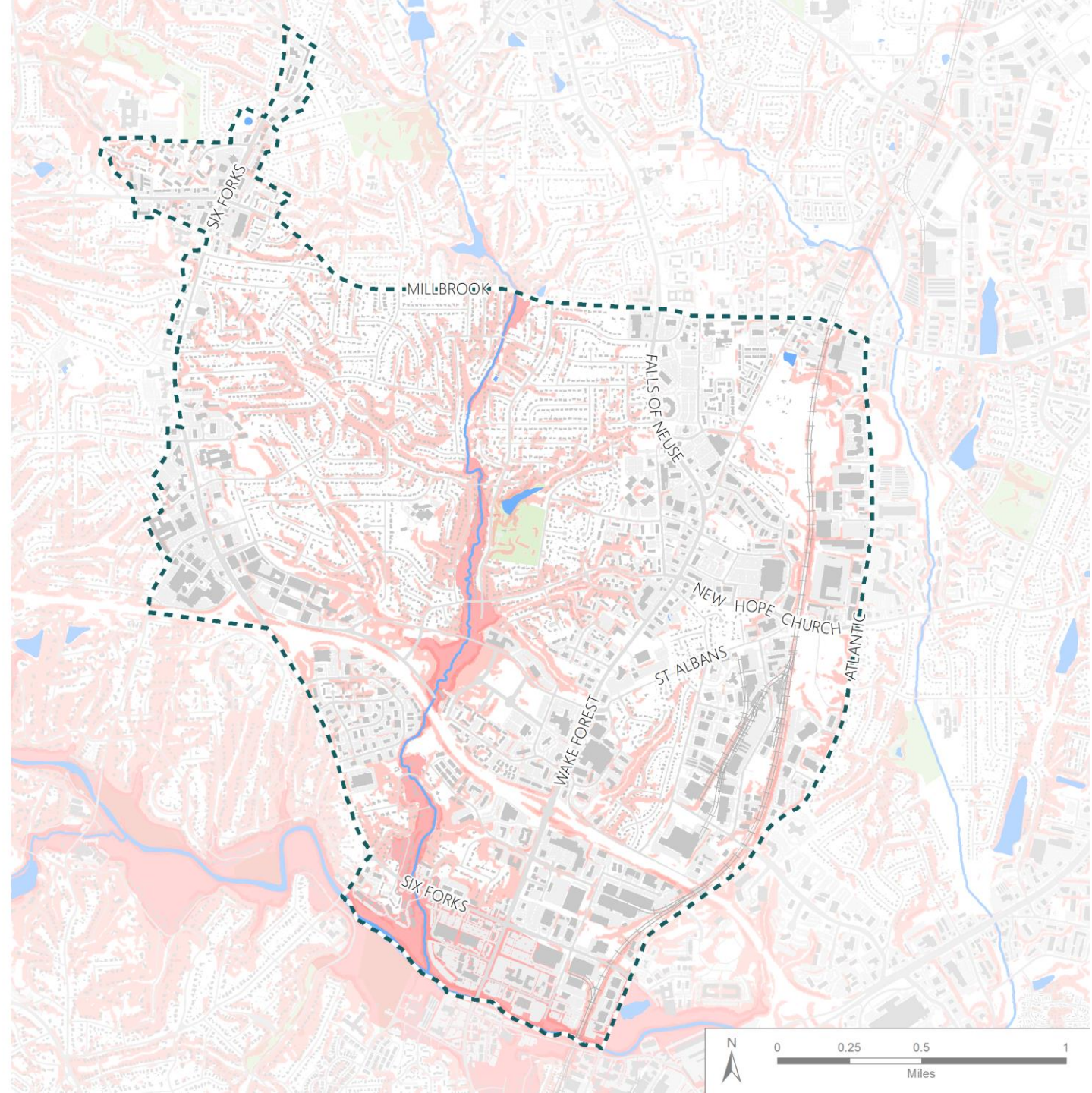
Natural Systems

- Hydrologic constraints
- Stormwater
- Open Spaces



5. Natural Systems

- Floodplain (1% Annual Chance)
- Slopes $\geq 10\%$



Public Meeting: Format



Public Meeting Goals

- Confirmation of Vision Phase
- Communication of Preliminary Analysis of Issues & Opportunities
- Validation of analysis:
 - *Are these as expected?*
 - *Is anything surprising?*
 - *Is anything missing?*

Public Meeting

- Project overview – 20-min
- Public feedback – 45-min
 - Discuss topics by theme with design team
 - Market Analysis
 - Transportation – cars
 - Transportation – not-cars
 - Land Use, Development, and Urban Design
 - Natural Systems
 - Document comments
- Report out/Summary – 20-min





Discussion



Discussion

- Feedback
- How will this project measure success?
- Are there lessons learned from other Area Plans?
- Follow up questions for those who were unable to attend

Discussion

Measures of success

- Strong participation in meetings or online open house
- Was the meeting space inviting, convenient, and effective?
- Feedback from meetings
 - Was the meeting worth your time?
 - Would you attend another Midtown-St. Albans plan event?
 - Did you learn what you needed and have an opportunity to be heard?
- Overall direction of plan process – goal is an accessible, inviting process