



NEW BERN AVENUE STATION AREA PLAN

**EASTERN STATION AREAS
COMMUNITY WORKSHOP WRAP-UP**

OCTOBER 8TH, 2021

AGENDA

1. How We Got Here

2. What We Are Learning

Community and Stakeholders

- Inspiration and Ideas
- Vision and Goals

Housing Affordability and Business Support

3. Putting It Together...

- Parks
- Opportunity Sites
- Mobility

4. Setting the Stage

5. Informal Discussion

NEW BERN STATION AREA PLANNING: TIMELINE OF HOW WE GOT HERE

- 2015-2016** **Wake Transit Plan** creates a vision for the future of transit that includes bus rapid transit, commuter rail, and transit frequency improvements. The plan calls for four BRT corridors extending in each direction from downtown.
- 2016** **Wake County voters** approve a half-cent sales tax to fund those improvements.
- 2017-2018** **Major Investment Study** finds all four BRT corridors are viable, setting stage for design work and federal funding.
- 2019-2020** **Equitable Development around Transit study** examines land use and housing in areas around BRT corridors
Planning work begins on Western and Southern BRT corridors.
- 2020** Specific engineering design begins on New Bern BRT project.
Raleigh receives a federal grant for construction.
- 2021** New Bern Station Area Planning project begins.

WHAT WE ARE LEARNING COMMUNITY AND STAKEHOLDERS

YOUR INVOLVEMENT THIS WEEK

NEW BERN AVENUE STATION AREA PLANS **PEDESTRIAN EXPERIENCE ENGAGEMENT MAP** **Stan SEPTEMBER**

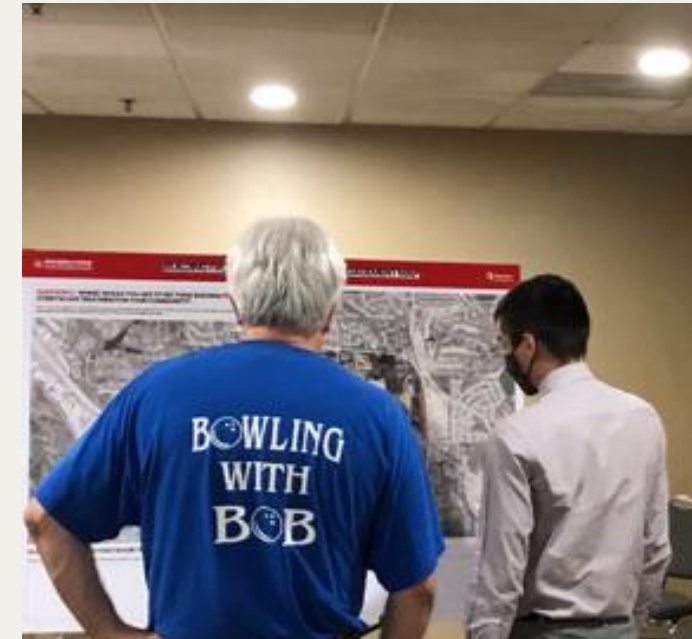
QUESTION 2: WHERE WOULD YOU LIKE TO SEE THESE PEDESTRIAN TREATMENTS IN YOUR COMMUNITY?

Give us your thoughts on what treatments you prefer and where you would like to see them in your community. Drop a pin on the map below and add your comments on post-it notes in the dotted line box below the map.

QUESTION 3: WHY DID YOU FAVOR THIS OPTION? ADD YOUR COMMENTS BELOW

Please put your comments on post-it notes in the space below or directly in a location of your choice on the Visual Preference Survey comment map (above).

Safety - Need strategies for Art-Hubing
 - Median - Plainview Dr
 "INSANE AMT OF TRAFFIC"
 LOTS OF PEOPLE WALKING ALONG STREET, BUT NO ONE ABLE TO CROSS
 Sidewalk on Trawick
 Easy to cross New Bern
 Facilitate public transit for tourists and visitors to 1700s Transit office building
 Replicate El Camino Real in between San Francisco and San Jose CA



“I’d love to see the Eastern Station section develop the vibrant shopping centers in a way that encourages residents/citizens to be able to enjoy the amenities. It would also add value to the BRT line.”

VISION STATEMENT – WHAT YOU SAID

"We have lived in this neighborhood for sixteen years. Our son is seventeen years old and will be heading to college soon. We sometimes talk about moving once we become empty nesters, but now I think we'll stick around a little longer and see what happens. This is exciting!"

...a neighbor from Edgewater at Rogers Farm

FIRST THOUGHTS

EMERGING

VISION STATEMENT

Our neighborhoods are safe, welcoming and walkable. Our retail centers represent local business, with a wide variety of goods and services. New multiuse paths connect us to shopping and to the rich, regional network of greenways already weaving through our neighborhoods. Most importantly, our community evolves in a way that maintains affordability for existing residents, offers expanded housing choices for future residents, and prioritizes safety and security at all levels.

OUR CORE GOALS:

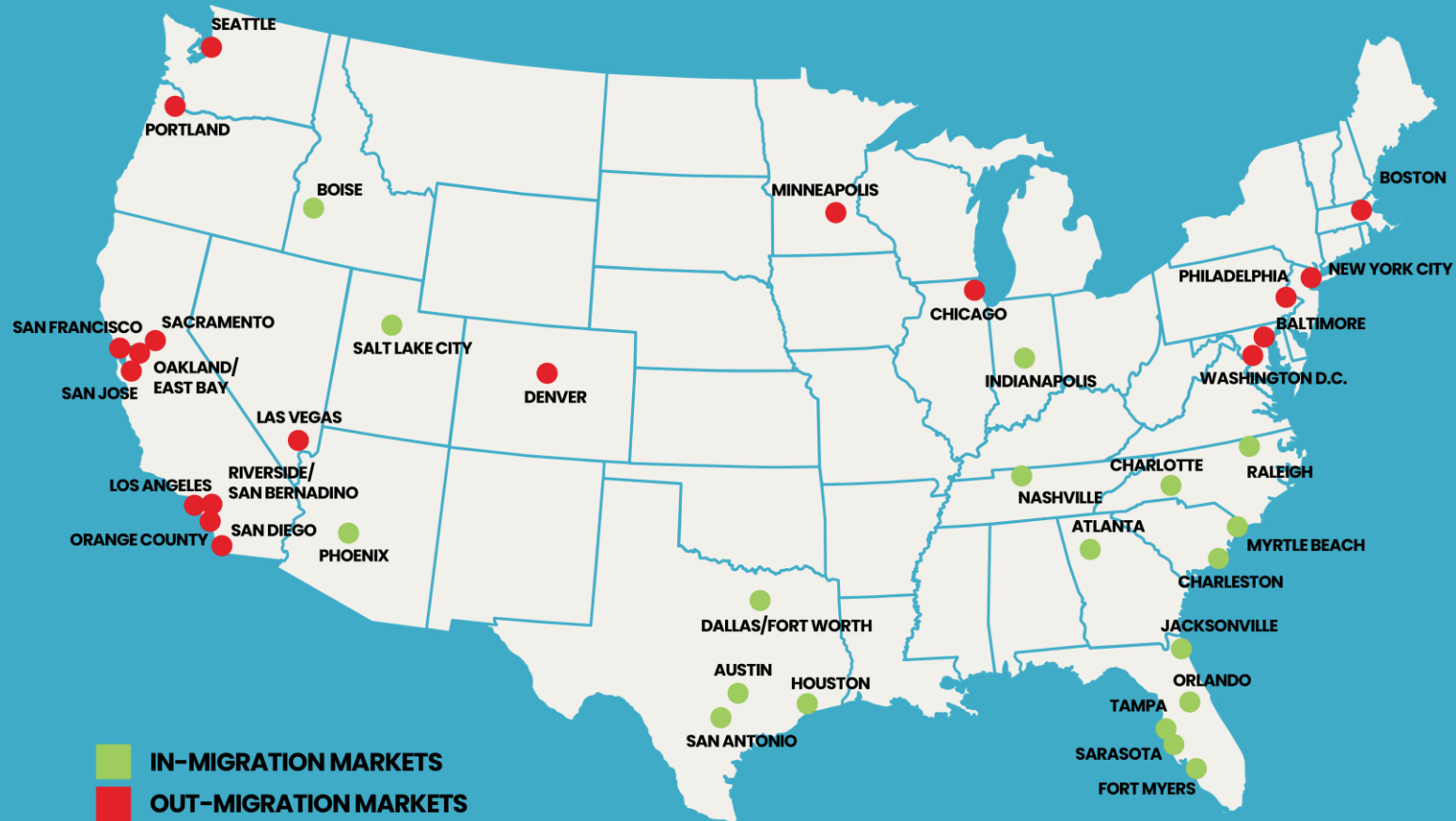
- 1. Improved safety will guide decisions at all levels.**
- 2. Our streets are for people, not just cars.**
- 3. Aging and vacant commercial areas redevelop into mixed-use centers that offer the opportunity to park-once-and-walk to a variety of shops, services, entertainment and parklike amenities.**
- 4. Businesses we love will remain and have new customers and opportunities.**
- 5. New housing options will offer a variety of sizes and price points.**
- 6. Existing regional greenways will become more accessible through enhanced neighborhood paths and trails.**

WHAT WE ARE LEARNING

HOUSING AND BUSINESS SUPPORT

THE GREAT AMERICAN MOVE

HOMEBUYERS ON THE MOVE



RALEIGH



3.6%
Pop. Growth
(2013-2025)

Rapidly increasing
population growth



3.6%
Job Growth
(2013-2025)

Rapidly increasing
employment growth

WHAT CAN WE DO ABOUT IT?



OUR BUCKET OF TOOLS

More supply,
More options



What type of
options?

Scale and
context matter



A. More supply, more options

- Funding
- Zoning
- Incentives (policy +)

B. What type of options?

- Diversity of housing types
- Diversity of residents
- Diversity of uses

C. Scale and context matter

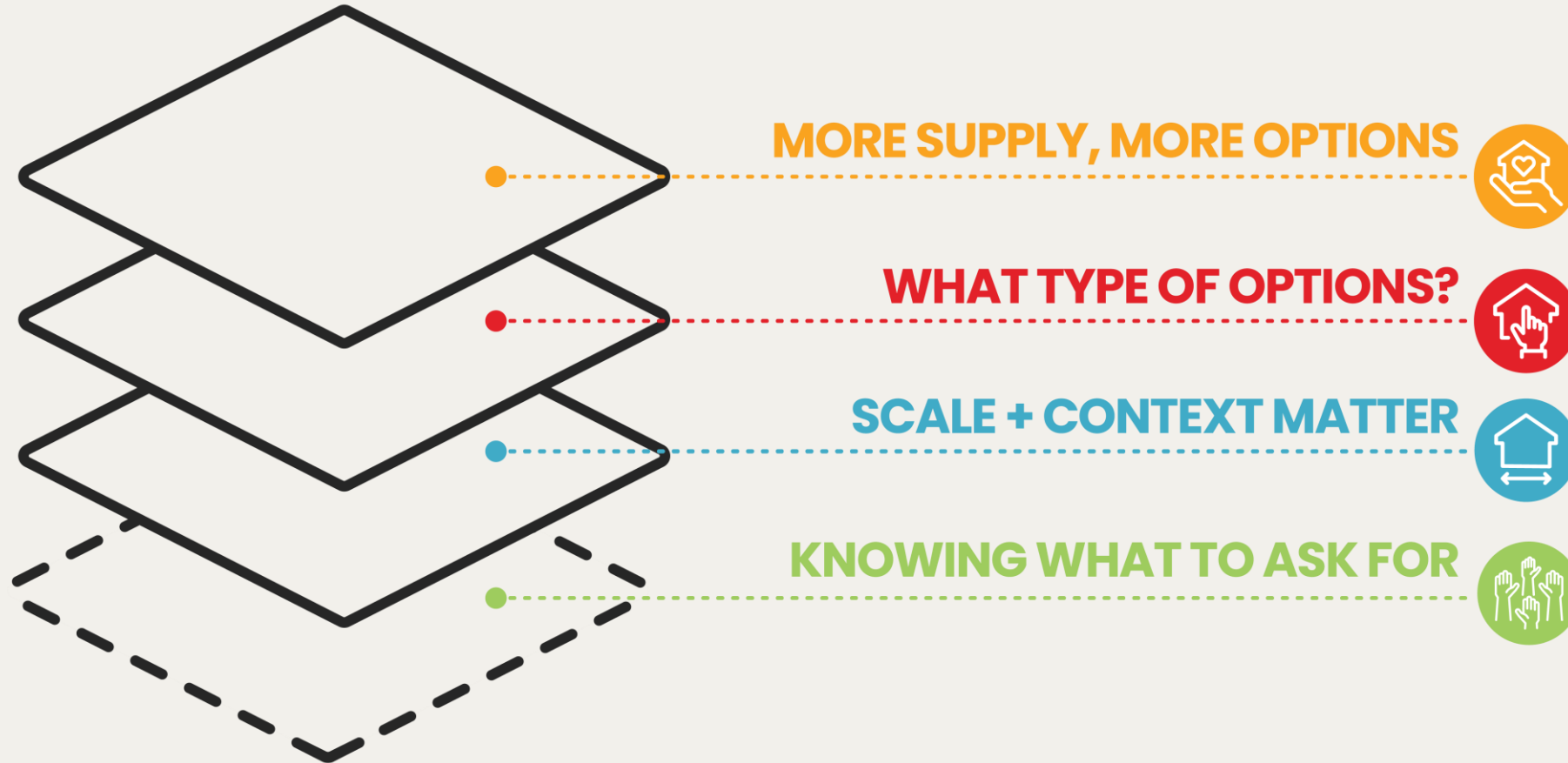
- A housing menu tailored to New Bern avenue

THE RESIDENTS, THE STORIES

- Geographic + demographic + consumer shifts will **continue to shape housing demand** over the next decade.
- Trend of **suburban locations offering urban amenities** is rapidly growing.
- Center-city neighborhoods and **close-in suburbs** have blossomed into attractive **places to live and even raise families**.



STITCHING IT ALL TOGETHER

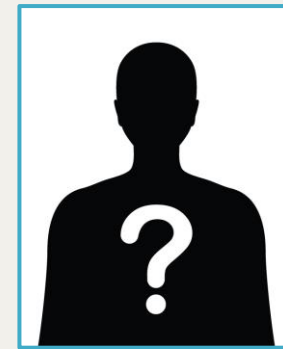
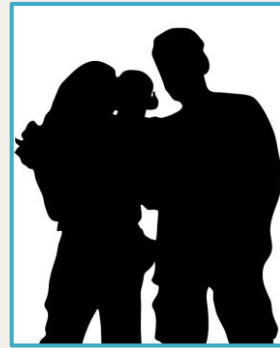


WHAT WE ARE LEARNING

AN ALL-ABOVE STRATEGY IS NEEDED.

- Affordability means a lot of things to different people
- Growth is happening rapidly, housing supply is needed
- Existing residents need to be armed with information, understanding and options
- Ensuring long-term affordability, and business viability means we need an **All-above Strategy**

AFFORDABILITY TO EVERYONE – COMMUNITY PROFILES



HOW ARE WE CALCULATING AFFORDABILITY?

- **Net Income:** Represents the **approximate take home income** an individual receives after taxes.
- **Monthly Debt:** Represents the amount of money used on common living expenses. Part of this remaining money should go to savings while part of it should go to daily necessities such as groceries, transportation, clothing, dining out, home utilities, etc.
- **Should Pay:** *Relates to the rule of thumb that housing costs **should not exceed more than 30% of your income monthly.***
- **Home Price:** Based on generic factors such as good credit (690-710) and a \$5,000 down payment to generate how much money one could borrow to purchase a home using a simple online mortgage calculating tool.

LEGACY RESIDENTS



Legacy Renter

Net Income: \$28,000

Monthly Debt: \$600

Should Pay: \$250/Month

Home Price: Debt/Income are them out of home ownership



Legacy Homeowner

Net Income: \$65,000

Monthly Debt: \$400

Should Pay: \$1,550/Month

Home Price: \$325,000



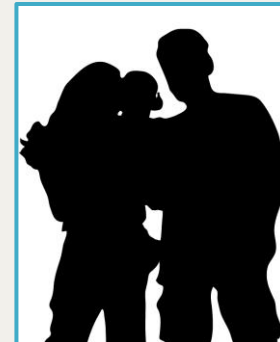
Legacy Renter

Net Income: \$55,000

Monthly Debt: \$800

Should Pay: \$850/Month

Home Price: \$170,000



Legacy Homeowner

Net Income: \$90,000

Monthly Debt: \$1,200

Should Pay: \$1,500/Month

Home Price: \$300,000

LEGACY INSTITUTIONAL



Students

Net Income: \$15,000
Monthly Debt: \$200
Should Pay: \$250/Month
Home Price: \$38,000



Faculty/Staff

Net Income: \$75,000
Monthly Debt: \$1,000
Should Pay: \$1,250/Month
Home Price: \$260,000



Alumni Couple

Net Income: \$95,000
Monthly Debt: \$1,500
Should Pay: \$1,350/Month
Home Price: \$180,000

NEW RESIDENTS



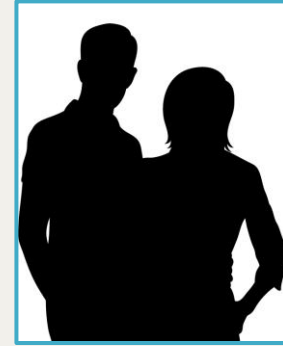
Young Family

Net Income: \$45,000

Monthly Debt: \$1,200

Should Pay: \$250/Month

Home Price: Debt/Income are them out of home ownership



Young Professional

Net Income: \$80,000

Monthly Debt: \$1,500

Should Pay: \$1,200/Month

Home Price: \$250,000

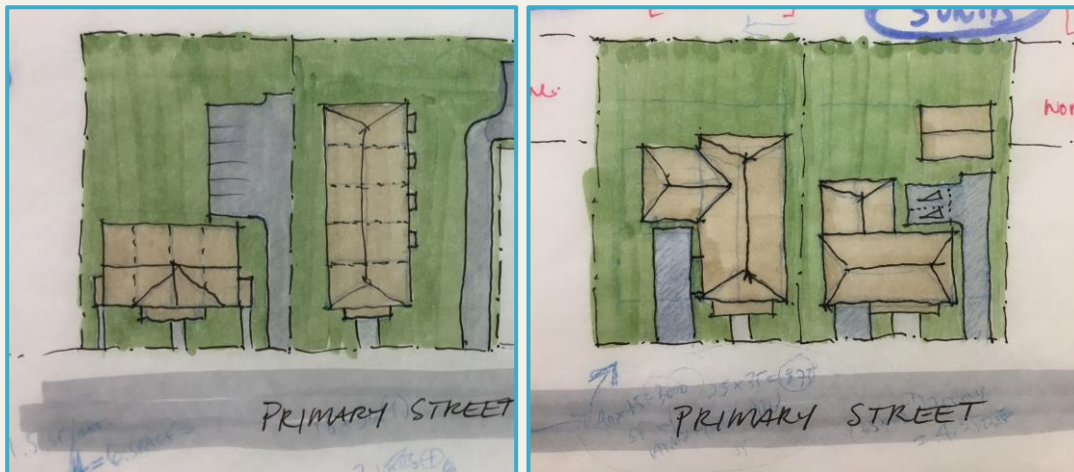


WHO ARE WE MISSING?

UNDERSTANDING RESIDENTIAL GAPS

Lack of Options

- Existing Affordable Units
- New Units for Existing Residents



Development Roadblocks

- Clarifying what is allowed By-Right
- Adjusting review thresholds
- Streamline redevelopment process

Old Tools & New Strategies

- Supporting Development at the 30%-80% AMI range
- Base Districts, Overlays, and Best Practices

BUSINESS VITALITY AND GROWTH

- Lifting Legacy Residents
- Identifying Roadblocks
 - Policy
 - Funding
 - Education + Partnerships



BUILDING TRUST

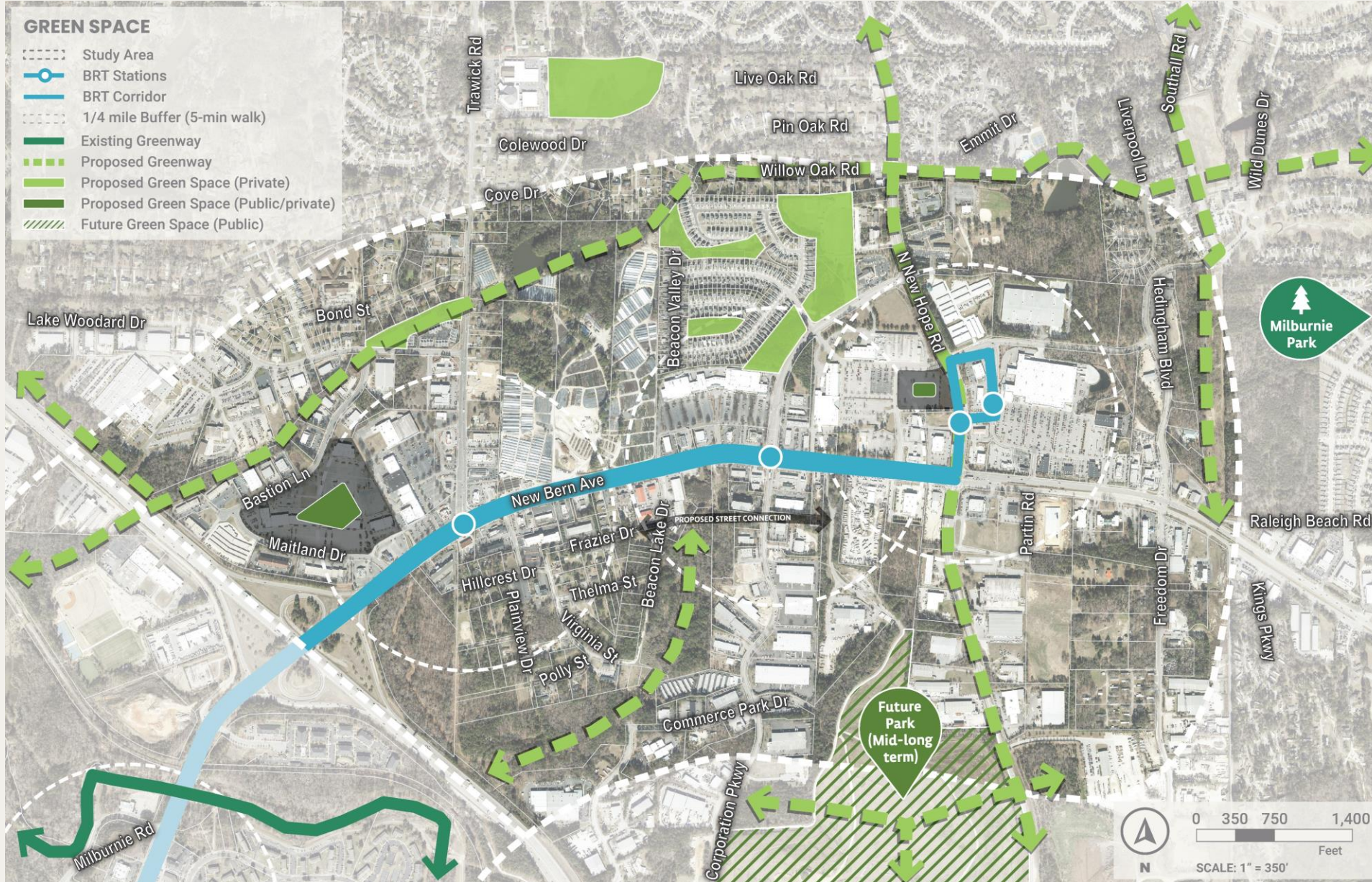
HOW DO WE CREATE GROWTH THAT SUPPORTS A DIVERSE COMMUNITY?

- Creating A **Toolkit** to Promote and Support Housing Diversity
- Evaluate and Recommend Adjustments to City Policies and Procedures
- Work to Establish Resources With Community Builders, Non-profits and Local Banks

PUTTING IT TOGETHER

GREEN SPACES

GREEN SPACES

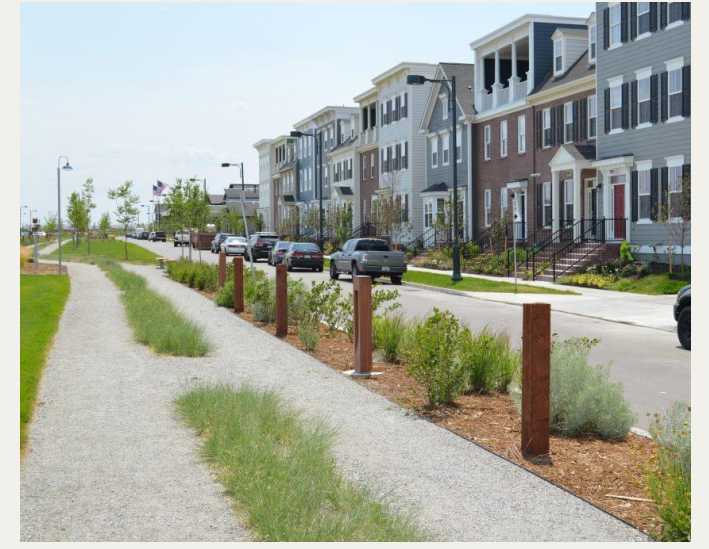


GREEN SPACE CONNECTIONS

- Crabtree Creek Trail Greenway
- Neuse River Trail Greenway
- Milburnie Park

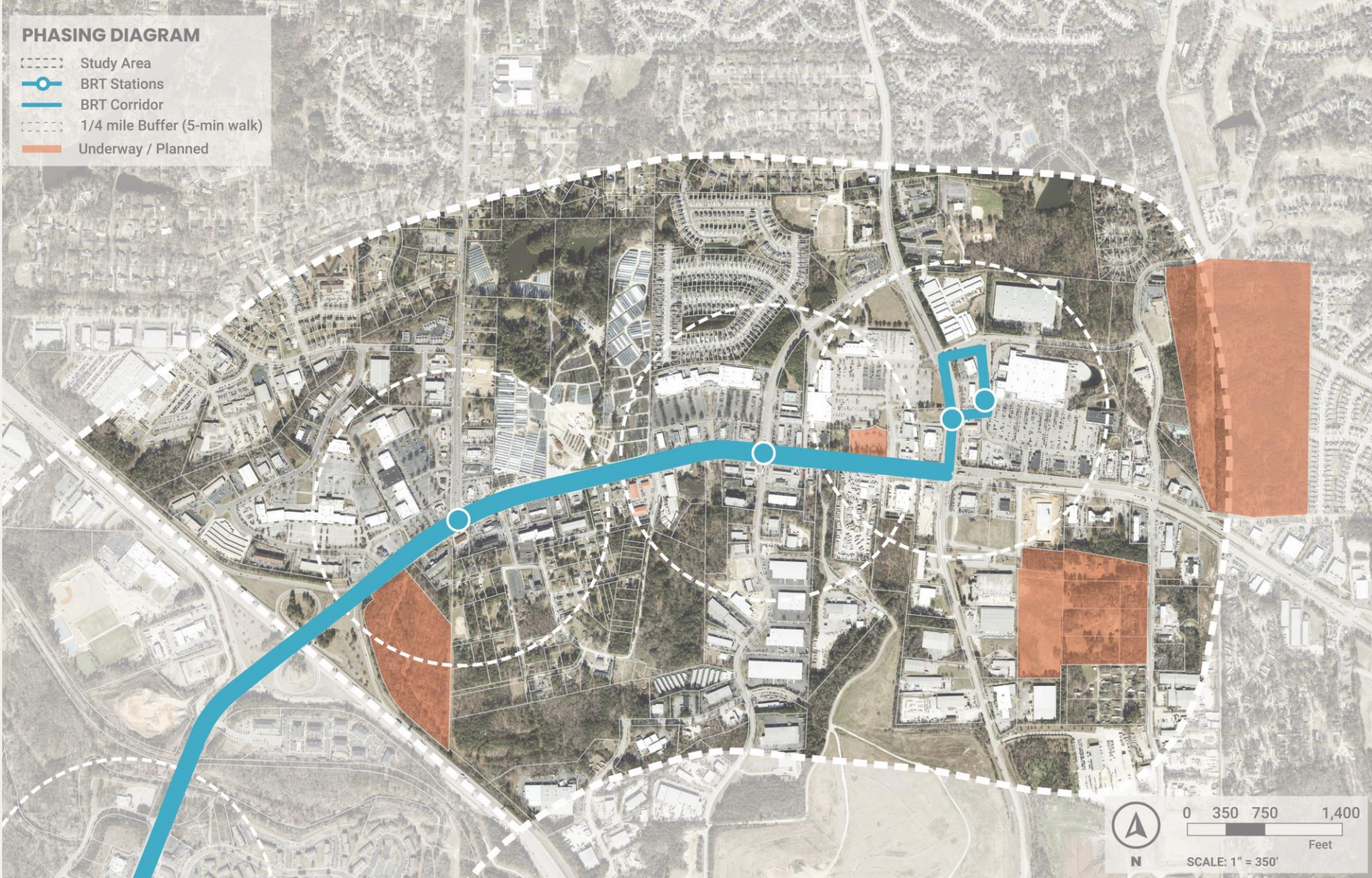


GREEN SPACES – LINEAR PARKS

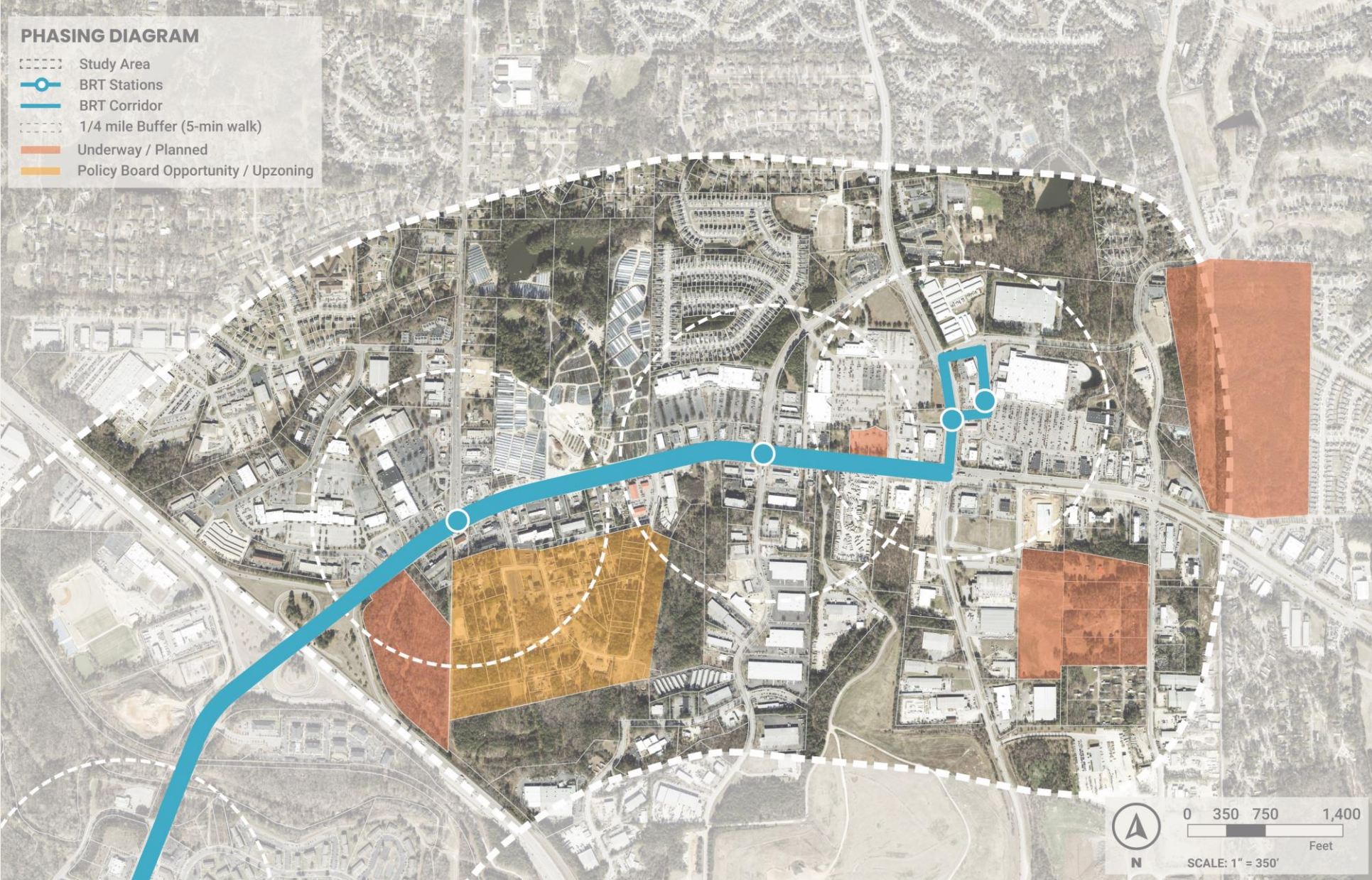


PUTTING IT TOGETHER
OPPORTUNITY SITES

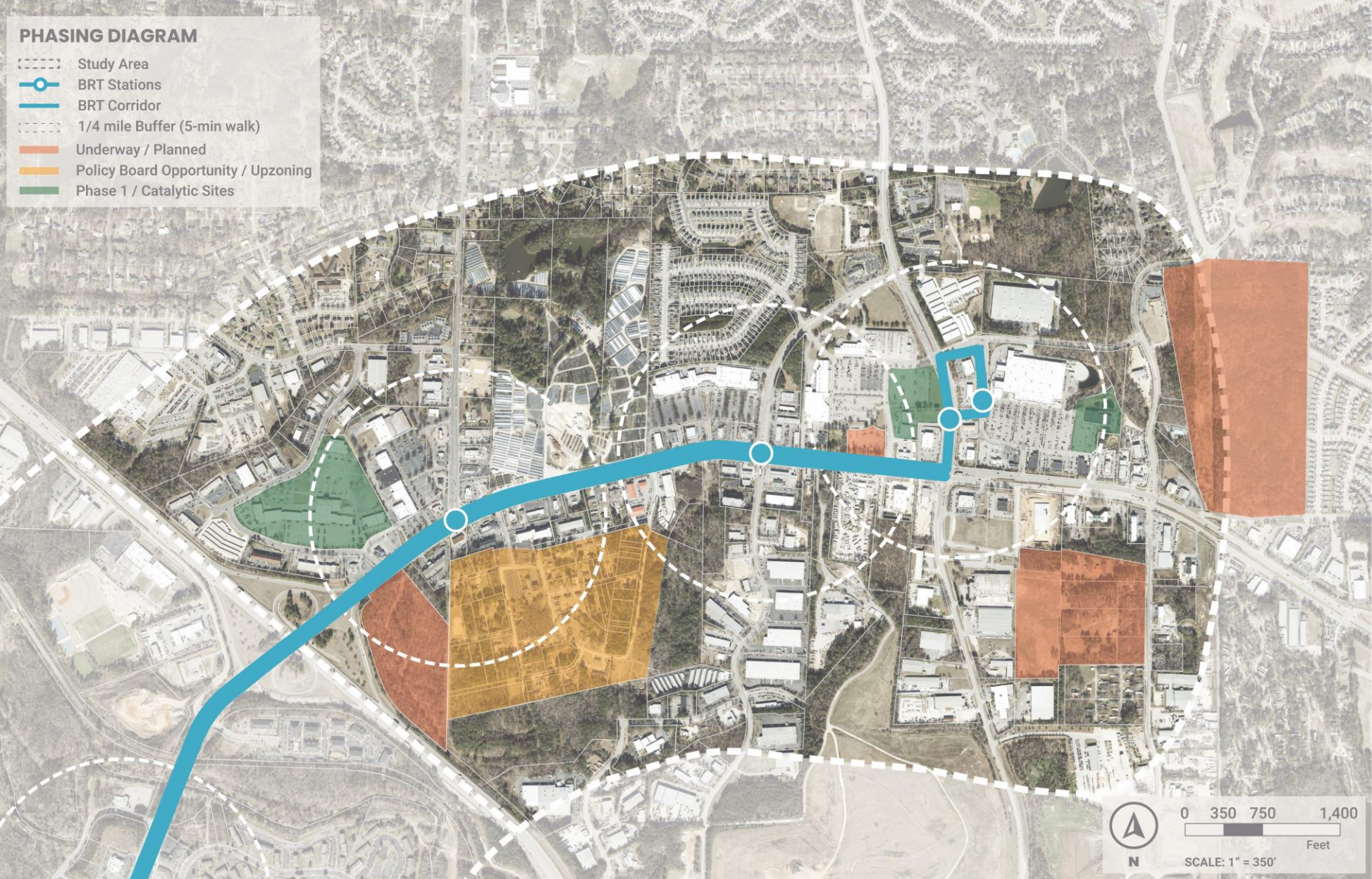
UNDERWAY / PLANNED



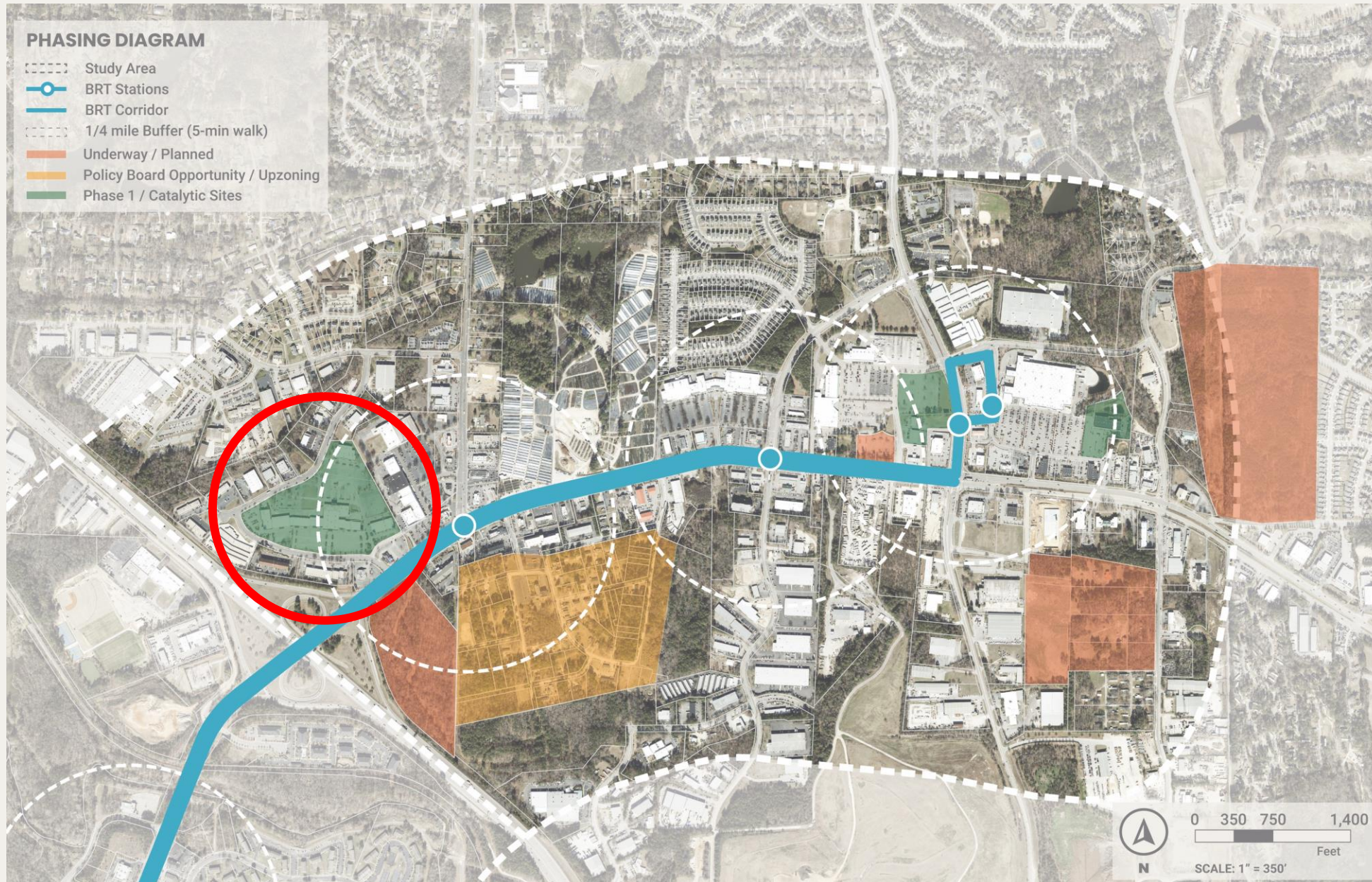
INFILL OPPORTUNITY



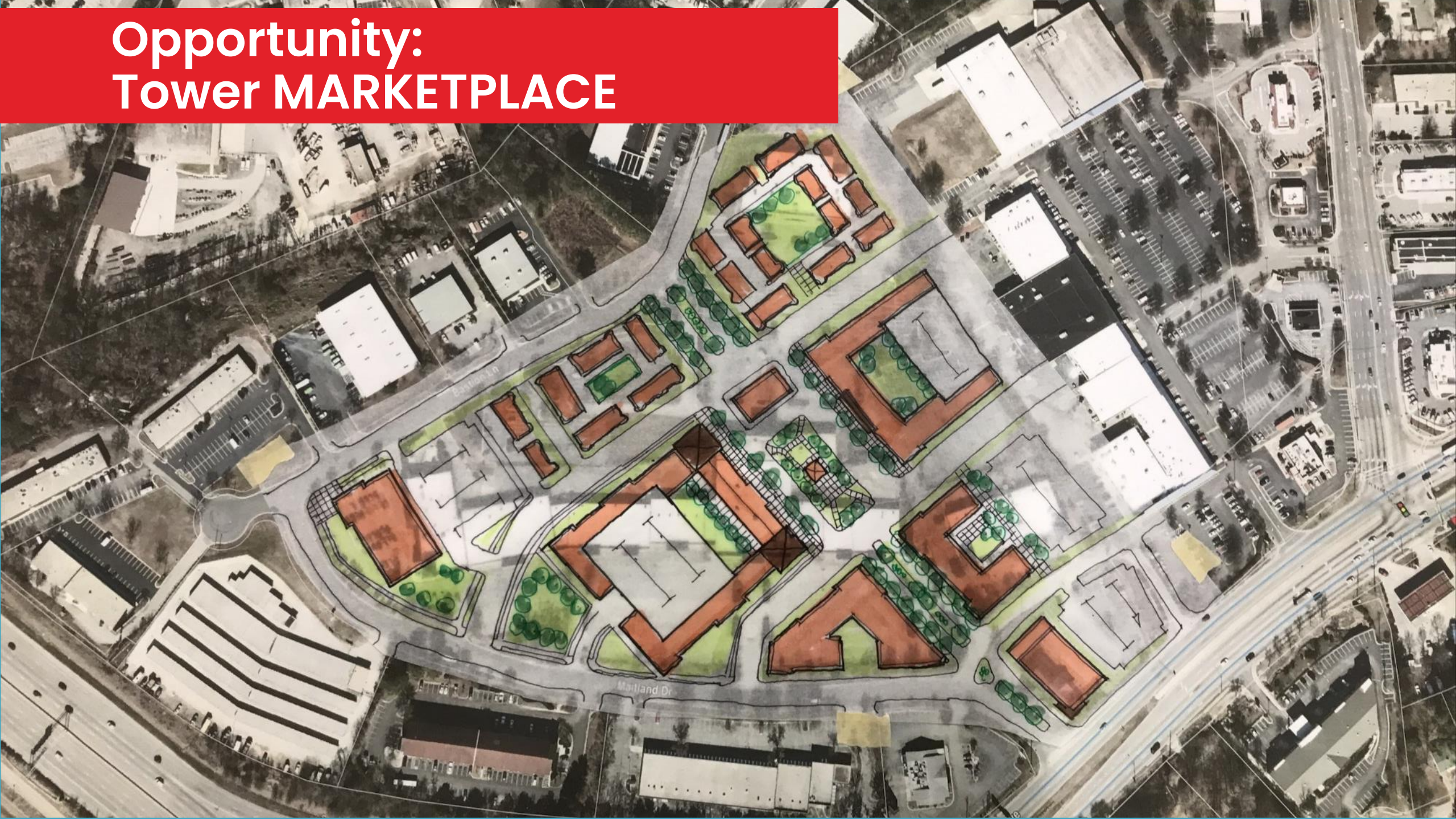
NEAR TERM



OPPORTUNITY SITE: TOWER MARKETPLACE



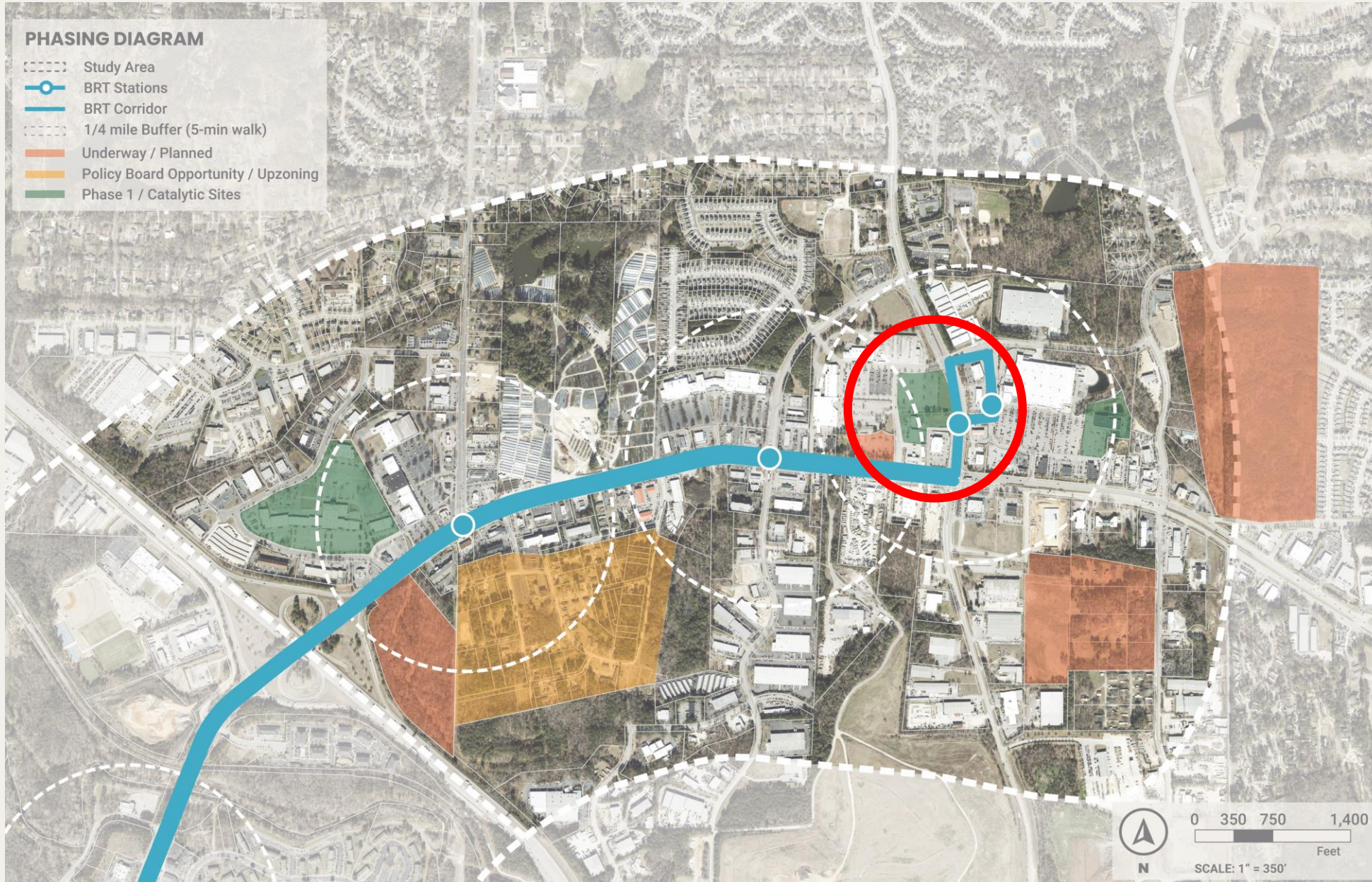
Opportunity: Tower MARKETPLACE



TOWN CENTERS



OPPORTUNITY SITE: WILDER'S GROVE



Opportunity: Wilder's Grove



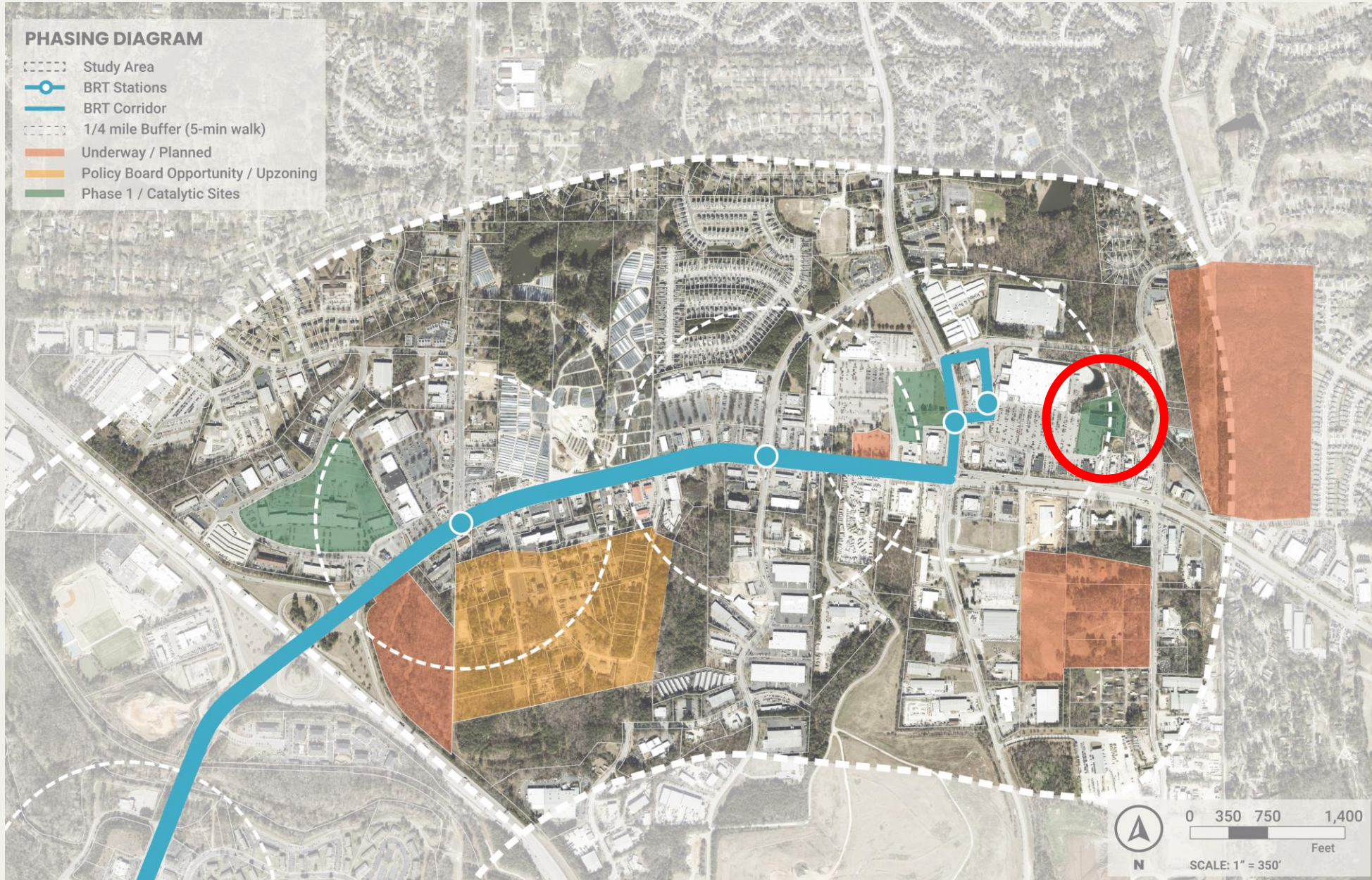
Wilder's Grove Ln

New Bern Ave

BRT VILLAGE



OPPORTUNITY SITE: HEDINGHAM BLVD



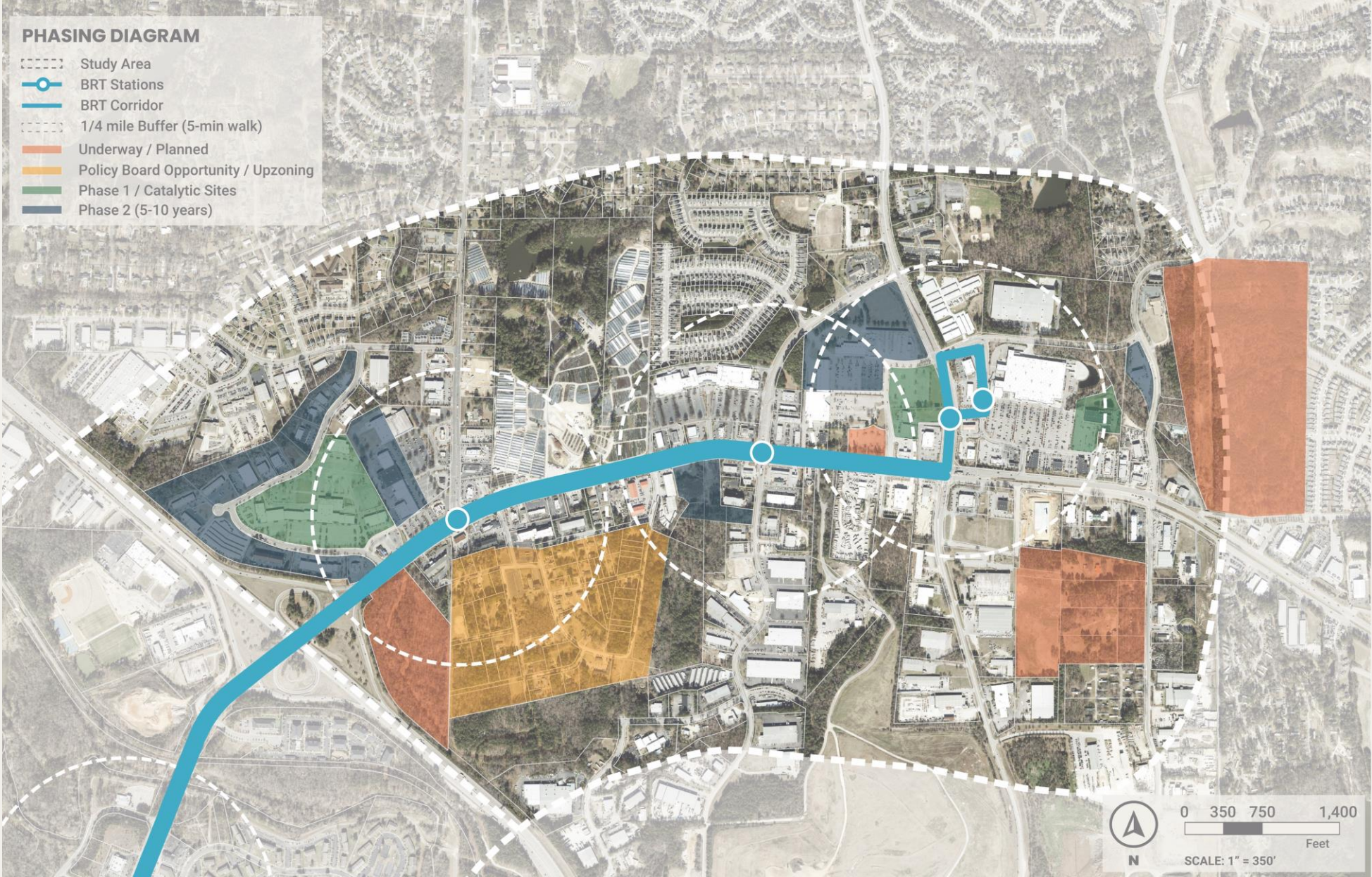
Opportunity: Hedingham Blvd



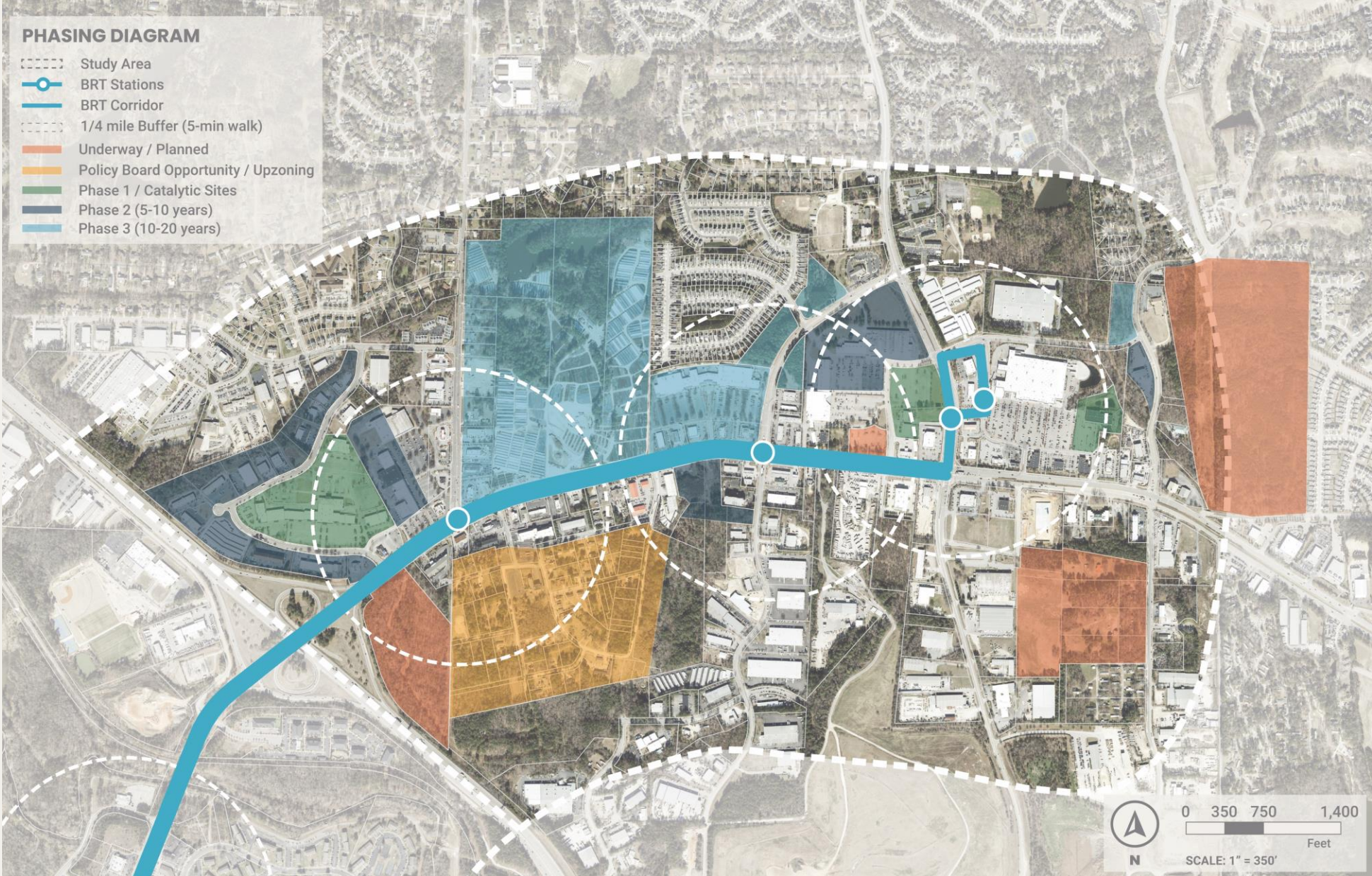
MID-RISE RESIDENTIAL



MID TERM



LONG TERM



PUTTING IT TOGETHER

MOBILITY IDEAS

TRANSPORTATION

Problems/Key Takeaways:

- Safety crossing @ signals
- Speeding cars – commuters
- Gapped sidewalks (I-440)
- Roadway connections

Meaningful Mobility:

- Pedestrian first
- BRT Stations outward
- High quality intersection crossings
- Minor roadway connections
- Regional greenway connections

WHO ARE WE PLANING FOR?



Walk


Bike

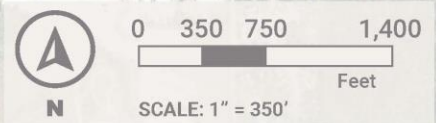
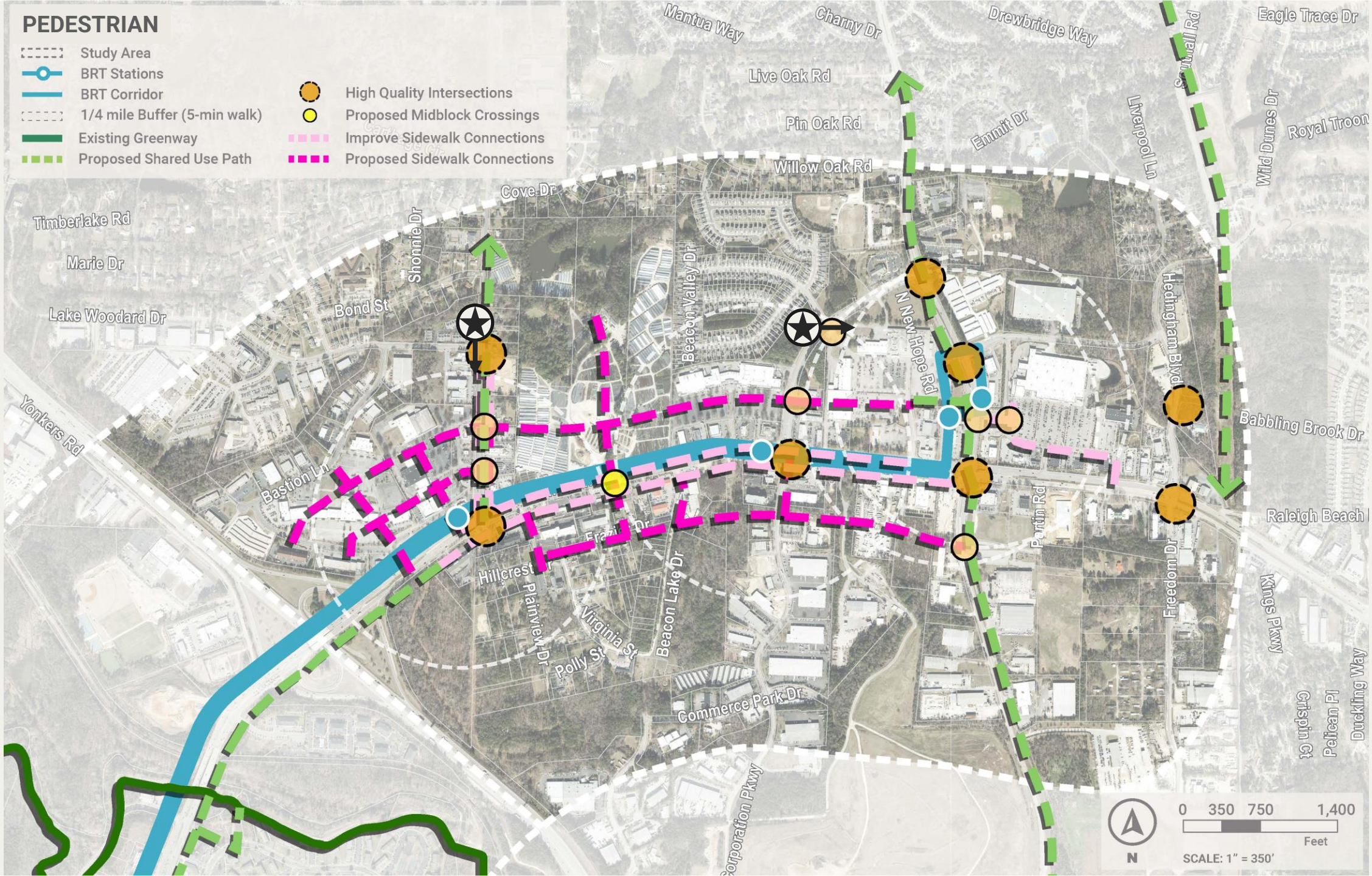

Transportation Planning

Transit


Cars


PEDESTRIAN

- Study Area
- BRT Stations
- BRT Corridor
- 1/4 mile Buffer (5-min walk)
- Existing Greenway
- Proposed Shared Use Path
- High Quality Intersections
- Proposed Midblock Crossings
- Improve Sidewalk Connections
- Proposed Sidewalk Connections



SAFETY FOR ALL USERS

Sunnybrook Rd – looking south



Sunnybrook Rd – looking north



CORPORATION PKWY @ BEACON PLAZA
EXISTING



CORPORATION PKWY @ BEACON PLAZA

CONCEPT



TRAWICK RD @ TOWER MARKETPLACE

EXISTING



← New Bern Ave →

60' pavement
5 lanes (12'
each)

Worn path extends
>0.25 miles north

TRAWICK RD @ TOWER MARKETPLACE

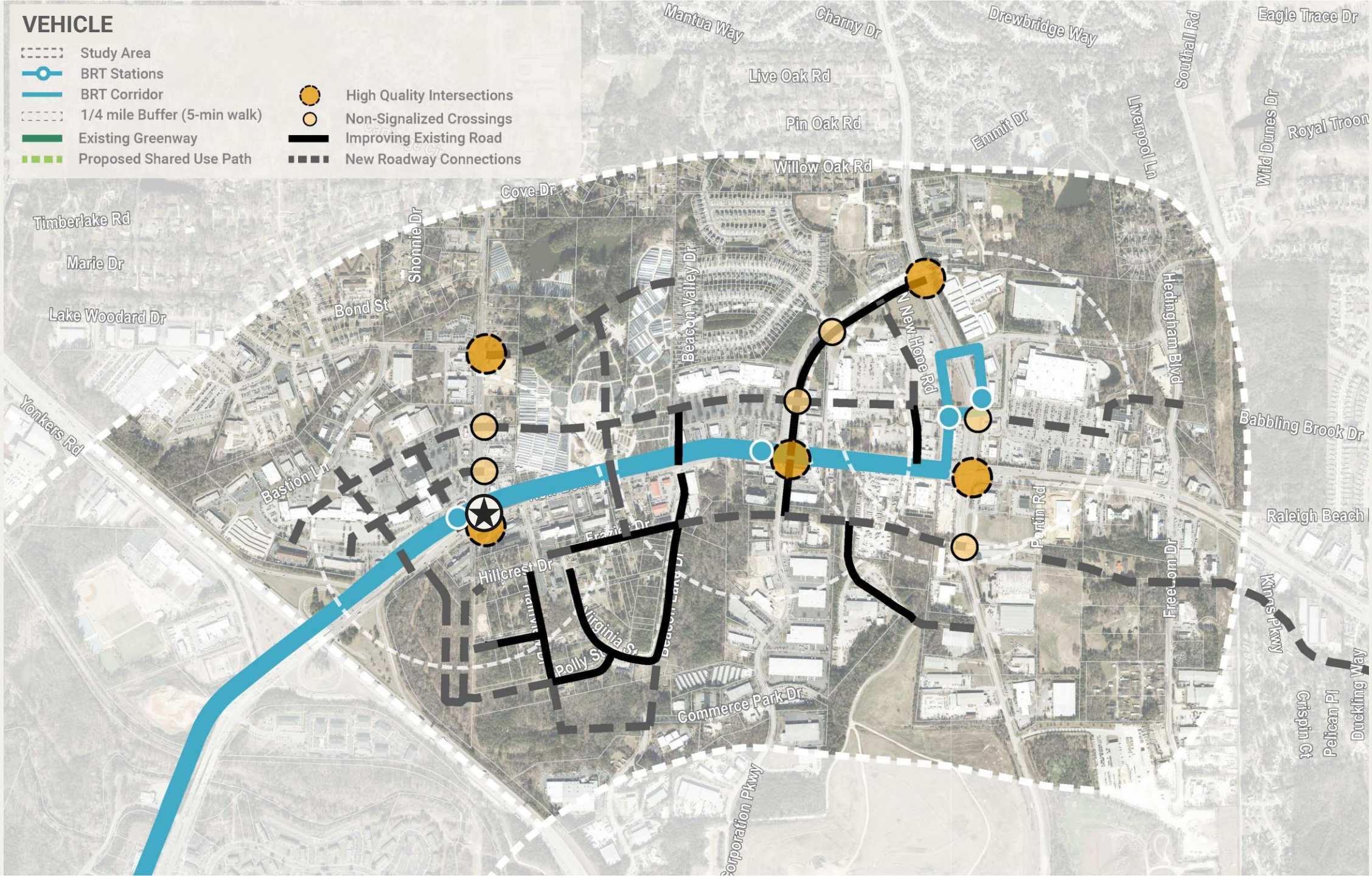
CONCEPT



VEHICLE

- Study Area
- BRT Stations
- BRT Corridor
- 1/4 mile Buffer (5-min walk)
- Existing Greenway
- Proposed Shared Use Path

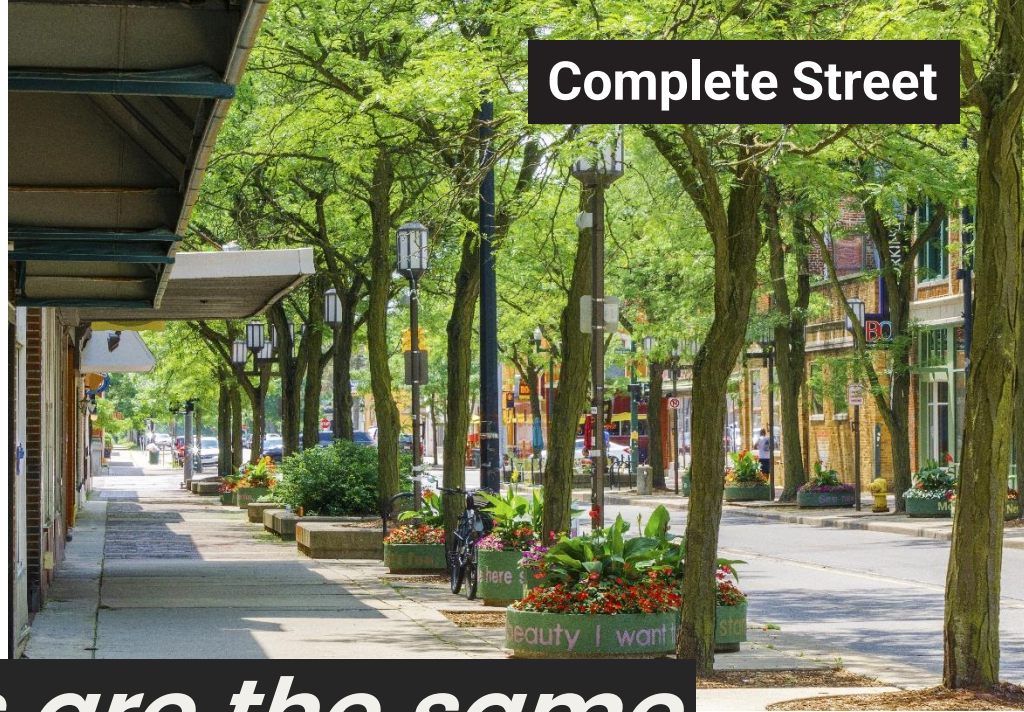
- High Quality Intersections
- Non-Signalized Crossings
- Improving Existing Road
- New Roadway Connections



Neighborhood Street

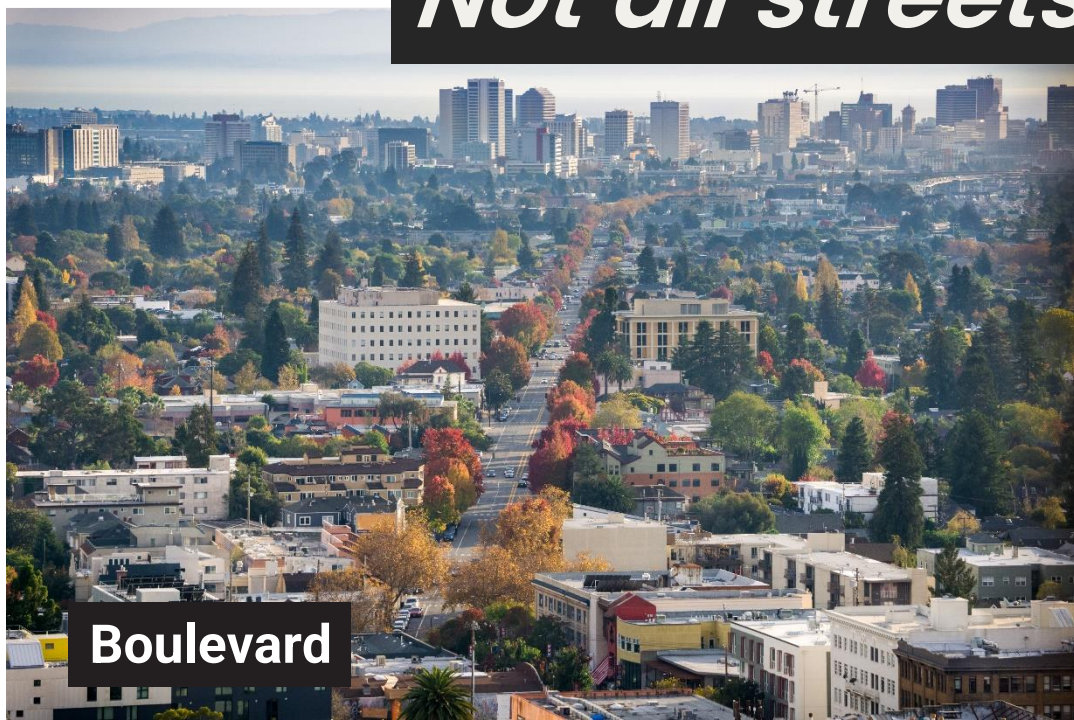


Complete Street

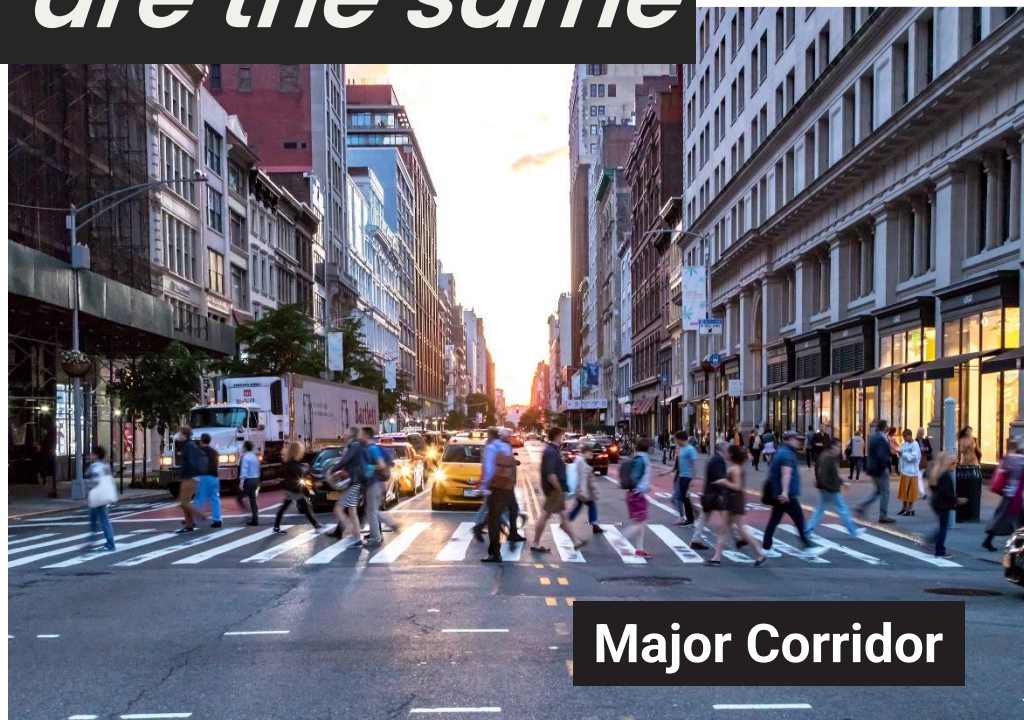


Not all streets are the same

Boulevard



Major Corridor



NEW BERN AVE & TRAWICK RD

EXISTING

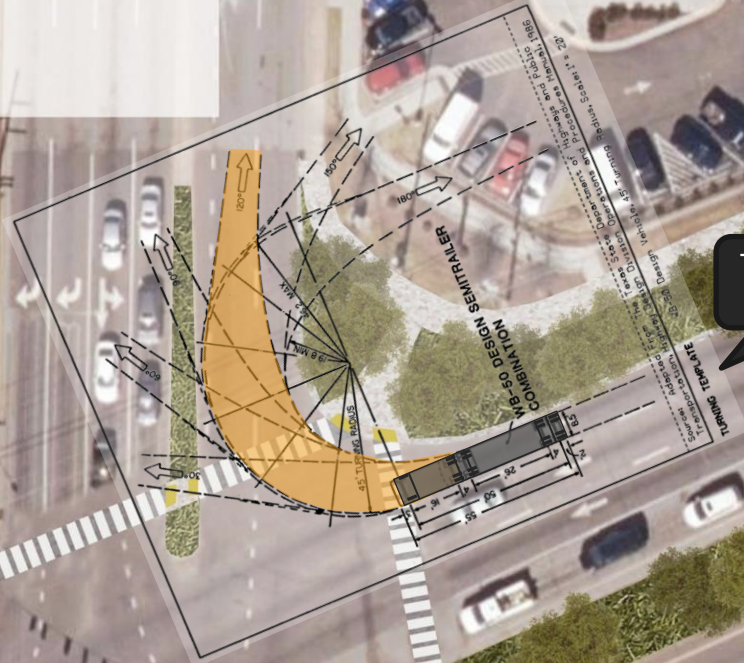


NEW BERN AVE & TRAWICK RD

CONCEPT

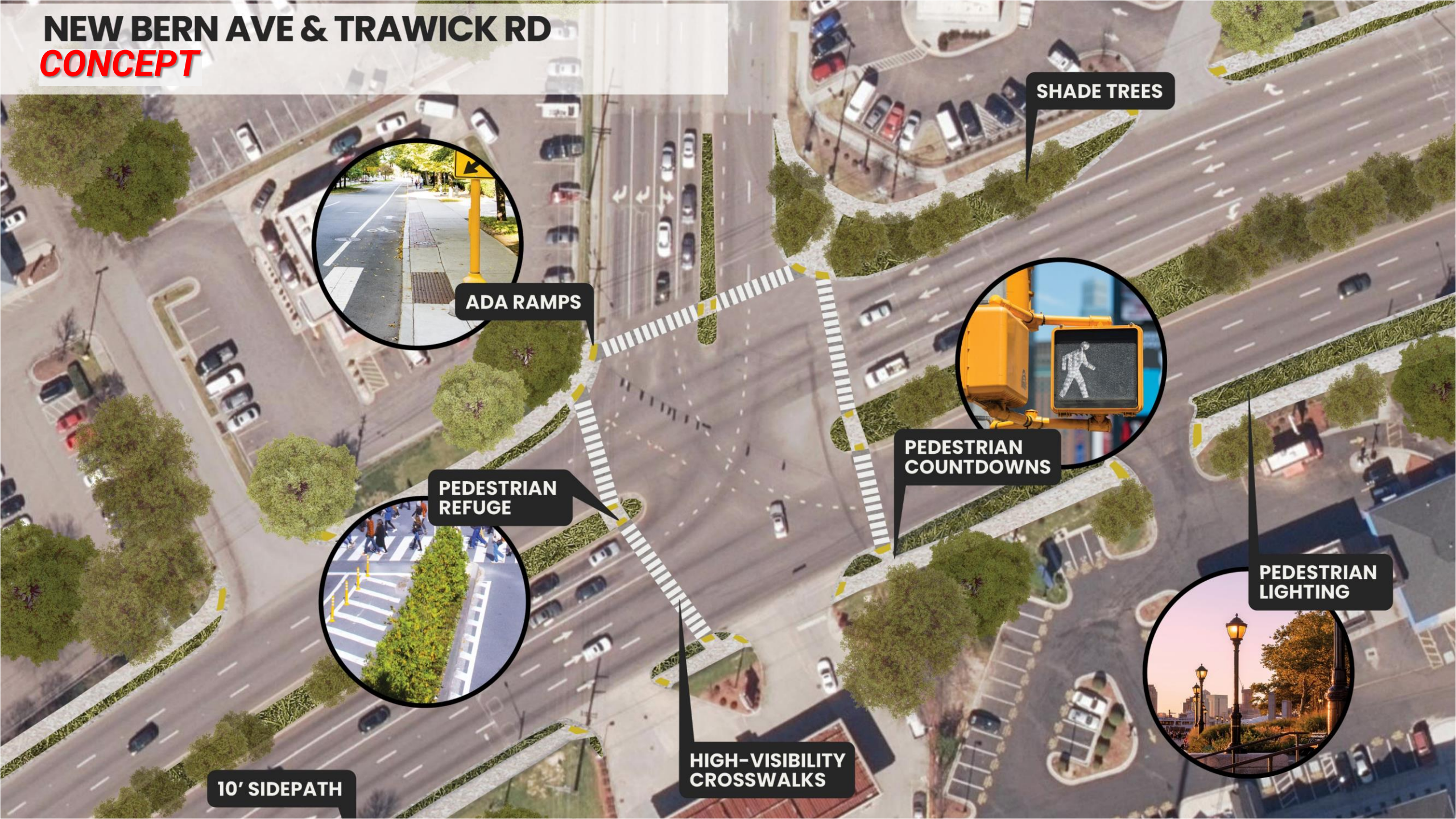


Tractor-Trailer
(WB-50)



NEW BERN AVE & TRAWICK RD

CONCEPT



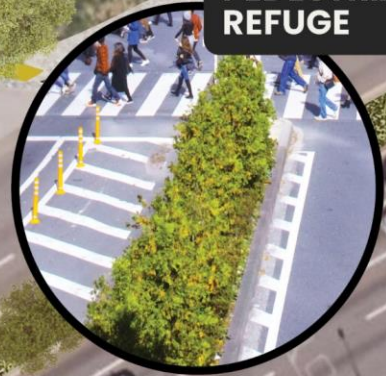
SHADE TREES



ADA RAMPS



PEDESTRIAN COUNTDOWNS



PEDESTRIAN REFUGE



PEDESTRIAN LIGHTING

10' SIDEPATH

HIGH-VISIBILITY CROSSWALKS

MIDBLOCK CROSSING OPTIONS



BICYCLE

- Study Area
- BRT Stations
- BRT Corridor
- 1/4 mile Buffer (5-min walk)
- Existing Greenway
- Proposed Shared Use Path
- High Quality Intersections
- Existing Bike Lanes
- Proposed Lanes
- Proposed Separated Bike Lane
- Proposed Neighborhood Bikeways



N

0 350 750 1,400

Feet

SCALE: 1" = 350'

NEW HOPE RD LOOKING SOUTH

EXISTING

Future BRT Station

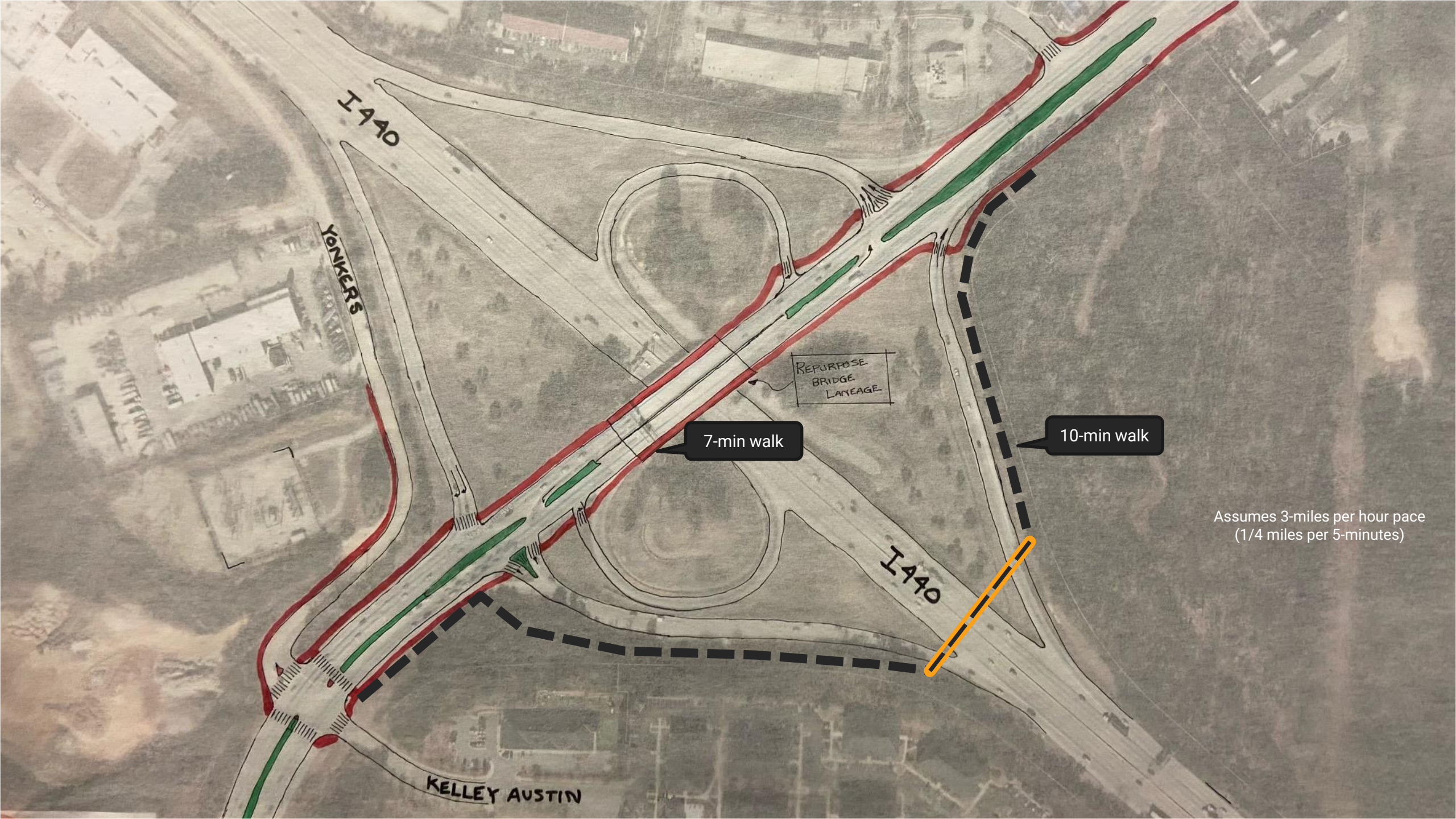
66' pavement
5 lanes + median



NEW HOPE RD LOOKING SOUTH

CONCEPT





I440

YONKERS

REPURPOSE
BRIDGE
LANEAGE

7-min walk

10-min walk

Assumes 3-miles per hour pace
(1/4 miles per 5-minutes)

I440

KELLEY AUSTIN

I-440 INTERCHANGE LOOKING NORTHEAST

EXISTING



54' pavement
4 lanes + shoulder

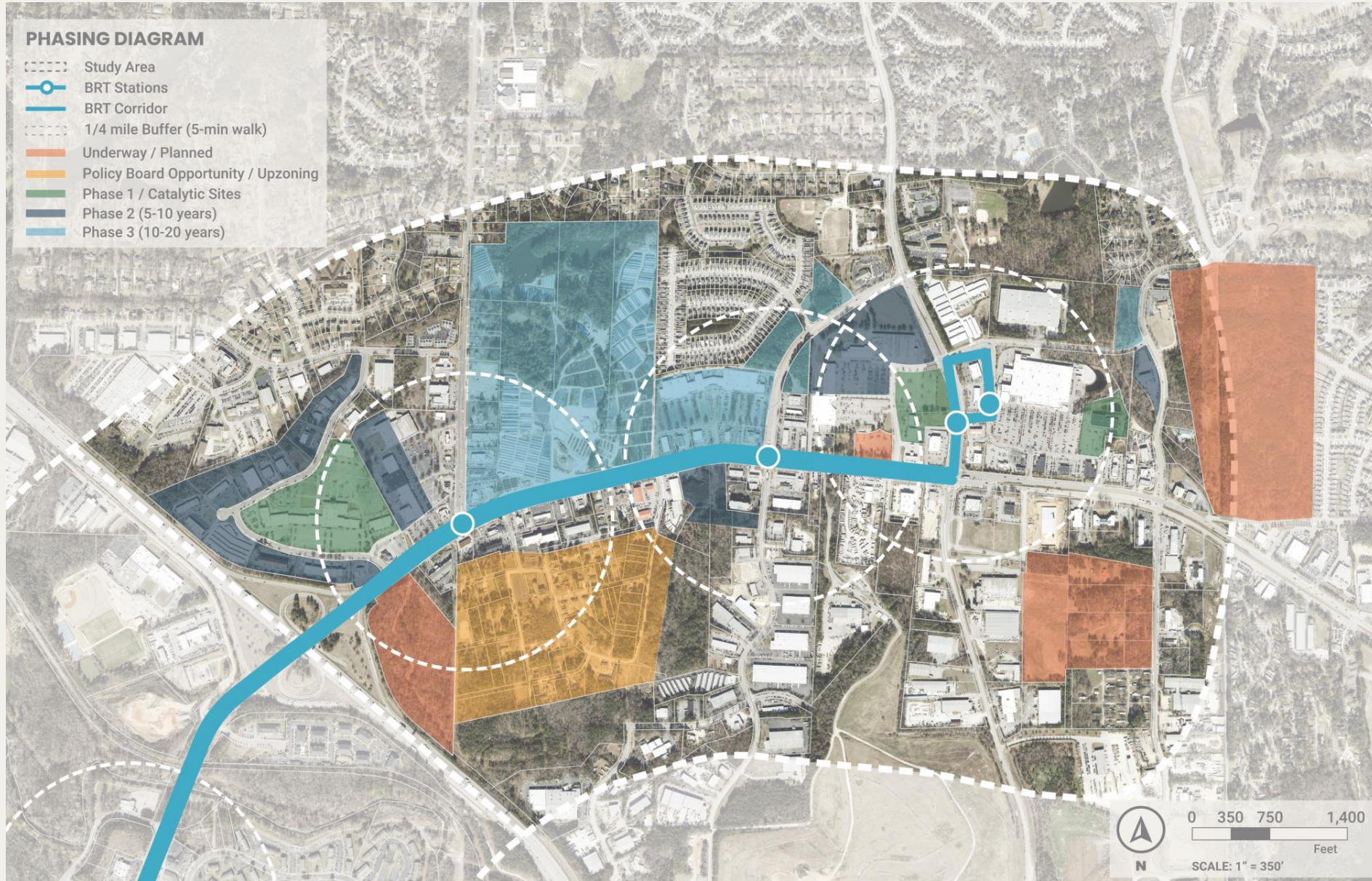
I-440 INTERCHANGE LOOKING NORTHEAST

CONCEPT B

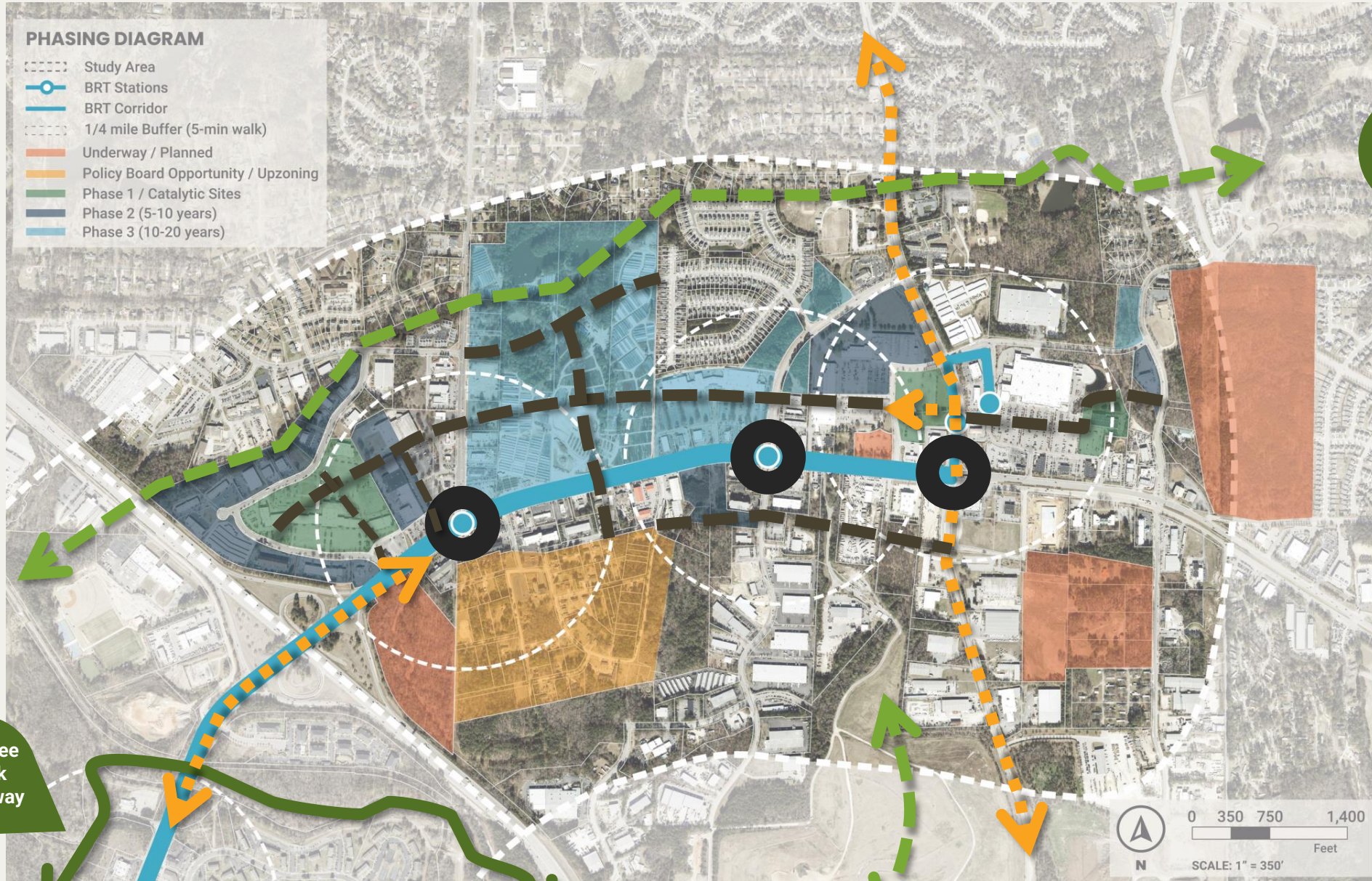


Concrete barriers

PUTTING IT ALL TOGETHER...



PUTTING IT ALL TOGETHER ...



Crabtree
Creek
Greenway

Neuse
River
Greenway

SETTING THE STAGE

LAND USE AND ZONING AMENDMENTS



LAND USE AND ZONING
AMENDMENTS

- Significant redevelopment is anticipated in selected nodes along the corridor
- Nodal development concepts will include regulatory and policy recommendations
- Apply TOD Overlay
 - Density bonuses for affordable housing
 - Supports dense, walkable, environments

UPDATES TO TRANSPORTATION MAPS



UPDATES TO
TRANSPORTATION MAPS

- Support the development of a hierarchy of mobility choices
- Update policies and regulations to focus on safety at crossing points

FUTURE CAPITAL PROJECTS



FUTURE CAPITAL
PROJECTS

- A series of bicycle and pedestrian improvements along existing and proposed facilities are imagined
- Encourage and support active transportation options like walking and biking while prioritizing safety

URBAN DESIGN GOALS AND FURTHER STUDY



URBAN DESIGN
GUIDELINES AND
FURTHER STUDY

- A series of regulatory and policy recommendations encourage development of walkable, mixed-use nodes at station locations
- Housing affordability and policies and programs to support small business allow all residents to benefit from transit

NEXT STEPS

- Comment on these ideas over the next coming weeks
- **October 4-8th, 2021:** Middle and Eastern Station Workshops
- **October 15th, 2021:** Bike and Pedestrian Safety Summit
- **Winter 2022:** Draft Plans for comment

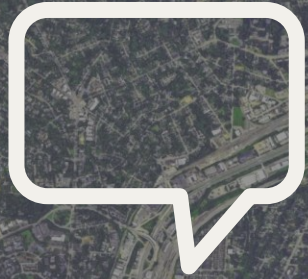
<https://raleighnc.gov/station-area-plan-new-bern>

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Phone: 919-996-2657



**THANK YOU!
QUESTIONS?**

