



# NEW BERN STATION AREA PLANNING **EASTERN STATIONS**

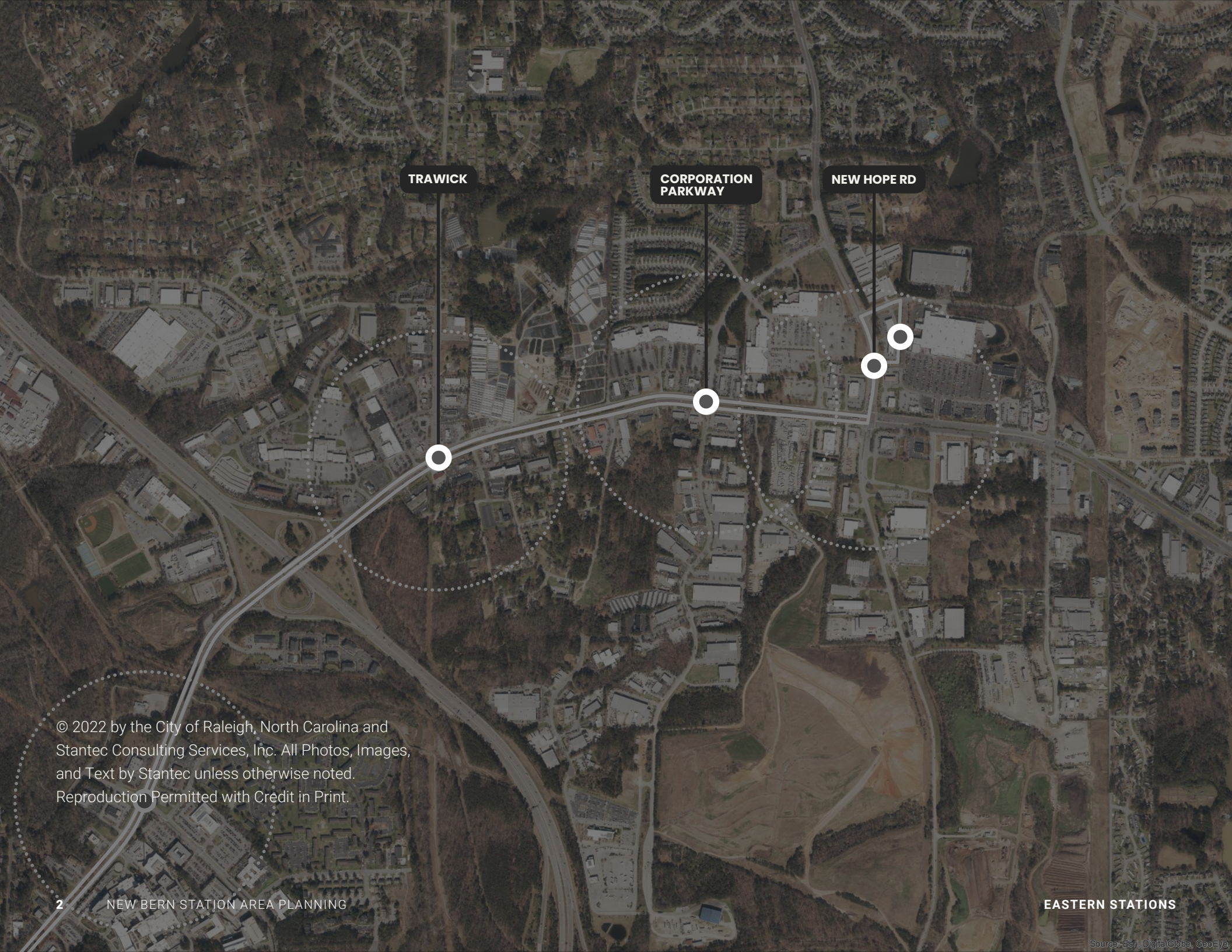
06.14.2022

TRAWICK

CORPORATION  
PARKWAY

NEW HOPE RD





TRAWICK

CORPORATION  
PARKWAY

NEW HOPE RD

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# PLAN ACKNOWLEDGMENTS

The New Bern Station Area Planning Study: Eastern Stations report was prepared by Stantec, for the City of Raleigh Planning and Development Department in close collaboration and engagement with community members, city staff, subconsultants and other local stakeholders.

## CITY OF RALEIGH

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# VISION & GUIDING PRINCIPLES



# 1 VISION AND GUIDING PRINCIPLES

## OUR STORY

### THE STORY OF NEW BERN AVENUE: EASTERN STATIONS

The story of the Eastern Stations Area begins in the recent past. Residential development—primarily within subdivisions—occurred from the 1980s onward. **Retail development along New Bern Avenue is characterized by a (now vacant) mall, several plazas anchored by big box retail, and numerous smaller commercial retail strip developments.** A notable exception is the 20+ acre Taylor's Nursery, which was established in the early 1960s and is more reflective of this area's older agricultural history.

While residents are aware that conditions and businesses along New Bern Avenue are beginning to “show their age,” they highlighted many positives as well. **The convenience of this area, with easy access to the Beltline, downtown, and Knightdale, was noted.** The residential neighborhoods are quiet and feel safe. In addition to Taylor's Nursery, there are several cherished businesses including K&W Cafeteria, the Market of Raleigh, and the cluster of Hispanic retail including Don Juan Food Market.

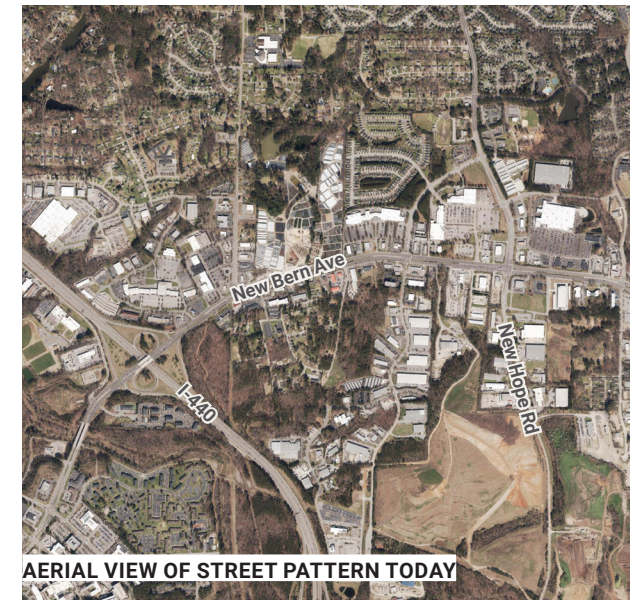
### HISTORIC DEVELOPMENT OF THE EASTERN STATIONS AREA

The Eastern Stations Area is an example of later automobile suburbs. This suburban street pattern, mostly built after the 1960's, represents the era of development **when automobile use is assumed as the primary mode of travel.**



Subdivisions are **highly disconnected from each other** and are typically built for households with multiple vehicles. Drive-through businesses are prevalent.

During the public engagement process, residents were excited by the future opportunities, but they also emphasized the importance of preserving the local retail already within the corridor.





## EASTERN STATIONS COMMUNITY 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 that connect to other parts of Raleigh. 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 for everyone.”

To us this means:

- **Improved safety** will guide decisions at all levels, with streets for people, not just cars.
- 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 park-like amenities.
- **New housing options** will offer a variety of sizes and price points.

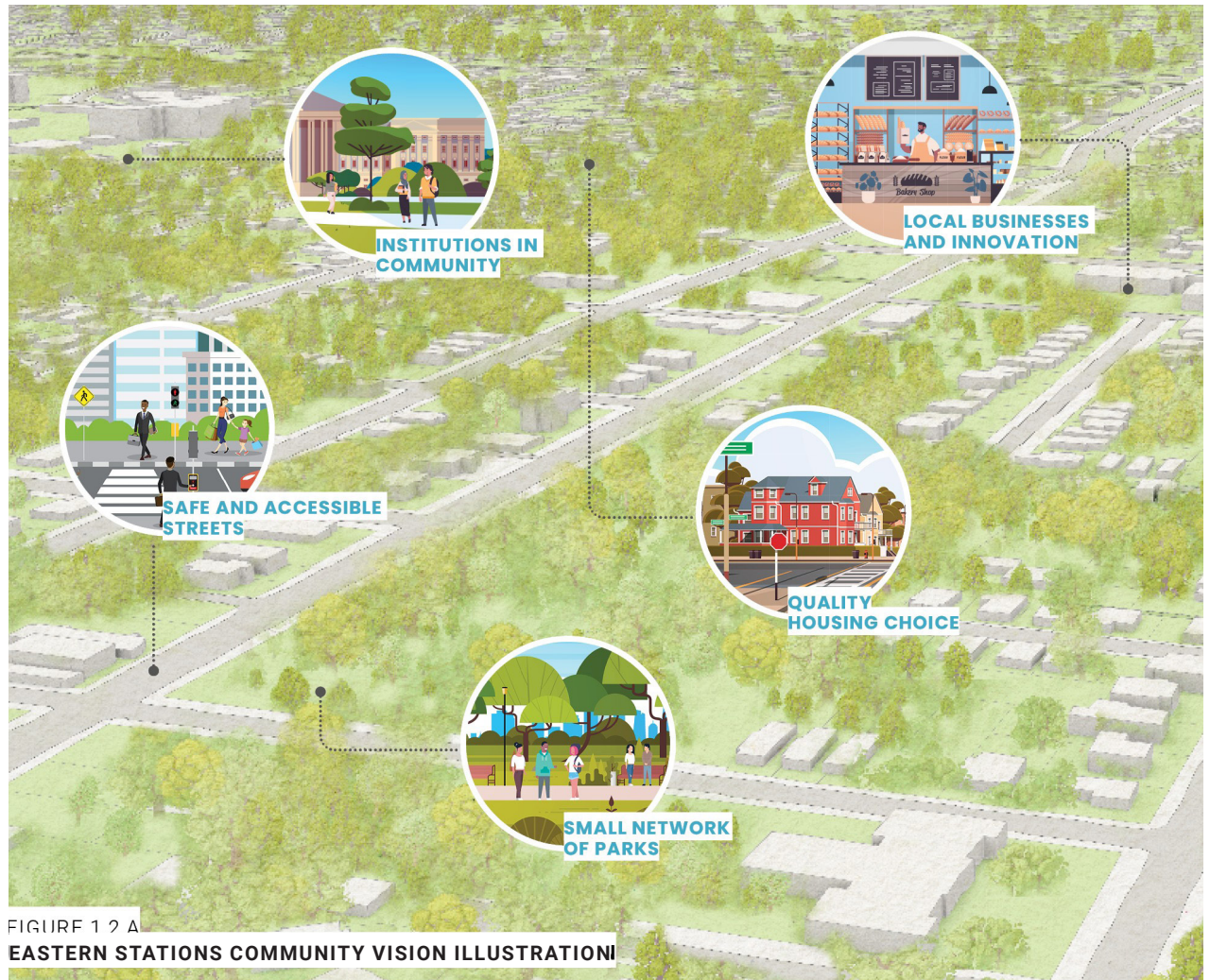


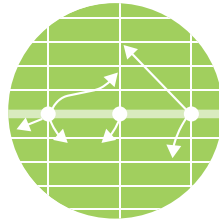
FIGURE 1 2 A  
EASTERN STATIONS COMMUNITY VISION ILLUSTRATION



## EASTERN STATIONS GUIDING PRINCIPLES

New Bern Avenue is an important historic corridor. The following are approaches specific to the Eastern Stations Area along New Bern Avenue. These are divided among the corridor-wide Principles established in Section 1 of this plan.

Additional recommendations specific to these approaches are located on specific themes further in this plan.



**NEW BERN IS A  
CONNECTOR**



**GROW,  
TOGETHER**



**EMBRACE  
NEW BERN'S  
PERSONALITIES**



**PREPARE FOR  
CHANGE**



**DRIVING TOUR IN EASTERN STATIONS AREA**



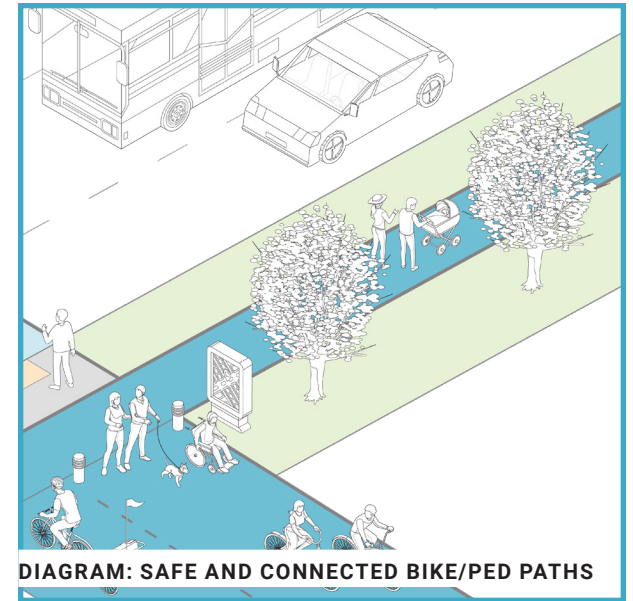
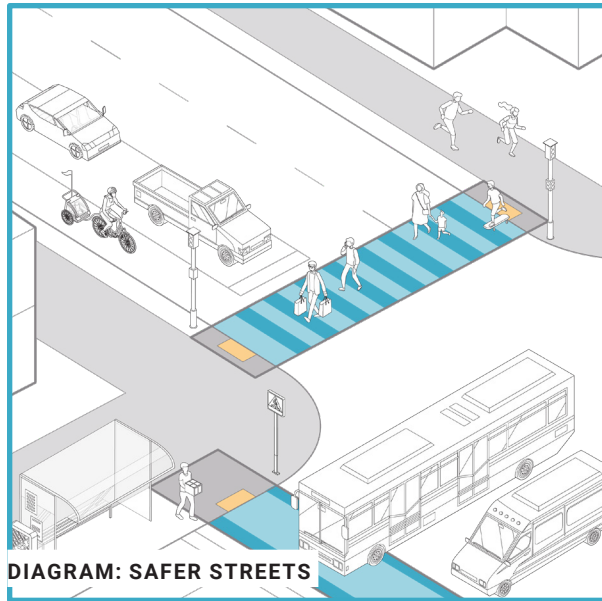
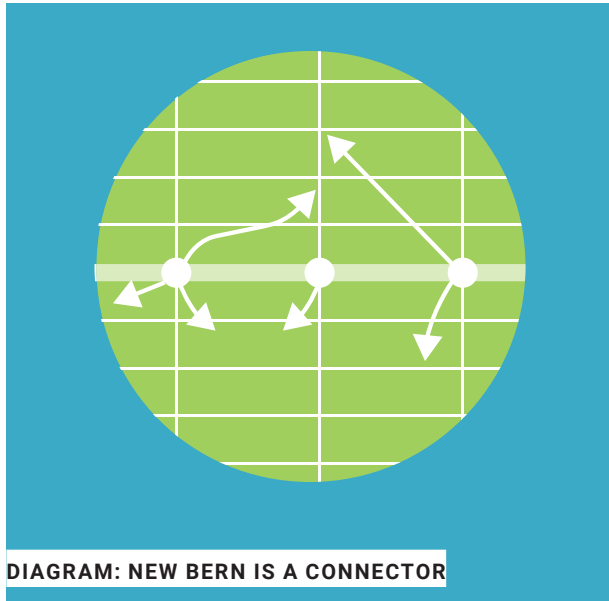
**PUBLIC WORKSHOP FOR EASTERN STATIONS**



**PUBLIC WORKSHOP FOR EASTERN STATIONS**

## NEW BERN IS A CONNECTOR

- Maintain **high level of access** to the Beltline, downtown and Knightdale.
- **Improve multimodal connectivity** along the corridor.
- Existing regional greenways will become more **accessible through enhanced neighborhood paths** and trails.
- Enhance **walking/biking connections** between residential neighborhoods and commercial areas.





## GROW, TOGETHER

- Existing established local and small businesses will be able to remain in the area and have **access to new customers and opportunities.**
- **Grow new businesses** along the corridor.
- Encourage **high quality design** in new developments.
- Develop guidelines that encourage a **high quality and amenity-rich public realm**, both in new developments and renovations of existing properties.



EXISTING BUSINESSES ALONG NEW BERN AVENUE AND CORPORATION PARKWAY



DIAGRAM: GROW, TOGETHER

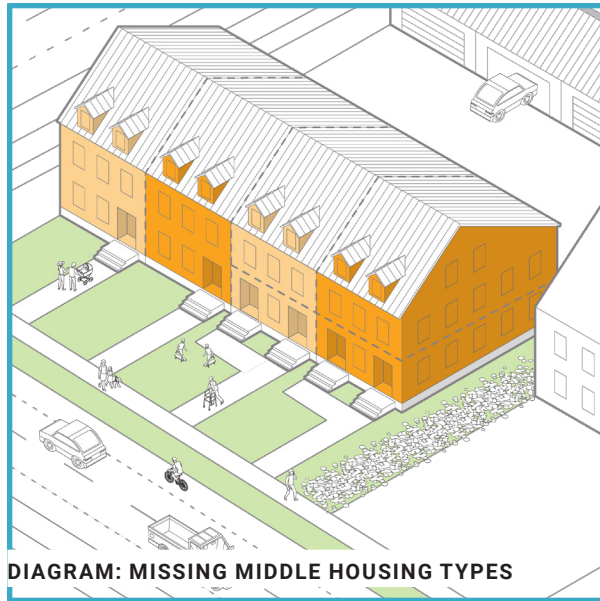


DIAGRAM: MISSING MIDDLE HOUSING TYPES

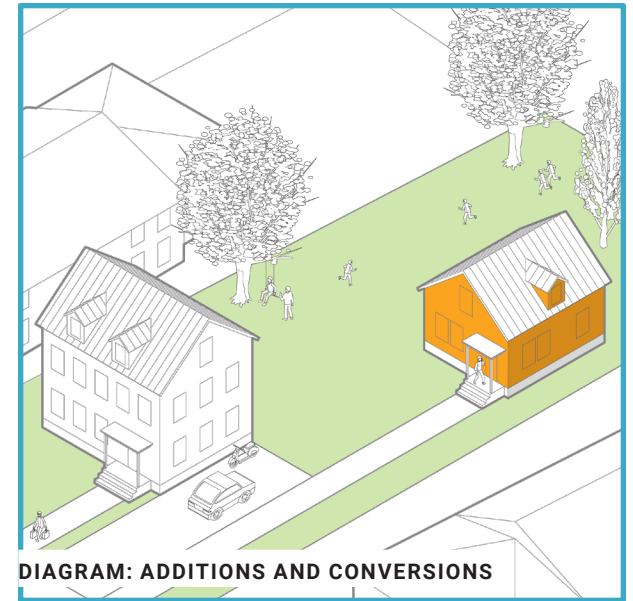
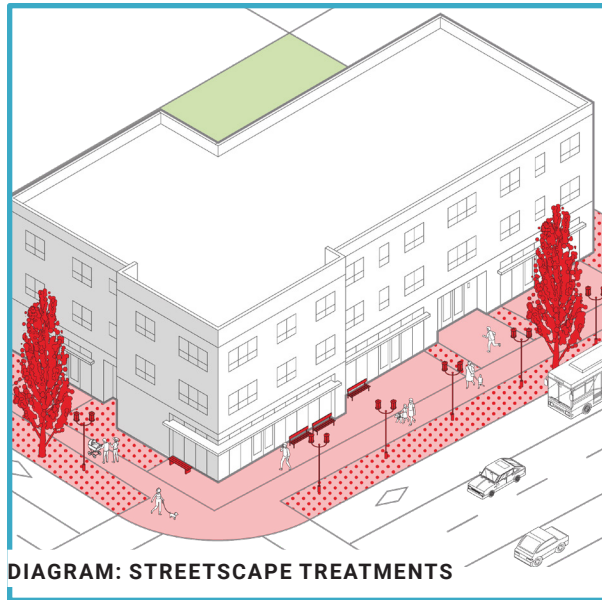


DIAGRAM: ADDITIONS AND CONVERSIONS

## EMBRACE NEW BERN'S PERSONALITIES

- Celebrate and support the **diverse local retail options**.
- Complete connections to the area's large network of green spaces to **enhance public space and encourage healthier** communities.





## PREPARE FOR CHANGE

- As new development occurs in specific areas, new housing options **will offer a variety of sizes and price points.**
- Embrace a **wider variety of housing types**, such as **multifamily and mixed-use development**, as they are vital to a Transit-Oriented Community.
- Support **affordable housing.**
- **Increase safety elements** along the corridor.



EXISTING HOUSING IN THE AREA SHOWING NEWER CONSTRUCTION



DIAGRAM: PREPARE FOR CHANGE

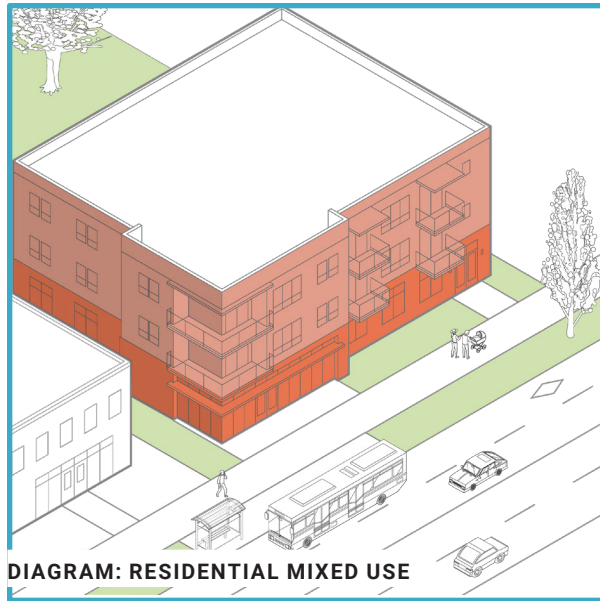


DIAGRAM: RESIDENTIAL MIXED USE



EXAMPLE OF MID-RISE RESIDENTIAL MIXED USE

2

# COMMUNITY & ECONOMIC DEVELOPMENT

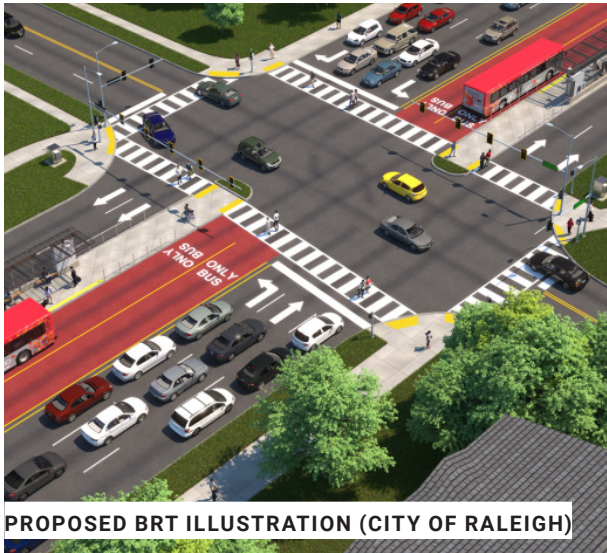


## 2 COMMUNITY AND ECONOMIC DEVELOPMENT

### RECOMMENDATIONS

#### SUPPORT THE REPURPOSING OF RETAIL CENTERS

- Encourage the redevelopment of retail and commercial spaces along New Bern Avenue that incorporate new mixed-use development.
- Protect existing businesses during redevelopment by promoting incremental phased approaches to retail redevelopment.



#### CONNECT RESIDENTIAL AND COMMERCIAL AREAS

- Identify ways to connect existing and planned residential areas to both commercial areas and transit stations.



#### IMPROVE PEDESTRIAN INFRASTRUCTURE

- Improve and incorporate pedestrian focused infrastructure throughout this area.



ACTION/PROJECT/POLICY*	TIMELINE	PLANNING-LEVEL COST CATEGORIES
<b>POLICY: GROW AROUND TRANSIT</b>		
<b>Support the region's investment in transit and improve housing choice and environmental sustainability by allowing more people to live and work near BRT stations and frequent transit.</b>		
<b>POLICY: HOUSING FOR ALL</b>		
<b>Create long-term deeply affordable housing units through zoning incentives and direct subsidies.</b>		
<b>ACTIONS</b>		
Apply the TOD overlay and rezone base districts to allow more people to live and work near transit and to incentivize affordability (refer to map for details).	Near-term	Low Cost
<b>POLICY: PUBLIC PLACES AROUND TRANSIT</b>		
<b>Create new public spaces in key locations and tell the story of the area through public art and memorials.</b>		

**Note:** Refer to the Corridor Report for specific recommendations for this area.



# 3 MOBILITY

## 3 MOBILITY

### APPROACH

The Eastern Stations Area is characterized by the highest vehicle speeds within the study corridor, many travel lanes with very few intersections for pedestrians to cross safely and no dedicated bicycle lanes.

This portion of New Bern Avenue presents a daunting challenge, and it's no surprise that the

top two high-crash intersections are located here, outside of the I-440 beltline.

Our Eastern Stations Area mobility approach uses the same four themes as the other station areas.



CORPORATION PKWY AND NEW BERN AVE (EXISTING)



TRAWICK AND NEW BERN AVE (EXISTING)



**FOCUS ON  
SAFETY**



**INCREASE  
ACCESS**



**ACKNOWLEDGE  
EQUITY**



**SET TO ACTION**

**MOBILITY APPROACH**



## MAKING SAFE WALKING AND BICYCLING POSSIBLE

The addition of signalized crossings and fully separated bicycle facilities should be a major safety consideration here.

## ACCESS TO BRT STATIONS

Without a grid network of roadways, there are fewer options for connectivity, making it difficult for pedestrians and cyclists to access the BRT stations along major collector roadways.

It is imperative for these few connected roadways to provide multimodal options, and for the design and construction of future roadways to provide the same.

## AFFORDABLE HOUSING PRODUCTION AS THE AREA TRANSFORMS

The creation of mixed-use development in former big box commercial centers should also include a mix of housing options. The creation of affordable housing through zoning and financing tools is essential to equitable TOD.

## CREATING NEW CONNECTIONS

Redevelopment of aging and vacant commercial areas into walkable mixed use centers is key to mobility enhancements in the Eastern Stations Area. Mixed use areas can contribute to decreased overall vehicle trips and reduce conflict points.

In the near-term, there is also potential for new connections to the Crabtree Creek Greenway and the Neuse River Greenway, broadening the scope of mobility and access to areas surrounding the station area.

## EASTERN STATIONS MOBILITY FRAMEWORK MAP

This Mobility Framework Map is used to guide the more detailed elements within this plan.

See [Map 4.2.A Eastern Stations Mobility Framework Map](#) on the next page.

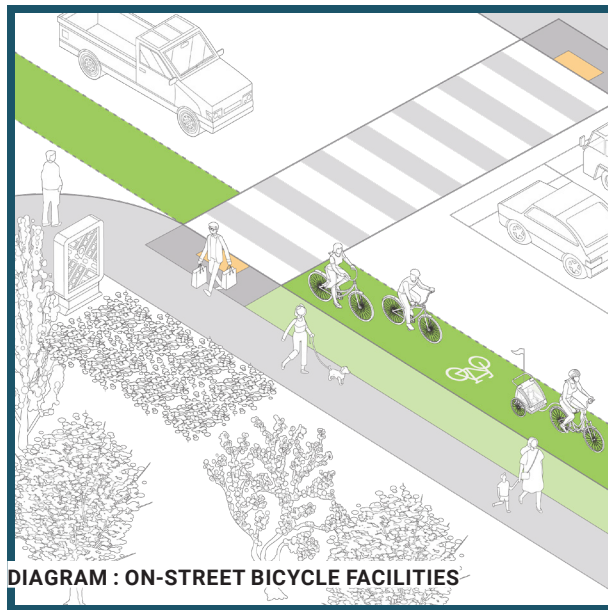


DIAGRAM : ON-STREET BICYCLE FACILITIES

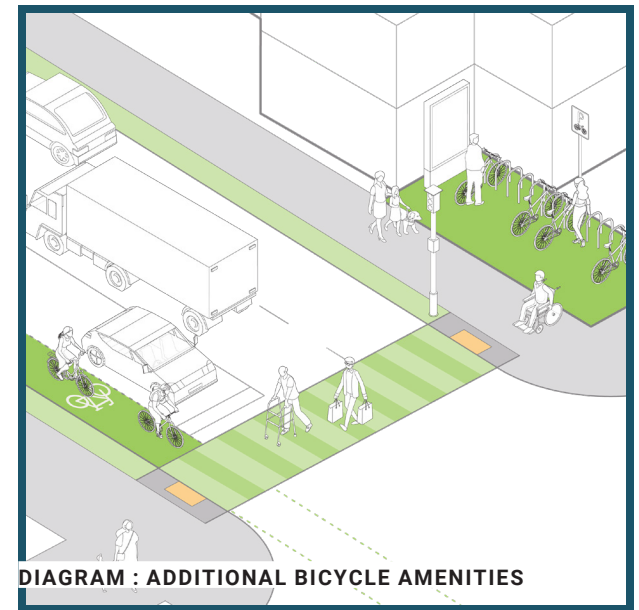
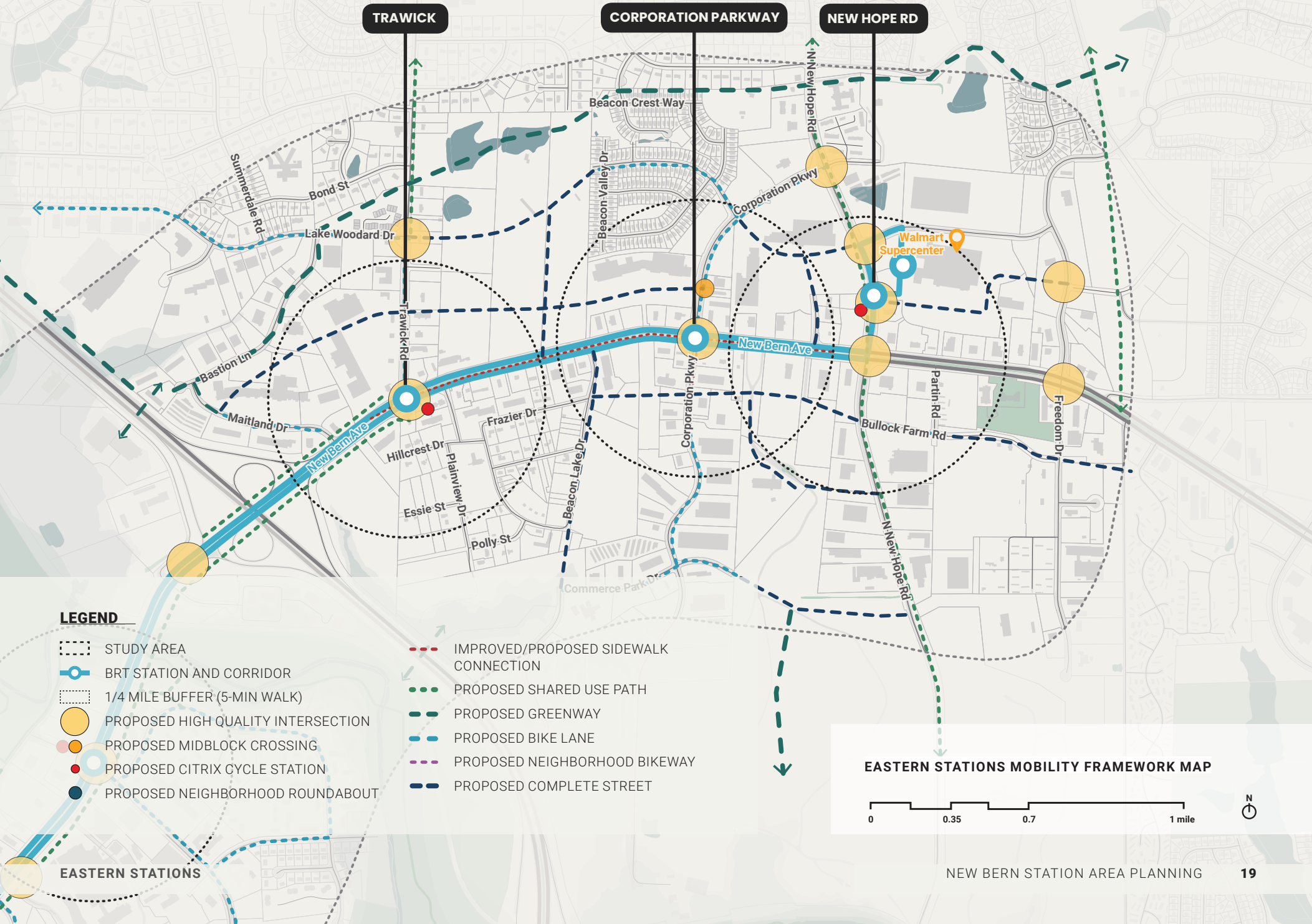


DIAGRAM : ADDITIONAL BICYCLE AMENITIES





## RECOMMENDATIONS

### RETROFIT AND REPURPOSE FOR BICYCLE AND PEDESTRIAN CIRCULATION

Opportunities for multimodal connectivity within the Eastern Stations Area are dependent on **major redesign and retrofitting of corridors**.

A prime example of this is the New Bern Avenue corridor itself, which should continue as the main spine for multimodal connectivity.

- Retrofit of the I-440 crossing to provide a side path **along both sides**, providing physical barriers separating people from automobile traffic.



I-440 INTERCHANGE LOOKING NORTHEAST - BEFORE

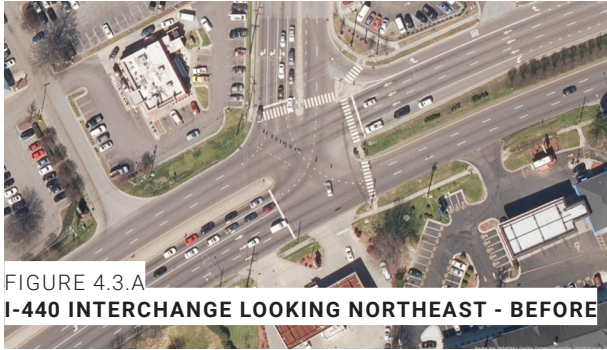


I-440 INTERCHANGE LOOKING NORTHEAST - PROPOSED EXAMPLE



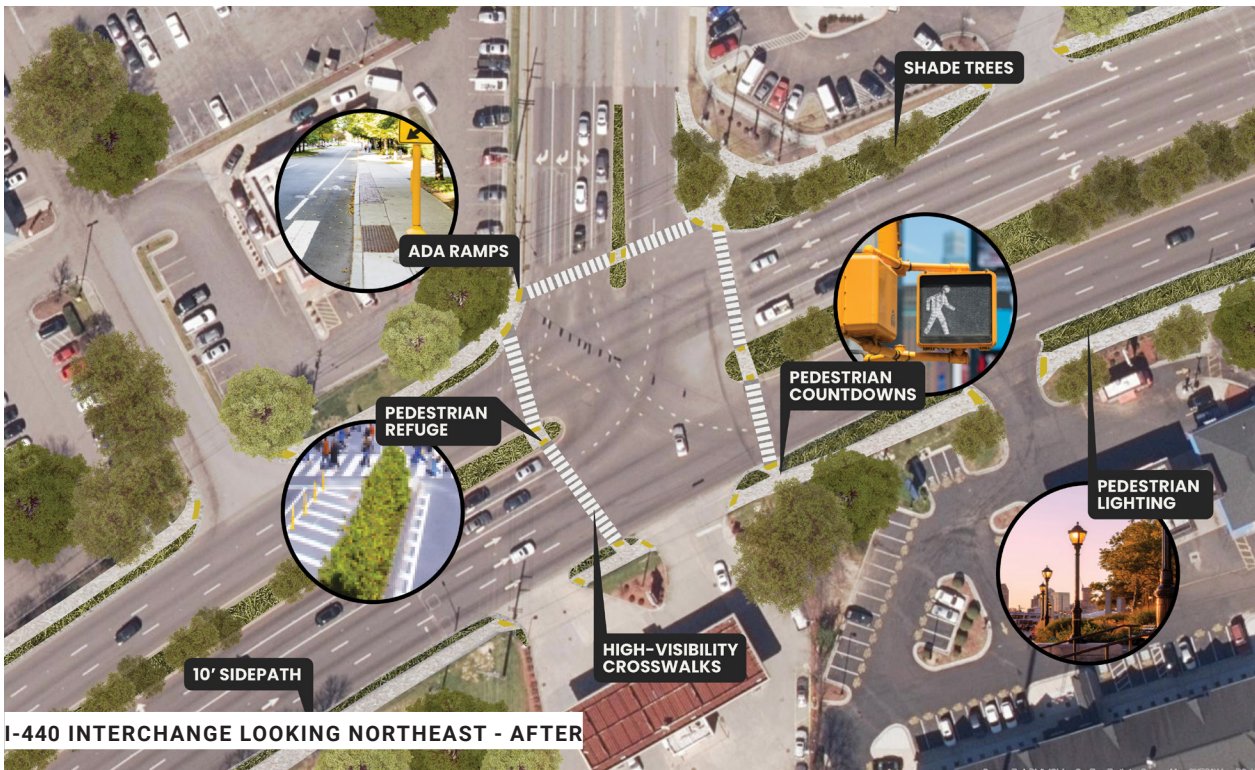
I-440 INTERCHANGE LOOKING NORTHEAST - PROPOSED EXAMPLE





- Equally important are priority intersection enhancements north and south of New Bern Avenue, such as Trawick Road at Tower Shopping Center (where Food Lion is located), where **high-visibility crossing will allow people to access shopping on both sides** of Trawick Road on foot.

- Some extraneous travel lanes along Corporation Parkway, should be repurposed to allow for the addition of bicycle lanes and safer pedestrian crossings. This allows the Beacon Plaza shopping area to be more accessible for pedestrians, bicyclists, and transit riders.





## INTEGRATE AND EXPAND UPON EXISTING CITY PLANS AND DEVELOPMENT PLANS TO ENHANCE MOBILITY

Internal street networks should be built as new and infill development continues to occur in the eastern section of the study area.

- Require developers to include new public streets and provide adequate facilities for multimodal travel.
- The city should manage driveway access to consolidate entrances where possible and reduce conflict points.



CORPORATION PKWY - BEFORE



CORPORATION PKWY - PROPOSED



- Opportunities for greenway connections in this area include the New Hope Road shared-use path, the Neuse River Greenway to the east, and the Crabtree Creek Greenway to the west, some of which are recommended in the Capital Area Greenway Master Plan.
  - Raleigh's Street Plan provides a framework for extending and connecting roadways to form a functional grid network. A connected street grid that provides pedestrian and bicycle facilities translates to improved mobility for all modes, and the Street Plan Map allows for portions to be constructed by the development community.
1. **Lake Woodard Drive Extension**
  2. **Frazier Drive Extension**
  3. **Bullock Farm Road Extension**
  4. **Commerce Park Drive Extension**



CORPORATION PKWY - BEFORE



CORPORATION PKWY - PROPOSED



## SEPARATION FROM CARS

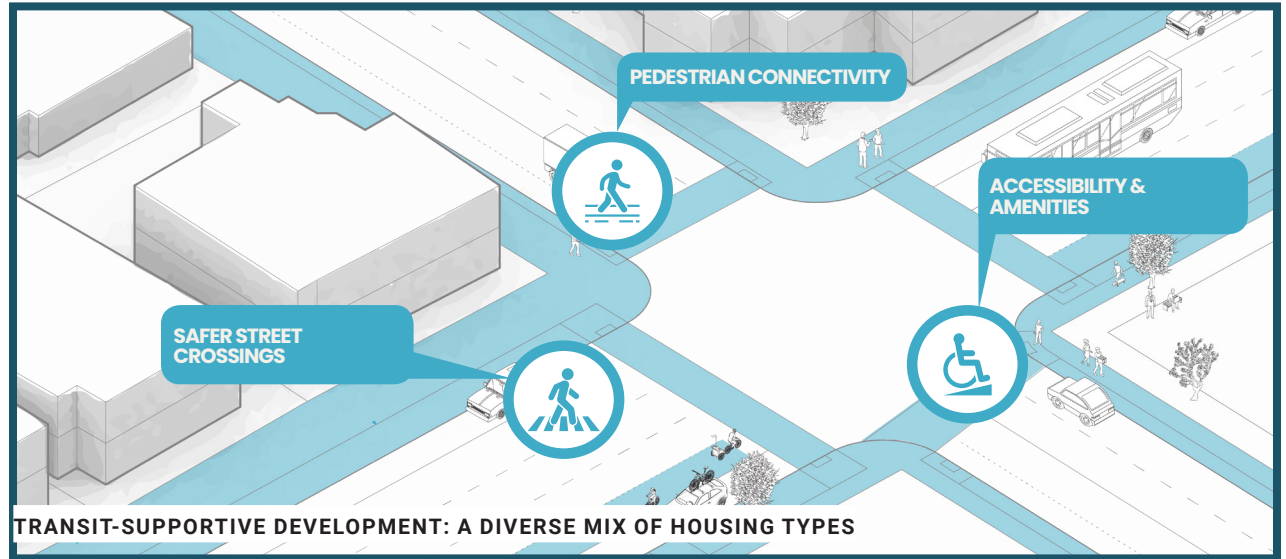
Because of the higher speed and volume of traffic along New Bern Avenue, planning for future accommodation for pedestrians and bicyclists must involve separation from traffic.

## REDEVELOPMENT NEAR BRT STATIONS TO DRIVE TRANSPORTATION DEMAND MANAGEMENT (TDM)

Redevelopment to add density of uses near BRT stations will enable new residents to not own a personal vehicle. Mobility Hubs (*places that bring together public transit, bike share, car share and other ways for people to get where they want to go without a private vehicle*) will further encourage the use of bicycles, bikeshare stations, and will provide WIFI access.

## PARK ONCE AND WALK

Connect nearby shopping centers and reduce the need for people to drive relatively short distances between their various destinations. The addition of street and shade trees will make walking more pleasant when the weather is warm, encouraging people to walk to their shopping and dining destinations.



ACTION/PROJECT/POLICY*	TIMELINE	PLANNING-LEVEL COST CATEGORIES
<b>POLICY: CONNECT PEOPLE TO STATIONS</b>		
It will be safe and easy to walk to BRT stations from nearby neighborhoods. This means filling in sidewalk gaps, improving pedestrian facilities at intersections, and designing and installing other first/last mile connections to stations.		
<b>ACTIONS</b>		
Design and install midblock crossing of New Bern Avenue @ Beacon Lake Dr	Long-term	Staff time for study, cost TBD
Design I-440 crossing shared use path	Medium-term	\$100,000
Design and install road diet along Corporation Pkwy/Improve pedestrian facilities at New Bern Ave intersection	Near-term	\$1 million
Design and install Trawick Drive sidewalk/Improve pedestrian facilities at New Bern Ave intersection	Near-term	\$1.6 million
Design and install New Hope Rd shared use path/Improve pedestrian facilities at New Bern Ave intersection	Near-term	\$1 million
* refers to policy rather than geographic-location		

### TOTAL COST OF EASTERN STATIONS MOBILITY IMPROVEMENTS





4

# OPEN SPACE & PUBLIC REALM

## 4 OPEN SPACE AND PUBLIC REALM

### APPROACH

As noted in a preceding section, most homes in the Eastern Stations Area were developed in large subdivisions. These houses are generally arranged in internally focused neighborhoods featuring cul-de-sacs and curving streets, as opposed to the more traditional gridded block structure seen elsewhere in the corridor.

These neighborhoods typically feature private open space integrated into the community, generally on the edges of development or between streets with backyards abutting them. Outside of these private spaces, much of the area's public open space is represented by existing and planned greenways.

These greenways run (or are planned to run) both north-south and east-west, so the open space/public realm approach for this area is to create connections from private green space to neighborhood greenways, and ultimately to regional amenities such as the Neuse River Greenway and Milburnie Park. Open space amenities are desired but do not currently exist within large commercial or mixed-use developments.

### OPEN SPACE AND PUBLIC REALM FRAMEWORK MAP

This Open Space and Public Realm Framework Map is used to guide the more detailed elements within this plan.

See [Map 5.2.A Eastern Stations Open Space and Public Realm Framework Map](#) on the next page.



**GREEN SPACE CONNECTIONS EXAMPLE**



**EVALUATE  
EXISTING  
ASSETS**



**DEVELOP  
LARGER SYSTEM  
IDENTITY**



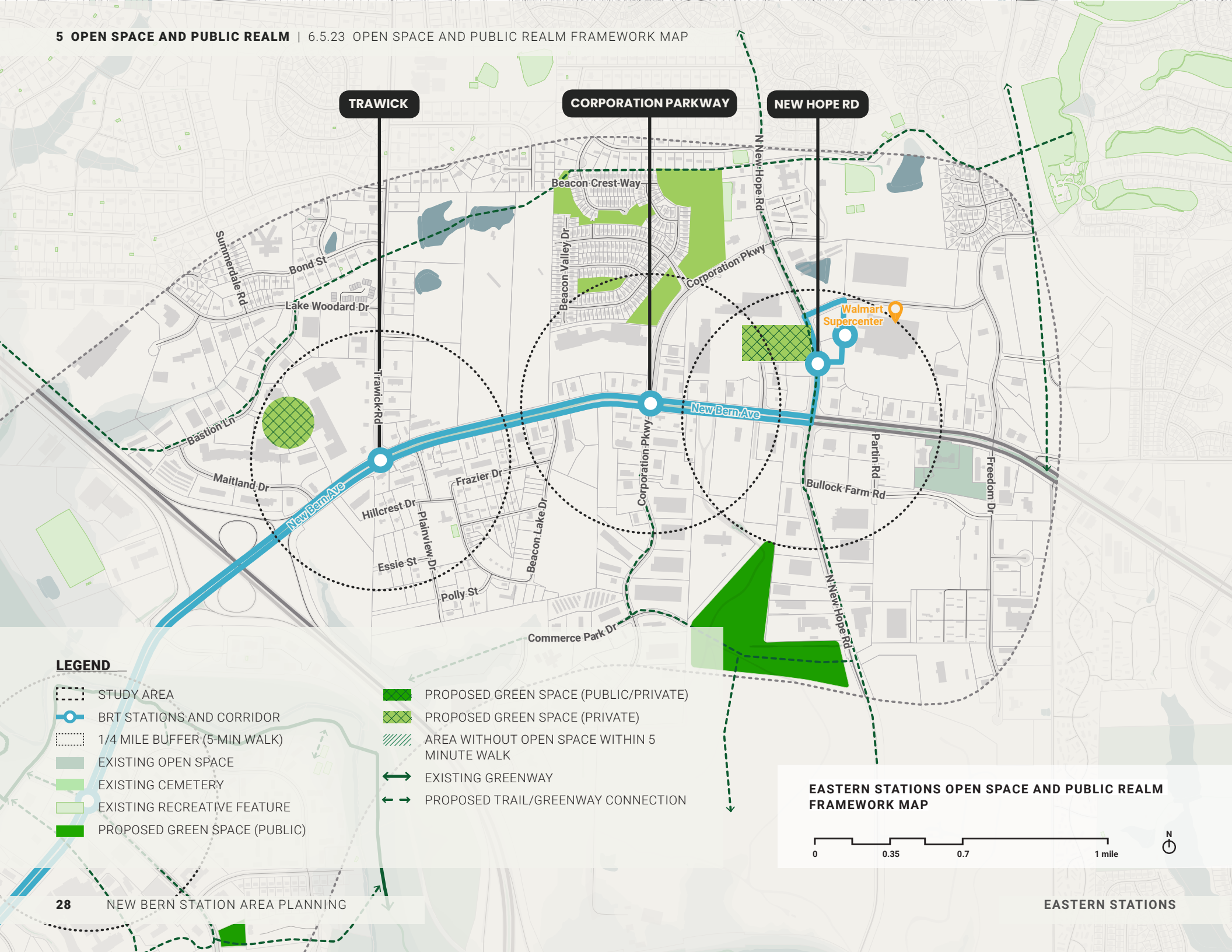
**EXPAND  
PARTNERSHIPS**



**CREATE DESIGN  
TEMPLATES**

**OPEN SPACE APPROACH**





**LEGEND**

- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)
- EXISTING OPEN SPACE
- EXISTING CEMETERY
- EXISTING RECREATIVE FEATURE
- PROPOSED GREEN SPACE (PUBLIC)
- PROPOSED GREEN SPACE (PUBLIC/PRIVATE)
- PROPOSED GREEN SPACE (PRIVATE)
- AREA WITHOUT OPEN SPACE WITHIN 5 MINUTE WALK
- EXISTING GREENWAY
- PROPOSED TRAIL/GREENWAY CONNECTION

**EASTERN STATIONS OPEN SPACE AND PUBLIC REALM FRAMEWORK MAP**



## RECOMMENDATIONS

### CONNECT EXISTING GREENWAYS AND PARKS

Where undeveloped land is available, connection can be made through green 'spurs' leading from neighborhoods to the greenway. In locations where land is not available, an enhanced on-road or back-of-curb facility can provide connection.

This latter type of connection could include widening a sidewalk to become a multi-use path or introducing an on-street bike lane with wayfinding signage.



EXAMPLE OF MULTI-USE PATH AS A CONNECTION



EXAMPLE OF ON-STREET BIKE LANE WITH SIGNAGE

### Open Space and Public Realm Actions

Create a plan to develop Wilder's Grove into a park, included needed improvements, uses, and funding sources.

Facilitate greenway trail connections in new residential development.



EXAMPLE OF CONNECTED GREENWAYS IN RESIDENTIAL CONTEXT



5

# LAND USE & ZONING

# 5 LAND USE AND ZONING

## APPROACH

### PROPOSED TOD OVERLAY

- Activate new development and moderately increase entry spacing at street level and pedestrian access along the frontage.

### PROPOSED HEIGHT BONUS

- Increase building height maximums: base 7 stories and bonus up to 11 stories.

### PROPOSED ZONING CHANGES

- Changes to R-10 zoning on Hillcrest Drive and Frazier Drive.

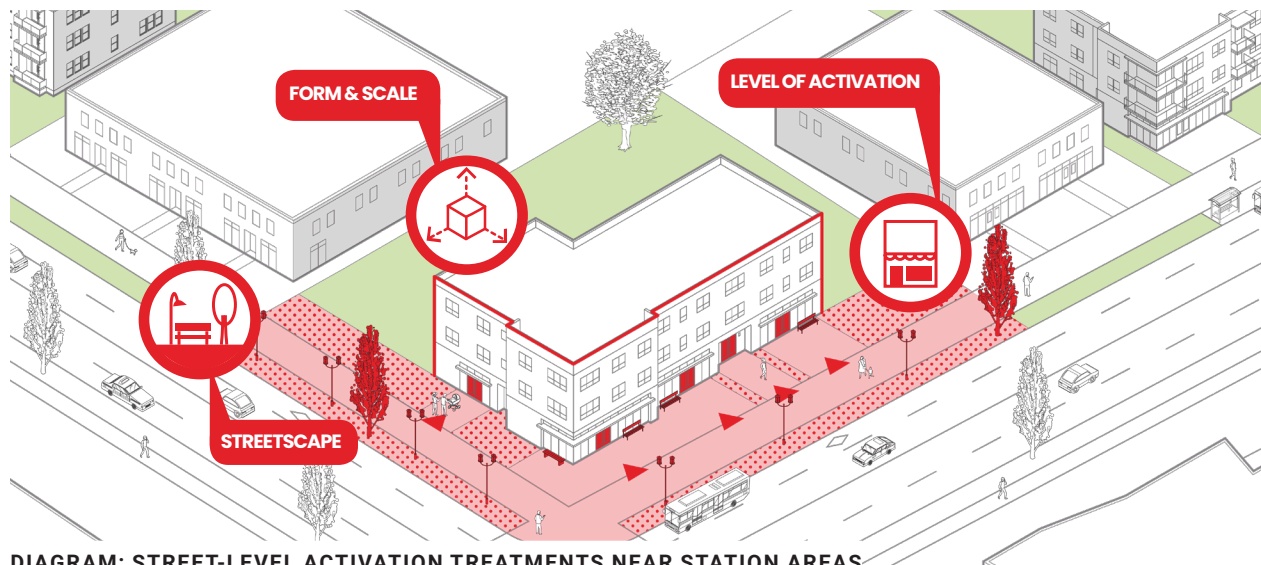


DIAGRAM: STREET-LEVEL ACTIVATION TREATMENTS NEAR STATION AREAS



**REZONE BASE DISTRICTS**



**ADJUST BUILDING FORM**



**MATCH LOCAL IDENTITY**



**ACTIVATE STREETS**



**ENHANCE PEDESTRIAN CONNECTIONS**

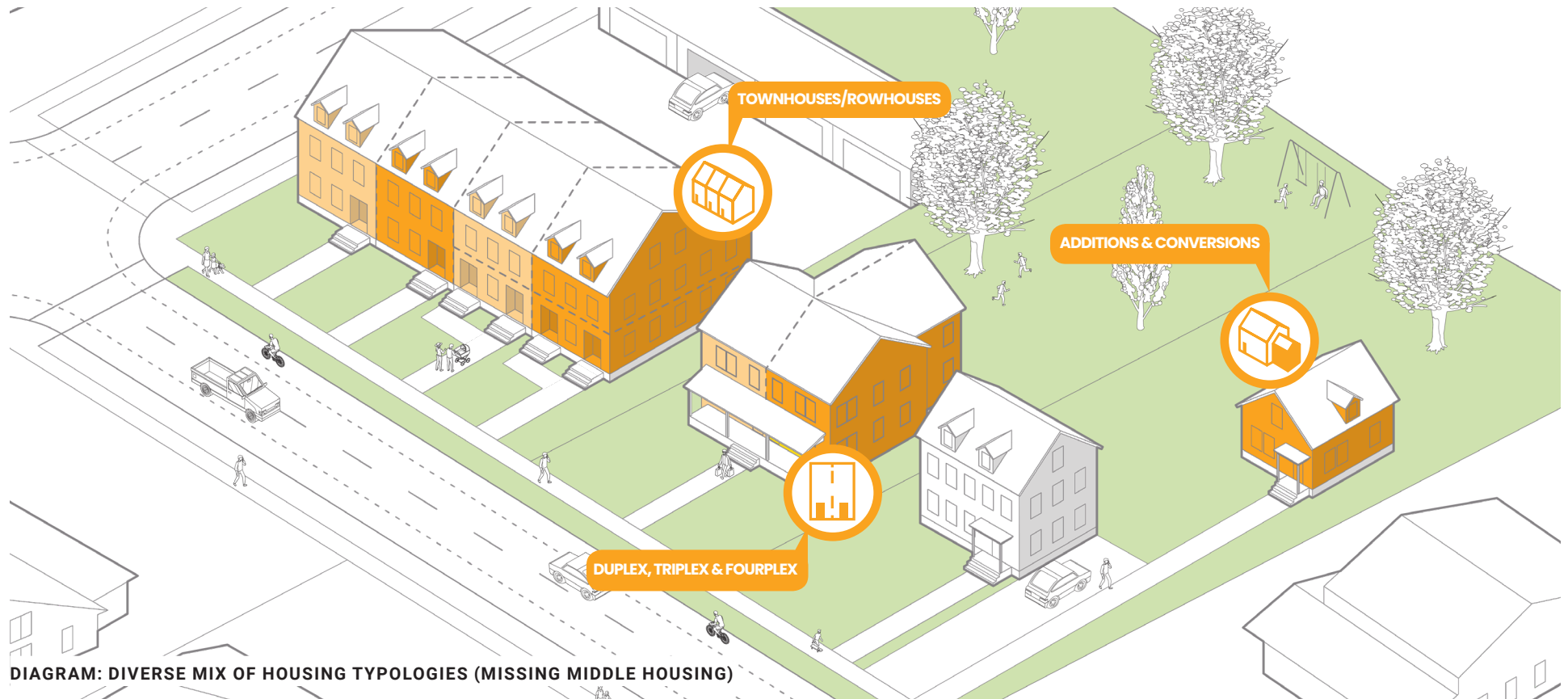
LAND USE AND ZONING APPROACH

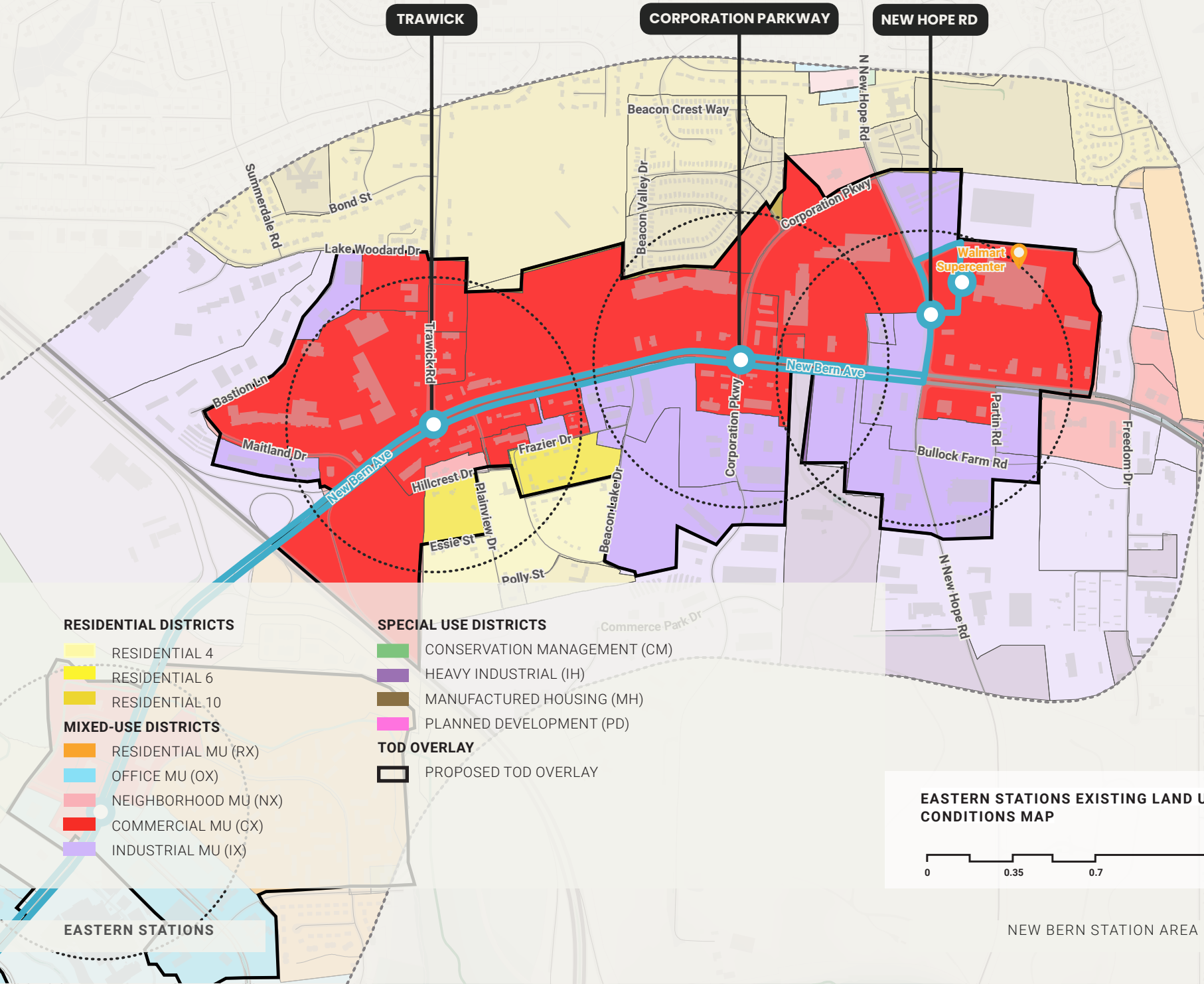


## EASTERN STATIONS PROPOSED LAND USE AND ZONING MAP

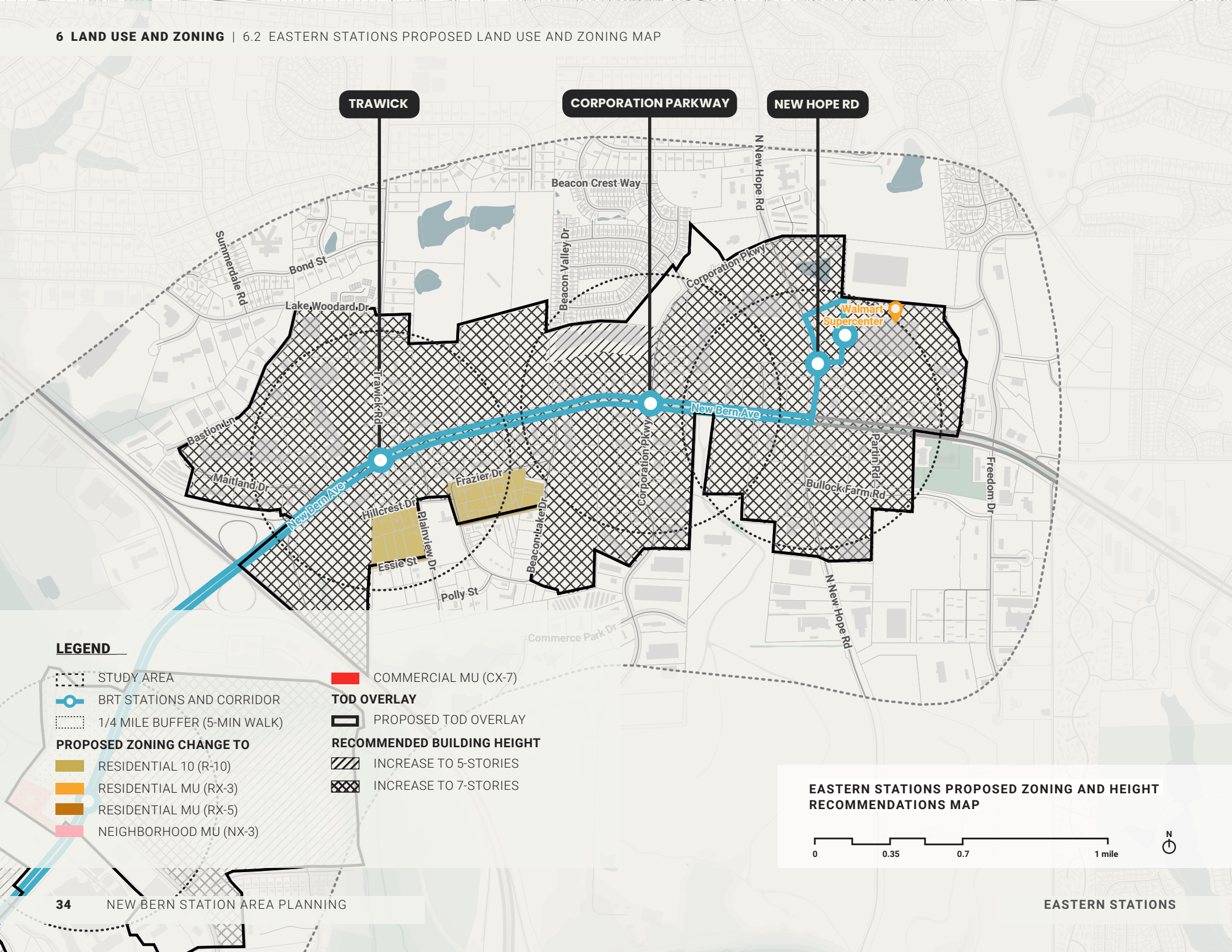
This Eastern Stations Proposed Land Use and Zoning Map is used to guide the more detailed elements within this plan.

- See [Map Eastern Stations Existing Land Use and Zoning Conditions Map](#) on the next page.
- See [Map Eastern Stations Proposed Zoning and Height Recommendations Map](#) on the next page.









## RECOMMENDATIONS

ACTION/PROJECT/POLICY*	TIMELINE	PLANNING-LEVEL COST CATEGORIES
<b>REZONE BASE DISTRICTS</b>		
Strategically rezone base districts under the TOD Overlay to generate transit-supportive growth	Near-term	Low cost
<b>ADJUST BUILDING FORM</b>		
Implement increased height maximums for base districts under the TOD Overlay and revise bonus height requirements in TOD to generate appropriately scaled growth for each of the 3 station areas	Near-term	Low cost
<b>ACTIVATE STREETS</b>		
Apply Urban Frontage Standards that generate an active and engaging street edge	Near-term	Low cost
<b>ENHANCE PEDESTRIAN CONNECTIONS</b>		
Require additional standards for direct access and street-facing entrances to enhance pedestrian connectivity between the sidewalk and the building (TOD block sizes, block perimeter that supports walkability)	Near-term	Low cost

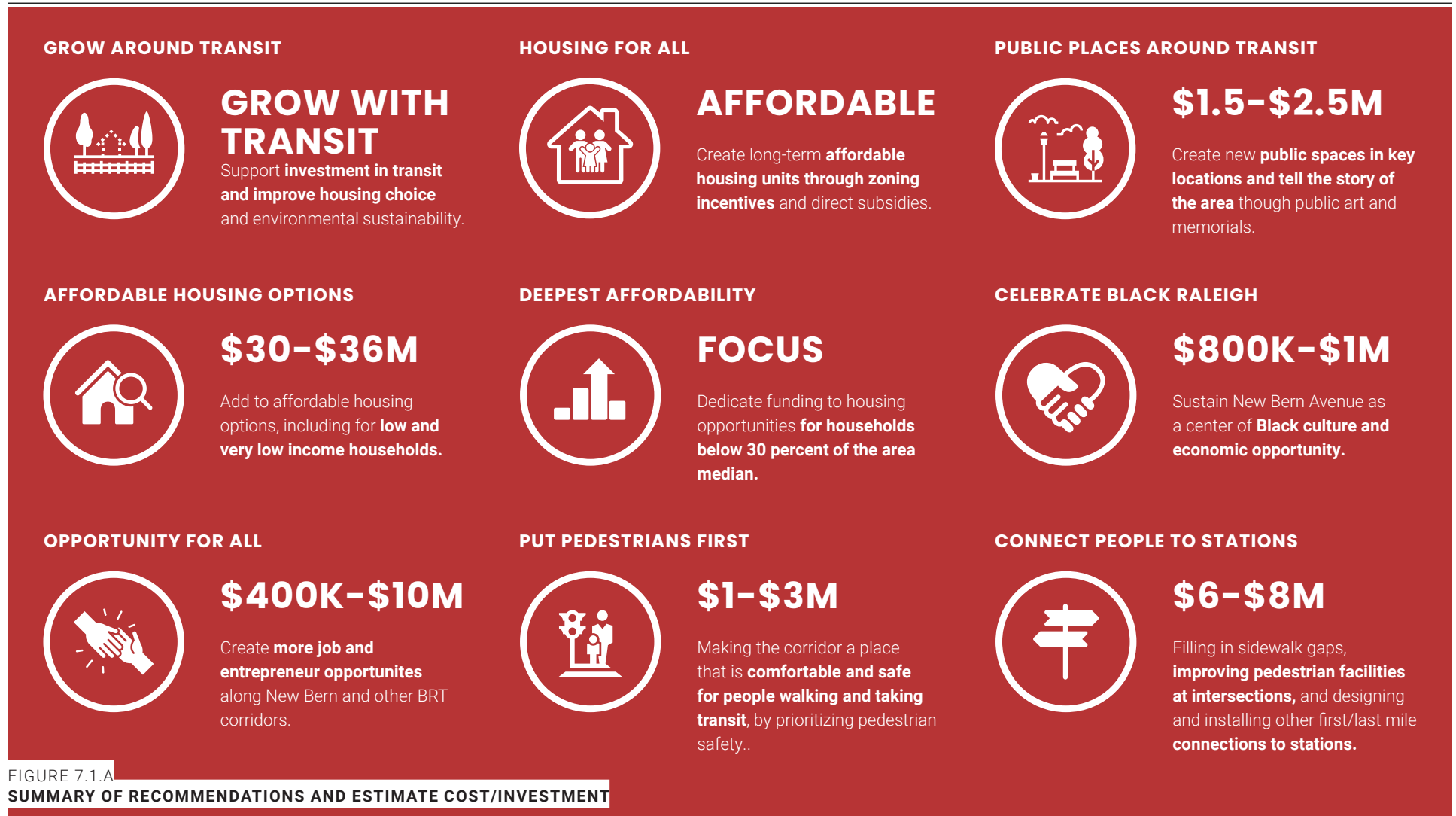
\* refers to policy rather than geographic-location



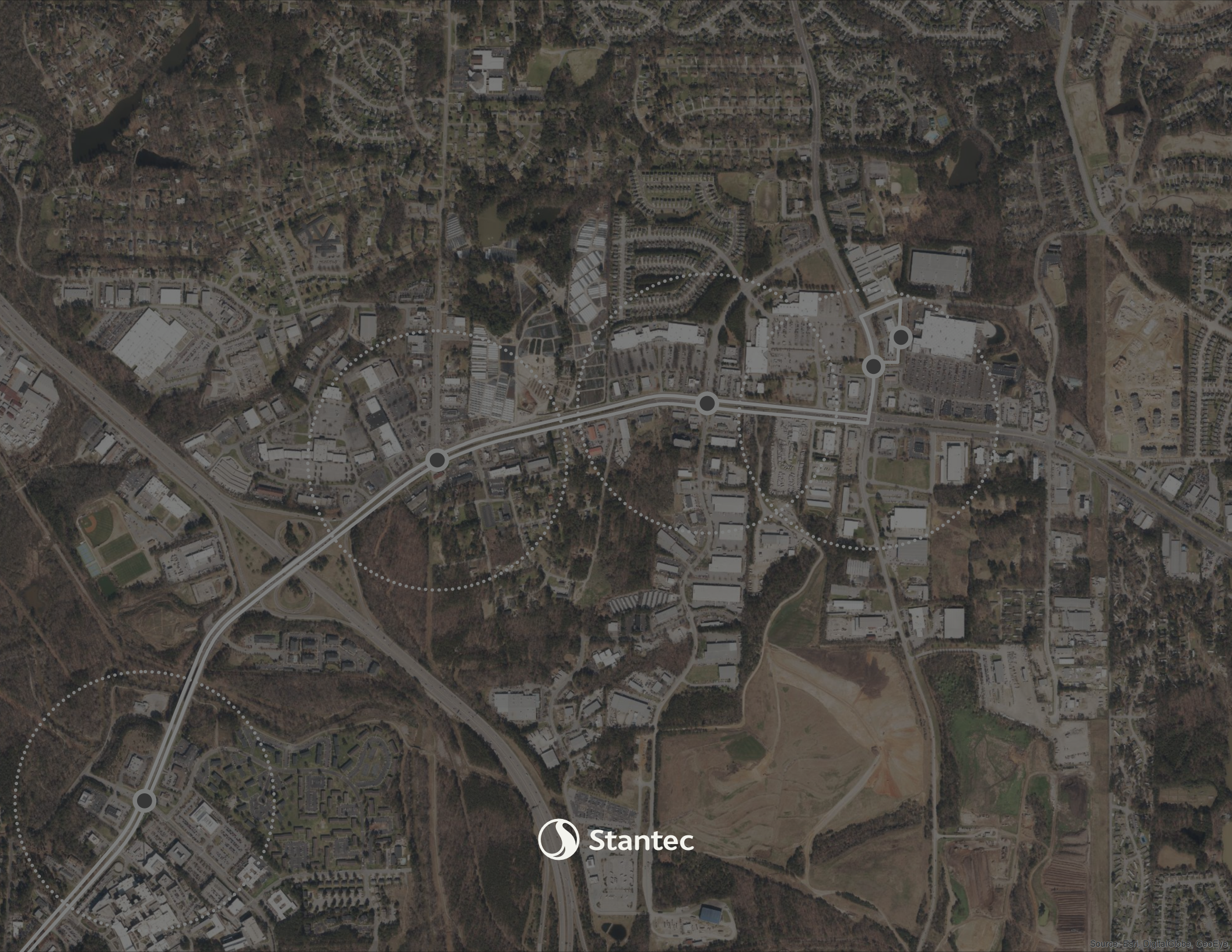
# 6 **ACTION**

## 6 ACTION

### SUMMARY OF ALL RECOMMENDATIONS











These materials were prepared by Stantec for the City of Raleigh Planning and Development Department.