NEW BERN AVENUE STATION AREA PLAN

MIDDLE STATION AREAS
COMMUNITY WORKSHOP WRAP-UP
OCTOBER 8TH, 2021
AGENDA

1. How We Got Here

2. What We Are Learning
   Inspiration and Ideas
   o Emerging Themes
   Community and Stakeholders
   o Housing and Business Support
   o Mobility
   o Parks

3. Putting It Together...

4. 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
YOUR INVOLVEMENT THIS WEEK
YOUR INVOLVEMENT THIS WEEK: ONLINE SURVEYS

- 94% I'm fine with taller buildings and more change near BRT stations if it means allowing a wide range of affordable housing options and more shopping and offices in the surrounding area.
- 6% I'd rather not see much change around BRT stations.
YOUR INVOLVEMENT THIS WEEK:
ONLINE SURVEYS

Deep affordability
How important is it to create deeply affordable housing opportunities for low and very low income households along the corridor?

- 48% Very important
- 29% Important
- 16% Somewhat important
- 8% Not important
YOUR INVOLVEMENT THIS WEEK: ONLINE SURVEYS

- 97% I'm fine with more change near BRT stations if it means improving walkability and reducing carbon emissions and air pollution
- 3% I'd rather not see much change around BRT stations
VISION STATEMENT — WHAT YOU ARE SAYING

Positive Growth

Where Does the Green Go?

Keep zoning from high density

Zoning a priority – not losing integrity in community

More Mixed-use

A toast to our history

Replace crepe myrtle trees with comparable nature

Historic Preservation

Remain economically and culturally diverse

KEEPING RESIDENTIAL AND A COMMUNITY ATMOSPHERE
FIRST THOUGHTS
VISION STATEMENT

Our community is a Garden in the City, highlighting the natural beauty of Raleigh. New growth must promote, enhance and integrate into the forested groves that are the hallmark of our City of Oaks. Our community’s transformation prioritizes place, thoughtful redevelopment and the natural environment, in order to grow together strategically.

TO US THIS MEANS:

1. Ensuring all new development include new green spaces designed to welcome the entire community.

2. As the corridor evolves, we see an expansion of housing choices that blend into the established neighborhoods and offer a variety of price points so all can benefit from our growing city.

3. New Bern’s role as a green gateway into Downtown is enhanced through unique placemaking, neighborhood centers and a strategic increase in density that can accommodate a wide variety of housing preferences and family types.
WHAT WE ARE LEARNING
INSPIRATION AND IDEAS
TOC NODES

• Existing Framework
• Large parcel sites ready for redevelopment
• Stable communities on edges
HOW DO WE GET TO THE OTHER SIDE?

• Safe Connections across New Bern
• Broader bike/ped network connectivity regionally
• Safe walks to/from schools, jobs, amenities, transit
NATURE – WHERE DOES THE GREEN GO?
MANAGING CHANGE
WHAT WE ARE LEARNING
HOUSING AND BUSINESS SUPPORT
WHAT CAN WE DO ABOUT IT?
OUR BUCKET OF TOOLS

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
• 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

MORE SUPPLY, MORE OPTIONS

WHAT TYPE OF OPTIONS?

SCALE + CONTEXT MATTER

KNOWING WHAT TO ASK FOR
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

Photo courtesy of Zodi-Farms®
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
MOBILITY
RECONNECT OUR COMMUNITY
TRANSPORTATION

Problems/Key Takeaways:
- Safety crossing @ intersections
- Speeding cars – commuters
- Gapped sidewalks (I-440)
- North-South connections

Meaningful Mobility:
- Pedestrians First!
- Reconnect key Destinations
- Close the gap on the sidewalks/ Greenways
- Safe - separated bikeways
- Doing More with less:
  - Redesign Interchange
  - High Quality Intersection treatments (bike/ped/transit)
  - Traffic Calm New Bern...
WHO ARE WE PLANNING FOR?

- Walk
- Bike
- Transit
- Cars

Transportation Planning
7-min walk

Assumes 3 miles per hour pace (1/4 miles per 5 minutes)
WHAT WE ARE LEARNING
PARKS IDEAS
OPEN SPACE

Problems/Key Takeaways:

• Few usable active parks within ¼ mile to homes
• Few existing green spaces in study area have amenities
• Most homes are located far from a playground
• Nature abounds but hard to be in it (in public areas)

Opportunistic Open Space:

• Enhance the natural
• Seek ways to allow safer walks to existing assets (like the lakes)
• Use green and blue assets to connect to BRT stations and the Crabtree Creek Trail
• Seek “win-wins” between nature and people
• Champions: City, HOAs, Raleigh Country Club
A NATURALISTIC LANDSCAPE

neighboring concepts © Stantec
LOCAL FLORA
EXISTING “PARKS” AND 5 MIN. WALK AREAS
EXPAND THE “BLUE RIBBON” TRAIL SYSTEM
EXISTING DAM AT LONGVIEW LAKE DR.
PROPOSED BOARDWALK
EXPAND THE "BLUE RIBBON" TRAIL SYSTEM
THE COUNTRY LANE
PUTTING IT TOGETHER
URBAN FRAMEWORK
PUTTING IT TOGETHER... STRATEGY

**TRANSITION**
- preserve
- protect
- capitalize

**REDEVELOP**
- opportunities
- vacancies
- lifecycle

**TRANSFORM**
- modernize
- rebrand
- edges
PUTTING IT TOGETHER... FRAMEWORK

TRANSITION
PUTTING IT TOGETHER... FRAMEWORK
PUTTING IT TOGETHER... CONCEPT
PUTTING IT TOGETHER... TRANSITION

KEY IDEAS

• Deep setbacks
• Large side yard buffer
• Lower scale redevelopment (3 story)
• TOD-Overlay concept
PUTTING IT TOGETHER... TRANSITION

WHAT COULD NEW GROWTH LOOK LIKE?

• Impact mitigated by:
  • Building height transition + 2-story bonus height
  • Landscaped buffers
  • Wall/fence
  • Bonus Height
    • TOD Overlay
PUTTING IT TOGETHER... TRANSFORM

Concept Program

• New development along New Bern supporting walkability
• Large setbacks with landscape
• Retention of Alamo Drafthouse
PUTTING IT TOGETHER… REDEVELOP

Concept Program

- Approx. 100,000 sqft Retail
  - Poole and New Bern retail Frontages
- Housing
  - Approx. 800 Apartments
  - Approx. 200 Townhomes
  - 5-7 story buildings + 3 story townhome options
  - Multi-phased
  - Mix of market, senior and affordable options
PUTTING IT TOGETHER...FRAMEWORK
PUTTING IT TOGETHER...CONCEPT
PUTTING IT TOGETHER...REDEVELOP

Concept Program

- Senior Housing
  - 400-600 Units
    - Continuum of Care (Active to end of life)
  - Multi-phased
SETTING THE STAGE – WHAT’S NEXT
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

• Support the development of a hierarchy of mobility choices

• Update policies and regulations to focus on safety at crossing points
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

• 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 15, 2021 1-4PM:** Bike/Ped Safety Summit
• **Winter 2022:** Draft Plans for comment

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

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