



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

- Emerging Themes

Community and Stakeholders

- Housing and Business Support
- Mobility
- 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

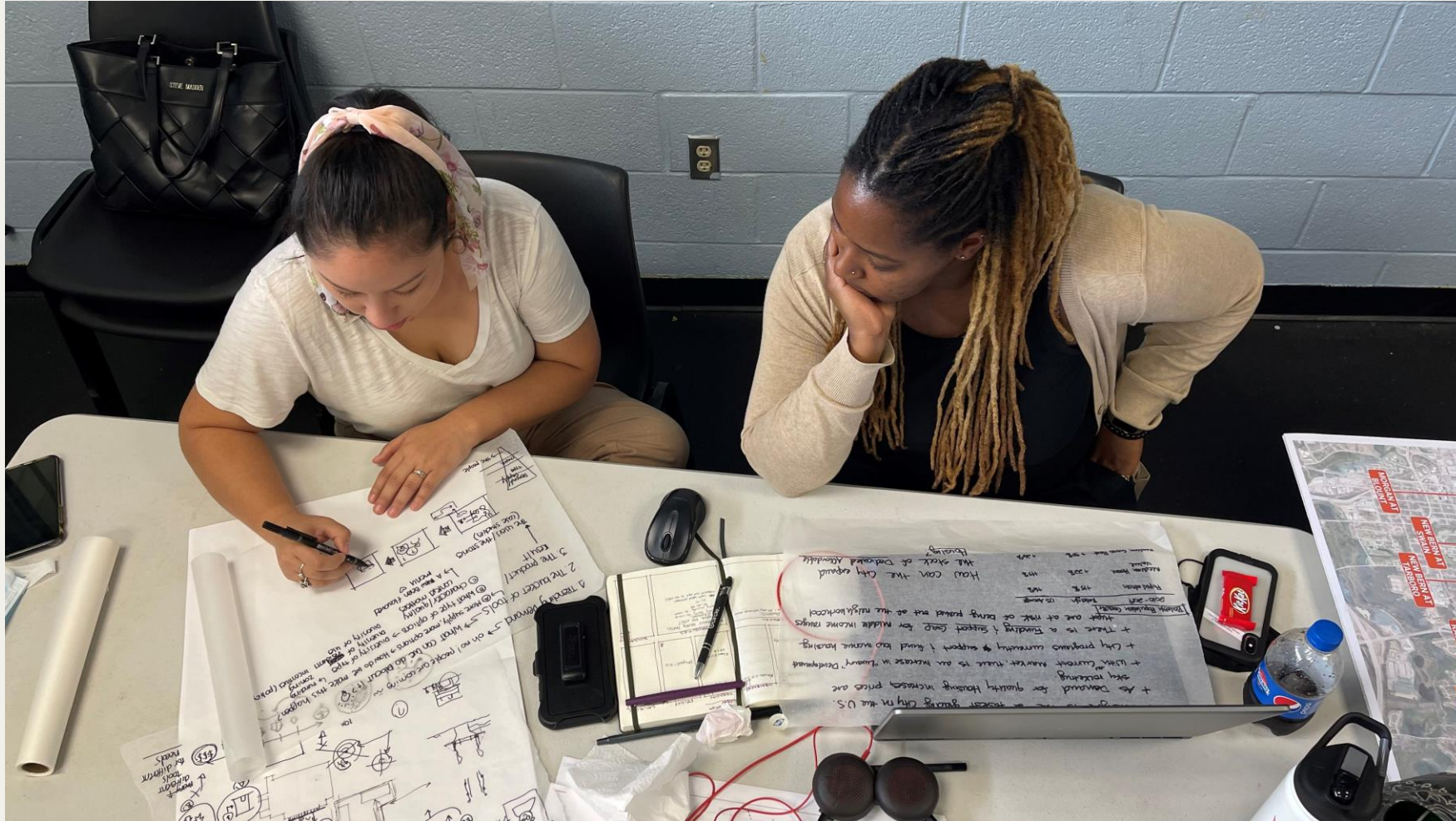
YOUR INVOLVEMENT THIS WEEK



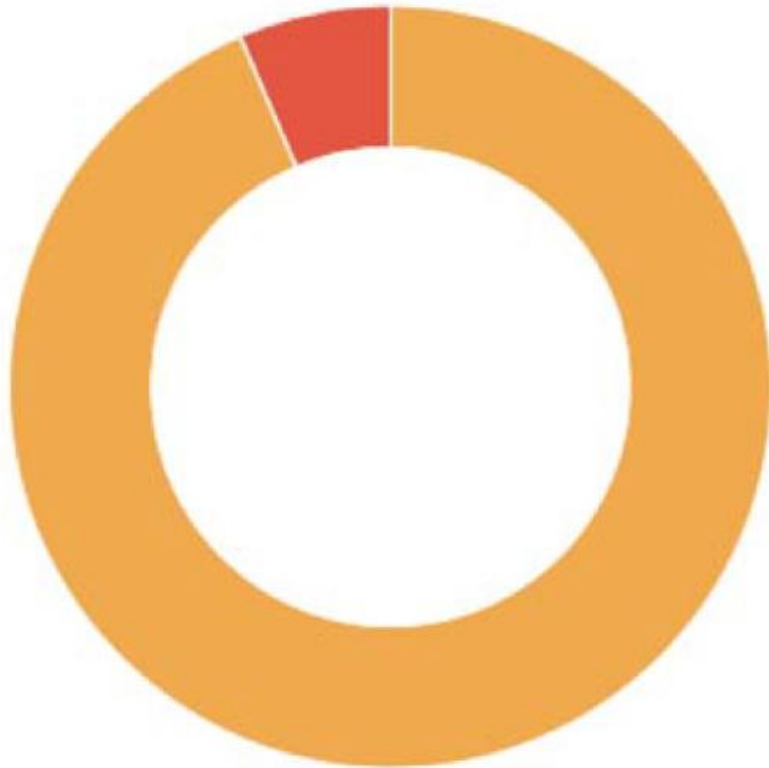
YOUR INVOLVEMENT THIS WEEK



YOUR INVOLVEMENT THIS WEEK



YOUR INVOLVEMENT THIS WEEK: ONLINE SURVEYS

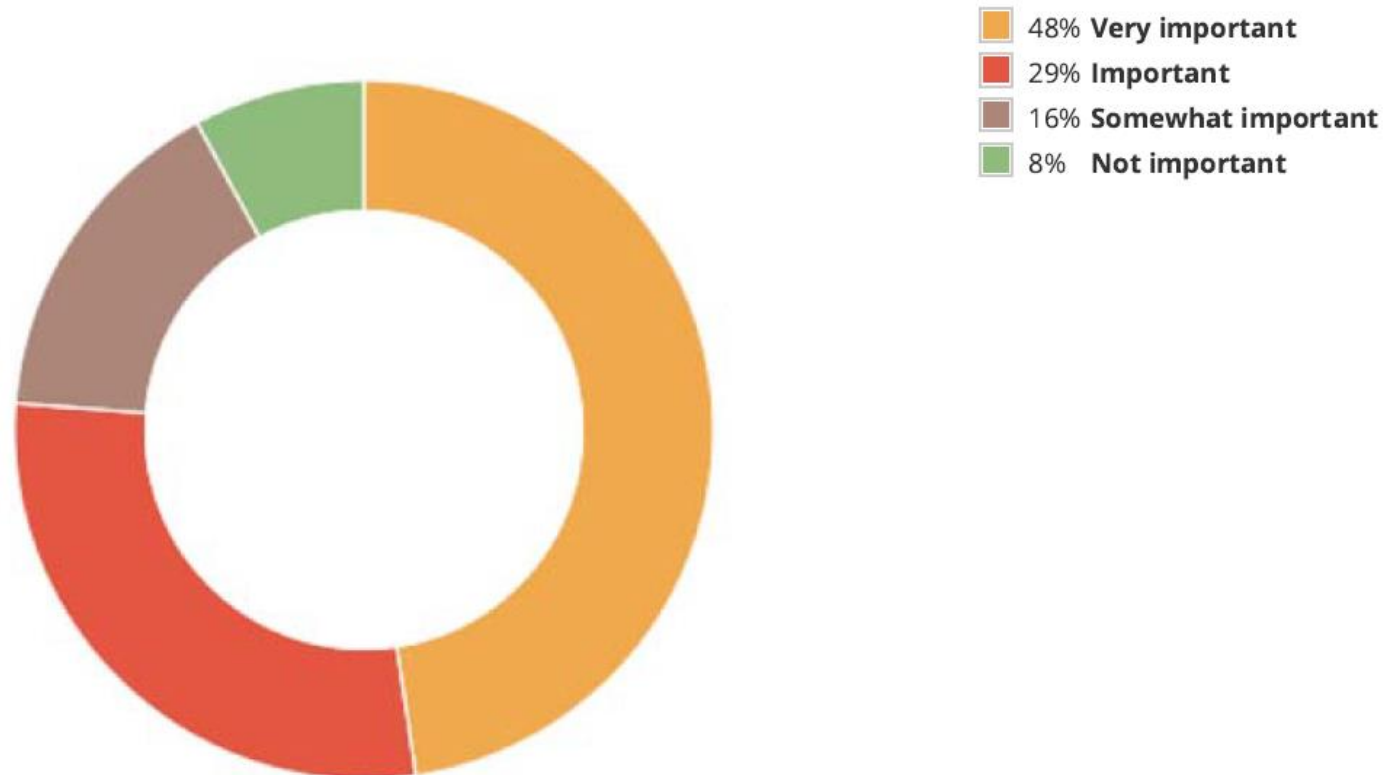


- 94% I'm fine with taller buildings and more change near BRT stations if it means allowing a wide range of affordable housing options and more shopping and offices in the surrounding area.
- 6% I'd rather not see much change around BRT stations.

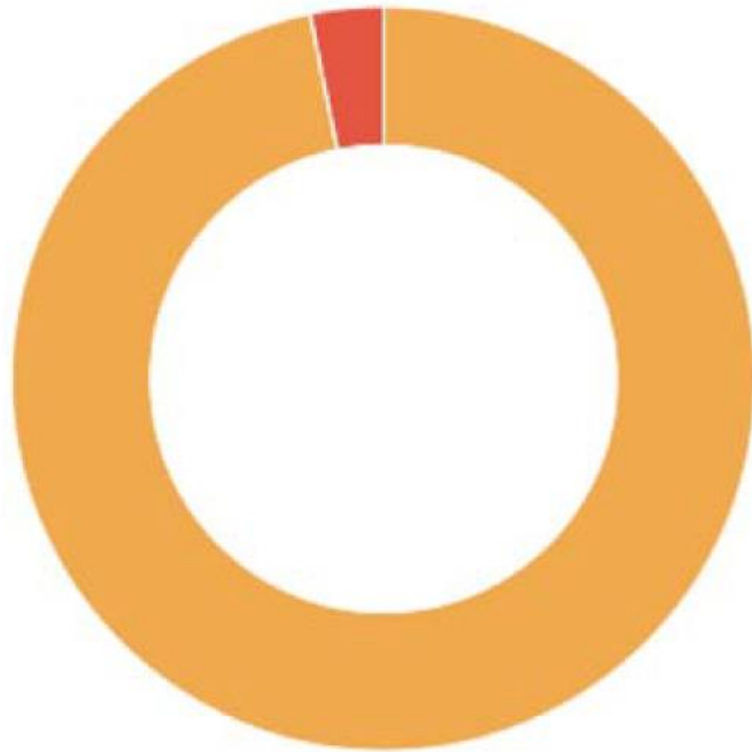
YOUR INVOLVEMENT THIS WEEK: ONLINE SURVEYS

Deep affordability

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



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

Replace crepe myrtle trees
with comparable nature

Where Does the
Green Go?

More Mixed-use

Keep zoning from high
density

Zoning a priority – not losing integrity in community

A toast to
our history

Historic
Preservation

KEEPING RESIDENTIAL AND A
COMMUNITY ATMOSPHERE

Remain economically and
culturally diverse



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:

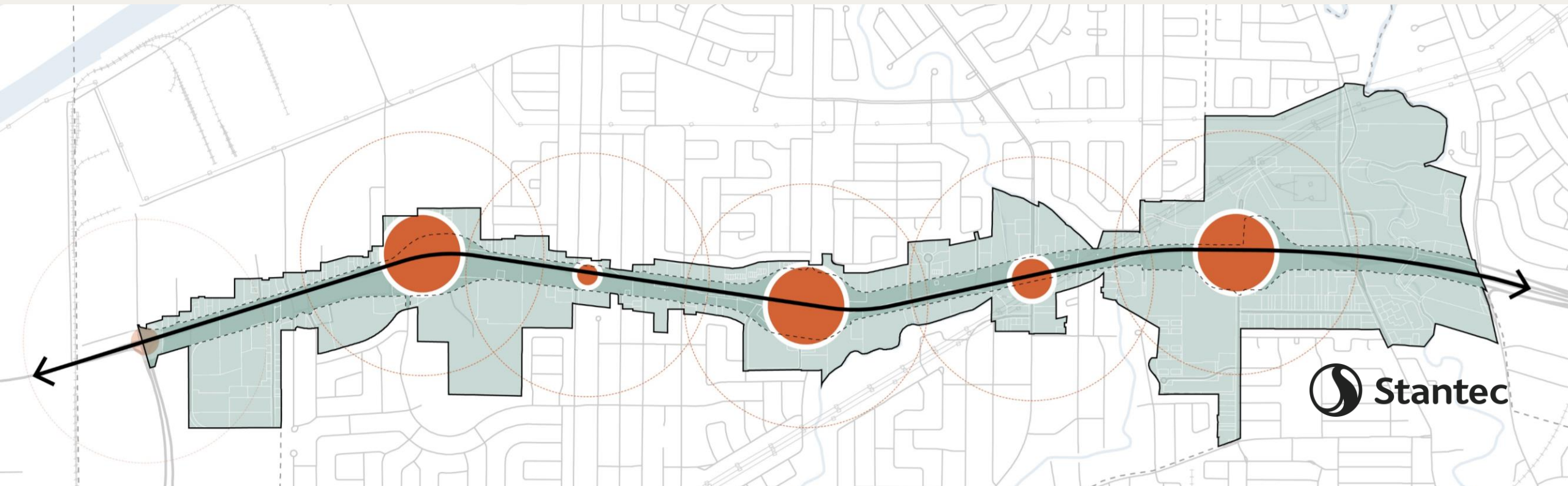
1. Ensuring all new development include **new green spaces** designed to welcome the entire community.
2. As the corridor evolves, we see an expansion of **housing choices** that blend into the established neighborhoods and offer a variety of price points so all can benefit from our growing city.
3. 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

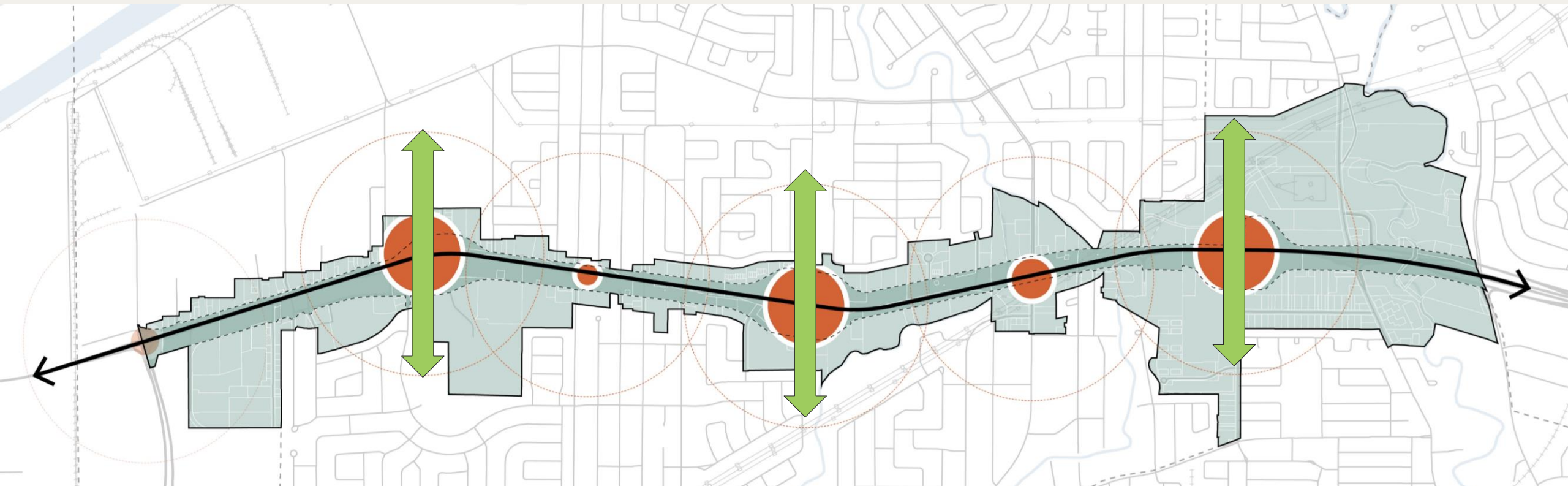
TOC NODES

- Existing Framework
- Large parcel sites ready for redevelopment
- Stable communities on edges



HOW DO WE GET TO THE OTHER SIDE?

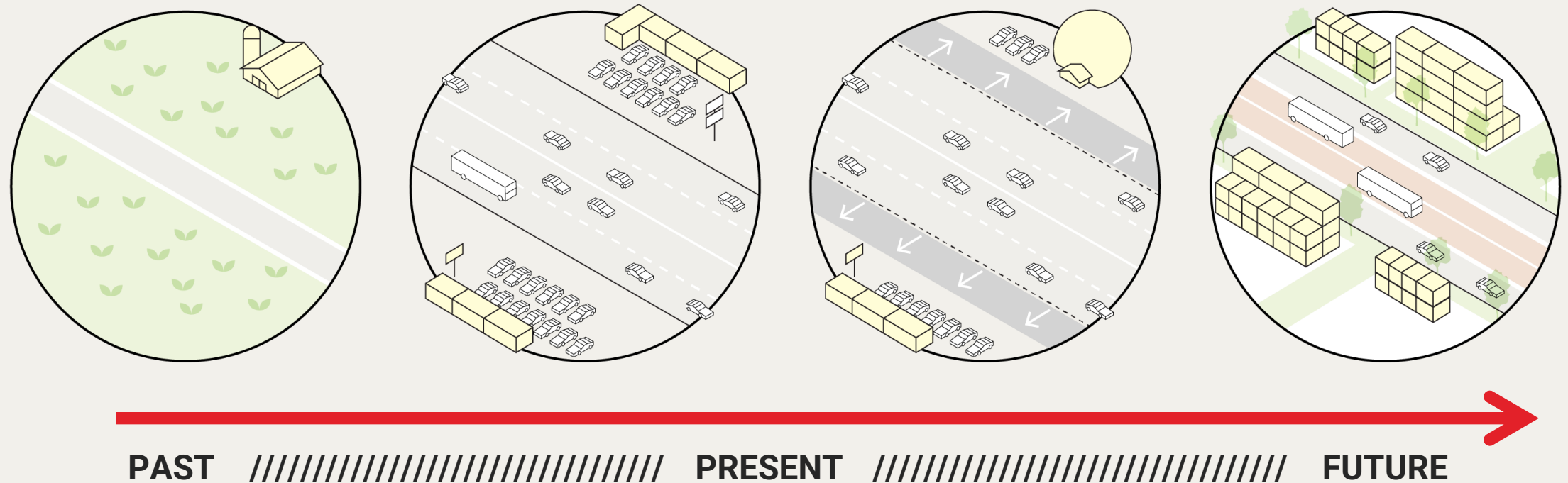
- Safe Connections across New Bern
- Broader bike/ped network connectivity regionally
- Safe walks to/from schools, jobs, amenities, transit



NATURE – WHERE DOES THE GREEN GO?



MANAGING CHANGE

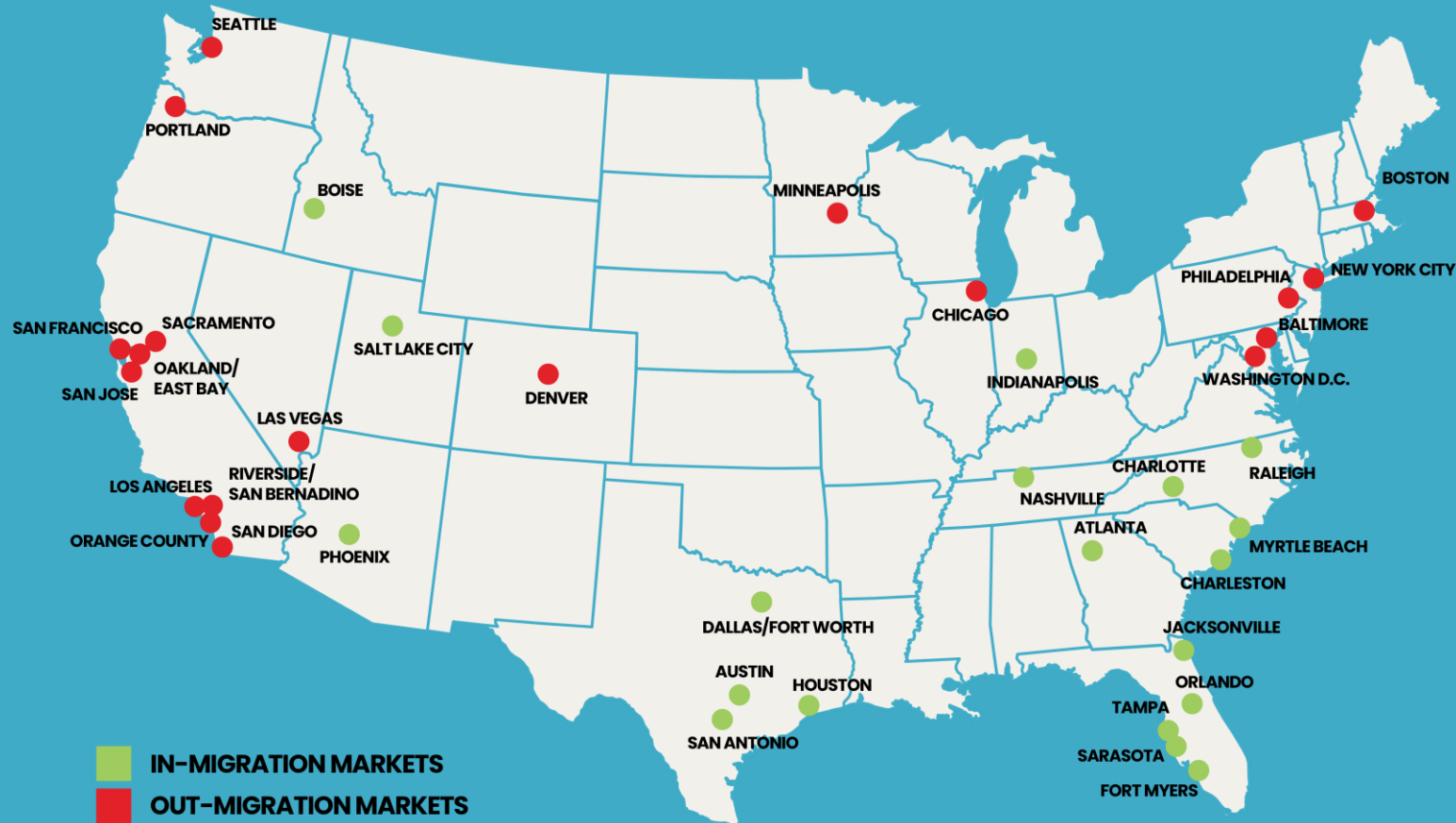


WHAT WE ARE LEARNING

HOUSING AND BUSINESS SUPPORT

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

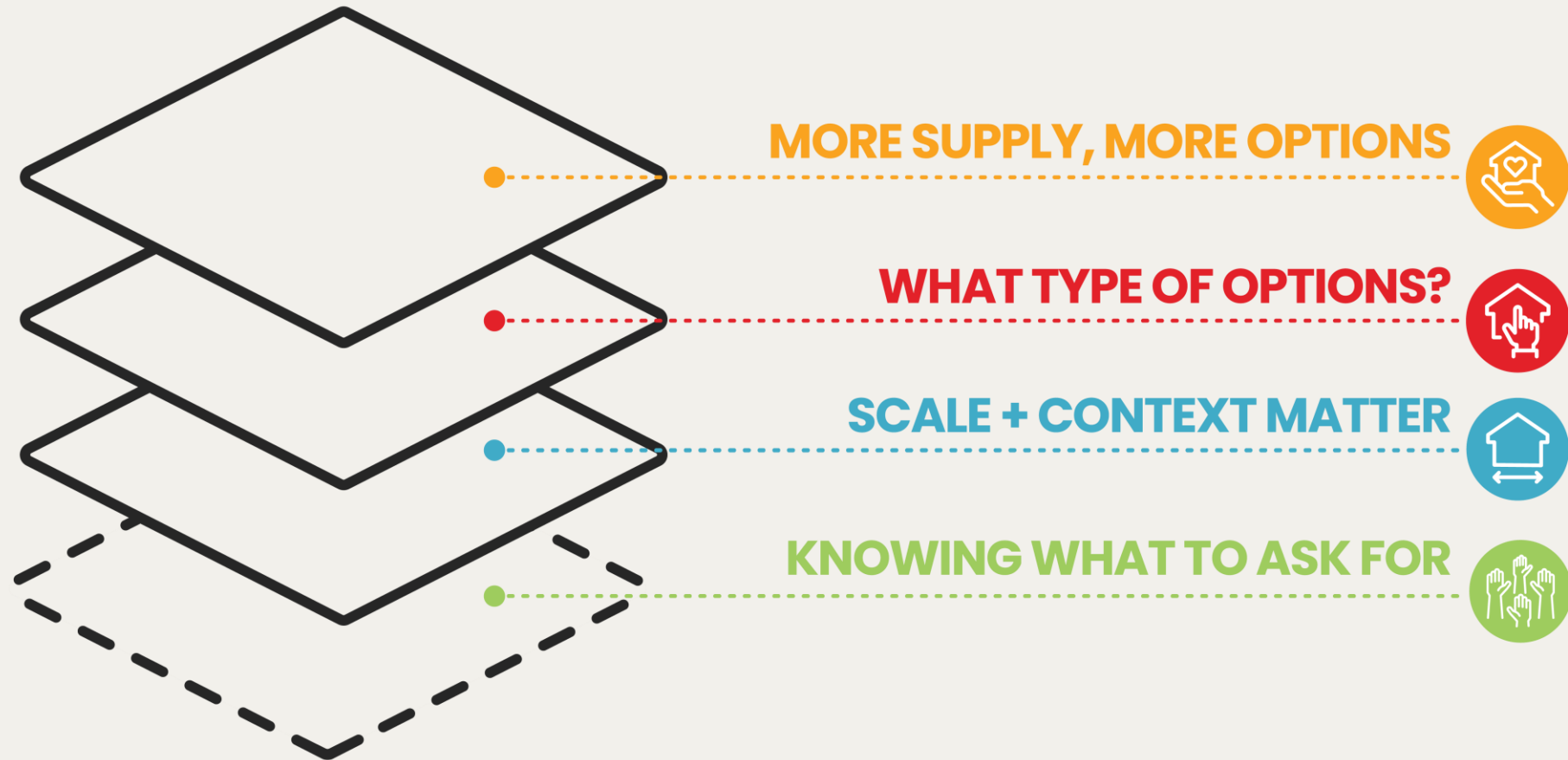
- A housing menu tailored to New Bern avenue

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

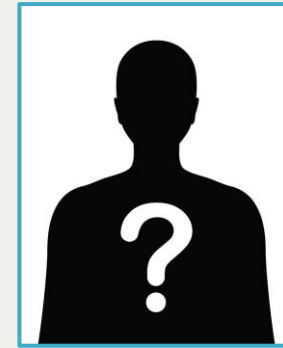
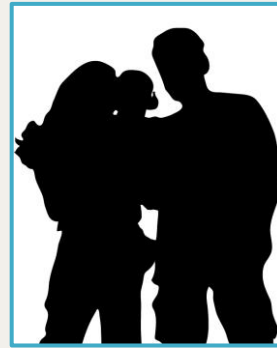


WHAT WE ARE LEARNING

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



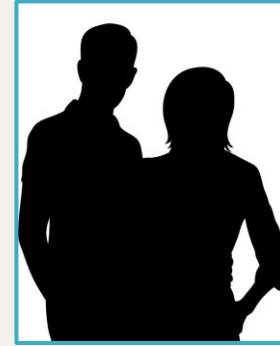
Young Family

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

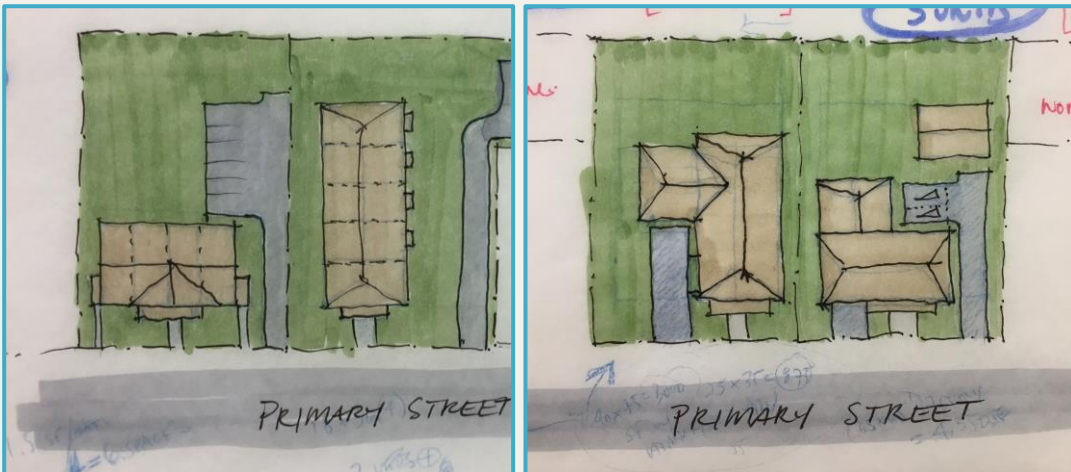


WHO ARE WE MISSING?

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

MOBILITY

RECONNECT OUR COMMUNITY

TRANSPORTATION

Problems/Key Takeaways:

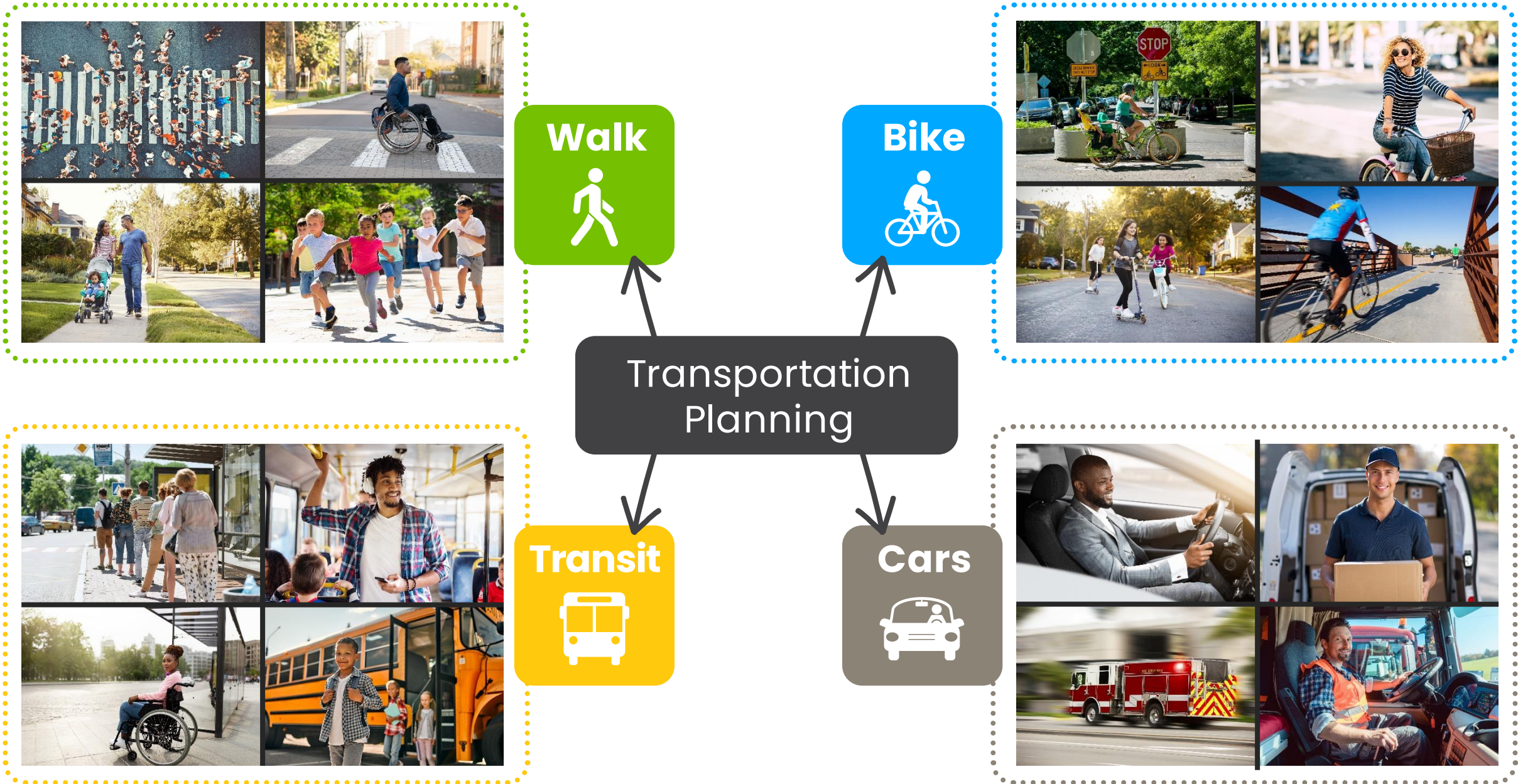
- Safety crossing @ intersections
- Speeding cars – commuters
- Gapped sidewalks (I-440)
- North-South connections



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?



TRAWICK

NEW BERN AVE & TRAWICK RD AFTER

SHADE TREES

ADA RAMPS

PEDESTRIAN
COUNTDOWNS

PEDESTRIAN
REFUGE

PEDESTRIAN
LIGHTING

HIGH-VISIBILITY
CROSSWALKS

10' SIDEPATH

POOLE



CALUMET AT CRABTREE CREEK



PEARTREE



LONGVIEW

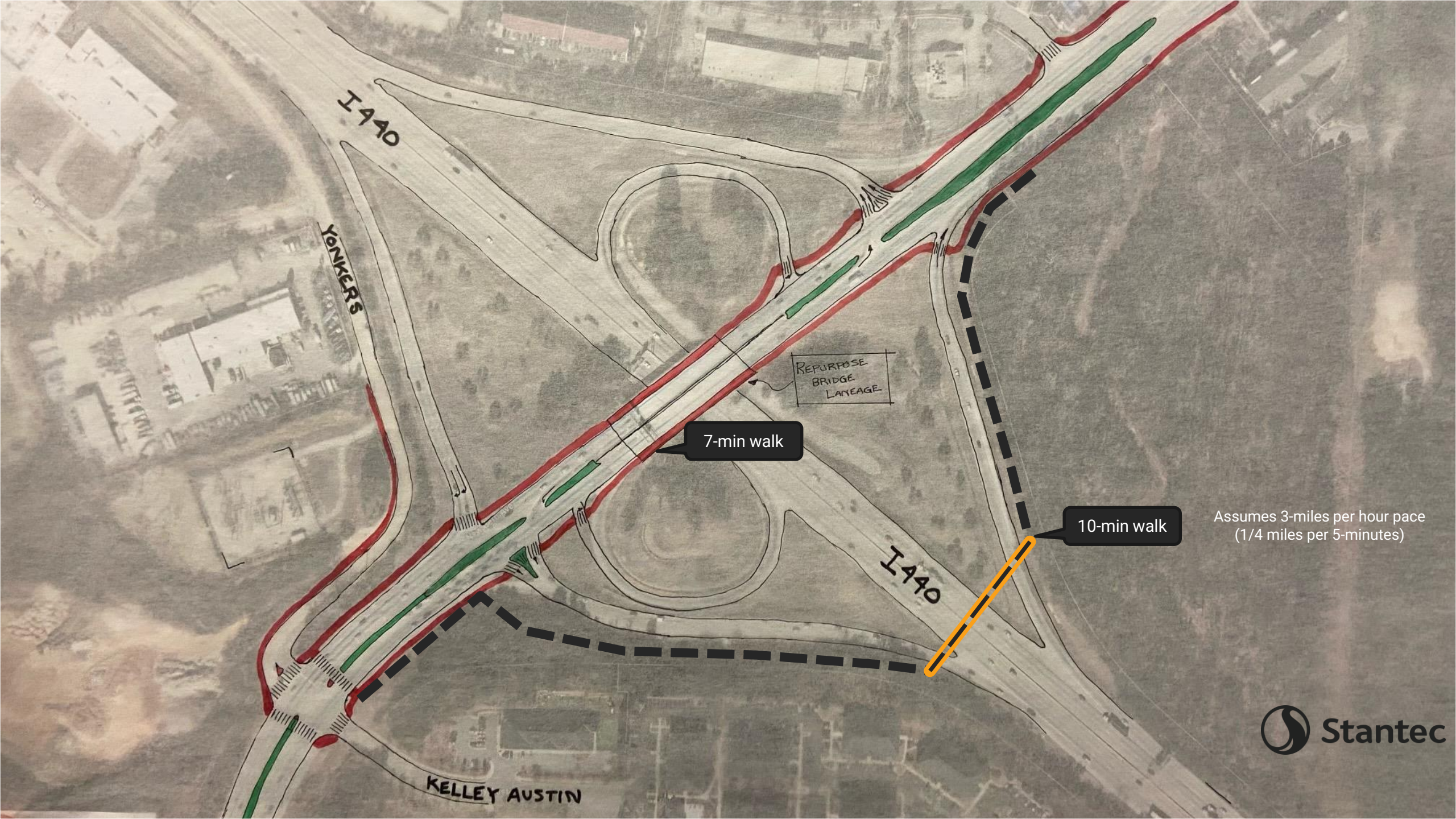


KING CHARLES/ NORWOOD



I-440





I440

YONKERS

REPURPOSE
BRIDGE
LANEAGE

7-min walk

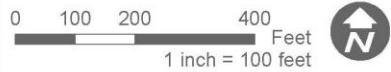
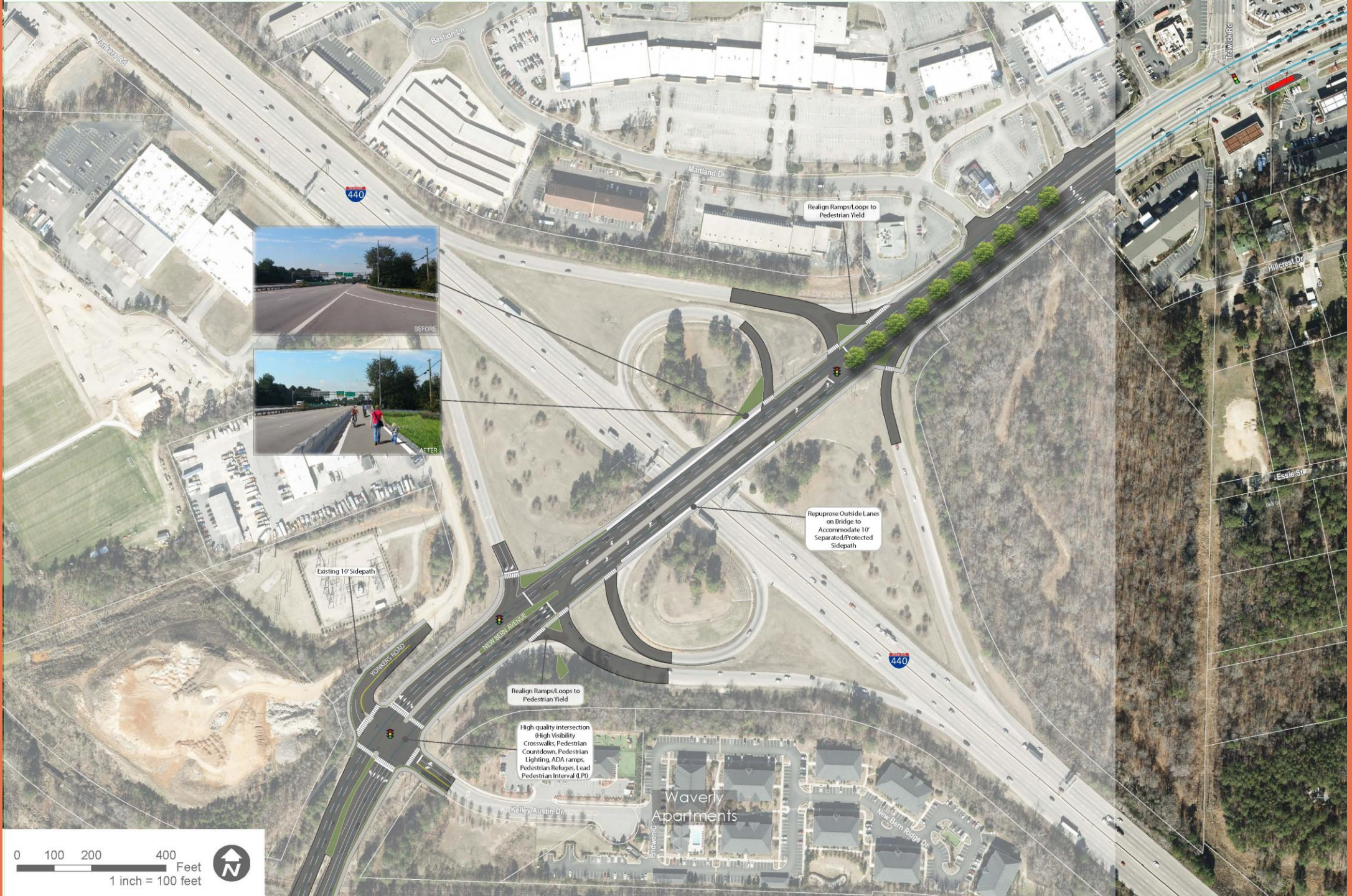
10-min walk

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

I440

KELLEY AUSTIN

I-440



I-440



WHAT WE ARE LEARNING

PARKS IDEAS

OPEN SPACE

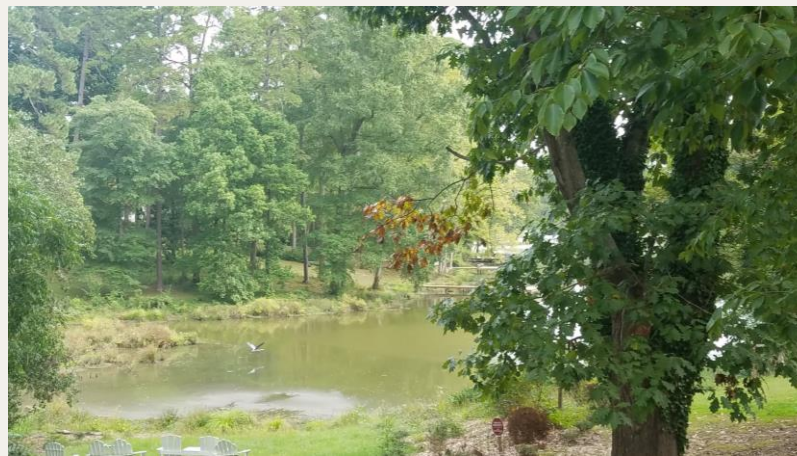
Problems/Key Takeaways:

- 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

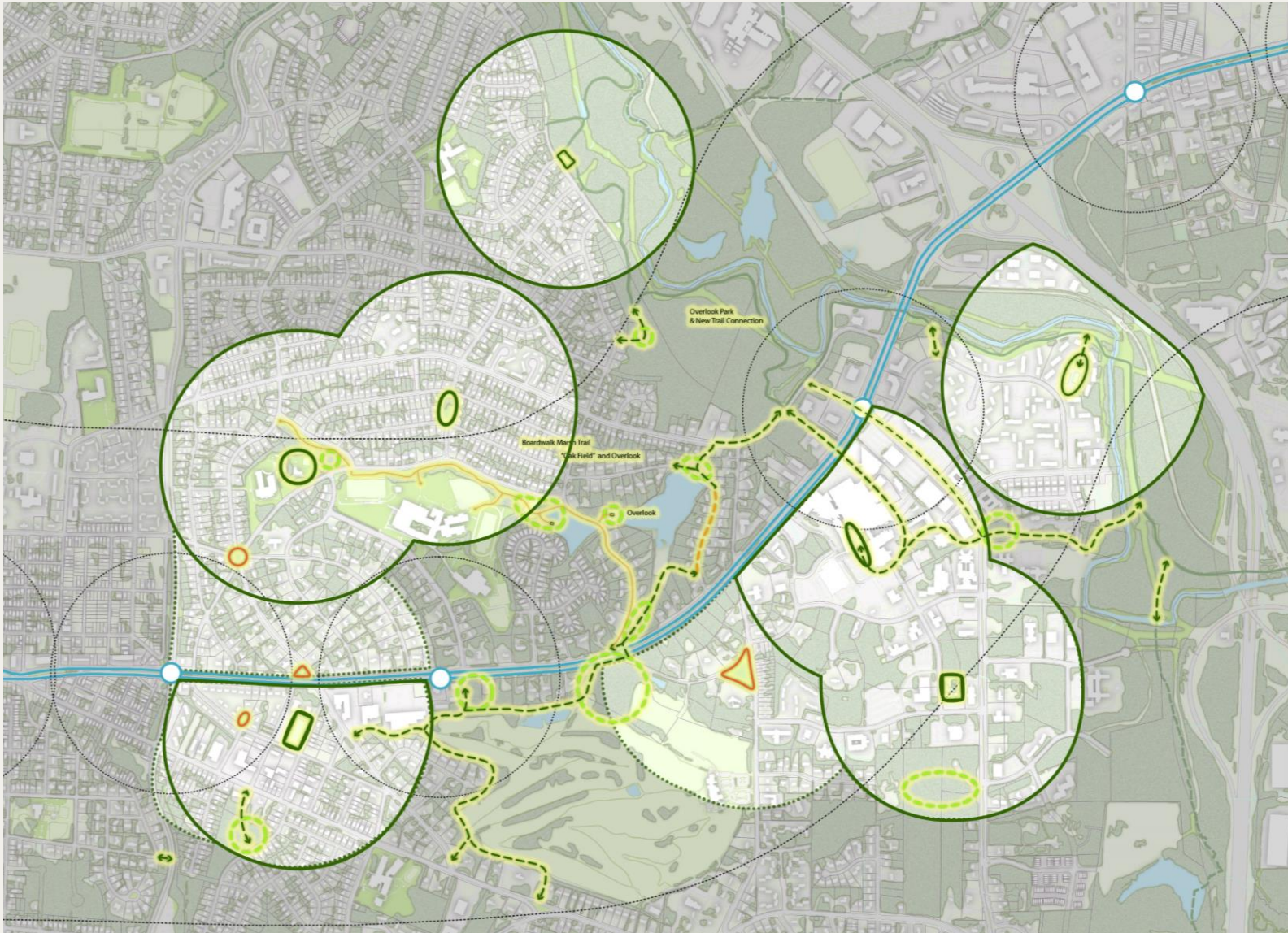
A NATURALISTIC LANDSCAPE



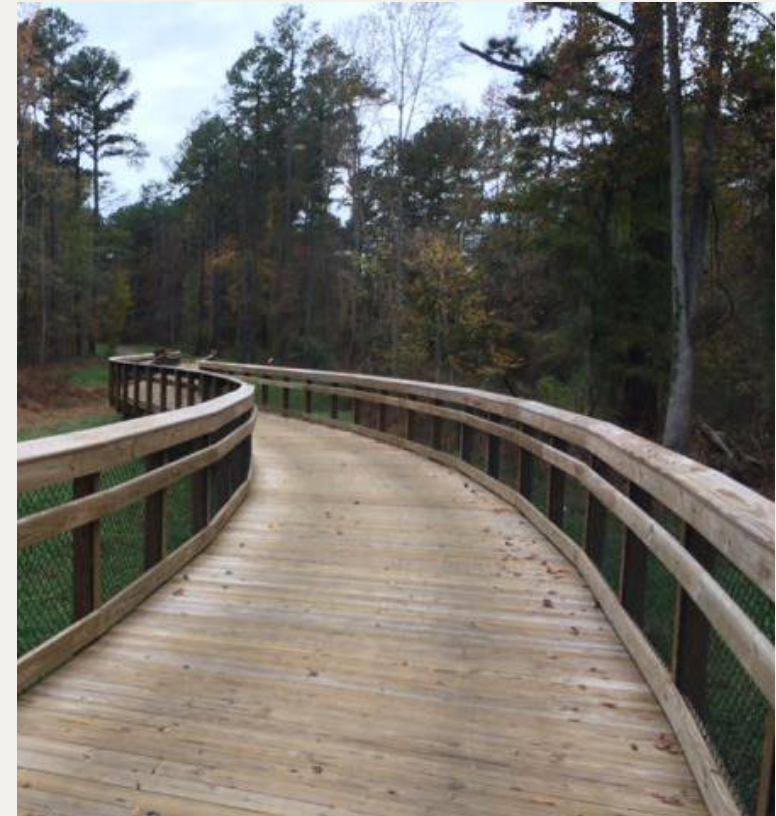
LOCAL FLORA



EXISTING "PARKS" AND 5 MIN. WALK AREAS



EXPAND THE "BLUE RIBBON" TRAIL SYSTEM



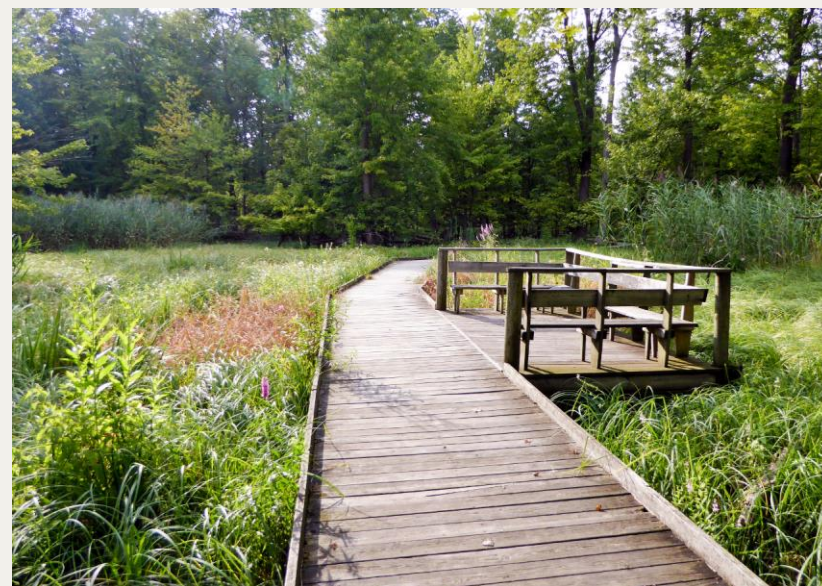
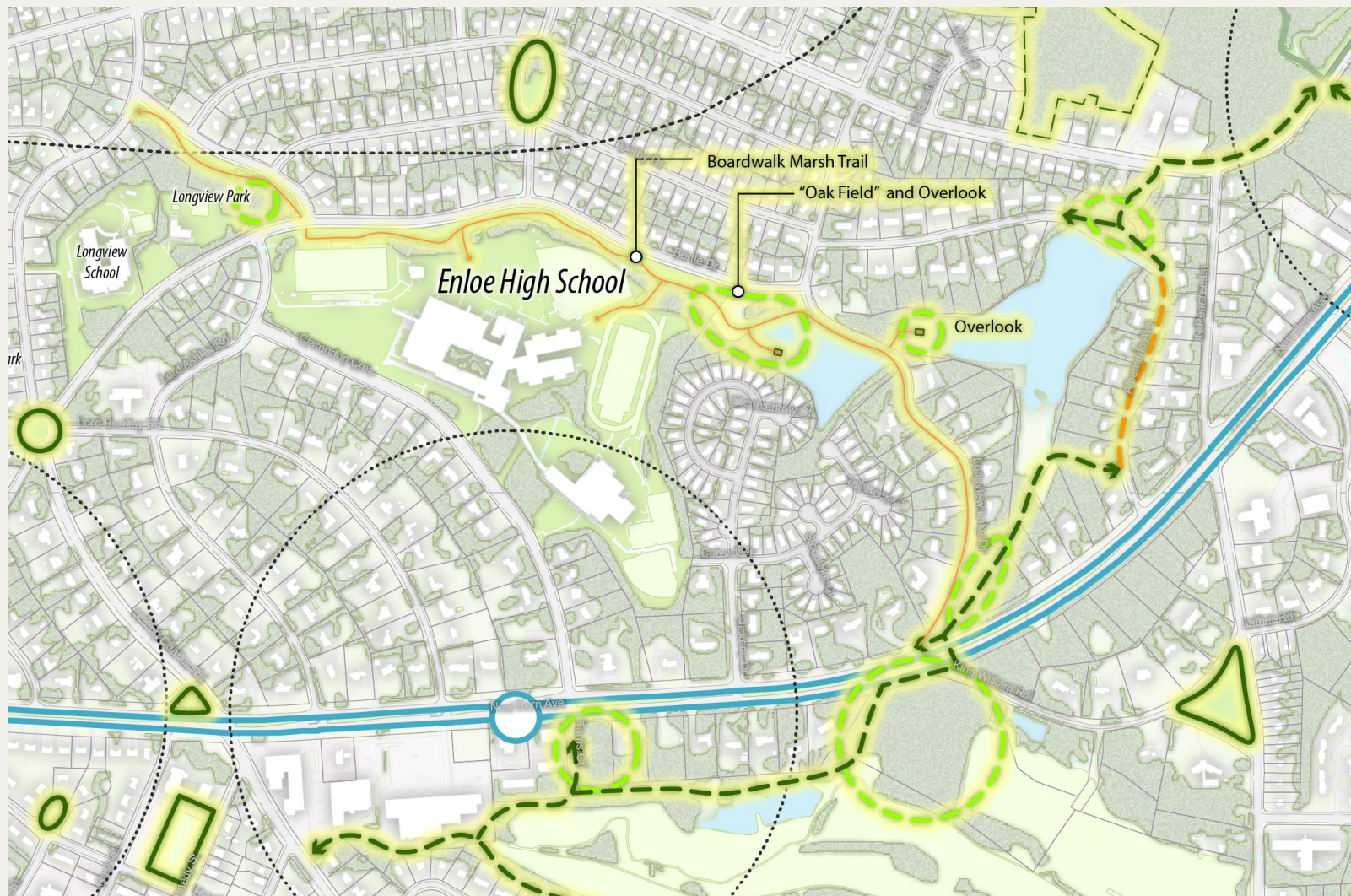
EXISTING DAM AT LONGVIEW LAKE DR.



PROPOSED BOARDWALK



EXPAND THE "BLUE RIBBON" TRAIL SYSTEM



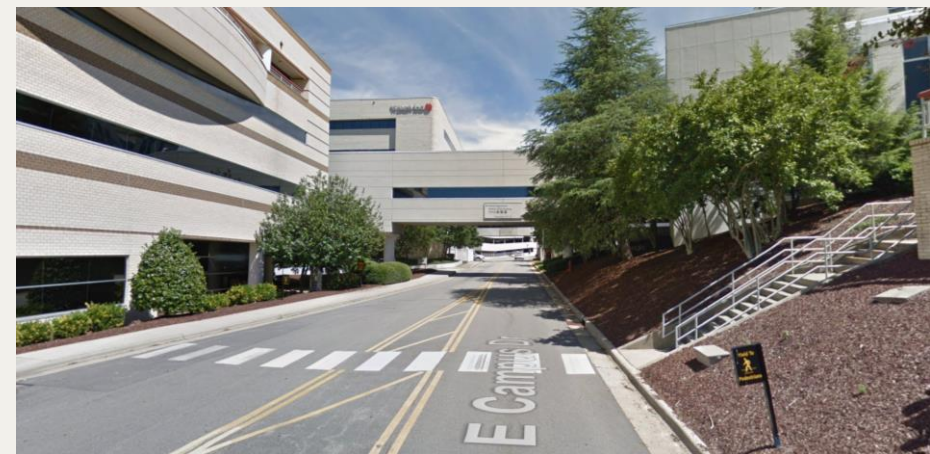
THE COUNTRY LANE



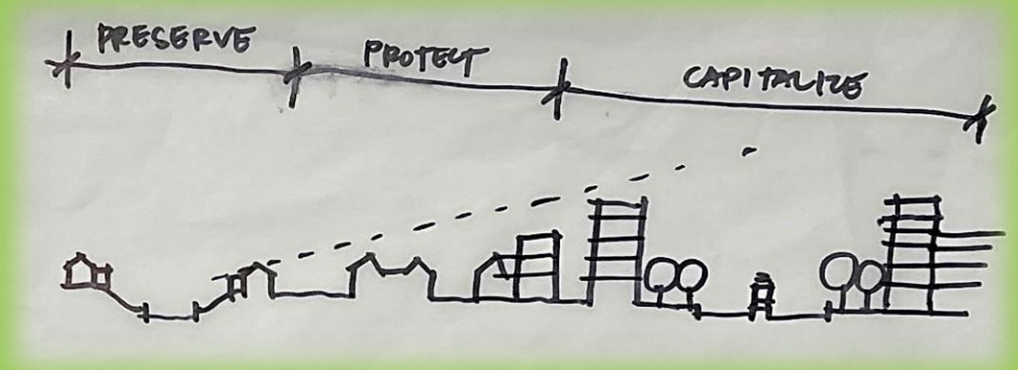
THE COUNTRY LANE



WALKING CONNECTIONS TO HOSPITAL



PUTTING IT TOGETHER URBAN FRAMEWORK



PUTTING IT TOGETHER... STRATEGY

TRANSITION

preserve

protect

capitalize

REDEVELOP

opportunities

vacancies

lifecycle

TRANSFORM

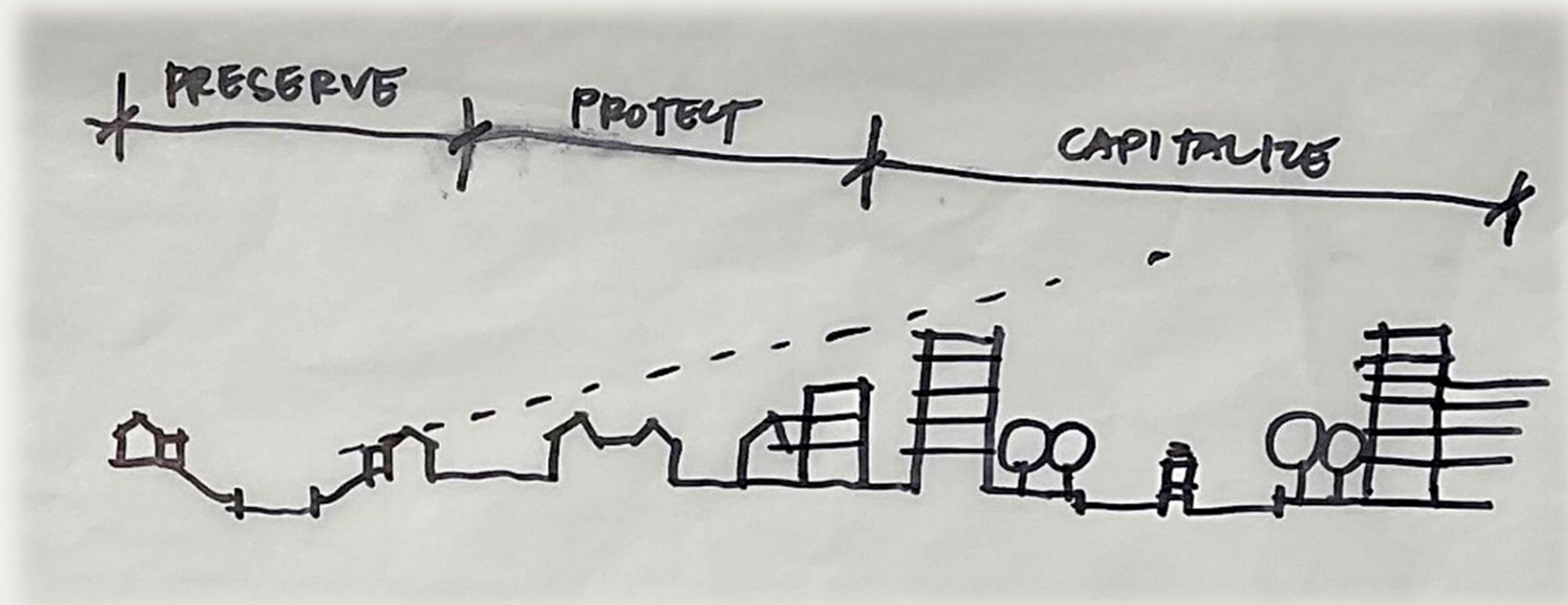
modernize

rebrand

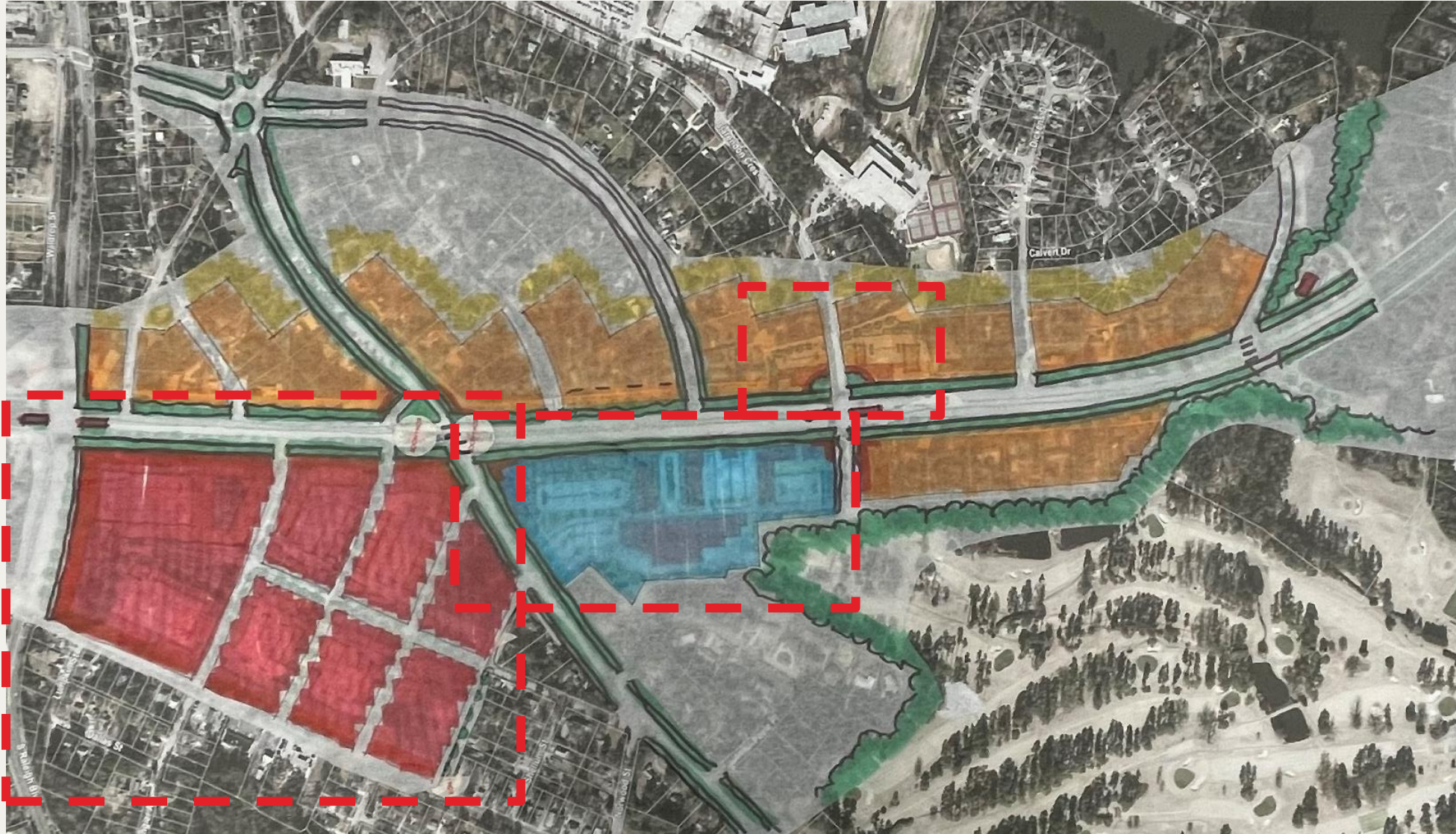
edges

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

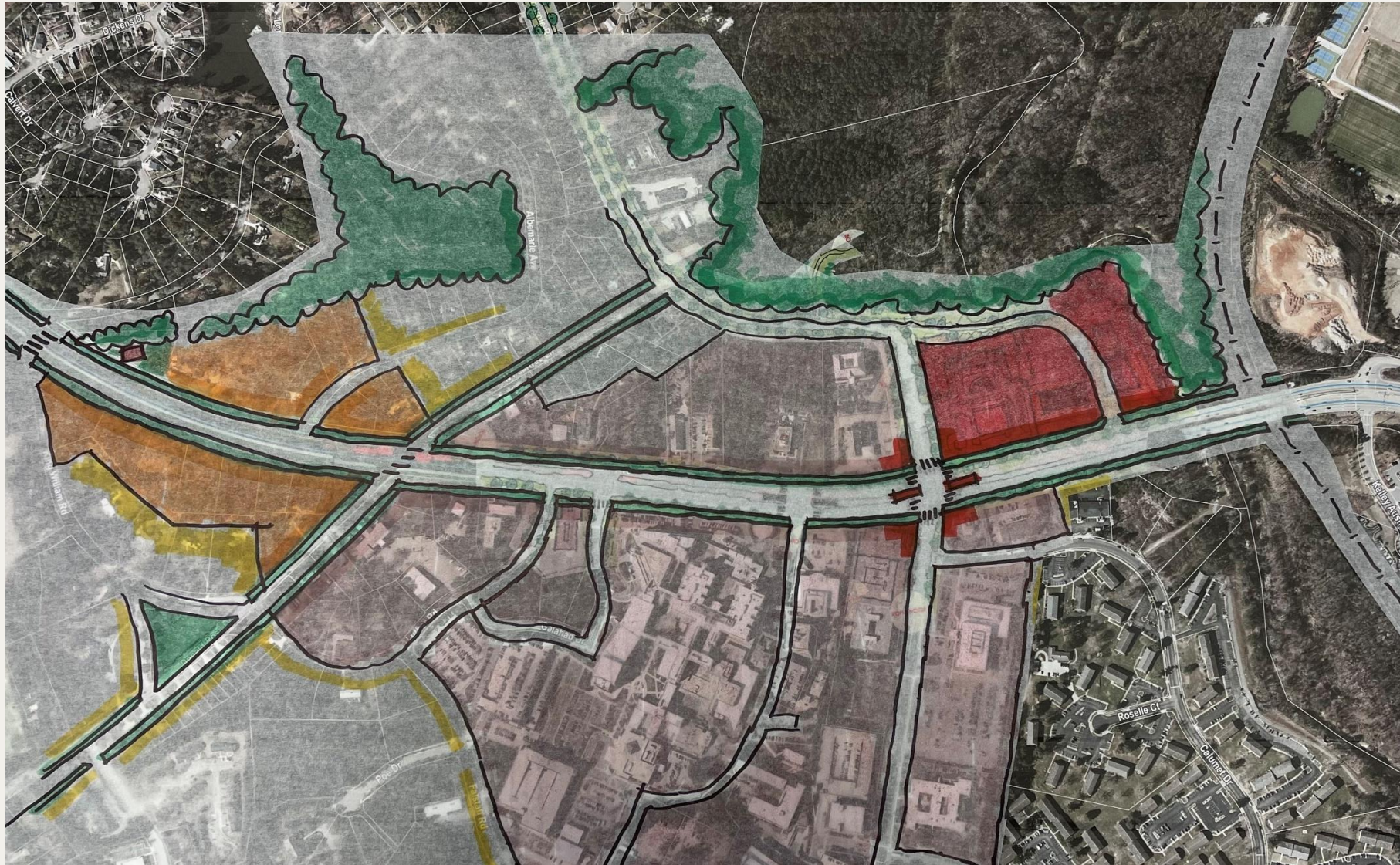
PUTTING IT TOGETHER... REDEVELOP



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

LAND USE AND ZONING AMENDMENTS

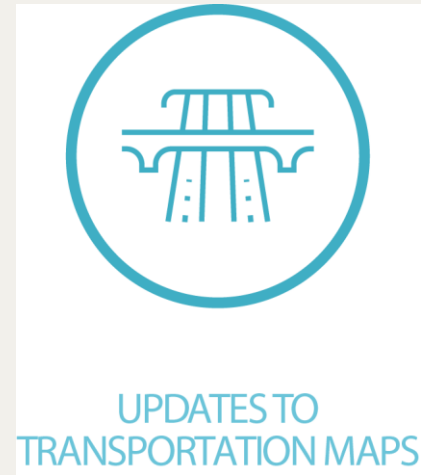


LAND USE AND ZONING
AMENDMENTS

- 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

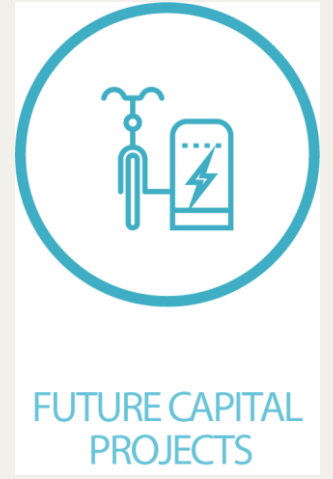
UPDATES TO TRANSPORTATION MAPS

- 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

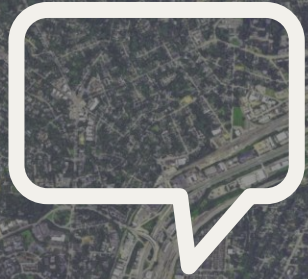
<https://raleighnc.gov/station-area-plan-new-bern>

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THANK YOU!
QUESTIONS?