



NEW BERN AVENUE

STATION AREA PLAN

COMMUNITY CHECK-IN

APRIL 2022



1

INTRODUCTION



PROJECT GOALS



1 **IMPLEMENT ETOD** **PROCESS**

Implement
the Equitable
Transit Oriented
Development (ETOD)
Process



2 **PUBLIC** **OUTREACH**

Public Outreach that
builds trust



3 **ZONING/POLICY** **CHANGES**

Regulatory Changes
(City Initiated Zoning
Amendments)



4 **AFFORDABLE** **HOUSING**

Affordable Housing
Investments



5 **PEDESTRIAN/BIKE** **SAFETY**

Capital Projects for
Station Area Safety

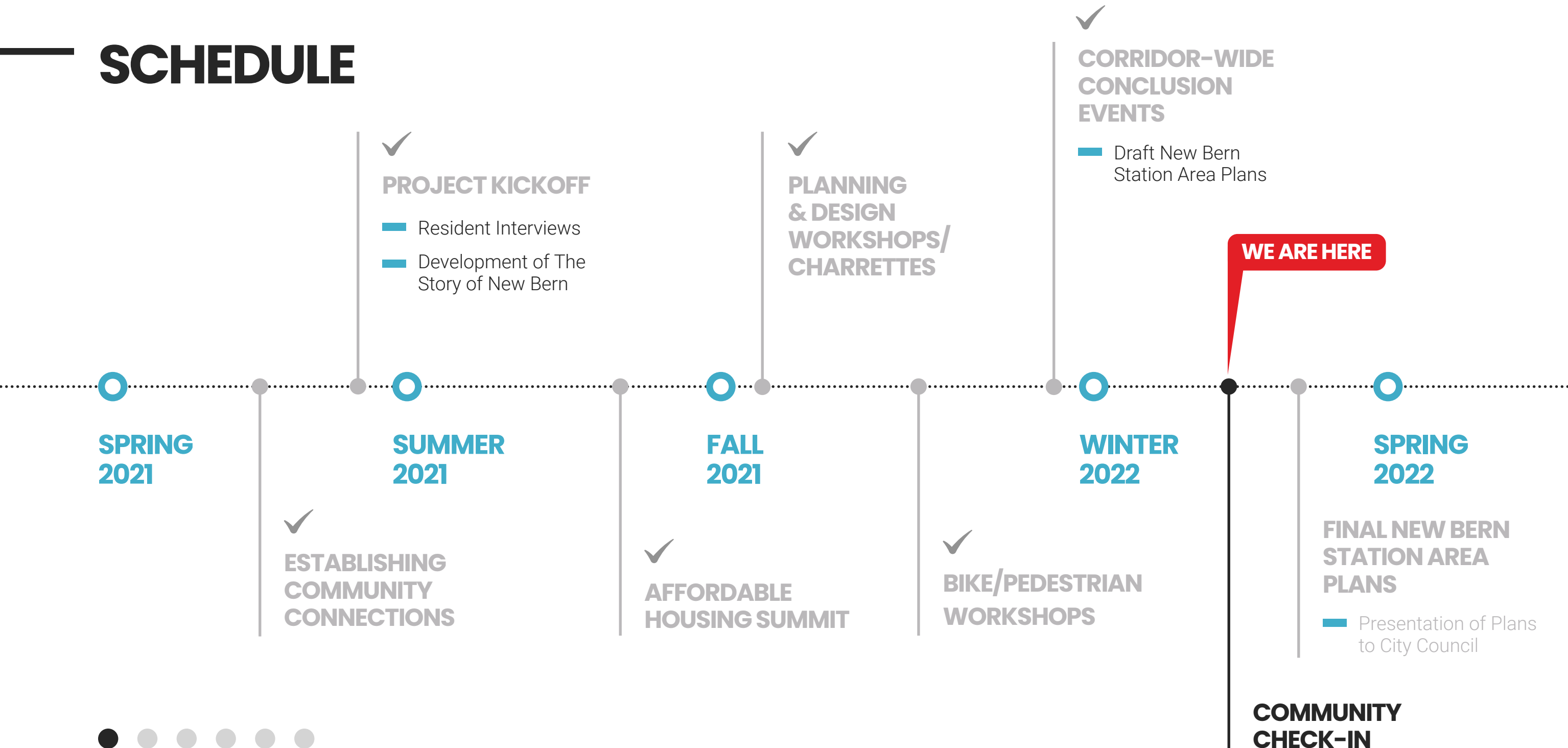


6 **URBAN DESIGN/** **STREETSCAPE**

Urban Design
Interventions



SCHEDULE



ENGAGEMENT PROCESS



CITY CHARRETTE



ENLOE HIGH SCHOOL



FOCUS GROUP WITH DEVELOPERS

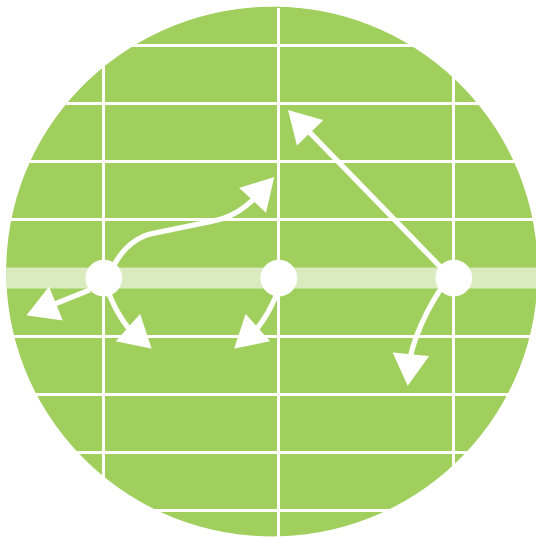


2

GUIDING PRINCIPLES



GUIDING PRINCIPLES



**NEW BERN IS A
CONNECTOR**



**GROW,
TOGETHER**



**EMBRACE
NEW BERN'S
PERSONALITIES**



**PREPARE FOR
CHANGE**



3

COMMUNITY & ECONOMIC DEVELOPMENT RECOMMENDATIONS



MANDATE, POLICY & ACTIONS

MANDATE

1

RECOMMEND
ALLOCATION OF
EQUITY FUND

2

PRIORITIZE
AFFORDABILITY
& MITIGATE
DISPLACEMENT



MANDATE, POLICY & ACTIONS

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RECOMMEND
ALLOCATION OF
EQUITY FUND

2

PRIORITIZE
AFFORDABILITY
& MITIGATE
DISPLACEMENT

POLICY

HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

**OPPORTUNITY FOR ALL:
SUPPORT LOCAL BUSINESSES
AND ENTREPRENEURS**



MANDATE, POLICY & ACTIONS

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AFFORDABILITY
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HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS

ACTIONS

INCREASE THE SUPPLY OF SUBSIDIZED RENTAL UNITS
AFFORDABLE TO RENTERS WITH INCOMES BETWEEN
30% AND 60% AMI

\$4.8 TO \$9.6 MILLION

SHORT-TERM (1-2 YEARS)

ACQUIRE LAND TO SUPPORT DEVELOPING RENTAL
UNITS AFFORDABLE TO RENTERS WITH INCOMES
BETWEEN 30% AND 60% AMI

\$3.2 TO \$6.4 MILLION

SHORT-TERM (1-2 YEARS)

PRESERVE EXISTING AFFORDABLE RENTAL UNITS

\$5.6 TO \$11.2 MILLION

MEDIUM-TERM (2-5 YEARS)



MANDATE, POLICY & ACTIONS

MANDATE

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EQUITY FUND**

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AFFORDABILITY
& MITIGATE
DISPLACEMENT**

POLICY

HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS

ACTIONS

SUPPORT CURRENT HOMEOWNERS WITH FUNDING FOR REPAIRS

\$300,000–\$600,000 ANNUALLY FOR 4 YEARS

MEDIUM-TERM (2–5 YEARS)

INCREASE THE ACCESSIBILITY OF HOMEOWNERSHIP FOR LOW- AND MODERATE-INCOME RESIDENTS

\$300,000–\$600,000 ANNUALLY FOR 4 YEARS

MEDIUM-TERM (2–5 YEARS)

ACQUIRE THE FORMER DMV SITE AND DEVELOP IT TO SUPPORT AFFORDABLE HOUSING AND ECONOMIC AND COMMUNITY DEVELOPMENT

\$20–\$25 MILLION (HIGH COST)

SHORT-TERM (1–2 YEARS)



MANDATE, POLICY & ACTIONS

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DISPLACEMENT

POLICY

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DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS

ACTIONS

SUPPORT CURRENT HOMEOWNERS WITH OWNERSHIP
COSTS (PROPERTY TAX RELIEF)

\$150,000-\$500,000 ANNUALLY

MEDIUM-TERM (2-5 YEARS)

REMOVE CODE BARRIERS TO AFFORDABILITY

LOW COST

SHORT-TERM (1-2 YEARS)



MANDATE, POLICY & ACTIONS

MANDATE

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**RECOMMEND
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POLICY

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DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS

ACTIONS

DEVELOP A CORRIDOR ALLIANCE WITH ST. AUGUSTINE'S
UNIVERSITY

\$200,000 ANNUALLY

MEDIUM-TERM (2-5 YEARS)

PARTNER WITH ST. AUGUSTINE'S TO JOINTLY SUPPORT
MIXED-USE DEVELOPMENT

\$250,000 TO \$500,000 TBD

MEDIUM-TERM (2-5 YEARS)

PLAN AND IMPLEMENT PUBLIC ART/GATEWAY FEATURES
THAT CELEBRATE BLACK HISTORY

\$500,000-\$1,000,000 TBD

MEDIUM-TERM (2-5 YEARS)



MANDATE, POLICY & ACTIONS

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HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS

ACTIONS

CREATE A COMMUNITY MUSEUM

COST TBD

LONG-TERM (+6 YEARS)

CREATE A COMMUNITY-BASED CENTER WHERE
VARIOUS CITY AGENCIES, CONTRACTORS AND
PARTNERS CAN WORK DIRECTLY WITH RESIDENTS

COST TBD

LONG-TERM (+6 YEARS)



MANDATE, POLICY & ACTIONS

MANDATE

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**RECOMMEND
ALLOCATION OF
EQUITY FUND**

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**PRIORITIZE
AFFORDABILITY
& MITIGATE
DISPLACEMENT**

POLICY

HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

**OPPORTUNITY FOR ALL: SUPPORT
LOCAL BUSINESSES AND
ENTREPRENEURS**

ACTIONS

SMALL BUSINESS ALLIANCE ECOSYSTEM/WORKFORCE
DEVELOPMENT

CITY OF RALEIGH STAFF TIME

LONG-TERM (+6 YEARS)

PAIR FINANCIAL ASSISTANCE WITH TECHNICAL
ASSISTANCE IN BUSINESS PLANNING

\$5 TO \$10 MILLION + \$150,000 ANNUALLY

SHORT-TERM (1-2 YEARS)

INCREASE FUNDING FOR FAÇADE GRANT AND
CONDUCT OUTREACH TO BUSINESS OWNERS WITHIN
THE CORRIDOR

\$250,000 ANNUALLY

MEDIUM-TERM (2-5 YEARS)



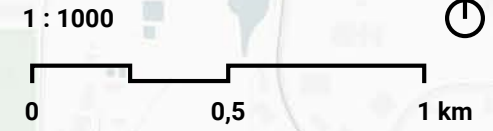
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MOBILITY



8 PREVIOUS RECOMMENDATIONS

- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)
- PROPOSED HIGH QUALITY INTERSECTIONS
- PROPOSED MIDBLOCK CROSSINGS
- PROPOSED CITRIX CYCLE STATIONS
- PROPOSED ROUNDABOUT
- IMPROVED SIDEWALK CONNECTIONS
- PROPOSED SIDEWALK CONNECTIONS
- PROPOSED SHARED USE PATHS
- EXISTING GREENWAY
- PROPOSED GREENWAY
- EXISTING BIKE LANES
- PROPOSED BIKE LANES
- EXISTING SEPARATED BIKE LANES
- PROPOSED SEPARATED BIKE LANES
- PROPOSED NEIGHBORHOOD BIKEWAYS
- PROPOSED COMPLETE STREET
- IMPROVED EXISTING ROAD



WHAT HAS CHANGED / MODIFIED

1

REFINED
RECOMMENDATIONS
BASED ON INTERNAL
STAKEHOLDER
REVIEW

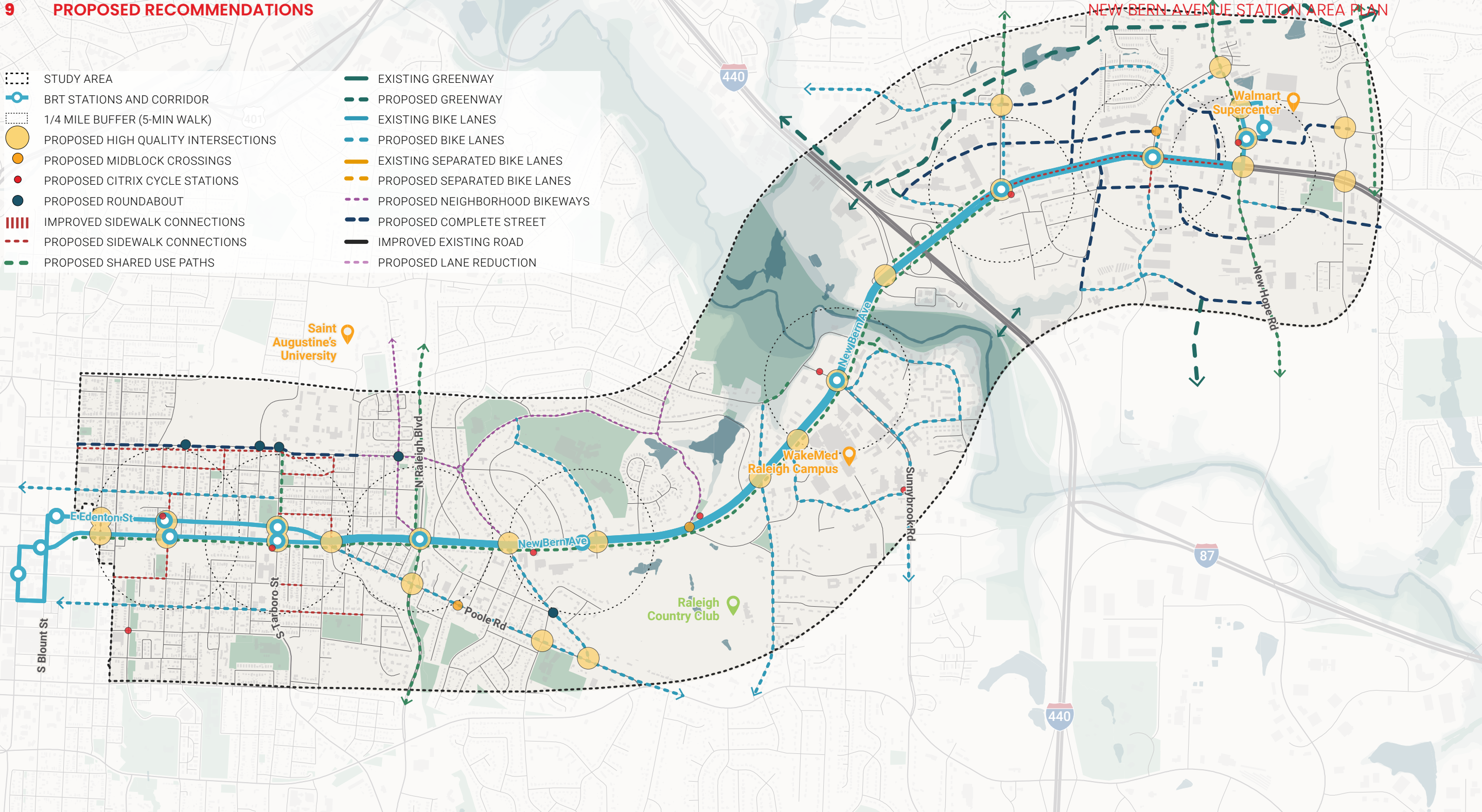
2

IDENTIFIED IMMEDIATE
IMPROVEMENTS TO
BE IMPLEMENTED
UNDER CURRENT
TRANSPORTATION
BOND



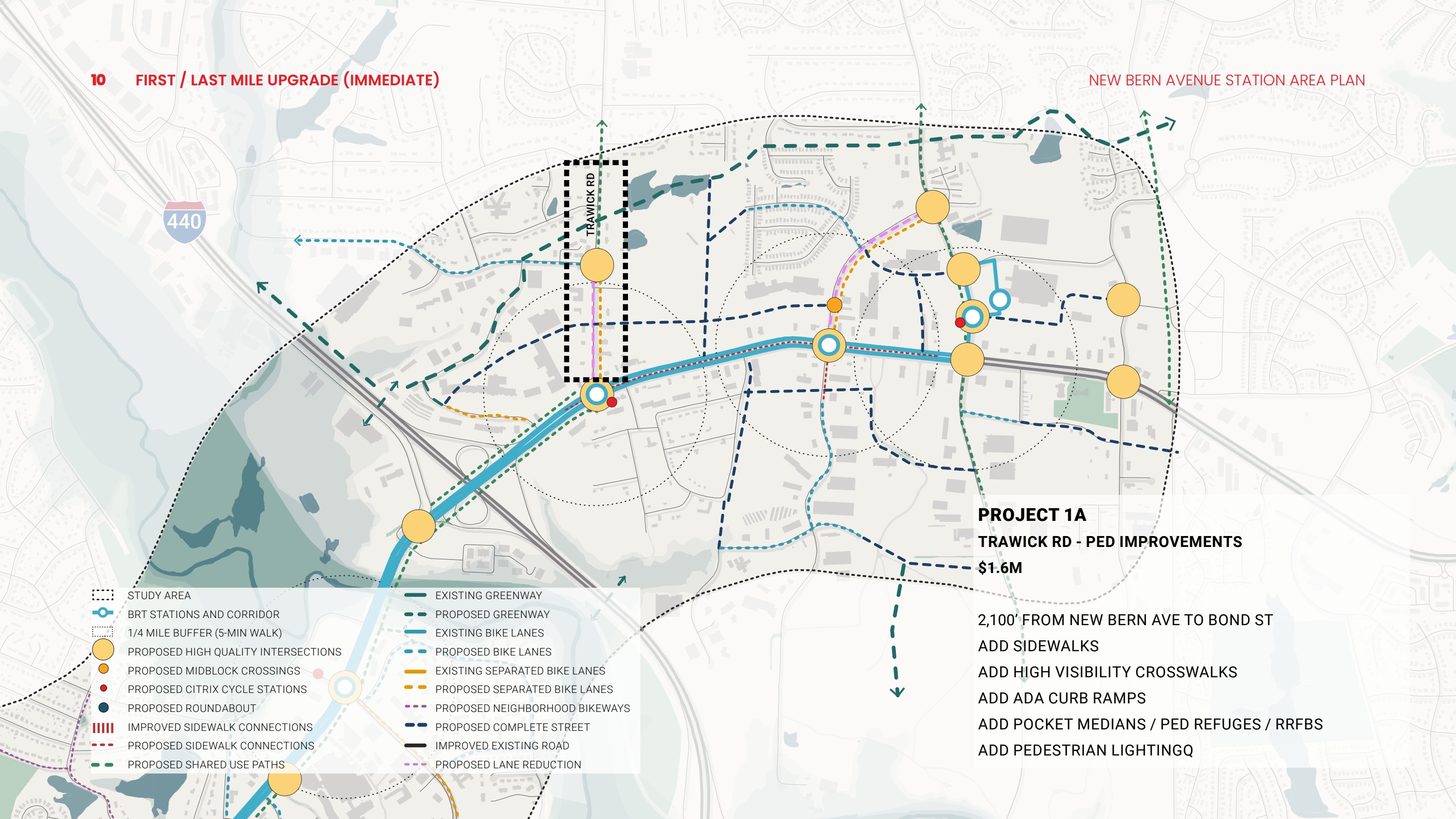
9 PROPOSED RECOMMENDATIONS

- STUDY AREA
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- PROPOSED NEIGHBORHOOD BIKEWAYS
- PROPOSED COMPLETE STREET
- IMPROVED EXISTING ROAD
- PROPOSED LANE REDUCTION



10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

NEW BERN AVENUE STATION AREA PLAN

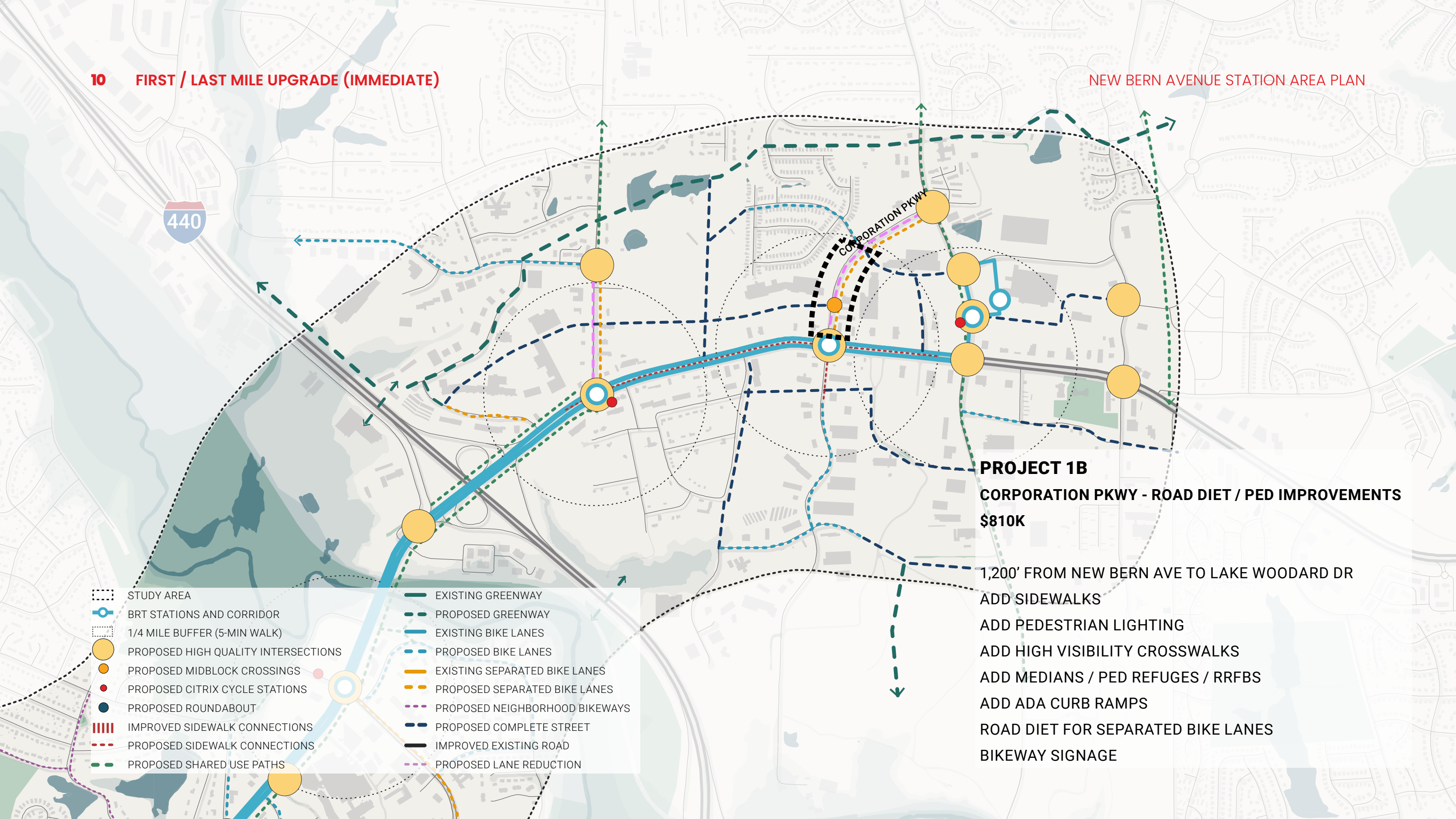


PROJECT 1A
TRAWICK RD - PED IMPROVEMENTS
\$1.6M

2,100' FROM NEW BERN AVE TO BOND ST
ADD SIDEWALKS
ADD HIGH VISIBILITY CROSSWALKS
ADD ADA CURB RAMPS
ADD POCKET MEDIANS / PED REFUGES / RRFBS
ADD PEDESTRIAN LIGHTINGQ

10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

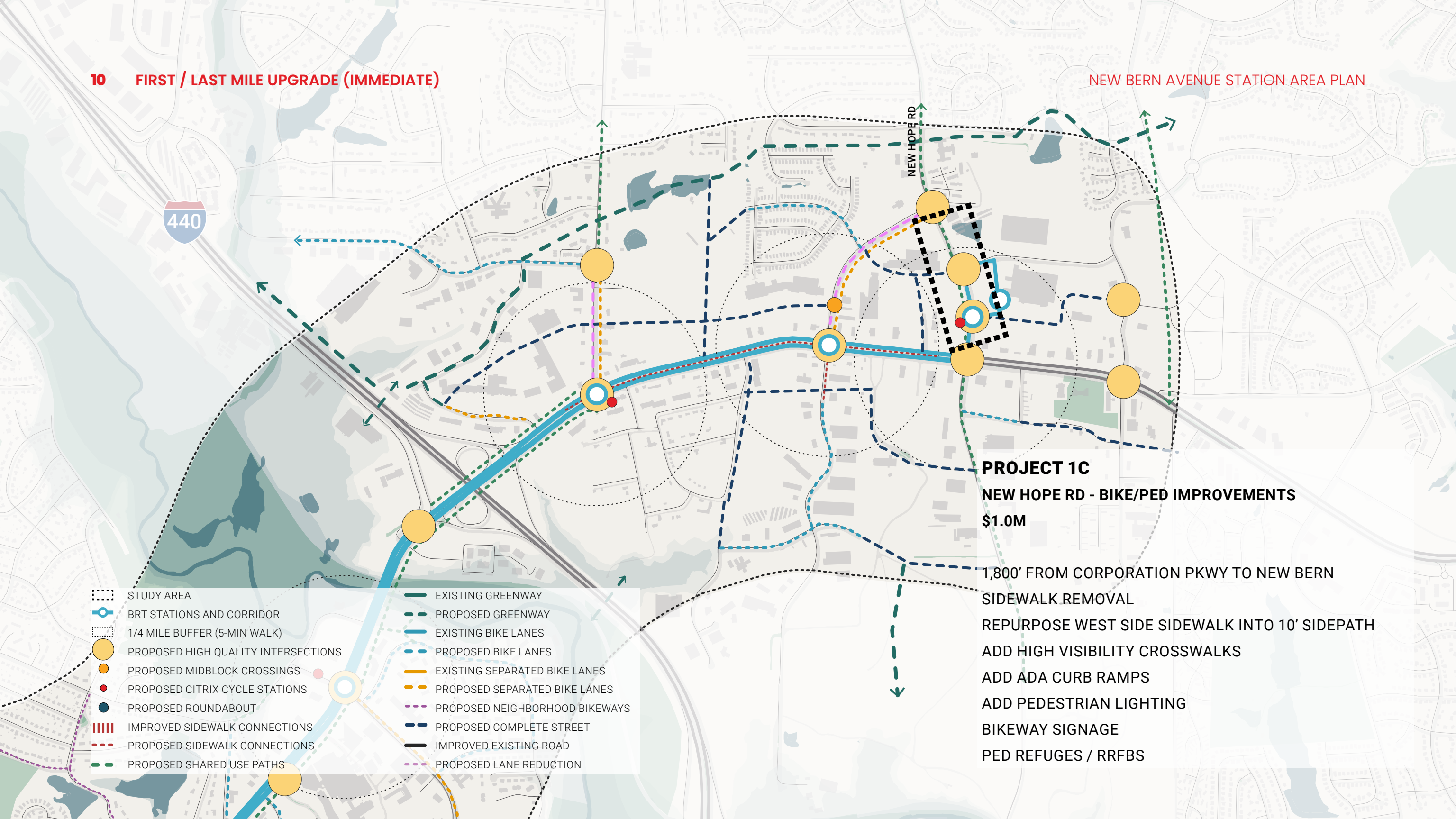
NEW BERN AVENUE STATION AREA PLAN



- STUDY AREA
- BRT STATIONS AND CORRIDOR
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- PROPOSED COMPLETE STREET
- IMPROVED EXISTING ROAD
- PROPOSED LANE REDUCTION

10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

NEW BERN AVENUE STATION AREA PLAN



PROJECT 1C

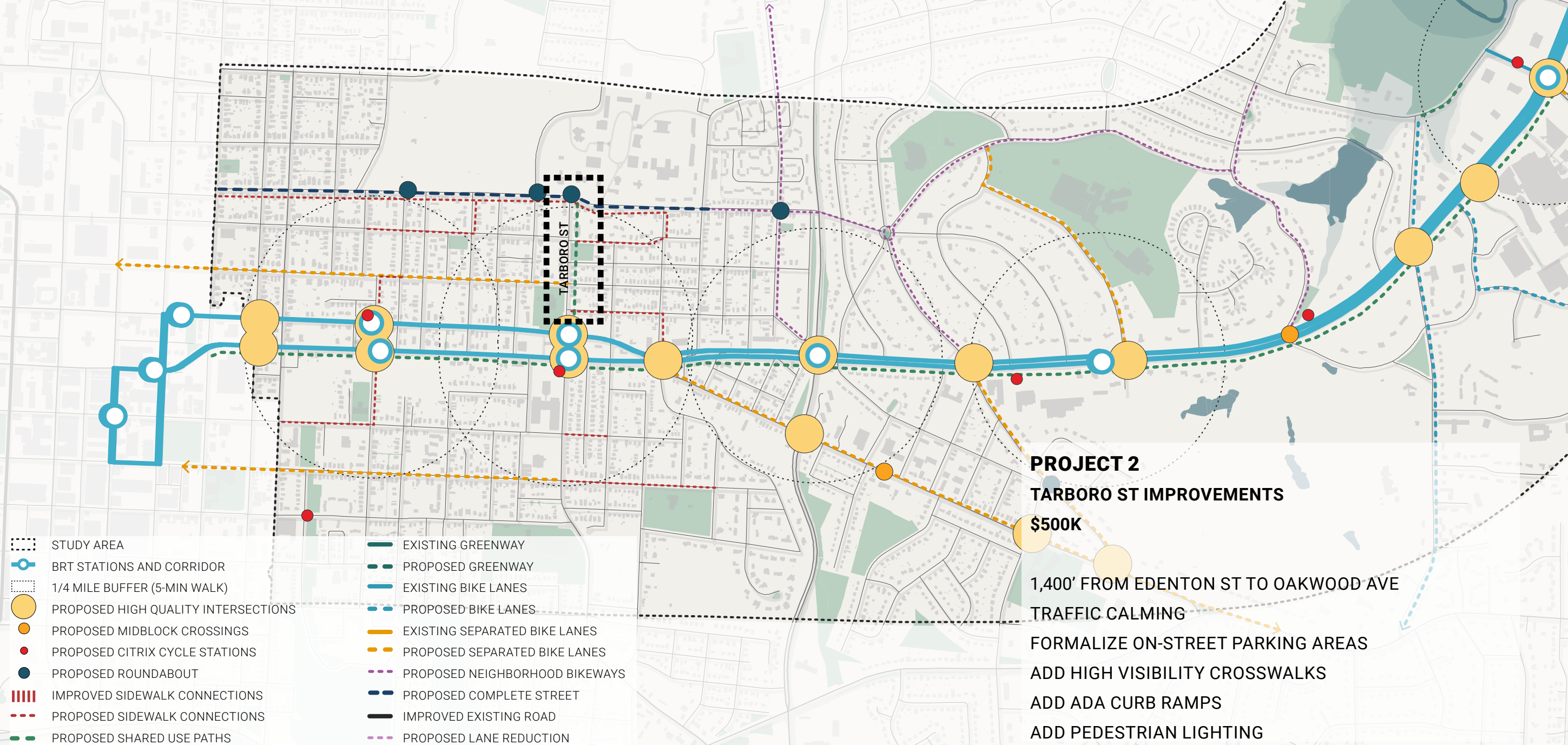
NEW HOPE RD - BIKE/PED IMPROVEMENTS

\$1.0M

- 1,800' FROM CORPORATION PKWY TO NEW BERN
- SIDEWALK REMOVAL
- REPURPOSE WEST SIDE SIDEWALK INTO 10' SIDEPATH
- ADD HIGH VISIBILITY CROSSWALKS
- ADD ADA CURB RAMPS
- ADD PEDESTRIAN LIGHTING
- BIKEWAY SIGNAGE
- PED REFUGES / RRFBS

10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

NEW BERN AVENUE STATION AREA PLAN



10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

NEW BERN AVENUE STATION AREA PLAN

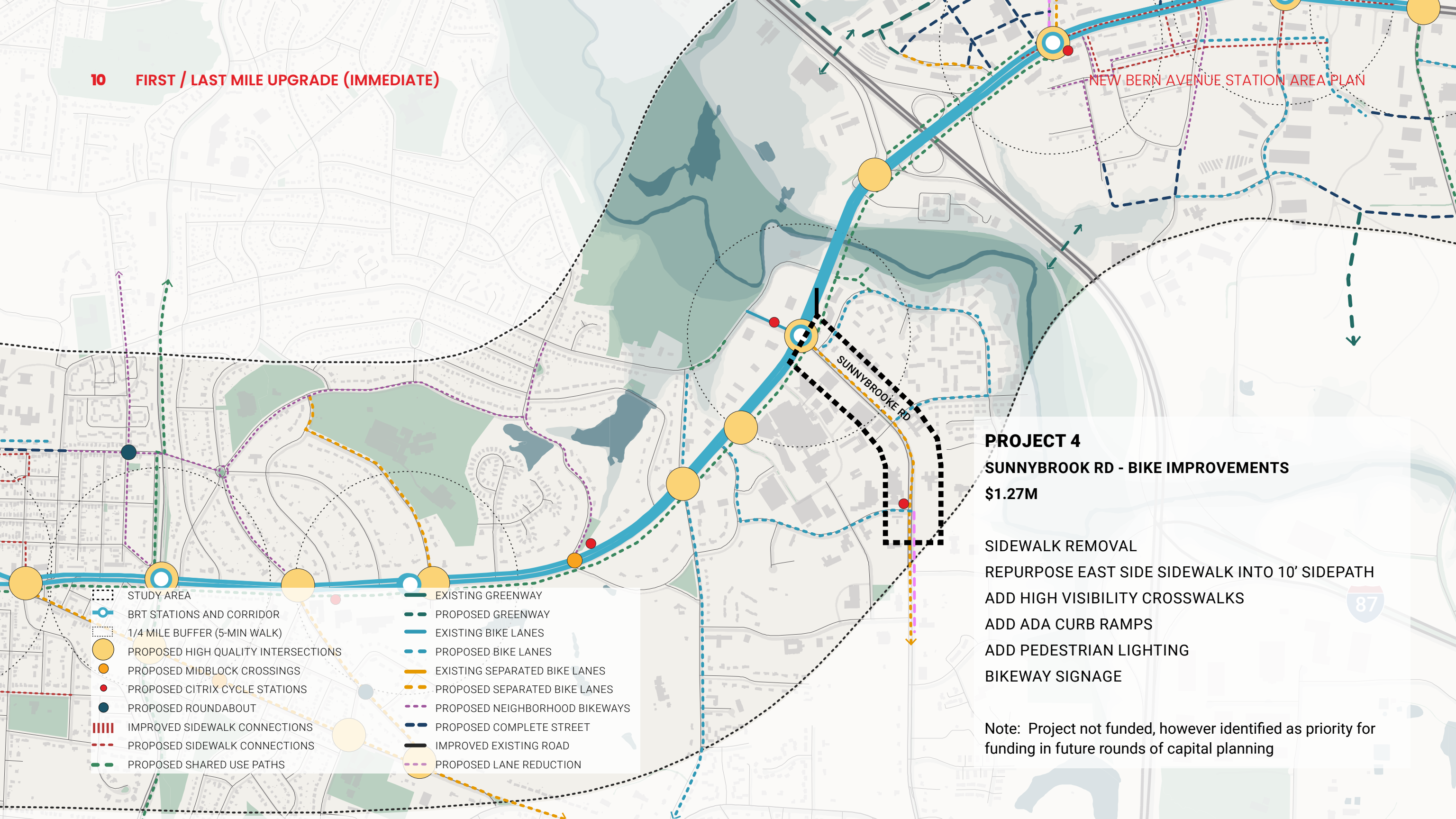
- STUDY AREA
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- PROPOSED LANE REDUCTION

**PROJECT 3
RALEIGH BLVD - BIKE/PED IMPROVEMENTS
\$1.27M**

2,300' FROM POOLE RD TO OAKWOOD AVE
SIDEWALK REMOVAL
10' SIDEPATH

ADD HIGH VISIBILITY CROSSWALKS
ADD ADA CURB RAMPS
ADD PEDESTRIAN LIGHTING
BIKEWAY SIGNAGE

10 FIRST / LAST MILE UPGRADE (IMMEDIATE)



NEW BERN AVENUE STATION AREA PLAN

SUNNYBROOK RD

PROJECT 4

SUNNYBROOK RD - BIKE IMPROVEMENTS

\$1.27M

SIDEWALK REMOVAL

REPURPOSE EAST SIDE SIDEWALK INTO 10' SIDEPATH

ADD HIGH VISIBILITY CROSSWALKS

ADD ADA CURB RAMPS

ADD PEDESTRIAN LIGHTING

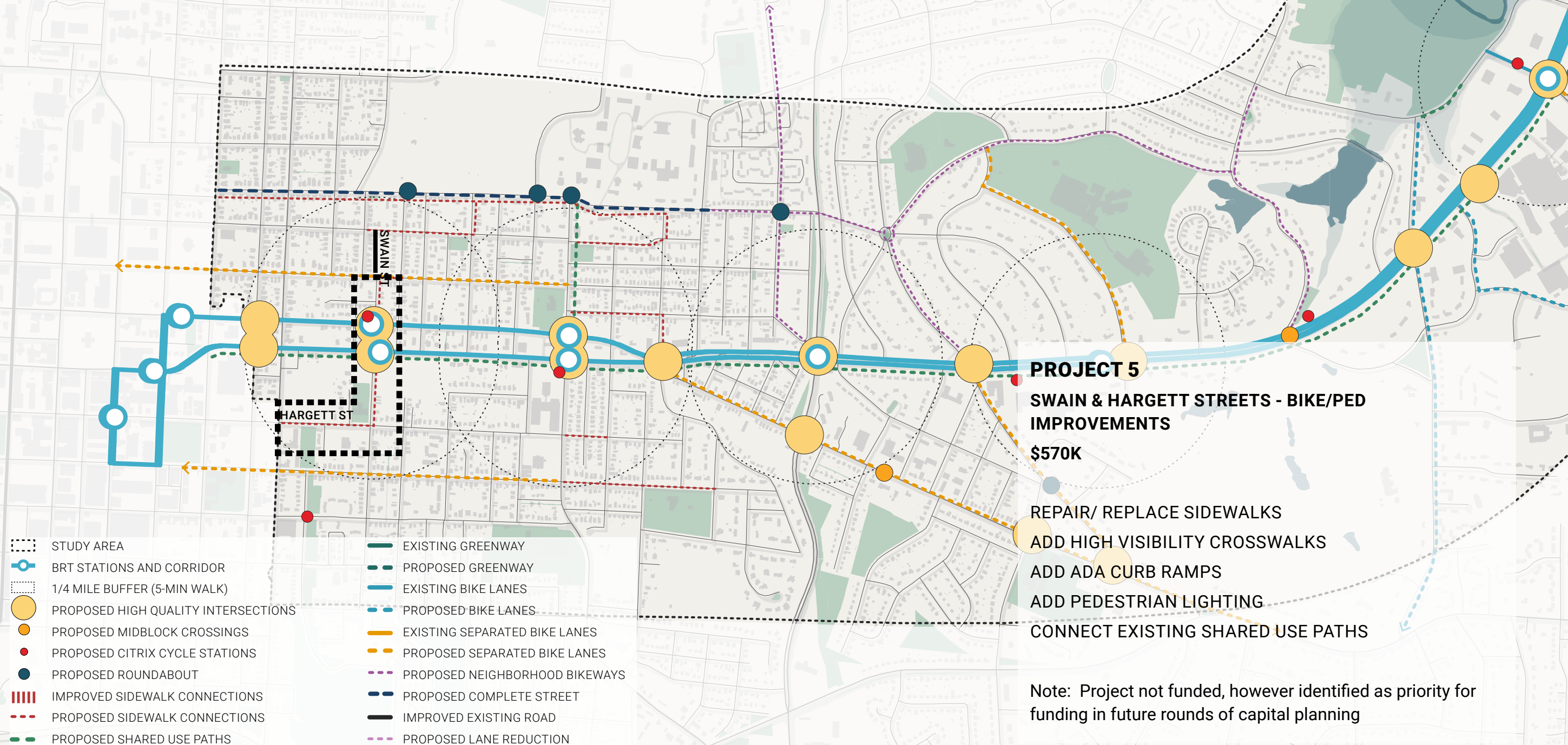
BIKEWAY SIGNAGE

Note: Project not funded, however identified as priority for funding in future rounds of capital planning

- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)
- PROPOSED HIGH QUALITY INTERSECTIONS
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- PROPOSED COMPLETE STREET
- IMPROVED EXISTING ROAD
- PROPOSED LANE REDUCTION

10 FIRST / LAST MILE UPGRADE (IMMEDIATE)

NEW BERN AVENUE STATION AREA PLAN



BUDGET

SHORT TERM FIRST-MILE / LAST-MILE IMPROVEMENTS

\$5.65M

Projects 4 & 5 not funded,
however identified as
priority for funding in
future rounds of capital
planning

PROJECT 1A	TRAWICK RD PEDESTRIAN IMPROVEMENTS \$1.6M
PROJECT 1B	CORPORATION PKWY ROAD DIET / PED IMPROVEMENTS \$1.0M
PROJECT 1C	NEW HOPE RD BIKE/PED IMPROVEMENTS \$1.0M
PROJECT 2	TARBORO ST – PEDESTRIAN IMPROVEMENTS \$532K
PROJECT 3	RALEIGH BOULEVARD – PEDESTRIAN/BIKE IMPROVEMENTS \$1.27M
PROJECT 4	SUNNYBROOK ROAD – PEDESTRIAN/BIKE IMPROVEMENTS \$1.05M
PROJECT 5	SWAIN & HARGETT STREETS – PEDESTRIAN IMPROVEMENTS \$570K



5

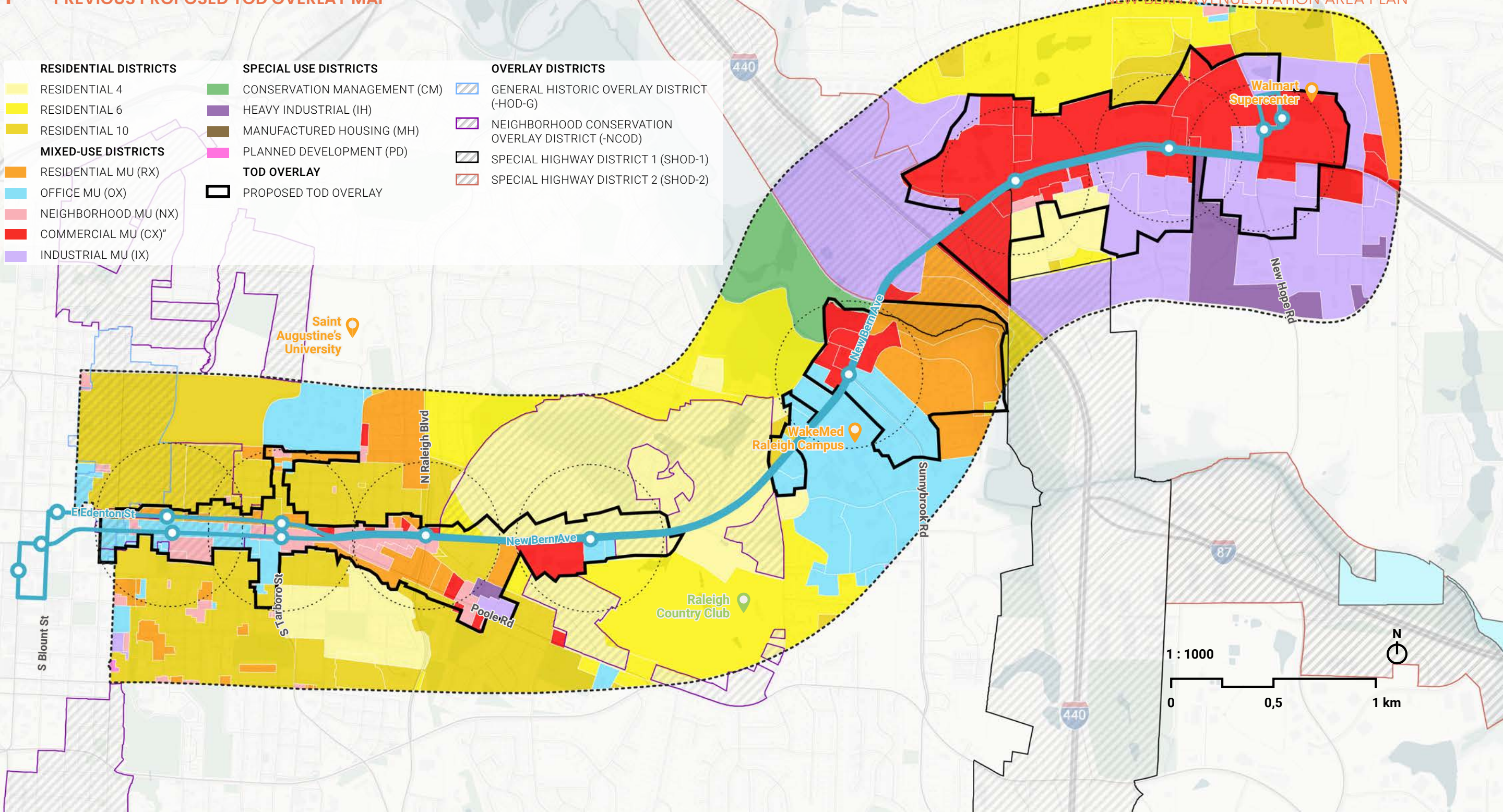
UPDATED ZONING RECOMMENDATIONS



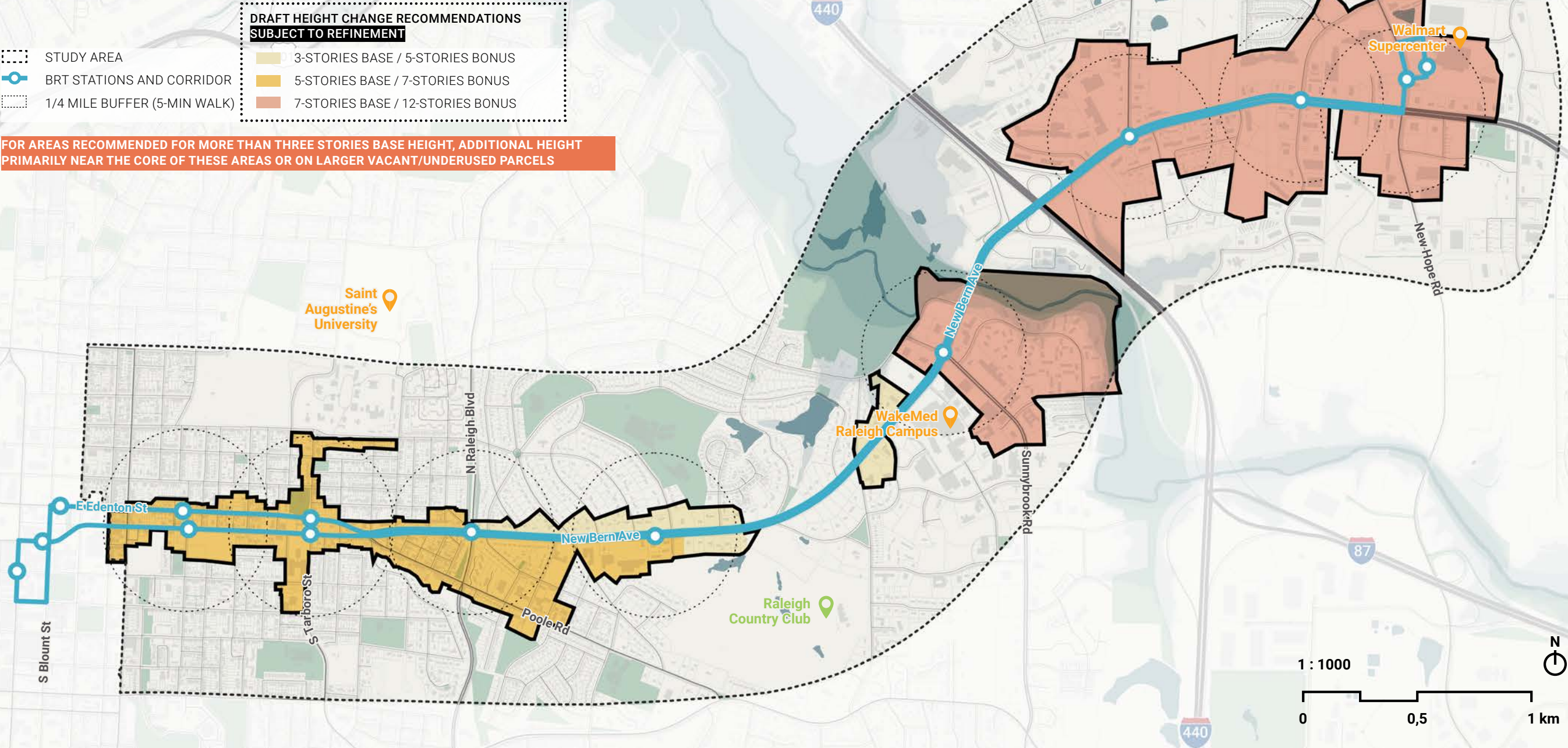
1 PREVIOUS PROPOSED TOD OVERLAY MAP

NEW BERN AVENUE STATION AREA PLAN

RESIDENTIAL DISTRICTS	SPECIAL USE DISTRICTS	OVERLAY DISTRICTS
RESIDENTIAL 4	CONSERVATION MANAGEMENT (CM)	GENERAL HISTORIC OVERLAY DISTRICT (-HOD-G)
RESIDENTIAL 6	HEAVY INDUSTRIAL (IH)	NEIGHBORHOOD CONSERVATION OVERLAY DISTRICT (-NCOD)
RESIDENTIAL 10	MANUFACTURED HOUSING (MH)	SPECIAL HIGHWAY DISTRICT 1 (SHOD-1)
MIXED-USE DISTRICTS	PLANNED DEVELOPMENT (PD)	SPECIAL HIGHWAY DISTRICT 2 (SHOD-2)
RESIDENTIAL MU (RX)	TOD OVERLAY	
OFFICE MU (OX)	PROPOSED TOD OVERLAY	
NEIGHBORHOOD MU (NX)		
COMMERCIAL MU (CX)"		
INDUSTRIAL MU (IX)		

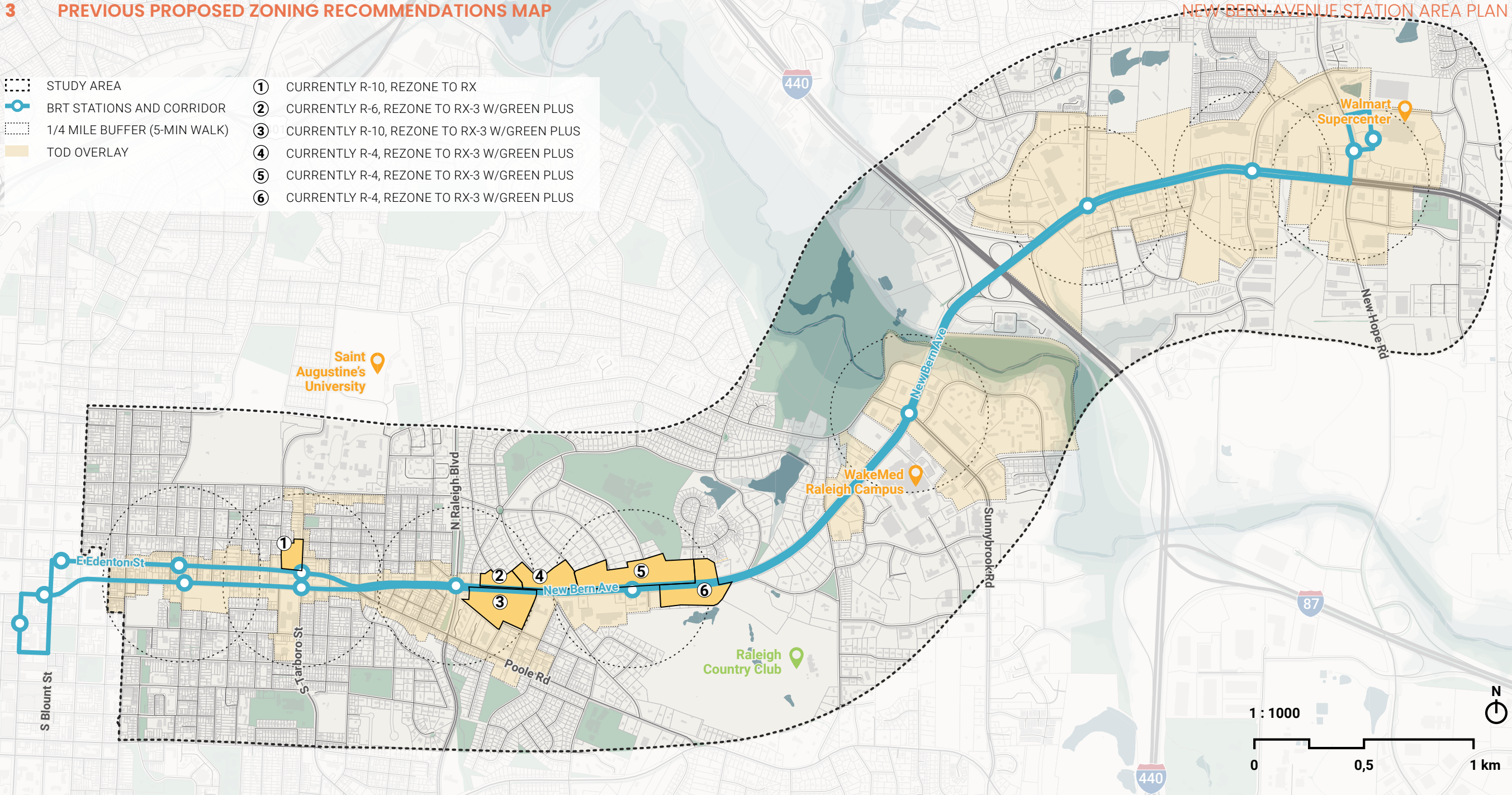


2 PREVIOUS PROPOSED HEIGHT RECOMMENDATIONS MAP



3 PREVIOUS PROPOSED ZONING RECOMMENDATIONS MAP

- STUDY AREA
 - BRT STATIONS AND CORRIDOR
 - 1/4 MILE BUFFER (5-MIN WALK)
 - TOD OVERLAY
- 1 CURRENTLY R-10, REZONE TO RX
 - 2 CURRENTLY R-6, REZONE TO RX-3 W/GREEN PLUS
 - 3 CURRENTLY R-10, REZONE TO RX-3 W/GREEN PLUS
 - 4 CURRENTLY R-4, REZONE TO RX-3 W/GREEN PLUS
 - 5 CURRENTLY R-4, REZONE TO RX-3 W/GREEN PLUS
 - 6 CURRENTLY R-4, REZONE TO RX-3 W/GREEN PLUS



WHAT WE CHANGED / MODIFIED

1

CONDENSED TO
1 MAP

2

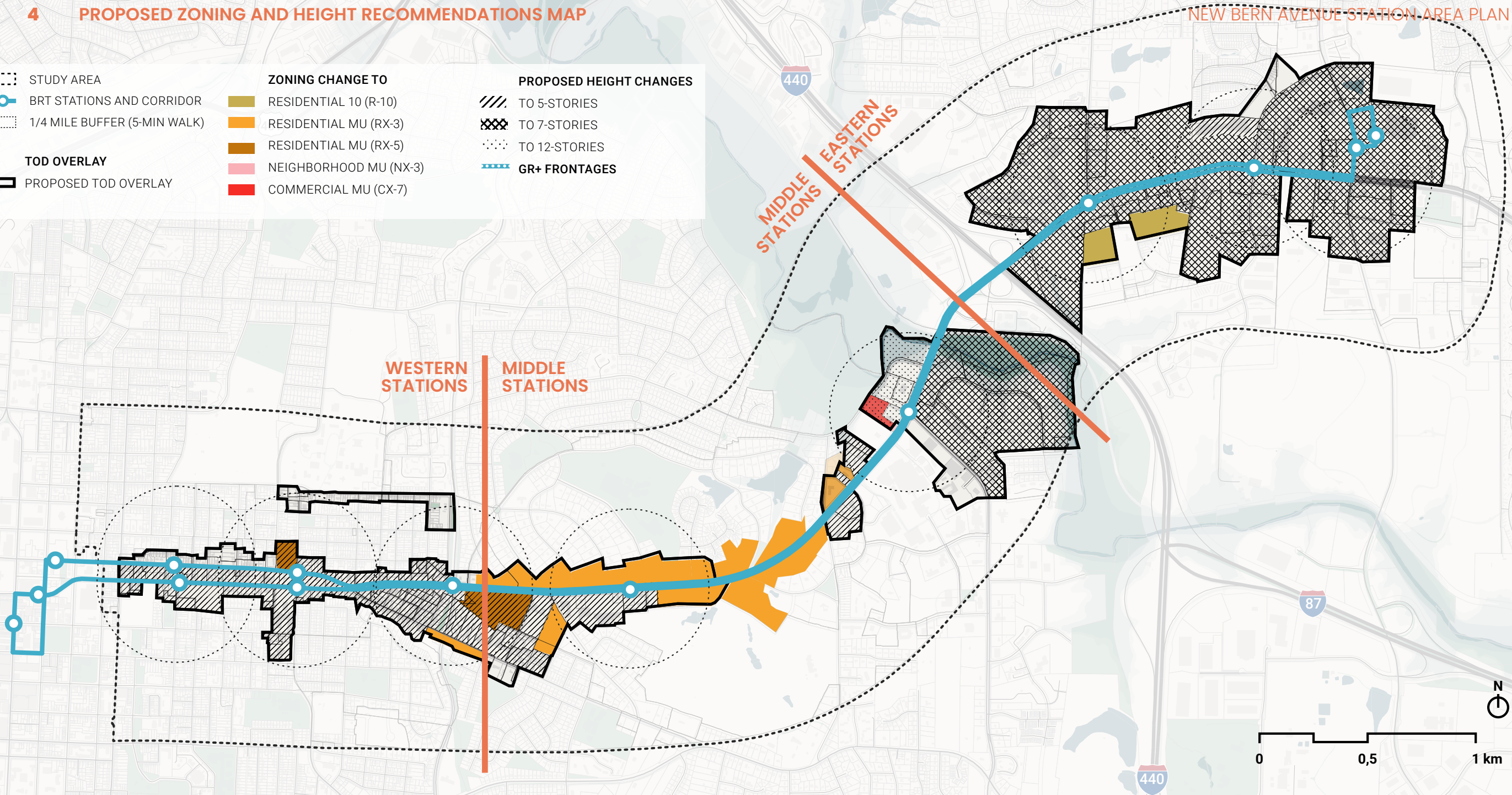
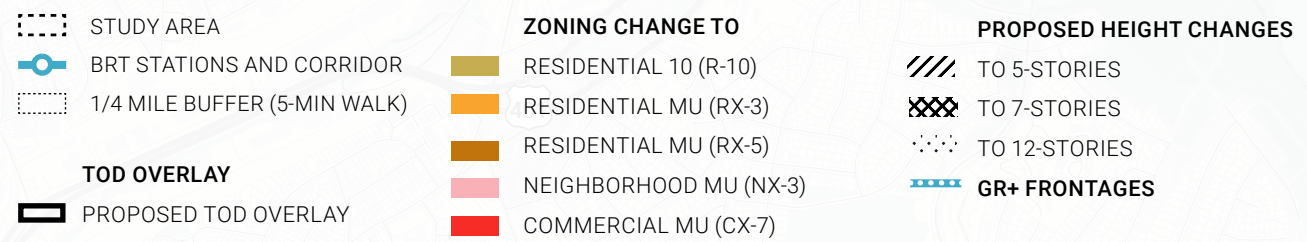
CLARIFIED
AREAS FOR TOD
OVERLAY

3

REFINED AREAS
OF HEIGHT
CHANGES



4



6

SUMMARY OF RECOMMENDATIONS



GROW AROUND TRANSIT



INVEST

Support **investment in transit** and **improve housing choice** and environmental sustainability

HOUSING FOR ALL



AFFORDABLE

Create long-term **affordable housing units** through **zoning incentives** and direct subsidies

PUBLIC PLACES AROUND TRANSIT



\$1.5–\$2.5M

Create new **public spaces** in **key locations** and **tell the story of the area** through public art and memorials

AFFORDABLE HOUSING OPTIONS



\$30–\$36M

Add to affordable housing options, including for **low and very low income households**

DEEPEST AFFORDABILITY



\$50–\$57M

Dedicate funding to housing opportunities **for households below 30 percent of the area median**

CELEBRATE BLACK RALEIGH



\$800K–\$1M

Sustain New Bern Avenue as a center of **Black culture and economic opportunity**

OPPORTUNITY FOR ALL



\$400K–\$10M

Create **more job and entrepreneur opportunities** along New Bern and other BRT corridors

PUT PEDESTRIANS FIRST



\$1–\$3M

For the corridor to be a place that is **comfortable and safe for people walking and taking transit**, prioritizing pedestrian safety.

CONNECT PEOPLE TO STATIONS



\$6–\$8M

Filling in sidewalk gaps, **improving pedestrian facilities at intersections**, and designing and installing other first/last mile **connections to stations**

7

NEXT STEPS



NEXT STEPS



THANK YOU!

SIGN UP FOR PROJECT EMAILS ON THE WEBSITE!
<https://raleighnc.gov/station-area-plan-new-bern>

STAFF CONTACT:

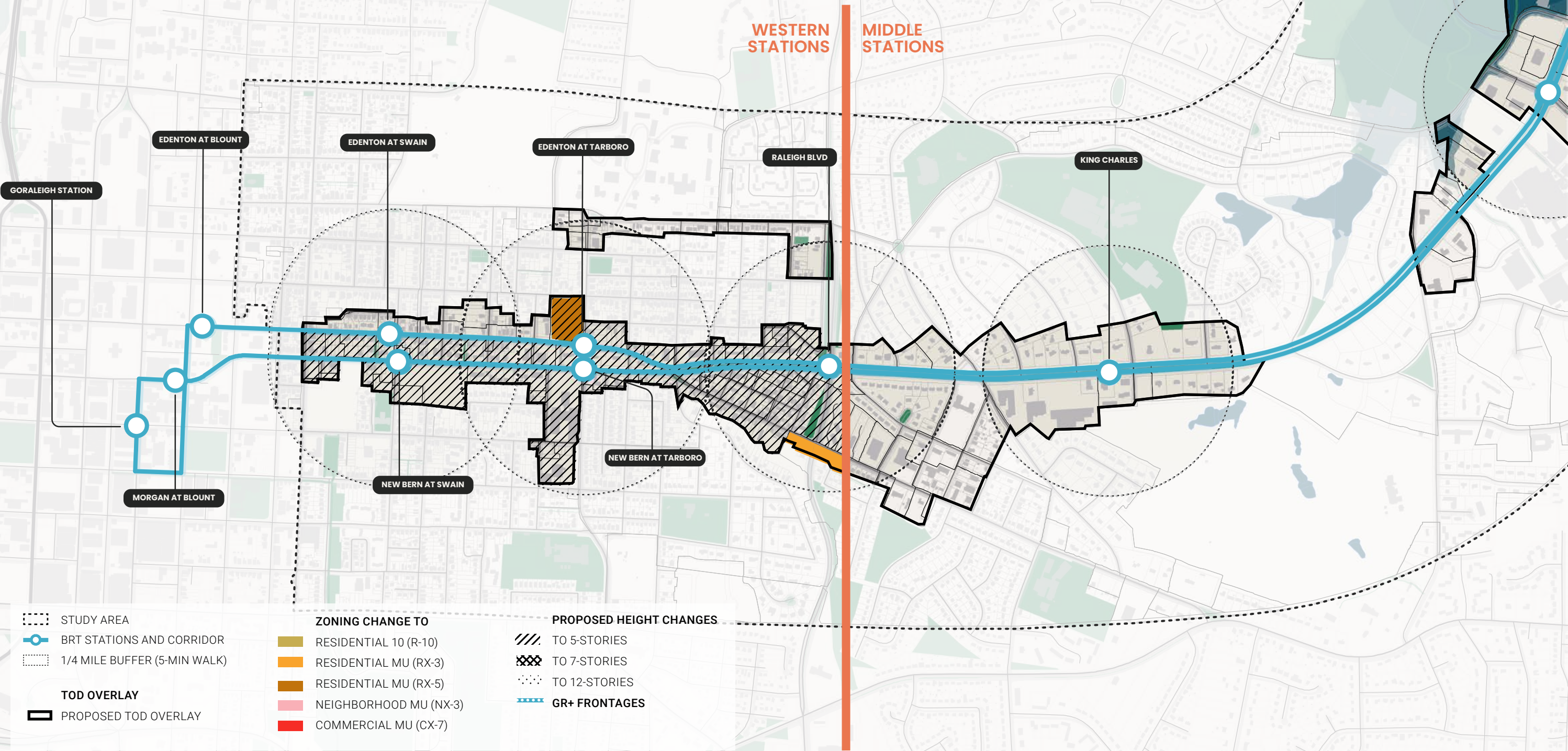
JASON HARDIN, CITY OF RALEIGH
e-mail: Jason.Hardin@raleighnc.gov
phone: 919-996-2657



QUESTIONS?

5 PROPOSED ZONING AND HEIGHT RECOMMENDATIONS MAP

NEW BERN AVENUE STATION AREA PLAN



6 PROPOSED ZONING AND HEIGHT RECOMMENDATIONS MAP

- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)

TOD OVERLAY

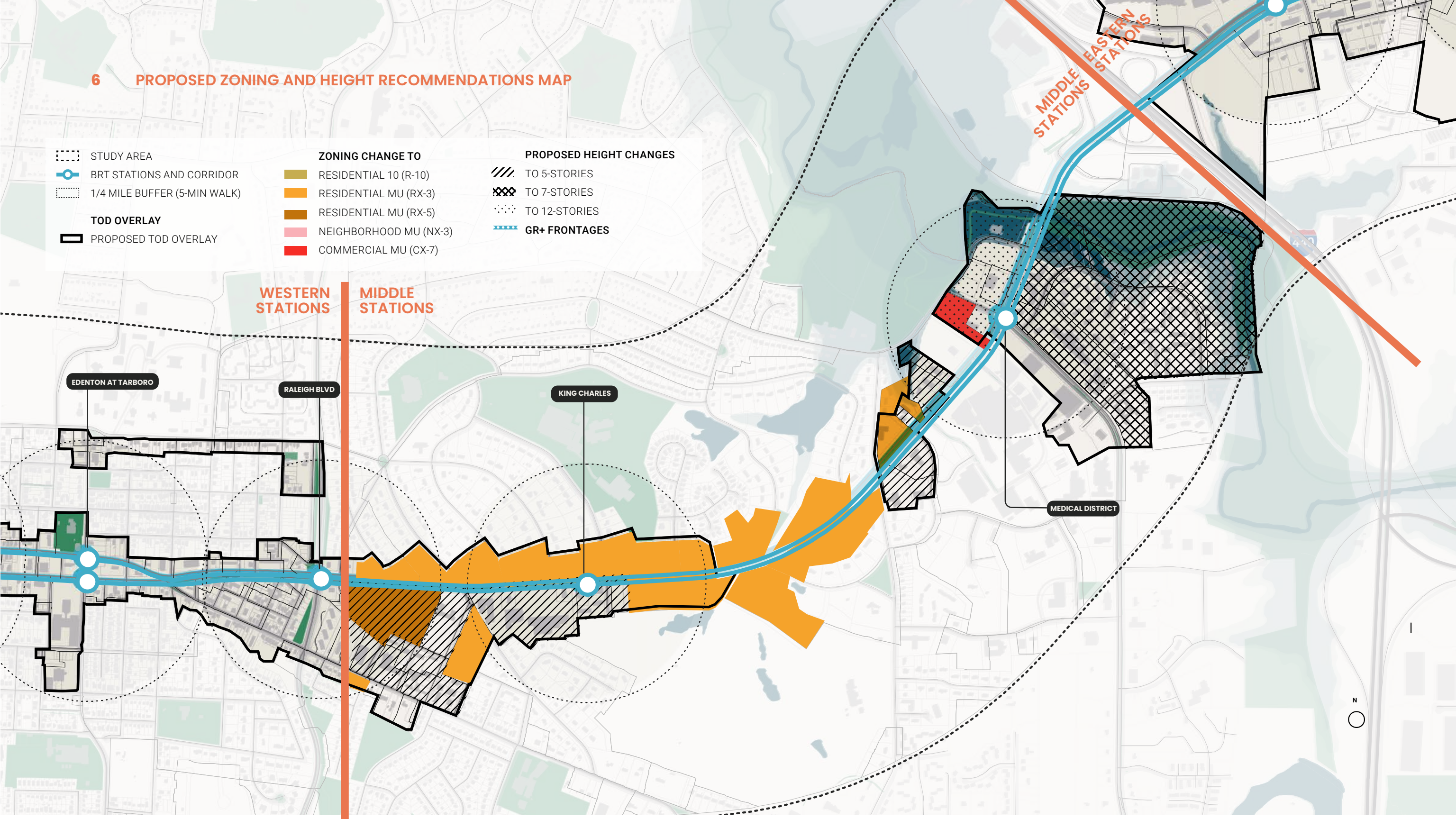
- PROPOSED TOD OVERLAY

ZONING CHANGE TO

- RESIDENTIAL 10 (R-10)
- RESIDENTIAL MU (RX-3)
- RESIDENTIAL MU (RX-5)
- NEIGHBORHOOD MU (NX-3)
- COMMERCIAL MU (CX-7)

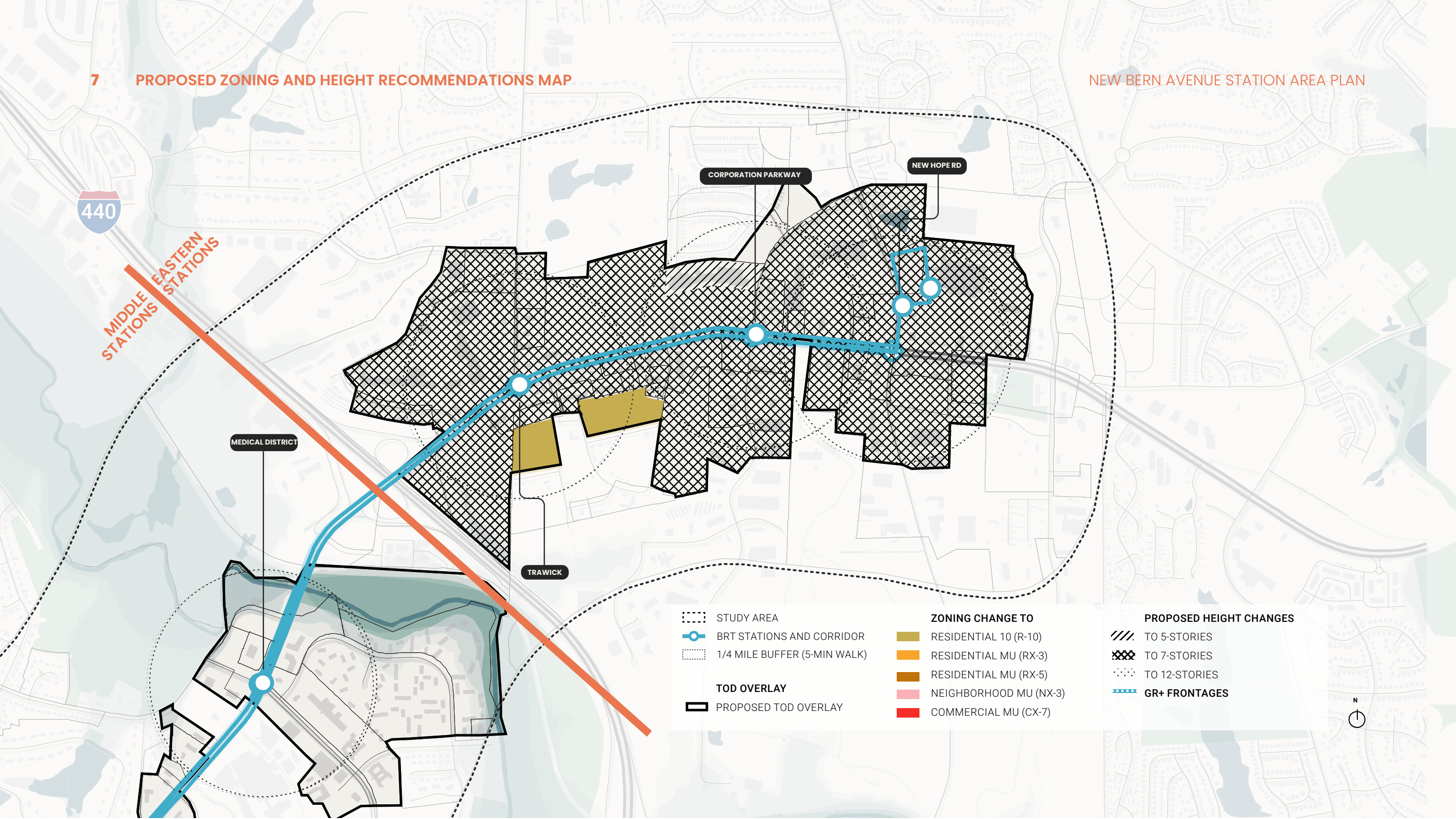
PROPOSED HEIGHT CHANGES

- TO 5-STORIES
- TO 7-STORIES
- TO 12-STORIES
- GR+ FRONTAGES



7 PROPOSED ZONING AND HEIGHT RECOMMENDATIONS MAP

NEW BERN AVENUE STATION AREA PLAN



- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)
- TOD OVERLAY
- PROPOSED TOD OVERLAY

- ZONING CHANGE TO**
- RESIDENTIAL 10 (R-10)
 - RESIDENTIAL MU (RX-3)
 - RESIDENTIAL MU (RX-5)
 - NEIGHBORHOOD MU (NX-3)
 - COMMERCIAL MU (CX-7)

- PROPOSED HEIGHT CHANGES**
- TO 5-STORIES
 - TO 7-STORIES
 - TO 12-STORIES
 - GR+ FRONTAGES

