NEW BERN AVENUE
STATION AREA PLAN
COMMUNITY CHECK-IN
APRIL 2022
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**

- **SPRING 2021**
  - Project Kickoff
  - Resident Interviews
  - Development of The Story of New Bern

- **SUMMER 2021**
  - Establishing Community Connections

- **FALL 2021**
  - Planning & Design Workshops/Charrettes
  - Affordable Housing Summit

- **WINTER 2022**
  - Bike/Pedestrian Workshops

- **SPRING 2022**
  - Draft New Bern Station Area Plans
  - Presentation of Plans to City Council
  - Final New Bern Station Area Plans

**CORRIDOR-WIDE CONCLUSION EVENTS**

**WE ARE HERE**

**COMMUNITY CHECK-IN**
ENGAGEMENT PROCESS

CITY CHARRETTE

ENLOE HIGH SCHOOL

FOCUS GROUP WITH DEVELOPERS
GUIDING PRINCIPLES
GUIDING PRINCIPLES

NEW BERN IS A CONNECTOR

GROW, TOGETHER

EMBRACE NEW BERN’S PERSONALITIES

PREPARE FOR CHANGE
COMMUNITY & ECONOMIC DEVELOPMENT RECOMMENDATIONS
MANDATE

1. RECOMMEND ALLOCATION OF EQUITY FUND

2. PRIORITIZE AFFORDABILITY & MITIGATE DISPLACEMENT
<table>
<thead>
<tr>
<th>MANDATE</th>
<th>POLICY</th>
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<tbody>
<tr>
<td>1 RECOMMEND ALLOCATION OF EQUITY FUND</td>
<td>HOUSING FOR ALL</td>
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<td>2 PRIORITIZE AFFORDABILITY &amp; MITIGATE DISPLACEMENT</td>
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**MANDATE, POLICY & ACTIONS**

**MANDATE**

1. **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**

**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**

- **PREOVE Existing AFFORDABLE RENTAL UNITS**
  - **$5.6 TO $11.2 MILLION**
MANDATE, POLICY & ACTIONS

**MANDATE**

1. **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**

**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

MANDATE

1. 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

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

1. 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

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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<td>CREATE A COMMUNITY MUSEUM</td>
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<td>COST TBD</td>
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<td>DURATION: LONG-TERM (+6 YEARS)</td>
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<td>CREATE A COMMUNITY-BASED CENTER WHERE VARIOUS CITY AGENCIES, CONTRACTORS AND PARTNERS CAN WORK DIRECTLY WITH RESIDENTS</td>
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MANDATE

1. RECOMMEND ALLOCATION OF EQUITY FUND

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MANIFEST

HOUSING FOR ALL

DEEPEST AFFORDABILITY

CELEBRATE BLACK RALEIGH

OPPORTUNITY FOR ALL: SUPPORT LOCAL BUSINESSES AND ENTREPRENEURS

POLICY

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)
MOBILITY FRAMEWORK MAP (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
- PROPOSED SEPARATED BIKE LANES
- EXISTING 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
PROJECT 1A

TRAWICK RD - PED IMPROVEMENTS

$1,600,000

ADD SIDEWALKS
ADD HIGH VISIBILITY CROSSWALKS
ADD ACCESSIBLE (ADA) CURB RAMPS
ADD POCKET MEDIANS / PEDESTRIAN REFUGES
ADD PEDESTRIAN LIGHTING
**FIRST/LAST MILE UPGRADE (IMMEDIATE)**

- **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 NEIGHBORHOOD ROUNDABOUT**
- **IMPROVED/PROPOSED SIDEWALK CONNECTIONS**
- **PROPOSED SHARED USE PATHS**
- **PROPOSED GREENWAY**
- **PROPOSED BIKE LANES**
- **PROPOSED NEIGHBORHOOD BIKEWAYS**
- **PROPOSED COMPLETE STREET**

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**PROJECT 1B**

**CORPORATION PKWY - ROAD DIET / PED IMPROVEMENTS**

$1,000,000

FROM NEW BERN AVE TO LAKE WOODARD DR

- **ADD SIDEWALKS**
- **ADD PEDESTRIAN LIGHTING**
- **ADD HIGH VISIBILITY CROSSWALKS**
- **ADD MEDIANS / PEDESTRIAN REFUGES**
- **ADD ACCESSIBLE (ADA) CURB RAMPS**
- **ROAD DIET FOR SEPARATED BIKE LANES**
- **BIKEWAY SIGNAGE**
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 NEIGHBORHOOD ROUNDABOUT
IMPROVED/PROPOSED SIDEWALK CONNECTIONS
PROPOSED SHARED USE PATHS
PROPOSED BIKE LANES
PROPOSED NEIGHBORHOOD BIKEWAYS
PROPOSED COMPLETE STREET

FIRST/LAST MILE UPGRADE (IMMEDIATE)

PROJECT 1C
NEW HOPE RD - BIKE/PED IMPROVEMENTS
$1,000,000
FROM CORPORATION PKWY TO NEW BERN
SIDEWALK REMOVAL
REPURPOSE WEST SIDE SIDEWALK INTO 10’ SIDEPATH
ADD HIGH VISIBILITY CROSSWALKS
ADD ACCESSIBLE (ADA) CURB RAMPS
ADD PEDESTRIAN LIGHTING
BIKEWAY SIGNAGE
PEDESTRIAN REFUGES
FIRST/LAST MILE UPGRADE (IMMEDIATE)

- 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 NEIGHBORHOOD ROUNDABOUT
- IMPROVED/PROPOSED SIDEWALK CONNECTIONS
- PROPOSED SHARED USE PATHS
- PROPOSED GREENWAY
- PROPOSED BIKE LANES
- PROPOSED NEIGHBORHOOD BIKEWAYS
- PROPOSED COMPLETE STREET

PROJECT 2
TARBORO ST IMPROVEMENTS
$532,000

FROM EDENTON ST TO OAKWOOD AVE
TRAFFIC CALMING
FORMALIZE ON-STREET PARKING AREAS
ADD HIGH VISIBILITY CROSSWALKS
ADD ACCESSIBLE (ADA) CURB RAMPS
ADD PEDESTRIAN LIGHTING
PROJECT 3

FISHER ST - PEDESTRIAN/BIKE IMPROVEMENTS

MILBURNIE ROAD INTERSECTION IMPROVEMENTS

MULTI-USE PATH CONNECTION

BIKEWAY SIGNAGE/SHARROWS ALONG FISHER ST / DELANY DR / HAWKINS ST / NORWOOD ST

OAKWOOD AVE HIGH VISIBILITY CROSSWALK

$1,270,000

FIRST/LAST MILE UPGRADE (IMMEDIATE)

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 NEIGHBORHOOD ROUNDABOUT
IMPROVED/PROPOSED SIDEWALK CONNECTIONS
PROPOSED SHARED USE PATHS
PROPOSED GREENWAY
PROPOSED BIKE LANES
PROPOSED NEIGHBORHOOD BIKEWAYS
PROPOSED COMPLETE STREET
PROJECT 4
SUNNYBROOK RD - BIKE IMPROVEMENTS
$1,050,000

SIDEWALK REMOVAL
REPURPOSE EAST SIDE SIDEWALK INTO 10’ SIDEPATH
ADD HIGH VISIBILITY CROSSWALKS
ADD ACCESSIBLE (ADA) CURB RAMPS
ADD PEDESTRIAN LIGHTING
BIKEWAY SIGNAGE

Note: Project not funded, however identified as priority for funding in future rounds of capital planning.
PROJECT 5
SWAIN & HARGETT STREETS - BIKE/PED IMPROVEMENTS
$570,000

REPAIR/ REPLACE SIDEWALKS
ADD HIGH VISIBILITY CROSSWALKS
ADD ACCESSIBLE (ADA) CURB RAMPS
ADD PEDESTRIAN LIGHTING
CONNECT EXISTING SHARED USE PATHS

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

### Short Term First-Mile / Last-Mile Improvements

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Description</th>
<th>Budget</th>
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<tbody>
<tr>
<td>1A</td>
<td>Trawick Rd Pedestrian Improvements</td>
<td>$1,600,000</td>
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<tr>
<td>1B</td>
<td>Corporation PKWY Road Diet / Ped Improvements</td>
<td>$1,000,000</td>
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<tr>
<td>1C</td>
<td>New Hope Rd Bike/Ped Improvements</td>
<td>$1,000,000</td>
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<tr>
<td>2</td>
<td>Tarboro St – Pedestrian Improvements</td>
<td>$532,000</td>
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<tr>
<td>3</td>
<td>Fisher St – Pedestrian/Bike Improvements</td>
<td>$1,270,000</td>
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<tr>
<td>4</td>
<td>Sunnybrook Road – Pedestrian/Bike Improvements</td>
<td>$1,050,000</td>
</tr>
<tr>
<td>5</td>
<td>Swain &amp; Hargett Streets – Pedestrian Improvements</td>
<td>$570,000</td>
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Projects 4 & 5 not funded, however identified as priority for funding in future rounds of capital planning.
UPDATED ZONING RECOMMENDATIONS
SUMMARY OF RECOMMENDATIONS
**INVEST**
Support investment in transit and improve housing choice and environmental sustainability

**AFFORDABLE HOUSING OPTIONS**
$30–$36M
Add to affordable housing options, including for low and very low income households

**DEEPEST AFFORDABILITY**
$1–$3M
For the corridor to be a place that is comfortable and safe for people walking and taking transit, prioritizing pedestrian safety.

**OPPORTUNITY FOR ALL**
$400K–$10M
Create more job and entrepreneur opportunities along New Bern and other BRT corridors

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

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

**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

**CELEBRATE BLACK RALEIGH**
$800K–$1M
Sustain New Bern Avenue as a center of Black culture and economic opportunity

**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
NEXT STEPS
NEXT STEPS

1. SPRING 2022
   INCORPORATE FEEDBACK FROM THIS CHECK-IN AND ONLINE SURVEY

2. SPRING 2022
   PRESENT PLAN TO CITY COUNCIL FOR INITIATION OF ZONING CHANGES AND REFERRAL TO PLANNING COMMISSION FOR REVIEW

3. SUMMER 2022
   HOLD TWO SETS OF NEIGHBORHOOD MEETINGS TO DISCUSS ZONING CHANGES AND OTHER ASPECTS OF PLAN

4. SUMMER/FALL 2022
   PLANNING COMMISSION REVIEW

5. FALL 2022
   CITY COUNCIL PUBLIC HEARING
THANK YOU!

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

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