



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

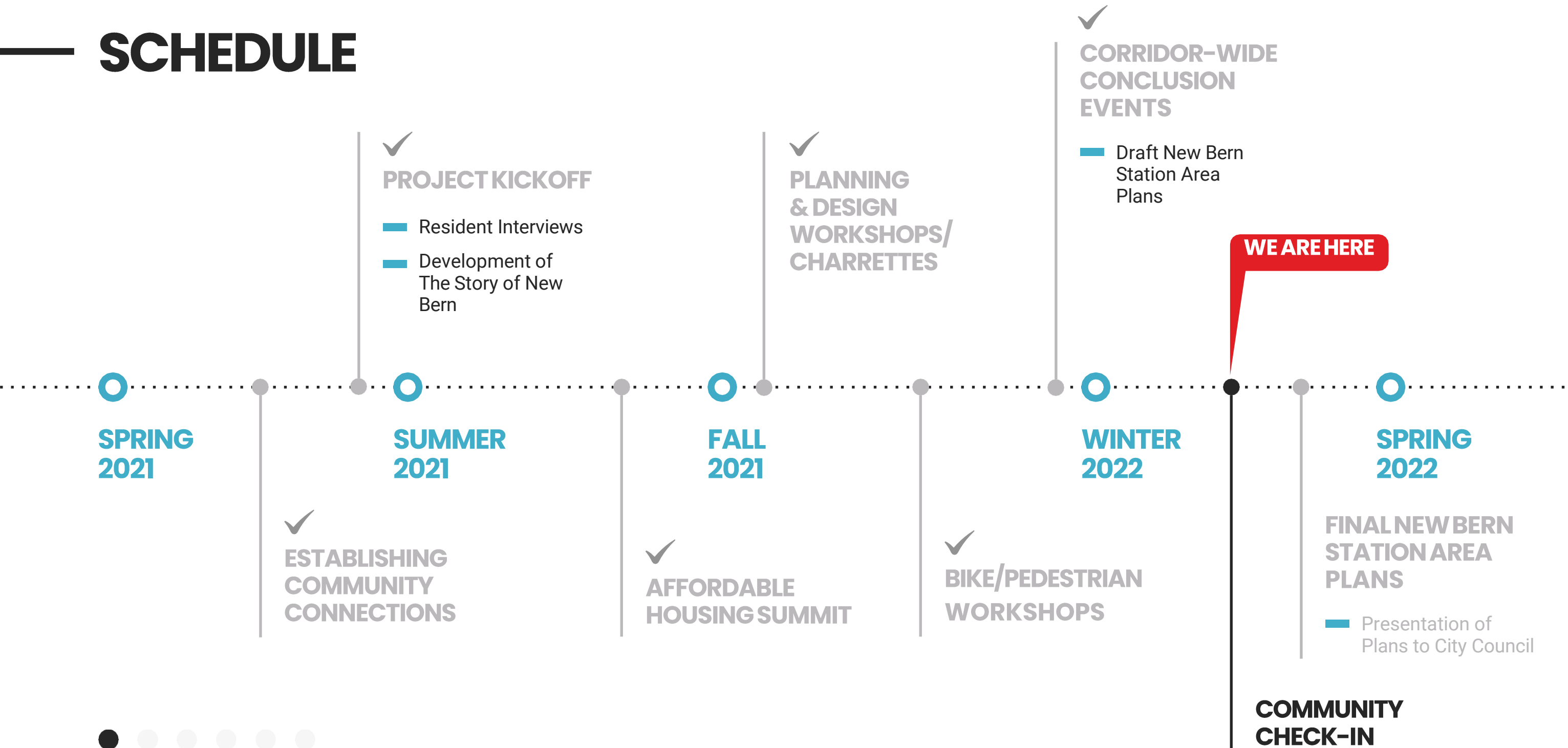


## 6 URBAN DESIGN/ STREETSCAPE

Urban Design  
Interventions



# SCHEDULE





# — ENGAGEMENT PROCESS



CITY CHARRETTE



ENLOE HIGH SCHOOL



FOCUS GROUP WITH DEVELOPERS



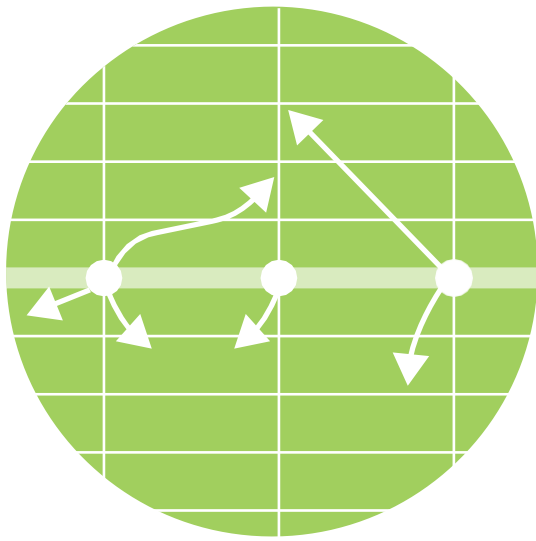
2

# 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

## 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**





# 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**

PRESERVE 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

## 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

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**





# 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

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)**



4

**MOBILITY**



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
- 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

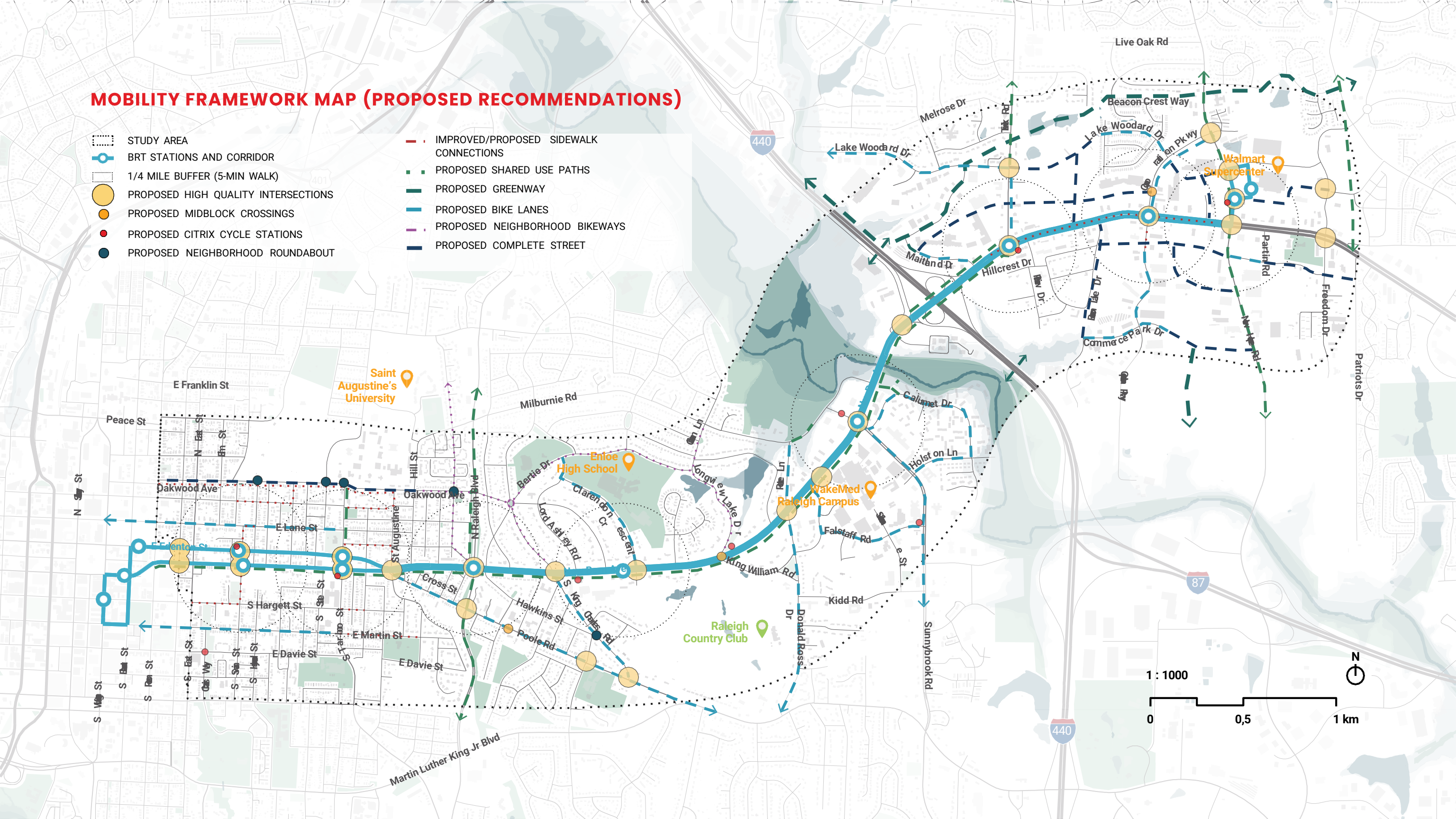
**IDENTIFIED IMMEDIATE  
IMPROVEMENTS TO  
BE IMPLEMENTED  
UNDER CURRENT  
TRANSPORTATION  
BOND**


















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





## 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 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

## 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



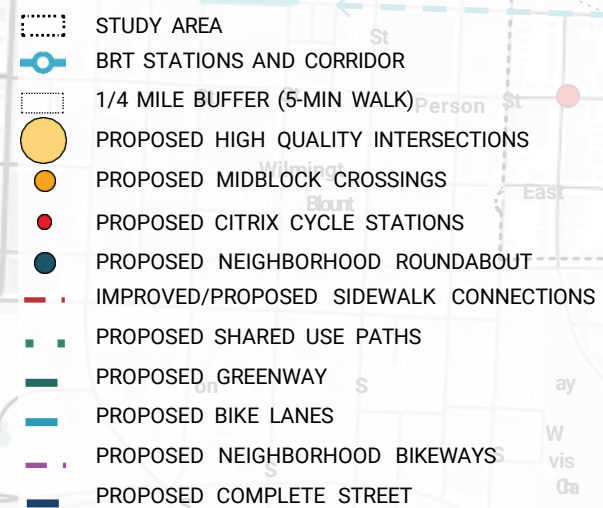
## FIRST/LAST MILE UPGRADE (IMMEDIATE)

- 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 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

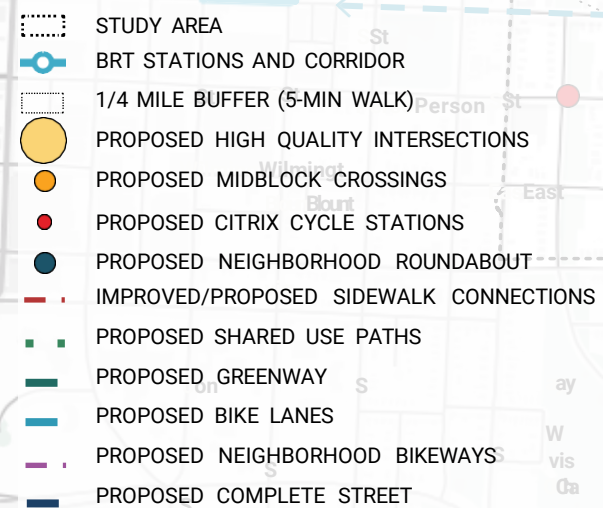




**\$532,000**

## ADD PEDESTRIAN LIGHTING





**FISHER ST - PEDESTRIAN/BIKE IMPROVEMENTS**  
**\$1,270,000**

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



FIRST/LAST MILE UPGRADE  
(IMMEDIATE)

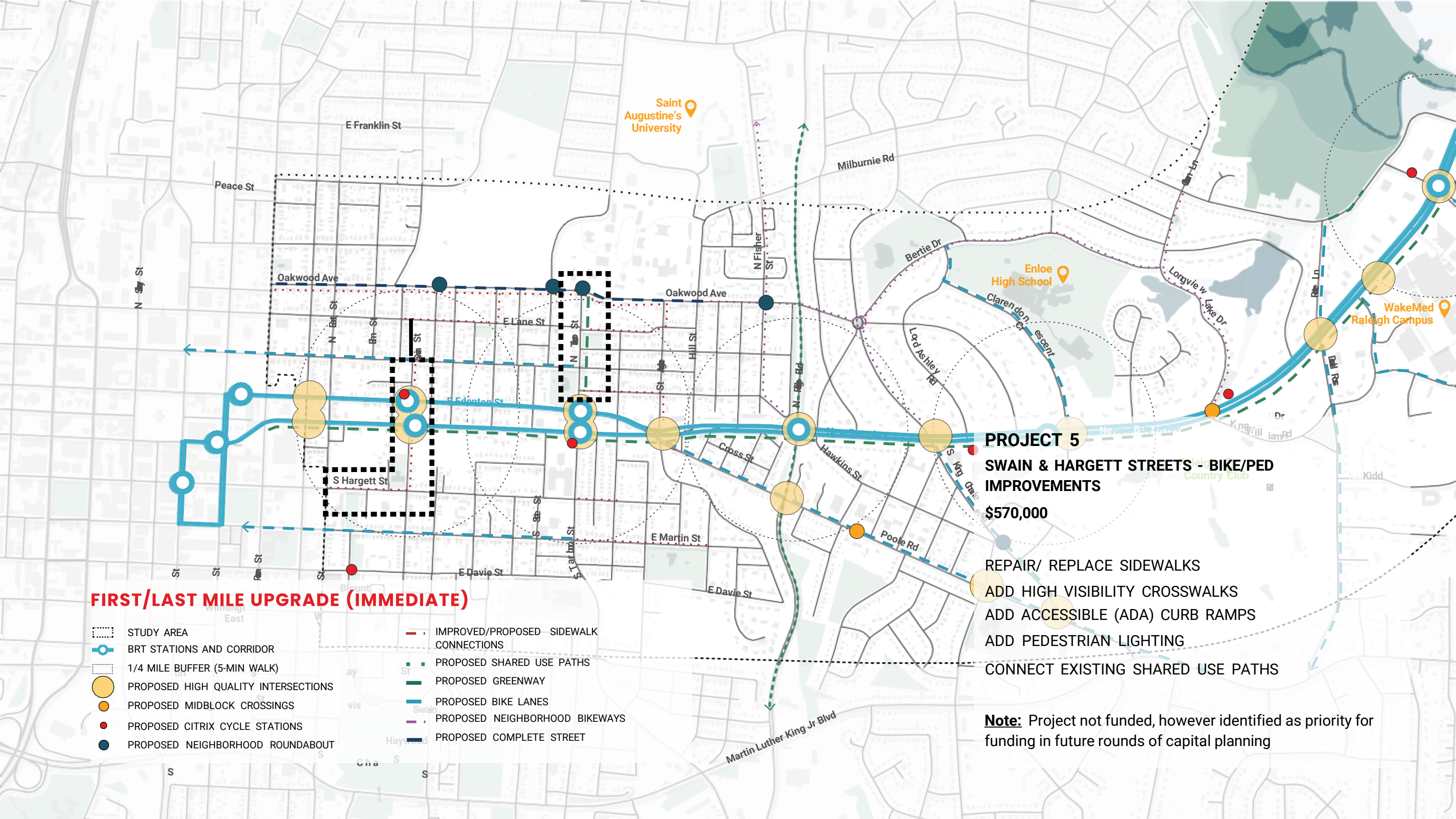
- STUDY AREA
- BRT STATIONS AND CORRIDOR
- 1/4 MILE BUFFER (5-MIN WALK)
- PROPOSED HIGH QUALITY INTERSECTIONS
- PROPOSED MIDBLOCK CROSSINGS
- PROPOSED CITRIX CYCLE STATIONS
- PROPOSED NEIGHBORHOOD ROUNDABOUT
- IMPROVED/PROPOSED SIDEWALK CONNECTIONS
- PROPOSED SHARED USE PATHS
- PROPOSED GREENWAY
- PROPOSED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





## 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 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

\$5,650,000

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

PROJECT 1A	<b>TRAWICK RD PEDESTRIAN IMPROVEMENTS</b> \$1,600,000
PROJECT 1B	<b>CORPORATION PKWY ROAD DIET / PED IMPROVEMENTS</b> \$1,000,000
PROJECT 1C	<b>NEW HOPE RD BIKE/PED IMPROVEMENTS</b> \$1,000,000
PROJECT 2	<b>TARBORO ST – PEDESTRIAN IMPROVEMENTS</b> \$532,000
PROJECT 3	<b>FISHER ST – PEDESTRIAN/BIKE IMPROVEMENTS</b> \$1,270,000
PROJECT 4	<b>SUNNYBROOK ROAD – PEDESTRIAN/BIKE IMPROVEMENTS</b> \$1,050,000
PROJECT 5	<b>SWAIN &amp; HARGETT STREETS – PEDESTRIAN IMPROVEMENTS</b> \$570,000



5

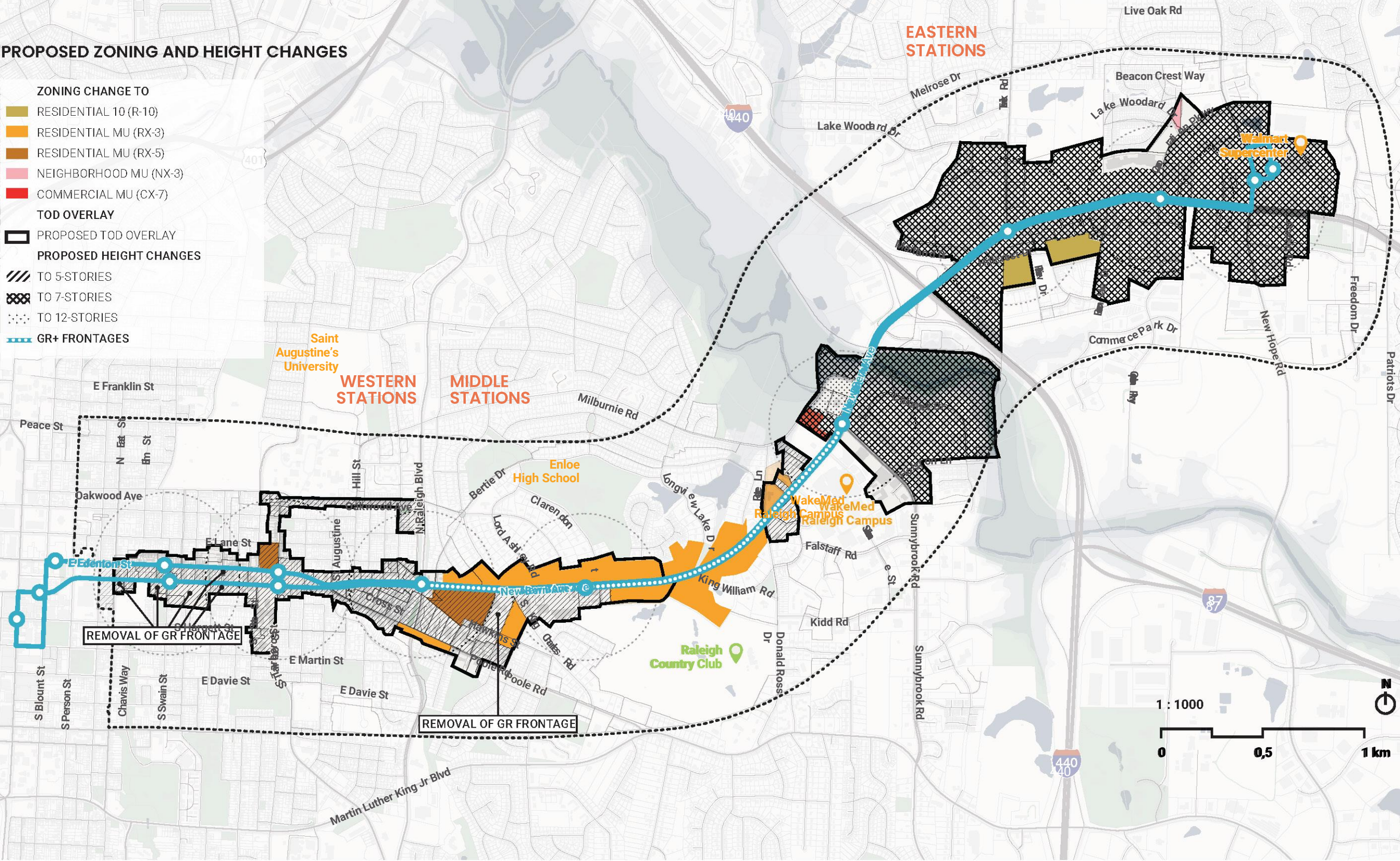
# UPDATED ZONING RECOMMENDATIONS





PROPOSED ZONING AND HEIGHT CHANGES

- ZONING CHANGE TO
- RESIDENTIAL 10 (R-10)
  - RESIDENTIAL MU (RX-3)
  - RESIDENTIAL MU (RX-5)
  - NEIGHBORHOOD MU (NX-3)
  - COMMERCIAL MU (CX-7)
- TOD OVERLAY
- PROPOSED TOD OVERLAY
- PROPOSED HEIGHT CHANGES
- TO 5-STORIES
  - TO 7-STORIES
  - TO 12-STORIES
  - GR+ FRONTS







# 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



### FOCUS

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

**SPRING  
2022**

**1**

**INCORPORATE  
FEEDBACK FROM  
THIS CHECK-  
IN AND ONLINE  
SURVEY**

**SPRING  
2022**

**2**

**PRESENT PLAN  
TO CITY COUNCIL  
FOR INITIATION OF  
ZONING CHANGES  
AND REFERRAL  
TO PLANNING  
COMMISSION FOR  
REVIEW**

**SUMMER  
2022**

**3**

**HOLD TWO  
SETS OF  
NEIGHBORHOOD  
MEETINGS TO  
DISCUSS ZONING  
CHANGES AND  
OTHER ASPECTS  
OF PLAN**

**SUMMER/FALL  
2022**

**4**

**PLANNING  
COMMISSION  
REVIEW**

**FALL  
2022**

**5**

**CITY COUNCIL PUBLIC  
HEARING**



# 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](mailto:Jason.Hardin@raleighnc.gov)  
**phone:** 919-996-2657

**QUESTIONS?**

