



PLANNING &  
DEVELOPMENT

# BRT Station Area Planning Western Corridor

Community Leader Group  
Meeting  
February 29, 2024



## Wake Bus Rapid Transit Western Corridor Bus Rapid Transit Route and Neighborhood Context



# Meeting Agenda



Welcome and Re-introductions



Engagement Update



Open House Debrief & Discussion



Next Steps



Final Thoughts & Adjournment



# Engagement Update

## *Touch-points with the community in 2024*

Presentation to  
New Students at  
Shaw's New  
Student  
Orientation

5 Jan.

Presentation to  
Hillsborough-  
Wade CAC

16 Jan.

23 Jan.

Community  
Leader Group  
Meeting

24 Jan.

25-Jan.

BRT Small  
Business  
Workshop by  
Raleigh Chamber

29 Jan.

1 Feb.

Presentation to  
Method Civic  
League

3 Feb.

6 Feb.

Presentation to  
Boylan Heights  
Neighborhood  
Association

Presentation to  
West Raleigh  
CAC

Posted Western  
Station Area  
Planning signs  
along the corridor

Pop-up at NCSU  
Talley Student  
Union

Small Business  
Canvassing



# Engagement Update

## *Touch-points with the community in 2024*

Presentation to the  
Blue Ridge Corridor  
Alliance

8 Feb.

Presentation to the  
Southwest Raleigh  
CAC

12 Feb.

Open House 1

17 Feb.

Open House 3

21 Feb.

Pop-up at Food Lion

Canvassing on Route  
300 and at stops

Open House 2

Tabling at the Dix  
Park Project Summit

10 Feb.

15 Feb.

20 Feb.

28 Feb.





# Open House #1

Saturday, February 17  
Method Community  
Center

48 attendees







## Open House #2

Tuesday, February 20 at  
Powell Drive  
Neighborhood Center

32 attendees





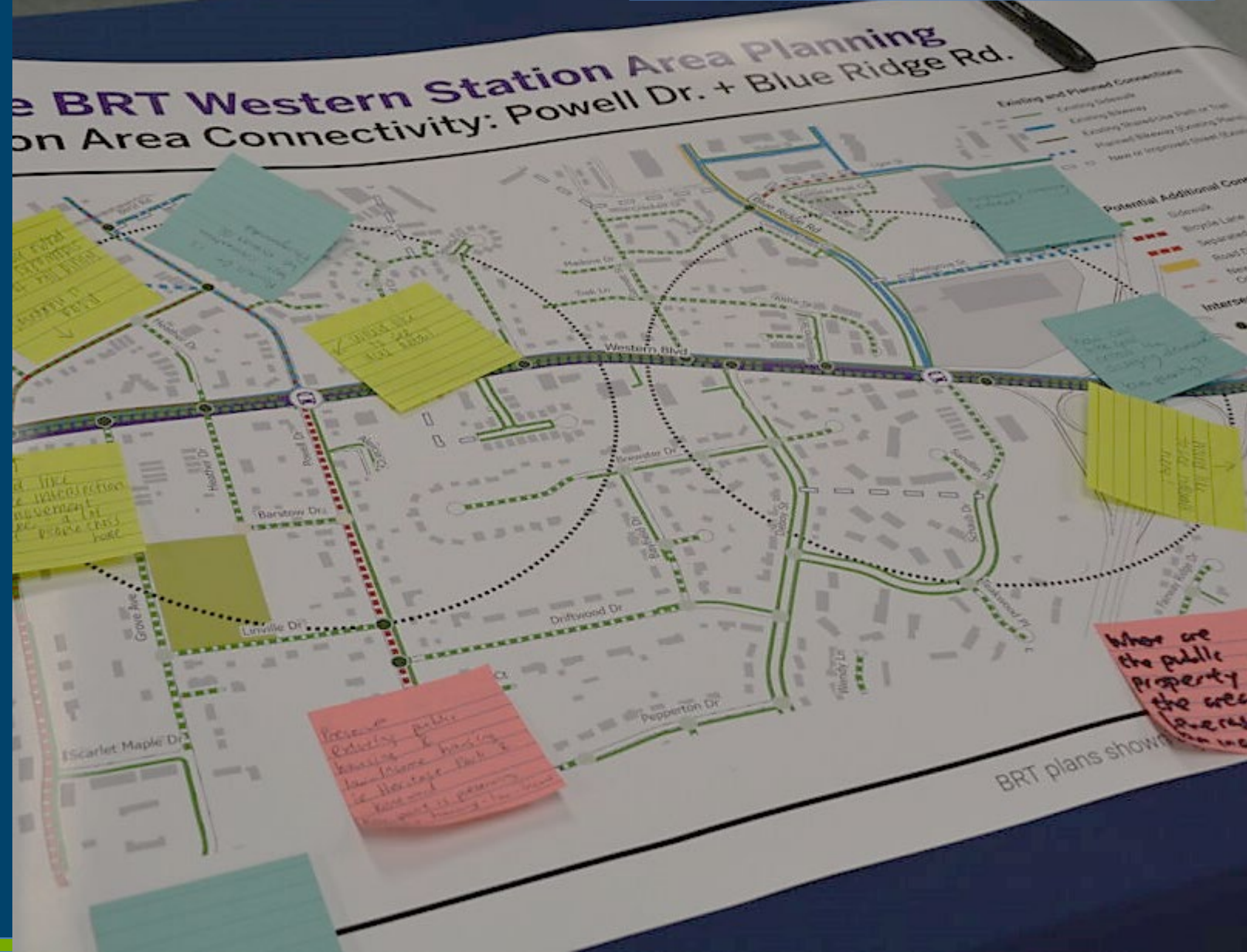


# Open House #3

Wednesday, February 21

Virtual Teams Meeting

43 attendees





# Engagement Update

## *By the numbers*

- 5 Community Leader Group Meetings
- 3 pop-up events
- 4 in-person open houses
- 2 online open houses/webinars.
- 5 Neighborhood meetings
- 3 Small group meetings
- 2 1:1 interviews
- 1 online survey
- Mailed and distributed over 40,000 flyers to corridor residents and business owners
- Posted 20 yard signs along the 12-mile corridor
- 3 rounds of canvassing
- And through all of this, talked to or connected with over 500 people





# Engagement Update

## *What We've Heard*

### Mobility

- Specific sidewalk improvements
- Improve bike connections to bus stops
- Enhanced connections to parks
- Greenway connections to existing and future networks

### Housing

- Encourage high-density housing and mixed-income
- Address the need for deeply affordable housing
- Prevent resident displacement

### Land Use & Dev.

- Ensure a variety of retail options
- Zone more areas for mixed use
- Manage parking effectively



# Engagement Update

## *What We've Heard*

### Neighborhoods

- Desire for pedestrian-oriented development at current retail sites
- Preserve and celebrate historic places and institutions

### Business Support

- Provide incentives to keep existing businesses in place
- Improve foot traffic

### Public Spaces

- Develop and preserve natural open spaces
- Install public art in station areas



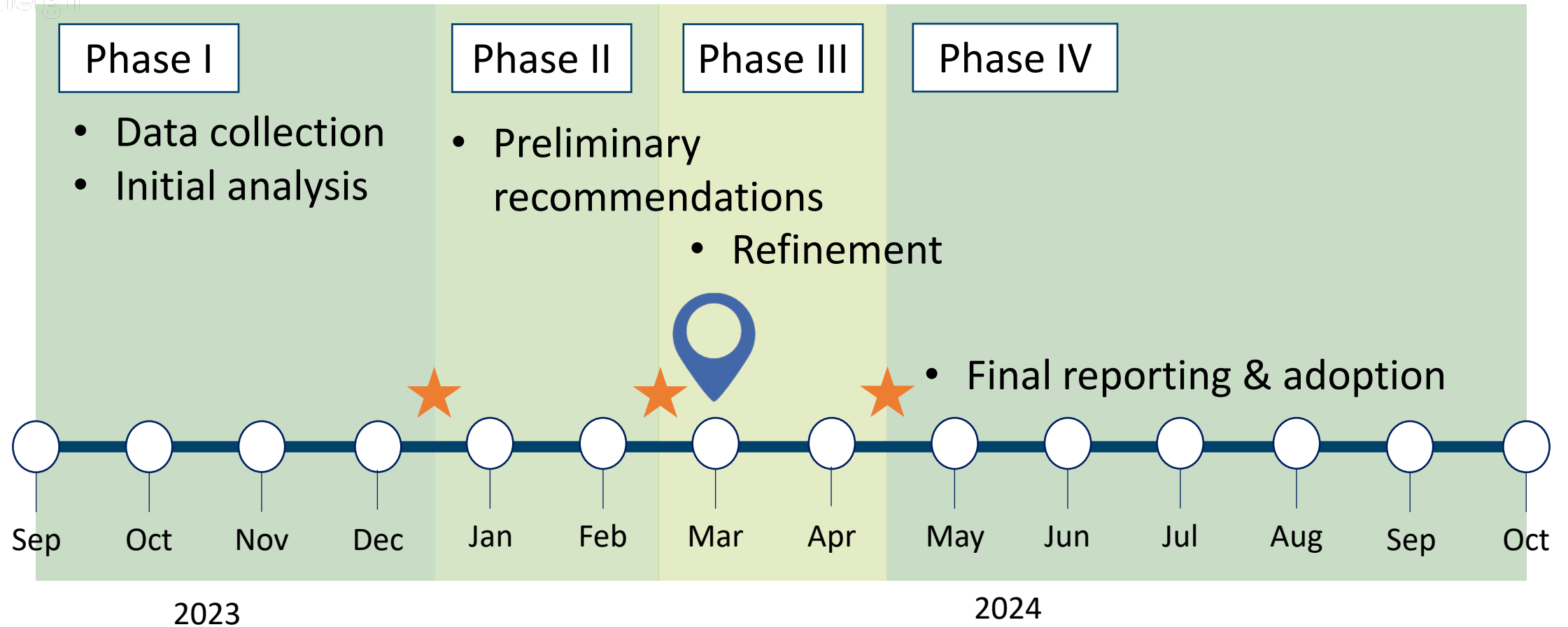
# Discussion Questions

- Have you attended any of the open houses or other engagement events so far?
- What did you observe? What feedback to you have for us?
- What have you heard about the Western BRT or Station Area Planning? Do you think people are aware and connected to the project if they want to be?





# Project Timeline



 Community Workshops



# Next Steps

## Focus on prioritization & implementation

- Affordable housing tools
- Business stabilization strategies
- Planning & zoning tools

## Internal coordination

- Urban Design
- BRT Design Teams
- Transportation
- Housing
- Economic Development
- Zoning & Land Use

Next round of open houses in early-mid May



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