



15. Olde East Raleigh

The Plan area is bounded by New Bern Avenue to the north, Tarboro Street and Rock Quarry Road to the east, Martin Luther King Jr. Boulevard to the south, and East Street to the west.

Raleigh’s East Gateway neighborhood has long been a destination for the city’s African American population. Settled more than 100 years ago, the neighborhood introduced rural African Americans to Southern city life. Anchored by Shaw University and St. Augustine’s College, East Raleigh and nearby South Park emerged as a hub of African American business, cultural, educational, and recreational activity. The concentration of young professionals who settled in East Raleigh in the early twentieth century had an enormous influence on Raleigh’s black culture. Chavis Park was the center of cultural, recreational, and social life. Limited stores and services in the community were remedied by easy access to downtown by way of streetcars. Adjacent to downtown Raleigh, the East Raleigh residents were able to live a comfortable life during a challenging period in American history. In recent years, as segregation faded, some African Americans left the neighborhood for more prosperous parts of the region.

Today, downtown Raleigh is experiencing rapid growth, and East Raleigh is experiencing intense development pressure for the first time in decades. Years of community development fueled by private revitalization and growth pressures from downtown heightened residents’ uncertainty about the future of East Raleigh. The neighborhood now faces the dual challenge of retaining the character and culture of community, while accommodating the growth, change, and lifestyles of new residents. This dynamic is at the core of the renaissance underway in East Raleigh.

Policy AP-OER 1

Olde East Raleigh Rehabilitation Priority

Encourage rehabilitation rather than demolition of housing stock in the Olde East Raleigh study area whenever possible.

Policy AP-OER 2

Olde East Raleigh Infill

Infill residential development in Olde East Raleigh should reflect the existing historic building types in the study area.

Policy AP-OER 3

Olde East Raleigh Lot Mergers

Smaller lots in Olde East Raleigh are encouraged to be combined rather than redeveloped, to accommodate larger homes, whenever possible.

Downtown Transitional Zone

Policy AP-OER 4

Olde East Raleigh Western Edge

Encourage Moderate-Density Residential (townhouse and low-rise multi-family) on Olde East Raleigh’s western edge, north of Cabarrus Street.

Policy AP-OER 5

Olde East Raleigh at East and Davie Streets

Encourage two to three story mixed-use development (small-scale Office, Retail, and/or Moderate-Density Residential) at the corner of East Street and Davie Street (known as the Stone Warehouse Site). Olde East Raleigh “Front Door”

Policy AP-OER 6

Olde East Raleigh Front Door

Encourage mixed-use development (small-scale Office, Retail, and/or Moderate-Density Residential) on the south side of New Bern Avenue from the eastern edge of City Cemetery to State Street. Historic Core

Policy AP-OER 7

Olde East Raleigh Infill Character

New single-family residential infill development in Olde East Raleigh should reflect the existing National Register of Historic Places historic building types in the study area.

Policy AP-OER 8

Olde East Raleigh Design Guidelines

Maintain the historic character of the Olde East Raleigh area using design guidelines.

Mixed-Income Zone

Policy AP-OER 9

Mixed-Income Zone

Encourage moderate-density residential infill development in the Olde East Raleigh Mixed-Income Zone.

Single-Family Zone

Policy AP-OER 10

Hunter-Ligon Area

Property south of Hunter Elementary School and east of Ligon Middle School should develop with increased lot sizes and home sizes whenever possible.

Regional Oriented Shopping Center, Mixed-Use

Policy AP-OER 11

MLK Boulevard at Rock Quarry Road

Two- to three-story mixed use development (small scale Office, Retail, and/or Moderate-Density Residential) should be encouraged for properties at the northwest corner of Martin Luther King, Jr. Boulevard and Rock Quarry Road.



All Areas

Action AP-OER 1

Reserved

Action AP-OER 4

Reserved

Action AP-OER 2

Olde East Raleigh Capital Improvements

As Capital Improvement Program (CIP) dollars become available residents of Olde East Raleigh should work with the city to coordinate streetscape and other improvements to create a quality neighborhood image, and to develop and place decorative signage as neighborhood identifiers to celebrate the history and culture of the community.

Action AP-OER 3

Olde East Raleigh Redevelopment Plan Amendments

Amend existing redevelopment plans and redevelopment strategies for Olde East Raleigh to reflect the land use recommendations in this plan.

