

PHASE III PUBLIC INPUT SUMMARY

OCTOBER 28-29, 2015

The City of Raleigh along with their consultants, Lord Aeck Sargent hosted their last public workshops on October 28 and October 29, 2015. Both workshops presented final recommendations for zoning, transportation, and public realm improvements. Four planning stations were provided to encourage attendees to explore the Cameron Village and Hillsborough Street Small Area Plans recommendations in further detail: Land Use and Zoning, Public Realm Network Traffic and Parking Strategies, and Advisory Committee. The goal of the workshops were to inform and gain consensus with the public regarding the draft recommendations.

Day #1 - October 28th, 2015

Public Work Session, 7 pm, NCSU Talley Student Center

- 65 Attendees

Day #2 - October 19th, 2015

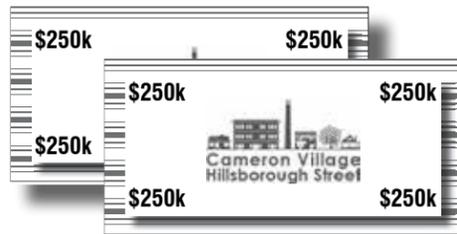
Public Work Session, 7:30 a.m., Pullen Arts Center

- 36 Attendees

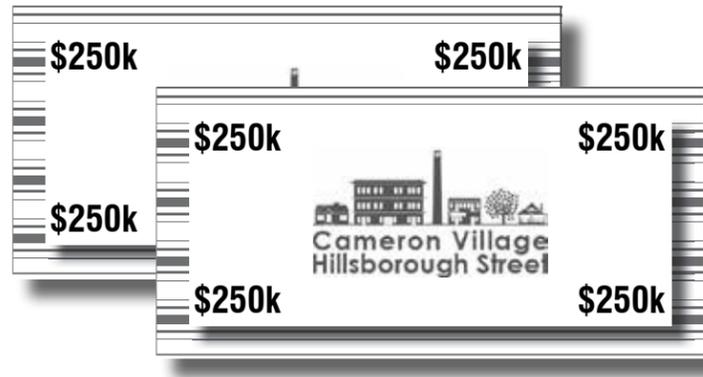
Online Participation

- 327 Respondents

In addition to the planning information stations, workshop participants were given \$1,000,000 of "Cameron Village/Hillsborough Street Money" to prioritize the projects for public realm improvements and public transportation improvements. The money could be given to a single project or spread out between various projects. Online survey participants were asked to complete a comparable prioritization exercise.



Project Prioritization Exercise



Public Realm Improvements

Participants were given \$1 million to spend to illustrate their top priorities for public improvements.

Public Realm Improvements

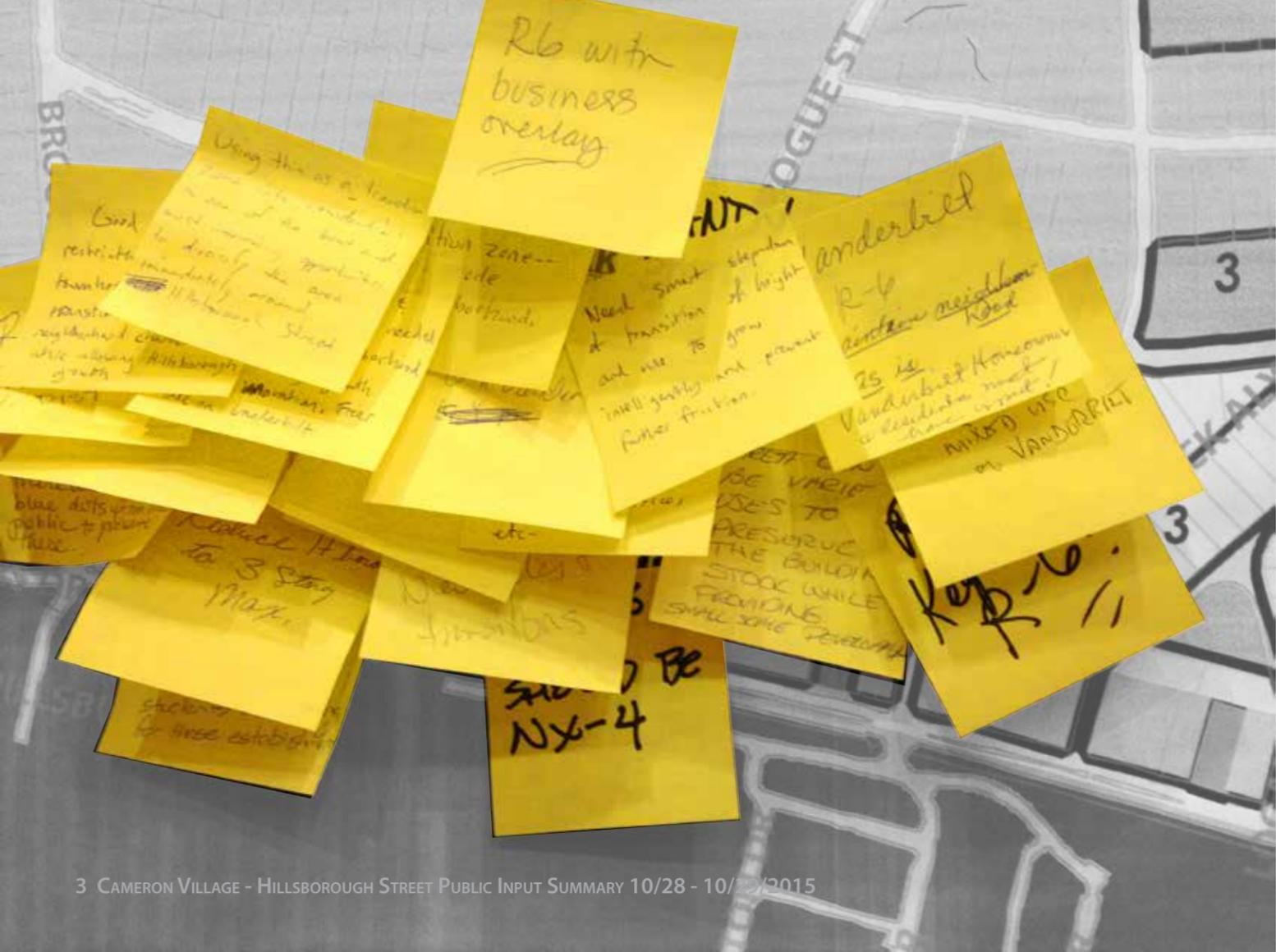
- Neighborhood Sidewalk/Crosswalk Improvements
\$8.25 Million
- Enterprise Street Bike/Ped Corridor
\$6.5 Million
- Clark Avenue Bike/Ped Corridor
\$6.25 Million
- Neighborhood Park Improvements
\$3.75 Million
- New open space/plazas at Cameron Village & along Hillsborough St
\$3.5 Million
- Gardner Street Greenway
\$2.75 Million
- Gorman/Faircloth Bike Facility/Greenway
\$2.5 Million
- Dixie Trail Bike/Ped Corridor
\$2 Million
- Daniels Street Bike/Ped Corridor
\$500K

Parking + Transportation Improvements

- High Frequency Bus Service & Transit Stops
\$5.75 Million
- Public Parking in new Private Parking Decks
\$4 Million
- Oberlin Complete Street Improvements
\$3.75 Million
- Hillsborough Street Phases 3-5
\$3 Million
- Sutton Street Extension
\$1.75 Million
- Hillsborough Street Surface Parking Lots & On-street Meters
\$1.5 Million
- Smallwood/Peace/Cameron Modifications
\$1.5 Million
- Parking Signage & Technology
\$1 Million

Post-It Comments

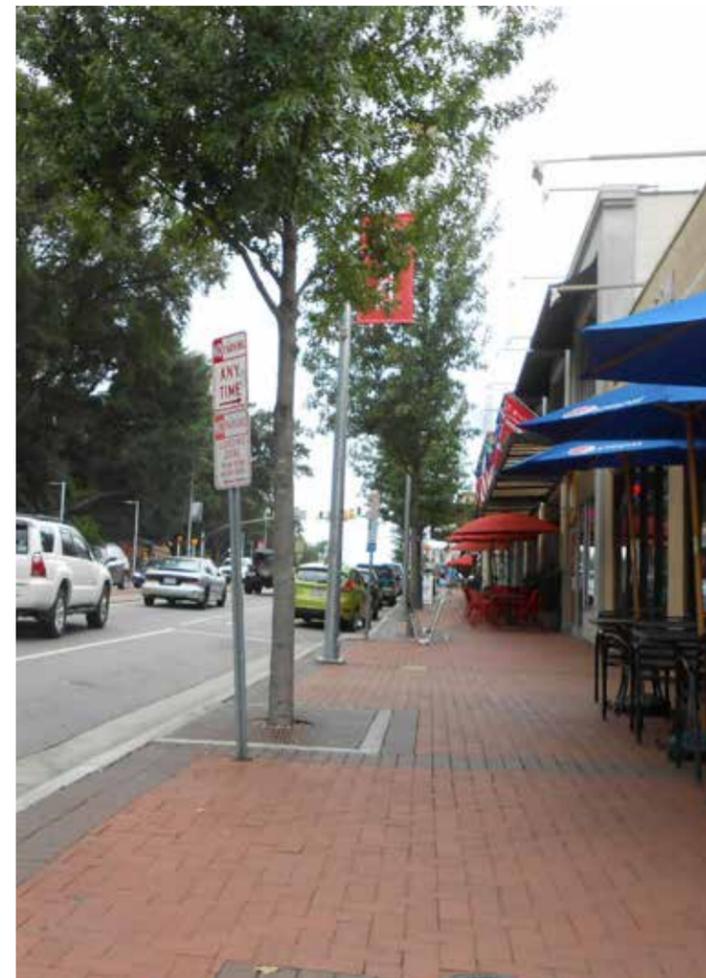
Participants of both meetings were encouraged to leave their feedback on post-it notes. The following pages illustrate that feedback.



Vision Statements

CAMERON VILLAGE IS ALREADY A WALKABLE PART OF THE CITY AND FUTURE SUCCESS WILL:

- PROVIDE DAILY NEEDS WITHIN WALKING DISTANCE, AND ACCESS TO MOST DESTINATIONS VIA TRANSIT
- ACCOMMODATE GROWTH IN A WAY THAT SMARTLY REDUCES TRAVEL DEMAND AND PROMOTES SUSTAINABLE LIFESTYLES
- PRESERVE AND ENHANCE NEIGHBORHOOD CHARACTER AND CONNECTIVITY

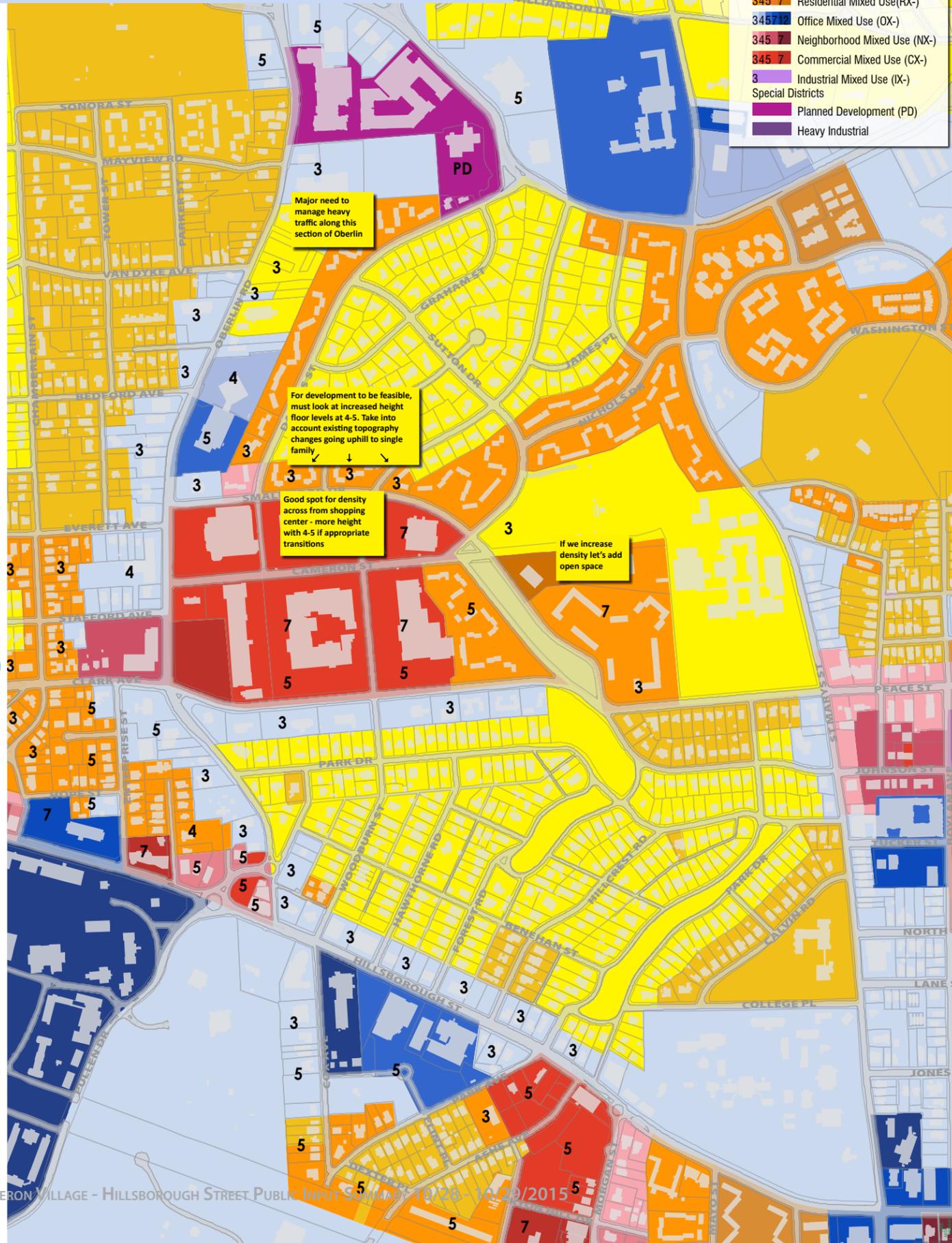


HILLSBOROUGH STREET IS THE INTERFACE BETWEEN NCSU AND THE CITY, AND FUTURE SUCCESS WILL:

- THROUGH ADAPTIVE USE AND REDEVELOPMENT, PRESERVE AND ADD TO DIVERSITY IN ALL ITS FORMS: BUILDINGS AND ARCHITECTURE; HOUSING TYPES AND RESIDENTS; VISITORS AND PATRONS; EMPLOYMENT AND BUSINESSES; AMENITIES AND SERVICES; EXPERIENCES AND RECREATION
- CONNECT ALREADY THRIVING DISTRICTS TO CREATE A ROBUST AND RICH EXPERIENCE THE LENGTH OF THE STREET
- MEET PARKING NEEDS THROUGH INNOVATIVE STRATEGIES AND PARTNERSHIPS
- BUILD ON EXISTING STRENGTHS IN ARTS, ENTERTAINMENT, AND INNOVATION TO ENHANCE THE STREET'S VITALITY AND ATTRACT A BROAD SPECTRUM OF THE CITY

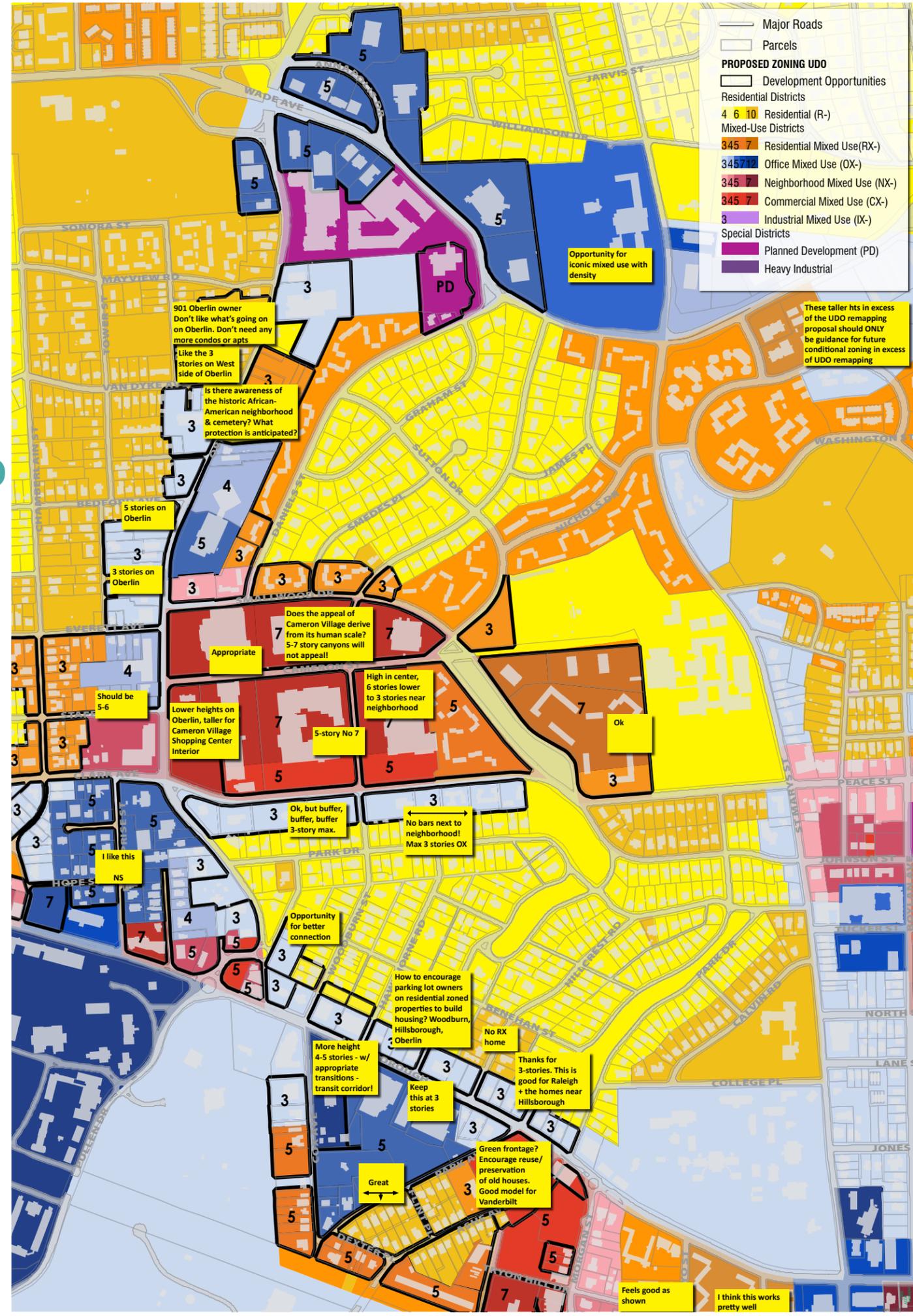
I support more parking from merchants on Hillsborough Street.

Post-It Comments



Adopted UDO Zoning

Final Recommended UDO Zoning



Post-It Comments

Photo Simulations



Wonderful
Please make this happen

Enterprise Street needs to be a lot wider to accommodate these uses

Enterprise Street - After



Enterprise Street - Today



Very attractive

This is a hideous streetscape. More coherency at 2-3-4 stories is what we need.

Great idea to vary bldg, heights along Hillsborough St. to minimize canyon effect. Also interesting architectural design is important

Hillsborough Street - After



Hillsborough Street - Today



Love this but should be 5 stories

Wade Avenue - After



Wade Avenue - After



3 stories may transition to established neighborhood

Like the idea of a large round-about with large planting & central sculpture feature

Also, like having low planting in median as you leave round-about

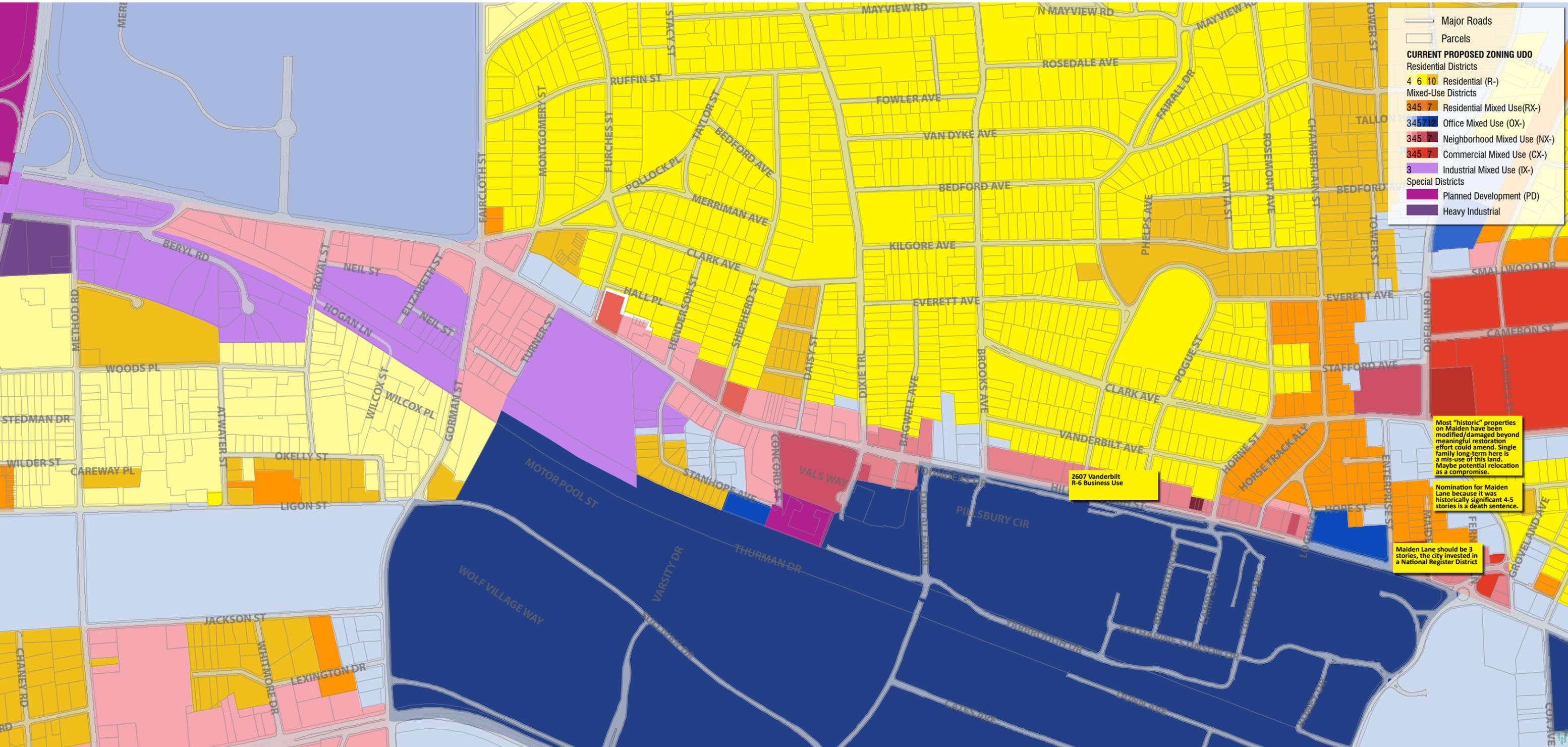
A lot more study on round-about here Lots of traffic going to light at Wade

Gorman Street - After



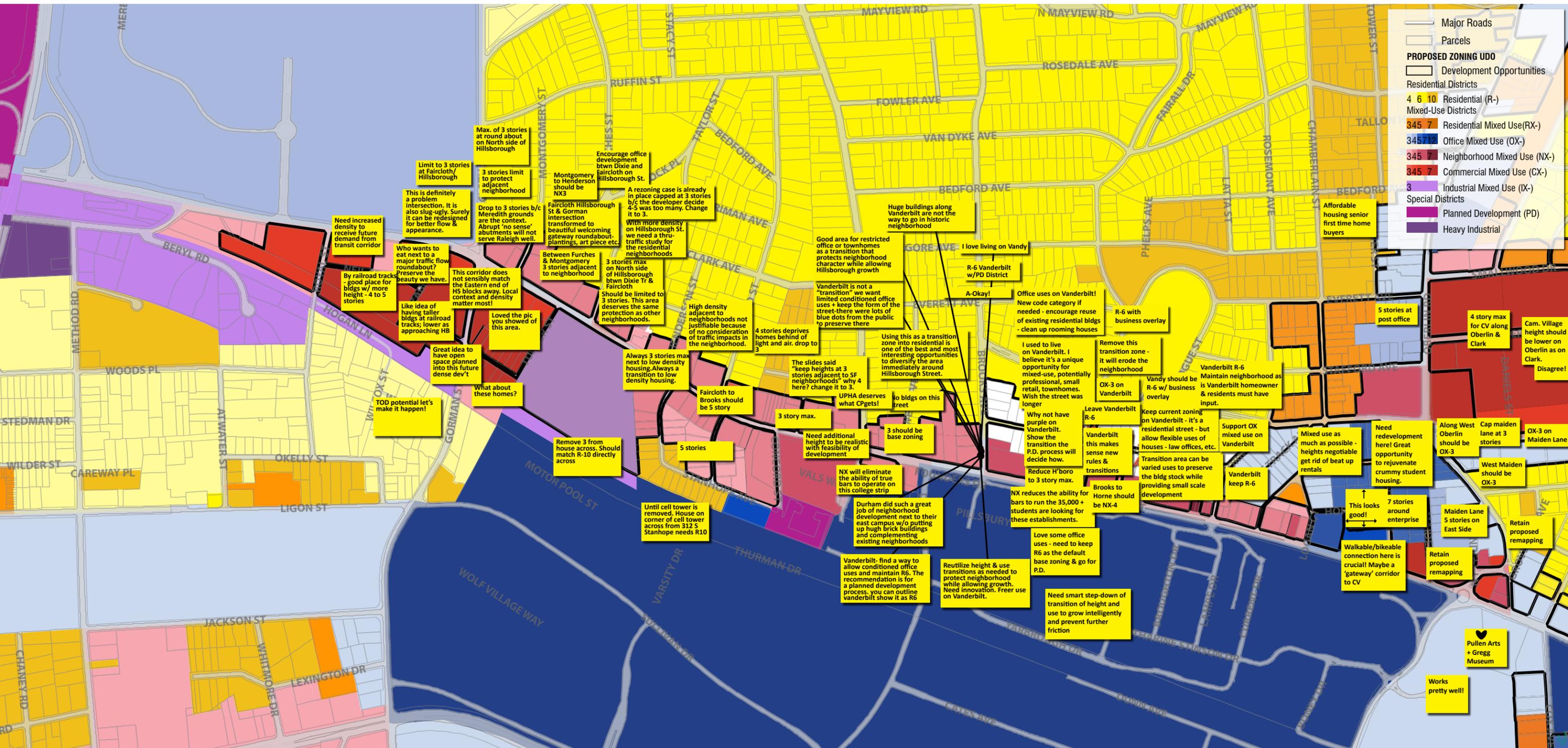
Post-It Comments

Adopted UDO Zoning



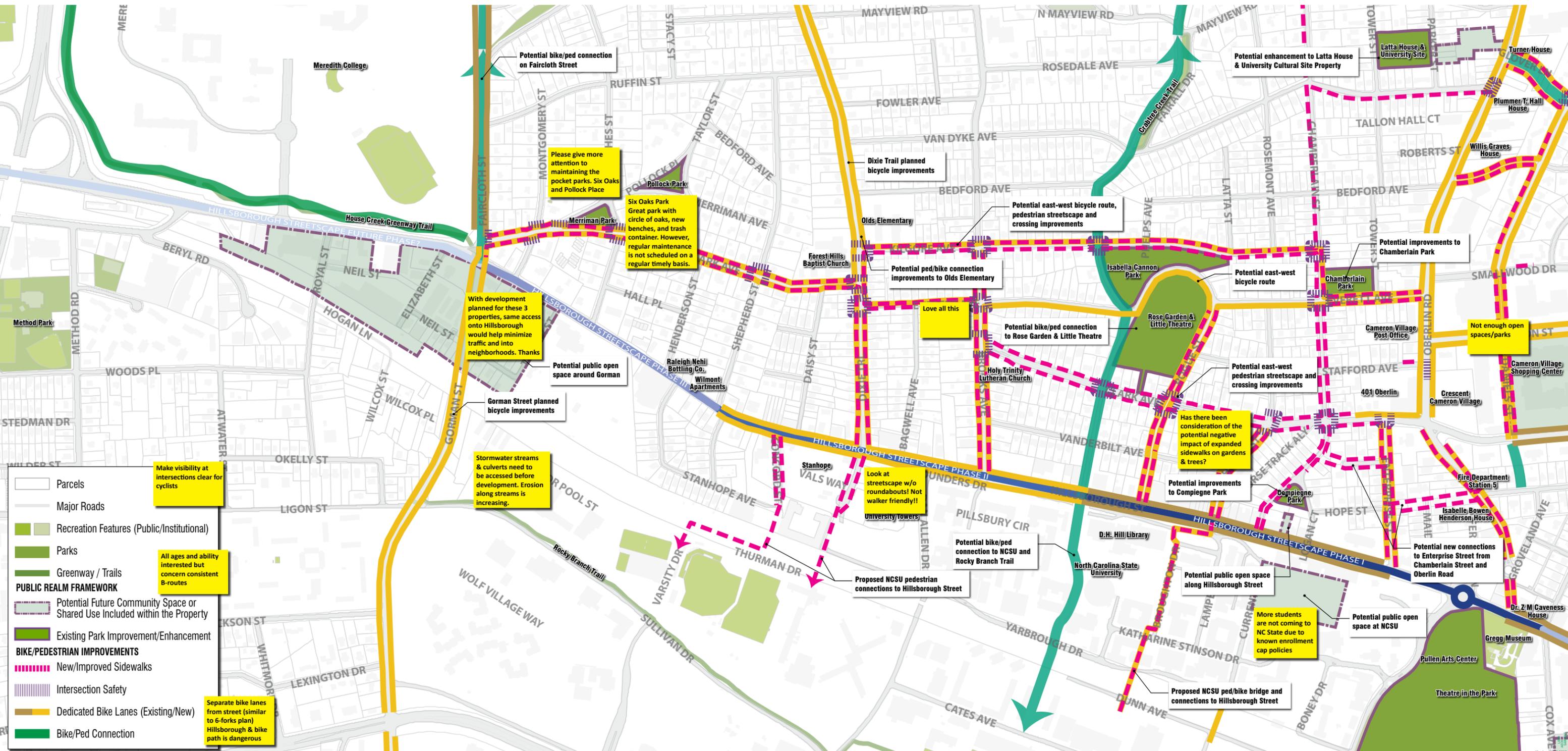
Post-It Comments

Final Recommended UDO Zoning



Post-It Comments

Public Realm Framework



Post-It Comments

Quality Design

Promote Quality Design

Detailing

- Design for frequent doors and windows at street level
- Minimize blank walls
- Clearly define public access
- Break up massing of larger buildings with undulating facades and varying materials



Stop the glass block look. Add variety & various materials & character

Enough stacked apartments (read dorms). H.S. is doomed without diverse housing for diverse people. Amen!

Affordable Housing

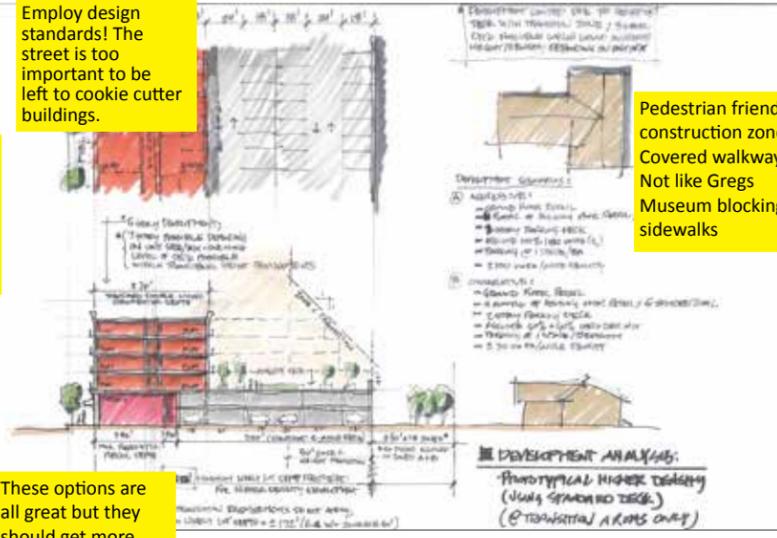
STREET-LEVEL DOORS & WINDOWS MAKE FOR MORE PEDESTRIAN INTEREST

Promote diverse residence design, with quality

Employ design standards! The street is too important to be left to cookie cutter buildings.

Pedestrian friendly construction zones. Covered walkways- Not like Gregs Museum blocking sidewalks

These options are all great but they should get more density as a trade off for adding them.



This is awful. Please don't allow this level of intensity on Hillsborough, Oberlin or Clark. 3-4 stories is about right.

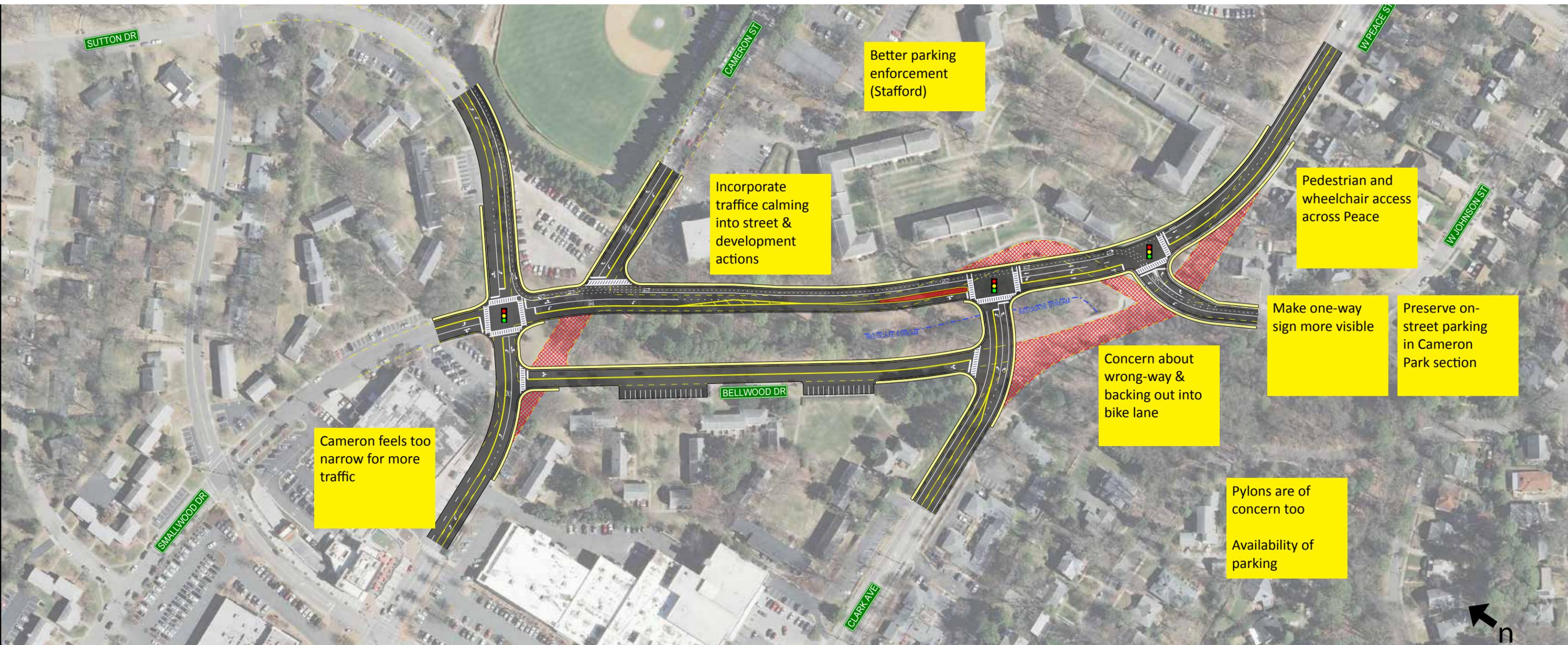
Please encourage setback/articulation of facade (1'-2' min) flat elevations to the street are not good

All the buildings look the same. So sad

Commend the idea of mixed heights

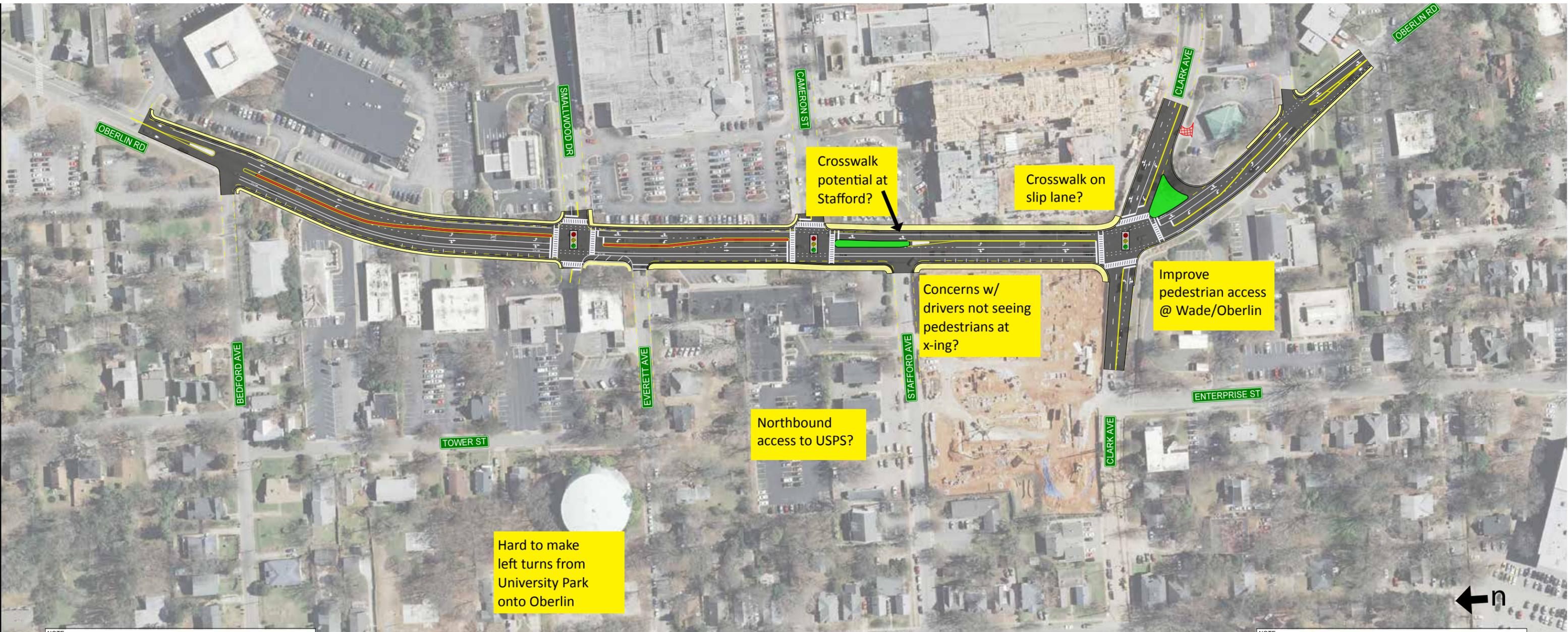
Post-It Comments

Conceptual Design Smallwood Road / Clark Road

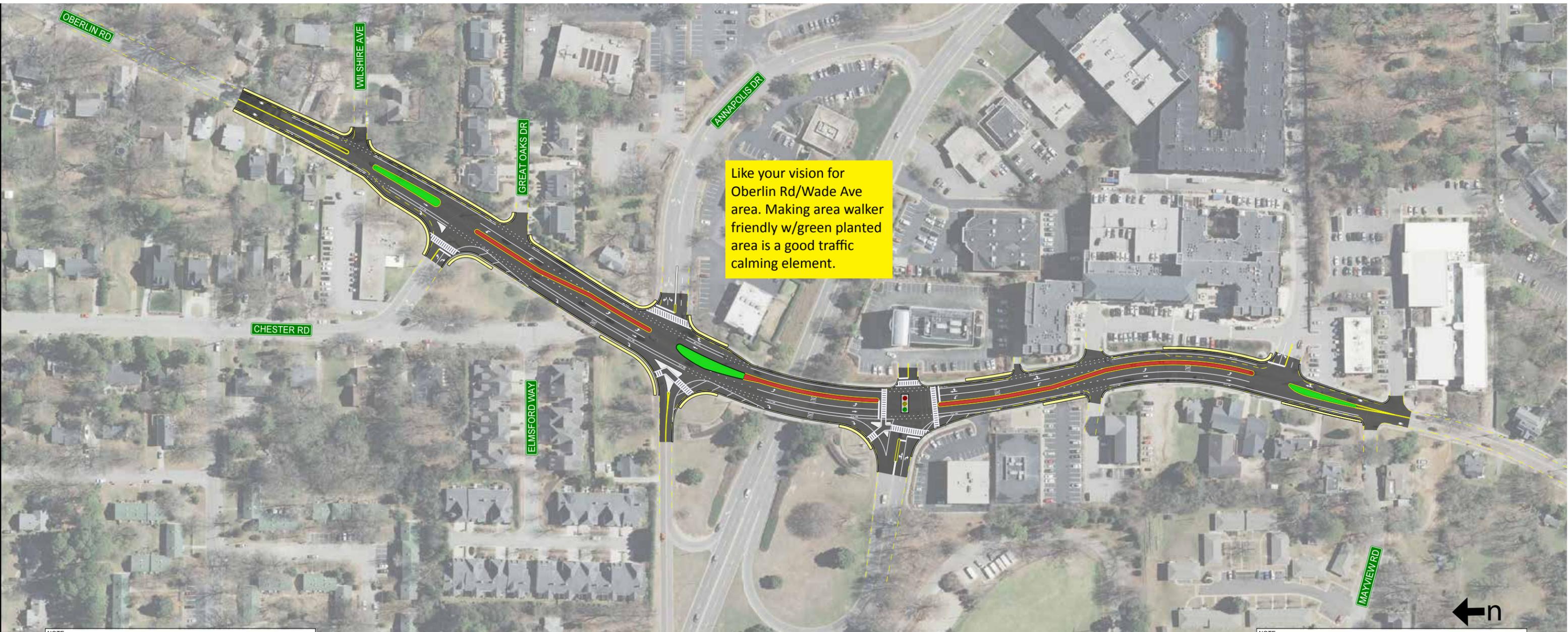


Post-It Comments

Conceptual Design Oberlin Road / Clark Road

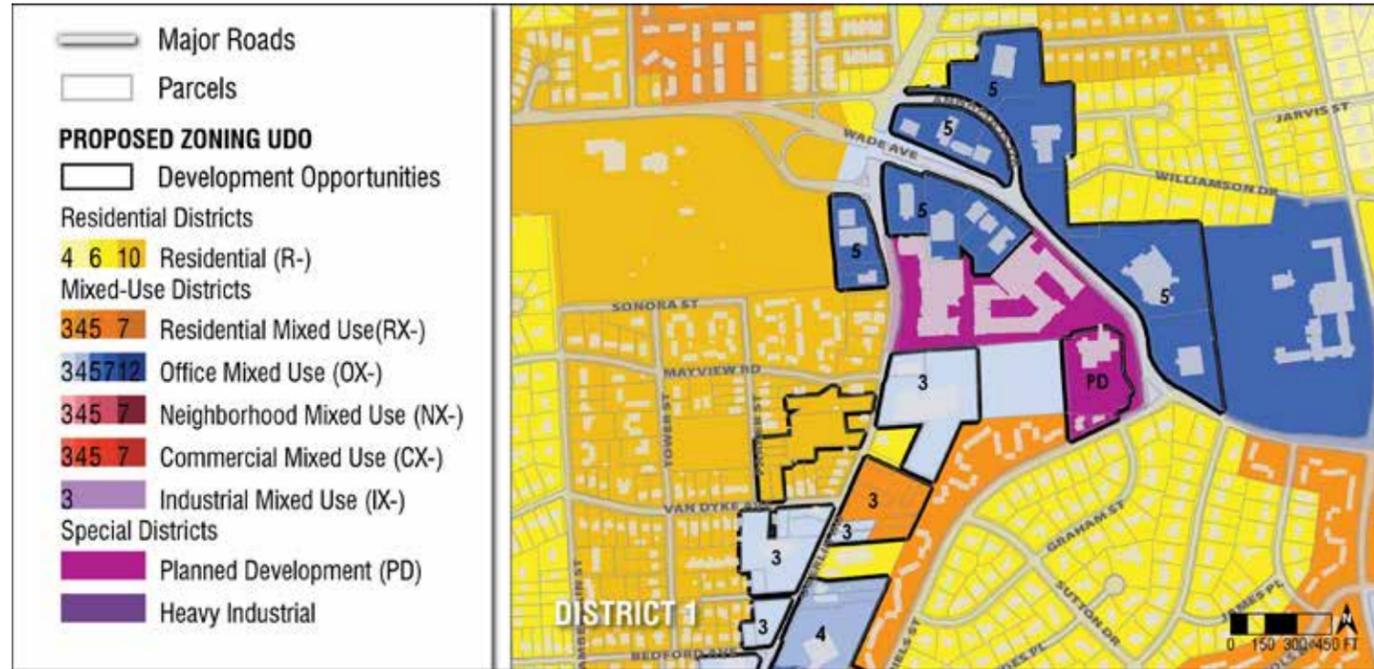


Conceptual Design Wade Avenue / Oberlin Road

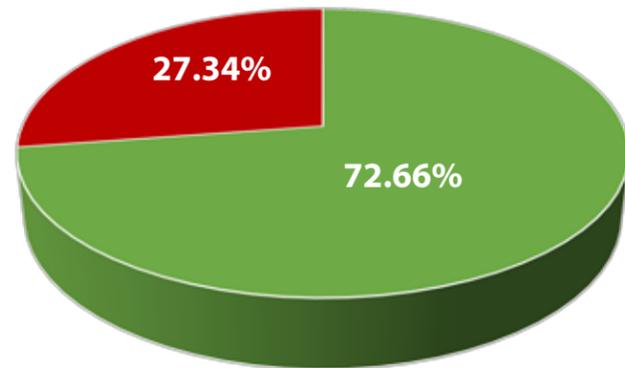


Survey Monkey December 2015

District 1 - Land Use & Height Recommendations



1. Does this map represent appropriate heights and uses for this part of the study area?



■ Yes, I agree with the focus of office uses around Wade and Oberlin and farther south close to Cameron Village. (210)

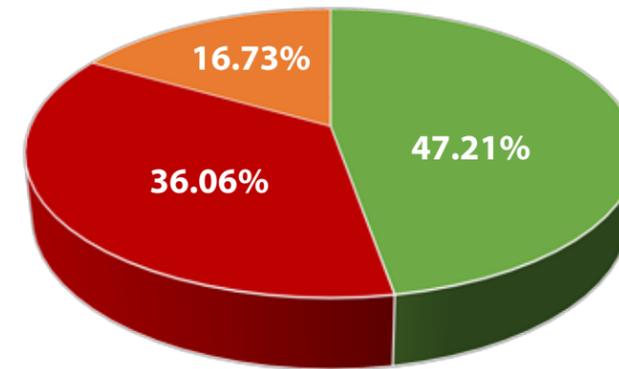
■ No, I disagree. (79)

Answered question: 289
Skipped question: 38

*** Additional comments from the public centered around the topics of:**

- Heights of businesses and apartment buildings are intruding into single-family neighborhoods
- Limit the amount of office
- Oberlin Road is overburdened already

2. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



■ Yes, the City should initiate rezoning consistent with the draft recommendations for all of the district. (127)

■ No, instead these draft recommendations should be used as policy guidance to evaluate privately-initiated rezoning. (97)

■ In part, the City should initiate rezoning for only some portions of the District. (45)

Answered question: 269
Skipped question: 58

*** Additional comments from the public centered around the topics of:**

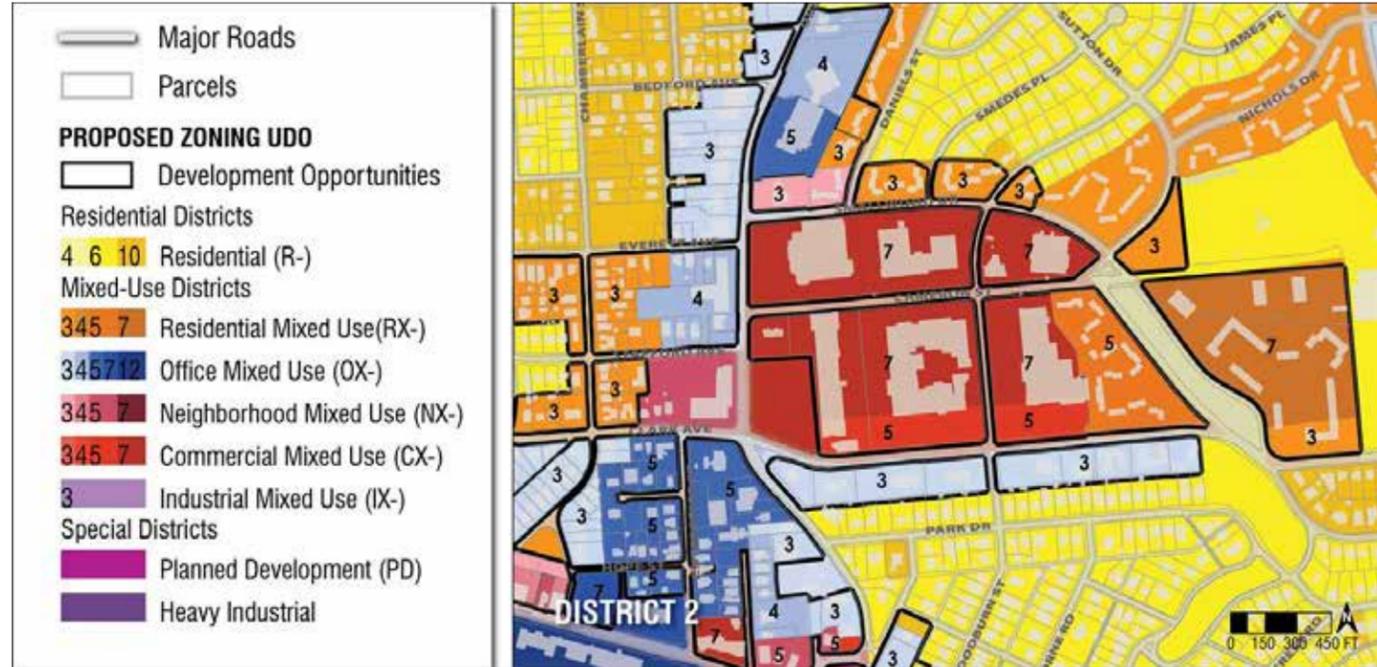
- Provide open space within new development
- Appropriate height along Oberlin Road

3. If you would like to leave additional feedback on draft recommendations for District 1 you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

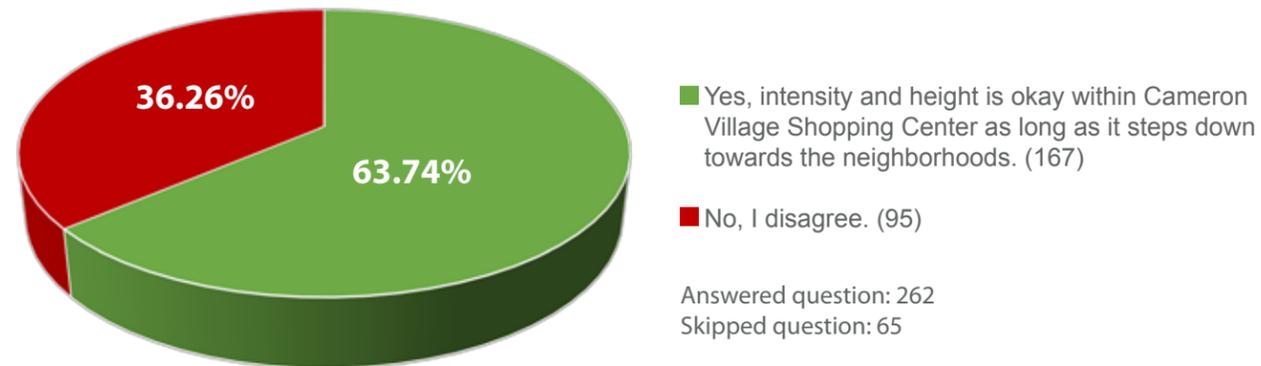
- Don't lose the character and charm of the area.
- Need for traffic relief on Oberlin Road.
- The plan must address parking issues.
- New development must take stormwater issues into consideration.
- Consider how bicycle lanes may impact existing neighborhoods, both pros and cons.
- Additional pedestrian/bicycle connections from Daniels to Oberlin would be good, vehicular connections would need further study.

Survey Results

District 2 - Land Use & Height Recommendations

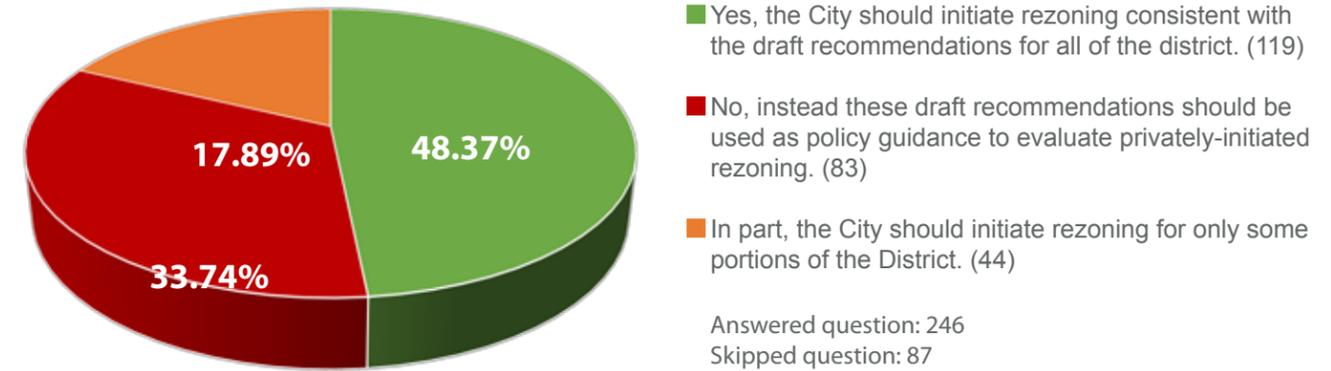


4. Does this map represent appropriate heights and uses for this part of the study area, including the Cameron Village Shopping Center? Height will gradually transition down towards neighborhoods.



- * Additional comments from the public centered around the topics of:
- Do not compromise the historic fabric of the area.
 - Address parking issues before considering future development.
 - Appropriately transition heights down towards neighborhoods.

5. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



* Additional comments from the public centered around the topics of:

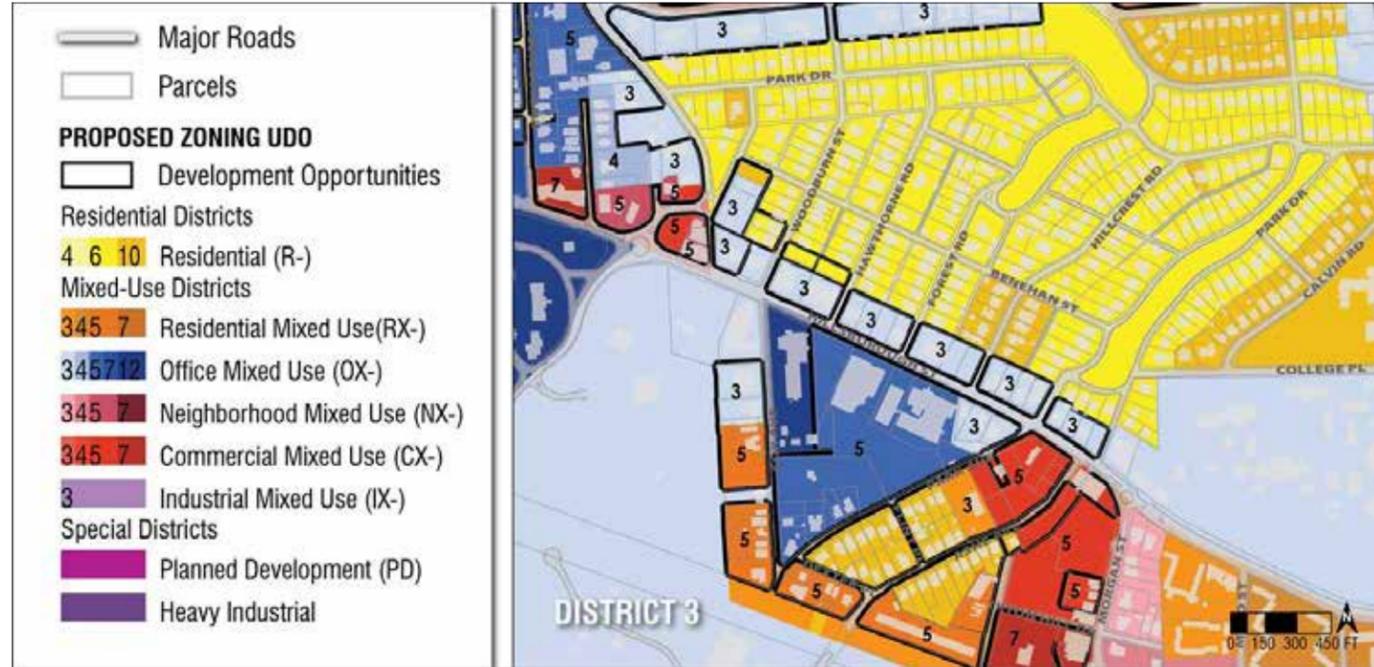
- Contain density to Oberlin Road and Hillsborough Street.
- The height of the new buildings in Cameron Village should not 'bleed' into the residential areas.
- Remove the potential for bars on Clark Avenue.

6. If you would like to leave additional feedback on draft recommendations for District 2 you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

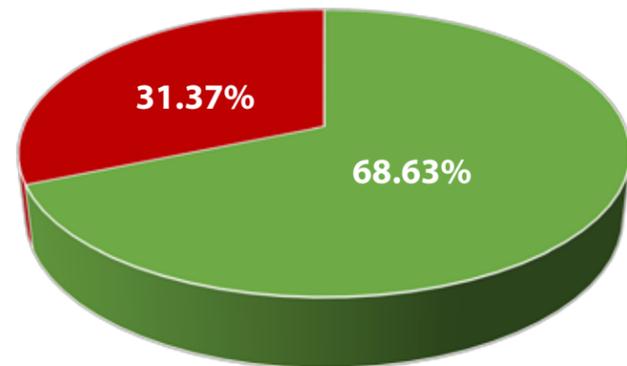
- Don't sterilize or generalize the area just to match sprawl.
- Create nodes of commercial development.
- Clear up the Oberlin / Clark intersection.

Survey Results

District 3 - Land Use & Height Recommendations



7. Do you agree that established neighborhoods north of Hillsborough Street should be protected by keeping heights low, while residential development can intensify slightly in the Pullen Park neighborhood south of Hillsborough Street?



■ Yes, keep maximum heights low around Cameron Park and increase the intensity and height along the edge of Pullen Park in the Pullen Park neighborhood. (175)

■ No, I disagree. (80)

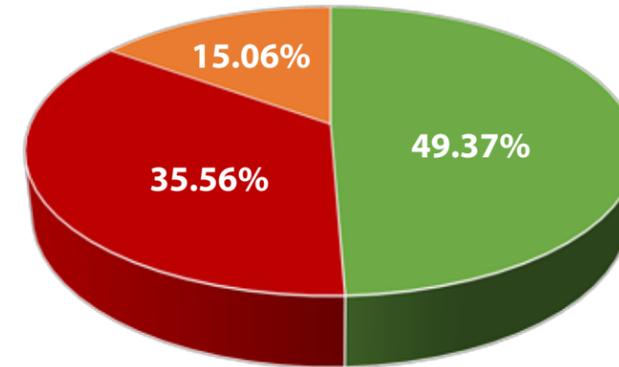
Answered question: 255

Skipped question: 72

*** Additional comments from the public centered around the topics of:**

- Protect Pullen Park and its surrounding neighborhood the same as Cameron Park and Cameron Village.
- Address the need for transportation before development can be considered.
- Height, both in favor of additional height, or a desire to keep new building heights at the same level as existing buildings, are a major concern.

8. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



■ Yes, the City should initiate rezoning consistent with the draft recommendations for all of the district. (118)

■ No, instead these draft recommendations should be used as policy guidance to evaluate privately-initiated rezoning. (85)

■ In part, the City should initiate rezoning for only some portions of the District. (36)

Answered question: 239

Skipped question: 88

*** Additional comments from the public centered around the topics of:**

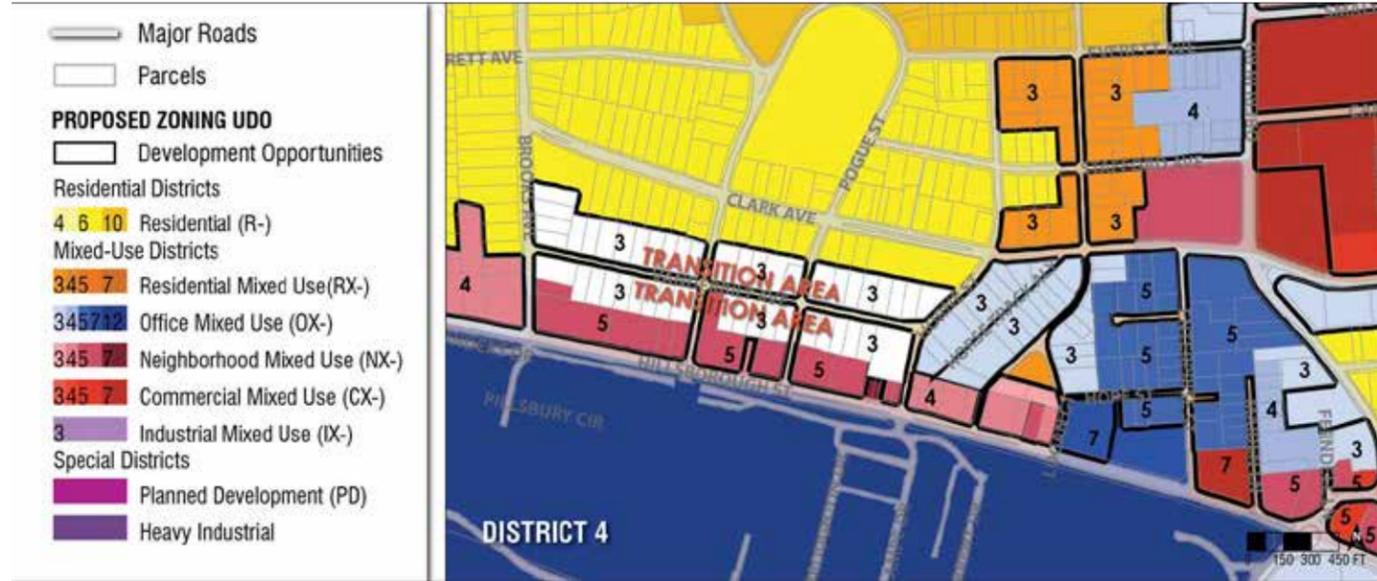
- The commercial and office zoning along Hillsborough St is fine, but there really should not be more residential development.
- Rezone all areas per the density suggestions above. The uses are fine as suggested.
- Both the south and north portions of this zone should be treated the same with opportunities for increased density.

9. If you would like to leave additional feedback on draft recommendations for District 3 you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

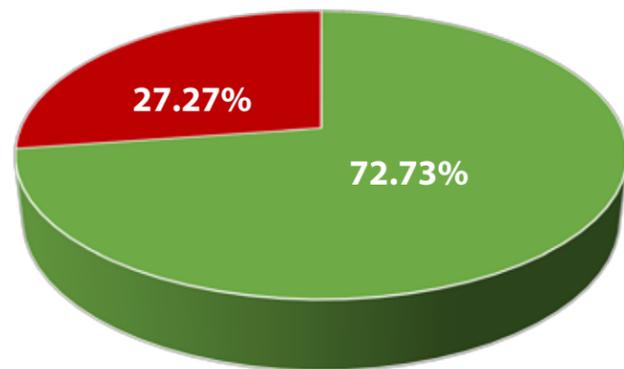
- Concerned about encroachment of height and density into Cameron Park. Don't think there should be as much R-10 in the neighborhood (Calvin, Hillcrest and Johnson). R-4 or R-6 is more appropriate.
- The Pullen Park Neighborhood should have consistent zoning throughout - either all R-10 or all RX with 5 height limitation on Cox Avenue, Park Avenue, Ashe Avenue, Dexter Place and Flint Street.
- This plan should give the same protections to University Park and keep maximum heights low around University Park, the north side of Hillsborough St and west side of Oberlin. The intensity and height should be increased along the south side of Hillsborough St and the east side of Oberlin.
- OX-3 around Cameron Park needs to be well thought out, especially as it relates to transitions to residential. Most of the surrounding offices are converted historic structures that don't fill the entire lot and fit in with the neighborhood well. There is potential for development on the surface lots at the corner of Hillcrest and Hillsborough Street that concerns me.
- Would prefer to see RX zoning applied consistently across current residential areas, rather than adopted later through individual site rezonings.

Survey Results

District 4 - Land Use & Height Recommendations



10. Do you agree that the area around Enterprise Street should become an area of redevelopment to connect Hillsborough Street and Cameron Village?



■ Yes, the area around Enterprise should be redeveloped to link Hillsborough Street and Cameron Village. (184)

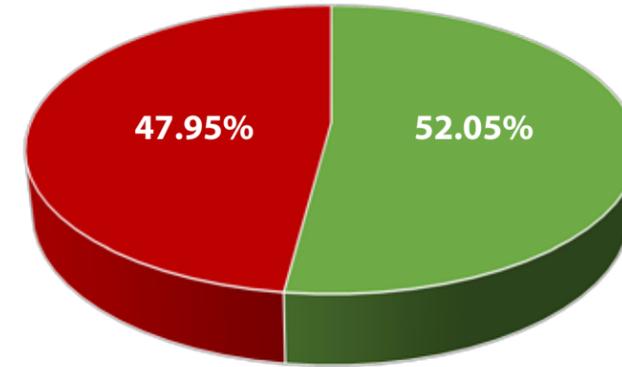
■ No, I disagree. (69)

Answered question: 253
Skipped question: 74

*** Additional comments from the public centered around the topics of:**

- Clark should be expanded as a large boulevard with wide sidewalks. Adjacent property should be higher intensity. Minimum 7 stories. There are already several buildings that are greater than 75 feet. Hillsborough is wide enough to avoid creating any "canyons" effect.
- I do not agree with 3 story residential mixed-use encroaching on purely residential neighborhoods - specifically those bordering Stafford, Horne and Everett
- Allow Hillsborough and Cameron Village to develop as separate and unique entities. Parcels of historic neighborhoods between these development areas can serve both areas well to avoid becoming a commercial cliché.

11. Do you feel that the allowed uses along Vanderbilt Avenue should be expanded to include non-residential uses, such as adaptive use of existing residential structures for offices?

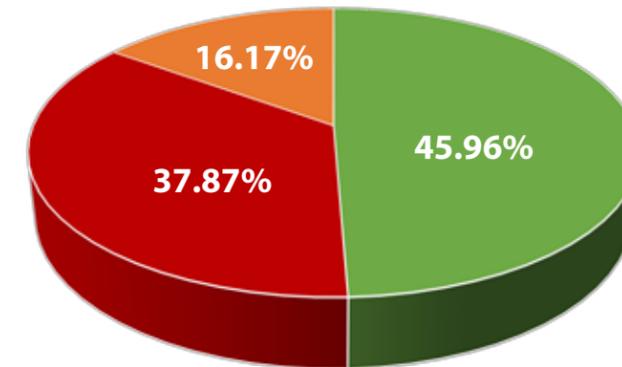


■ Yes, the area along Vanderbilt should become OX-3. (127)

■ No, I disagree. (117)

Answered question: 244
Skipped question: 83

12. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



■ Yes, the City should initiate rezoning consistent with the draft recommendations for all of the district. (108)

■ No, instead these draft recommendations should be used as policy guidance to evaluate privately-initiated rezoning. (89)

■ In part, the City should initiate rezoning for only some portions of the District. (38)

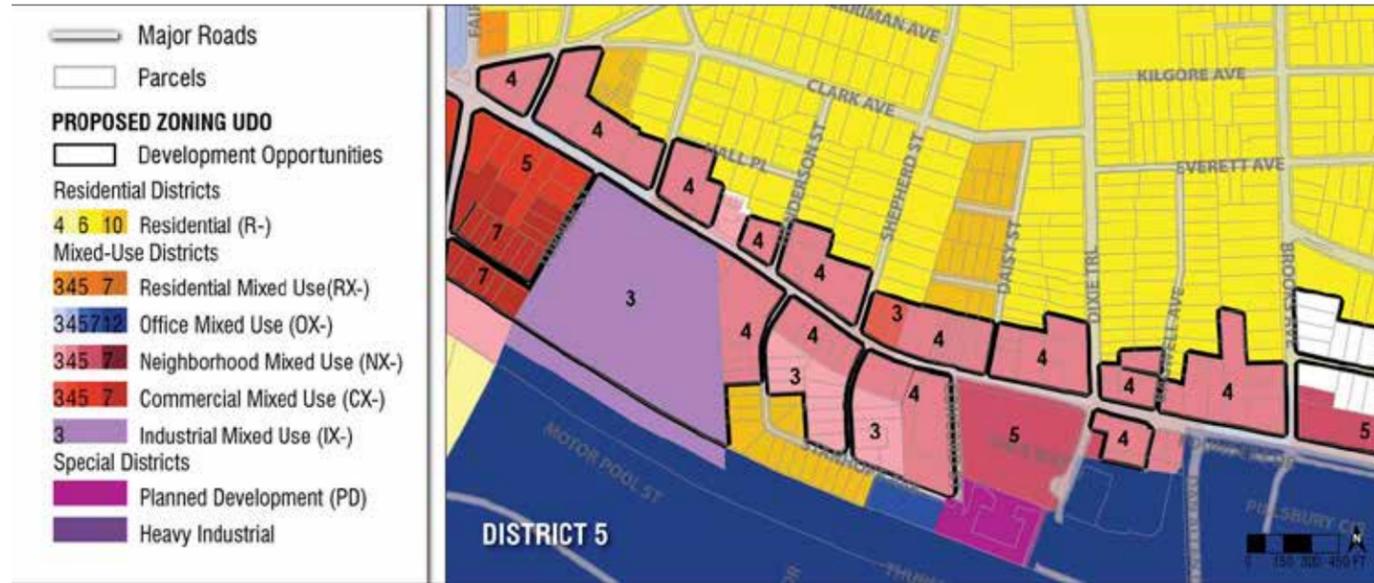
Answered question: 235
Skipped question: 92

13. If you would like to leave additional feedback on draft recommendations for District 4 you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

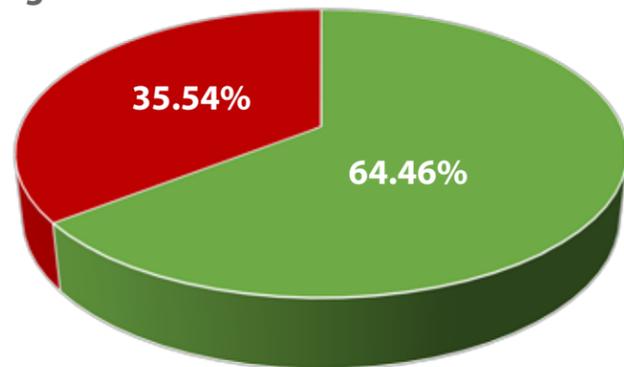
- Vanderbilt is an important, historical buffer serving the University Park neighborhood in keeping its residential character from being eroded by Hillsborough Street. Vanderbilt should not be rezoned but should remain R6 -- low density residential zoning.
- It should be residential zoning. These are areas where NC State students should be able to call home and live. The location is perfect for students. Move office zoning further off from the campus area
- This areas serves as an important buffer between Hillsborough Street and the other neighborhoods. It should be protected as residential.
- I think it's important to keep the residential character of the University Park neighborhood when adding offices.

Survey Results

District 5 - Land Use & Height Recommendations



14. Do you agree that this length of Hillsborough Street should act as both an opportunity for new commercial investment as well as a transition to adjacent neighborhoods?



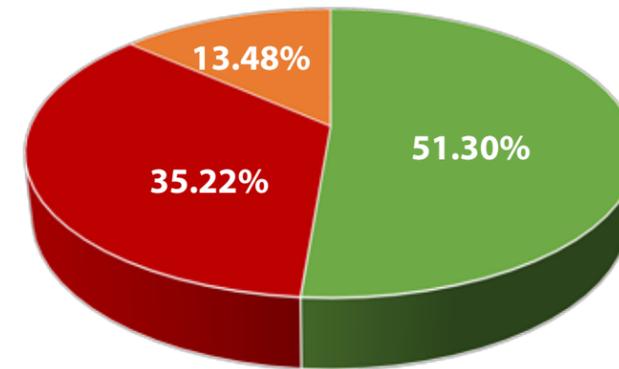
- Yes, zoning should allow for new investment, but transition to the adjacent neighborhoods by keeping heights at a maximum of 4 stories. (156)
- No, I disagree. (86)

Answered question: 242
Skipped question: 85

*** Additional comments from the public centered around the topics of:**

- 5 stories is more appropriate. New investment should be encouraged.
- Support the commercial investment, but use a step down height restriction to 2-3 stories against the R-6 residential. Higher than 4 stories for areas buffered away from residential.
- There is a long-established neighborhood that is well-kept and growing adjacent to Hillsborough Street (from Shepherd to Montgomery Street). To retain the character and family orientation, three stories should be the maximum height allowable. Some new commercial development, oriented not just to students, would be reasonable on the south side, but no more than three stories on the north side (residential or commercial development). This would provide a variety of heights along this section of Hillsborough, and help to avoid a canyon effect.

15. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



- Yes, the City should initiate rezoning consistent with the draft recommendations for all of the district. (118)
- No, instead these draft recommendations should be used as policy guidance to evaluate privately-initiated rezoning. (81)
- In part, the City should initiate rezoning for only some portions of the District. (31)

Answered question: 230
Skipped question: 97

*** Additional comments from the public centered around the topics of:**

- The city should initiate rezoning consistent with the draft recommendations shown on the map only in the areas directly on Hillsborough Street; in addition, building without appropriate parking should not be allowed.
- I worry that rezoning the entire Hillsborough corridor will lead to terribly designed developer buildings similar to those located at the corner of Clark and Oberlin, and the high density building on Hillsborough and Concord.
- This is an area with tremendous potential for appropriate development/redevelopment. All non-residential properties within the district should be rezoned to 5+ stories. Properties along the transit corridor of Hillsborough Street should not be limited to 3 or 4 stories.

16. If you would like to leave additional feedback on draft recommendations for District 5 you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

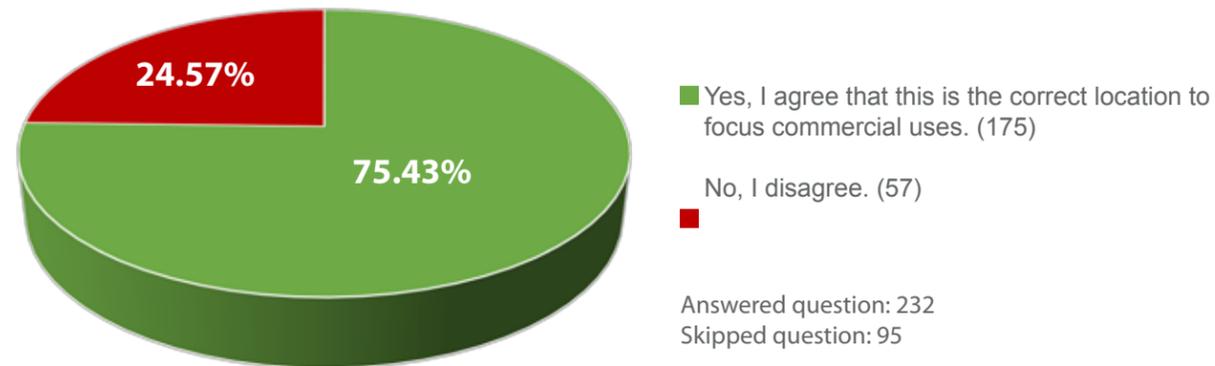
- Varying the heights of development will help vary the experience along that street. I think higher density development at Hillsborough and Faircloth makes a lot of sense, but I'd consider maintaining the area between Furches and Dixie Trail. Consider increasing the density on one side of Hillsborough Street, but allowing relief on the other. Inserting a park along the way would also be welcomed.
- Variety other than student focused apartments is important, especially with adjacency to established neighborhood.
- I think this end of Hillsborough could support retail/commercial properties on its own without the addition of residential properties. I think a shopping/restaurant "village" would add more to the neighborhood and the proximity to such high volume traffic areas would support this as well.

Survey Results

Emerging District - Land Use & Height Recommendations



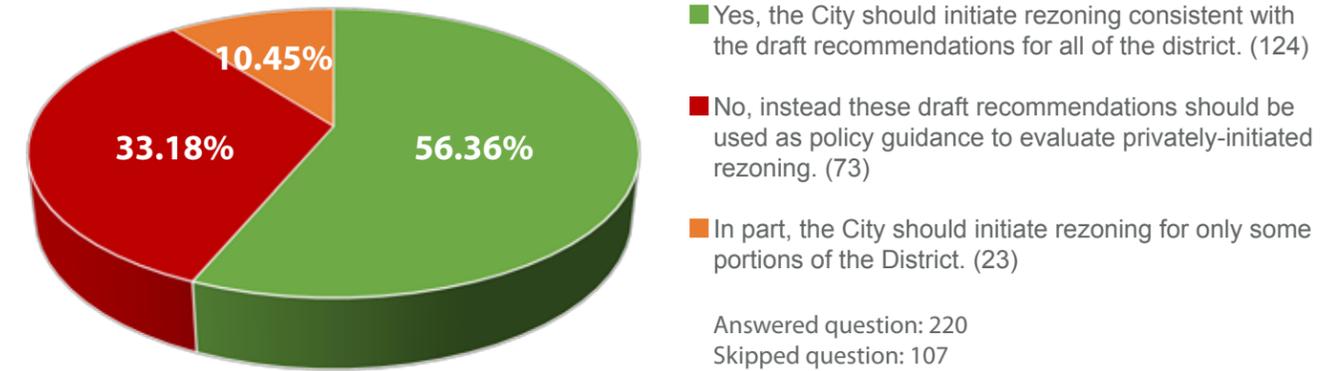
17. Does this map represent appropriate heights and uses for the south side of Hillsborough Street around Gorman and Faircloth Streets?



*** Additional comments from the public centered around the topics of:**

- It's a good place to focus on commercial uses but keep the heights along Hillsborough Street at three stories.
- That appears to be too much density at the west end of this intersection. I prefer the openness of the space connected to or adjacent to Meredith.
- Added height should only be considered when sufficient transit service is available so that Hillsborough Street congestion is not significantly increased above current levels. Substantial increases in car trips diverting through the neighborhood due to increased congestion is not acceptable.

18. Do you think that the City should initiate rezoning consistent with the draft recommendations shown on the map?



*** Additional comments from the public centered around the topics of:**

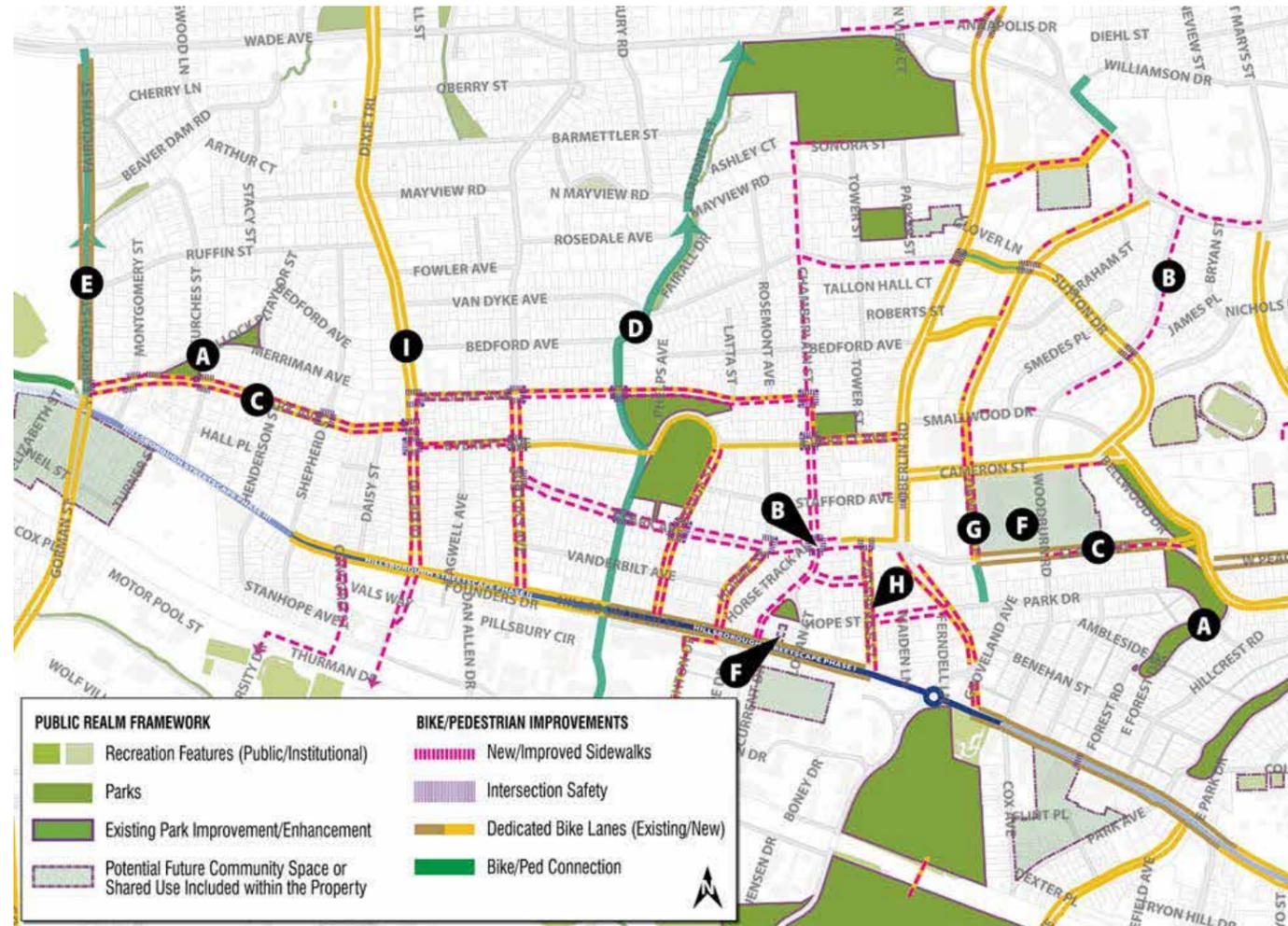
- Only for areas directly on Hillsborough Street. Height should be kept very low.
- Only west of Faircloth and south of Hillsborough Street, with 4 stories maximum due to traffic infrastructure limitations.
- Rezoning here would be OK as long as sufficient off-street parking is made available for business customers. On-street parking is already overtaxed!

19. If you would like to leave additional feedback on draft recommendations for Emerging District you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersection or street address.

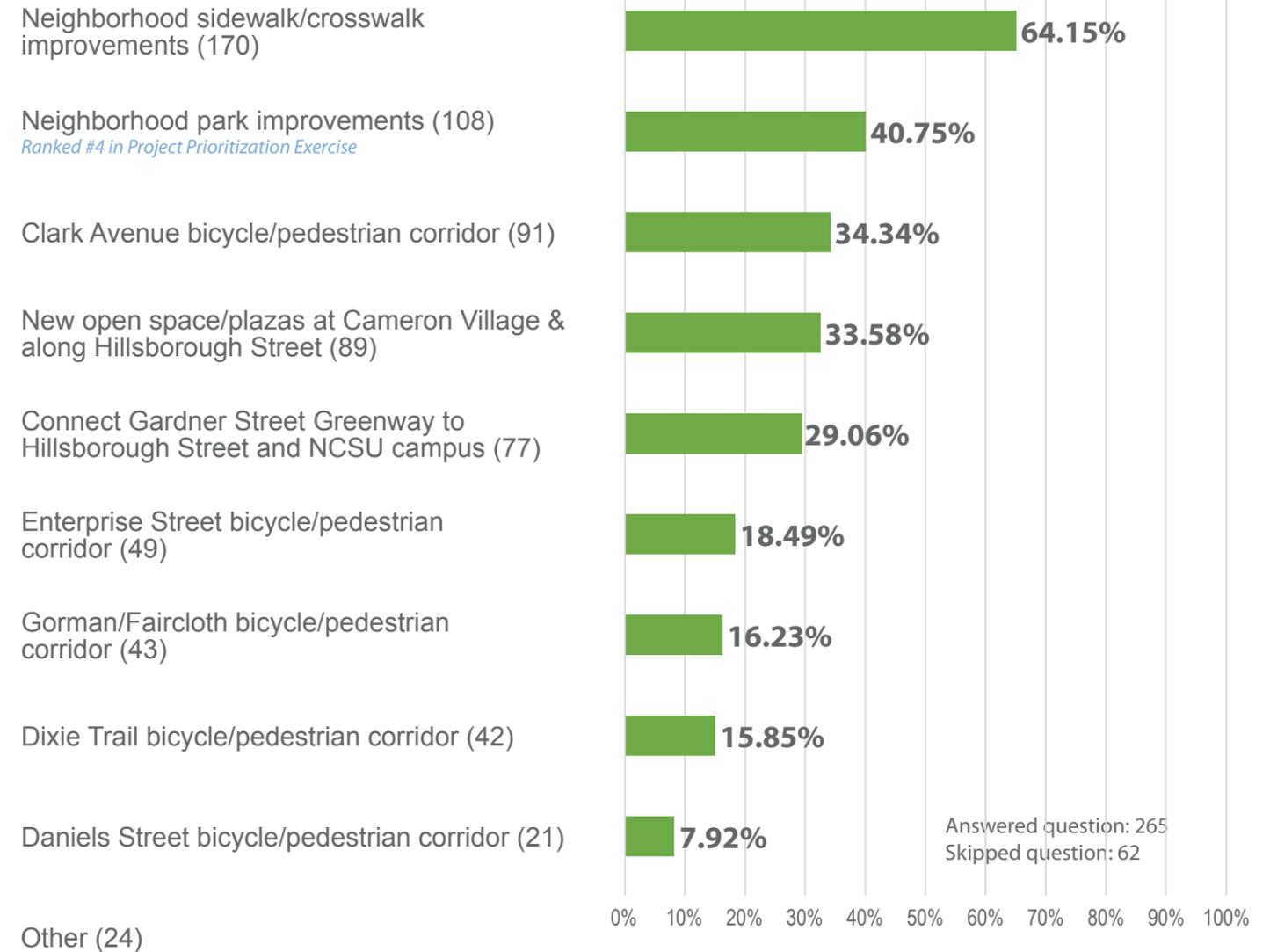
- This would create a bottleneck in an already busy part of town.
- I am in favor of developing this area but there are already traffic issues at some intersections, e.g., close to Faircloth where you lose a lane, that may need to be addressed if traffic increases from this development.
- Way too many people use Clark Avenue between Faircloth and Dixie Trail as a cut-through to avoid Hillsborough traffic. Adding really tall buildings anywhere near the Hillsborough/Faircloth intersection is only going to make that worse.

Survey Results

Public Realm Network



20. Please select the top three draft recommendations for the public realm that you feel are the highest priority:



* Other thoughts on improvements to the public realm included:

- Bicycle/pedestrian connections at Sutton Drive.
- Expand existing parks.
- Include a dedicated dog park.
- Better connectivity to Jaycee Park.

21. If you would like to leave additional feedback on the draft recommendations for Public Realm improvements you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersections or street address.

* Additional comments from the public centered around the topics of:

- Increase visibility to Historic Oberlin Village.
- Prioritize location of bike lanes to busier streets at first.
- Consider a parking study in areas where bike lanes may replace on-street parking.
- Carefully look at the impacts of bike facilities on W. Johnson Street
- Make a better connection from Tower Street into Jaycee Park.

Combined Results

Public Realm Improvements

Project Prioritization Exercise

Out of 144 Responses

- 1 Neighborhood Sidewalk/Crosswalk Improvements (33)
- 2 Enterprise Street Bike/Ped Corridor (26)
- 3 Clark Avenue Bike/Ped Corridor (25)
- 4 Neighborhood Park Improvements (15)
- 5 New open space/plazas at Cameron Village & along Hillsborough St (14)
- 6 Gardner Street Greenway (11)
- 7 Gorman/Faircloth Bike Facility/Greenway (10)
- 8 Dixie Trail Bike/Ped Corridor (8)
- 9 Daniels Street Bike/Ped Corridor (2)

Online Survey Results

Out of 690 Responses (not including the "other" category)

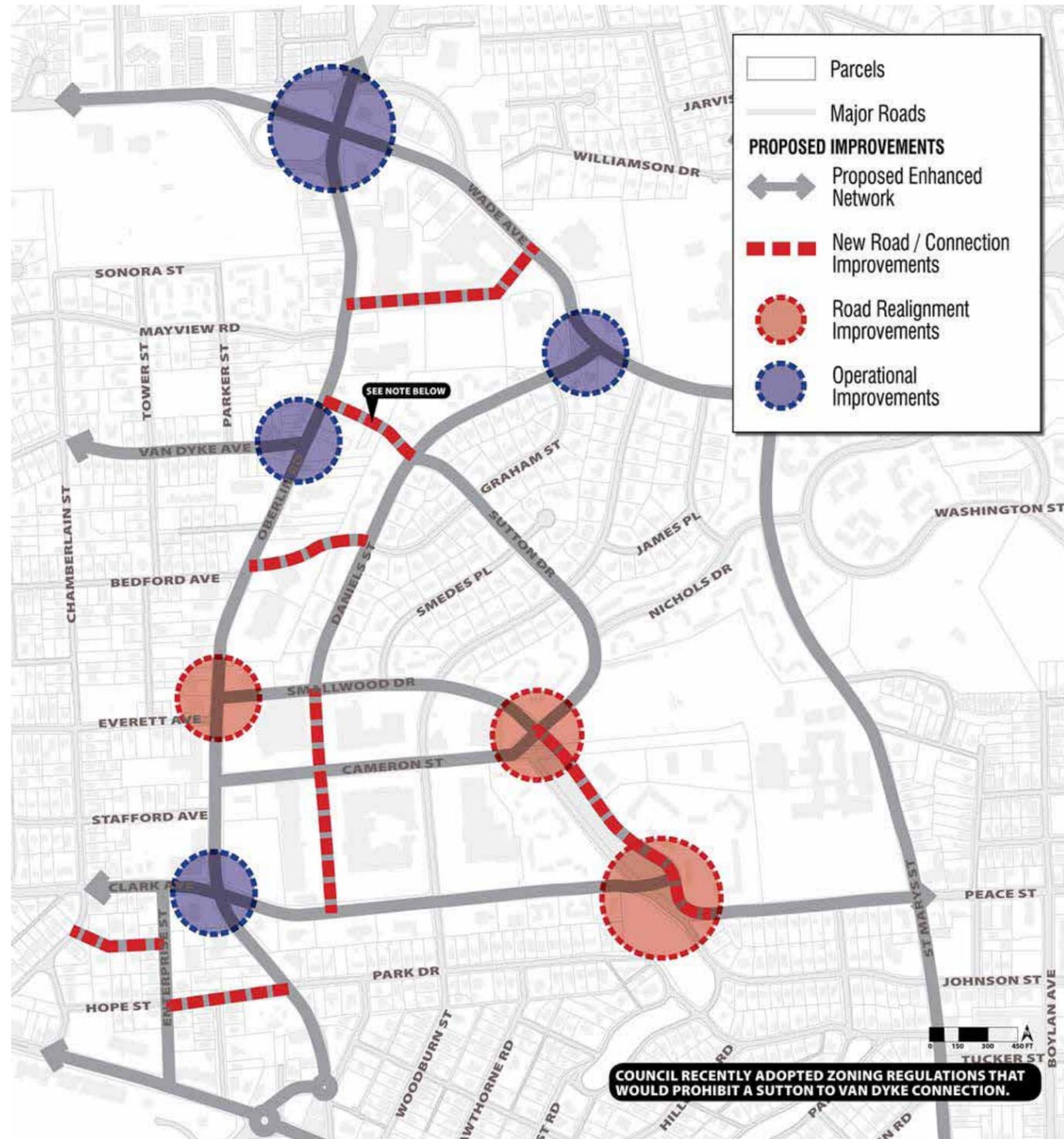
- 1 Neighborhood Sidewalk/Crosswalk Improvements (170)
- 2 Neighborhood Park Improvements (108)
- 3 Clark Avenue Bike/Ped Corridor (91)
- 4 New open space/plazas at Cameron Village & along Hillsborough St (89)
- 5 Gardner Street Greenway (77)
- 6 Enterprise Street Bike/Ped Corridor (49)
- 7 Gorman/Faircloth Bike Facility/Greenway (43)
- 8 Dixie Trail Bike/Ped Corridor (42)
- 9 Daniels Street Bike/Ped Corridor (21)

Combined Prioritization Results

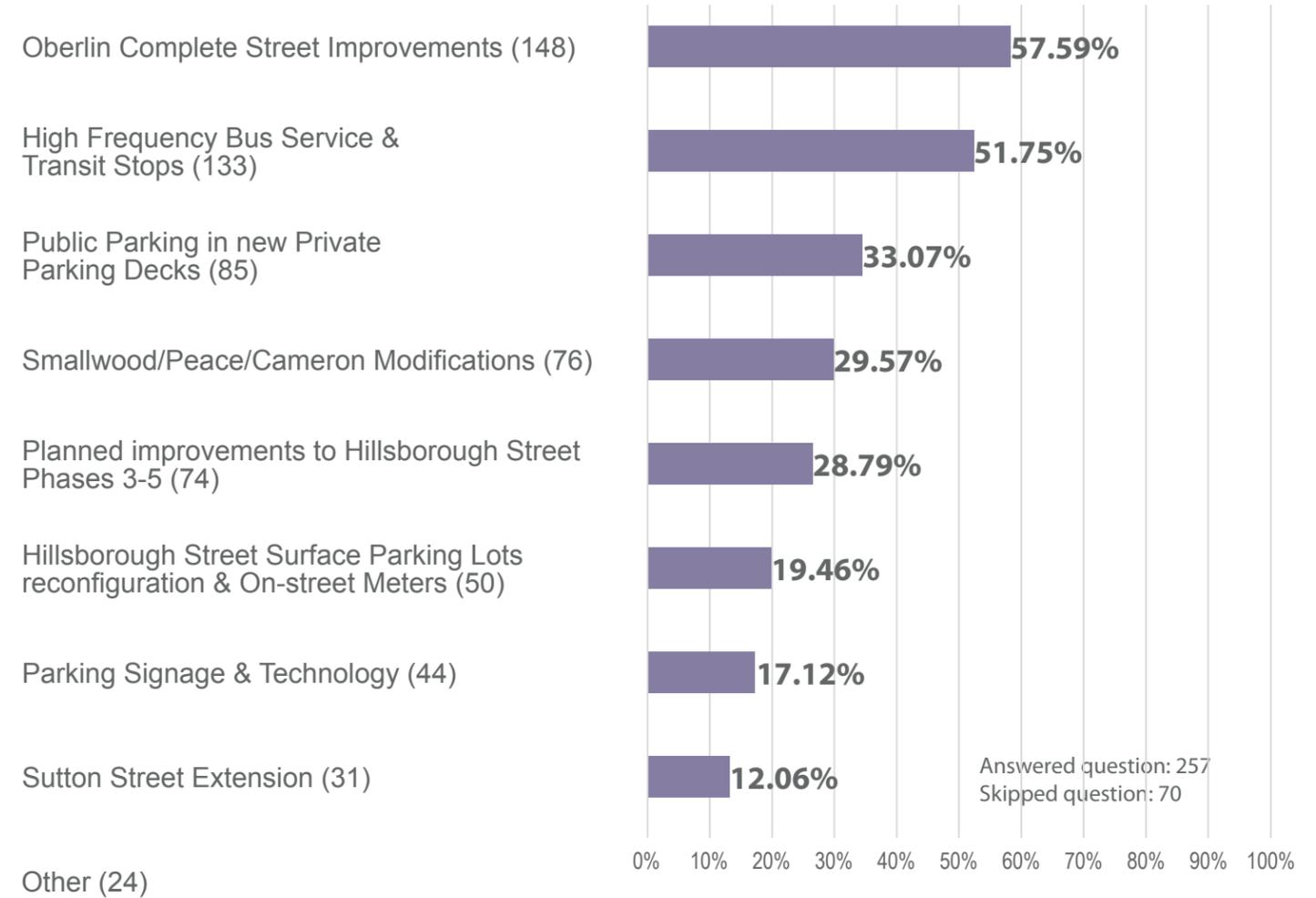
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- 9 Daniels Street Bike/Ped Corridor

Survey Results

Traffic and Parking Strategies



22. Please select the top three draft recommendations for traffic and parking strategies that you feel are the highest priority:



* Other thoughts on improvements to the public realm included:

- Roundabout at Oberlin and Clark.

21. If you would like to leave additional feedback on the draft recommendations for Public Realm improvements you may do so here. Please be as specific as you can by providing approximate locations, such as nearest intersections or street address.

* Additional comments from the public centered around the topics of:

- Factor in bus pull offs and bus shelters.
- Reconsider additional roundabouts on Hillsborough Street.
- Crosswalks with pedestrian refuges half way are needed on major streets.
- Somehow connect Oberlin to Daniels.
- Emphasis on alternative modes of transportation.
- Reconsider Van Dyke as an area for increased traffic. It is currently too narrow.

Combined Results

Parking + Transportation Improvements

Project Prioritization Exercise

Out of 144 Responses

- 1 High Frequency Bus Service & Transit Stops (23)
- 2 Public Parking in new Private Parking Decks (16)
- 3 Oberlin Complete Street Improvements (15)
- 4 Planned improvements to Hillsborough Street Phases 3-5 (12)
- 5 Sutton Street Extension (7)
- 6 Hillsborough Street Surface Parking Lots reconfiguration & On-street Meters (6)
- 7 Smallwood/Peace/Cameron Modifications (6)
- 8 Parking Signage & Technology (4)

Online Survey Results

Out of 641 Responses (not including the "other" category)

- 1 Oberlin Complete Street Improvements (148)
- 2 High Frequency Bus Service & Transit Stops (133)
- 3 Public Parking in new Private Parking Decks (85)
- 4 Smallwood/Peace/Cameron Modifications (76)
- 5 Planned improvements to Hillsborough Street Phases 3-5 (74)
- 6 Hillsborough Street Surface Parking Lots reconfiguration & On-street Meters (50)
- 7 Parking Signage & Technology (44)
- 8 Sutton Street Extension (31)

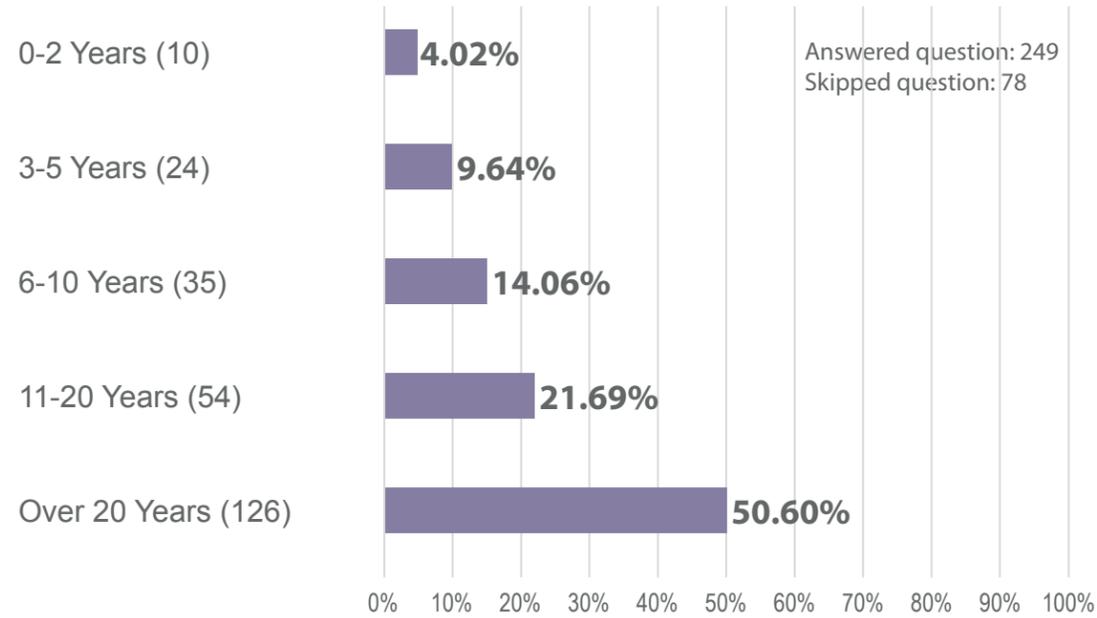
Combined Prioritization Results

- 1 Oberlin Complete Street Improvements
- 2 High Frequency Bus Service & Transit Stops
- 3 Public Parking in new Private Parking Decks
- 4 Planned improvements to Hillsborough Street Phases 3-5
- 5 Smallwood/Peace/Cameron Modifications
- 6 Hillsborough Street Surface Parking Lots reconfiguration & On-street Meters
- 7 Parking Signage & Technology
- 8 Sutton Street Extension

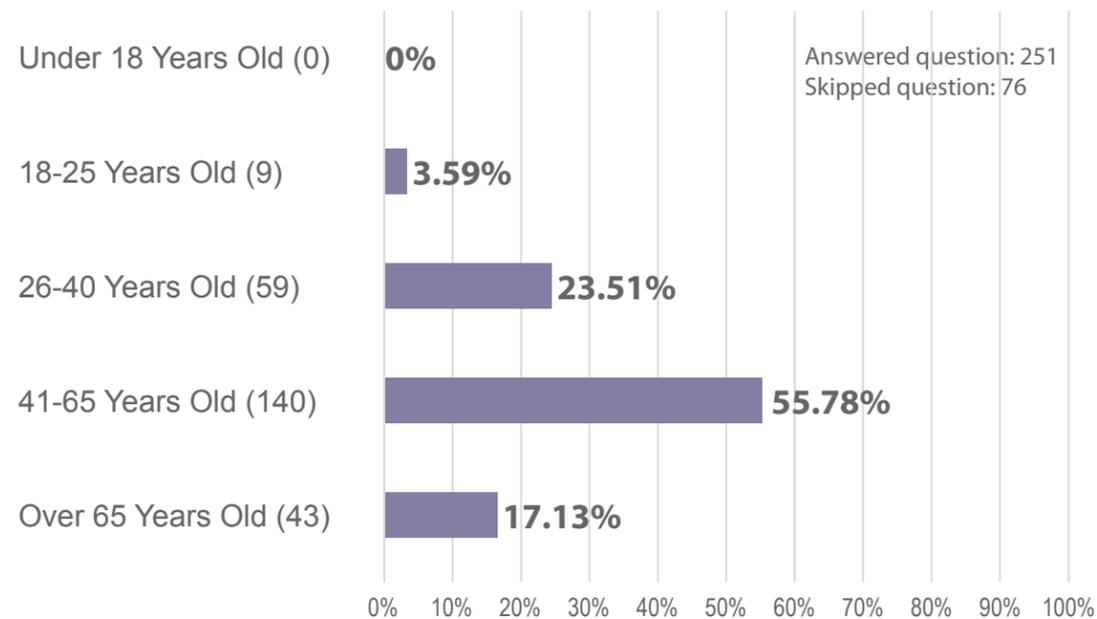
Survey Results

About the Participants

24. Number of years you have lived or worked in Raleigh:



25. Age:



26. What neighborhood or place do you most identify with in or around the Cameron Village and Hillsborough Street study area?

Answered question: 210
Skipped question: 177



27. Additional Comments/Thoughts:

- Preserve the historic character of the neighborhoods.
- More energy and funding should be placed in making, safe, high quality, people spaces.
- Concerns with height, density and traffic encroachments into the established neighborhoods.
- Continue to improve bike/ped/complete streets amenities in Raleigh.
- Architecture, styling, and quality of construction is just as important as density.