
STRATEGIC PLANNING
FOR DOWNTOWN
RALEIGH'S FUTURE
DEVELOPMENT

KICKOFF MEETING

February 11, 2014

THE RALEIGH DOWNTOWN PLAN



AGENDA

1. Welcome & Introductions

- Mitchell Silver, AICP, Chief Planning & Development Officer & Planning Director
- David Diaz, President + CEO, DRA

2. What's Next for Downtown?

- Role of Downtown
- Previous Successes
- Growing the Raleigh Experience

3. Discussion & Activities

- Mindmixer
- Map Questions
- Say Hello

WHAT'S NEXT FOR DOWNTOWN RALEIGH?

**DOWNTOWN RALEIGH IS BOOMING
AND THE MOMENTUM WILL CONTINUE
WITH THE NEW DOWNTOWN PLAN**



TinyCityPlaza, HopscotchFestival 2011 (StudioJ Productions)



The Downtown Plan is a 10 year vision to:

- Sustain and grow the Raleigh “experience”
- Improve the area’s strategic importance, livability, and economic sustainability
- Ensure Downtown is a place for all of Raleigh’s citizens
- Engage residents, business owners and other stakeholders
- Establish a unique urban identity

The Downtown Plan’s vision will identify:

- Short, middle, and long-term actions
- Transformational future development and redevelopment opportunities
- Public-realm, infrastructure, and connectivity improvements
- For example, new public spaces, streetscape designs, arts and culture opportunities

Downtown Planning Team

Sasaki

planning & urban design, landscape architecture,
branding/identity, project management, &
community engagement

Kling Stubbins

local planning advisor

Kimley-Horn

transportation planning

HR&A

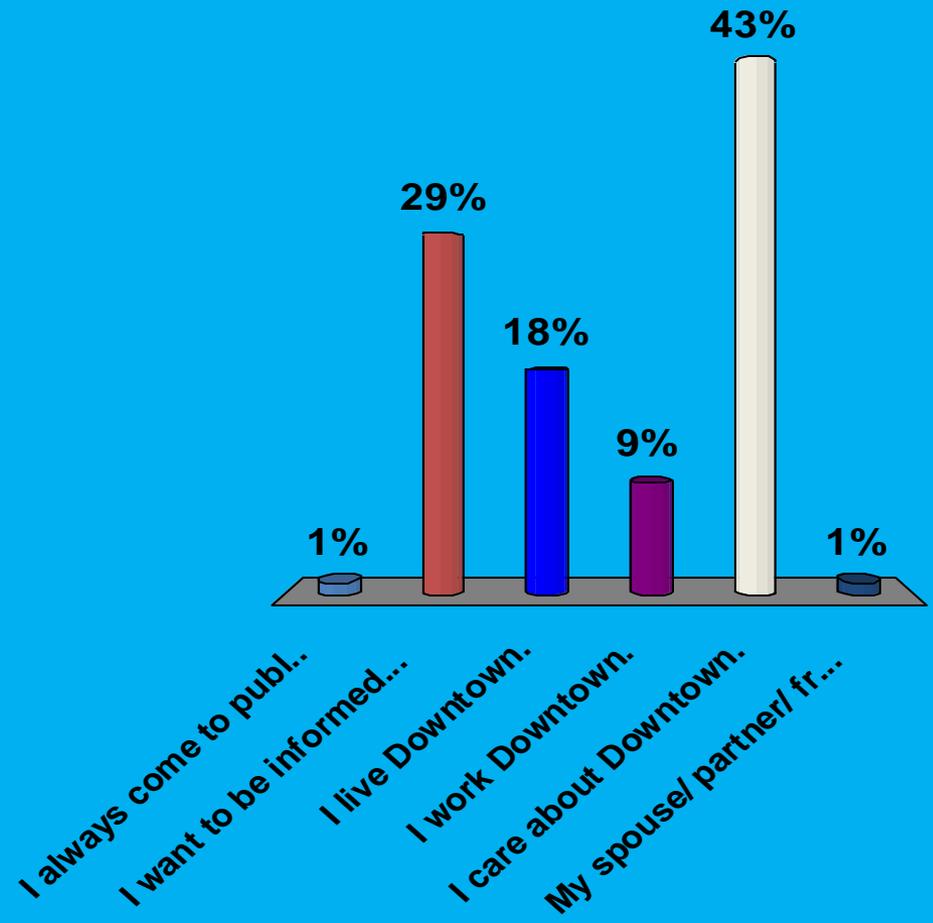
real estate analysis & implementation strategies





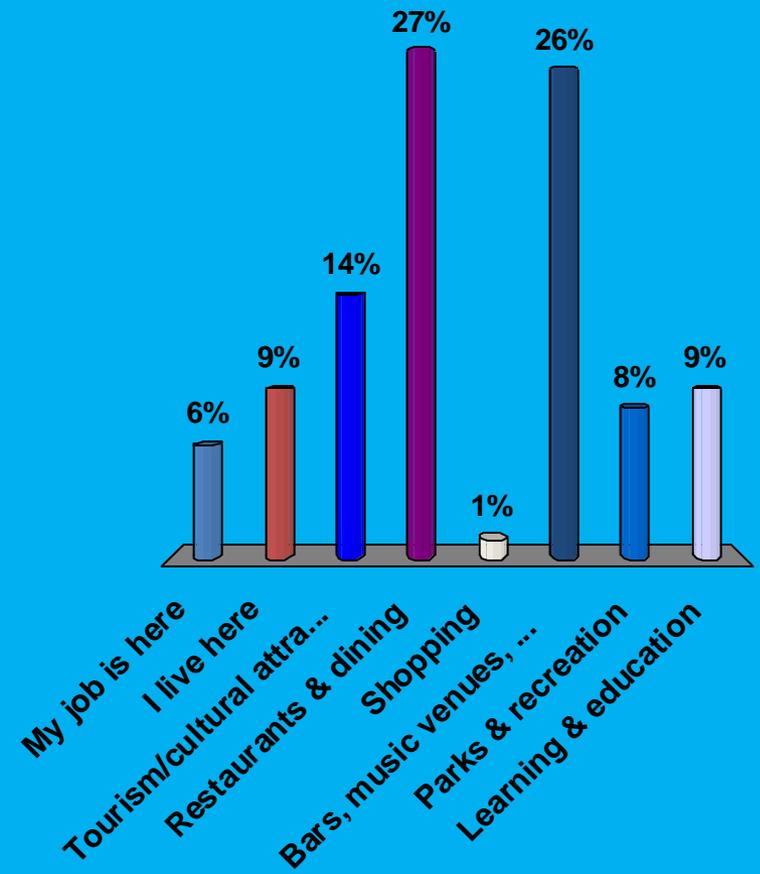
WHAT'S THE #1 REASON YOU'RE HERE TONIGHT?

- A. I always come to public meetings
- B. I want to be informed about the planning process.
- C. I live Downtown.
- D. I work Downtown.
- E. I care about Downtown.
- F. My spouse/ partner/ friend dragged me along!



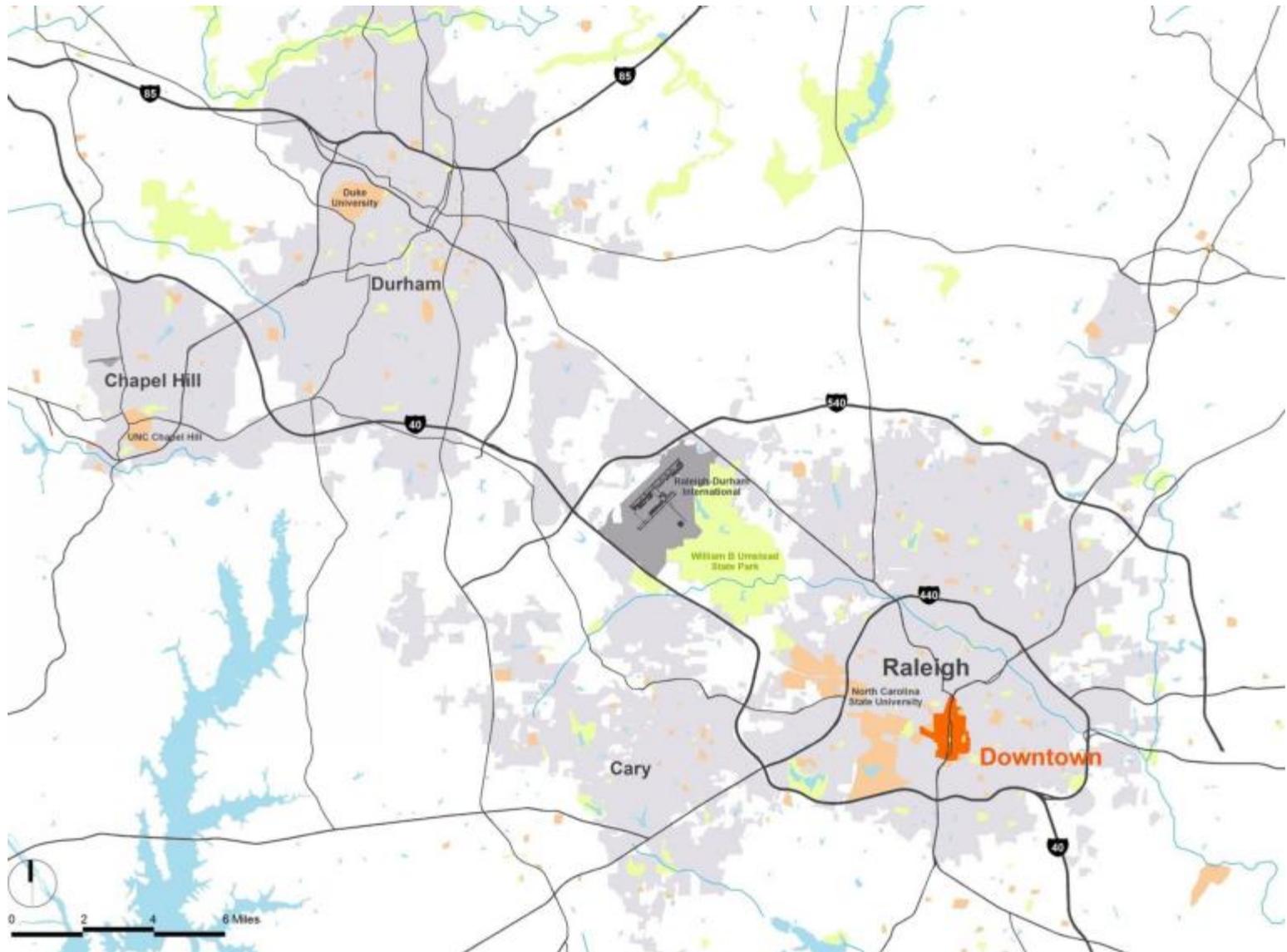
WHAT BRINGS YOU TO DOWNTOWN?

- A. My job is here
- B. I live here
- C. Tourism/cultural attractions
- D. Restaurants & dining
- E. Shopping
- F. Bars, music venues, & nightlife
- G. Parks & recreation
- H. Learning & education

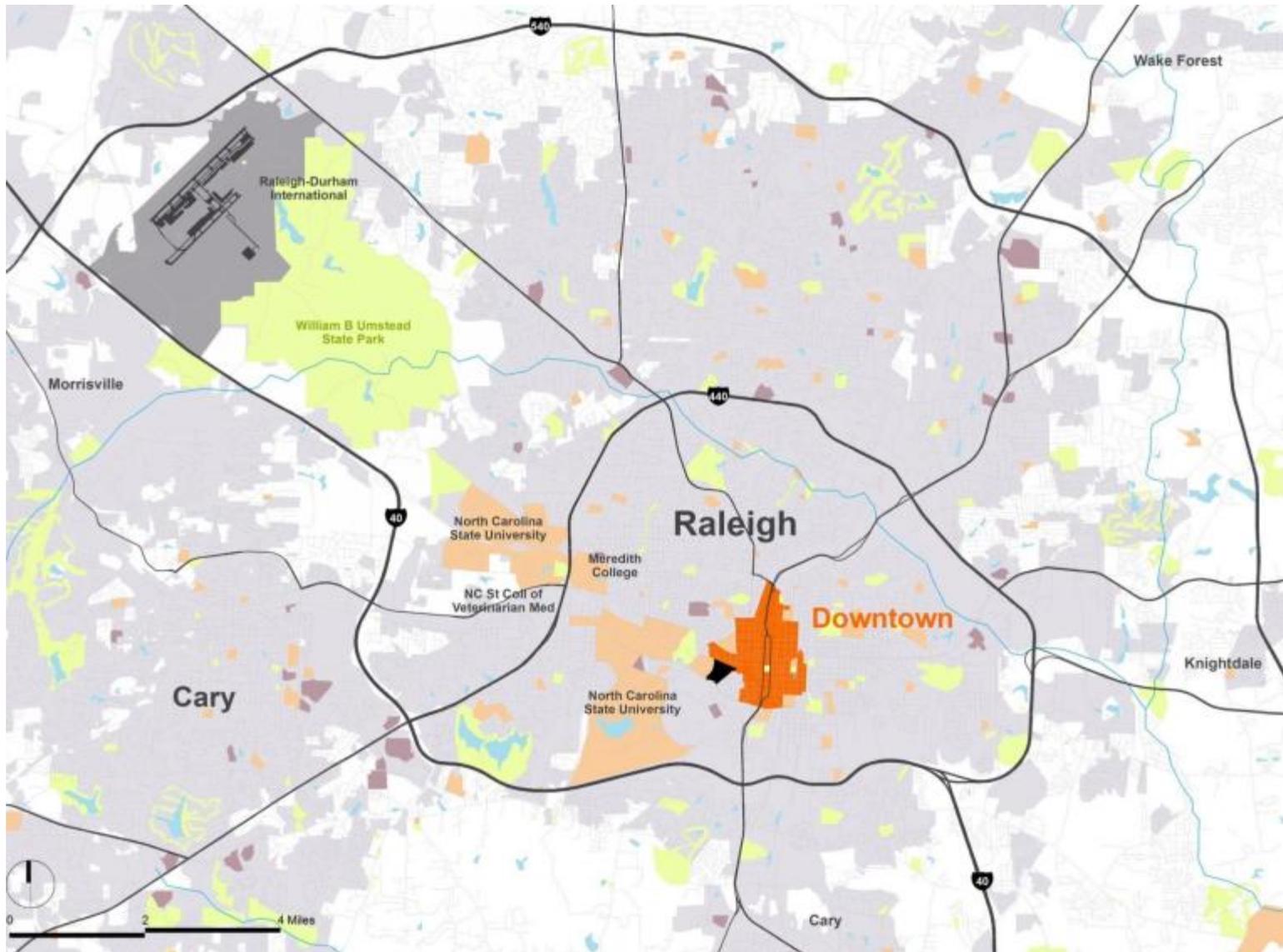


ROLE OF DOWNTOWN IN THE CITY & REGION

DOWNTOWN'S ROLE IN THE REGION



DOWNTOWN'S ROLE IN THE CITY



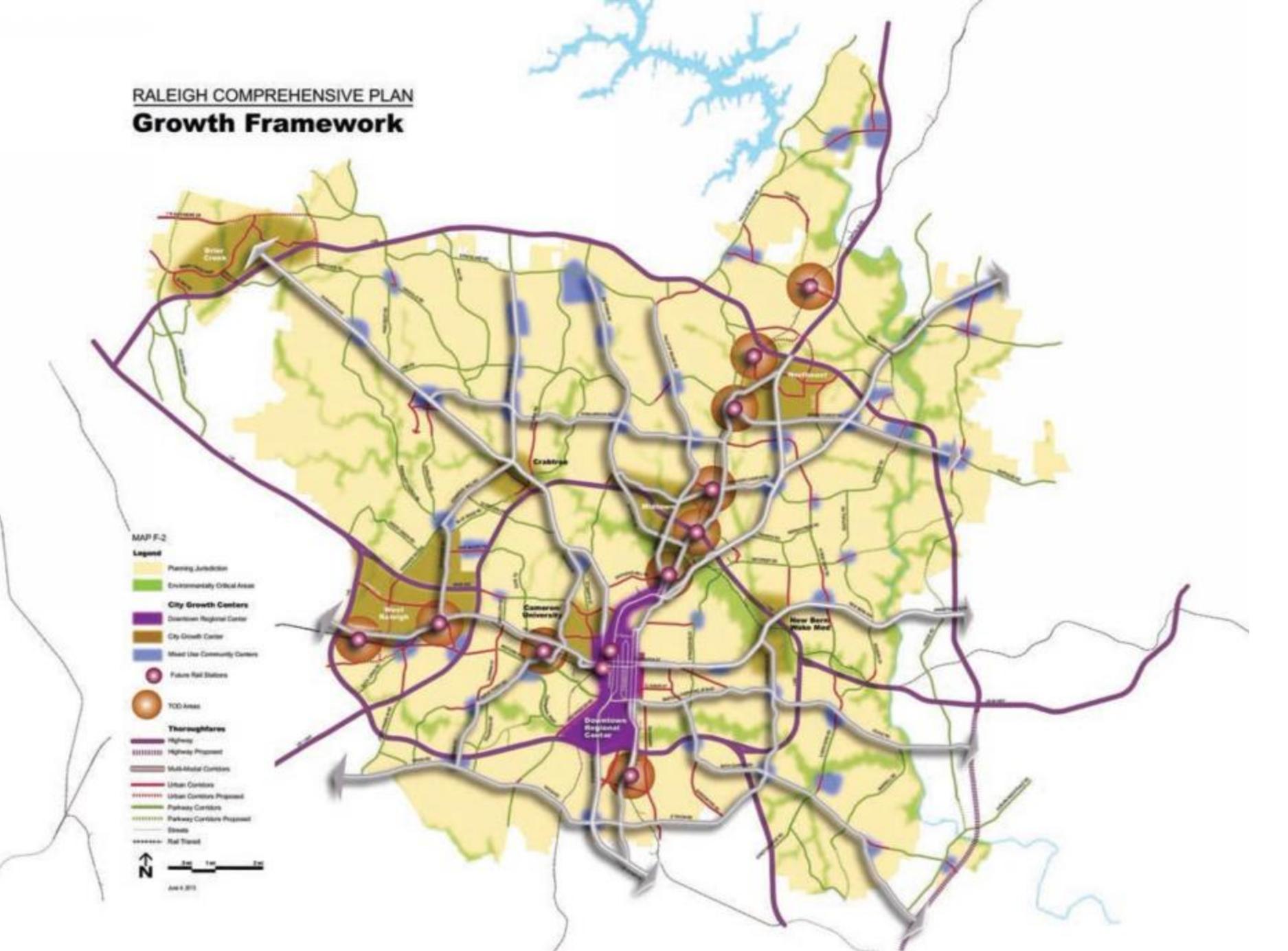
RALEIGH COMPREHENSIVE PLAN

Growth Framework

MAP F-2

Legend

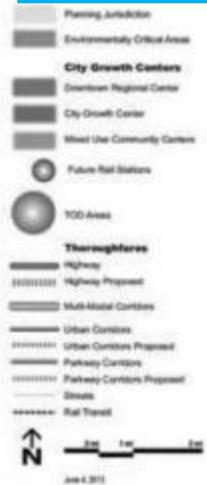
-  Planning Jurisdiction
 -  Environmentally Critical Areas
 - City Growth Centers**
 -  Downtown Regional Center
 -  City Growth Center
 -  Mixed Use Community Centers
 -  Future Rail Stations
 -  TOD Areas
 - Thoroughfares**
 -  Highway
 -  Highway Proposed
 -  Multi-Modal Corridor
 -  Urban Corridor
 -  Urban Corridor Proposed
 -  Parkway Corridor
 -  Parkway Corridor Proposed
 -  Street
 -  Rail Transit
- 
0 1 2 Miles
Apr 4, 2013



RALEIGH COMPREHENSIVE PLAN
Growth Framework

***“DOWNTOWN IS THE HISTORIC,
FUNCTIONAL, & SYMBOLIC HEART OF
RALEIGH.”***

- LARGEST CONCENTRATION OF GOVERNMENT & COMMERCIAL JOBS
- NEXUS OF THE CITY’S ROADWAY & PUBLIC TRANSPORTATION NETWORKS
- SEAT OF COUNTY, STATE, & LOCAL GOVERNMENT
- MORE CULTURAL VENUES, ATTRACTIONS, & EVENTS THAN ANY OTHER AREA OF THE REGION
- FAST-GROWING RESIDENTIAL POPULATION



BUILDING ON STRONG PLANNING FOUNDATION

2030 Comprehensive Plan (= Predictability)

New Unified Development Ordinance

Capital Blvd Plan

Blount / Person Corridor Plan

New Bern Ave Corridor Study

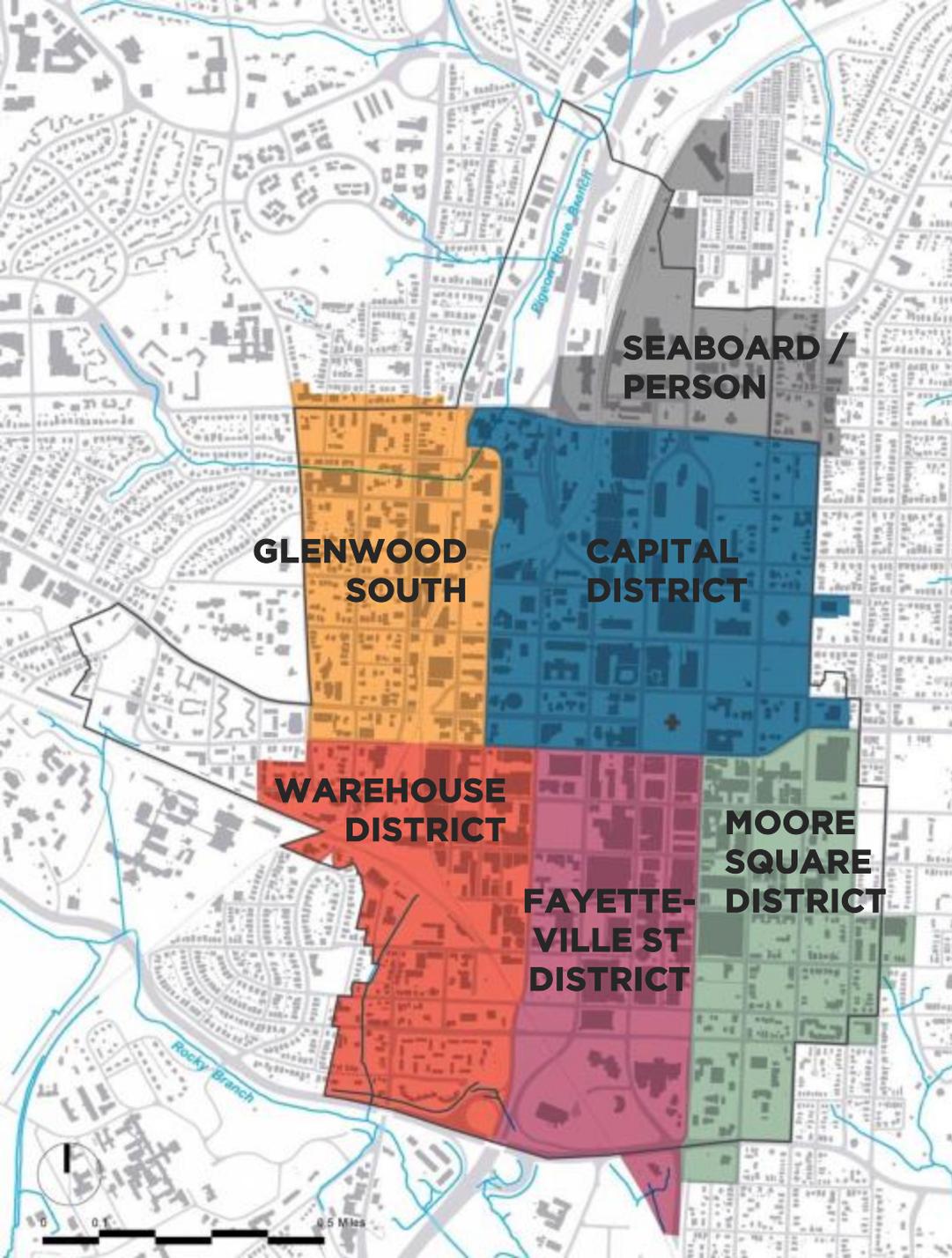
Southern Gateway Corridor Study

West Street Extension

Union Station Design

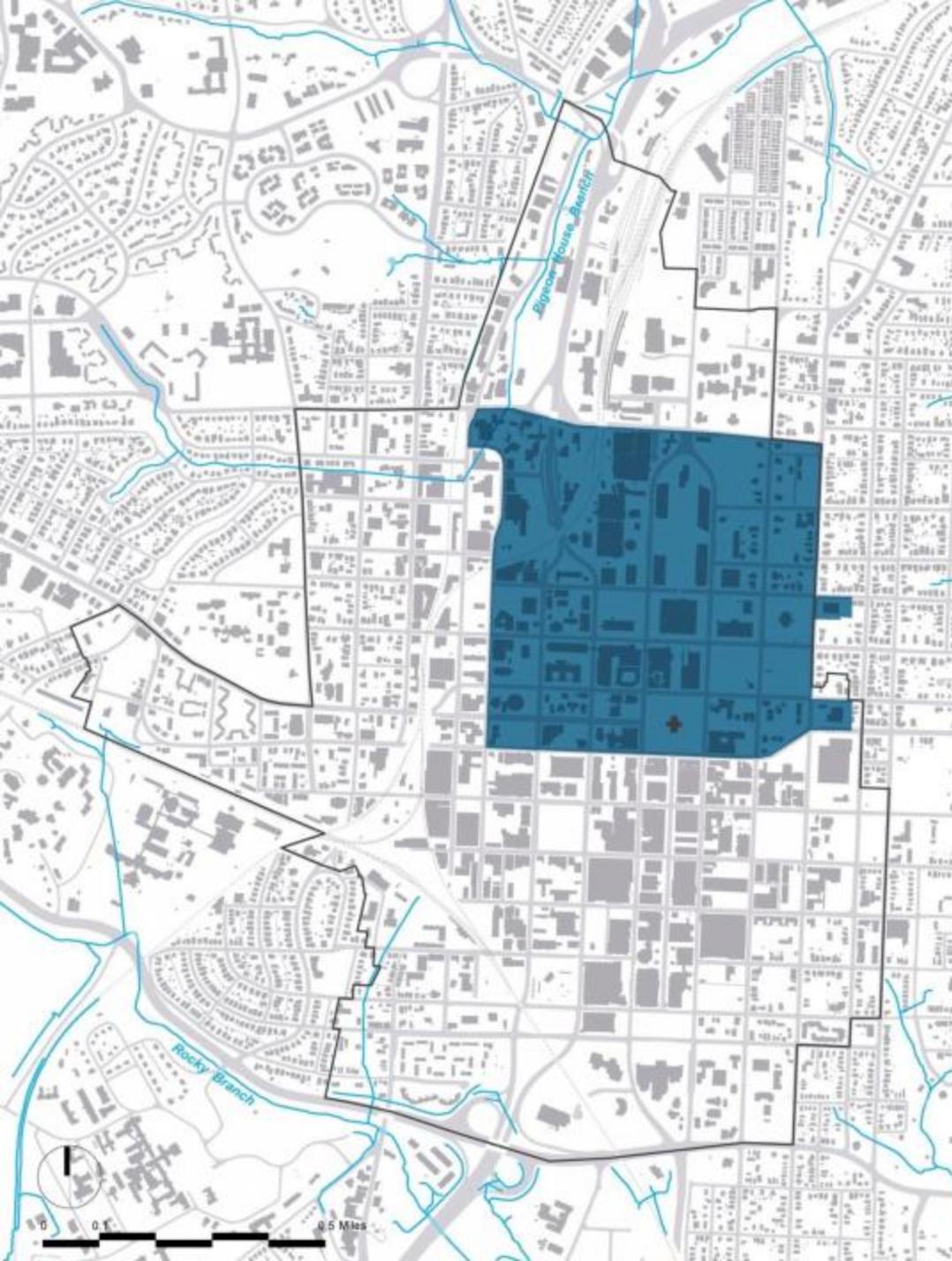
Surrounding Neighborhood Plans

DOWNTOWN'S DISTINCT DISTRICTS

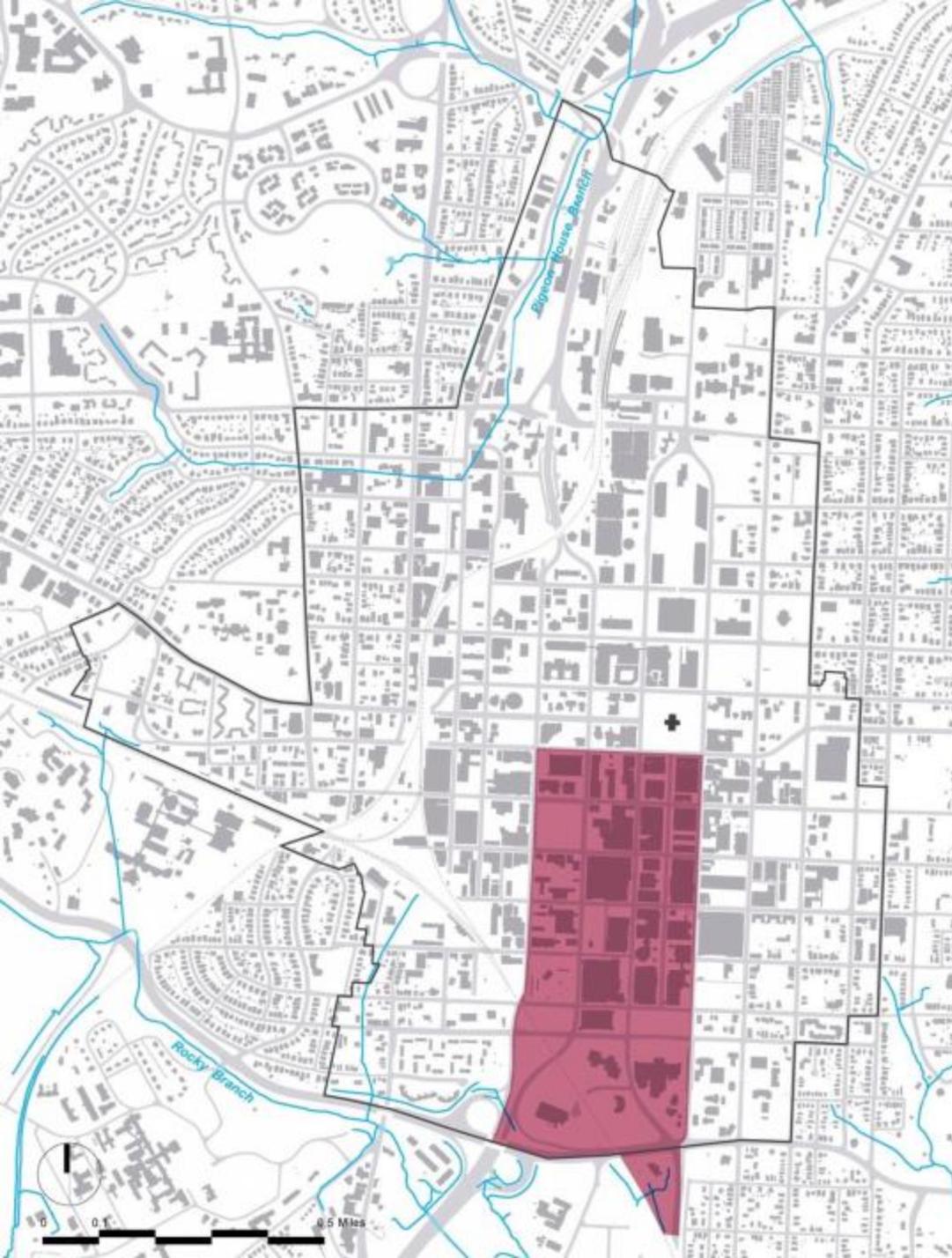


CAPITAL DISTRICT

government buildings &
beautifully restored historic
homes of Blount Street



Bill Dickinson, www.flickr.com/photos/skynoir/11452604123

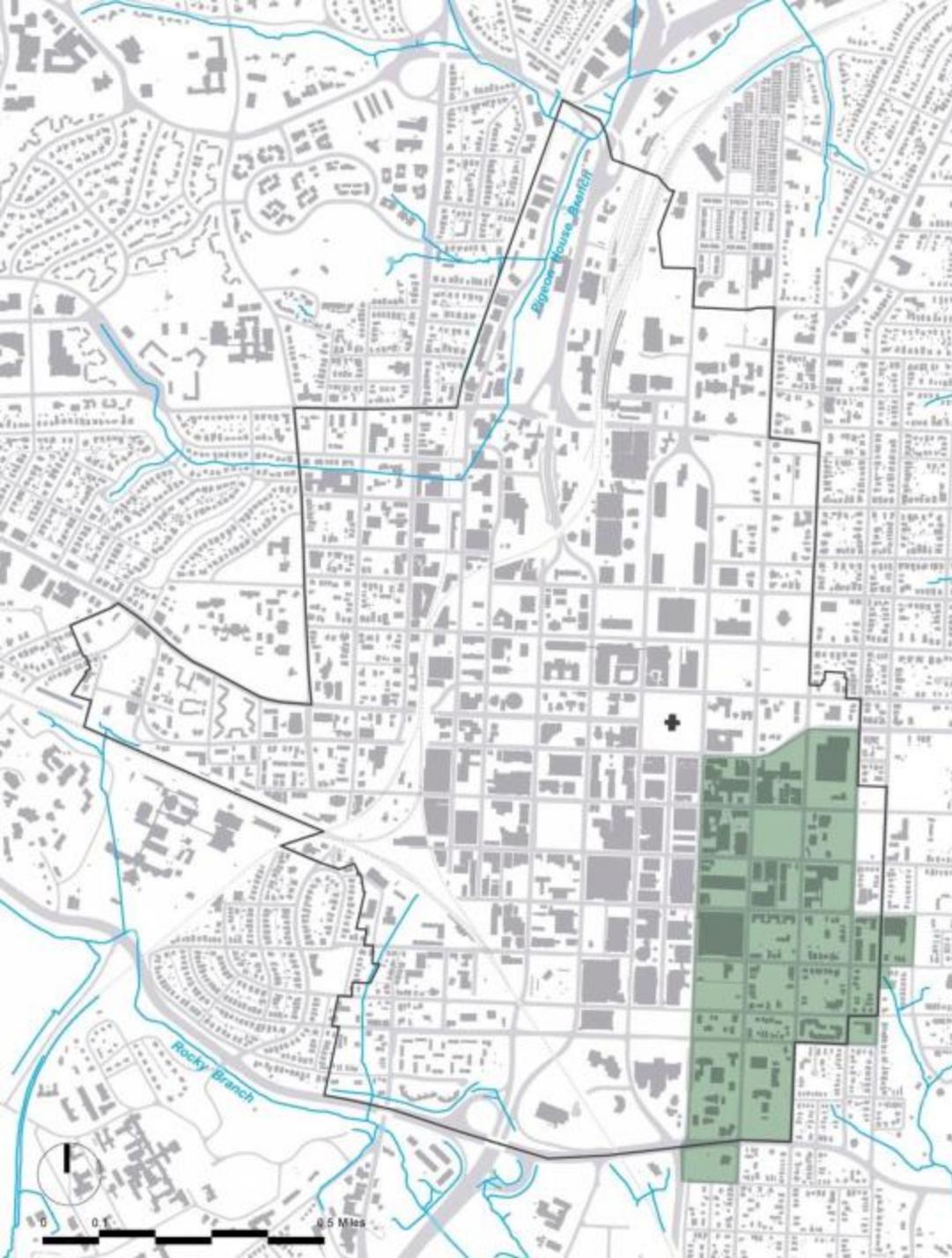


FAYETTEVILLE STREET DISTRICT

The Central Business District of Raleigh, skyscrapers & high density



Pamela Ocampo,
www.flickr.com/photos/pamocampo/3283884330

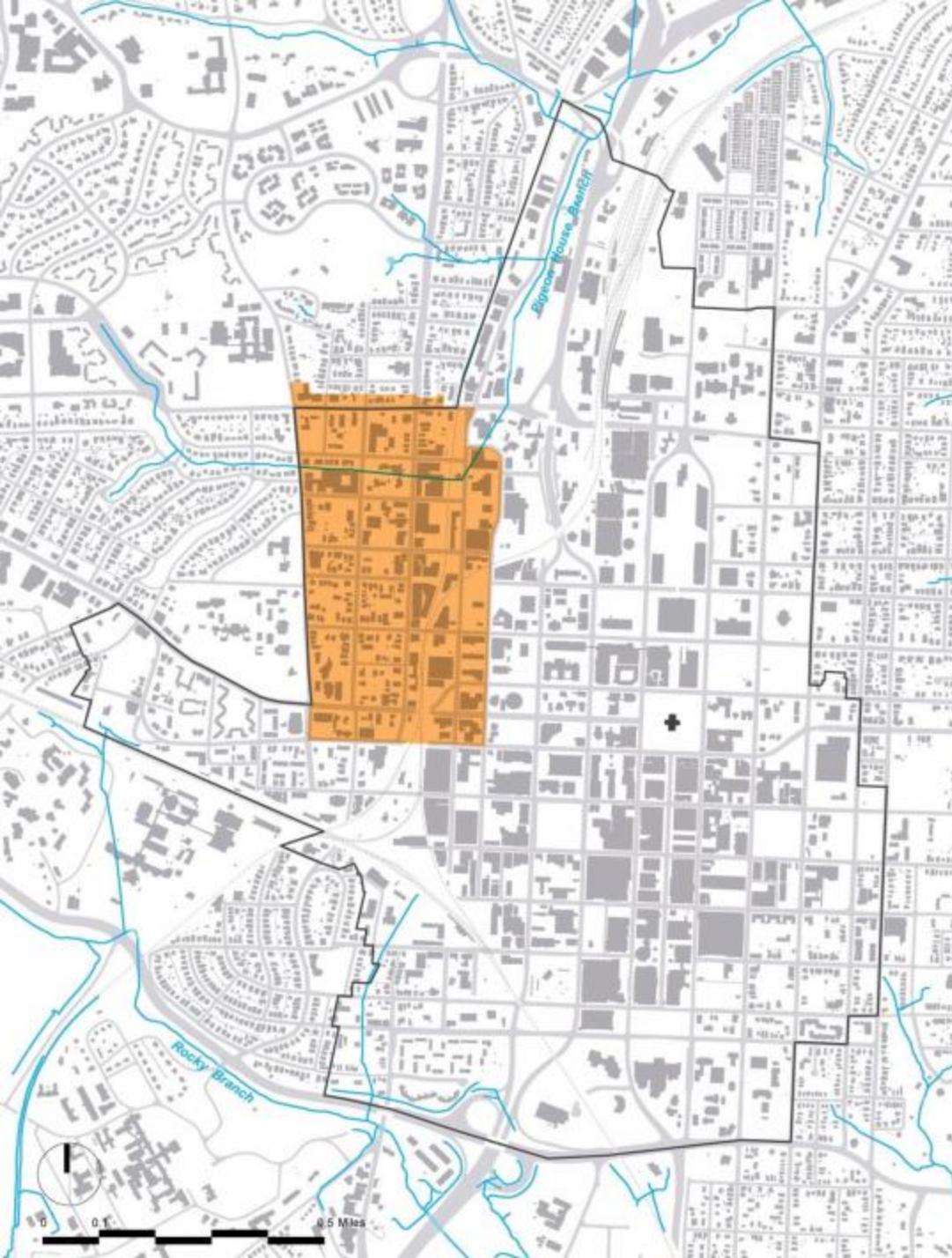


MOORE SQUARE DISTRICT

Eclectic array of ethnic cuisines, entertainment destinations, galleries, and retail

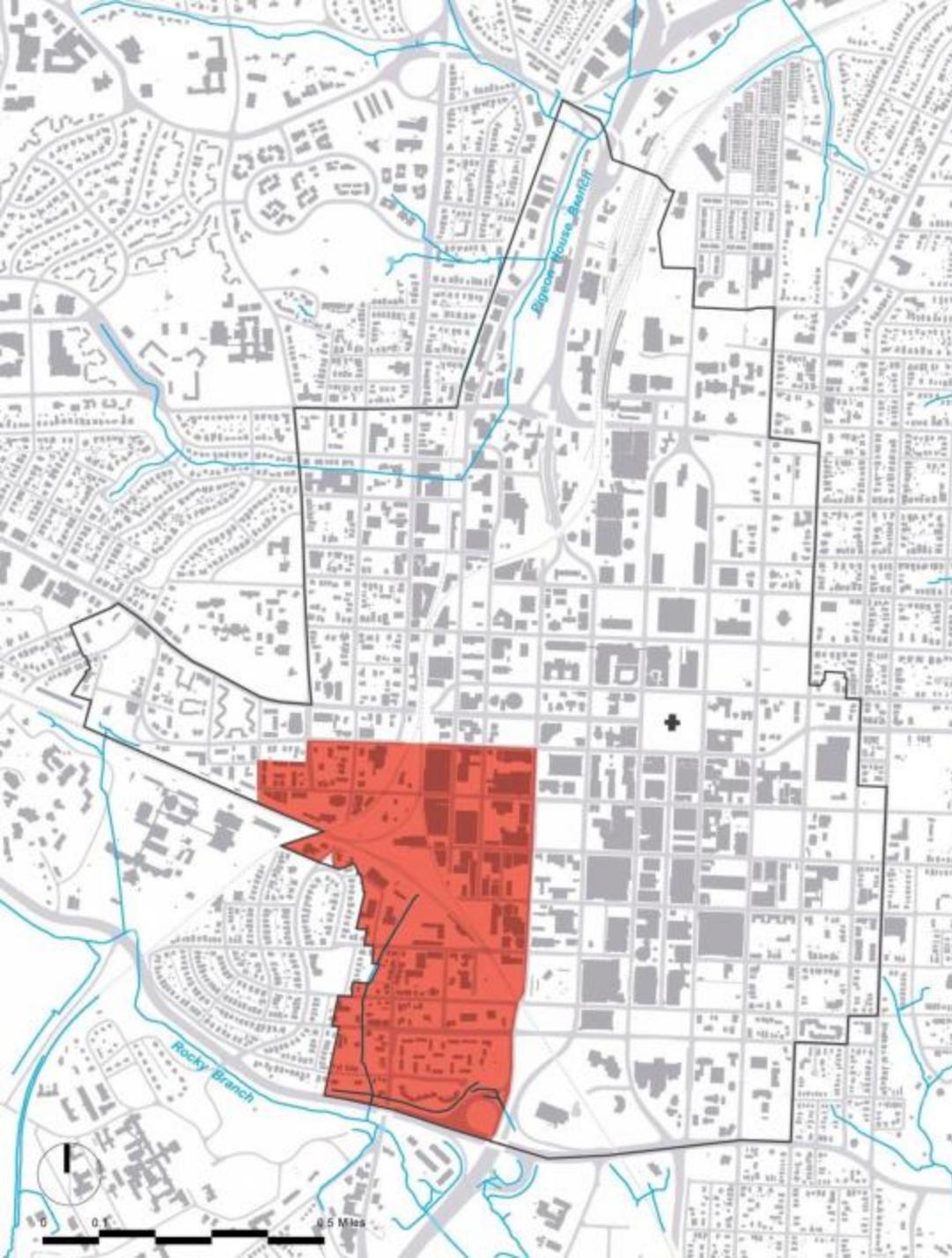


Nathan Adams,
www.flickr.com/photos/captainslack/8187147012



GLENWOOD SOUTH DISTRICT

hip and trendy

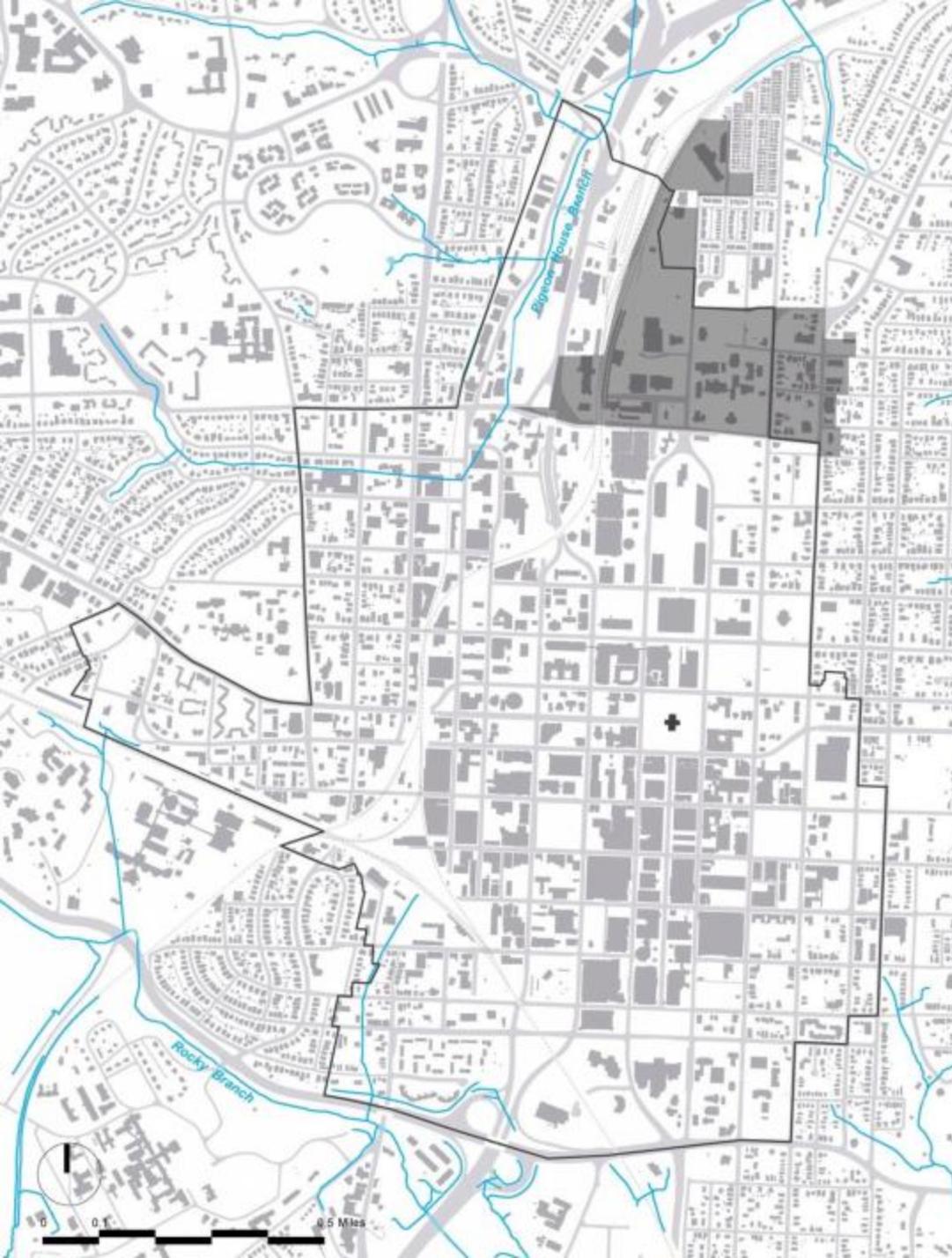


WAREHOUSE DISTRICT

Concentrated creative energy



SEABOARD/PERSON STREET



Previous Successes

Raleigh's 21st century transformation began under the previous Downtown Plan...

A LEGACY OF PLANNING LIVABLE STREETS (2003)

5 PROJECTS

1. Complete a Fayetteville Street Renaissance
2. New Convention Center & Hotel
3. Improve the pedestrian environment
4. Undertake regulatory reform
5. Expand downtown management





1. A FAYETTEVILLE STREET RENAISSANCE

Steve Rhode, www.flickr.com/photos/steverhode/3104344513/



2. NEW CONVENTION CENTER & HOTEL



3. IMPROVE THE PEDESTRIAN ENVIRONMENT



4. UNDERTAKE REGULATORY REFORM

Luke Wisley, www.flickr.com/photos/lukewisley/1394855040



BB&T

WELLS FARGO

redhat

5. EXPAND DOWNTOWN MANAGEMENT

OUTCOMES OF THE LIVABLE STREETS PLAN:

- \$2.3 billion dollars in development projects*
- Five new festivals, twenty new outdoor cafes, and a return of the parade
- Over 750 new residents
- Improved pedestrian realm
- Near City Plaza, five new restaurants, & rotating public art installations
- And much more...

* completed, planned, or are under construction in Downtown 2003 – 2013

GROWING & IMPROVING THE RALEIGH EXPERIENCE

Working



Dining, Shopping, & Entertainment

Creating



Visiting



Experience It.
DOWNTOWN RALEIGH

Innovating



Moving

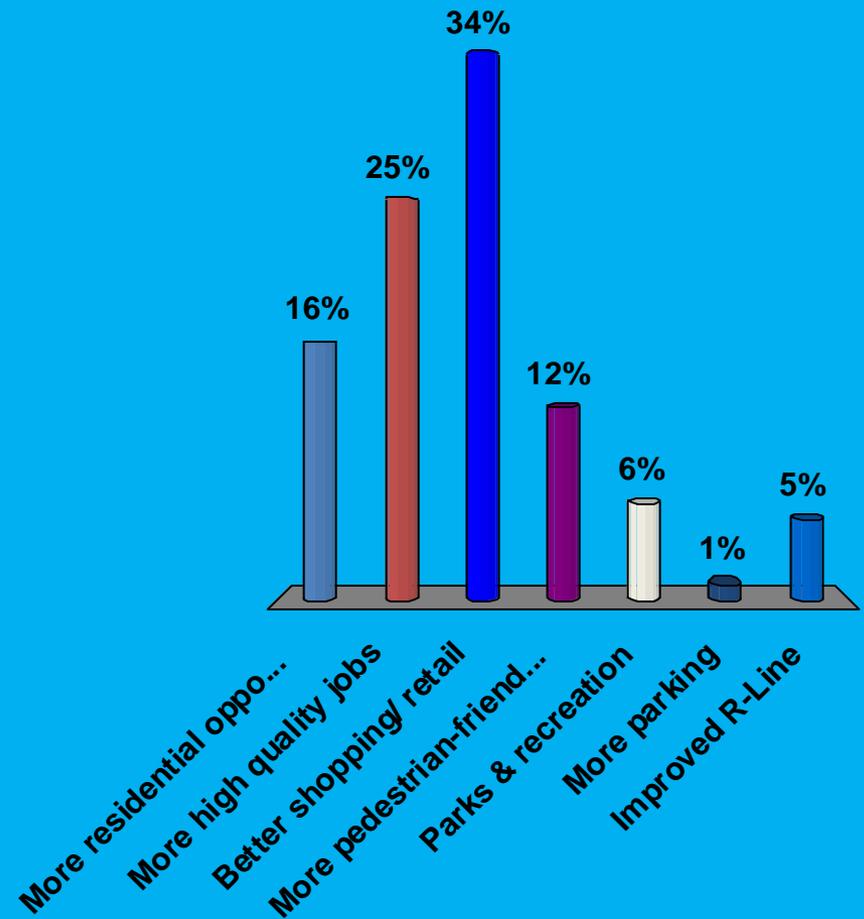
Living



Growing Up & Growing Old

WHAT IS THE MOST IMPORTANT IMPROVEMENT THAT COULD OCCUR DOWNTOWN IN THE NEXT 5 YEARS?

- A. More residential opportunities
- B. More high quality jobs
- C. Better shopping/retail
- D. More pedestrian-friendly/walkable streets
- E. Parks & recreation
- F. More parking
- G. Improved R-Line





Working

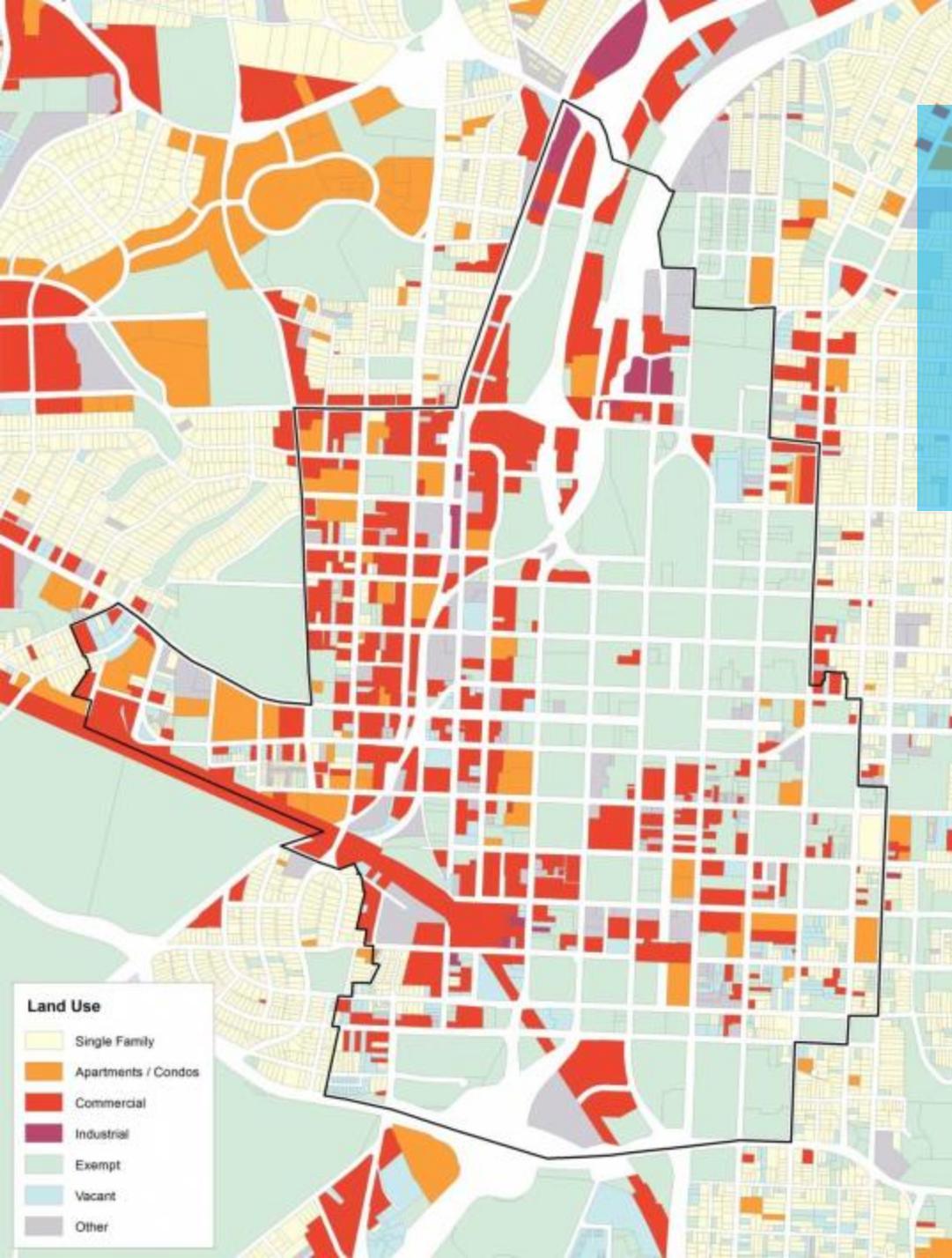
What opportunities are there to accommodate a significant & diverse share of the city's anticipated employment growth?

What amenities and services will workers desire?

A grayscale photograph of a city skyline, likely Raleigh, North Carolina. The image features several prominent skyscrapers. On the left, a tall building has 'BB&T' written on its top. In the center, a building with a distinctive spire is visible. On the right, a building has 'redix' written on its top. A blue semi-transparent overlay covers the lower-left portion of the image, containing the text '#3' and a headline. The background shows a street with trees and utility poles in the foreground.

#3

**RALEIGH RANKS #3 FOR TOP
PLACES FOR BUSINESS SUCCESS
-BUSINESS REVIEW USA 2014**



49.5%

OF RALEIGH-DURHAM-CHAPEL HILL'S CENTER CITIES RESIDENTS HOLD A BACHELOR'S DEGREE OR ABOVE

40,000 employees in Downtown and growing

Large sectors: banking, legal service firms, and government

Low vacancies in office space

Nationally competitive rental rates

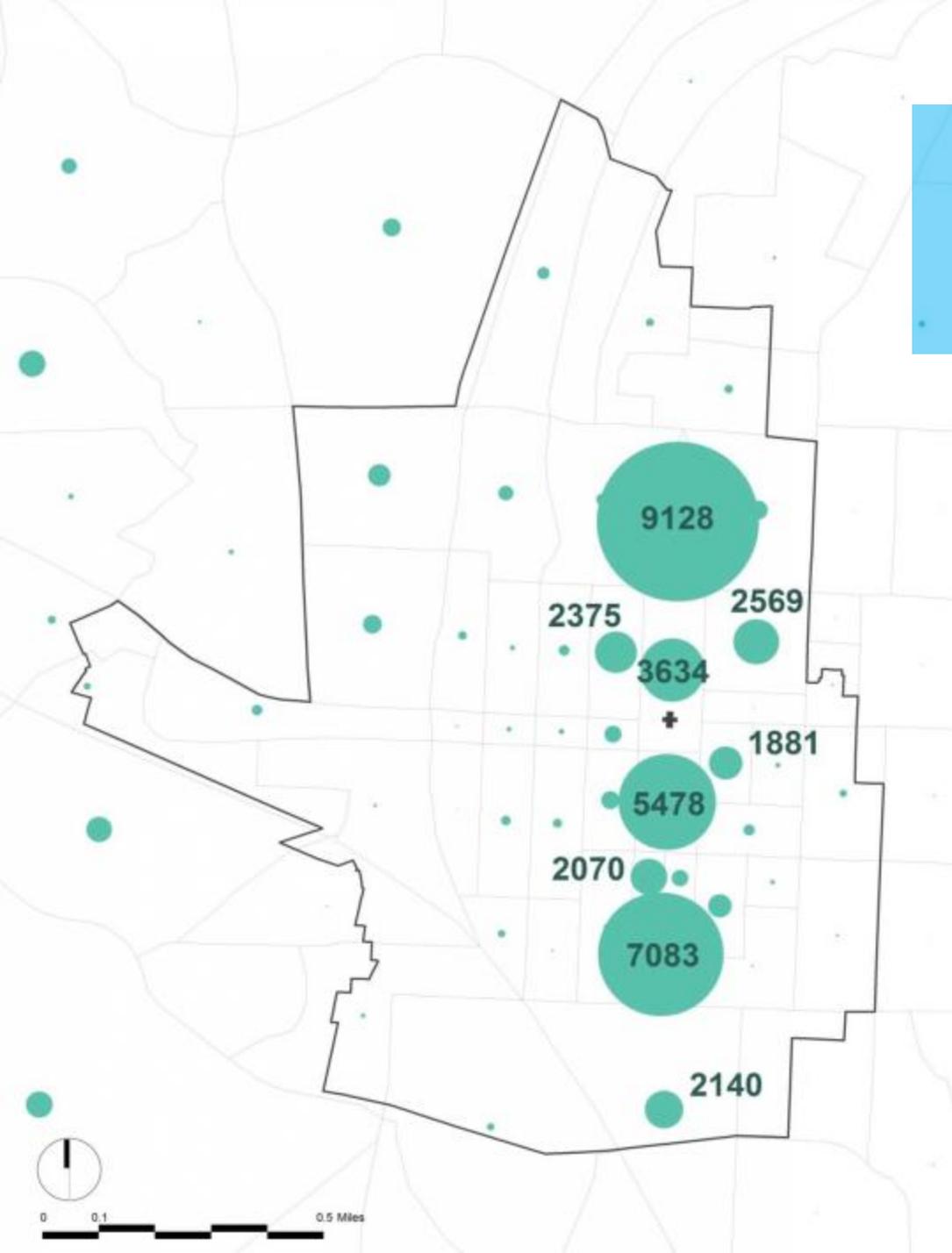
What's next? Charter Square development & Citrix moves to town

#1

THAT'S #1 IN THE NATION

-RICHARD FLORIDA
"HUMAN CAPITAL IN CITIES
AND SUBURBS" - 2013

Approx. 54,000 currently
employed in Downtown



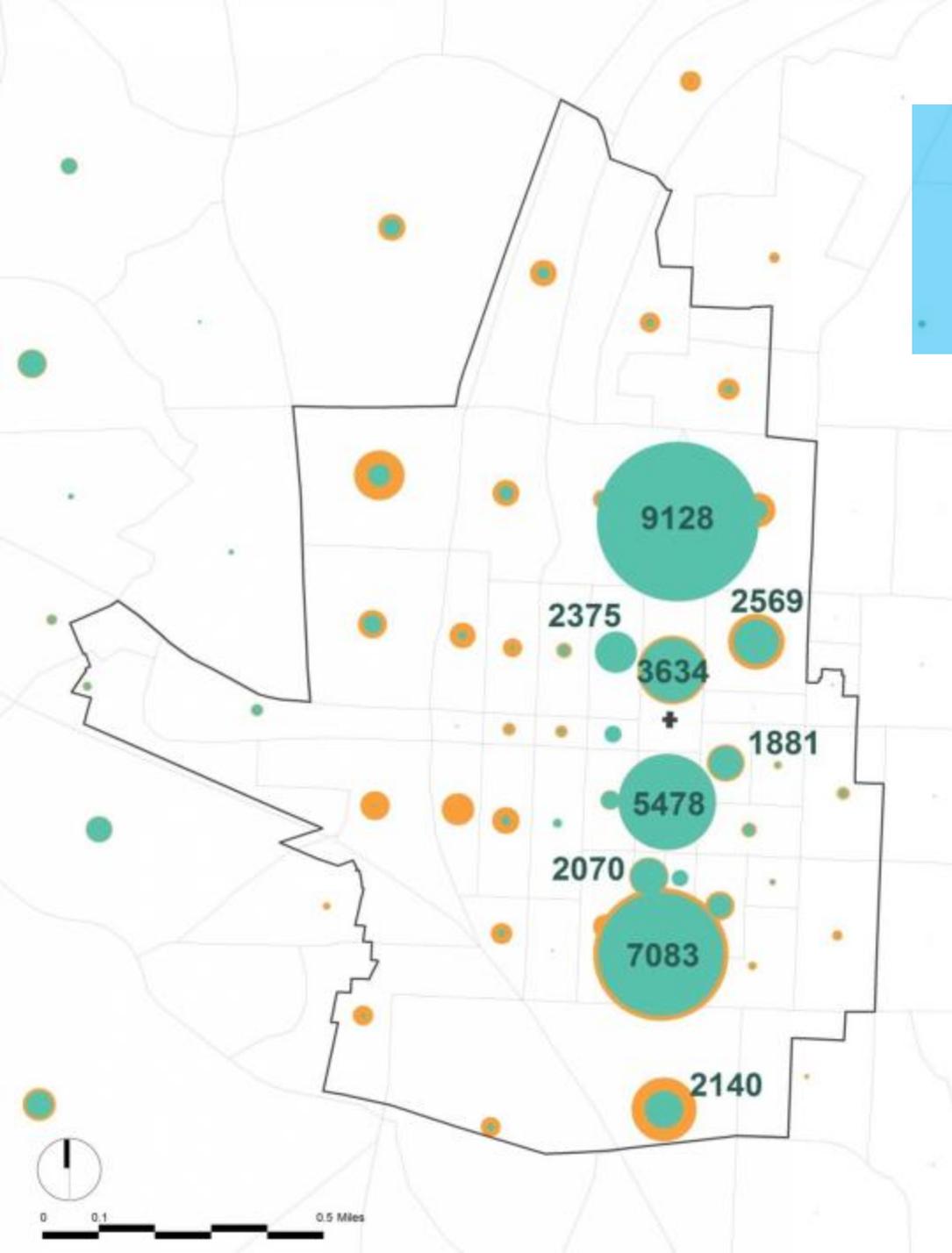
#3

RALEIGH RANKS #3 FOR
BEST PLACES FOR
BUSINESS & CAREERS

-FORBES, AUGUST 2013

Approx. 54,000 currently
employed in Downtown

Approx. 77,000 projected
employed in Downtown by
2040



(LODO) LOWER DOWNTOWN DENVER, CO

Historic, red-brick
architecture

Retains legacy of railroad &
industrial past

Families, young
professionals, and empty
nesters

Range of housing options

Pedestrian friendly

2010 APA Great
Neighborhood



MADISON SQUARE PARK NYC

Madison Square Park Conservancy formed to restore park after decades of disinvestment

2004 - Shake Shack opened

Portion of each purchase benefits park maintenance & programs

Today, renewed park at center of revitalized business district



Creating & Innovating

What opportunities are there to attract and retain creative and innovative industries and professionals?



#1

**RALEIGH IS THE
FASTEST GROWING CITY FOR
TECHNOLOGY JOBS.
-FORBES, 2011**

#15

**RALEIGH IS AMONG THE TOP
WORLD'S MOST INVENTIVE CITIES
-FORBES, 2011**

Innovating

Creative professionals, high tech, and start-ups

6.2% growth in science, technology, engineering, & math jobs since 2011

Significant portion of the 40,000 college students in 2 miles of Downtown major in a STEM discipline.

HQ Raleigh and ThinkHouse

What's next? New places like the Warehouse District will attract a wave of start-up companies and entrepreneurs.

+

Creating

Creative economy is big in Downtown

30 studios and galleries

6,600 full-time jobs

**OVER \$166 MILLION IN
ECONOMIC ACTIVITY TO
WAKE COUNTY EACH YEAR
FROM ARTS AND CULTURE
INDUSTRY**

CAM

RALEIGH



Cultivating Innovation



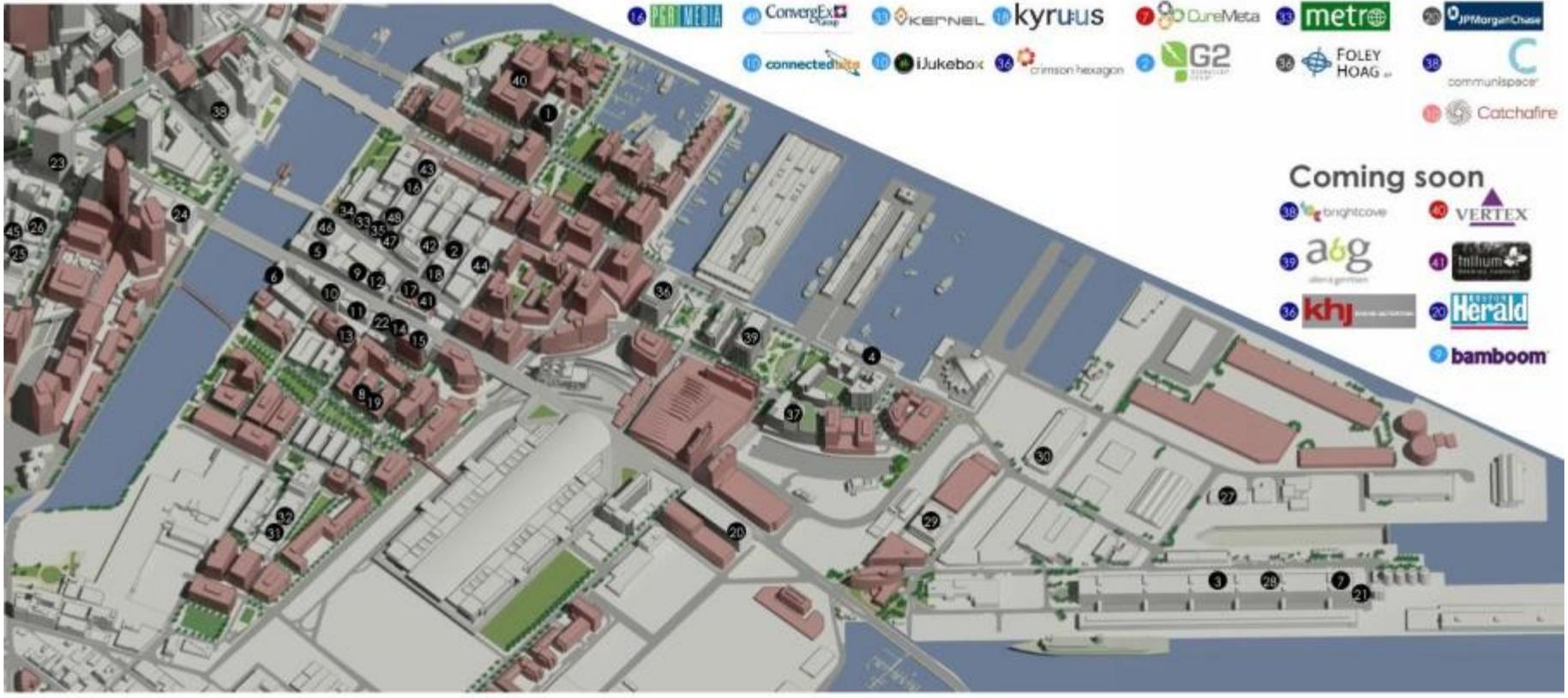
Seed → Grow → Harvest

HQ Raleigh

*Mission Bay,
San Francisco*

*Kendall Square,
Cambridge*

A Growing Mix of Innovation Businesses



Coming soon

- brightcove
- VERTEX
- a6g
- trilium
- khj
- Herald
- bamboom

INNOVATION DISTRICT & FORT POINT CHANNEL BOSTON'S CREATIVE & INNOVATION DISTRICT

Source: Seaport Innovation District, <http://seaportinnovationdistrict.com/2012/bostons-innovation-district/>

INNOVATION DISTRICT, BOSTON, MA

- \$10 billion+ generated
- 5,000 new jobs & over 200 new companies since 2010
- 40% of new companies use co-working spaces and incubators

DISTRICT HALL

- “A gathering space for innovators to collaborate and share ideas”
- Funded by private development Innovation Fund



Where is there a lack of transportation options to move people into, out of, and around Downtown?

How can transportation be harnessed to encourage Ground Floor activity along key corridors?

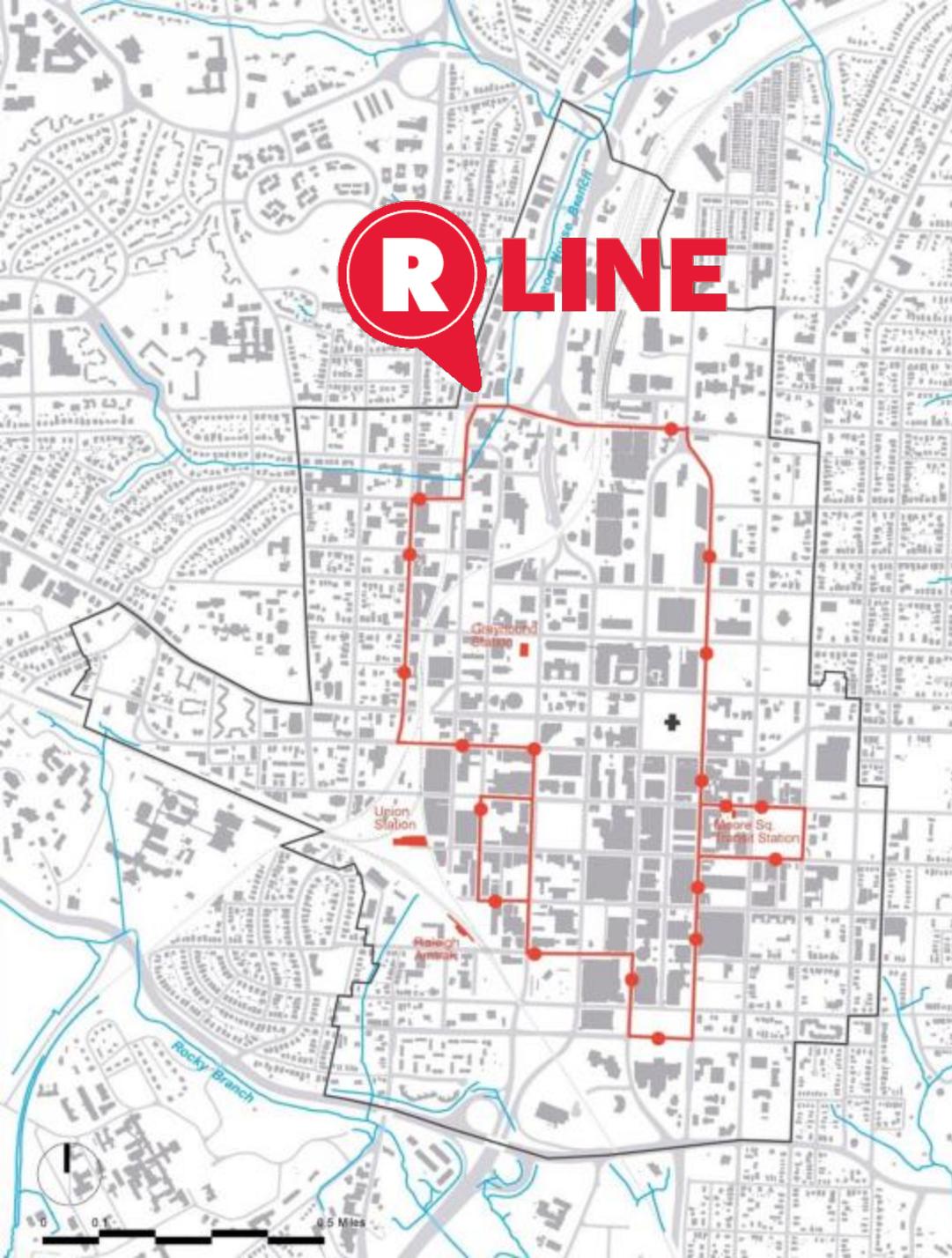
A photograph of a man and a woman embracing in a crowded street. The man is on the left, seen from the back, and the woman is on the right, smiling. In the background, there is a large building with a dome, likely a government building, and other people walking. The scene is outdoors during the day.

34,000

**PEDESTRIANS WALK THROUGH THE
FAYETTEVILLE STREET DISTRICT
DURING A 2.5-HOUR LUNCH PERIOD.
-STATE OF DOWNTOWN 2013**

MORE

**PEDESTRIAN TRAFFIC THAN
DOWNTOWN SAN DIEGO,
KNOXVILLE, AND GREENSBORO
-STATE OF DOWNTOWN 2013**



Moving

Transit, vehicles, bicycles, parking, and walking

2013 Comprehensive Pedestrian Plan

R-line ridership is growing

What's next? Public spaces like Market and Exchanges Plaza & Union Station Phase 1

HEALTH LINE, CLEVELAND





\$5.5 BILLION
IN NEW INVESTMENT

resulting from the
EUCLID AVENUE STREETSCAPE
and BRT Project

\$480 MILLION
EXPANSIONS

\$860 MILLION
RENOVATIONS

\$2.8 BILLION
NEW DEVELOPMENT

URBAN FOREST

with **1323** new street trees

sequesters an additional

51,032 lb
of CO₂/year

The trees along Euclid Avenue grow in an average of
600 cu. feet of soil per tree in a shared planting zone.
8 times more than typical street trees in Cleveland.

**BUFFALO
BAYOU**
HOUSTON, TEXAS



before



after





EMBARCADERO, SAN FRANCISCO

1982

GeraldPHawkins,
commons.wikimedia.org/wiki/File:San_Francisco_Skyline_View_of_Embarkadero_Feb_1982.jpg



2012

Christopher Chan, www.flickr.com/photos/chanc/8660066504



Living



Growing Up & Growing Old

What opportunities are there to accommodate a significant and diverse share of the city's anticipated population growth?

What types of housing, services, and transportation options will new residents desire?

EMERGING TRENDS IN DOWNTOWN LIVING

Demand for housing is changing

By 2030, the majority of households will be single persons

By 2025, only 28% of U.S. households will have children

Who's buying in downtown?

1st movers

Lifestyle buyers (“never nesters”)

Empty nesters

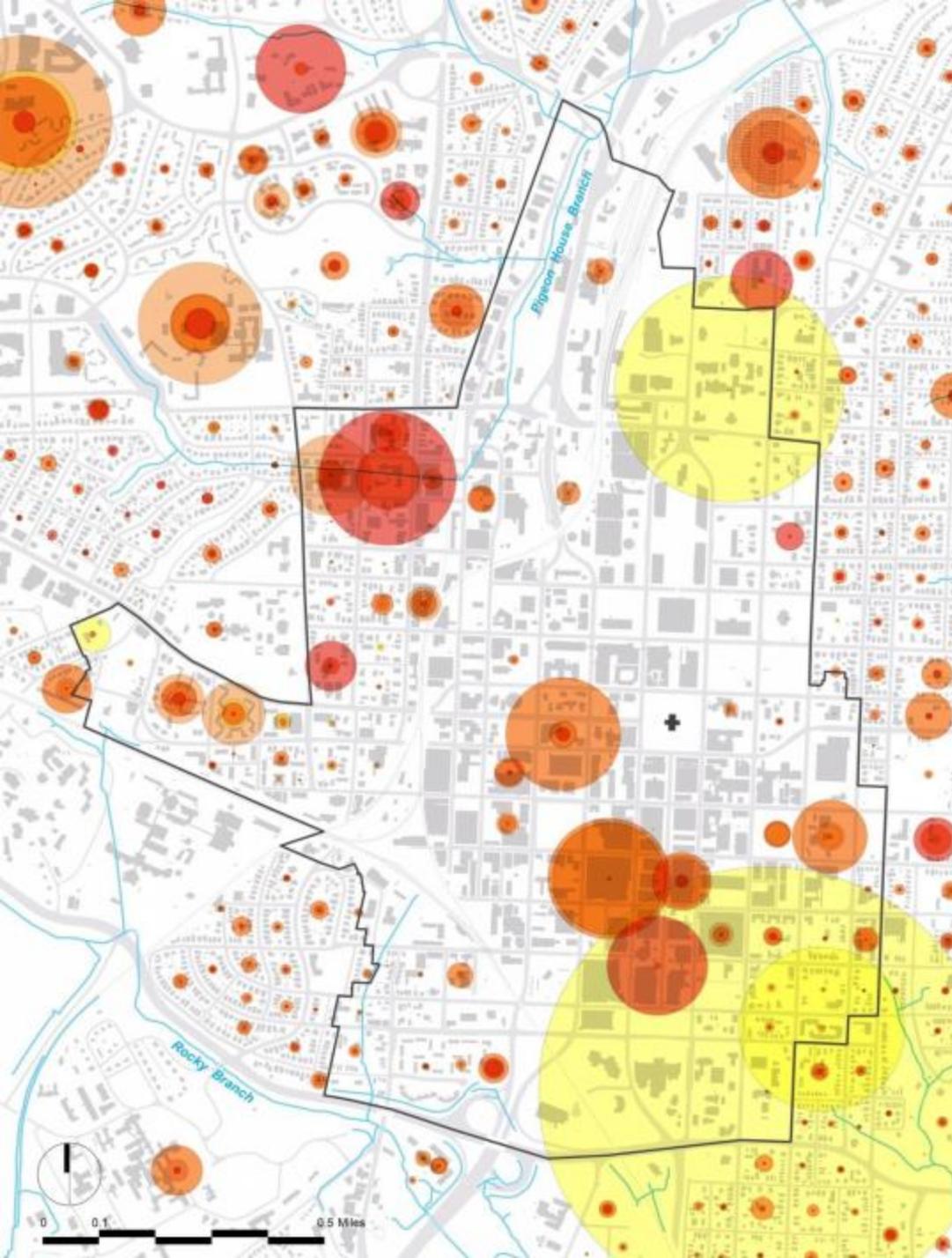


1

**RALEIGH IS THE SAFEST CITY IN THE
COUNTRY
-FORBES LISTS 2010**

5

**RALEIGH IS AMONG THE COUNTRY'S
MOST AFFORDABLE CITIES
-KIPLINGER 2013**



Living

100% of condos built since 2006 are sold

Rental market increasing

Nearly 1,600 apartments planned or under construction

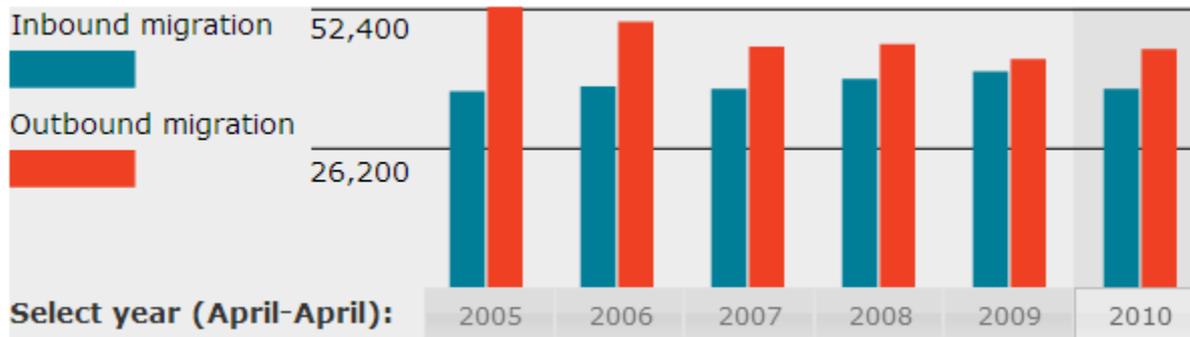
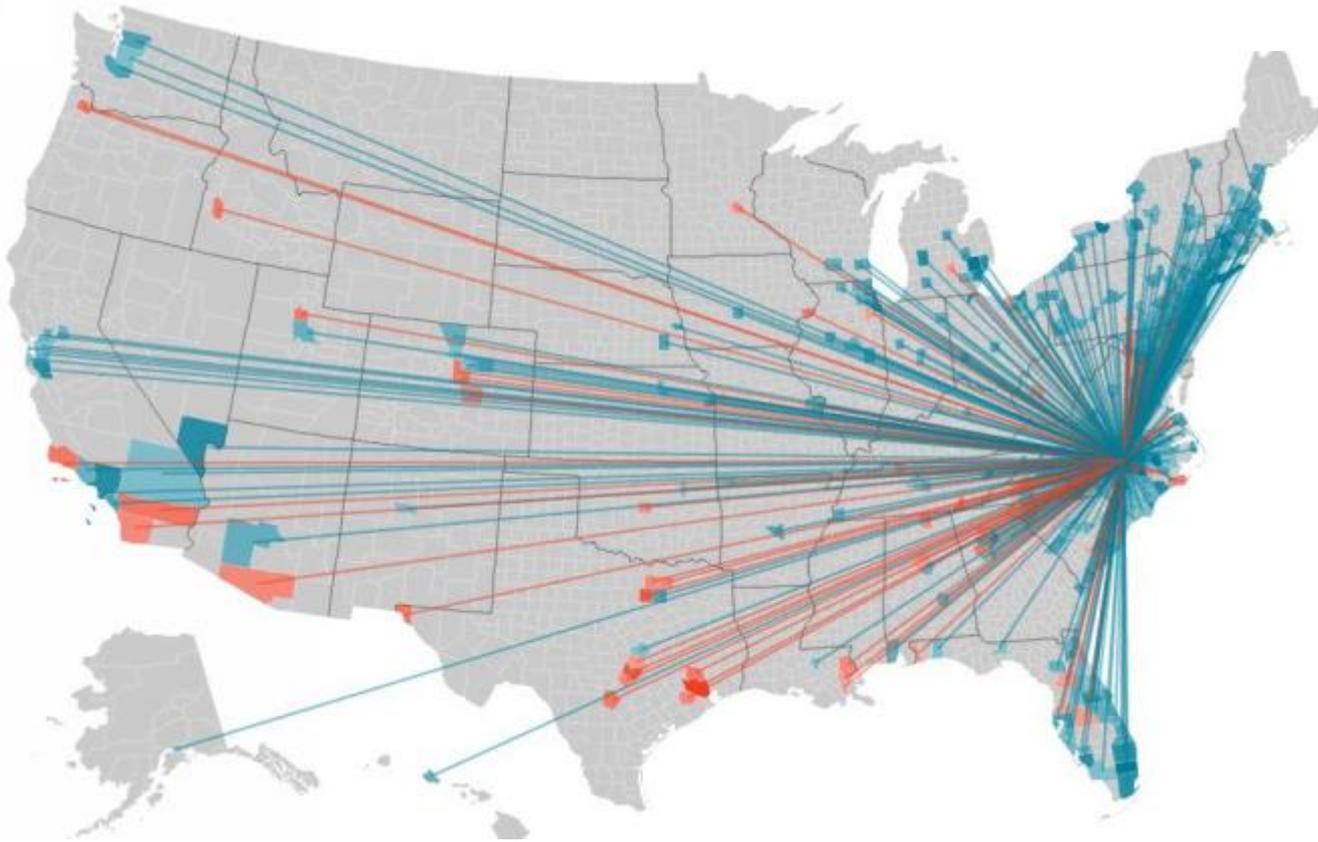
40% of downtown residents are 25 -34 years old, higher than the national average of 23.2%

- COLLEGE-AGE/ 18-24 YEARS OLD
- YOUNG ADULTS / 25-35 YEARS OLD
- MIDDLE-AGE ADULTS/ 35-60 YEARS
- SENIOR CITIZENS/ 60+ YEARS OLD

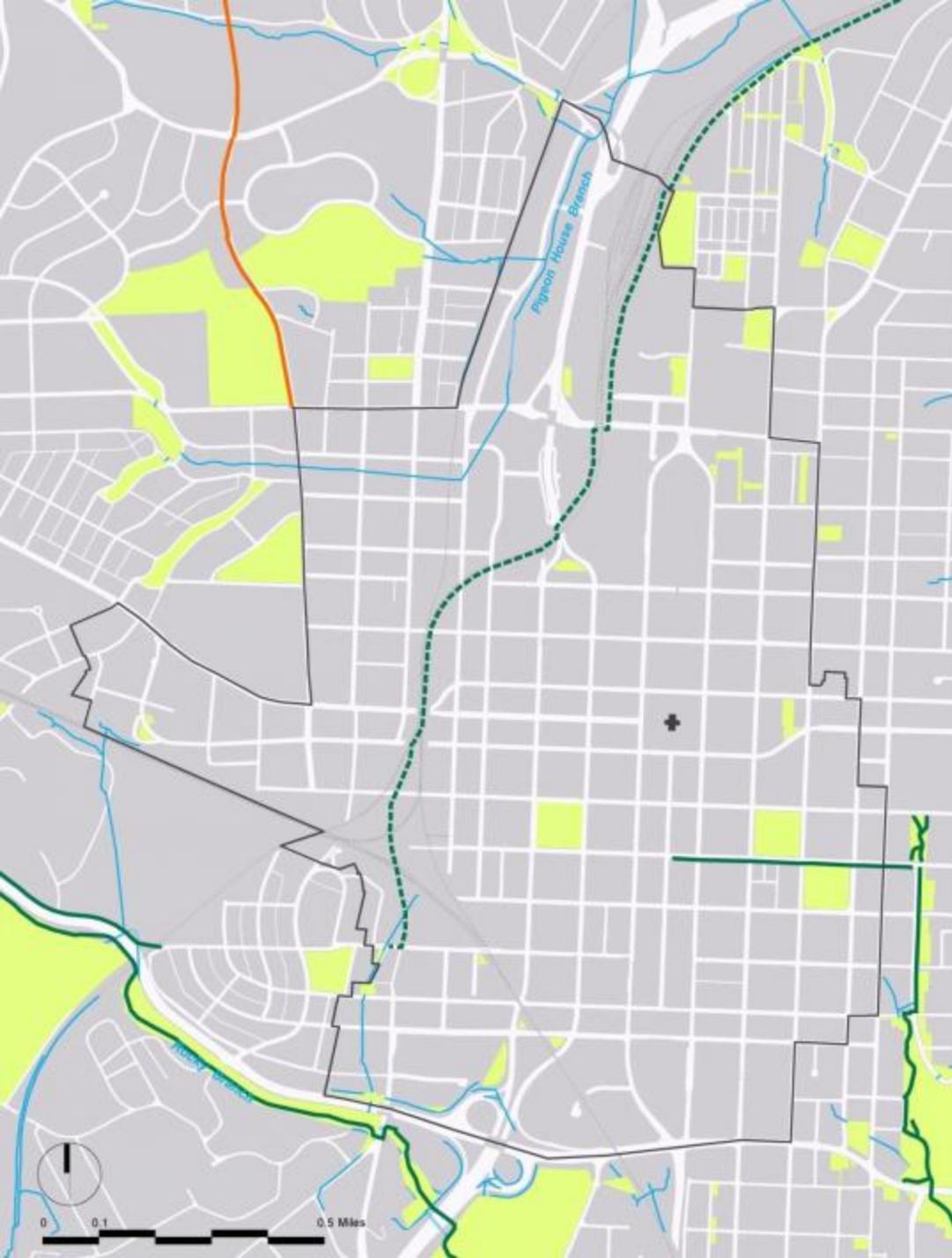
A WAVE OF NEW NEIGHBORS

1 out of 3 Downtown residents moved in since 2010

1 in 4 moved from a different state or country



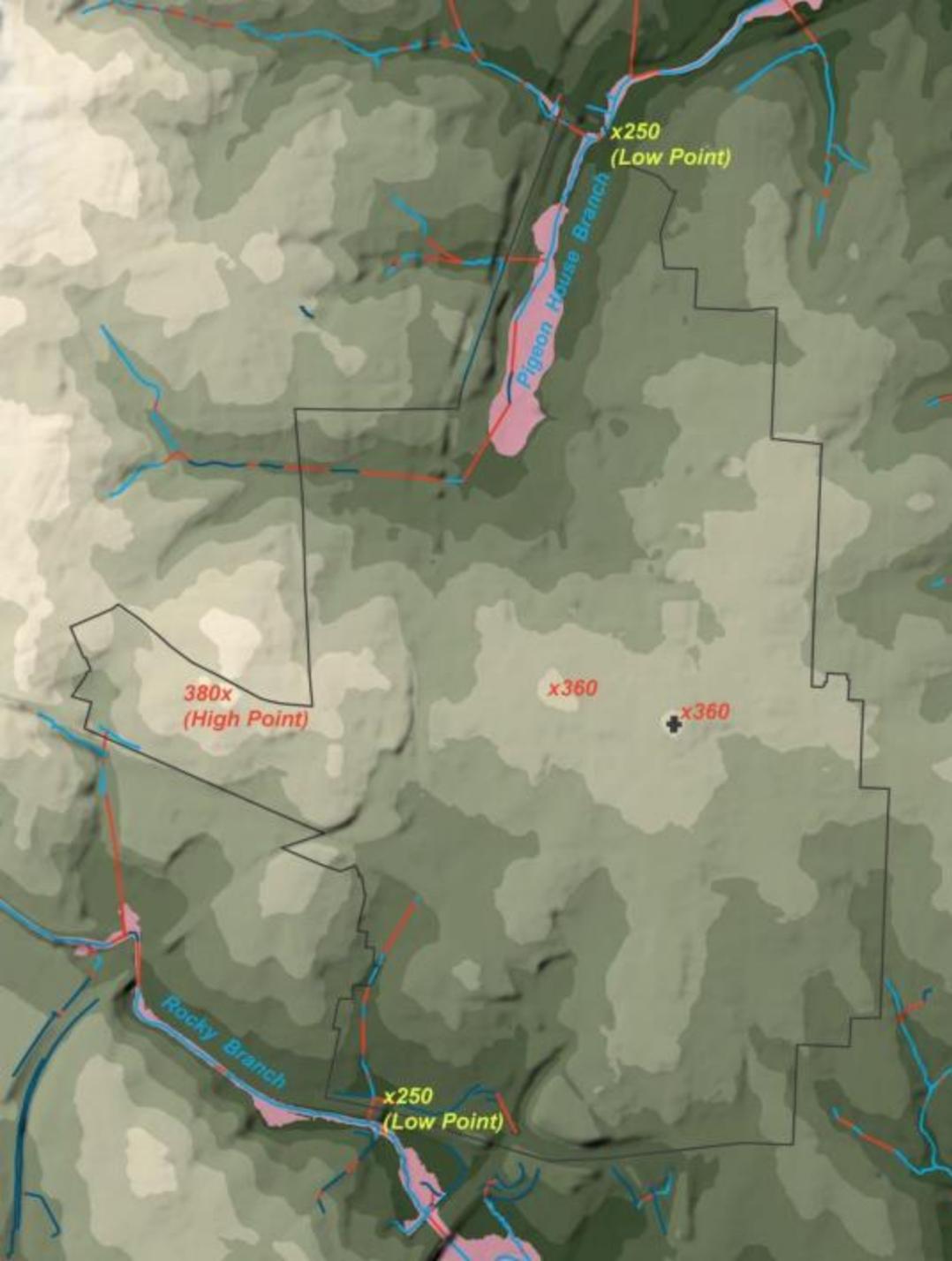
PARKS & OPEN SPACE



Open Space

- Existing Bike Trail
- Existing Greenway
- Proposed Greenway
- Existing Open Space

TOPOGRAPHY



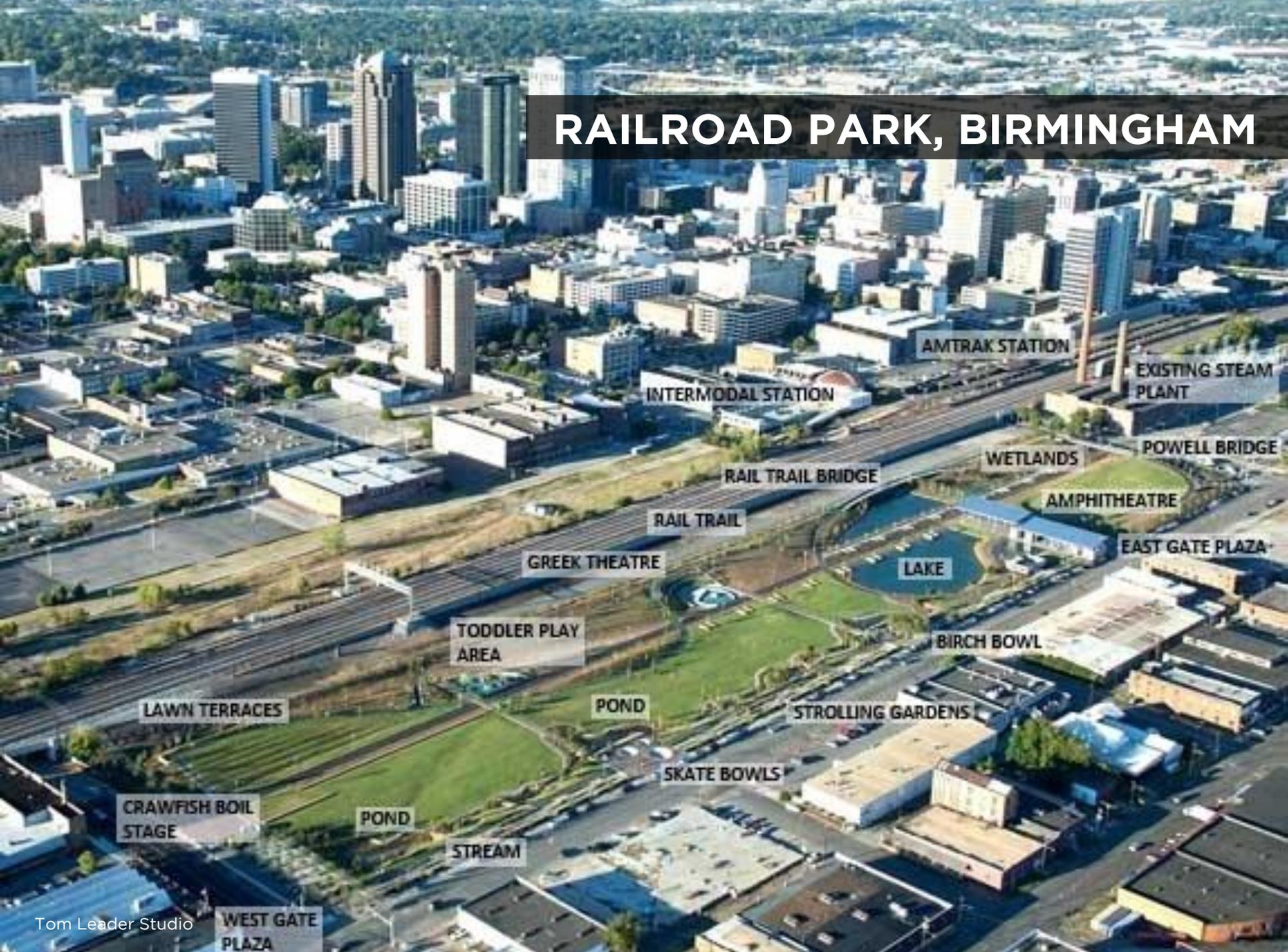
Elevations in Feet



Stream Condition



RAILROAD PARK, BIRMINGHAM



AMTRAK STATION

EXISTING STEAM PLANT

INTERMODAL STATION

POWELL BRIDGE

WETLANDS

RAIL TRAIL BRIDGE

AMPHITHEATRE

RAIL TRAIL

EAST GATE PLAZA

GREEK THEATRE

LAKE

TODDLER PLAY AREA

BIRCH BOWL

LAWN TERRACES

POND

STROLLING GARDENS

CRAWFISH BOIL STAGE

POND

SKATE BOWLS

STREAM



DOWNTOWN GREENVILLE, SC

MAIN STREET



DOWNTOWN GREENVILLE, SC

PRIVATE DEVELOPMENT



DOWNTOWN GREENVILLE, SC

GROWTH



LIVE. LEARN. INNOVATE.

ThinkHouse is a co-living space in Raleigh, NC where new entrepreneurs are launching scalable companies.

This is your time. Make it count.

We believe that young entrepreneurs have the power to improve our world.

ThinkHouse provides them with the environment, network, resources, and skills required to build profitable and scalable companies.

[Learn More](#)



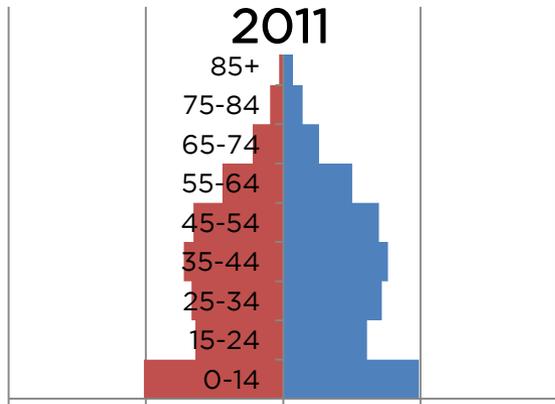
THINKHOUSE RALEIGH

Live-in business incubator (7 fellows, 6 month program, by Founders of HQ Raleigh)

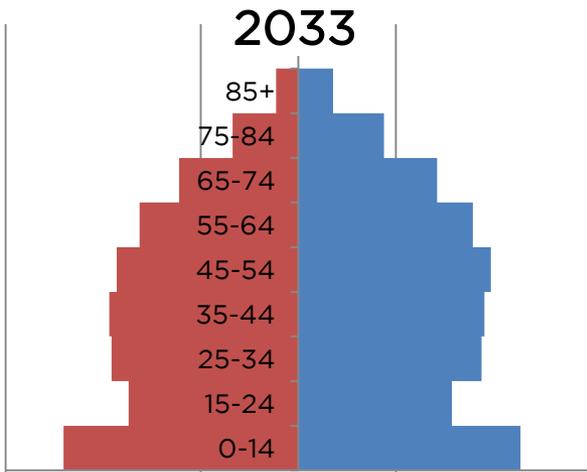
How do different generations want to live?

How does Raleigh's work environment impact the types of housing?

**Wake County
will become significantly older
over the next two decades**



■ Males ■ Females



Growing Up & Growing Old

Nationwide trends: longer life expectancies & growing senior population

Raleigh had a 60% increase in people age 65 and older from 2000-2010, making it the #1 Fastest-Growing Senior Population metro area*

5
**RALEIGH IS AMONG THE BEST CITIES
 IN THE NATION TO RETIRE**
-MONEY MAGAZINE 2013

Data source: NC Office of State Budget & Management, Age & Sex Projections, * based on 2010 census, cited in What's Next? Real Estate in the New Economy, ULI



WILEY H. BATES HERITAGE PARK

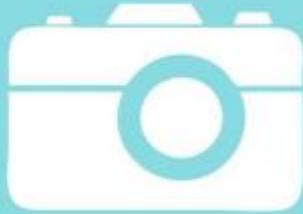
ANNAPOLIS,
MARYLAND

Historically significant
black public school,
closed in 1981

Adaptive reuse



Housing for low-income
seniors, community
services, and a history
museum



Visiting

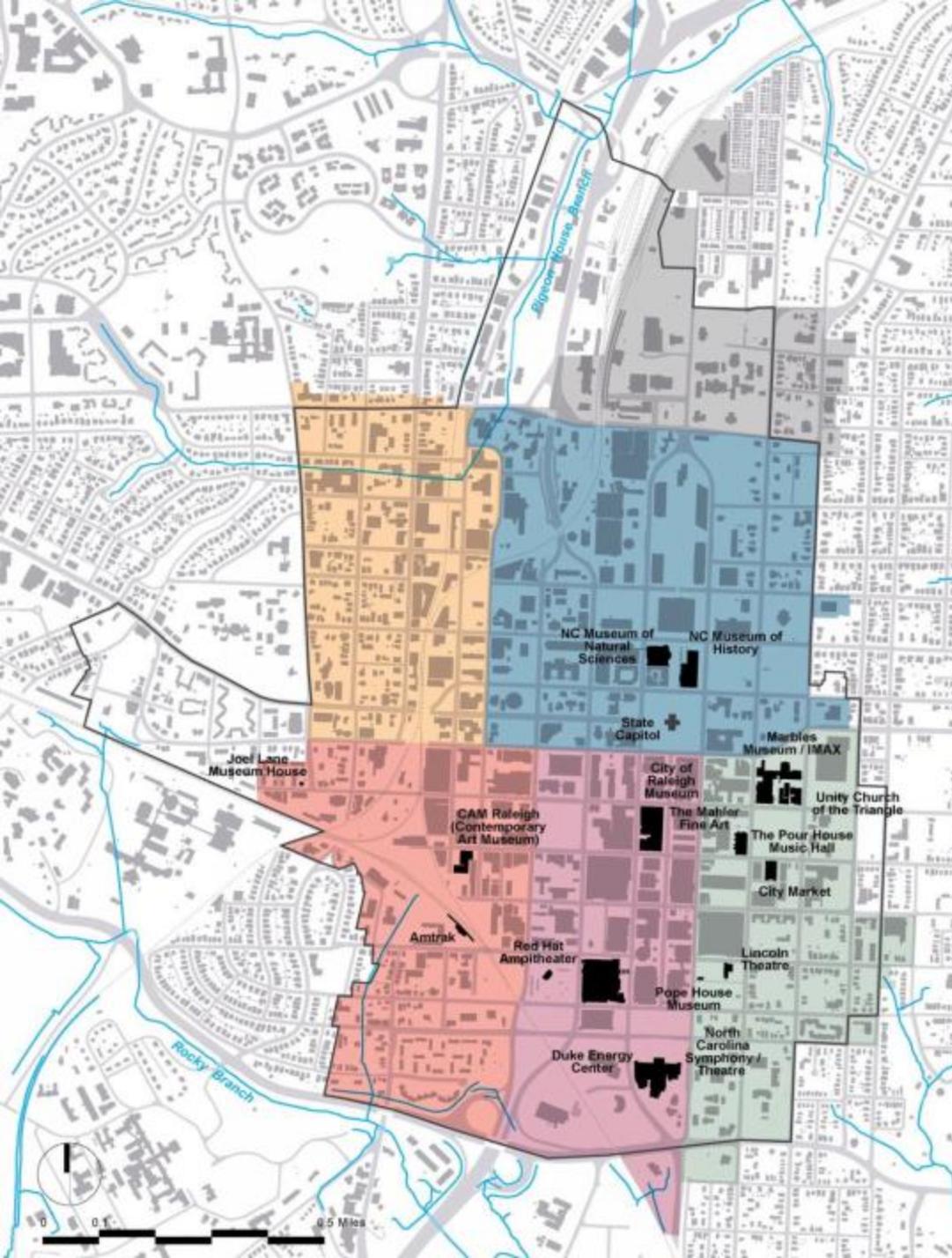
What are the missed opportunities to grow visitation and tourism?

How can the city's cultural identity, legacy, and assets be highlighted and enhanced?



5

**RALEIGH IS AMONG THE MOST
HOSPITABLE CITIES
-AIRBNB 2013**



Visiting

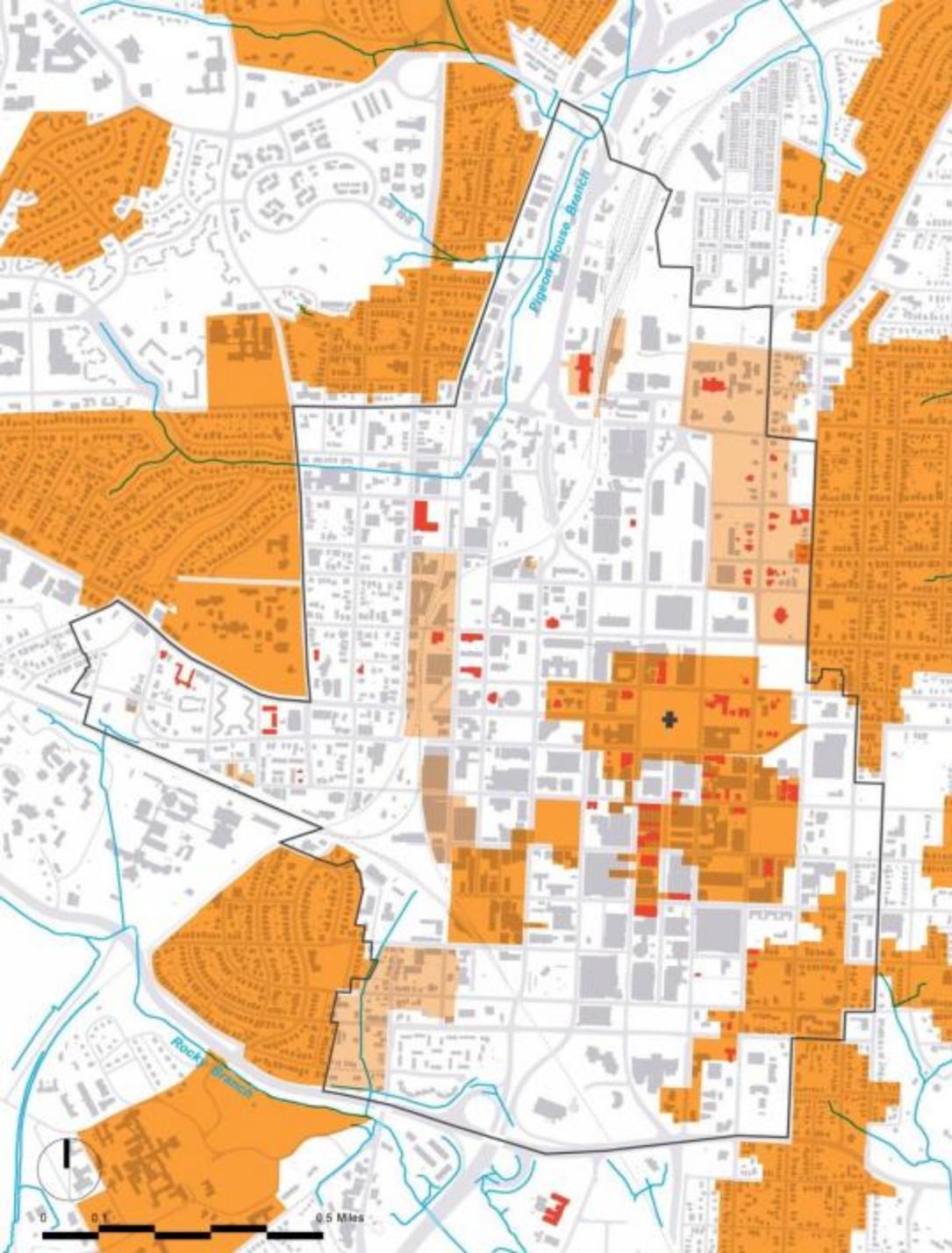
Downtown is Wake County's center of tourism and hospitality

3.3 million Downtown visitors in 2012

18% increase since 2010

World-class museums, convention center, & many arts, cultural and entertainment venues

Historic Heritage



-  Local Landmarks
-  National Historic District
-  Proposed National Historic District



Archrecord.com



ARTHOUSE ADAPTIVE REUSE, AUSTIN
LTL ARCHITECTS

BOSTON CONVENTION & EXHIBITION CENTER EXPANSION



BOSTON CONVENTION & EXHIBITION CENTER EXPANSION



BOSTON CONVENTION & EXHIBITION CENTER EXPANSION





Dining, Shopping, & Entertainment



1

**RALEIGH IS THE TOP MARKET FOR RETAIL
JOB GROWTH IN THE COUNTRY
-AMERICAN CITY BUSINESS JOURNAL 2012**

**Growing street activity:
38 new street-level businesses
opened in 2012**



Dining, Shopping, & Entertainment

- Dining & entertainment destination
- Emerging retail opportunities
- More than 95% of CBD businesses are independently owned by entrepreneurs*
- More than 60% of the venues in the CBD are open after midnight*

* Stats from State of Downtown, 2013



Map from State of Downtown, 2013



By niro, <http://www.panoramio.com/photo/12360495>

MEAT PACKING DISTRICT, NYC

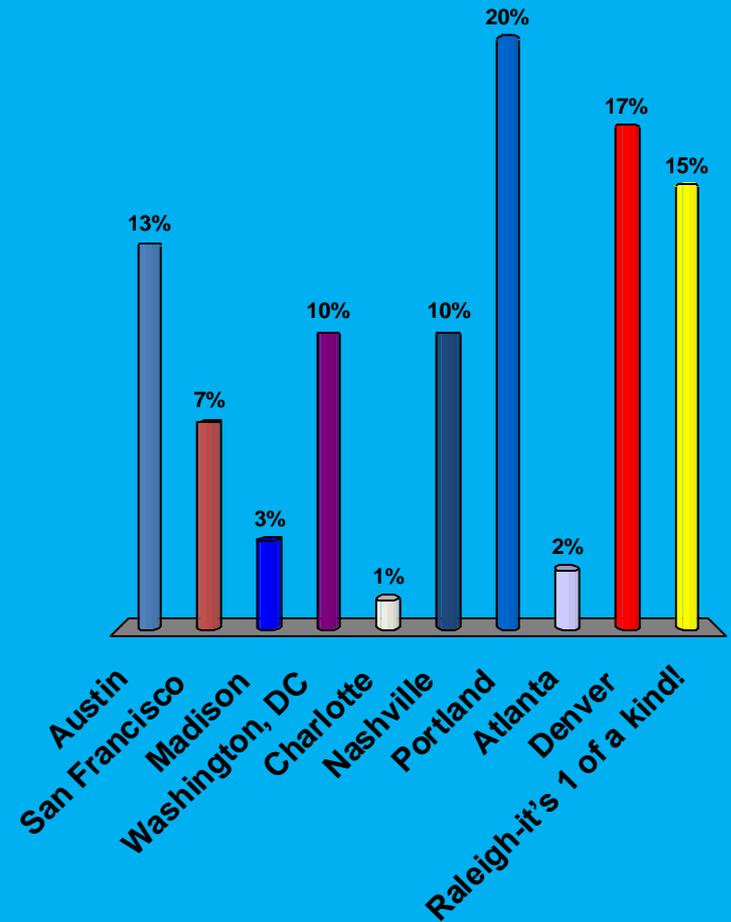


CHELSEA MARKET, NYC

By Niall Kennedy, www.flickr.com/photos/niallkennedy/3620380957/sizes/o/

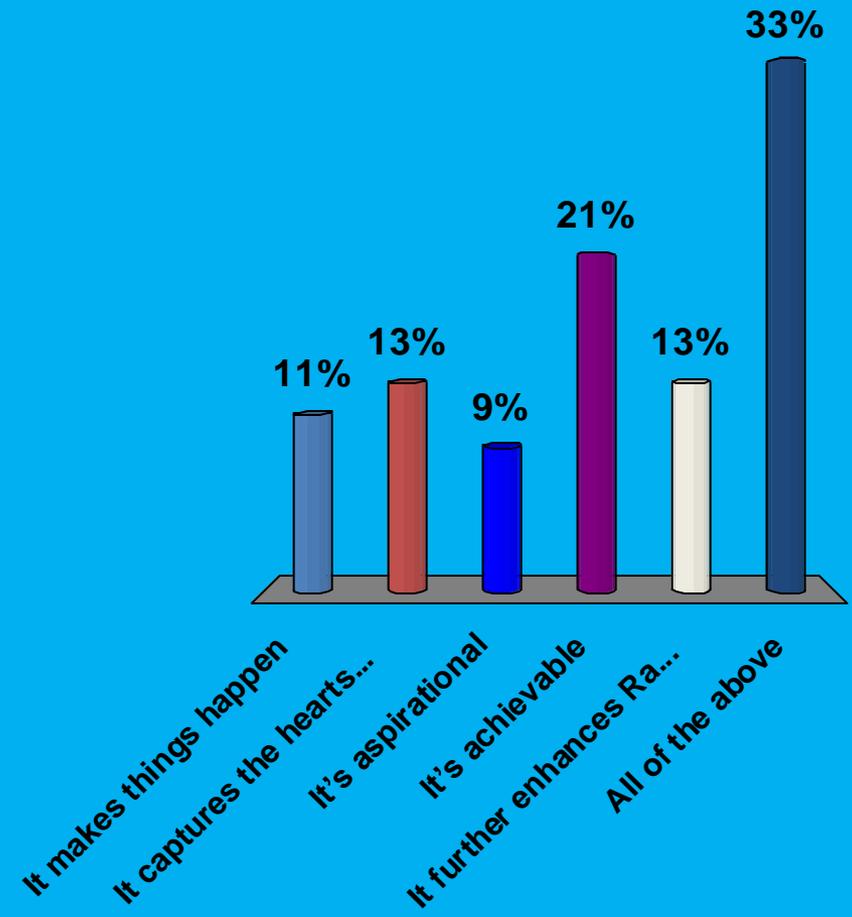
WHAT 3 DOWNTOWNS ARE INSPIRATIONAL TO YOU FOR RALEIGH?

- A. Austin
- B. San Francisco
- C. Madison
- D. Washington, DC
- E. Charlotte
- F. Nashville
- G. Portland
- H. Atlanta
- I. Denver
- J. Raleigh-it's 1 of a kind!



WHAT 2 THINGS WILL MAKE A SUCCESSFUL DOWNTOWN PLAN?

- A. It makes things happen
- B. It captures the hearts and minds of Raleigh's citizens
- C. It's aspirational
- D. It's achievable
- E. It further enhances Raleigh's national reputation/stature
- F. All of the above



DOWNTOWN PLAN NEXT STEPS

- Today – Tell us your ideas
- Downtown Visioning Sessions
- Downtown Districts Visioning Sessions
- Draft Vision Plan



America's #1 City

RALEIGH IS AMERICA'S BEST CITY - BLOOMBERG BUSINESS WEEK 2011

**HOW CAN WE MAKE IT
EVEN BETTER?**

PLAN DESIGN BUILD

Working



Dining, Shopping, & Entertainment



Visiting



Moving

Growing Up & Growing Old



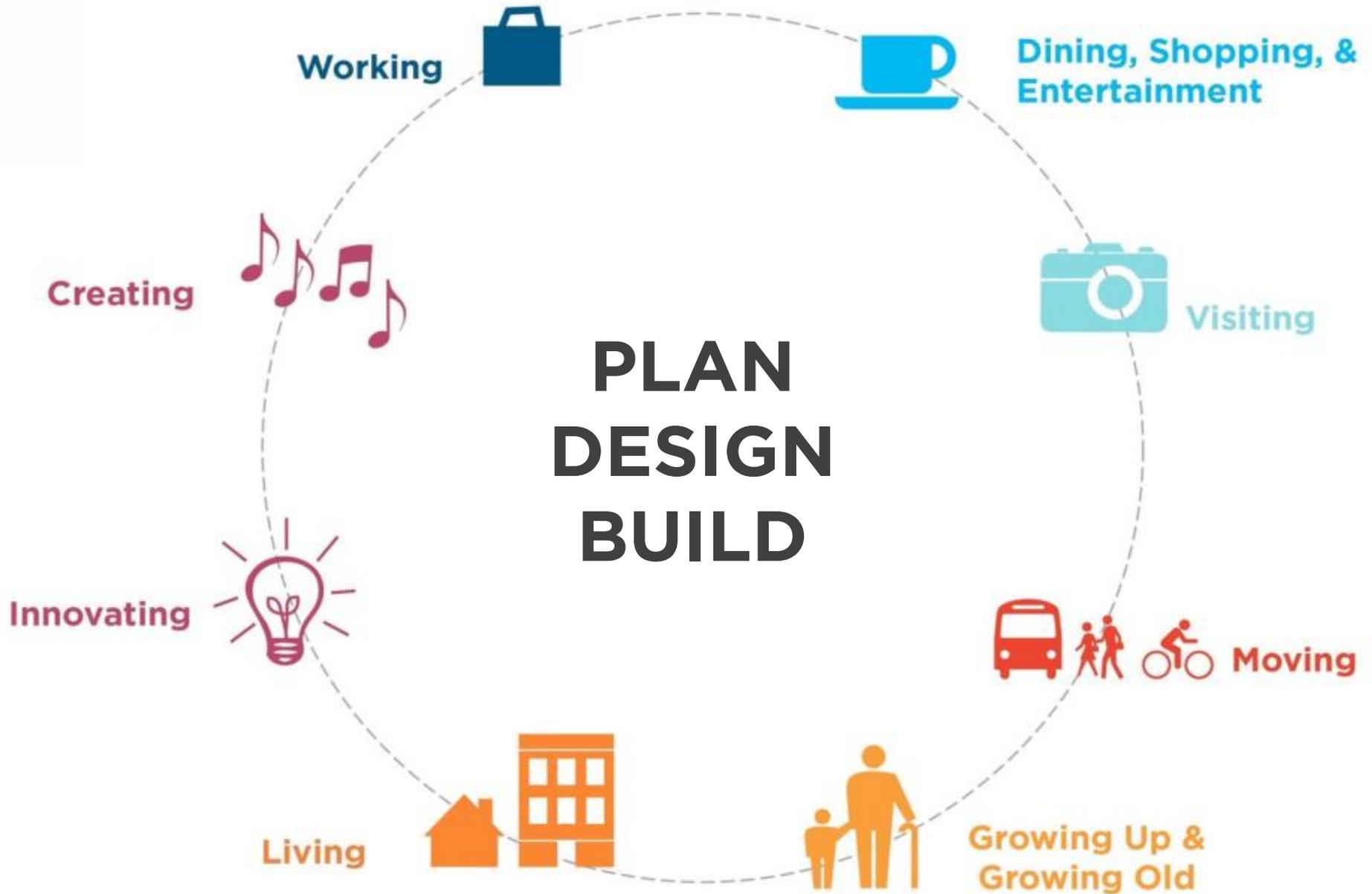
Living



Innovating



Creating



THANK YOU