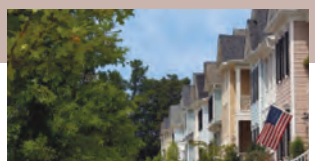


## 21. Wade/Oberlin

The plan area is bounded by St. Mary's Street on the east, by Clark Avenue on the south, by Chamberlain Street on the west, and by the northern property lines of parcels on the north side of Wade Avenue on the north. This plan has a horizon of up to 15 years, to about 2018. All policies in the Wade-Oberlin Plan pertaining to permitted uses, building bulk and height, and other aspects of development typically regulated by zoning are intended to be implemented through the rezoning of property. Until such time as zoning reflects the Plan policies, however, the applicable zoning standards shall continue to control these fundamental parameters determining the development potential of particular sites.

### Policy AP-WO 1

**Wade-Oberlin Vision**

The Wade-Oberlin area should evolve into a livelier pedestrian and transit-oriented mixed-use center.

### Policy AP-WO 2

**Wade-Oberlin Land Use Compatibility**

While intensification of uses in the Wade-Oberlin area is anticipated, such intensification should not have significant adverse impacts on surrounding low-density neighborhoods or cause significant traffic congestion.

### Policy AP-WO 3

**Protecting Wade-Oberlin's Neighborhood Character**

The strengths of the Wade-Oberlin area (viable commercial uses in close proximity to various housing densities within a pedestrian-friendly street grid) should be enhanced by careful design of new structures and open spaces, with an emphasis on scale, pedestrian activity, and streetscapes that will harmoniously connect non-residential to residential areas.

### Policy AP-WO 4

**Cameron Village Shopping Center**

Cameron Village Shopping Center is bounded by Clark Avenue, Oberlin Road, Smallwood Drive, and the rear property lines of shopping center property facing Clark Avenue. The tallest buildings should be located in the Shopping Center.

### Policy AP-WO 5

**Wade-Oberlin Retail**

Cameron Village Shopping Center should continue as the main retail location. Retail outside of Cameron Village Shopping Center should only be located in vertically mixed-use structures that are in close proximity (preferably adjacent) to the shopping center, and should complement the pedestrian scale of the area.

### Policy AP-WO 6

**Wade-Oberlin Transition**

Buildings at the edges of Wade-Oberlin's non-residential area should step down in development intensity to the surrounding residential area, and not be more than two or three stories in height if adjacent to single-family housing.

### Policy AP-WO 7

**Oberlin Road Main Street**

Oberlin Road should evolve as the "main street" of the area, with improved pedestrian amenities and streetscaping.

### Policy AP-WO 8

**Wade-Oberlin Auto-Oriented Retail**

Automobile drive-throughs, front-of-lot parking areas, and excessive number of curb cuts associated with retail uses are discouraged throughout the Wade-Oberlin plan area.

### Policy AP-WO 9

**Wade-Oberlin Street Continuity**

The existing public street network in Wade-Oberlin should remain intact.

### Policy AP-WO 10

**Wade-Oberlin Traffic Calming**

Traffic calming measures should be considered with any proposed redevelopment in the Wade-Oberlin study area.

### Policy AP-WO 11

**Oberlin Village Land Uses**

The Oberlin Village neighborhood should be preserved with its current residential uses: single-family houses and apartment units.

### Policy AP-WO 12

**Mayview Housing Redevelopment**

Mayview public housing should eventually be redeveloped into new housing (three-story maximum height) emulating the surrounding vernacular architecture with common open spaces and direct access to Jaycee Park. The conversion of these units into mixed-income residences would enhance the social fabric of the neighborhood.

### Policy AP-WO 13

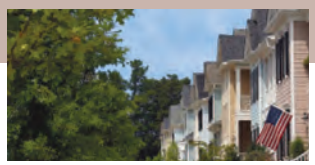
**Oberlin Road Corridor**

Office properties located on Oberlin Road between Clark Avenue and Everett-Smallwood may be redeveloped or converted to vertically mixed-use office, residential, and convenience/personal services retail sales in conjunction with the redevelopment of the Shopping Center. Oberlin Road north of Everett-Smallwood (except the northeast corner of Oberlin and Smallwood) should remain office and institutional, with only accessory retail as permitted in the Office and Institutional zoning district.

### Policy AP-WO 14

**Old Rex Hospital Site**

No additional retail uses should be allowed on Wade Avenue with the exception of the North Carolina Department of Employment Security (the old Rex Hospital) on the northwest corner of Wade Avenue and St. Mary's Street, which may be redeveloped into mixed-use residential and office, with retail uses limited to Accessory Retail Sales not to exceed 5 percent of total built square footage. Building height should be limited to four stories or 50 feet and adjacent to single family residential should be limited



to a maximum of two stories or 25 feet. Building heights in excess of 25 feet should require a one foot for one foot step back. Residential densities should be limited to 30 units per acre. On-site parking should comply with the Urban Design policy Policy UD 2.6 'Parking Location and Design'.

## Action AP-WO 1

**Wade-Oberlin Streetscape Plan**

Develop and implement a Comprehensive Streetscape Plan for Daniels Street, Oberlin Road, Smallwood Drive, Clark Street, and any other appropriate streets (per the City's determination) in the Study Area. The Streetscape Plan should encompass travel lanes, on-street parking, medians, enhanced pedestrian and bicycle access, plantings, lighting, public transit, and additional safety and calming features.

## Action AP-WO 2

**Daniels Street and Oberlin Road Cross-Section Standards**

The following street cross-sections should be considered in the streetscape plan:

**Daniels Street**

Within the existing cross-section, provide one vehicular travel lane in each direction, a center median, and parallel parking on the west side. Within the existing right-of-way (ROW) provide a continuous sidewalk (5 foot minimum width) on the east side and an extension of the sidewalk on the west side between Smallwood Drive and Wade Avenue.

Oberlin Road, Between Mayview and Bedford

Within the existing cross-section, provide one vehicular travel lane and a striped bicycle lane in each direction. Within the existing ROW, provide a street tree zone on both sides of the street with trees planted at a regular interval no further than approximately 40 feet apart and new continuous sidewalks (5 foot minimum width). Align the driveway for the Wade-Oberlin (Crosland) Development access road with new roundabout at Mayview Road.

**Oberlin Road, Between Bedford and Park**

Within the existing cross-section, provide one vehicular travel lane and a striped bicycle lane in each direction with a center turn lane and/or a median. Provide adequate space between the bicycle lanes and curbs for parallel parking, turn lanes, or transit stops. Within the existing ROW on both sides of the street and provide for continuous sidewalks that are a minimum of ten feet in width. Provide a roundabout at the Clark-Oberlin intersection per the Hillsborough Street Reconstruction Plan.

**Oberlin Road, Between Park and Groveland**

Within the existing cross-section, provide one vehicular travel lane and a striped bicycle lane in each direction. Within the existing ROW, provide a street tree zone on both sides of the street with trees planted at a regular interval no further than approximately 40 feet apart and a new continuous sidewalk (5 foot minimum width).

### Action AP-WO 3

**Oberlin Road Historic Program**

Develop a cultural/historic program to celebrate and prominently display Oberlin Road's history, especially its significance in the African-American community.

### Action AP-WO 4

**Reserved**

### Action AP-WO 5

**Cameron Village Bus Loop**

Consider provision of a bus route loop to include Cameron Village, the State Government Center regional rail stop, and sites downtown including hotels, the convention center, the BTI Center, the downtown regional rail stop at the Wye, and portions of Hillsborough Street. Another possible stop on the loop would be the NCSU regional rail station.

### Action AP-WO 6

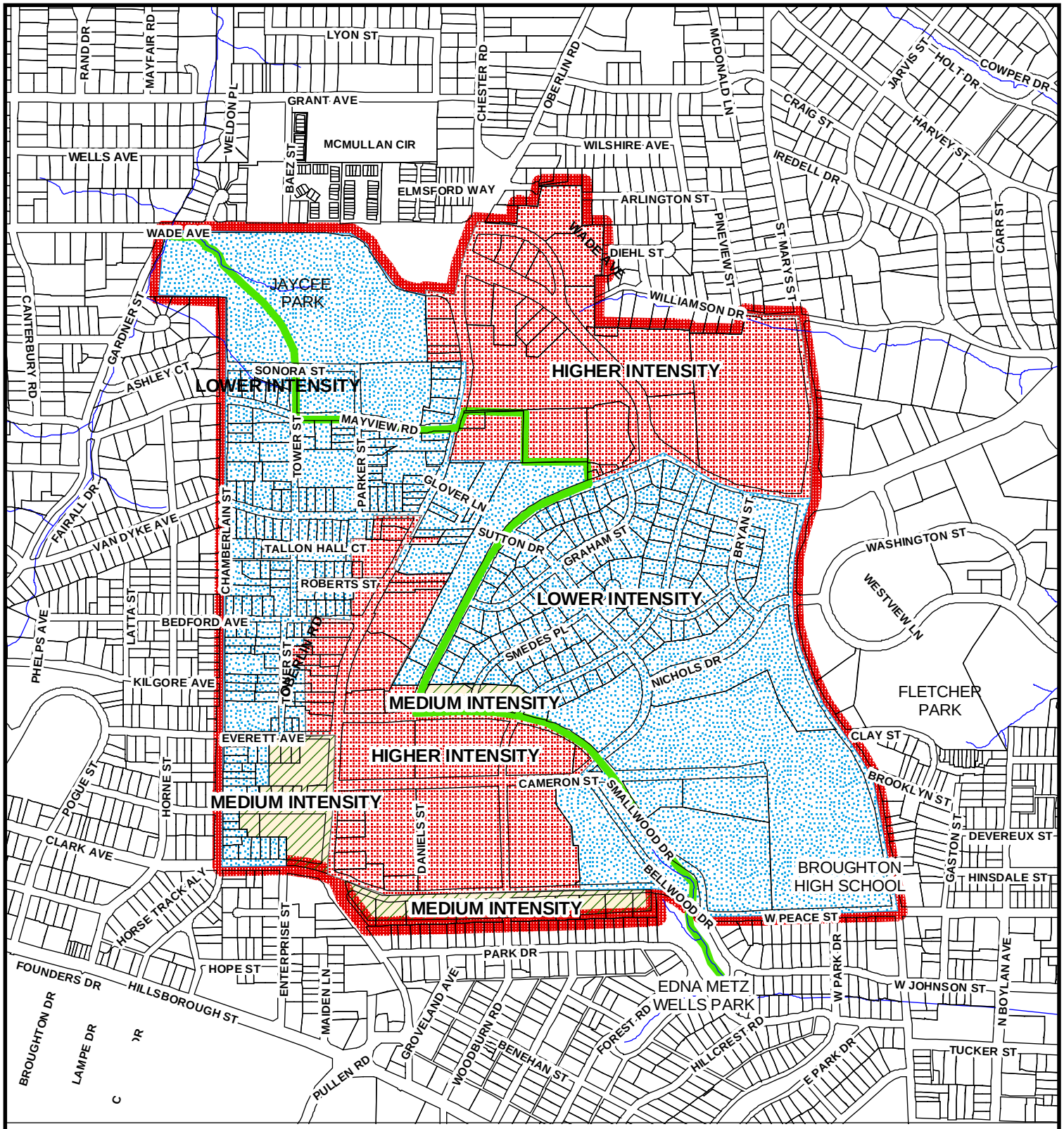
**Cameron Street Improvements**

The City, School Board, and property owners should work together to improve the appearance and vitality of the area along Cameron Street from its intersection with Sutton Drive eastward to Broughton High School.

### Action AP-WO 7

**Wade-Oberlin Urban Greenway**

Improve existing greenway trail corridor from Wade Avenue at Jaycee Park to Gardner/Pogue intersection. Continue connection of bicycle and pedestrian facilities by installing on-street and sidewalk amenities.




MAP AP-WO1

# Wade/Oberlin Plan - Land Use Intensity

- LOWER INTENSITY
- MEDIUM INTENSITY
- HIGHER INTENSITY
- PLAN BOUNDARY
- URBAN GREENWAY

N

0 350 700 1,400 Feet

Map created 10/7/2009 by the City of Raleigh
Department of City Planning & GIS Division