



## I. Arena

The plan area is bounded on the north by Wade Avenue, on the east by the I-440 Beltline, on the south by Western Boulevard and Hillsborough Street, and on the west by I-40. The area contains approximately four square miles. Several State agencies have a significant presence in the area: North Carolina State University owns the Veterinary School campus, J.C. Raulston Arboretum, University Club, Carter-Finley Stadium, the land on which the Arena is situated, as well as 159 vacant acres at the southeast corner of I-40 and Wade Avenue. The North Carolina Department of Agriculture owns the State Fairgrounds and 144 acres of vacant land just to the west of the Fairgrounds. Smaller parcels are owned by the North Carolina Department of Transportation and the State Surplus Property Office. The Westover, Nowell Pointe, and Lincolville communities are located in the area, as is Raleigh Corporate Center and Westchase Office Park.

This part of Raleigh had no development pressure for many years; however, the construction of the RBC Arena and extension of Edwards Mill Road opened the area up for development. The State of North Carolina sold their 159-acre agricultural research facility at the corner of I-40 and Wade Avenue, thus opening this property for development. In addition, there was a perception in the community that the type of development happening without policy guidance in the area was not supportive of the Arena, Carter- Finley Stadium, or State Fairgrounds.

The following policies address specific geographic subsets of the study area, listed below, and illustrated on the Map AP-A-1:

- The 159-acres at the corner of I-40 and Wade Avenue, also referred to as the 159-acre site, and which is a subset of the I-40 West Employment Area;
- Existing Single-Family Neighborhoods;
- The Westover Retail Area, consisting of the concentration of retail uses along Hillsborough Street south of the Westover neighborhood;
- Areas of Focus including the Hotel and Entertainment District; a proposed mixed-use

center at the confluence of Jones Franklin Road, Western Boulevard, and Hillsborough Street; and the Hillsborough Street/Chapel Hill Road/ North Carolina Rail Road (NCRR) corridor; and

- The I-40 West Employment Area.

### The 159 Acres at the Corner of I-40 and Wade Avenue

#### Policy AP-A 1

##### Open Space Reservation at Wade-I-40

A minimum 30 percent of the land should be left in open space that is kept in a natural state. This would include an undisturbed 75-foot buffer along the northern and western perimeter adjacent to Wade Avenue and I-40.

#### Policy AP-A 2

##### Parking Visibility from Wade-I-40

No surface parking lots should be visible from either I-40 or Wade Avenue.

#### Policy AP-A 3

##### Medlin Creek Conservation

Floodplains and slopes steeper than 15% within 200 feet of Medlin Creek should be preserved.

#### Policy AP-A 4

##### Medlin Creek Crossings

No more than two stream crossings should be allowed over Medlin Creek, and these crossings should be bridges and not culverts.

**Policy AP-A 5**

**Medlin Creek Pedestrian Amenities**

Medlin Creek and the meadow located on the eastern half of the property should be used as pedestrian-oriented amenities, with pedestrian connections to the Richland Creek greenway and across Trinity Road at Medlin Creek.

**Policy AP-A 9**

**Pedestrian Circulation at Wade-I-40**

Excellent internal pedestrian circulation should be provided, including pedestrian connection to adjacent properties, with special emphasis on pedestrian access to the proposed Edwards Mill Road bus line.

**Policy AP-A 6**

**Building Orientation at Wade-I-40**

Buildings should be designed to present a finished face to Medlin Creek, Wade Avenue, and I-40.

**Policy AP-A 10**

**Placement of Taller Buildings at Wade-I-40**

Buildings over four stories should be located away from any existing adjoining residences and should complement, in size and scale, the treescape along Wade Avenue and I-40.

**Policy AP-A 7**

**Structured Parking Preference at Wade-I-40**

Parking decks that are architecturally-related to the surrounding buildings and integrated into the landscape are strongly encouraged over surface parking lots.

**Existing Single-Family Neighborhoods**

**Policy AP-A 11**

**Buffering Arena Area Neighborhoods**

New development adjacent to neighborhoods in the Arena area, including nonresidential and high-density residential uses, should include buffers and stepping down of land development intensity to protect these lower density enclaves.

**Policy AP-A 8**

**Development Vision for Wade-I-40**

This property should develop as a planned, unified project incorporating urban design features and public amenities such as greenways, plazas, parks, unified signage, and public art integrated into the building arrangement.

**Policy AP-A 12**

**Housing North of Chapel Hill Road**

Additional single family development north of Chapel Hill Road should be confined to completing the existing residential street system in the Nowell Point area. Additional new low-density, single-family development north of Chapel Hill Road is inappropriate.



### **Policy AP-A 13**

#### **Chapel Hill Road Street Connections**

Any street connection to Chapel Hill Road should be built in a manner to maintain the residential character of the neighborhood.

### **Policy AP-A 17**

#### **Zoning Conditions in the Westover Area**

At the time of rezoning any property in the Westover retail area, zoning conditions should be offered that would limit buildings to no more than 4 stories in height, reflect the character of the area in terms of architecture and scale, and should feature ground-floor retail.

## **Westover Retail Area**

### **Policy AP-A 14**

#### **Strengthening Westover**

The unique village-like character of the area should be retained and strengthened through redevelopment.

## **Other Areas of Focus**

### **Policy AP-A 15**

#### **Respecting the Context of Westover**

Development should respect the existing context, particularly that provided by the Westover neighborhood.

### **Policy AP-A 18**

#### **Arena Hotel and Entertainment District**

Development in the Hotel and Entertainment District area should have a distinct character and facilitate pedestrian access to the Fairgrounds, Carter-Finley Stadium, and the Arena.

### **Policy AP-A 16**

#### **Westover Parking**

Parking in the Westover area should be minimized along the street frontage and contained within decks. Required parking should be relocated off Hillsborough Street.

### **Policy AP-A 19**

#### **Western-Jones Franklin**

Western Boulevard-Jones Franklin Road Mixed-use Center: Currently there are several small retail uses in the northern portion of this focus area. This area should develop more intensely as retail, with an emphasis on combining small land parcels, improving access, appearance, and pedestrian orientation.

### **Policy AP-A 20**

#### **Hillsborough-Chapel Hill-NCRR**

Hillsborough Street-Chapel Hill Road-NC Railroad Corridor: Between Chapel Hill Road and the railroad, west of the Westover

Neighborhood, redevelopment should be largely multi-family interspersed with a dense grid of public streets to create a village atmosphere. Adjacent to the proposed West Raleigh Triangle Transit station is the State Surplus Property Office, which could be redeveloped as a component of the transit-oriented urban village surrounding the regional rail station.

**Policy AP-A 21**

**Bridge Maintenance Yard**

The NCDOT property on Beryl Road, commonly called the Bridge Maintenance Yard, is adjacent to the Fairgrounds Triangle Transit stop. This is the only sizeable parcel that could support intense, mixed-use, transit-oriented development within walking distance of that Triangle Transit stop. As this property redevelops, pedestrian access should be designed to connect to adjacent neighborhoods and to the north into the various entertainment areas.

**Urban Design**

**Policy AP-A 22**

**Chapel Hill Road Design**

The design of Chapel Hill Road should take on a boulevard character in the vicinity of the West Raleigh transit station, where transit-oriented development is encouraged.

**Policy AP-A 23**

**Arena Area Parking Lot Siting**

No large parking lots should be sited in front of the buildings or along the streets in the Arena area, unless heavily buffered.

**Policy AP-A 24**

**Reducing Surface Parking Impacts**

Every attempt should be made to make surface parking areas less dominant through plantings and buffers, and more efficient and better utilized to prevent the need for additional future parking. The large surface parking lots in the area should be designed to improve pedestrian access during events.

**Policy AP-A 25**

**Sidewalks in the Arena Area**

All block faces throughout the Arena Plan area should have sidewalks. Exceptions may be made for areas south of the rail line that are not within easy walking distance to the rail stop.

**Policy AP-A 26**

**Arena Area Station Access**

Both rail transit stations should be designed to permit unabated pedestrian circulation, possibly in the form of a bridge, to the south across the railway line. The Fairgrounds station should also provide for pedestrian circulation over Hillsborough Street.

**Policy AP-A 27**

**Maintaining an Evergreen Landscape**

Large groupings of native pines should be retained or planted to enhance the evergreen, wooded landscape that currently exists.



### **Policy AP-A 28**

#### **Arena Area Signage**

Low profile site identification signs should be utilized for the entire Arena area.

### **Policy AP-A 32**

#### **Fairgrounds to Westover Connection**

A strong pedestrian connection should be made between the Fairgrounds Triangle Transit stop and the Westover commercial area.

### **Policy AP-A 29**

#### **Trinity Road Streetscape**

The streetscape along Trinity Road should be enhanced, with consideration given to design elements that give the Arena area some identity, such as banners and a unified signage system.

### **Action AP-A 1**

#### **Hillsborough Street Streetscape Improvements**

A City streetscape improvement project should be undertaken for the Hillsborough Street corridor from Blue Ridge Road to just west of the Hillsborough-Chapel Hill Road crossover. This project should be done in conjunction with roadway improvements and construction of the Triangle Transit stop in front of Dorton Arena.

## **Pedestrian Access to the State Fairgrounds**

### **Policy AP-A 30**

#### **Arena Area Sidewalk Width**

Extra-wide sidewalks of 14- to 18-feet should be constructed on both sides of Trinity Road, on the east side of Youth Center Drive, and along Blue Ridge Road to accommodate the large crowds that will be walking in this area before and after major events.

### **Action AP-A 2**

#### **Trinity Road Streetscape Plan**

A streetscape plan should be prepared for Trinity Road. The plan should include bicycle, pedestrian, and access improvements, building and parking locations to provide consistent character along the street, and tree plantings and design features to give the corridor definition. A unified directional signage system should be included.

### **Policy AP-A 31**

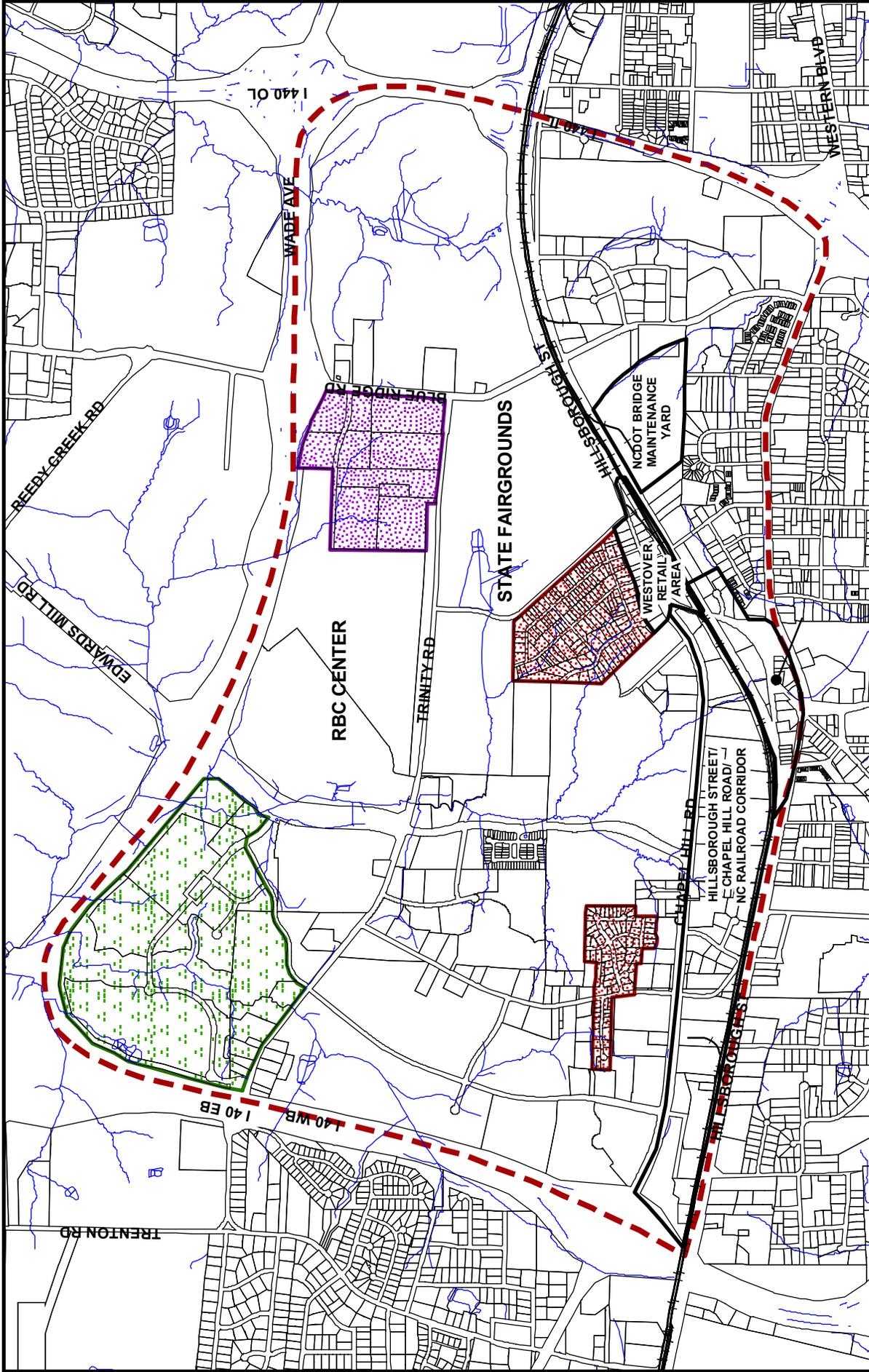
#### **Corporate Center Drive**

Sidewalks are also needed along Corporate Center Drive to facilitate the eventual use of this road as a bus transit corridor.

### **Action AP-A 3**

#### **Arena Area Bus Line**

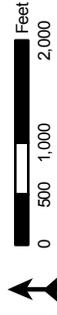
In an attempt to better serve special events with transit, a bus line is recommended to run up Youth Center Drive from the State Fairgrounds Triangle Transit station. The line should then access Carter-Finley Stadium, the Arena, and the Edwards Mill Road bus corridor. As the need arises, the route could continue westward and southward to serve development in the western portion of the plan area, and terminate at the West Raleigh regional rail stop. At least the portion of the route east of Edwards Mill Road should be planned as an eventual fixed guideway, that is, with the buses moving in their own dedicated right of way, with grade separation at Trinity Road. During events, Youth Center Drive may be closed to vehicular traffic except for bus transit and pedestrian access. A traffic signal may be required at the intersection of Youth Center and Trinity Roads to facilitate bus movement.



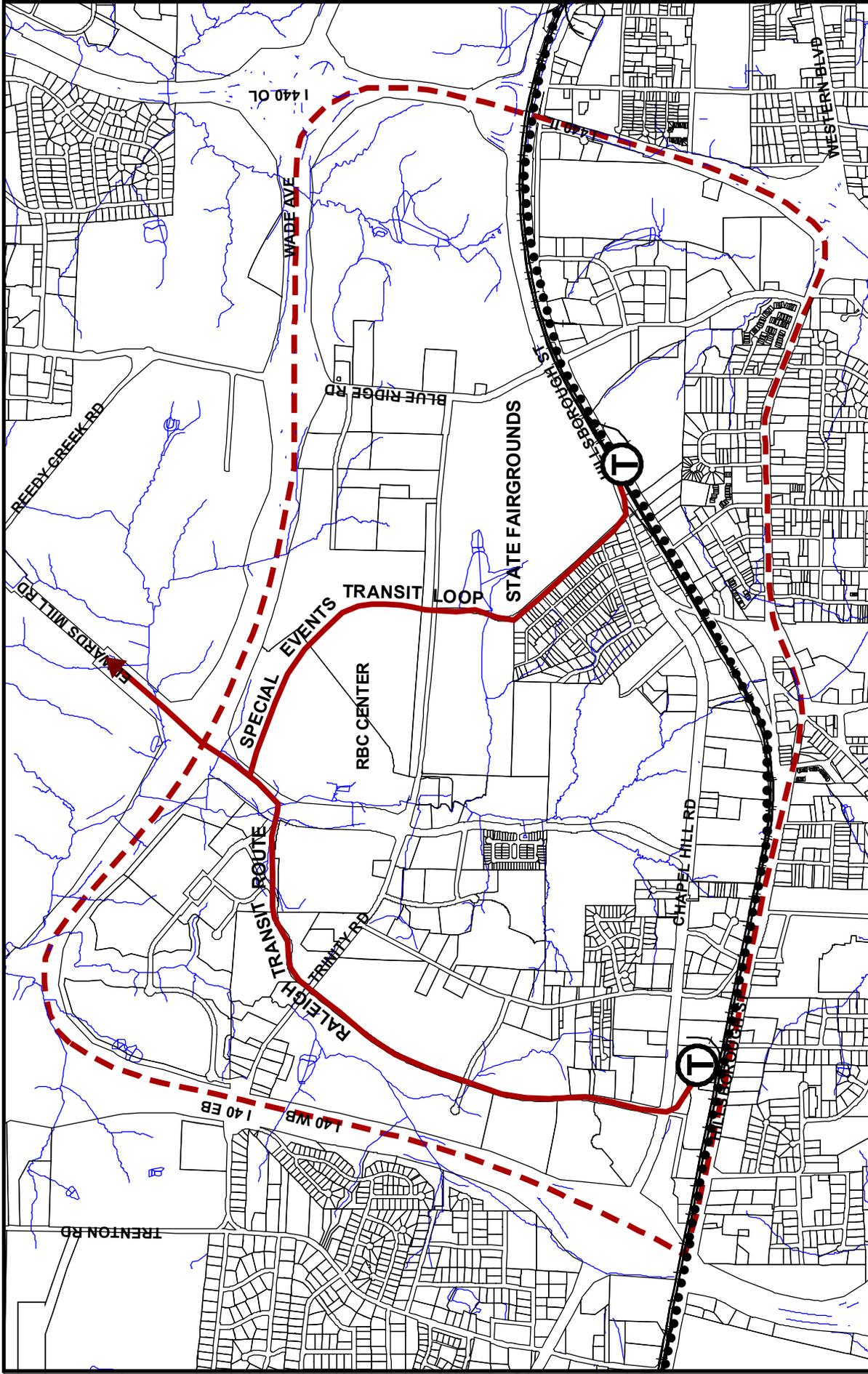
MAP AP-A1

## Arena Plan - Sub-Areas

-  PLAN BOUNDARY
-  ARENA REDEVELOPMENT AREAS
-  159 ACRES
-  HOTEL/ENTERTAINMENT DISTRICT
-  SINGLE-FAMILY NEIGHBORHOODS



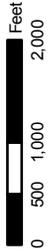
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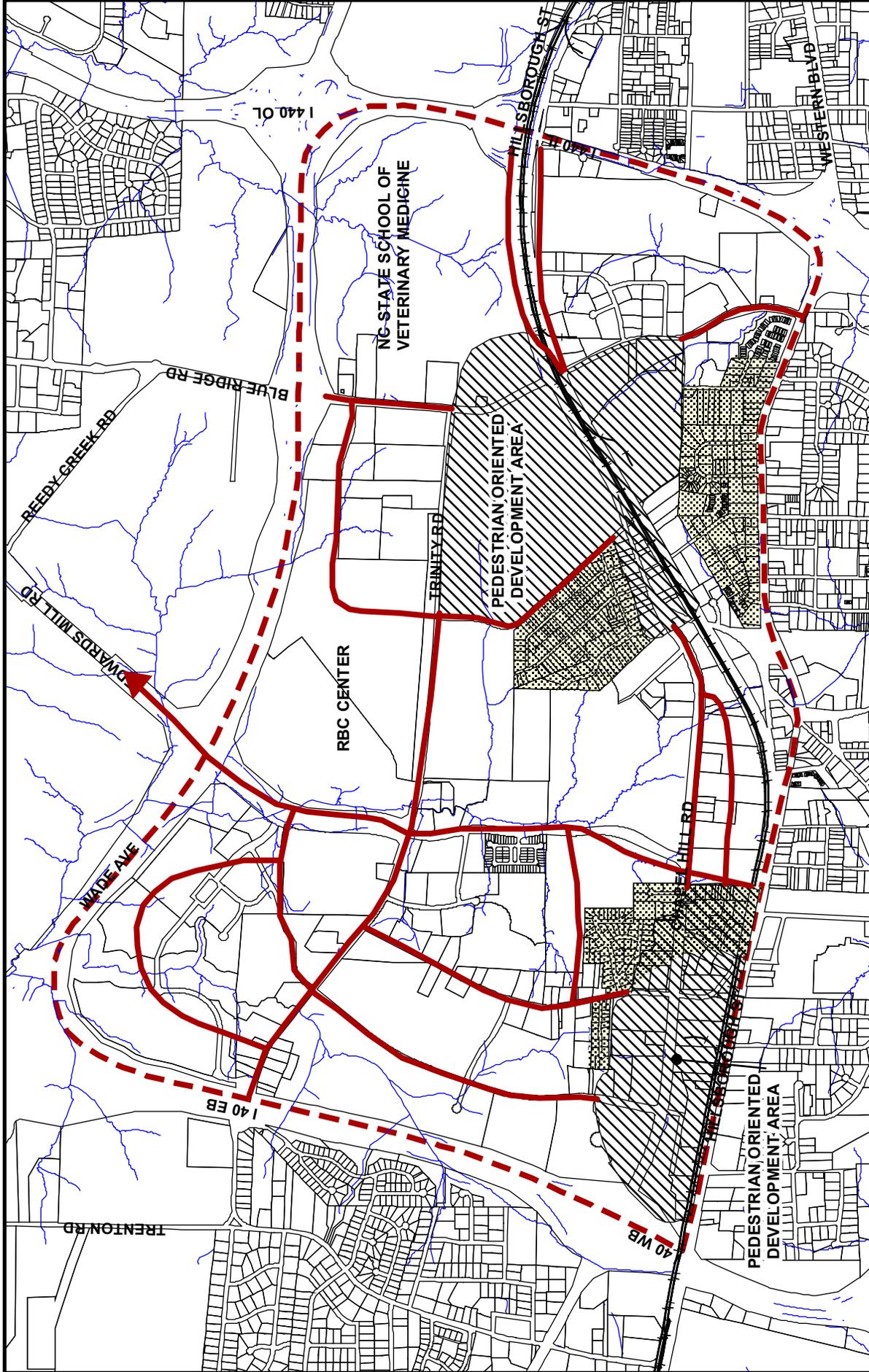
MAP AP-A2

# Arena Plan - Transit

-  PLAN BOUNDARY
-  ARENA TRANSIT ROUTES
-  TTA TRANSIT CORRIDOR
-  TRANSIT STOPS
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MAP AP-A3

## Arena Plan - Pedestrian Access

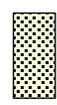
PLAN BOUNDARY



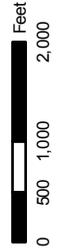
SIDEWALK CORRIDORS



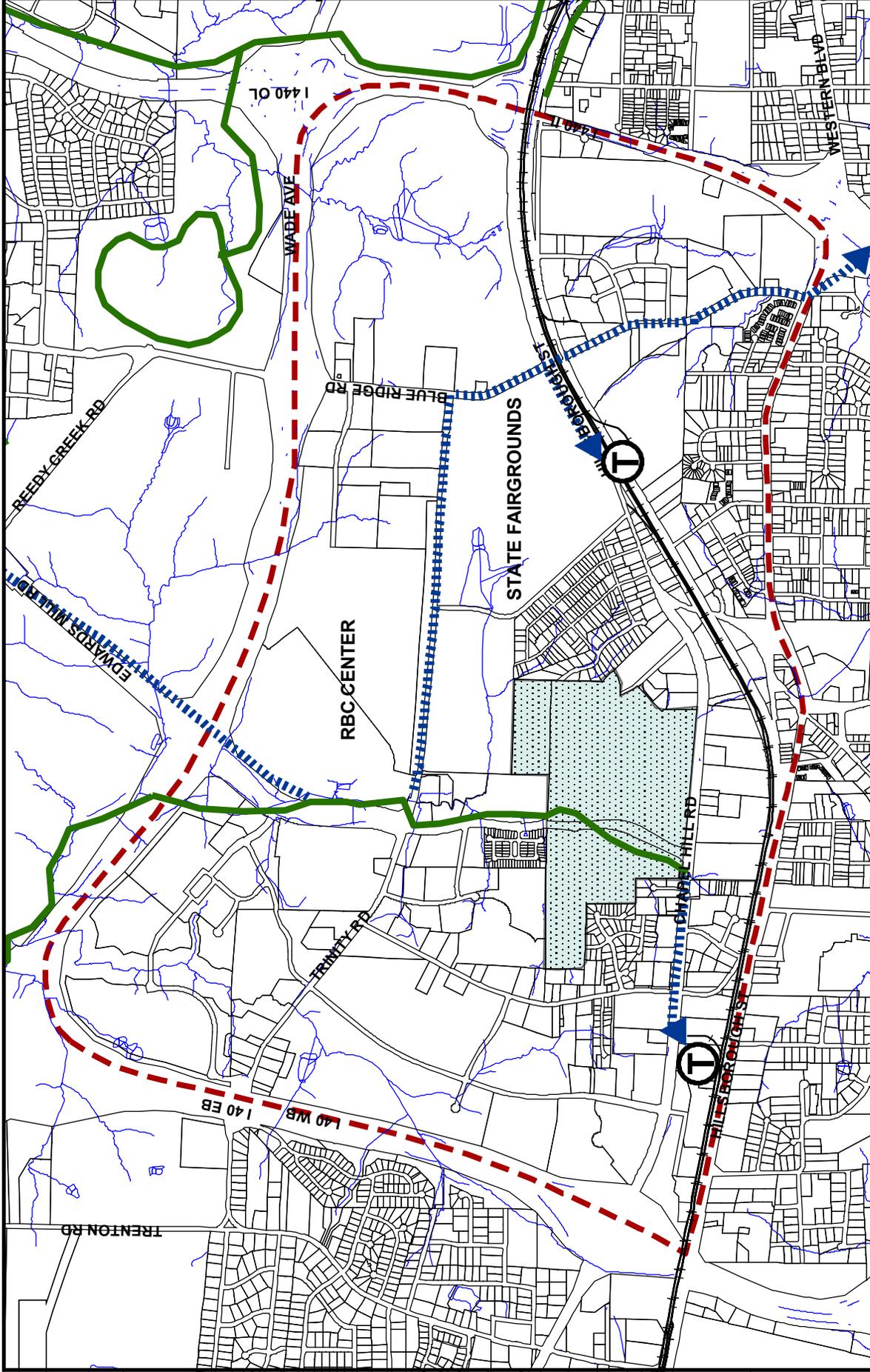
RESIDENTIAL



PEDESTRIAN ORIENTED DEVELOPMENT AREA



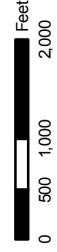
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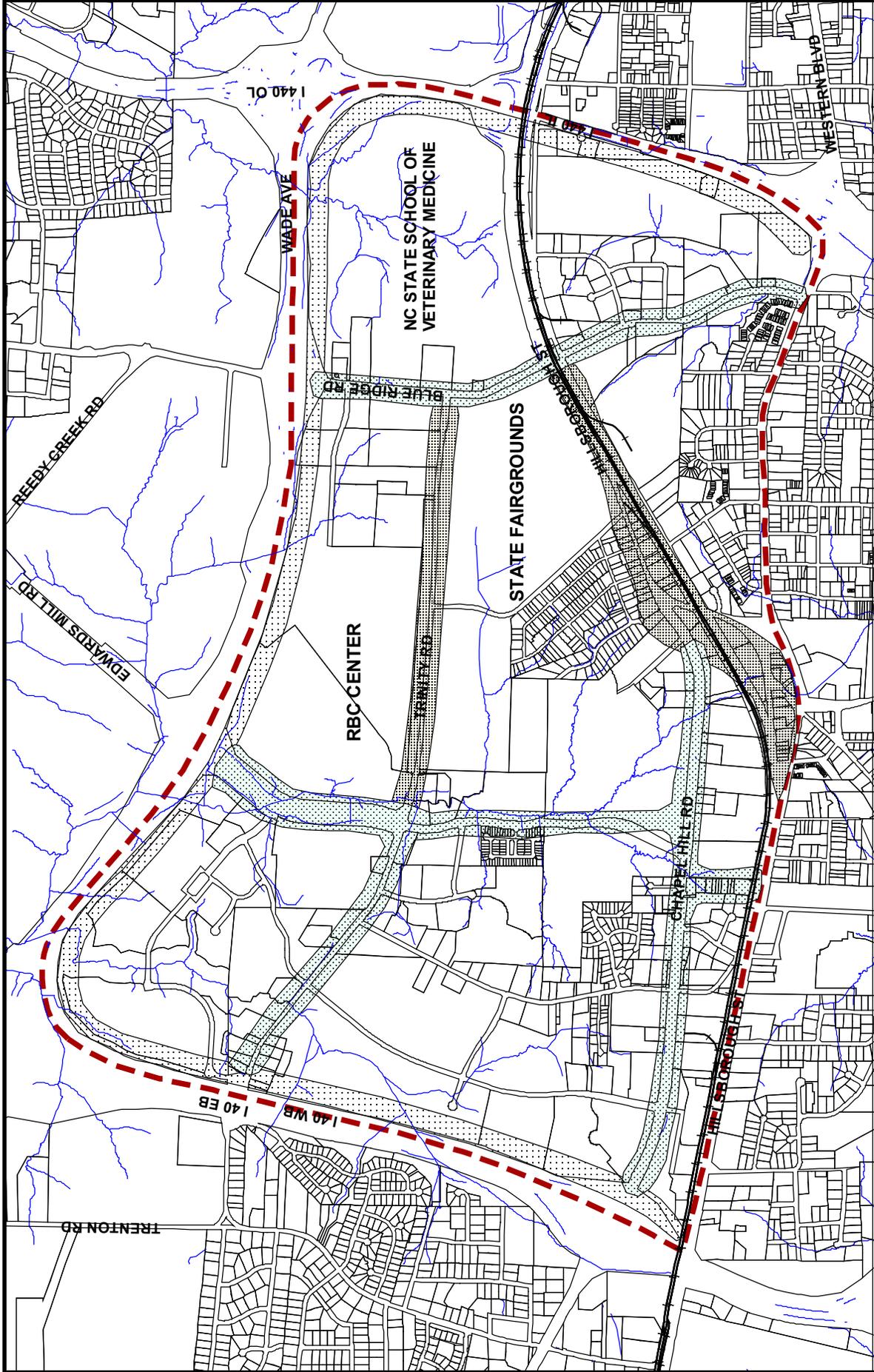
MAP AP-A4

# Arena Plan - Parks and Greenways

-  PLAN BOUNDARY
-  GREENWAY CORRIDOR CONNECTOR
-  GREENWAY CORRIDOR
-  PARK STUDY AREA
-  TRANSIT STOPS



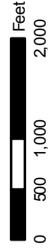
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MAP AP-A5

## Arena Plan - Appearance

-  PLAN BOUNDARY
-  SHOD BUFFER
-  STREET TREE CORRIDORS
-  STREETSCAPE PROJECT AREA



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