

Midtown-St. Albans Area Plan Confirmation Group Meeting 2 November 14, 2018 Captrust Building, North Hills

Staff: Jason Hardin, Sara Ellis, Hannah Reckhow, Bynum Walter

Consultants: Kathleen Rose (Rose & Associates), Maggie Connor (1/1 Studio), Timothy Tresohlavy (VHB), Larry Zucchini (JDavis), Don Bryson (VHB)

Group members: Ted Kunstling, Steve Brechbiel, David Jones, Lee Hilts, Willard Ross, Thomas Keville, Robin Hammond, Donna Rosefield, Alicia Barfield, Stephen Sposato, Bonner Gaylord, Shelley Winters

Others in attendance: Councilmember Dickie Thompson, Jevon Peterson

The meeting attendees introduced themselves.

Jason Hardin gave an overview of the outreach strategy to date.

- The goal is to inform and provide resources to participate outside of meetings, including seek out more information on project page.
- Outreach should ensure that we reach the broadest spectrum of people possible, through multiple opportunity to participate.
- We've already used email and mailed postcards. Project team plans to use flyers in English and Spanish, target rental units and employers, and to use the confirmation group network to increase circulation of flyer and context text information.

Maggie Connor gave an overview of the phases of outreach throughout the project.

- The December meetings are first phase of engagement. The consultants are still gathering data and using outreach to understand the issues in area. This will help guide data collection and analysis. Understanding what the problem is.
- Next phase is to 'put meat on the bones.' What are some possible solutions? This phase of outreach will be to understand which ideas 'stick'.
- A next phase of outreach aims to refine the possible solutions.
- Throughout the process the question is - Where are we aligned with feedback, where are we off base? The hope is to get a broader segment of users. In addition, there will be an online open house and survey in early December.

The consultants gave a high-level overview of pieces of data collection so far. The question for the Confirmation Group is - Are we looking at the right angles and catching the important issues? And are you able to understand how we're talking about these technical topics?

Connor gave an overview of highlights from the visioning phase. This will be a topic to start the December meeting, with the question of - Did we hear you correctly? Are these your concerns?

- One of the main themes is 'access to the area', what does this mean? We believe this refers to proximity of destinations and access to open space.

Don Bryson gave an overview of traffic data that VHB has been working on and will be shared at December meeting.

- This overview will include all modes and how they fit together. We are looking to understand how things are now and to confirm a cause. This will allow us to identify effective solutions. If you have wrong cause, you're fixing the wrong problem.
- Big priorities were traffic on local streets, bicycling and walking, and transit promotion.
- Data sources include 2017 counts and flows. I-440 is taken out of picture because of the City's limited ability to affect it. There is significant north-south connectivity, little east-west connectivity.
 - What do you mean by 'cut-through' traffic? There could be several definitions, this is part of what we're trying to define.
- Another angle to view the study are is roadway hierarchy - regional commuting corridors, city corridors, local roadways. Currently, some roadways are used as a different categorization than their current design. Rail crossings and I-440 play a role as barrier and opportunity for greater connectivity.
- Peak hour level of service for intersections is also available. Major issues and Six Forks and Millbrook, Wake Forest and Six Forest are visible in this data. In isolation each works fairly well, but the system has greater issues. Travel data will also be used to see finer grain traffic flows and show variation in performance of transportation system. This instability hinders use of system. Who is traveling through and where are they going? This helps understand demand for other modes and diagnose a cause.
 - Several group members remarked that intersection level of service data is very different from their experience driving through the area. Yes, each overall may work most of the time but there could be issues only during peak house. It appears that level of service data doesn't get at the issues that people are experiencing, and this will be important to communicate with the public.
 - Could there also be a role of neighborhood traffic calming measures, ongoing sewer line replacements that clog neighborhood streets? Yes, a little delay in one location can have effects on overall system.
 - Group members remarked that each corridor is likely different based on the nearby employers and time of day.
- A look at other mode shows opportunity for new connections. Transit routes are available but limited. There are few east/west connections. A few bike facilities exist. There may be opportunities for north/south connections, perhaps on a greenway.

Kathleen Rose gave an overview of real-estate and economic analysis.

- This analysis revolves around three layers – place, people, real estate that serves. Within the bigger picture of Raleigh, how does that feed into demand for real estate?
- We can look at study area assets – two major interchanges with two major destinations (North Hills, Hospital), educational institutions, ...
- We can also look at who lives in area. When disaggregated, there is a significant difference in areas of the study area demographically. This means that there may not be one solution for one group of people, but multiple solutions for multiple groups of people.
- Key constituents – residents, employees, visitors.
- What does this do to demand for real estate? Office space - Employment growth and economic development project will be demand generators. There is significant supply existing or planned. Atlantic avenue has older structures that may see significant change. Market disruptors are shrinking office space, mixed use environments, automation. Retail - Population growth and

income growth are demand generators. Ecommerce and store closures are disruptors. Housing - Employment and migration are demand generators. Affordability, aging in place, multigenerational households, micro units are disruptors.

Larry Zucchini gave an overview of land use material.

- Land use will be informed by other categories like transportation and real estate.
- We took an abstracted approach: Where is single-family residential, where is everything else? The 'tale of two cities' will require different strategies throughout study area.
- Urban design will be looked at as well. A main issue will be how to transition to greater intensity.
- We are looking at what has already been permitted and planned. This brings into relief opportunity areas where there is excess capacity, no planned development. These areas are mainly south and east.
- There are two angles that come out of this – solutions to address impacts of developments that are already built or entitled and setting the rules for future development.
 - Could you prepare a map for the cost of real estate in the area? This will be a huge driver of behavior. For example, where are service employees living? Thank you for this feedback.
- Natural systems are evaluated system-wide. The focus is likely to be down at Crabtree Creek. Open space and greenspace will be central component. Slopes and tree cover are also important.

Maggie Connor discussed the goals for the December public meeting.

- To start, there will be a 20-minute presentation about the project, followed by 40 minutes for more detailed conversations at individual topic tables, and 20 minutes for a report out.
- The goal is to confirm vision phase feedback, communicate preliminary data analysis, and validate analysis (as expected, anything surprising, anything missing?)
 - Will overview repeat? What if I come late, will it be worth it? Maybe we can set up a station that provides overview throughout meeting.
 - Free-flowing stations can be confusing. I may not want to ask question if it has already been asked. We can do a timed format that allows everyone to access topic. We could give a random number to assign first topic.
 - Could we provide a handout that explains topics? Yes this could be done.
 - Can we record meetings to expand who sees it? Yes, this would work if we want to get information to people, but we also want to talk to people. This could certainly be used as a follow up, but the more people that attend the better.
 - There was discussion of how to reach stakeholders who don't go to CAC meetings, work in North Hills. Jason mentioned the ability to work with Midtown Raleigh Alliance, employers, and hosting a lunch and learn to get to these groups.
 - There was discussion of if meeting has been advertised enough already – whether by a news ad, print interview, radio ad. Jason gave an update that over 5,000 postcards have been mailed to properties in the study area. This is not the end of outreach, we can look at those methods as well.
 - Jason asked the group to provide their top five resources, locations, or employers to get the word out about next phase of outreach.

- If there is a rotation to the event, how many tables could you reach? Wouldn't you still need to show up on time. I'm not seeing the flexibility we hoped for. Sharing the report out component broadly will help generate more interest. We could replace the report out for a follow up and free up more time for conversations with topic tables.
- How will we measure the success of reaching the three groups identified in the real estate analysis? How will we know we are successful? We will have an exit survey – was this a meaningful opportunity to participate and would you attend again? The survey can get at demographic information.
- Is there a way to make it easy for renters to participate, a questionnaire?
- Are you utilizing public transit for advertising? What about at bus shelters? We cannot selectively advertise on certain routes or at very specific times. It's the whole system or nothing. We are looking into advertising the project, with a link to the project page, but not individual meetings. It is not legal to put a poster up at on a bus shelter. But we could hand out flyers physically during peak hours.
- Kathleen mentioned that they are going to shape survey questions for each group to help engagement.
- The postcard went to properties inside the study area, but may we invite those outside? Yes!

The meeting wrapped up. Maggie Connor encouraged group members to continue to consider the material and format and email Jason Hardin with thoughts within next few days. Spread the word!

Hardin prompted the group to consider co-chairs to represent the group in front of Council. Bonner Gaylord and Steve Brechbiel offered. The group confirmed this choice.