Cameron Village & Hillsborough Street

DRAFT **Small Area Plans**

January 20, 2017

RCP

RALEIGH
DEPARTMENT OF
CITY PLANNING

raleighnc.gov

FIGURE 1. VISION FOR GROWTH ALONG HILLSBOROUGH STREET

Table of Contents

i. Executive Summary 6

ii. Process & Participation 22

iii. Existing Conditions 28

iv. Plan Recommendations 50

1. Complete Pedestrian & Bicycle Networks *54*

2. Improve & Expand Parks + Open Space *72*

3. Increase Transit Options *78*

4. Distribute & Calm Traffic *82*

5. Plan for Adequate & Accessible Parking *94*

6. Zone for the Future *102*

7. Promote Quality Design *114*

v. Plan for Implementation 122

Appendices 141

Acknowledgments

City Council

Nancy McFarlane, Mayor

Kay Crowder, Mayor Pro Tem, Council Member, District D

Mary-Ann Baldwin, Council Member At Large

Russ Stephenson, Council Member At Large

Corey F. Branch, Council Member, District C

David N. Cox, Council Member, District B

Bonner Gaylord, Council Member, District E

Richard A. "Dickie" Thompson, Council Member, District A

City Manager

Ruffin Hall

Department of City Planning

Ken Bowers, AICP, Director

City of Raleigh Project Team

Bynum Walter, AICP, Project Manager

Elizabeth Alley, AICP

Vivian Ekstrom

Transit and Transportation

Jennifer Baldwin

Richard Dickie, PE

Todd Delk, PE

Mike Kennon, PE

Eric Lamb, PE

Jason Myers, AICP

Jed Niffenegger, PE

Susan Wilson, AICP

Communications

Sharon Felton

Stephanie Currier

Jorge Gao

David Langley

Aaron Sheppard

Parks and Greenways

Stephen Bentley

Grayson Maughan

Public Utilities

Robert Massengill, PE

John Sorrell, PE

Advisory Committee

Will Allen, Hillsborough CAC

Reverend Chris Brady, Wilson Temple United Methodist Church

Chris Babson, Cameron Village Neighborhood

Pat Boyle, Cameron Village Merchants Association

Laurent de Comarmond, Cameron Village Neighborhood

Dan Corey, YMCA

Mitch Hazouri, Mitch's Tavern

Seth Hollar, YIMBY

Blake Jennings, Kane Realty/HSCSC Board Member

Bob Mosher, Cameron Park/HSCSC Board Member

Jeff Murison, Hillsborough Street Community Service Corporation

Betty Parker, Wake County Public Schools

John Pharr, Regency Centers

Craig Ralph, University Park

Ralph Recchie, NCSU/HSCSC Board Treasurer

Sallie Ricks, University Park

Neil Riemann, Cameron Park

Ann Sides, University Park

Tom Skolnicki, NCSU

Anne Stoddard, Grubb Ventures

Karen Throckmorton, Friends of Oberlin

Lois Utt, St. Mary's School

Ted Van Dyk, New City Design/HSCSC Board Member

Joe Whitehouse, Creative Urban Environments/ HSCSC Board Member

Vincent Whitehurst, Pullen Park

Hillsborough Street Community Service Corporation

Douglas Andrew, President

Jeff Murison, Executive Director

Will Gaskins, Economic Development Specialist

David Dean, Director of Programs

Special Thanks

Café Carolina and Bakery

K&W Cafeteria

North Carolina State University

St. Mary's School

Consultant Team

LORD AECK SARGENT

Stantec

Noell Consulting Group

Executive Summary

CAMERON VILLAGE SHOPPING CENTER THEN & NOW (TOP TWO IMAGES); HILLSBOROUGH STREET THEN & NOW (BOTTOM TWO IMAGES)

Raleigh's urban core continues to see dramatic growth and reinvestment. The intown area around Cameron Village Shopping Center and Hillsborough Street benefits from diverse architectural character and adjacency to Downtown and North Carolina State University (NCSU). In recent years, the area has seen increasing pressure of development and changing demands on its transportation system.

In this context, the Cameron Village and Hillsborough Street Small Area Plans were created, building on previous plans and conceived through extensive community engagement of diverse stakeholders. The plans will guide investment in completing bicycle, pedestrian, and transit networks, while also identifying operational improvements for traffic operations and improving the accessibility of retail parking. They also reflect consensus on the scale and character of expected new infill development.

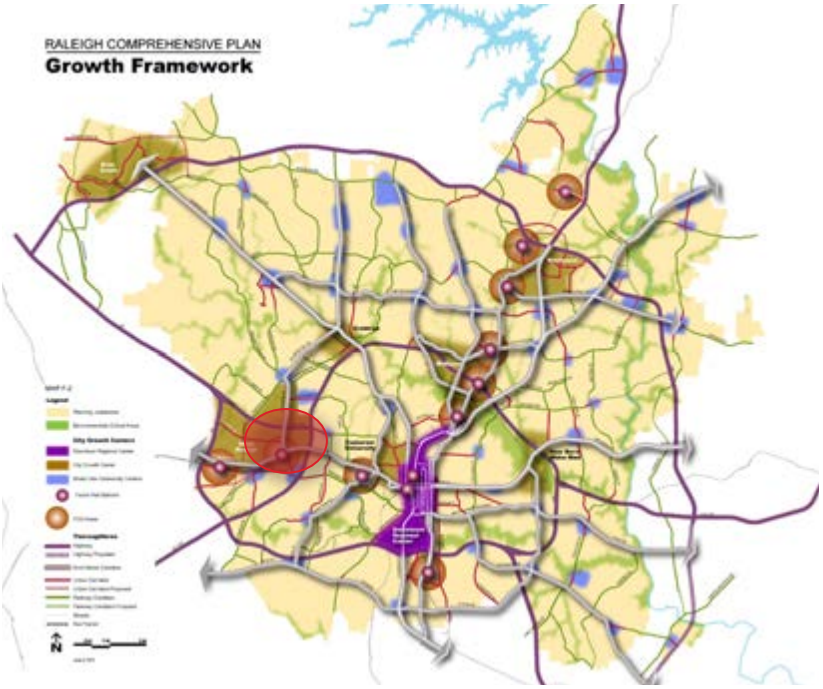


FIGURE 2. THE STUDY AREAS (CIRCLED IN RED) ARE LOCATED ADJACENT TO DOWNTOWN RALEIGH AND ALONG MAJOR GROWTH CORRIDORS AS IDENTIFIED IN THE 2030 COMPREHENSIVE PLAN (2009)

FIGURE 3. IMPROVEMENTS TO OBERLIN ROAD AT WADE AVENUE

PROJECT VISION:
Cameron Village and Hillsborough Street communities encompass a series of diverse, walkable districts, each well served by transit and with a distinct sense of place. Each community is already a popular destination that offers a wide range of amenities. Sustainable growth will enhance existing character and strengthen the desirable surrounding neighborhoods, while bringing new value to the city. The two areas connect with and complement each other, together defining great places in Raleigh.

FIGURE 4. COMPLETE STREET UPGRADES AND REDEVELOPMENT ON ENTERPRISE STREET

Project Vision

CAMERON VILLAGE VISION:

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.

FIGURE 5. THE CAMERON VILLAGE SHOPPING CENTER HAS THE POTENTIAL FOR INCREASED DENSITY AND A NEW CENTRAL PUBLIC GATHERING SPACE WHILE MAINTAINING A HEIGHT TRANSITION DOWN TO THE CAMERON PARK AND CAMERON VILLAGE NEIGHBORHOODS.

FIGURE 6. POTENTIAL GROWTH ON HILLSBOROUGH STREET BASED ON RECOMMENDATIONS OUTLINED IN THIS REPORT

HILLSBOROUGH STREET VISION:

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 Village and Hillsborough Street communities.

Plan Recommendations

EXISTING INTERSECTION AND CROSSWALKS ALONG OBERLIN ROAD (TOP). EXAMPLE OF A DEDICATED BICYCLE LANE (MIDDLE); RALEIGH LITTLE THEATER (BOTTOM).

The community vision includes conservation of historic neighborhoods, guidance for new development, and significant investment in multiple forms of mobility. Through coordination with City of Raleigh staff, public input at several public workshops, online surveys and extensive involvement by an Advisory Committee, the recommendations of the plan are focused on seven planning strategies.

Common to all seven strategies is a desire to enhance the unique character and charm of each of the six districts within the study area. The study area should be conceived as a series of connected mixed-use districts and reflect the unique character of each place and respect identified historic resources. Five walkable districts are shown on the following page.

1. Complete Pedestrian and Bicycle Networks

Establish "Complete Streets" that accommodate vehicles, cyclists, pedestrians, transit, and parking. Expand the pedestrian network with new sidewalks, repairs, and improvements. Incorporate bicycle facilities along key streets, and dedicated enhanced linkages between NCSU and the neighborhoods using Gorman and Gardner streets. See Figure 8 and Figure 9.

2. Improve and Expand Parks + Open Space

Provide improvements to existing park facilities, with priority given to existing parks with outstanding maintenance issues. Encourage development to incorporate new open space through the outdoor amenity area requirements of the Unified Development Ordinance. Incorporate new open space at Cameron Village, along Hillsborough Street, and within larger new developments. See Figure 8 and Figure 9.

3. Increase Transit Options

In order to improve public transportation, work to implement the Wake Transit Plan, coordinate with other systems, consolidate and improve stops, incorporate new technology, and facilitate partnerships with employers to encourage transit use.

District 1

OFFICE SPACE ALONG OBERLIN ROAD

District 2

CAMERON VILLAGE SHOPPING CENTER

District 3

OFFICE SPACE ALONG HILLSBOROUGH ROAD

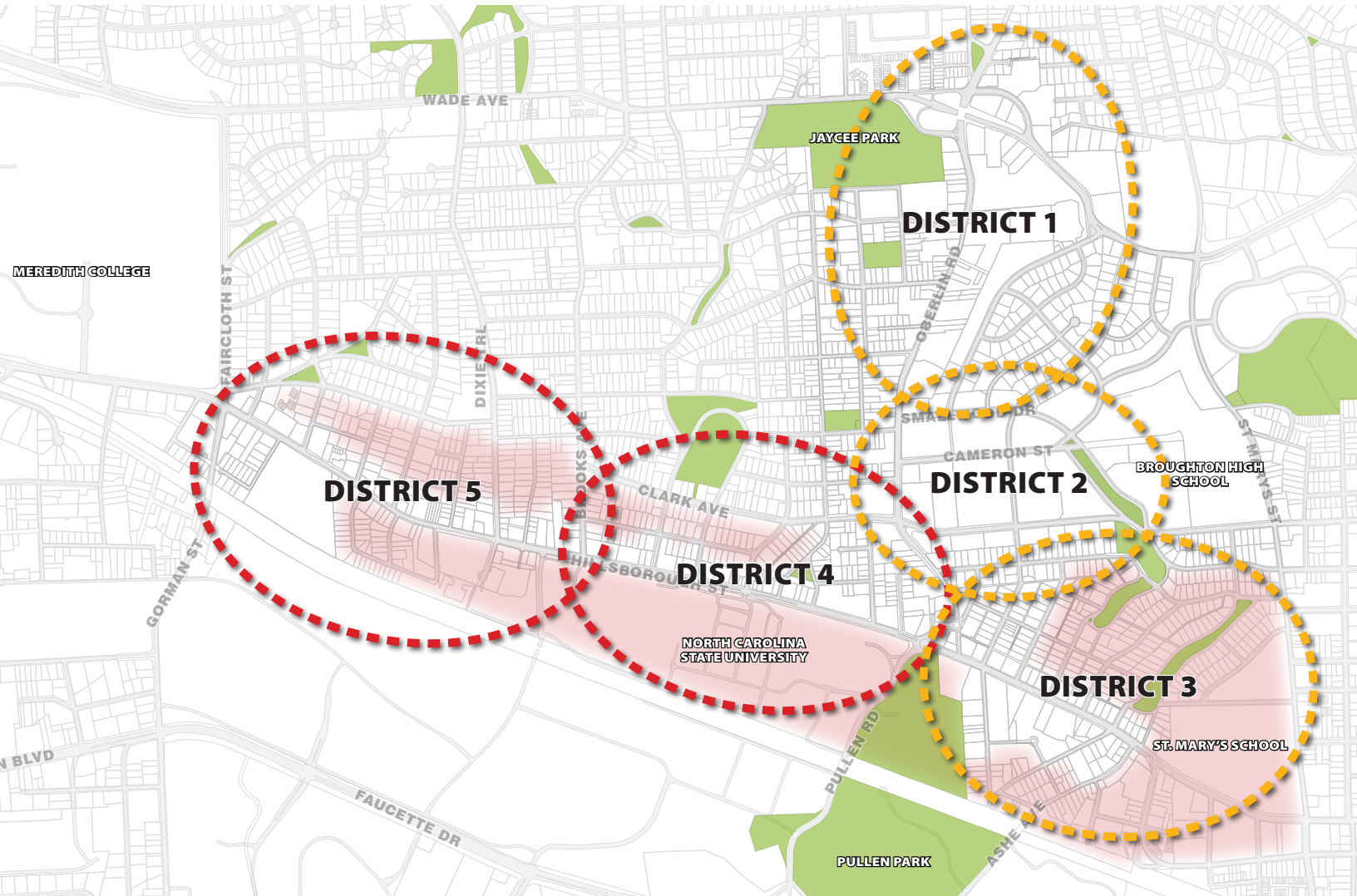
District 4

HILLSBOROUGH STREET COMMERCIAL

District 5

EAST VILLAGE GRILL

FIGURE 7. FIVE DISTINCT DISTRICTS COMPRISE THE TWO STUDY AREAS



Plan Recommendations

TRAFFIC ON OBERLIN ROAD

4. Distribute and Calm Traffic

Prioritize transportation network modifications that enhance connectivity, including realignment of Smallwood and Bellwood drives between Clark Avenue/Peace Street and Cameron Street, and lane reassignment on Oberlin Road between Clark Avenue to Wade Avenue to better accommodate turning movements, parking, bicycles, and pedestrians. Increase network connectivity by bisecting the superblock along Oberlin Road, between Wade Avenue and Smallwood Drive, with one or more new connections. The images below illustrate improvements to network connectivity. These are in addition to the enhancements already planned for the future phases of the Hillsborough Streetscape Improvements.

EXISTING CONDITIONS

Existing Primary Network

ENHANCED MOBILITY NETWORK

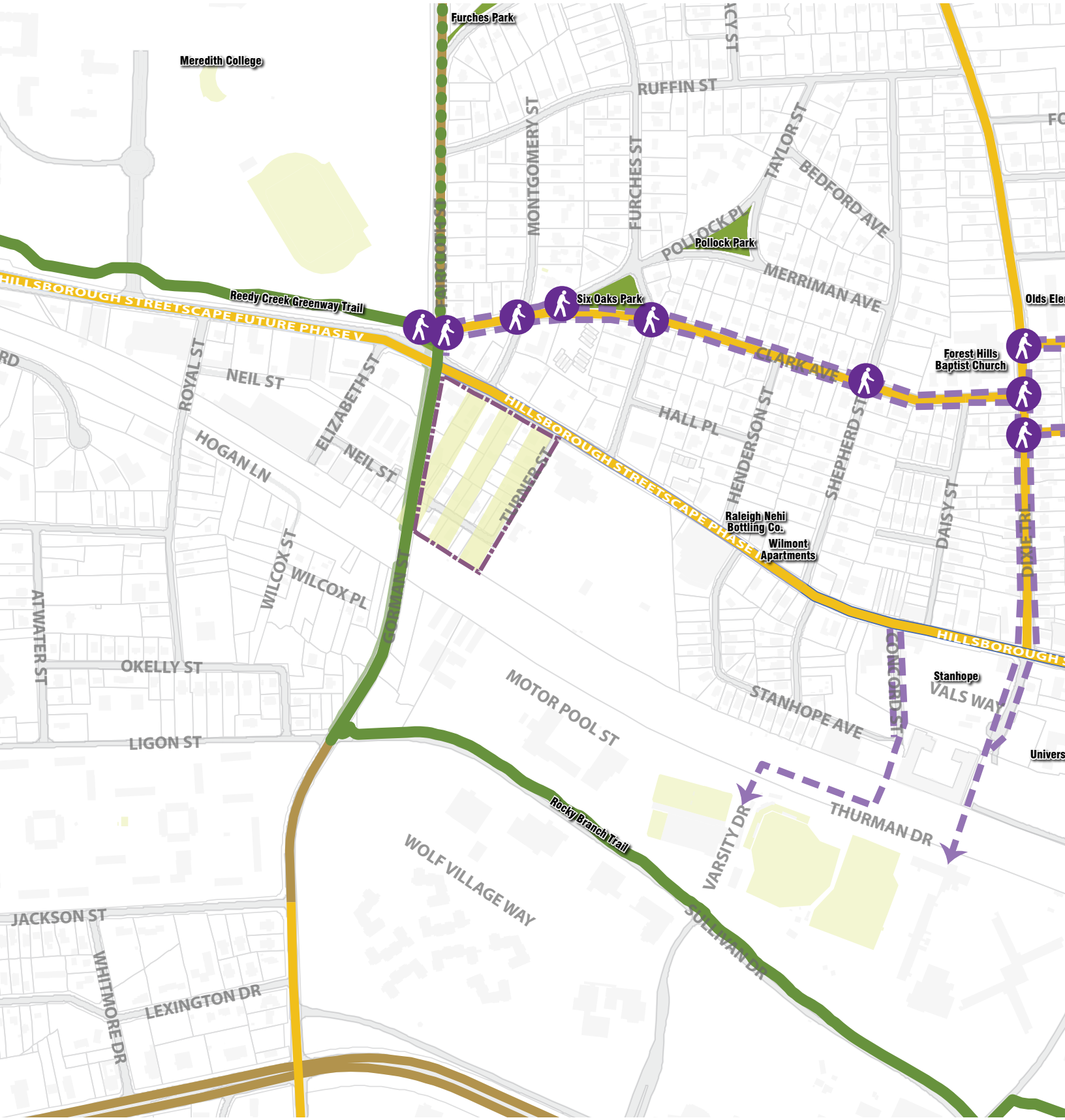
Proposed Enhanced Network

Local Street Connections

FIGURE 8. PUBLIC REALM IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA
RECOMMENDATIONS INCLUDE NEW OR IMPROVED SIDEWALKS, CROSSWALKS, AND BICYCLE LANES, PARK IMPROVEMENTS AND SUGGESTIONS FOR COMMUNITY SPACE WITHIN PRIVATE DEVELOPMENTS.

Plan Recommendations

FIGURE 9. PUBLIC REALM IMPROVEMENTS PROPOSED FOR THE HILLSBOROUGH STREET STUDY AREA RECOMMENDATIONS INCLUDE NEW OR IMPROVED SIDEWALKS, CROSSWALKS, AND BICYCLE LANES, PARK IMPROVEMENTS AND SUGGESTIONS FOR COMMUNITY SPACE WITHIN PRIVATE DEVELOPMENTS.



Existing Open Space on Private Property
Existing Parks or Greenways
Existing Bicycle Facilities
PUBLIC REALM IMPROVEMENTS
Potential Future Community Space or Shared Use Included within the Property
New Bicycle Facilities
New/Improved Sidewalks
Intersection Pedestrian Safety
Greenway Connector
ROSEDALE AVE
West and East Gardner Street Parks
VAN DYKE AVE
Gardner Street Trail to Jaycee Park
BEDFORD AVE
LATTA ST
ROSEMONT AVE
CHAMBERLAIN ST
TOWER ST
PHELPS AVE
Isabella Cannon Park
Chamberlain Park
SMALLWOOD DR
EVERETT AVE
Rose Garden & Raleigh Little Theatre
Cameron Village Post Office
OBERLIN RD
CAMERON ST
Cameron Village Shopping Center
Holy Trinity Lutheran Church
STAFFORD AVE
401 Oberlin
Berkshire Cameron Village
BAGWELL AVE
Fairmont United Methodist Church
VANDERBILT AVE
HORSE TRACK ALY
STREETSCAPE PHASE II
FOUNDERS DR
HILLSBOROUGH ST
West Raleigh Presbyterian Church
Compiegne Park
Fire Department Station 5
Isabelle Bowen Henderson House
DAN ALLEN DR
PILLSBURY CIR
HOPE ST
HILLSBOROUGH STREETSCAPE PHASE I
D.H. Hill Library
MAIDEN LN
ERNDELL LN
GROVELAND AVE
North Carolina State University
BROUGHTON DR
LAMPE DR
CURRENT DR
Dr. Z M Caveness House
YARBROUGH DR
KATHARINE STINSON DR
Gregg Museum
Pullen Arts Center
Theatre in the Park
DUNN AVE
BONEY DR
CATES AVE
COX AVE

Plan Recommendations

PARKING ON HILLSBOROUGH STREET

5. Plan for Adequate and Accessible Parking

Better address parking needs by actively managing and expanding on-street parking, studying existing surface parking lots for efficiency, developing a shared parking network, evaluating parking-related city policy as it applies to mixed-use development and continued encouragement of alternative means of transportation, and encouraging provision of public parking in new private developments.

6. Zone for the Future

Modify zoning in the study area to achieve desired plan outcomes. Use this plan as guidance for privately-initiated rezonings. See Figure 10 and Figure 11 for policy guidance.

7. Promote Quality Design

Using the foundation created in the recent Unified Development Ordinance, encourage transition areas, setbacks, stepbacks, massing and height to encourage design that is embraced by the community and responsive to contextual setting.

Implementation

Identify an implementation strategy of well-defined and achievable projects. Identify key projects and achievable time frames – short-term (within the first 5 years), mid-term (5-15 years), and long-term (15-20 years). Promote public/private partnerships and continue community engagement during design and construction. Identify priority, phasing, conceptual cost, and responsibility.

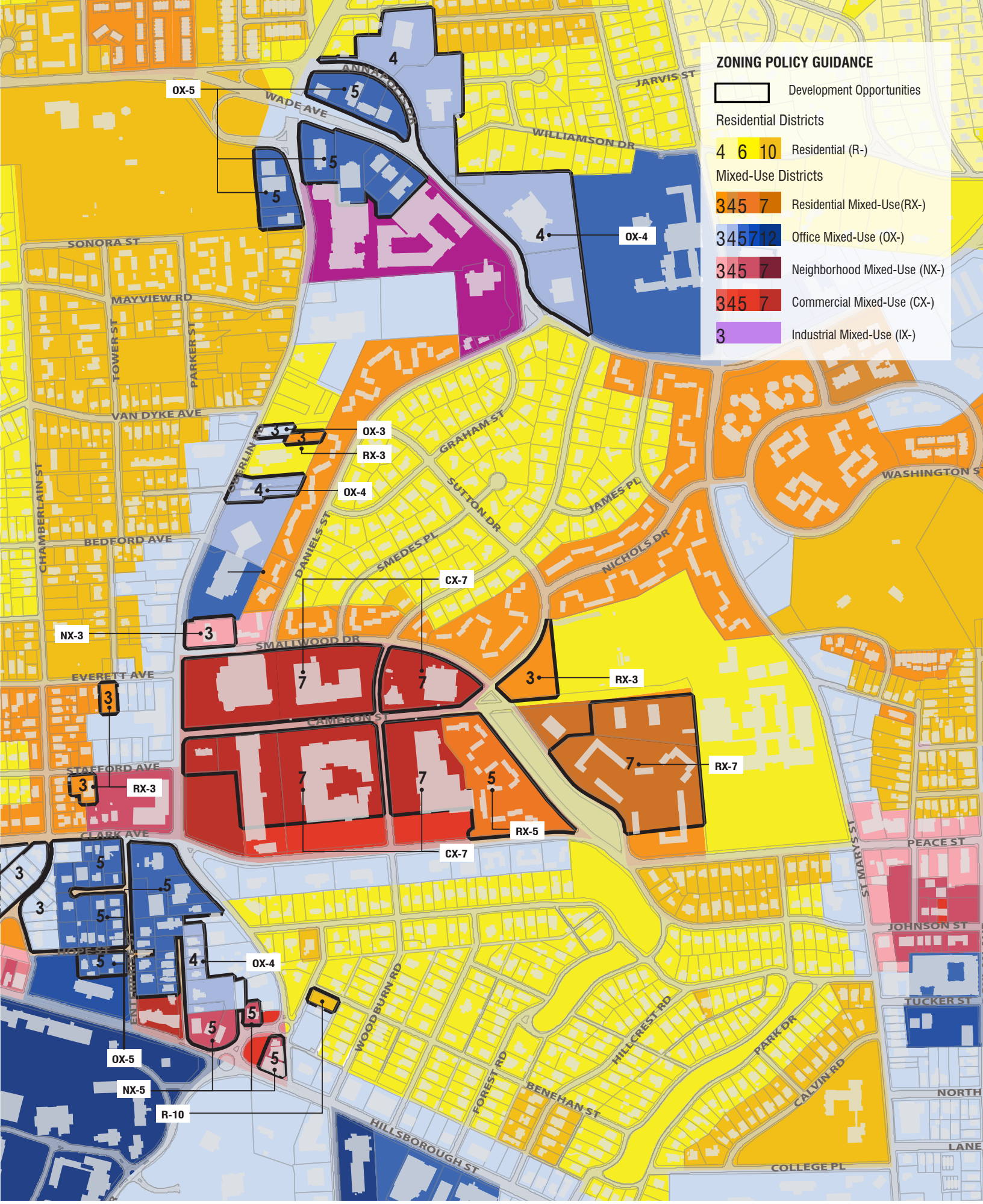
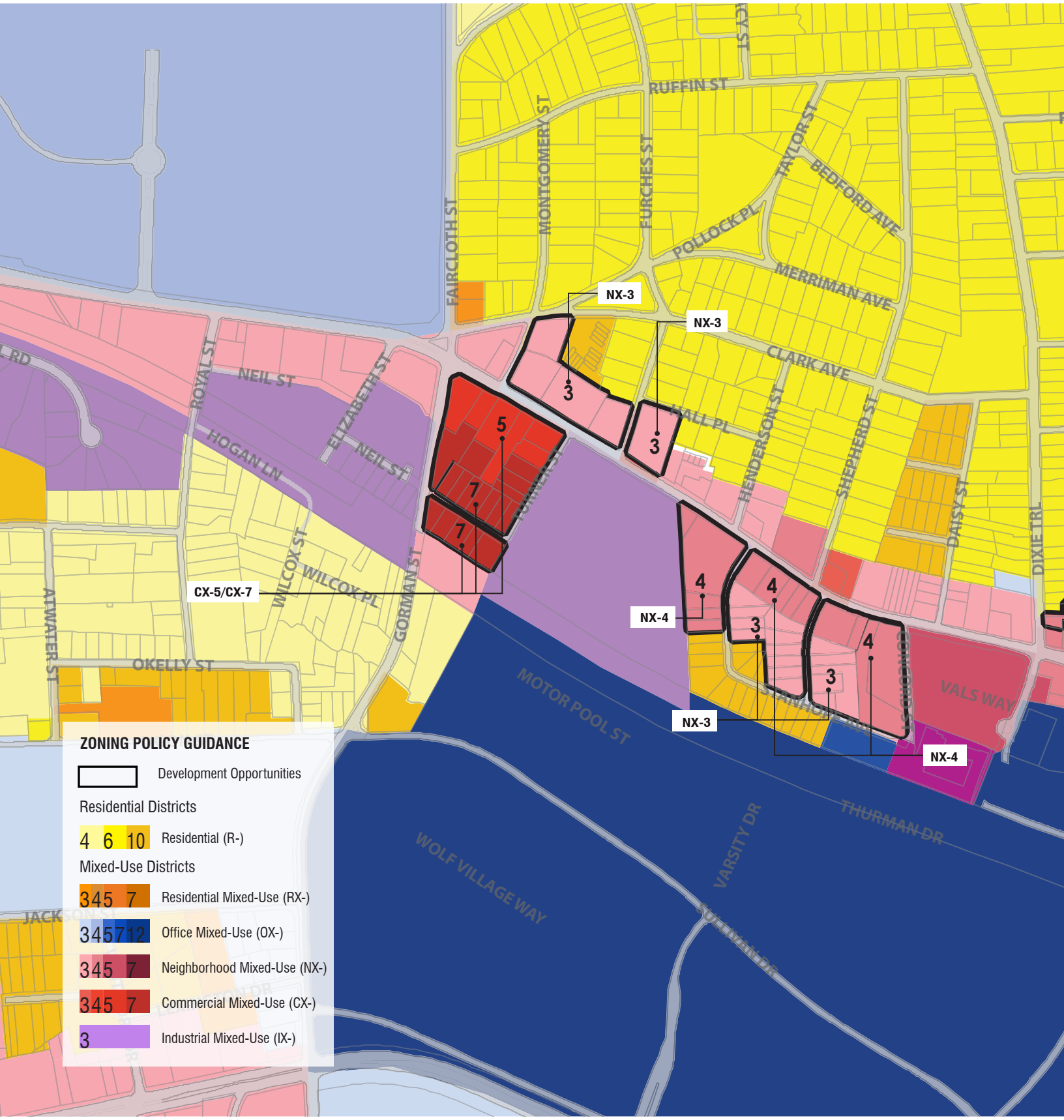
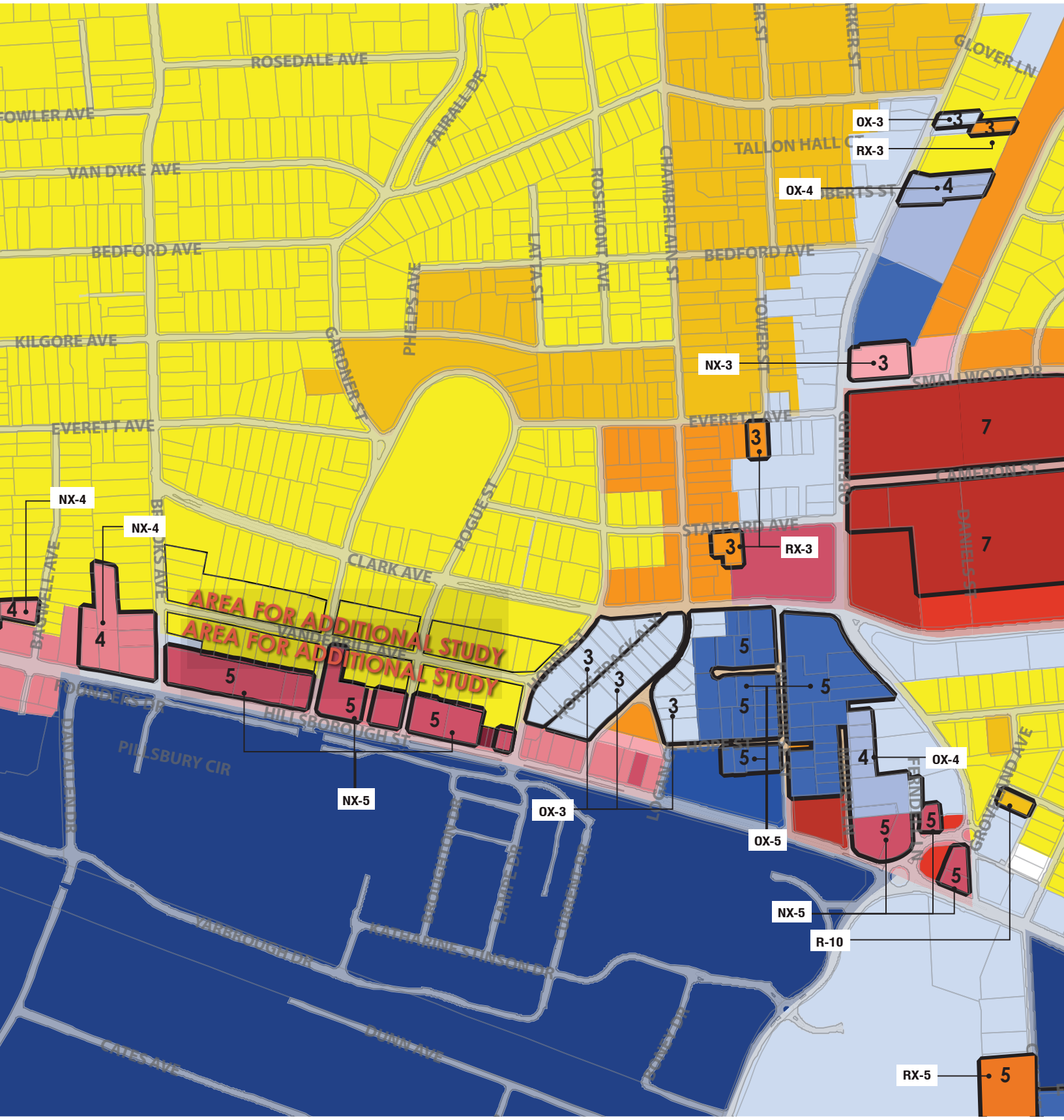


FIGURE 10. PROPOSED ZONING POLICY GUIDANCE FOR THE CAMERON VILLAGE STUDY AREA INCLUDES CHANGES IN ZONING CATEGORIES AND FUTURE INCREASES IN INTENSITY THROUGH HEIGHT OR USE.

Plan Recommendations

FIGURE 11. PROPOSED ZONING POLICY GUIDANCE FOR THE HILLSBOROUGH STREET STUDY AREA INCLUDES CHANGES IN ZONING CATEGORIES AND FUTURE INCREASES IN INTENSITY THROUGH HEIGHT OR USE.




ROSEDALE AVE
FOWLER AVE
VAN DYKE AVE
BEDFORD AVE
KILGORE AVE
EVERETT AVE
FAIRALL DR
PHELPS AVE
GARDNER ST
LATTA ST
ROSEMONT AVE
CHAMBERLAIN ST
TOWER ST
TALLON HALL CT
GLOVER LN
OBERTS ST
SMALLWOOD DR
CAMERON ST
OBERLIN RD
STAFFORD AVE
POGUE ST
CLARK AVE
BAGWELL AVE
VANDERBILT AVE
HILLSBOROUGH ST
PILLSBURY CIR
DAN ALLEN DR
YARBROUGH DR
KATHARINE STINSON DR
DUNN AVE
CALES AVE
FERNDEL AVE
GROVELAND AVE
AREA FOR ADDITIONAL STUDY
AREA FOR ADDITIONAL STUDY
OX-3
RX-3
OX-4
NX-3
RX-3
NX-4
NX-4
NX-5
OX-3
OX-5
OX-4
NX-5
R-10
RX-5

Implementation Strategies

Additional detail on each objective listed under the seven strategies in the table below can be found in Chapter V: Plan for Implementation on page 122.

	AREA	ACHIEVABLE TIME FRAME*
1. Complete Pedestrian and Bicycle Networks		
Clark, Everett, Kilgore pedestrian/bicycle corridor	Districts 4 & 5	Short-Term
Dixie Trail pedestrian/bicycle corridor	District 5	Short-Term
Oberlin Rd/Wade Ave interchange modifications	District 1	Mid-Term
Chamberlain Street pedestrian/bicycle corridor	Districts 1, 2, 3, & 4	Mid-Term
Gardner Street pedestrian/bicycle corridor	District 4	Mid-Term
Neighborhood sidewalk improvements	Areawide	Mid-Term to Long-Term
Neighborhood crosswalk improvements	Areawide	Mid-Term to Long-Term
Increased bicycle network connectivity	Areawide	Mid-Term to Long-Term
Increased pedestrian/bicycle network connectivity	Areawide	Mid-Term to Long-Term
Daniels Street pedestrian/bicycle corridor	Districts 1 & 2	Mid-Term, Dependent on Private Development
Enterprise Street pedestrian/bicycle corridor	Districts 2, 3, & 4	Dependent on Private Development
2. Improve and Expand Parks + Open Space		
Neighborhood park improvements	Areawide	Mid-Term
Potential for future shared public use of private facilities	Areawide	Mid-Term
Continued support of greenway connector improvements	Districts 4 and 5	Ongoing
3. Increase Transit Options		
Consolidation of and improvements to some stops	Areawide	Mid-Term
Implement the Wake County Transit Plan recommendations for the area (regardless of county funding)	Areawide	Long-Term
Continue to utilize technological improvements	Areawide	Ongoing
Work with employers and groups of employers to increase transit use	Areawide	Ongoing
Continue to improve the coordination between systems	Areawide	Ongoing
Continue to strategically increase frequency	Areawide	Ongoing

	AREA	ACHIEVABLE TIME FRAME*
4. Distribute and Calm Traffic		
Road realignment improvements	District 2	Mid-Term
Operational improvements	Districts 1, 2, 3, & 4	Mid-Term
New road connection improvements	Districts 1, 2, & 4	Mid-Term, Dependent on Private Development
Hillsborough Street phases 3, 4, and 5	Districts 3, 4, & 5	Ongoing
5. Plan for Adequate and Accessible Parking		
Hillsborough Street surface parking lots & on-street meters	Districts 4 & 5	Short-Term
Leverage existing parking policy	Districts 3, 4 & 5	Short-Term
Parking signage & technology	Areawide	Mid-Term
Public parking in new private parking decks	Areawide	Long-Term
6. Zone for the Future		
Vanderbilt Avenue Zoning Study	District 4	Mid-Term
Policy guidance as property owners apply for rezoning	Areawide	Ongoing
7. Promote Quality Design		
Breaking down large buildings and blocks	Areawide	Ongoing
Explore local recognition of historic resources	Areawide	Ongoing

ABBREVIATED IMPLEMENTATION TABLE – * SHORT-TERM (WITHIN THE FIRST 5 YEARS) | MID-TERM (5-15 YEARS) | LONG-TERM (15-20 YEARS)

ii Process & Participation

Overview

Cameron Village and Hillsborough Street communities encompass a series of diverse, walkable districts. The two areas connect with and complement each other, as a result the two areas were studied together. They share a common infrastructure network and rely on the same market. The planning process (shown in Figure 12) incorporated study of the five districts that make up the study area, as well as evaluation of issues that affect both Cameron Village and Hillsborough Street. The recommendations in this report generally affect the entirety of the study area.

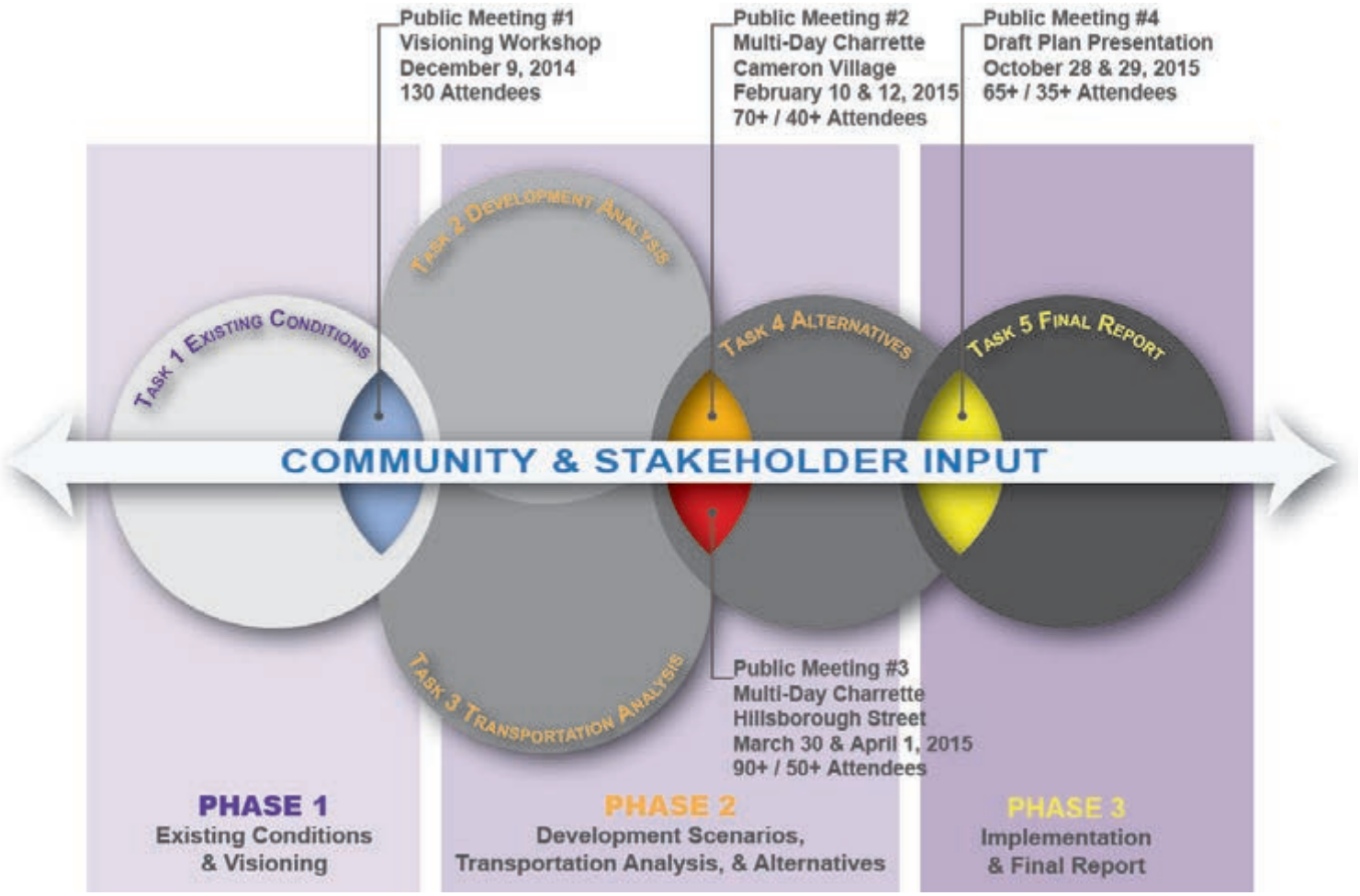


FIGURE 12. THE PLANNING PROCESS

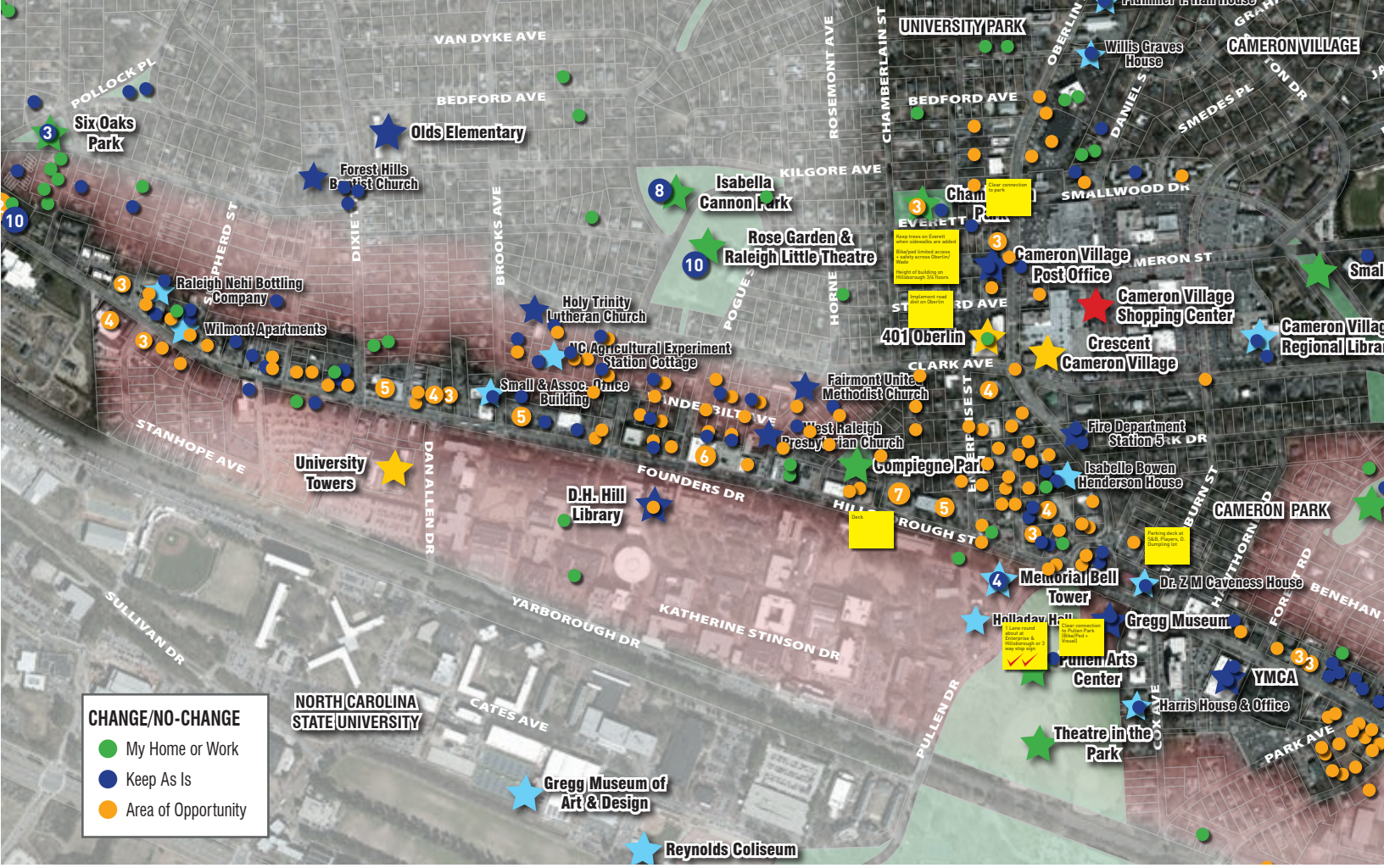


FIGURE 13. PUBLIC CHANGE/NO-CHANGE EXERCISE RESULTS
PARTICIPANTS AT THE FIRST PUBLIC MEETING WERE ASKED TO PLACE A COLORED DOT ON WHAT THEY WANTED TO KEEP AS IS (BLUE DOT), WHAT THEY FELT WERE AREAS OF OPPORTUNITY WITHIN THE STUDY AREA (ORANGE DOT), AND WHERE THEY IDENTIFIED AS HOME OR WORK (GREEN DOT), REVEALING INITIAL AREAS FOR FUTURE STUDY.

Phase 1 - Existing Conditions and Visioning

Phase 1 comprised an inventory and analysis of current conditions to provide an initial understanding of some of the major issues and opportunities affecting the two study areas. This preliminary view was based on data the city provided, field study, information gathered from previous studies, and meetings with city department representatives, the Advisory Committee, and key stakeholders.

The Phase 1 culminated in a Public Visioning Workshop to get input on the existing conditions data from the community. Attendees participated in several exercises, of which the Change/No-Change exercise (shown in Figure 13) identified areas of opportunity for redevelopment and areas of divergent opinions. An online survey was created following the meeting, which asked a similar series of questions to those asked at the public meeting. There were 264 responses.

The key takeaways from the initial rounds of public input were:

- Supports multi-modal transportation improvements.
- Values connectivity.
- Appreciates mixed-use development.
- Desires first-class public realm.
- Expects protection of established neighborhoods.

Project Description & Participation

PUBLIC PARTICIPANTS AT THE PHASE 2 HILLSBOROUGH STREET CHARRETTE

Phase 2 - Development Scenarios, Transportation Analysis, and Alternatives

The first task of Phase 2 was to create a development framework and devise redevelopment scenarios. These could be boiled down to: a status quo scenario, which only projected existing incremental growth; a moderate growth scenario similar to the city's Future Land Use Plan; and a more aggressive redevelopment scenario, which would target certain areas for increased density. They each then underwent a community impact analysis to determine the impacts of each scenario on the current infrastructure, including a preliminary traffic model. The second task of Phase 2 looked at potential improvements to the infrastructure to support development, including new street connections and road realignments, bicycle and pedestrian improvements, and additional parking strategies.

Two three-day charrettes were held in the spring of 2015 and two separate online surveys were conducted to garner input on these preliminary scenarios and infrastructure improvements for the five identified districts. Over 1,000 responses were gathered between the two surveys: 603 following the Cameron Village charrette, and 496 following the Hillsborough Street charrette. Input from city staff, the Advisory Committee, and the public helped to form recommendations on land use, scale and density, transitions, mobility, parking, and the public realm.

After a series of refinements, a draft preferred alternative was prepared and the analysis of community impacts was run again.

Phase 3 - Implementation and Final Report

The draft of the preferred alternative and recommendations was presented to city staff, the Advisory Committee, and the public in October 2015, as well as the release of an online survey. There were 327 responses to this final public input survey.

THE WORD CLOUD WAS GENERATED FROM THE QUESTION IN THE PHASE 3 ONLINE INPUT SURVEY THAT ASKED "WHAT NEIGHBORHOOD OR PLACE DO YOU MOST IDENTIFY WITH IN OR AROUND THE CAMERON VILLAGE AND HILLSBOROUGH STREET STUDY AREA?

The process and recommendations are documented in this report.

Participation

The expertise of several groups provided guidance to the planning process and acted as a sounding board as the recommendations of the plan developed.

City Working Group

City of Raleigh staff from a number of key departments (including City Planning; Parks, Recreation and Cultural Resources; Public Utilities; and Transportation) met on a regular basis to provide input to the process. Given the scale and complexity of the study area the knowledge the staff brought to the table was invaluable in keeping the project moving forward and incorporating the most current developments in the project area.

Advisory Committee

The Advisory Committee was made up of key stakeholders, neighborhood representatives, and community activists from the Cameron Village and Hillsborough Street study area. The committee met 10 times to provide input and insight. They were tasked with representing the views of their neighbors and fellow business owners, and with spreading the word to encourage attendance at the meetings and participation in the online surveys.

Public

The public has had an active role in shaping the plans by attending a series of four public workshops and charrettes, and through online participation in three surveys.

THE ADVISORY COMMITTEE MET ON A REGULAR BASIS TO PROVIDE VALUABLE INPUT

Goals & Objectives

Public/Stakeholder Input

Through stakeholder interviews, the December Visioning Workshop and online surveys, four major themes emerged as primary goals:

Preserve and enhance existing neighborhoods

- Preserve historic buildings & districts.
- Ensure building height and transitions between residential and commercial development.
- Maintain/Improve existing parks.
- Install traffic calming, sidewalks, and crosswalks.
- Preserve residential parking.

Diversify land use

- Ensure diversity of housing and price points.
- Encourage more diverse retail serving multiple markets.
- Encourage mixed-use housing where appropriate in commercial areas.

Invest in multi-modal network

- Construct more pedestrian amenities (sidewalks, crosswalks, lights, landscaping).
- Promote better transit utilization and more amenities at stops.
- Make connections to other multi-modal networks and between Cameron Village and Hillsborough Street.

Improve and expand parking

- Evaluate the provision of parking and its location and access.
- Consider future demand for parking, particularly for new commercial.

iii Existing Conditions

Overview

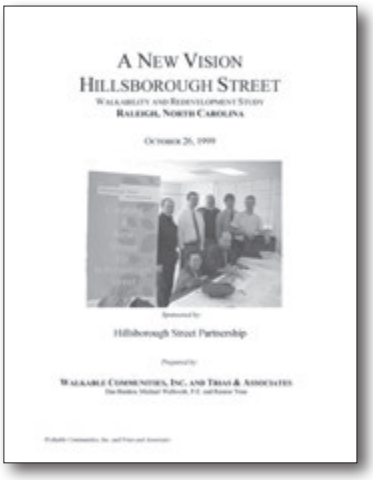
While Cameron Village and Hillsborough Street are perceived as two separate places, their close proximity and reliance on shared infrastructure unites them. The Cameron Village and Hillsborough Street Small Area Plans study area was selected to overlap with and replace the Wade/Oberlin Small Area Plan in the 2030 Comprehensive Plan, as well as the 1999 New Vision for Hillsborough Street.

Appendix A - Issues and Opportunities Report documents at both a study area wide and district level:

- Context, key features, and relevant planning studies.
- Land use and planning analysis.
- Demographics.
- Economic and market analysis, and an assessment of redevelopment potential.
- Mobility and parking analysis all modes: vehicular, transit, bicycle, and pedestrian.
- Urban design assessment by district.

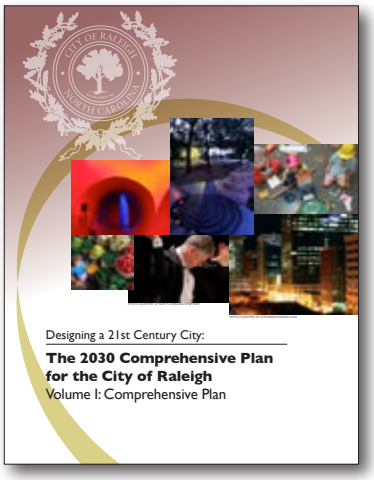
Land Use & Planning

Previous Plans



2030 Comprehensive Plan

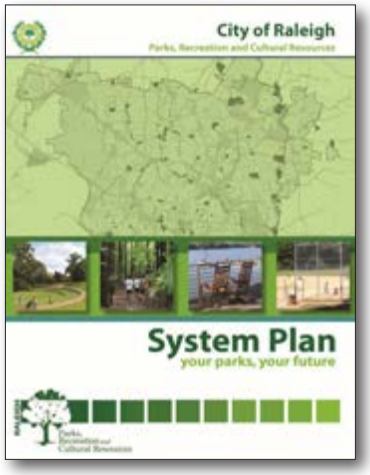
The 2030 Comprehensive Plan is a long-range policy document adopted and amended by the City Council in the fall of 2009. The plan establishes a vision for the city, provides policy guidance for growth and development and contains action items directed at the city to implement the vision. The plan contains six strategic vision themes, which are referenced in every element, or chapter, of the document: Economic Prosperity and Equity, Expanding Housing Choices, Managing Our Growth, Coordinating Land Use and Transportation, Greenprint Raleigh - Sustainable Development, Growing Successful Neighborhoods and Communities.



2014 Oberlin Road Streetscape Plan

The study was created to improve the function and character of the Oberlin Road Corridor through a series of streetscape improvements. Design of a Capital Improvement Project to implement plan recommendations will begin in 2016.

Other Relevant Studies



Hillsborough Street Partnership - A New Vision Hillsborough Street: Walkability and Redevelopment Study (1999)

The plan focused on transforming Hillsborough Street from an unappealing, congested four-lane street to a two-lane street that would provide for more generous pedestrian and bicycle treatments, and help create safer interactions with vehicles. Much of this would be achieved through the use of roundabouts.

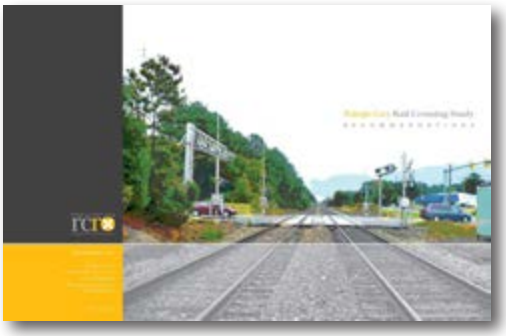
West Raleigh Historic District National Register Nomination (2003)

NCSU Campus Master Plan (2007)

City of Raleigh Parks, Recreation Cultural Resources Department - System Plan (2014)

Wake County Transit Plan (2015)

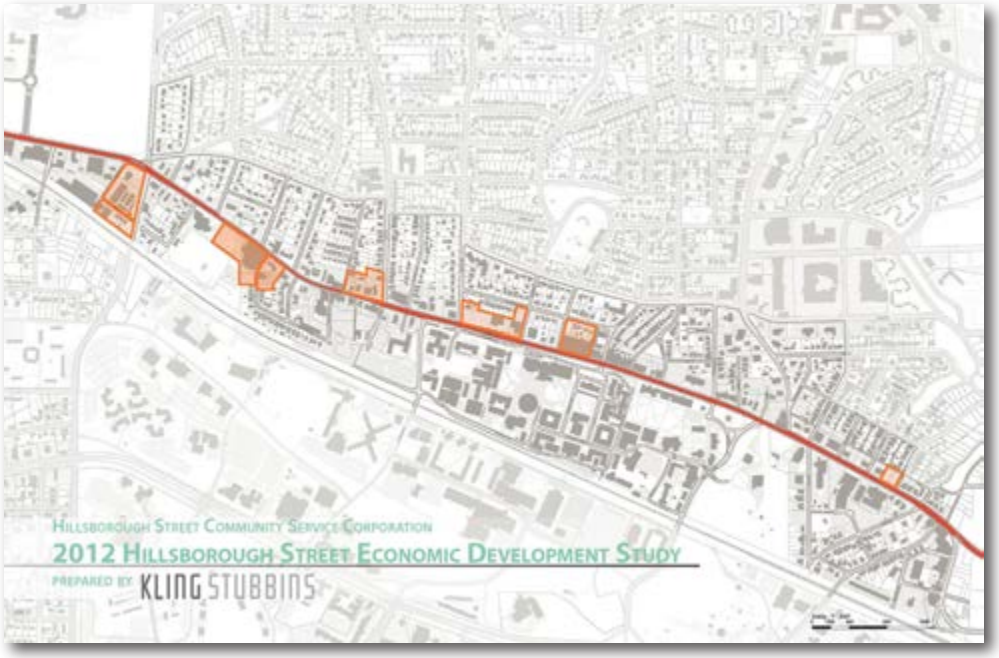
CAMPO - Raleigh-Cary Rail Crossing Study (2016)



Maiden Lane Historic District National Register Nomination

Land Use & Planning

Previous Plans



Privately Initiated Studies In & Around the Study Area

Hillsborough Street Community Service Corporation - Hillsborough Street Economic Development Study (2012)

Raleigh YIMBY – An Urban, Pedestrian Vision for Hillsborough Street (2014)

University Park Neighborhood Association - Statement of Purpose (2015)

Cameron Park Neighborhood Association - Guidelines for Development in Our Neighborhood (2015)

Mobility Network

Projects Underway

Hillsborough Street Transportation Improvements

The Hillsborough Street study area has seen a great deal of transportation planning in recent years. The Hillsborough Streetscape Plan, a multi-phase streetscape, pedestrian, and bicycle plan, outlines mobility improvements for the length of Hillsborough Street within the study area. Phase I of the streetscape plan has already been completed and Phase II, which includes conversion to a street with a raised median, from Gardner Street to the Rosemary Street/ Shepherd Street intersection, began construction in 2016.

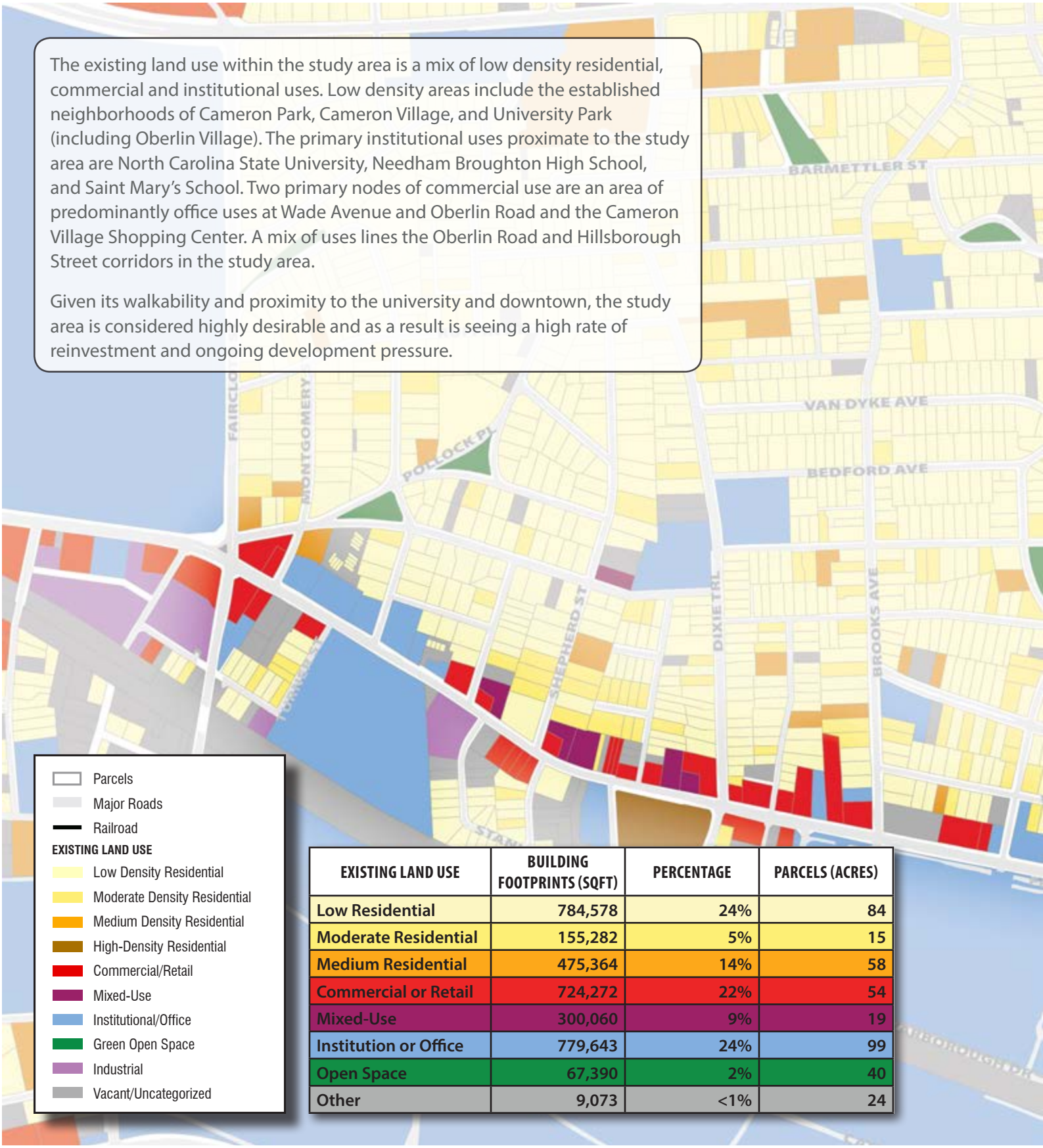
FIGURE 14. HILLSBOROUGH STREETSCAPE PHASE II DESIGN BY KIMLEY-HORN ASSOCIATES

Land Use & Planning

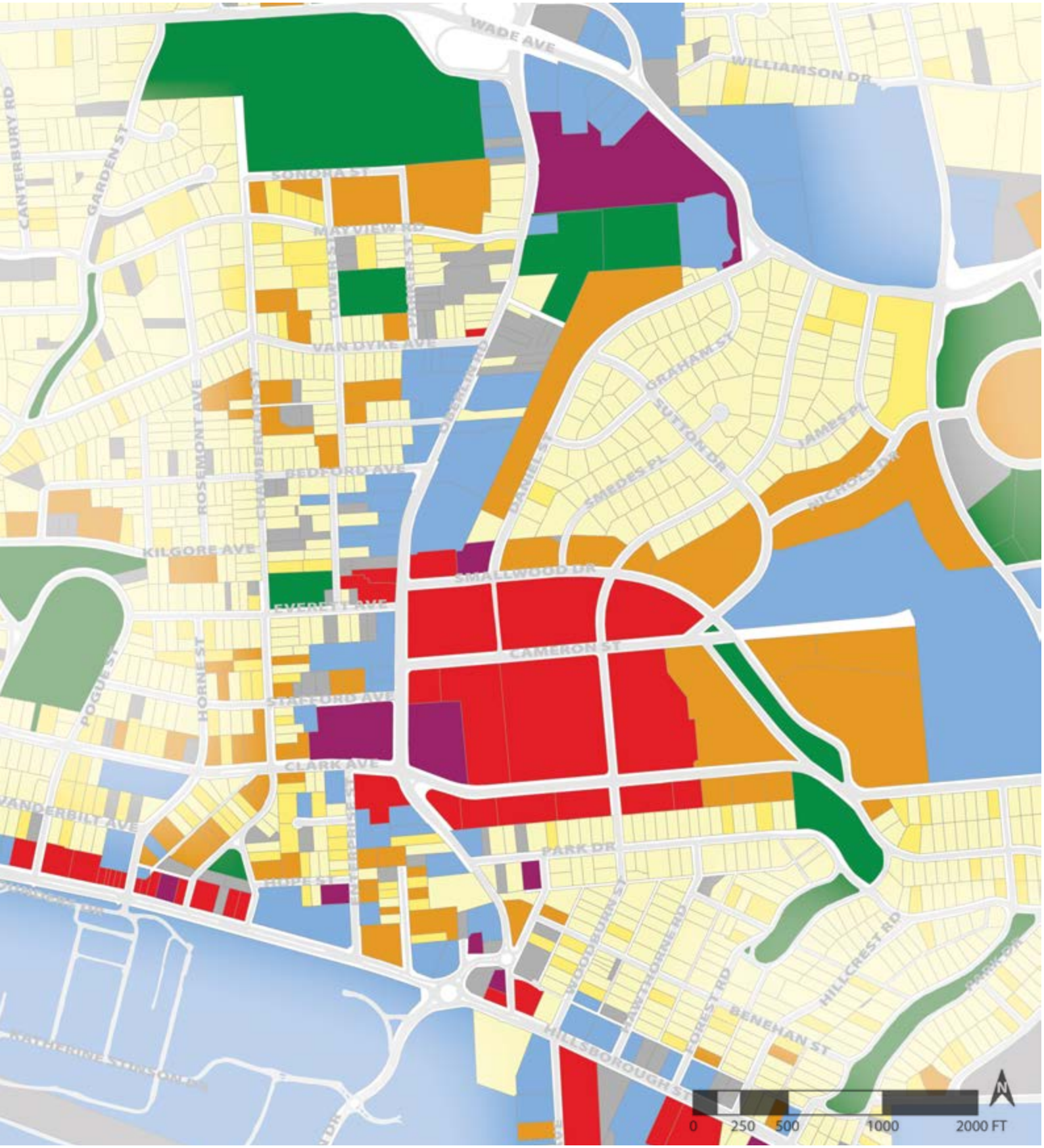
Existing Land Use

The existing land use within the study area is a mix of low density residential, commercial and institutional uses. Low density areas include the established neighborhoods of Cameron Park, Cameron Village, and University Park (including Oberlin Village). The primary institutional uses proximate to the study area are North Carolina State University, Needham Broughton High School, and Saint Mary's School. Two primary nodes of commercial use are an area of predominantly office uses at Wade Avenue and Oberlin Road and the Cameron Village Shopping Center. A mix of uses lines the Oberlin Road and Hillsborough Street corridors in the study area.

Given its walkability and proximity to the university and downtown, the study area is considered highly desirable and as a result is seeing a high rate of reinvestment and ongoing development pressure.



EXISTING LAND USE	BUILDING FOOTPRINTS (SQFT)	PERCENTAGE	PARCELS (ACRES)
Low Residential	784,578	24%	84
Moderate Residential	155,282	5%	15
Medium Residential	475,364	14%	58
Commercial or Retail	724,272	22%	54
Mixed-Use	300,060	9%	19
Institution or Office	779,643	24%	99
Open Space	67,390	2%	40
Other	9,073	<1%	24


WADE AVE
WILLIAMSON DR
CANTERBURY RD
GARDEN ST
SONORA ST
MAYVIEW RD
VAN DYKE AVE
GRAHAM ST
SUTTON DR
JAMES PL
DANIEL ST
SMEDES PL
NICHOLS DR
ROSEMONT AVE
CHAMBERLAIN ST
BEDFORD AVE
KILGORE AVE
SMALLWOOD DR
EVERETT AVE
CAMERON ST
HORNE ST
POGUE ST
STAFFORD AVE
CLARK AVE
VANDERBILT AVE
PARK DR
HILLCREST RD
WOODBURN ST
HAWTHORNE RD
FOREST RD
BENEHAN ST
HILLSBOROUGH ST
0
250
500
1000
2000 FT
N

Market Analysis Summary

As part of the work to understand existing conditions, the planning team was also asked to assess current and projected market demand and real estate considerations in the area. Noell Consulting Group interviewed a variety of property owners and real estate interests locally and made the following assessment:

- Cameron Village has the market advantage of being established; having a critical mass of retailers; having slightly larger properties; being surrounded by strong demographics and being close to downtown. Cameron Village is challenged by its lack of regional access and its lack of pedestrian/ bicycle orientation.
- Hillsborough Street has the advantage of being proximate to NCSU; a more urban, walkable character; more integrated open space and institutions; a relatively more accessible regional artery at its western end with freeway access. Hillsborough Street is challenged by its student-oriented perception, the availability of convenient parking and its small parcel size.
- Demographically, Raleigh and the study area are growing relatively quickly and have rapidly increasing incomes. The majority of the growth recently and projected is in households aged 25-44, but downsizing baby boomers are also showing signs of growth.
- Some limited opportunities for larger scale retail exist with mixed-use redevelopment within the core of Cameron Village and perhaps longer term on the western end of Hillsborough Street (around the Beltline and Fairgrounds). Current demand for the study area given land constraints is estimated at 200,000-250,000 square feet, including restaurants and a wide range of retail categories.

- Office demand is driven by small businesses, adjacency to downtown and growing residential areas. Demand mostly for Class B space, is estimated at up to 25,000 square feet annually within the combined study area.
- Rental housing demand is very high for approximately 170 units annually. Primary short-term markets are for young professionals and, increasingly, empty nesters.
- Land availability and land value are challenging, but demand exists for approximately 35 townhomes and 45 condos annually.
- In Cameron Village and along Oberlin Road, redevelopment pressure is expected to primarily follow recent trends of redevelopment for multifamily housing and mixed-use of greater than 100 units/acre. On Hillsborough Street, land values and existing lot coverage would necessitate redevelopment of approximately five stories, with properties with high lot coverage and/or higher value existing retail rents likely necessitating seven stories. Development pressure can be expected to continue in three primary areas: the eastern end of Hillsborough Street around the YMCA, around the Cameron Village core and in the eastern end of the Hillsborough Street retail core, and the transition area connecting that retail core to Cameron Village.

FIGURE 15. PROJECTED 20-YEAR MARKET DEMAND

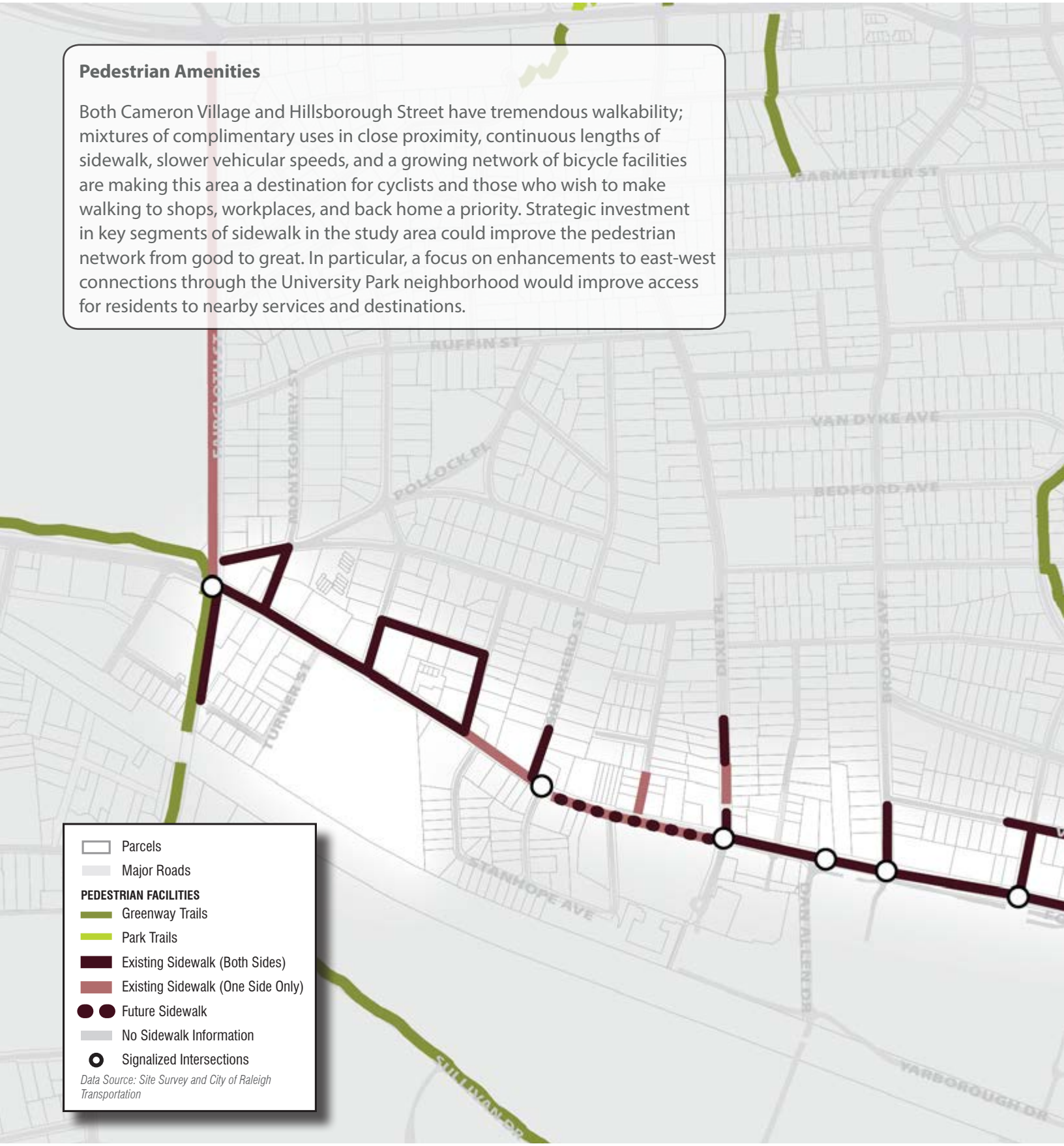
20-Year Market Demand	
Residential (dwelling units)	6,000 (avg. 300/year)
Retail Space (square feet)	400,000 – 600,000
Office Space (square feet)	500,000 – 750,000

Mobility

Pedestrian Facilities

Pedestrian Amenities

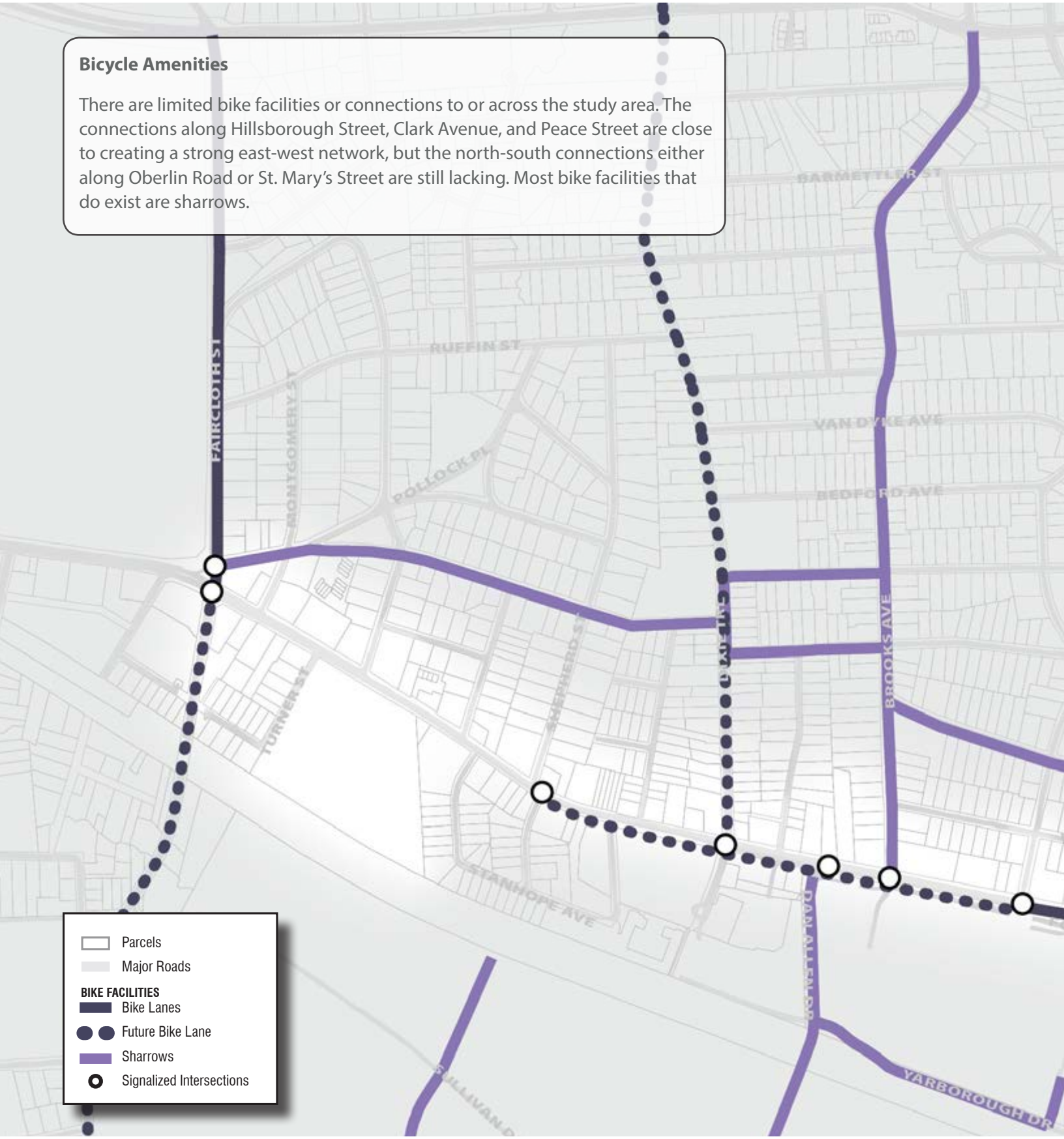
Both Cameron Village and Hillsborough Street have tremendous walkability; mixtures of complimentary uses in close proximity, continuous lengths of sidewalk, slower vehicular speeds, and a growing network of bicycle facilities are making this area a destination for cyclists and those who wish to make walking to shops, workplaces, and back home a priority. Strategic investment in key segments of sidewalk in the study area could improve the pedestrian network from good to great. In particular, a focus on enhancements to east-west connections through the University Park neighborhood would improve access for residents to nearby services and destinations.



WILLIAMSON DR
SONORA ST
MAYVIEW RD
VAN DYKE AVE
BEDFORD AVE
KILGORE AVE
EVERETT AVE
STAFFORD AVE
CLARK AVE
HOPE ST
SMALLWOOD DR
CAMERON ST
PARK DR
GRAHAM ST
SUTTON DR
JAMES PL
SMEDES PL
NICHOLS DR
WOODBURN ST
HILLSBOROUGH ST
KATHERINE STINSON DR
0 250 500 1000 2000 FT
N

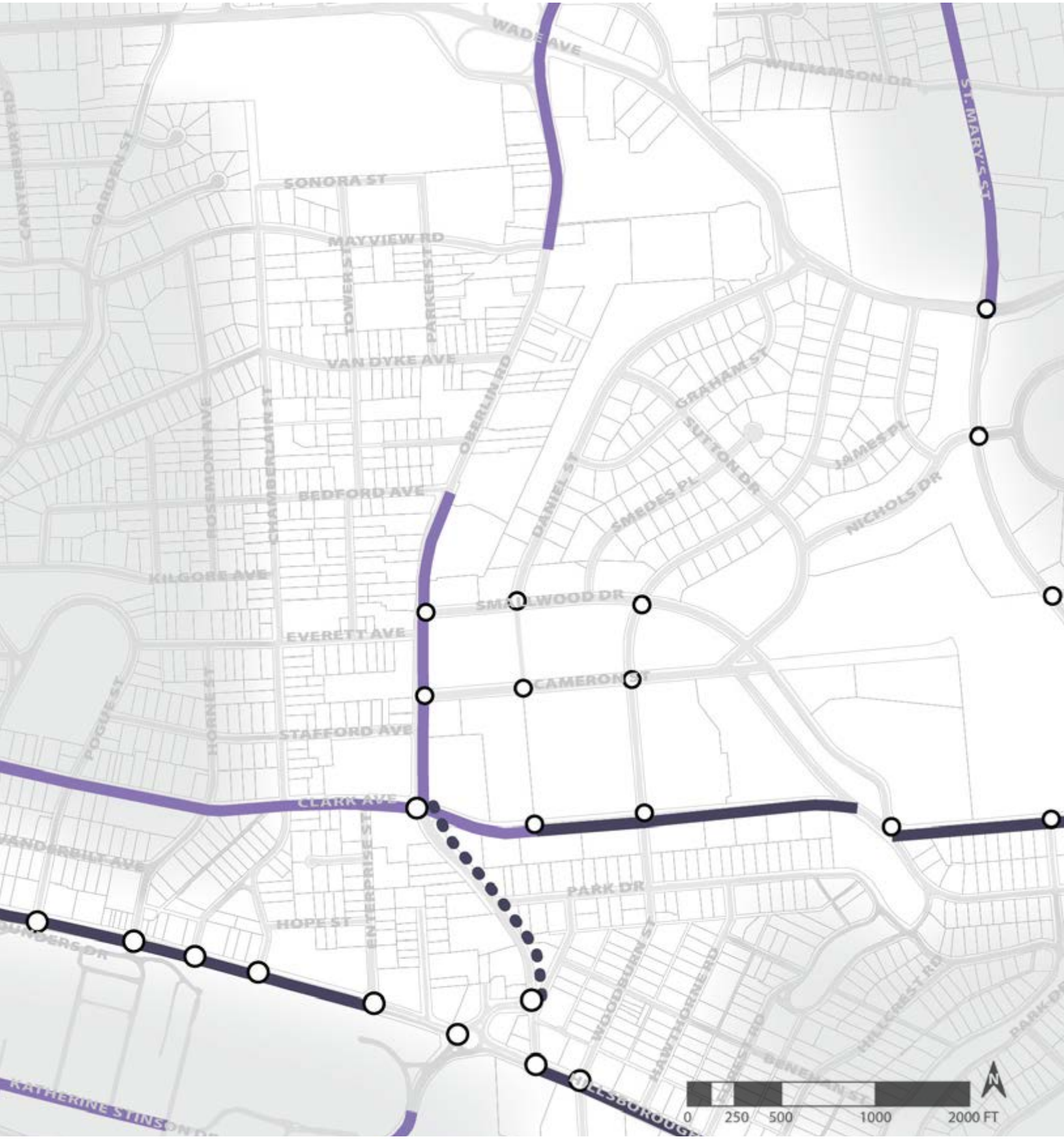
Mobility

Bicycle Facilities



Bicycle Amenities

There are limited bike facilities or connections to or across the study area. The connections along Hillsborough Street, Clark Avenue, and Peace Street are close to creating a strong east-west network, but the north-south connections either along Oberlin Road or St. Mary's Street are still lacking. Most bike facilities that do exist are sharrows.

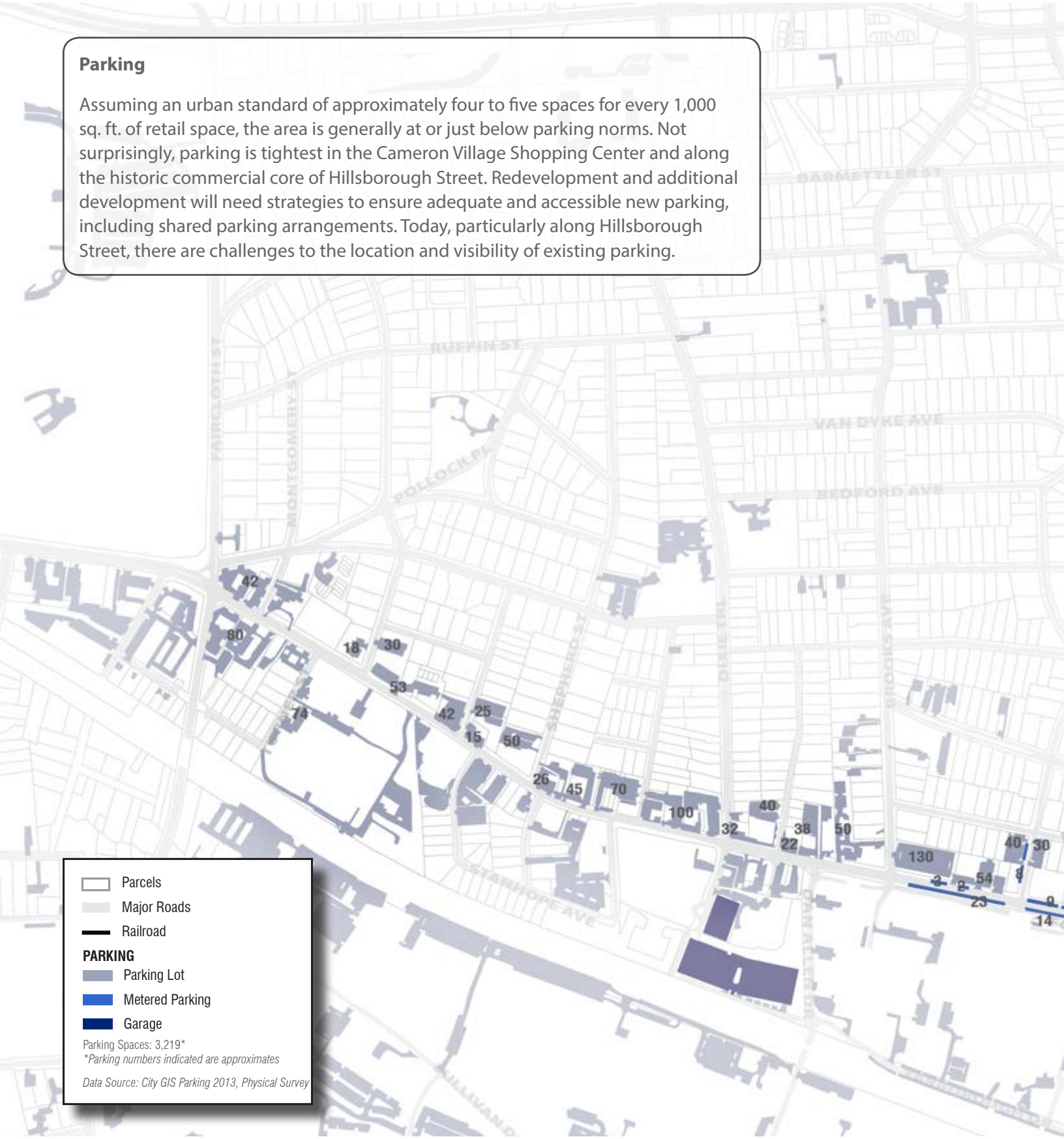

WADE AVE
WILLIAMSON DR
ST. MARY'S ST
CANTERBURY RD
GARDEN ST
SONORA ST
MAYVIEW RD
TOWERS ST
PARKER ST
VAN DYKE AVE
OBERLIN RD
GRAHAM ST
SUTTON DR
JAMES PL
SMEDES PL
NICHOLS DR
DANIEL ST
ROSEMONT AVE
CHAMBERLAIN ST
BEDFORD AVE
KILGORE AVE
SMALLWOOD DR
EVERETT AVE
CAMERON ST
POGUE ST
HORNE ST
STAFFORD AVE
CLARK AVE
VANDERBILT AVE
ENTERPRISE ST
PARK DR
HOPE ST
WOODBURN ST
HAWTHORNE RD
HILLCREST RD
KATHERINE STINSON DR
HILLSBOROUGH ST
0 250 500 1000 2000 FT
N

Mobility

Parking

Parking

Assuming an urban standard of approximately four to five spaces for every 1,000 sq. ft. of retail space, the area is generally at or just below parking norms. Not surprisingly, parking is tightest in the Cameron Village Shopping Center and along the historic commercial core of Hillsborough Street. Redevelopment and additional development will need strategies to ensure adequate and accessible new parking, including shared parking arrangements. Today, particularly along Hillsborough Street, there are challenges to the location and visibility of existing parking.



WADE AVE
WILLIAMSON DR
SONORA ST
MAYVIEW RD
TOWER ST
PARKER ST
VAN DYKE AVE
GRAHAM ST
SUTTON DR
JAMES PL
SMEDES PL
DANIEL ST
BEDFORD AVE
CHAMBERLAIN ST
ROSEMONT AVE
KILGORE AVE
SMALLWOOD DR
EVERETT AVE
CAMERON ST
STATFORD AVE
CLARK AVE
VANDERBILT AVE
PARK DR
HOPE ST
WOODBURN ST
HAWTHORNE RD
HILLCREST RD
BENEHAN ST
HILLSBOROUGH
KATHERINE STINSON DR
0 250 500 1000 2000 FT

Mobility

Traffic

From its earliest days as a relief valve to congested downtown shopping in the 1940s and 1950s, Cameron Village's transportation system has been shaped by a prominent grid system and connectivity to major surface streets at the periphery – Wade Avenue, Peace Street, and Hillsborough Street. The strength of this grid system is evident in the way that it moves traffic in and through the area, and the degree of resiliency it provides in the event of a lane closure. Observations taken at major intersections indicate that traffic performance is quite high even though some of the major, internal arteries (Clark Avenue, Oberlin Road) are operating within 75 to 90 percent of their typical capacity.

Intersections

The benefits of the grid system become even more apparent when the intersection performance is examined. In no case are intersections operating below a "C" level-of-service (an A to F scale based on average delays to cars, in this discussion); all signalized intersections around the Cameron Village Shopping Center are working at an "A" or "B" except Oberlin-Clark ("C").

Parcels
Major Roads
CRASH NUMBER
1 - 10
11 - 19
20 - 29
TRAFFIC VOLUME
Average Daily Trips
CRASHES PER MILE
Low (0-50)
Medium (50-100)
High (>100)
Data Source: GIS, Transportation Data
31000
30000
19000
24000
29000
17000
7000
13000
19000
15000
18000
WADE AVE
HILLSBOROUGH ST
PULLEN DR
SONORA ST
MAYVIEW RD
VAN DYKE AVE
BEDFORD AVE
KILGORE AVE
EVERETT AVE
STAFFORD AVE
SMALLWOOD DR
CAMERON ST
PARK DR
HOPE ST
VANDERBILT AVE
COUNDERS DR
GRAHAM ST
SUTTON DR
JAMES PL
NICHOLS DR
EMEDES PL
DANIEL ST
ROSEMONT AVE
CHAMBERLAIN ST
HORNE ST
ENTERPRISE ST
WOODBURN ST
HAWTHORNE RD
FOREST RD
BENEHAN ST
HILLCREST RD
PARK DR
CALVIN RD
COLLEGE PL
COX AVE
PARK AVE
A
B
B
B
A
B
A
B
A
B
C
C
A
B

Mobility

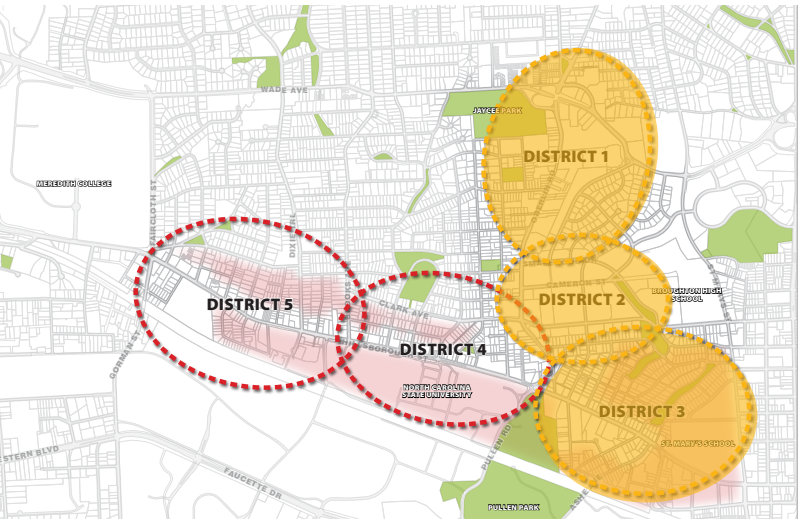
Traffic

Mobility

The thickness of the red lines in this map and the previous one indicate the Average Daily Trips that were accounted for along segments of the main corridors through the study area. The thicker the line the more vehicles per day on that segment.

One of the most interesting results of this analysis is that while Oberlin Road between Smallwood and Clark Avenue has capacity to carry higher volumes than the rest of the road because of additional lane width, it has the lowest volume of any segment of the road. A significant volume of cars is finding alternate routes through Cameron Village in this area.

Issues & Urban Design Opportunities



In summary, the following issues and opportunities were identified for each district based on planning analysis and community input.

DISTRICT 1

Oberlin/Wade

Issues

- Preservation of historic Oberlin Village.
- Affordability.
- Width of Oberlin Road to accommodate traffic and all modes.
- Lack of pedestrian-scaled blocks.
- Character and speed on Wade Avenue.
- Wade/Oberlin interchange is not bicycle/pedestrian-friendly.

Urban Design Opportunities

- Daniels Street as secondary pedestrian/bicycle spine.
- Potential Glover Lane extension.
- Enhanced link to Jaycee Park.
- Leveraging historic resources such as Oberlin Village and associated landmarks: the cemetery, Plummer T. Hall house, Turner House, Latta Park.

DISTRICT 2

Cameron Village

- Limited parking availability.
- Lack of pedestrian character on many streets.
- Need for more street lighting.
- Age and condition of multifamily.
- Retail streets that need more pedestrian-oriented character.

- Potential redevelopment along Clark Avenue and needed transitions.
- Crosswalk and safety improvements could create walkable grid network.
- Realignment of Smallwood/Bellwood intersection on east side for enhanced vehicular and bicycle flow.
- Daniels or Woodburn, and Clark as secondary pedestrian/bicycle spine.
- Existing pocket parks as resident amenities.
- Continued evolution of Cameron Village Shopping Center as urban mixed-use.

DISTRICT 3

Oberlin to St. Mary's

- Traffic on residential streets in Cameron Park.
- Impact on St. Mary's Street, including Glenwood South.
- Transition in density from Hillsborough Street into Cameron Park.

- Major institutional anchors of schools, churches and YMCA as private partners.
- Redevelopment of aging buildings around YMCA.
- Leveraging historic resources such as the Players Retreat, 1900 Hillsborough, and the Gregg Museum, along with the Isabella Bowen Henderson, Dr. Z.M. Caveness, and Harris Houses.
- New housing along Pullen Park edge.
- Connection to Dorothea Dix Park via a new bicycle/pedestrian bridge.

Issues & Urban Design Opportunities

DISTRICT 4

Hillsborough Street/NCSU

Issues

- Long-term future for North Hall property.
- Need for shared parking, additional parking.
- Transition to University Park neighborhoods.
- One-way streets.
- Need to densify retail and market audiences.
- Railroad presence and barrier.

Urban Design Opportunities

- Phase 2 streetscape.
- New pedestrian connection from NCSU up to Hillsborough Street.
- Access and location of potential transit stations.
- Potential pedestrian/bicycle/transit corridor along Founders Drive (with NCSU).
- Transition area along Enterprise and Pullen - pedestrian/bicycle connection possible.
- Memorial Bell Tower as landmark.
- Connecting Rose Garden and Raleigh Little Theatre to Hillsborough Street and NCSU.
- Redevelopment of Enterprise Street to link Cameron Village Shopping Center to Hillsborough Street.

DISTRICT 5

Brooks to Faircloth

- Preservation of remaining Stanhope residential area.
- New student housing impacts.
- Transition to University Park neighborhoods on north side.
- Utility substation.
- Railroad presence and barrier.
- Concern over amount of student and retail housing.

- Redevelopment concentrated on south side: potential opportunity for improvements to Hillsborough Street with more right-of-way.
- Potential future multi-modal improvements along Hillsborough Street.

iv Plan Recommendations

The over-arching theme that emerged from the existing conditions analysis and public input is that this plan is about a series of connected places.

The Cameron Village and Hillsborough Street Small Area Plans include a large study area. To evaluate planning issues at a local level of detail, the study area was analyzed by district - a suggestion that was brought forward during the first public workshop and by the Advisory Committee. The extents of the districts became clear through the base studies (see Appendix A: Issues and Opportunities Report) and five distinct districts emerged:

- District 1 – focused on the intersection of Wade Avenue and Oberlin Road, which loosely encompasses parts of Cameron Village neighborhood and Oberlin Village, the Historic Oberlin Cemetery, Oberlin Court, and several large office buildings.
- District 2 – centered on the Cameron Village Shopping Center and its surrounds, and stretching to reach portions of the Cameron Village and Cameron Park neighborhoods, and Broughton High School.
- District 3 – stretching from Oberlin Road to St. Mary's, including the office and residential uses along Hillsborough Street, part of Cameron Park, and the YMCA and its surrounding neighborhood, Pullen Park Terrace.
- District 4 – includes the commercial core of Hillsborough Street, a portion of University Park, part of the NCSU campus, and the area around Enterprise Street.
- District 5 – stretching from Brooks Avenue to Gorman/Faircloth Street, and including a portion of Hillsborough Street, and the neighborhoods around Stanhope Village and University Park.

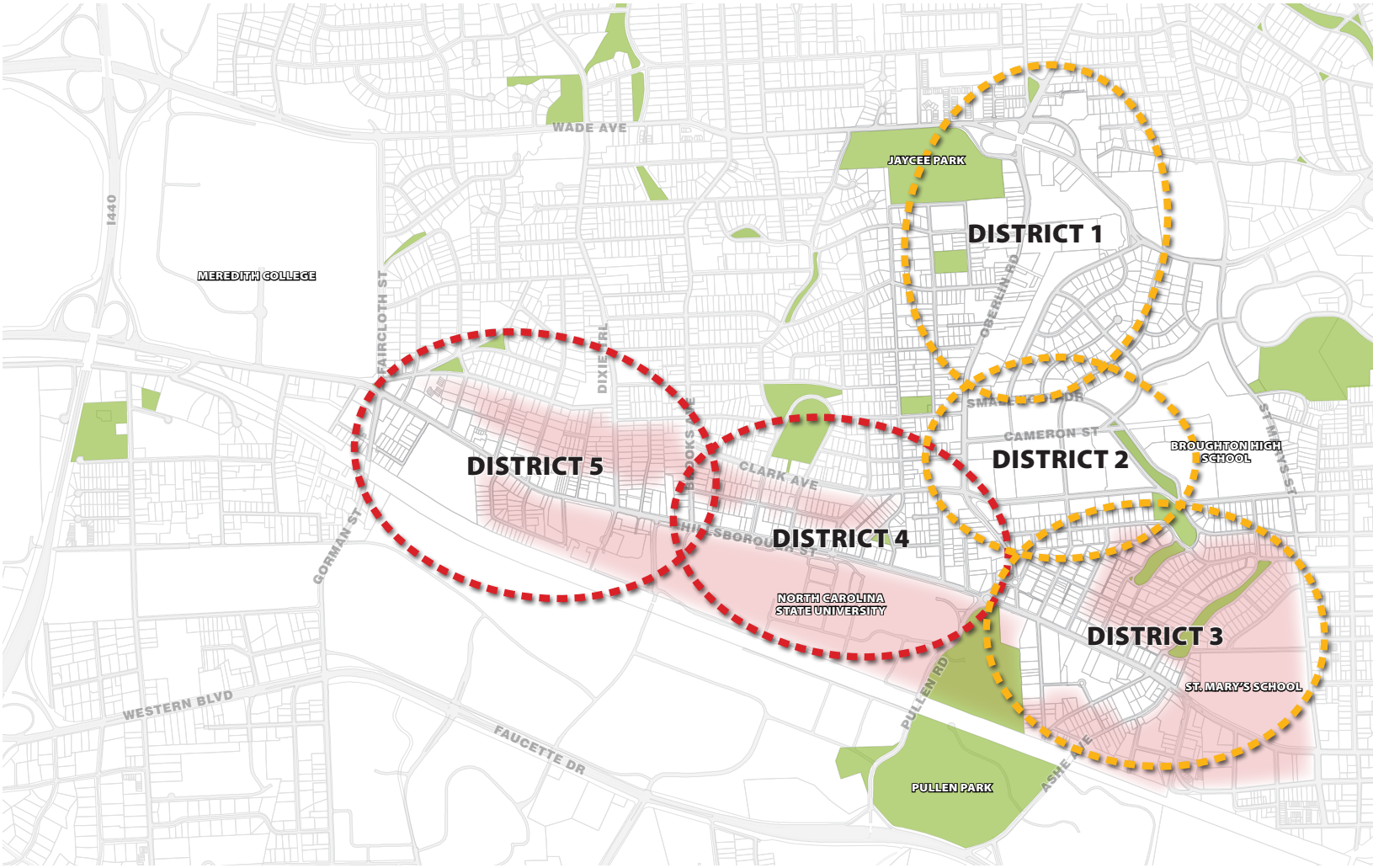


FIGURE 17. FIVE DISTINCT DISTRICTS COMPRISE THE TWO STUDY AREAS

Creating Unique Districts

Each district has its own personality and character that should be enhanced. While certain analysis lends itself to looking at the larger study area, such as transportation improvements and bicycle networks, other issues such as zoning or parking, are more meaningful at the district scale.

The following section highlights the differences in recommendations between the districts. These recommendations differ by district, but are all referenced back to an overall planning strategy. Specific pedestrian and bicycle improvements within one district still belong to an entire network of improvements.

IT'S A 5 MINUTE WALK
TO HILLSBOROUGH
STREET COMMERCIAL
DISTRICT

An area as complex as Cameron Village and Hillsborough Street needs a coordinated strategy of public policy and investment, leveraging expected private development.

The plans guide investment in completing bicycle, pedestrian, and transit networks, while also identifying operational improvements for traffic operations and improving the accessibility of retail parking. It also reflects consensus on the density and character of expected new infill development.

To accomplish its goals, key policies and projects were established within seven overall Planning Strategies:

7 Planning Strategies

1. **Complete Pedestrian and Bicycle Networks**
2. **Improve and Expand Parks + Open Space**
3. **Increase Transit Options**
4. **Distribute and Calm Traffic**
5. **Plan for Adequate and Accessible Parking**
6. **Zone for the Future**
7. **Promote Quality Design**

1 Complete Pedestrian & Bicycle Networks

EXAMPLES OF PEDESTRIAN CROSSWALKS IN AND AROUND CAMERON VILLAGE

One of the major themes of public input throughout the planning process was the desire for streets in the study area that could accommodate pedestrians and bicycle traffic without detracting from their vehicular uses. The Cameron Village and Hillsborough Street areas are already fairly walkable, but the plan includes recommendations to strengthen and enhance the existing network through targeted investments.

"Complete streets" describes the transformation of vehicle-dominated thoroughfares to community-oriented streets with safe, convenient accommodations for all modes of travel. The Oberlin Road Streetscape Study (adopted 2015) includes recommendations for enhancing Complete Streets integration along this important corridor. However, many other roads within the study area are in need of consistent streetscape and Complete Street applications.

Pedestrian Network

An initial survey looked at pedestrian facilities throughout the study areas, including signalized intersections, existing and future sidewalks, greenway trails, and park trails. Some locations are in need of maintenance work to repair cracked and uneven sidewalks, restripe faded crosswalks, improve pedestrian lighting, and repair non-functioning pedestrian signal buttons. In addition, pedestrian comfort could be enhanced through new street trees, improved bus stops, and bus shelters. The Issues and Opportunities Report (see Appendix A) was used as the basis for the following pedestrian network recommendations.

Expanded Sidewalk Network

Based on the initial survey results, the existing sidewalk network was high on the public's priority list. The network can be improved through the addition of new sidewalks or improvements to existing sidewalks.. These additional or improved sidewalks are shown as purple dashed lines in Figure 18 and Figure 19. There are several instances within the neighborhoods, particularly Cameron Village and Oberlin Village, where sidewalks need to be added to create a more complete pedestrian network.

These new or improved sidewalks are prioritized on an east-west spine defined mostly by Clark and Kilgore avenues. Other sections make connections to Hillsborough Street to the south and Cameron Village to the east. Chamberlain Street is an additional link that provides a north-south connection by linking several parks to Hillsborough Street. Sidewalk construction on these neighborhood streets should be undertaken as a city-initiated capital project. Other missing neighborhood sidewalks can be constructed as requested by property owners through the no-cost petition process.

Additional access into the NCSU campus can be achieved through several new pedestrian routes. NCSU's 2014 Physical Master Plan includes some specific recommendations to improve north-south movement between campus and Hillsborough Street, including a new pedestrian and bicycle bridge stretching form Broughton Hall to Talley Student Center and a new tunnel access from Valentine Commons and Stanhope along Friendly Drive. Improved access from campus will attract students and staff from central campus to frequent Hillsborough Street and lessen the perceived separation between the two sides of campus.

Intersection Improvements

With all of these pedestrian and bicycle enhancements it becomes increasingly important that when pedestrians interact with cars that it is in the safest possible setting, where the pedestrians have the clear right-of-way. Shown as purple walking person symbols on Figure 18 and Figure 19 are locations where pedestrian safety and accessibility should be improved. Marked crosswalks, refuge islands, curb extensions, and ADA compliance upgrades are examples of recommended tools.

An idea for an intersection improvement of a roundabout at Van Dyke Avenue and Oberlin Road was raised in the final public comment phase of the planning process. While this option might improve the network for all modes of travel, there has been no public dialogue about the option as part of this planning process. Public engagement and study would be required to evaluate community interest and feasibility.

TOP TO BOTTOM: PEDESTRIAN CROSSINGS REQUIRING MAINTENANCE; SIDEWALKS IN NEED OF REPAIR; INADEQUATE STREETSCAPE AMENITIES

THE IMAGES ABOVE SHOW A NUMBER OF EXAMPLES OF ACTIVE PEDESTRIAN ZONES

Implementation and Prioritization

All proposed improvements are conceptual and will require detailed design as part of implementation. Site-specific features such as available right-of-way, steep grades, mature trees, and local impacts will be considered during the design process. This subsequent level of design and engineering will also include additional opportunities for public input.

Priority Projects

As a follow-up on previous studies including the Oberlin Road Streetscape Study, it is recommended that key mobility (multi-modal) streets be considered for capital investments for Complete Streets (pedestrian, bicycle, and transit provisions, and intersection upgrades) and streetscape improvements (street trees, lighting, landscaping, beautification, etc.).

- Clark Avenue (west of Dixie Trail).
- Everett Avenue.
- Hillsborough Street.
- Kilgore Avenue.

Improvements to east-west corridors, such as Everett and Kilgore avenues, for pedestrian and bicycle use ranked high among the public in the online survey and completion of these streets will mean enhanced connectivity for the neighborhood.

These pedestrian enhancements are in addition to those proposed in the Hillsborough Streetscape Improvement projects, of which the second phase is to be completed by the fall of 2017.

Other City-Initiated Capital Projects

Other city-initiated capital projects would include those streets that serve neighborhoods directly, allowing access to major roads and parks. These streets are recommended for minor improvements (e.g. additional sidewalks and crosswalks, minimal streetscape improvements, etc.).

The Pullen Park Master Plan includes the Carriageway Trail bridge, a pedestrian bridge over the railroad tracks connecting the two parcels of the park, which will enhance connectivity to the recently acquired Dorothea Dix Campus and improve access to the southern portion of Pullen Park.

- Brooks Avenue.
- Carriageway Trail bridge.
- Chamberlain Street.
- Clark Avenue.
- Daniels Street.
- Dixie Trail.
- Mayview Road extension.
- Oberlin Road.
- Smallwood Drive.
- Sonora Street.
- Wade Avenue.

Pedestrian safety along Oberlin Road is of particular concern. Adopted in 2015, the Oberlin Road Streetscape Plan guides public improvements made through development to Oberlin Road, between Park Drive and Bedford Avenue. Implementation is in early stages, beginning with engineering design for the entirety of the project area. Sidewalks and basic intersection improvements for pedestrians are largely in place through operational improvements or are recommended by the streetscape plan. New recommendations included in this plan that will improve the pedestrian experience focus on changes to the roadway between Clark Avenue and Smallwood Street. Constructing a median for pedestrian refuge and relocating travel lane width for on-street parking and a bicycle facilities should result in better pedestrian space.

Redevelopment-Initiated Projects

Many of these improvements are anticipated through redevelopment efforts and would therefore fall into the realm of private investment rather than capital improvements.

- Broughton Drive extension*.
- Cameron Street.
- Concord Street extension*.
- Daniels Street (the portion with Cameron Village Shopping Center).
- Enterprise Street.
- Friendly Drive.
- Garden Place extension.
- Graham Street extension.
- Glover Lane extension.

The Broughton Drive and Concord Street extensions (listed above with an asterisk), as well as others, will potentially become multi-use facilities bridging over the railroad. These are being considered at the discretion of NCSU and private developers, but as many crossings as possible will create a better network.

All proposed improvements would require an additional level of design to take into account site-specific details like the amount of right-of-way available, existing sight features such as steep grades, mature trees, driveway access, etc. This subsequent level of design and engineering would also trigger additional opportunities for public input.

Neighborhood-Initiated Projects

Remaining gaps in the sidewalk network and areas requiring maintenance can be constructed as requested by property owners through the petition process. These streets, or portions of these streets, include but are not limited to the following:

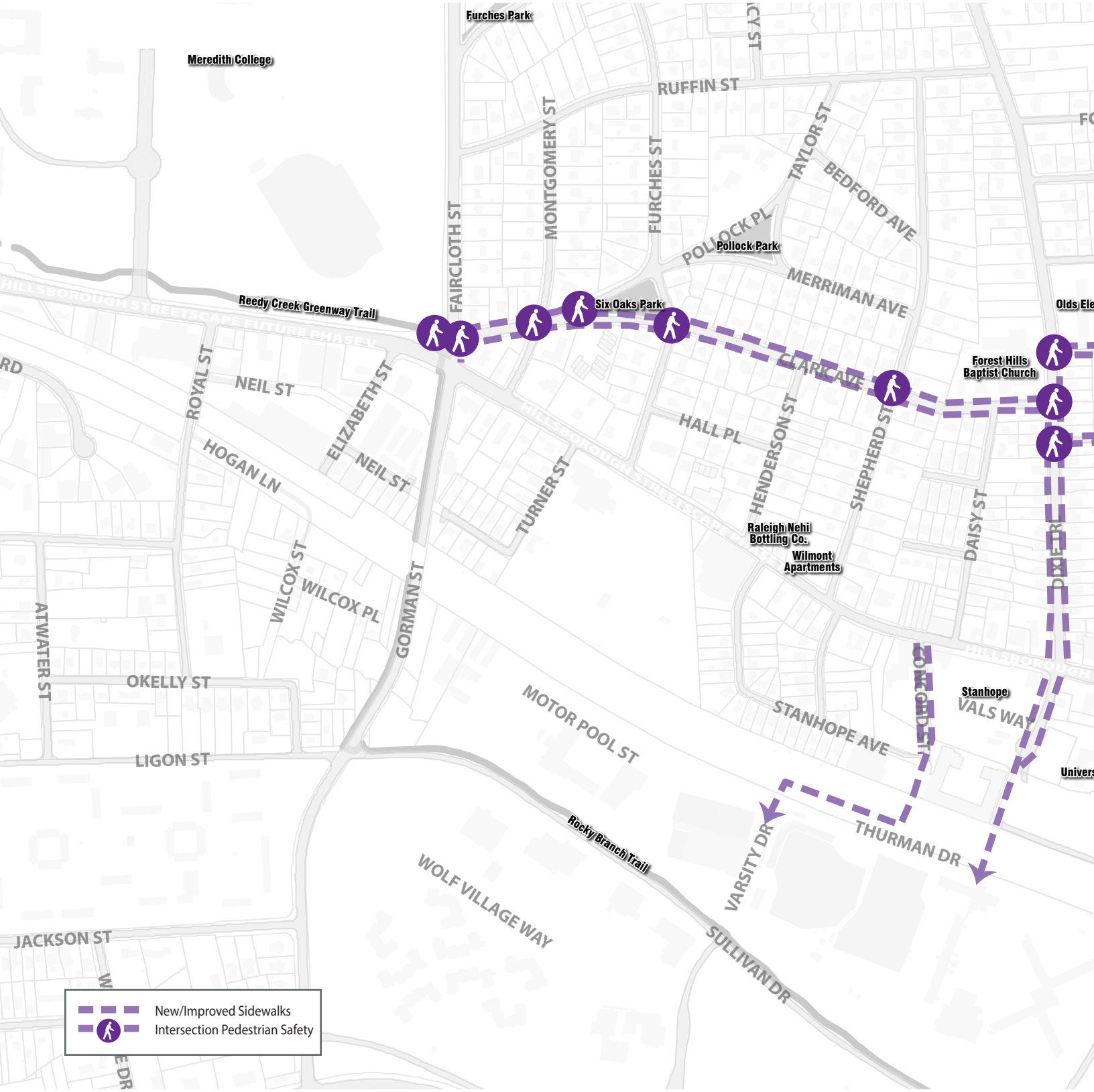
- Horne Street.
- Pogue Street.
- Stafford Avenue.
- Van Dyke Avenue.
- Woodburn Road.

FIGURE 18. PEDESTRIAN NETWORK IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA

Public Realm

Pedestrian Network

FIGURE 19. PEDESTRIAN NETWORK IMPROVEMENTS PROPOSED FOR THE HILLSBOROUGH STREET STUDY AREA



ROSEDALE AVE
West and East Gardner Street Parks
Latta House & University Site
Turner House
GLOVER LN
Plummer T. Hall House
TALLON HALL CT
VAN DYKE AVE
Gardner Street Trail to Jaycee Park
FAIRALL
ROSEMONT AVE
CHAMBERLAIN ST
ROBERTS ST
Willis Graves House
BEDFORD AVE
LATTA ST
PHELPS AVE
TOWER ST
KILGORE AVE
Isabella Cannon Park
Chamberlain Park
SMALLWOOD DR
EVERETT AVE
Rose Garden & Raleigh Little Theatre
Cameron Village Post Office
OBERLIN RD
CAMERON ST
Holy Trinity Lutheran Church
STAFFORD AVE
Cameron Village Shopping Center
BAGWELL AVE
CLARK AVE
401 Oberlin
Berkshire Cameron Village
Fairmont United Methodist Church
VANDERBILT AVE
HORSE TRACK ALY
FOUNDERS DR
West Raleigh Presbyterian Church
Fire Department Station 5
HILLSBOROUGH ST
Compiegne Park
HOPE ST
Isabelle Bowen Henderson House
DAN ALLEN DR
PILLSBURY CIR
D.H. Hill Library
LOGAN CT
MAIDEN LN
GROVELAND AVE
North Carolina State University
BROUGHTON DR
LAMPE DR
CURRENT DR
Dr. Z M Caveness House
YARBROUGH DR
KATHARINE STINSON DR
Gregg Museum
Pullen Arts Center
Theatre in the Park
DUNN AVE

District 4 - Enterprise Street

A Potential Pedestrian/Bicycle Connection

As it is today, Enterprise Street lacks character for portions of its length and is not a first class public realm or connection between Hillsborough Street and Cameron Village.

Additional residential units, offices, and a mix of active ground level uses activate the street. The transformation into a complete street system with an improved pedestrian zone, the addition of street trees and on-street parking, and bicycle facilities make it inviting and accessible to multiple modes. It is a shorter pedestrian connection between Cameron Village and Hillsborough Street than Oberlin Road, and the only one that could reasonably provide an active mixed-use street front.

FIGURE 20. ENTERPRISE STREET - TODAY

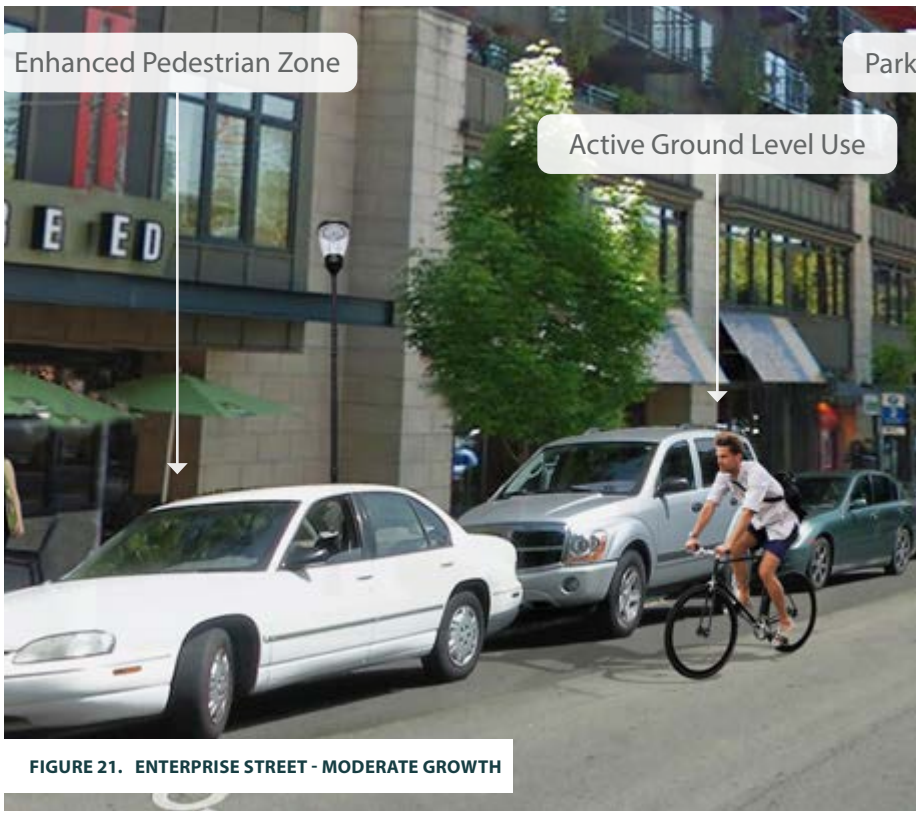


FIGURE 21. ENTERPRISE STREET - MODERATE GROWTH

ing Buffer
Parking Buffer
Enhanced Pedestrian Zone
Bicycle Facility

Public Realm

Bicycle Network

Bicycle Network

Similar to the pedestrian network analysis, an overview of the current bicycle network was performed, explained in the Issues and Opportunities Report (see Appendix A). However, unlike the pedestrian network the existing bicycle network is limited with few continuous, established bicycle routes.

Continuous Bicycle Network

Providing cyclists several alternate paths within one continuous, dedicated network will reduce the conflicts between cyclists and cars, and encourage more bicycle riding within the city. What has begun with a spotty network can be enhanced to a series of bike facilities targeting all levels of riders. Cyclists would now be given the choice of taking Hillsborough Street or a combination of bicycle facilities along neighborhood streets such as Clark, Kilgore, and Everett avenues to move east-west. North-south movement could either be along St. Mary's, Oberlin Road or Faircloth/Gorman. These streets in particular should be made a priority.

The bicycle network is shown in Figure 22 and Figure 23. Bicycle facilities are recommended for all streets highlighted in yellow to help facilitate bicycle circulation within the study area. Project implementation will determine precise facility type (bicycle lanes, protected bikeways, or neighborhood bikeways).

Implementation and Prioritization

All proposed improvements are conceptual and will require detailed design as part of implementation. Site-specific features such as available right-of-way, steep grades, and local impacts will be considered during the design process. This subsequent level of design and engineering will also include additional opportunities for public input.

<u>Protected Bikeways</u>

Protected bikeways are physically separated from vehicular traffic and allow for lower-stress bicycle travel along busy roads to make up the skeleton of the bicycle network:

- Faircloth Street (upgrade from bicycle lane to protected bikeway).
- Gorman Street.
- Hillsborough Street (portions of).
- St. Mary's Street.

These bicycle enhancements are in addition to those proposed in the Hillsborough Streetscape Improvement projects, of which the second phase is to be completed by the fall of 2017.

Bike Facility Typologies

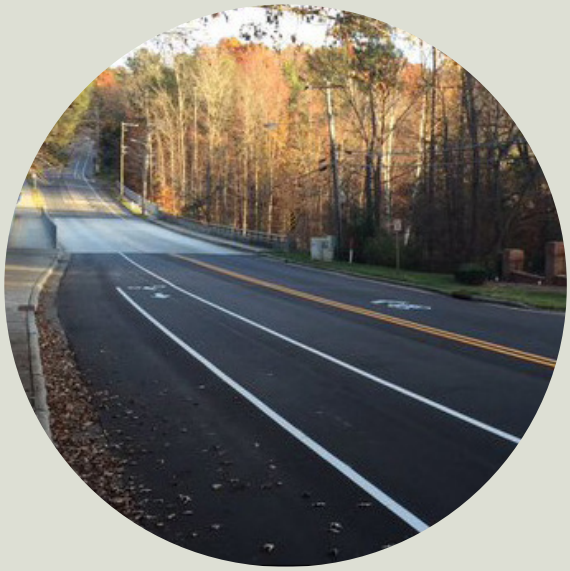
There are three main types of bike facilities that are appropriate for different street contexts within the study area:

Protected Bikeways

Protected bicycle lanes that are physically separated from motor vehicle traffic. Examples include buffered bicycle lanes, curb- or parking-protected lanes, and two-way cycle tracks, as is under development on Gorman Street between Hillsborough and Sullivan Drive. These facilities are comfortable for cyclists of all ages and abilities and are appropriate on streets with higher levels of vehicle traffic.

Neighborhood Bikeways

Known as bicycle boulevards in some cities, neighborhood bikeways take advantage of streets with low-speed and low-volume traffic. Strategies of speed management, volume management, and wayfinding are used to provide a biking facility comfortable for cyclists of all ages and abilities. They are appropriate on quiet residential streets.



Bicycle Lanes

Dedicated bicycle lanes that are adjacent to motor vehicle lanes, such as those in existence on Hillsborough Street, Clark Avenue, and Oberlin Road in the study area. They are safer and more comfortable for skilled and confident cyclists and are appropriate on any street where space is available.

IMAGES FROM THE BIKERALEIGH PLAN

Neighborhood Bikeways

According to the BikeRaleigh Plan, neighborhood bikeways take advantage of streets with low-speed and low-volume traffic. Strategies of speed management, volume management and wayfinding are used to provide a biking facility comfortable for cyclists of all ages and abilities. They are appropriate on quiet residential streets where cyclists can comfortably share lane width with automobile traffic. Neighborhood bikeways should be considered a short-term priority as they require minimal investment for the largest impact. Below is a list of streets identified as potential neighborhood bikeways:

- Benehan Street.
- Carriageway Trail bridge.
- Chamberlain Street.
- Clark Avenue (portions of).
- College Place.
- Cox Avenue.
- Daniels Street (portions of).
- Dexter Place.
- Enterprise Street.
- Everett Avenue.
- Forest Road.
- Gardner Street (portions of).
- Glover Lane extension.
- Graham Street extension.
- Hillsborough Street (portions of).
- Johnson Street.
- Kilgore Avenue.
- Logan Court.
- Mayview Road extension.
- Nichols Drive.
- Park Avenue.
- Sonora Street.
- Sutton Drive.
- Woodburn Road (portions of).

Bicycle Lanes

Marked bicycle lanes, which run adjacent to vehicular traffic, help to designate zones for cyclists within otherwise busy roadways where a protected bicycle lane is either not appropriate or the right-of-way is constrained. Recommendations for bicycle lanes within the study areas include:

- Brooks Avenue.
- Cameron Street.
- Clark Avenue (portions of).
- Daniels Street (portions of).
- Dixie Trail.
- Hillsborough Street (portions of).
- Oberlin Road.
- Smallwood Drive.
- Woodburn Road (portions of).

Bikeways on Private Property

The following are bikeway recommendations within the NCSU Campus that would add connectivity to the overall bicycle network:

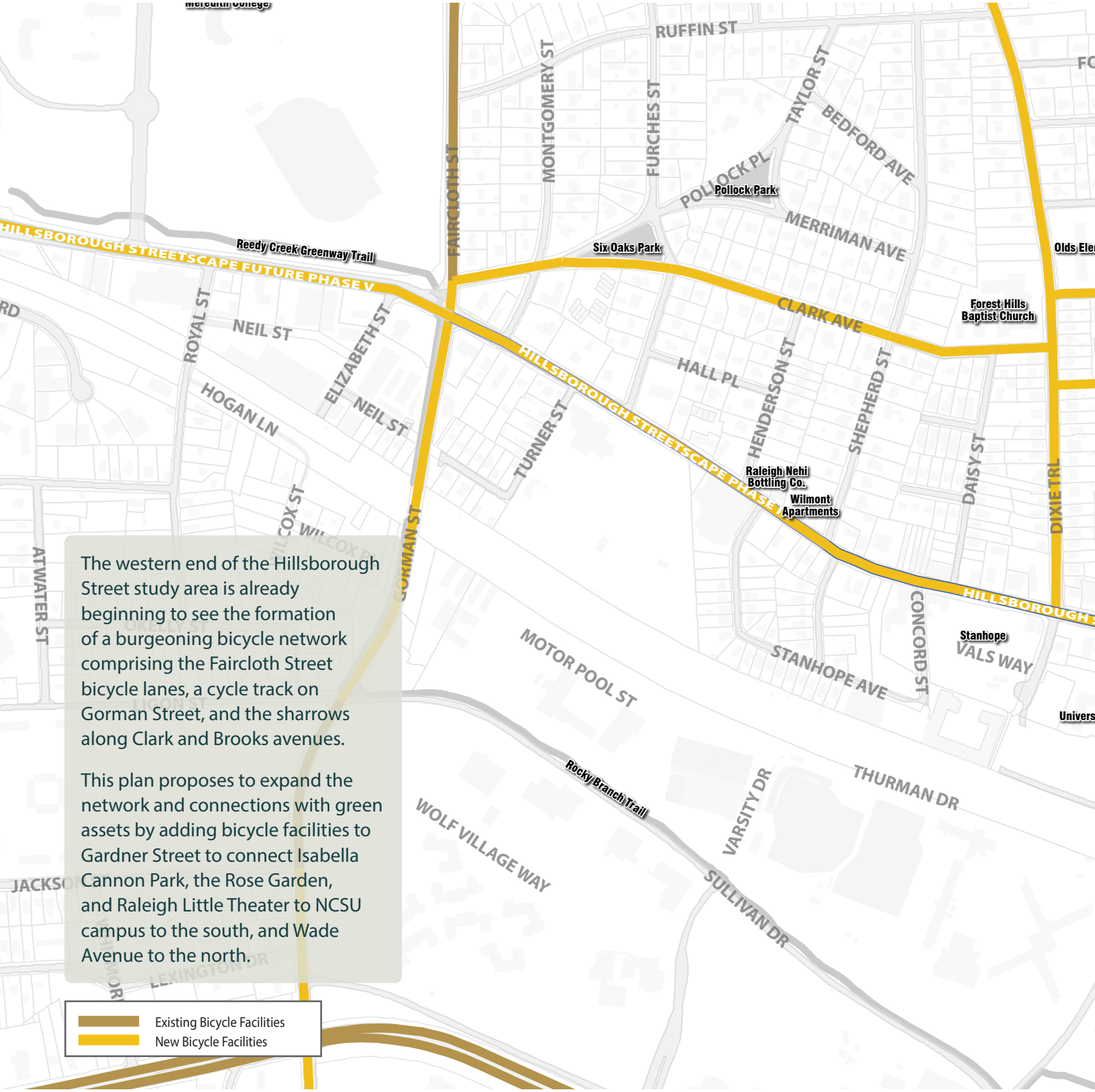
- Broughton Drive.
- Jeter Drive.
- Gardner Street (portions of).

FIGURE 22. BICYCLE NETWORK IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA

Public Realm

Bicycle Network

FIGURE 23. BICYCLE NETWORK IMPROVEMENTS PROPOSED FOR THE HILLSBOROUGH STREET STUDY AREA



The western end of the Hillsborough Street study area is already beginning to see the formation of a burgeoning bicycle network comprising the Faircloth Street bicycle lanes, a cycle track on Gorman Street, and the sharrows along Clark and Brooks avenues.

This plan proposes to expand the network and connections with green assets by adding bicycle facilities to Gardner Street to connect Isabella Cannon Park, the Rose Garden, and Raleigh Little Theater to NCSU campus to the south, and Wade Avenue to the north.

ROSEDALE AVE
West and East Gardner Street Parks
OWLER AVE
VAN DYKE AVE
Gardner Street Trail to Jaycee Park
FAIRALL
TALLON HALL CT
Plummer T. Hall House
ROBERTS ST
Willis Graves House
BEDFORD AVE
LATTA ST
ROSEMONT AVE
CHAMBERLAIN ST
BEDFORD AVE
PHELPS AVE
TOWER ST
mentary
KILGORE AVE
GARDNER ST
Isabella Cannon Park
Chamberlain Park
SMALLWOOD DR
EVERETT AVE
EVERETT AVE
Rose Garden & Raleigh Little Theatre
OBERLIN RD
Cameron Village Post Office
CAMERON ST
POGUE ST
Cameron Village Shopping Center
Holy Trinity Lutheran Church
STAFFORD AVE
BROOKS AVE
401 Oberlin
Berkshire Cameron Village
DANIELS ST
BAGWELL AVE
CLARK AVE
Fairmont United Methodist Church
VANDERBILT AVE
HORNE ST
HORSE TRACK ALY
STREETSCAPE PHASE II
FOUNDERS DR
HILLSBOROUGH ST
West Raleigh Presbyterian Church
ENTERPRISE ST
Fire Department Station 5
Compiegne Park
ity Towers
DAN ALLEN DR
PILLSBURY CIR
HOPE ST
Isabelle Bowen Henderson House
HILLSBOROUGH STREETSCAPE PHASE I
D.H. Hill Library
LOGAN CT
MAIDEN LN
ERNDELL LN
GROVELAND AVE
North Carolina State University
BROUGHTON DR
LAMPE DR
CURRENT DR
Dr. Z M Caveness House
YARBROUGH DR
KATHARINE STINSON DR
Gregg Museum
Pullen Arts Center
Theatre in the Park
DUNN AVE
BONEY DR
CATES AVE
COX AVE

Public Realm

Oberlin Road at Wade Avenue

The image below shows the Oberlin Road overpass as it crosses over Wade Avenue. By clearly delineating pedestrian, bicycle, and vehicular zones the space becomes less confusing and more usable. Dedicated turn lanes and landscaped medians and bulb-outs clarify traffic patterns, provide buffering for pedestrians, and delineate areas where cars and bicycles can expect to interact, either through bicycle lanes or protected bikeways.

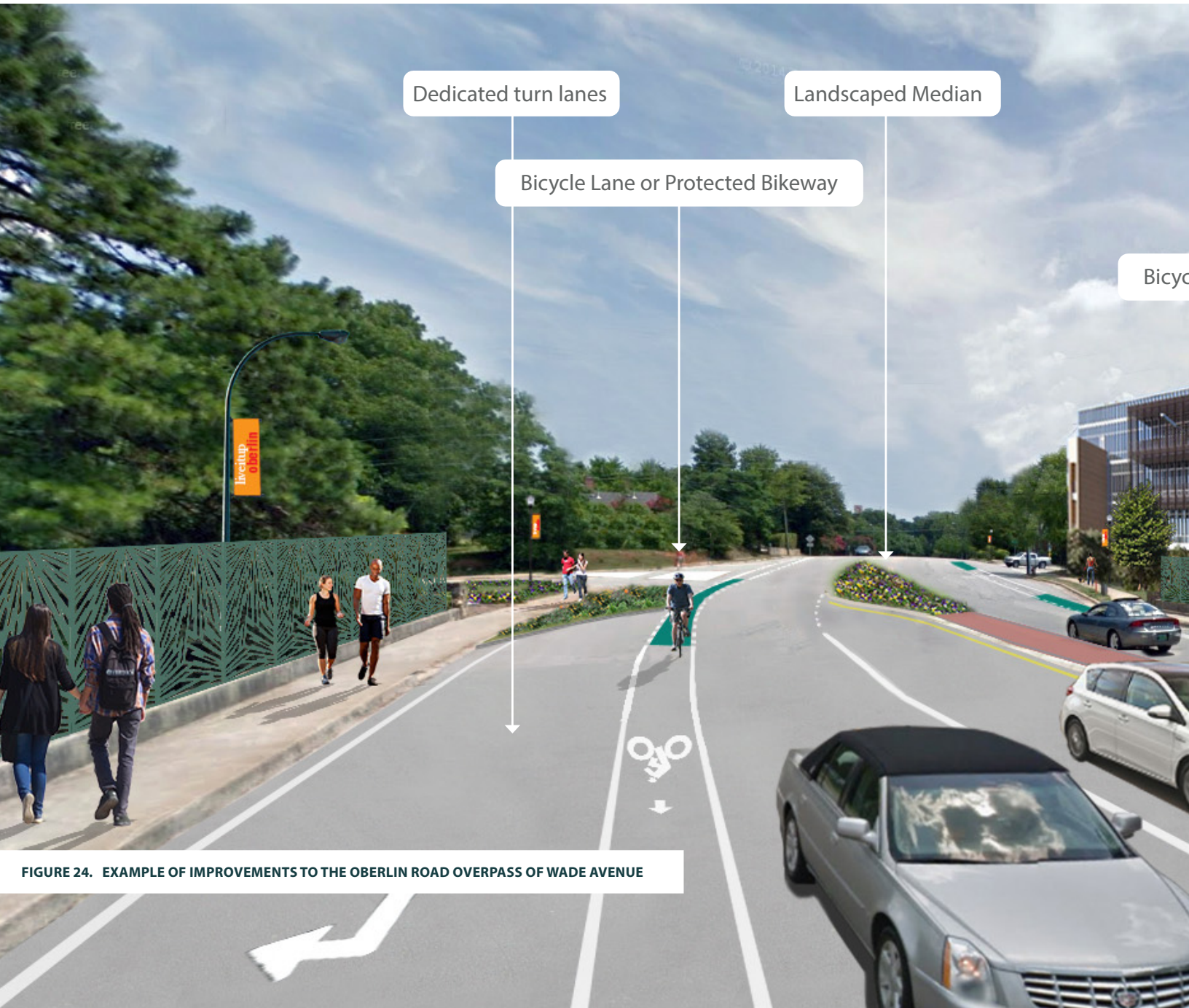
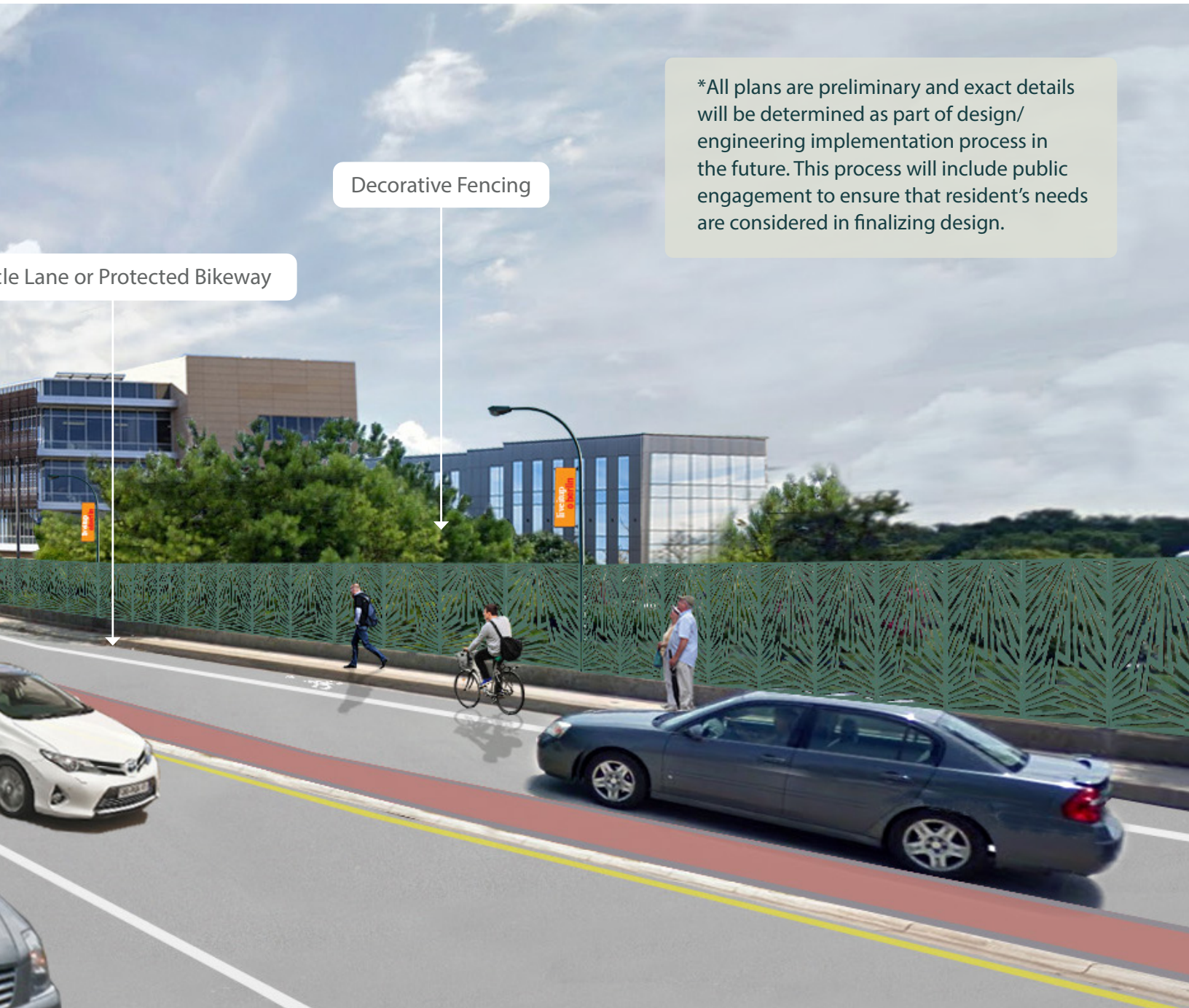


FIGURE 24. EXAMPLE OF IMPROVEMENTS TO THE OBERLIN ROAD OVERPASS OF WADE AVENUE



*All plans are preliminary and exact details will be determined as part of design/ engineering implementation process in the future. This process will include public engagement to ensure that resident's needs are considered in finalizing design.

2 Improve & Expand Parks & Open Space

EXAMPLES OF A VARIETY OF URBAN PARKS

A first class community rests on a first class "public realm." The plan seeks to ensure a hierarchy of neighborhood and regional parks accessible to all area residents and visitors. The pedestrian/bicycle network also needs to connect these existing and planned parks and community facilities.

Existing Park Network

Cameron Village and Hillsborough Street are served by three fairly large parks: Jaycee Park, Pullen Park, and the Rose Garden and Raleigh Little Theater. In addition there are a number of other small scale parks tucked into the neighborhoods. In the future, planned improvements to Dorothea Dix Park will create the largest regional park in the city just to the south.

The existing network of parks means that the area is served by at least a small park within a five-minute walk of most residents. The condition of these park facilities range from newly renovated to needing reinvestment. Public input ranked improvements to neighborhood parks as the second highest priority behind improvements to sidewalks and crosswalks. Improvements can range anywhere from replacement of trees, shrubs, and groundcover; maintenance of athletic facilities, structures, and paths; replacement of aging playground equipment; to increased lighting. City of Raleigh Parks, Recreation and Cultural Resources maintains a prioritization list of planned projects for park updates and improvements.

Cameron Park neighbors have identified rainwater retention issues of concern in Forest and West Parks; Parks, Recreation and Cultural Resources staff are evaluating the issue and any necessary maintenance.

Neighbors of some of the neighborhood parks, such as Pollock, Six Oaks, and Compiegne prize these small open spaces and have joined the Adopt-a-Park program, pitching in with maintenance or new plantings.

In addition, known historic and cultural resources should continue to be preserved and highlighted as important features in the fabric of the community.

Greenway Connections

Greenways, enhanced bicycle/pedestrian wayfinding routes, exist along Reedy Creek, Rocky Branch, and Gardner Street Trails. Two additional greenway connector trails are proposed in the 2014 Capital Area Greenway Plan:

- A proposed neighborhood greenway trail connecting the Beaver Dam and Reedy Creek Trails along Faircloth Street.
- A proposed greenway connector trail connecting the Rose Garden and Raleigh Little Theatre to Pullen Park along a possible combination of Clark Avenue and Enterprise Street.

FIGURE 25. OPEN SPACE NETWORK IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA

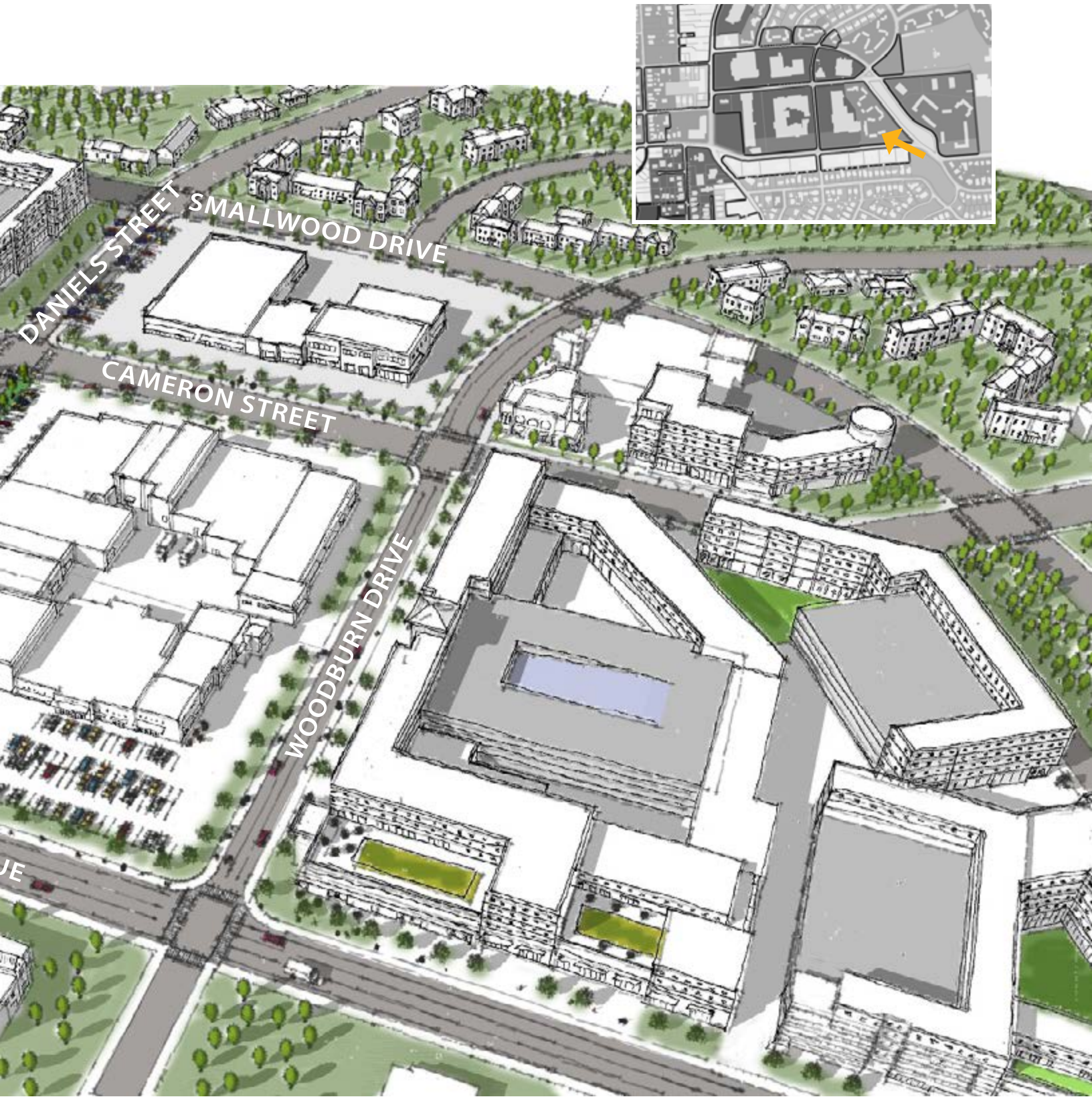
Community Space
within Private Development

Future Opportunity for Community Space within Private Property

While large, new public parks are unlikely within the study area, opportunities for new, private open space amenities should be expected. These could include:

- Connection to Compiegne Park: use of a single parcel along Hillsborough Street between Chamberlain Street and Logan Court to make Compiegne Park more accessible from the main commercial strip.
- Historic Oberlin Cemetery: improved access to this historic, cultural, and educational resource.
- Connection to Latta House Site: private redevelopment would be required by code to provide open space and pedestrian access that has the potential to be used to shorten the connection between the Latta House Site, Oberlin Village, Oxford Road, and Historic Oberlin Cemetery.
- Interior of Cameron Village Shopping Center: creation of an interior plaza or street that could be converted to gathering space within a future redevelopment of the Shopping Center (shown in Figure 26 conceptually).
- YMCA, Broughton High School, Wiley Elementary, and NCSU: limited shared public use of some of the outdoor spaces when not otherwise programmed.

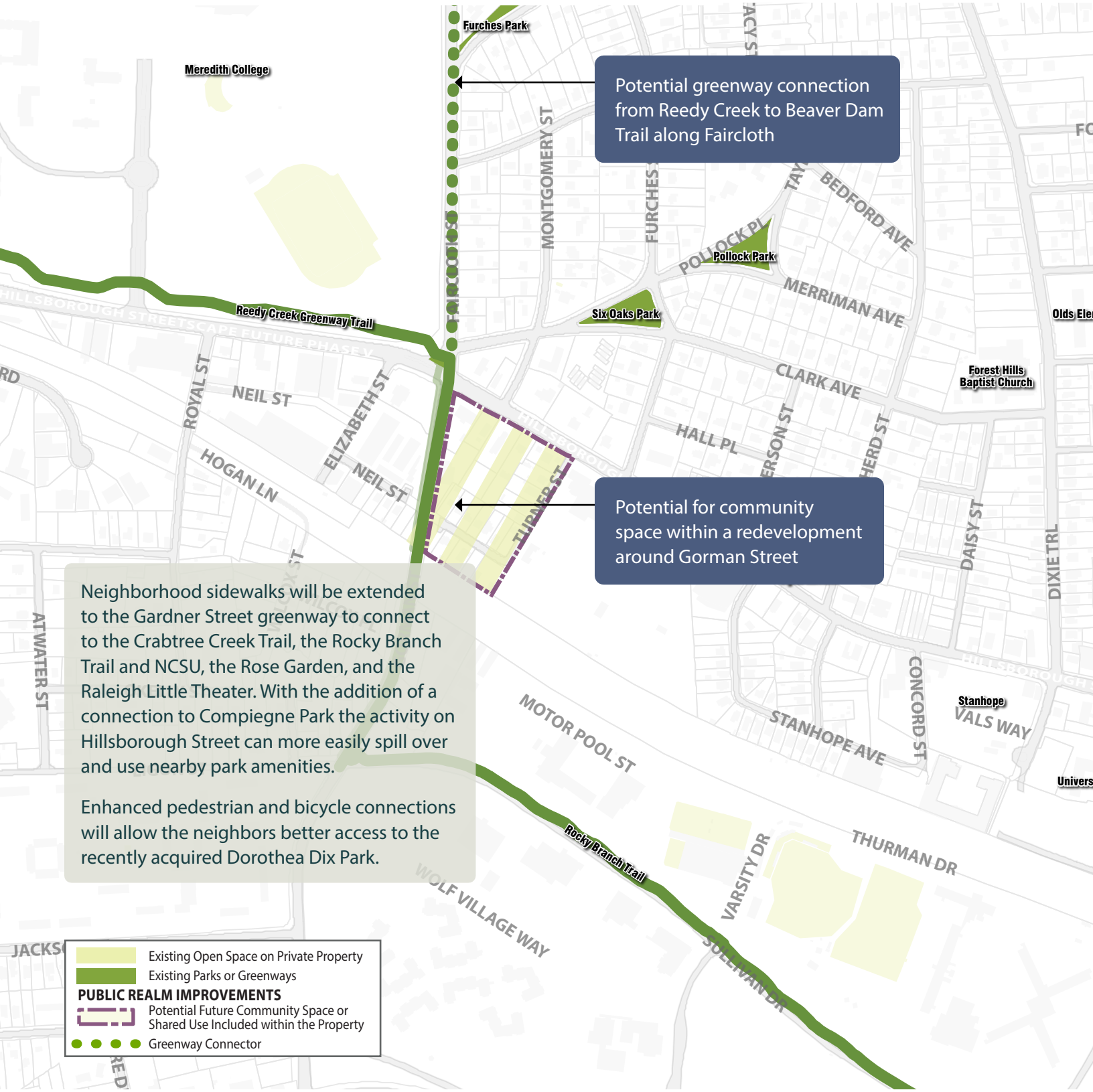
FIGURE 26. CAMERON VILLAGE SHOPPING CENTER PLAZA


DANIELS STREET
SMALLWOOD DRIVE
CAMERON STREET
WOODBURN DRIVE
UE

Public Realm

Parks & Open Spaces

FIGURE 27. OPEN SPACE NETWORK IMPROVEMENTS PROPOSED FOR THE HILLSBOROUGH STREET STUDY AREA



Neighborhood sidewalks will be extended to the Gardner Street greenway to connect to the Crabtree Creek Trail, the Rocky Branch Trail and NCSU, the Rose Garden, and the Raleigh Little Theater. With the addition of a connection to Compiegne Park the activity on Hillsborough Street can more easily spill over and use nearby park amenities.

Enhanced pedestrian and bicycle connections will allow the neighbors better access to the recently acquired Dorothea Dix Park.

ROSEDALE AVE
West and East Gardner Street Parks
Latta House & University Site
Turner House
GLOVER LN
Plummer T. Hall House
TALLON HALL CT
VAN DYKE AVE
Gardner Street Trail to Jaycee Park
ROBERTS ST
Willis Graves House
BEDFORD AVE
LATTA ST
ROSEMONT AVE
CHAMBERLAIN ST
BEDFORD AVE
PHELPS AVE
TOWER ST
KILGORE AVE
GARDNER ST
Isabella Cannon Park
Chamberlain Park
SMALLWOOD DR
EVERETT AVE
EVERETT AVE
Rose Garden & Raleigh Little Theatre
Cameron Village Post Office
OBERLIN RD
CAMERON ST
Cameron Village Shopping Center
DANIELS ST
Holy Trinity Lutheran Church
BROOKS AVE
POGUE ST
STAFFORD AVE
401 Oberlin
Berkshire Cameron Village
BAGWELL AVE
CLARK AVE
Fairmont United Methodist Church
VANDERBILT AVE
HORNE ST
HORSE TRACK ALY
FOUNDERS DR
West Raleigh Presbyterian Church
Fire Department Station 5
HILLSBOROUGH ST
Compiegne Park
HOPE ST
Isabelle Bowen Henderson House
DAN ALLEN DR
PILLSBURY CIR
Potential connection from Hillsborough Street directly to Compiegne Park
LOGAN CT
MAIDEN LN
TERNDELL LN
GROVELAND AVE
BROUGHTON
LAMPE DR
CURRENT DR
Dr. Z M Caveness House
YARBROUGH DR
KATHARINE STINSON DR
Gregg Museum
Pullen Arts Center
Theatre in the Park
DUNN AVE

3 Increase Transit Options

Public transportation goes hand-in-hand with many recommendations pertaining to parking, biking, and walking, since excellent transit services reduce the need for parking and increase the "reach" of pedestrians and cyclists. Cameron Village and Hillsborough Street already have access to public transportation, much of which runs on 30-minute headways during peak periods, and also provides weekend service. Figure 28 illustrates how this access to public transportation favors both downtown Raleigh and the study area (particularly along Hillsborough Street). However, there is room for improvement to the existing public transportation services in the study area, and improvements will need to be coordinated with the recommendations of the Wake Transit Plan released in December 2015.

The plan envisions a growing utilization of transit service to connect residents to destinations elsewhere and to connect employees, shoppers, and visitors to commerce, institutions, and NCSU.

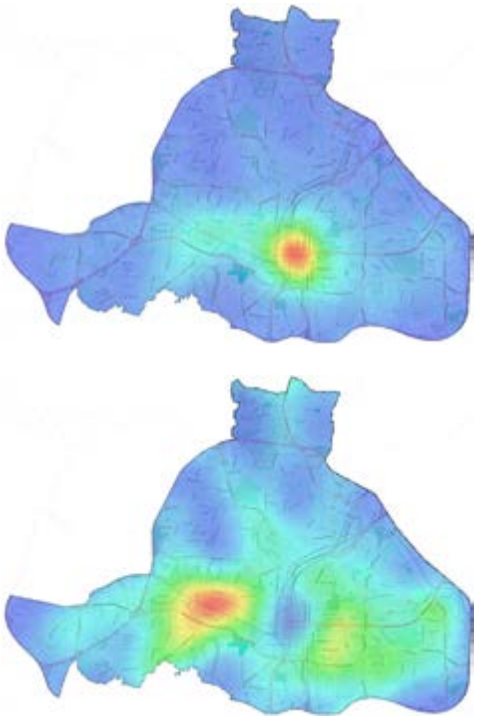


FIGURE 28. DENSITY OF BUS STOPS WITH THE "HOTTER" COLORS HAVING A HIGHER DENSITY OF TRANSIT STOPS, OVERALL (TOP) AND OMITTING THE DOWNTOWN "CORE" (BOTTOM) SHOWS THE LEVEL OF TRANSIT CURRENTLY SERVING THE STUDY AREA COMPARED TO THE REST OF WAKE COUNTY
SOURCE: TTA, GORALEIGH, AND NCSU DATA, 2013-2014

Continue to Improve the Coordination between Systems

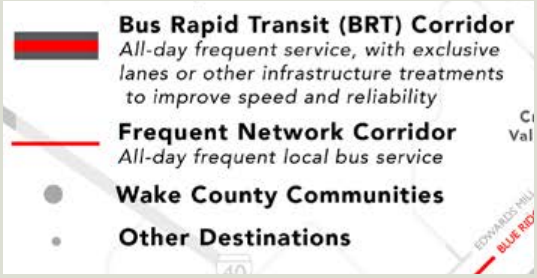
While Figure 28 fairly describes the density of transit services, what is less obvious is the coordination between various routes and transit companies. The Triangle region has generally made great strides in recent years in coordination of service to provide a one-stop online experience for travelers seeking the best options for public transportation. The ultimate development of bus rapid transit (based on the recommendations of the 2015 Wake County Transit Plan) will dramatically change the consideration of how this coordination happens, and even how the existing routes operate.

Consolidation of and Improvements to Some Stops

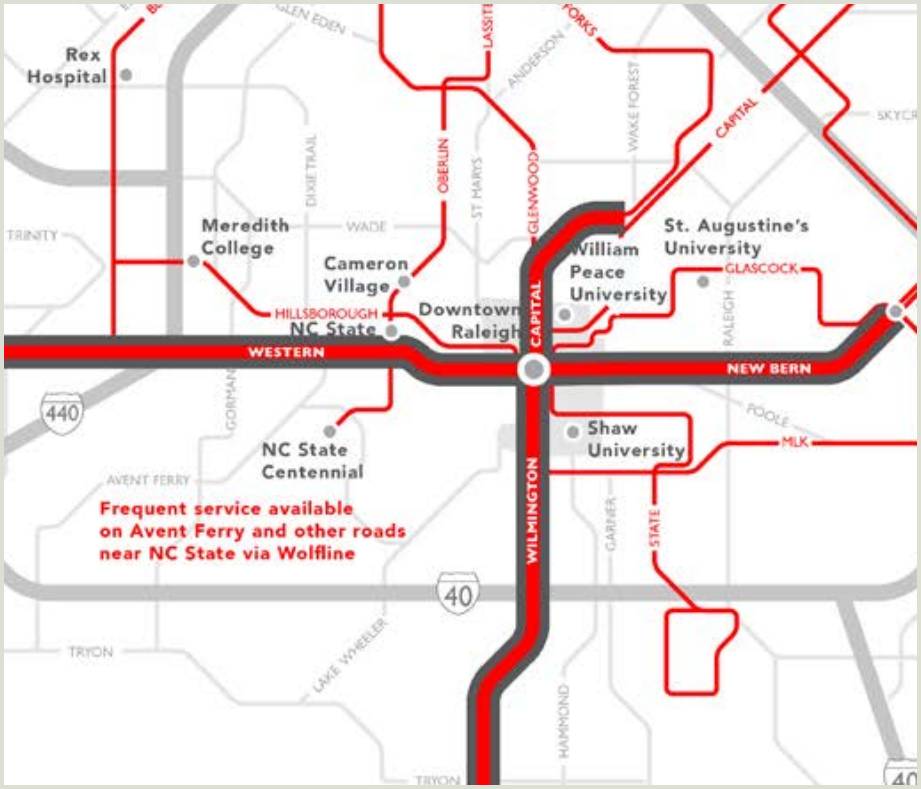
Some of the bus stops within Cameron Village are substantial but lacking in quality, and some stops along Hillsborough Street have started to incorporate public art to help them identify with the community they serve. Better lighting at some stop locations (for example, the stop location at the northeast corner of Cameron Street east of Oberlin Road) is also recommended. Care should be taken before adding any new stops along existing routes, opting instead for fewer, higher-quality stops with covered shelters, bicycle racks, route/schedule message boards, and trash receptacles.

FIGURE 29. TRANSIT IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA

Wake County Transit Plan



RECOMMENDATIONS INCLUDE 15-MINUTE HEADWAYS (SEVEN DAYS A WEEK) FOR BUSES ON HILLSBOROUGH AND OBERLIN. THE CURRENT WAKE COUNTY TRANSIT PLAN CALLS FOR A COMBINATION OF BUS RAPID TRANSIT AND COMMUTER RAIL TRANSIT.



PUBLIC BUS AND TYPICAL BUS STOP IN CAMERON VILLAGE

Consolidation of bus stops should be done to help improve route travel times without unduly hindering accessibility. Focusing amenities and improvements at fewer stops also reduces ongoing maintenance costs. The study area features some challenging maneuvers for bus drivers, and this design element should be kept in the forefront as the area redevelops.

Continue to Strategically Increase Frequency

Bus routes that can manage 15-minute headways (or frequencies of service that pass the same stop location) create the opportunity for people to essentially "throw away the schedule." Strategic investments that help to decrease the headways, particularly in the peak periods of travel, are important.

The 2015 Wake County Transit Plan calls for a "frequent network" of 15-minute or better headways all day for the City of Raleigh. Public input collected in the Cameron Village and Hillsborough Street Area Plans ranked high frequency bus service and transit stops as their number two priority for infrastructure.

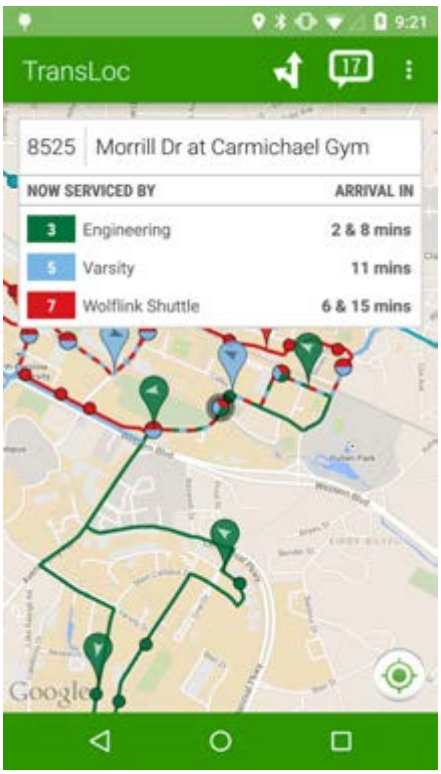
Continue to Utilize Technological Improvements

As the rapid spread of personal-private transportation options like Uber and Lyft have amply demonstrated, there is a real need for flexible transportation. However, the advent of these systems have painted a clear picture of some challenges that public transportation will face, but also how they can adapt and adopt these same strategies. On-demand routing can help eliminate complimentary paratransit services and costs while providing more flexibility in the service profile. Local bus service is utilizing technology to good effect, with the TransLoc application creating the opportunity for riders to see on their smartphone where the buses are in the system and better know when they need to arrive at the bus stop. Signal pre-emption, where approaching buses trigger a shorter or longer phasing of an upcoming signal, is also highly useful in normalizing schedules and creating improved reliability.

Work with Employers and Groups of Employers to Use Transit More Often

Providing bus passes or off-setting costs are important factors for employees working at lower-wage jobs. This category of strategy can be closely linked to the decoupling of parking noted elsewhere as a policy-level recommendation. GoTriangle has long supported commuting options like van-sharing, carpooling, and telework. Institutional employers such as the City of Raleigh and North Carolina State University already have successful programs; smaller employers and groups of employers in the private sector should also be encouraged to pursue these efforts.

Transit recommendations will evolve somewhat over time with updates based on the ongoing Wake County Transit Plan.



Improvements to the transit experience, such as GPS tracking technology, or improved bus shelters will encourage ridership.

4 Distribute & Calm Traffic

Over the past decade, much has changed with the development, housing market, and demographics within the Cameron Village and Hillsborough Street study areas. An increase in mixed-use, apartment living, and condominium growth has been seen in the area. This change has resulted in the attraction of more young professionals to this thriving urban community. However, the transportation infrastructure has mostly remained the same. Issues with limited transportation choices (bicycle, pedestrian, parking, transit, etc.) have been a key focus of the discussions conducted with residents, merchants, visitors, and elected officials, as well as most analytical findings. In addition, concerns are growing over cut-through traffic within neighborhoods. The following section provides a review of the primary recommendations for transportation improvements including system connectivity, bicycle, pedestrian and transit provisions, parking and spot intersection/corridor design concepts.

Mobility Recommendations

The roadway recommendations take into account changing demographics, emerging trends, local desires, and available resources to transform a vision for a balanced transportation network into a realized future. To their credit, local officials have acknowledged that focusing all resources on building roads to combat congestion will do little to address areawide needs. Instead, the transportation strategy is to do more with less by focusing on maximizing the existing network, and making strategic investments on the highest priority projects.

FIGURE 30. MOBILITY IMPROVEMENTS PROPOSED FOR THE CAMERON VILLAGE STUDY AREA

Traffic Analysis

Cameron Village

The following provides a brief synopsis of the traffic analysis for the Cameron Village study area. Note that a traffic analysis for Hillsborough Street was conducted by Kimberly Horn separate from this planning effort. With this in mind, Synchro software was used to analyze eleven intersections within the Cameron Village study area, including:

- Oberlin/Wade westbound ramps.
- Oberlin/Wade eastbound ramps.
- Oberlin/Bedford.
- Oberlin/Smallwood.
- Oberlin/Cameron.
- Oberlin/Stafford.
- Oberlin/Clark.
- Daniels/Clark.
- Daniels/Cameron.
- Daniels/Smallwood.
- Clark/Smallwood.

The analysis provided level-of-service (LOS) performance for individual intersections based on traffic volumes, signal timing, and phasing parameters. The results of this traffic analysis for existing conditions indicated all intersections (including Oberlin Road and Clark Avenue) performing at or above a LOS C (LOS A indicates excellent operational performance, LOS F indicates a failing performance).

A traffic analysis was also conducted for the future scenarios. The following scenarios were analyzed:

Base Year Scenario: 2014 Traffic with Existing Street Geometry.

Scenario 1: Future buildout according to the city's Future Land Use Map (FLUM).

Scenario 2: Full buildout according to the city's FLUM (Limited Development).

Scenario 3: Full buildout based on estimated 20-year market demand (maximum 6,000 new residential dwelling units, maximum 600,000 sq. ft. of new retail, maximum 750,000 sq. ft. of new office).

The results of the future build analysis indicate a few intersections failing (all others operate within reasonable performance indicators). These poor performing intersections include all of the signalized intersections along the Oberlin Road corridor, particularly at Clark Avenue. To offset the poor performance of the Oberlin corridor, several recommendations including additional connectivity (new streets) as well as corridor (e.g. Smallwood redesign) improvements were considered. It is anticipated that traffic will divert or shift away from the Oberlin corridor to these new improvements, providing needed relief to problematic intersections. However, future conditions as a result of all recommended improvements would be difficult to analyze using Synchro software for independent intersections. All of the physical recommendations include redesigning select intersections to improve the mobility and safety for pedestrians, bicyclists and vehicles, new connectivity streets and the corridor (e.g. Smallwood redesign) improvements, collectively will improve circulation and safety of the traveling public within the Cameron Village study area.

EXISTING CONDITIONS

Existing Primary Network

ENHANCED MOBILITY NETWORK

Proposed Enhanced Network

Local Street Connections

FIGURE 31. PROPOSED ENHANCEMENTS TO THE VEHICULAR CIRCULATION NETWORK

Roadway Connectivity

System Level Observations

Oberlin Road, Peace Street, Hillsborough Street, and Wade Avenue are the most notable thoroughfares in the Cameron Village study area, connecting downtown Raleigh, I-440, NCSU, to the Village core. However, there still remains a need for improved connectivity. The Cameron Village study area is supported by secondary street connections including roads like Daniels, Smallwood, Cameron, and Woodburn, but separate parts of what is otherwise a modified grid system are split by a superblock along the northern portion of Oberlin Road. Providing connectivity improvements for streets, alleyways, bikeways, and sidewalks will improve mobility as well as provide healthy choices for residents and visitors alike.

Cameron Village

Mobility Network

Connectivity Recommendations

System level connectivity improvements will enhance study area circulation and mobility. With this in mind, Figure 31 highlights several connectivity improvements that when implemented should improve efficiency of the major mobility carriers. The recommendations that follow represent the shared work of local staff, stakeholders, and the Advisory Committee, and have been vetted through the public during the first public work session on February 10-12, 2015. A few of the highlighted recommendations include:

Glover Lane Extension, Bedford Avenue Extension, and the Oberlin-Wade Connection

Currently, there is no cross access between Daniels Street and Oberlin Road from Wade Avenue to Smallwood Drive. This presents a problem for traffic flow along Oberlin by forcing the majority of north-south traffic along a section of roadway which carries approximately 16,000–17,000 vehicles per day. Improving cross access at one or more of these locations will provide drivers, pedestrians, and bicyclists better choices for making the same trip safely and more directly. The proposed two-lane cross section for each new road would be similar to the current Oberlin Road cross section, but would include provisions for bikeways and sidewalks. The implementation of all three new connections would provide the best system performance. However, the Glover Lane extension is the preferred priority if a choice must be made. All three of these new connections are dependent on private development and redevelopment. Collaboration with private property owners would be necessary to secure needed rights-of-way or to construct a connection. Additional field notes regarding each connection follow:

- Oberlin-Wade Connection (near Oberlin Court): Currently accessible by vehicle. Requires crossing two speed humps and passing through parking lots. Formalizing this connection would minimally impact parking for commercial areas, but would potentially impact parking for residences near Wade Avenue. Existing physical constraints make this a long-term connection dependent on private redevelopment in order to be realized.
- Glover Lane Extension: Connection through Glover Lane extension to Oberlin Road impacts existing structures, which makes this a long-term connection dependent on private redevelopment to be realized.
- Bedford Avenue Extension: Viability depends on new development; currently would impact parking area and two multifamily apartment buildings. (Note that Graham Street extension to Oberlin Road is an alternative option; impacts surface parking and structures.)

Other minor connections that could occur through redevelopment efforts only, include Everett Avenue realignment to Smallwood and Garden Place extension from Enterprise Street to Chamberlain Street.

DANIELS STREET IS CURRENTLY PART OF THE CAMERON VILLAGE SHOPPING CENTER PARKING LOT

Daniels Street

Daniels Street is one of the core streets in the Cameron Village study area, providing direct access to parking, pedestrian ways, commercial retail, a residential neighborhood, and internal north-south circulation. However, this multipurpose function makes Daniels Street somewhat confusing to travel. Today, the section of Daniels between Smallwood and Clark Avenue is owned by the Cameron Village Shopping Center development. This segment has on-street parking and lacks quality sidewalks or bikeways to help nonmotorized circulation. With this in mind, it is recommended that Daniels Street be re-established as public right-of-way and streetscape/landscape improvements be made along the length of the street, but primarily focused on the segment between Clark and Smallwood. This segment should be reconstructed to include modifications to parking, landscaping, and sidewalk facilities during redevelopment efforts.

It is recommended that the city also investigate and evaluate installing a new signal at Wade Avenue/Daniels Street to allow secondary access for local residents. This signal would allow safe passage for vehicles, pedestrians, and bicyclists that desire to cross and access Wade Avenue. In order for this signal to be functional, it would have to be coordinated with the existing pedestrian signal at the crest of the hill (at State Employees Credit Union) on Wade Avenue due to sight distance limitations. Once coordinated, this would allow both signals to be controlled simultaneously. Vehicles entering/exiting from Daniels would be protected from through traffic on Wade Avenue, helping to reduce Cameron Village residents' reliance on Wade and Smallwood to access their neighborhood from the west.

Cameron Village

Mobility Network

Smallwood Drive Realignment Improvements

Smallwood Drive and Cameron Street are underutilized roadways that provide a direct access to Cameron Village proper as a well as Oberlin Road. Today, all traffic heading westbound on Peace Street is directed toward Clark Avenue, regardless of the intended destination. This puts undue strain on this two-lane corridor and the Clark/Oberlin traffic signal. Safety problems are more prevalent along Clark Avenue due to the high volume and lack of pedestrian facilities. In fact, a recent (February 2015) fatality occurred along the Clark Avenue corridor as a driver pulled out in front of a motorcyclist.

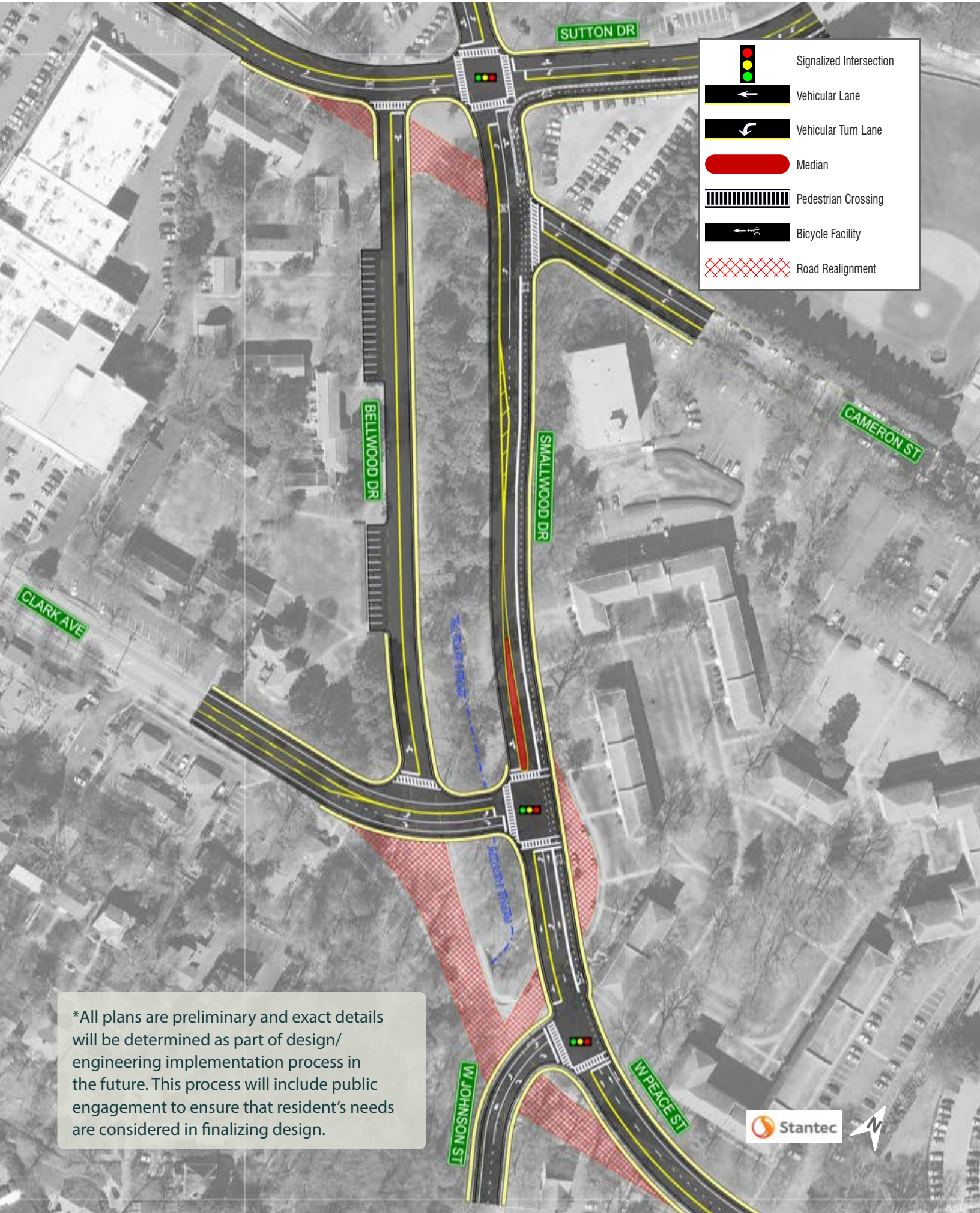
Together, Smallwood and Cameron have a total of six travel lanes compared to only two on Clark. Cars traveling on Peace Street with the destination of Cameron Village or the Wade Avenue interchange area, could be distributed more evenly among these three streets. If the intersection of Clark and Peace can be redesigned to accommodate an easier and more attractive use of Smallwood, this would limit the traffic demand and safety problems along Clark Avenue. Providing a multitude of travel options (i.e., network enhancements) would improve system efficiency and route choices for drivers, bicyclists, and pedestrians.

It is recommended that the intersection of Clark/Smallwood/Peace Street be realigned to allow the through travel to be accommodated along Smallwood Drive (see Figure 32). This would require a smoother, more gradual curve between Peace and Smallwood, but it could be accomplished without impacting the existing built development. Based on recent count data, left turns from westbound Peace Street to Clark would be approximately 200 vehicles during the peak hour. This new intersection design would accommodate this movement with acceptable results. Also, the Cameron Street and Sutton Drive intersection would be redesigned to create a single four-way intersection, eliminating the bad skew along Sutton and the redundant intersection at Smallwood/Cameron Street.

This study did consider converting Bellwood and Smallwood back to the old one-way pair system. However, this required considerable design and operational challenges. A future study could be commissioned that considered how best to design the one-way pair system and still maintain adequate bicycle and pedestrian accommodations, traffic circulation, and avoid spillback and queuing problems.

With regard to bicycle and pedestrian recommendations, a bicycle facility could be accommodated along the one-way Johnston/Smallwood/Sutton corridor. Sidewalks should be installed primarily along the westbound side of Peace Street, Smallwood Drive, and Sutton Drive. High visibility crosswalks, new sidewalks to close gaps, pedestrian countdown signals, median refuge, and pedestrian lighting would provide adequate traffic calming and safety enhancements for pedestrians, bicyclists, and drivers alike.

FIGURE 32. OPPOSITE: SMALLWOOD ROAD AT CLARK ROAD CONCEPTUAL DESIGN BY STANTEC



*All plans are preliminary and exact details will be determined as part of design/ engineering implementation process in the future. This process will include public engagement to ensure that resident's needs are considered in finalizing design.

Cameron Village

Mobility Network

Oberlin Road Improvements

As a follow up to the Oberlin Road Streetscape Plan (adopted 2015), careful consideration was given to physical improvements along this important street. The previous study recommended streetscape/Complete Streets improvements as well as dedicated bicycle lanes along this corridor. Giving careful consideration to the prior study as well as the larger area's traffic patterns, safety and aesthetics, three key recommendations were made (see Figure 33). The five-lane section of Oberlin between Clark and Smallwood has been a focus of discussion for quite some time. Crossing this facility as a pedestrian or cyclist is daunting and in some cases dangerous as expressed by meeting participants. High speeds and lack of pedestrian refuge has been noted.

It is recommended that the section of Oberlin between Clark and Smallwood be improved to a two-lane divided with dedicated bicycle lanes and parking (approximately 30 new spaces) on the west side. High visibility crosswalks, pedestrian countdowns, landscaping, median refuge islands, and pedestrian lighting would provide adequate traffic calming and safety enhancements for pedestrians, bicyclists, and drivers.

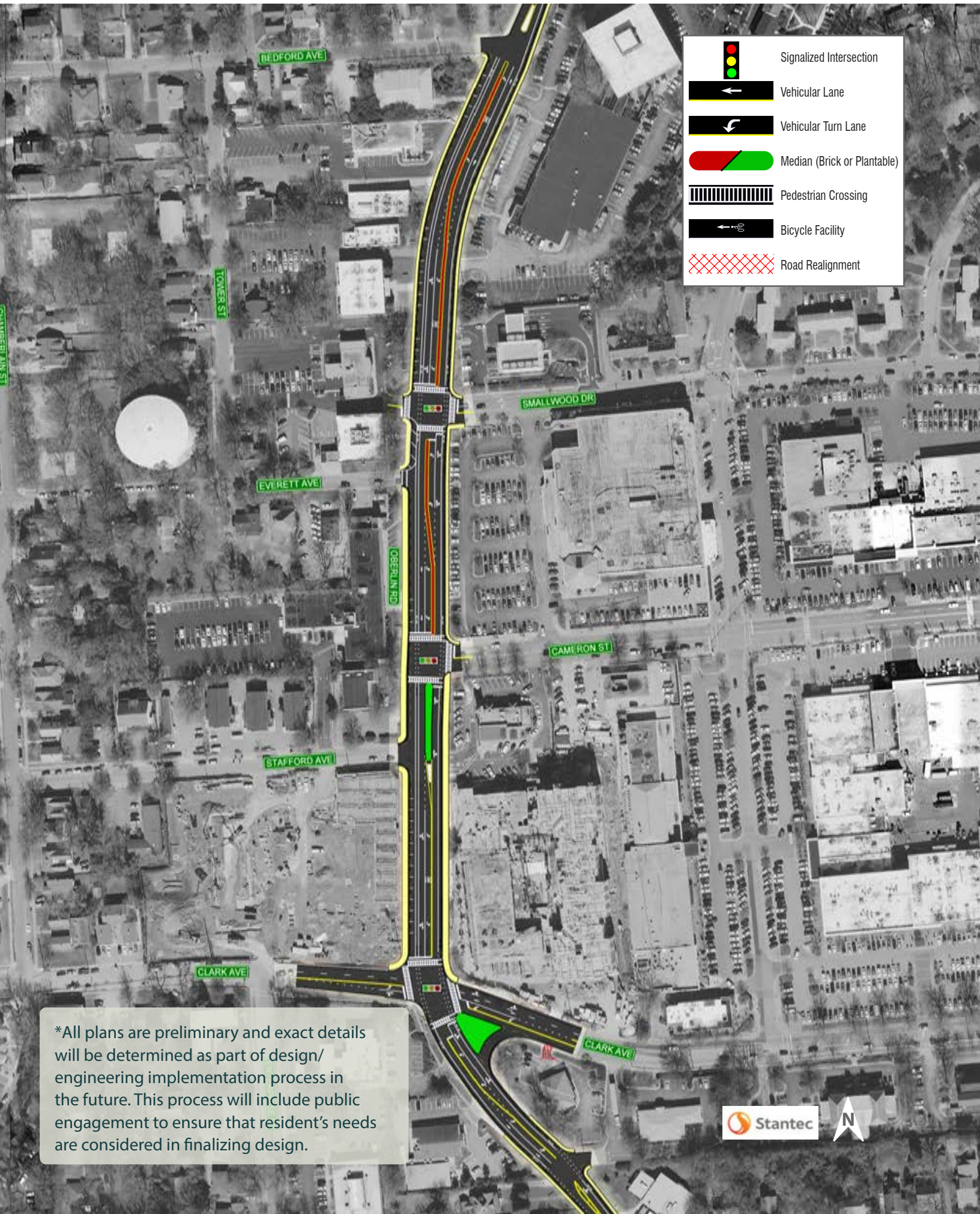
The rationale for supporting a reduction in the lanes along this short segment of Oberlin Road is that the through-put capacity is already limited by the narrower sections (e.g. two lanes) of the road to the north of Bedford and the south of Clark. It is not anticipated that significant impacts to capacity will result from creating a consistent through section.

To mitigate congestion experienced at the Oberlin/Clark intersection, an alternative would be to remove the left turn lanes on Oberlin Road – northbound and southbound – turning left onto Clark Avenue. This modification would improve traffic operations and pedestrian safety. Left turns would be accommodated at the intersections of Smallwood Drive and Cameron Street, for southbound traffic on Oberlin Road. Northbound traffic could use Enterprise Street as an alternative route for left turns onto Clark Avenue. This improvement would address concerns study participants expressed regarding drivers making illegal turning movements and lane changes in frustration of congestion and delays, as well as pedestrian discomfort and a lack of safety when crossing this intersection. The removal of the north-south left turn lanes at the Oberlin/Clark intersection should provide additional operational relief to this intersection. Other potential solutions include partial actuation for left turns, or an extended left turn queue for Clark Avenue heading eastbound (allowing a change in the phasing).

Note: Left turn lane changes should only be made in conjunction with the Smallwood Drive Realignment Improvements.

Transformation of Oberlin Road to a "Complete Street" ranked as the highest priority with the public in terms of parking and transportation improvements.

FIGURE 33. OPPOSITE: OBERLIN ROAD AT CLARK ROAD CONCEPTUAL DESIGN BY STANTEC



*All plans are preliminary and exact details will be determined as part of design/engineering implementation process in the future. This process will include public engagement to ensure that resident's needs are considered in finalizing design.

Cameron Village

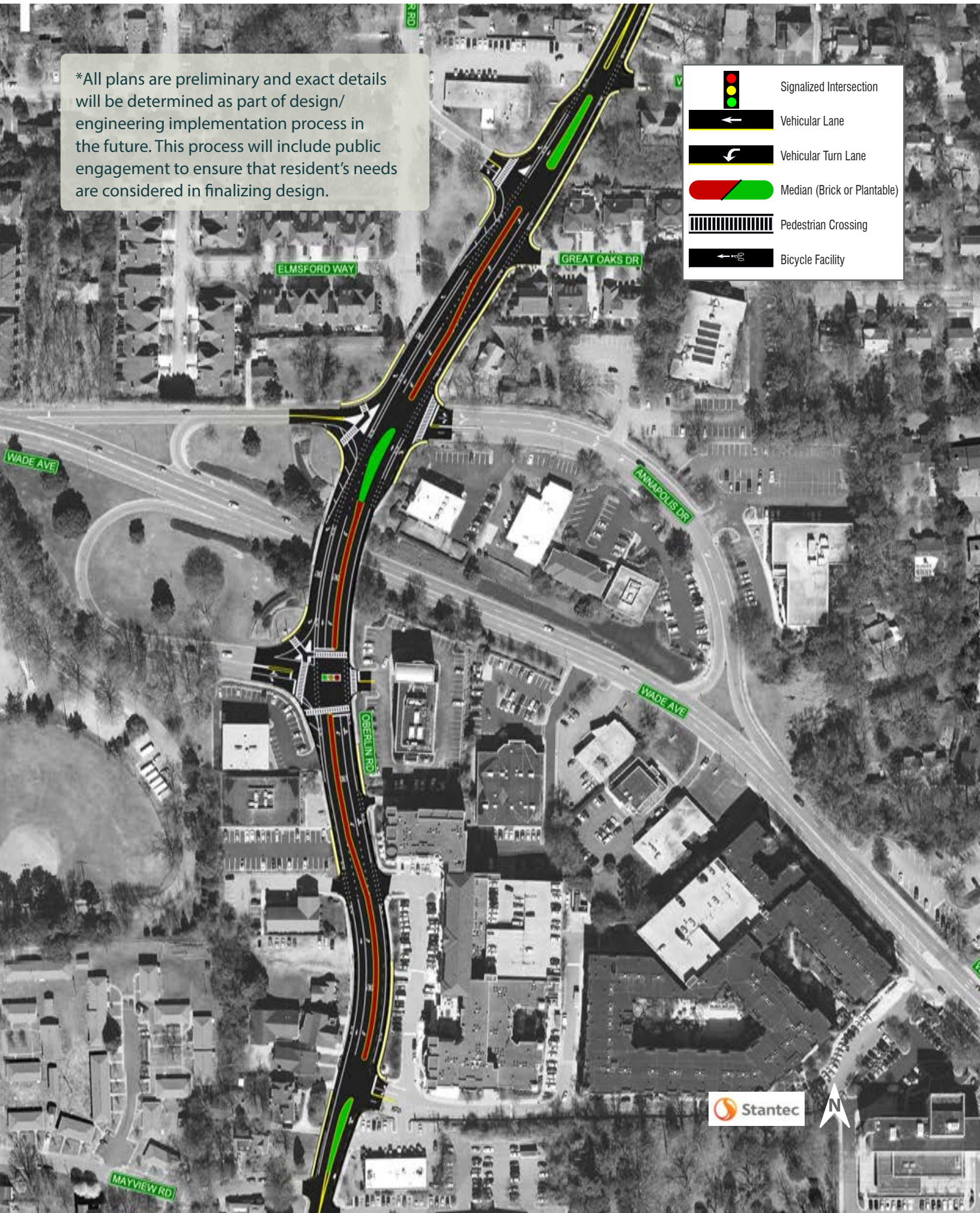
Mobility Network

Oberlin Road/Wade Avenue Interchange Improvements

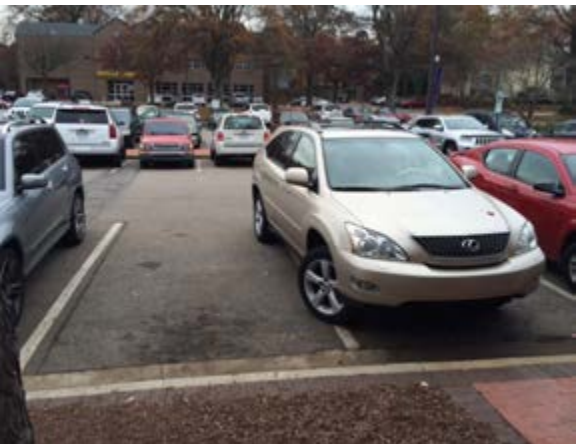
At one time Oberlin Road was planned to be widened to a multilane facility from Hillsborough Street to Glenwood Avenue. That is why there are currently five travel lanes across the Wade Avenue interchange. Over time the option of widening Oberlin Road all the way to Wade Avenue has been removed from the table, so alternatives are necessary. Participants in the study have expressed issues related to safety, confusing lane changes, and lack of bicycle and pedestrian facilities along this section of roadway. In fact, drivers heading eastbound on the Wade Avenue exit ramp toward Oberlin are required to make a double merge when making a right turn onto Oberlin Road due to the confusing roadway design.

Consistent with the recommendation near Clark Avenue, this segment of Oberlin is recommended to be improved to a two-lane divided (brick or plantable median) with bicycle lanes or protected bikeways (see Figure 34). High visibility crosswalks, new sidewalks to fill gaps, pedestrian countdown signals, median refuge, and pedestrian lighting would provide adequate traffic calming and safety enhancements for pedestrians, bicyclists, and drivers alike. To enhance pedestrian and cyclist safety, the southbound continuous right turn lane would be replaced with right turn bays. Drivers would be required to yield to pedestrians at all intersections and ramps.

FIGURE 34. OPPOSITE: WADE AVENUE AT OBERLIN ROAD CONCEPTUAL DESIGN BY STANTEC


*All plans are preliminary and exact details will be determined as part of design/ engineering implementation process in the future. This process will include public engagement to ensure that resident's needs are considered in finalizing design.
Signalized Intersection
Vehicular Lane
Vehicular Turn Lane
Median (Brick or Plantable)
Pedestrian Crossing
Bicycle Facility
ELMSFORD WAY
GREAT OAKS DR
WADE AVE
ANNAPOLIS DR
OBERLIN RD
MAYVIEW RD
Stantec
N

5 Plan for Adequate & Accessible Parking



PARKING AS SEEN IN CAMERON VILLAGE

CONFUSING PARKING SIGNAGE

The Cameron Village and Hillsborough Street study areas rely heavily on on-street parking in order to satisfy a great deal of the demand, even in areas where the uses are predominantly residential. Off-street parking areas do exist for larger, multifamily residential parcels; the Cameron Village Shopping Center; isolated parking behind smaller commercial frontages; and driveways associated with individual houses.

As detailed in the Market Analysis Summary, adequate and accessible parking is key to the viability of new commercial and retail uses. At the same time, the plan seeks to discourage seas of parking that are inconsistent with a pedestrian district. Existing parking is right at the accepted norms for urban contexts, with the greatest tightness in supply at Cameron Village Shopping Center and along Hillsborough Street. The plan anticipates a challenge in accommodating increased development. Solutions will have to include on-street parking, new structured parking, improved wayfinding, and parking technologies.

Polarized Objectives Related to Parking

More Parking	*Less Parking*
Number of Residences or Size of Non-Residential Properties	Collocated Uses that Need Parking at Different Times of Day or Days of the Week
Desire for Customers to have Easy Access to Businesses by Car	Desire to have a Well-Integrated, Walkable Community - with Easy Access to Businesses
Reduce Traffic by Reducing the Search for Parking Spaces	Reduce Traffic by Increasing Relative Attractiveness of Transit, Biking, and Walking
Increase Tax Base by Attracting Businesses that Favor Ample Parking	Increase Tax Base by Devoting More Land to Productive, Higher-Intensity Uses

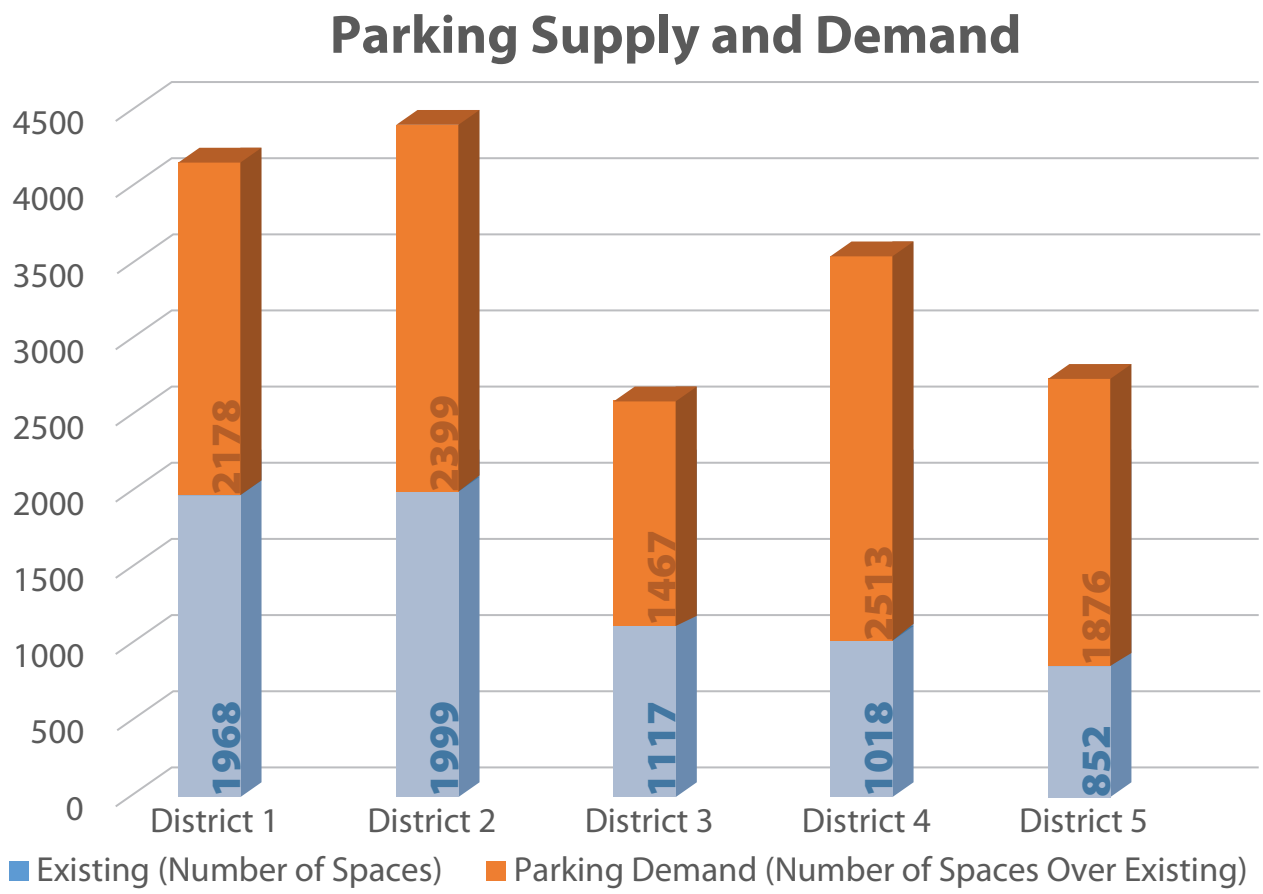


FIGURE 35. PARKING DEMAND (NUMBER OF SPACES) OVER WHAT EXISTS TODAY BASED ON THE RECOMMENDATIONS OUTLINED IN THIS REPORT. THE BLUE COLUMNS REPRESENT THE NUMBER OF PARKING SPACES THAT EXIST TODAY, AND THE ORANGE COLUMNS REPRESENT THE PROJECTED DEMAND FOR SPACES BASED ON POTENTIAL REDEVELOPMENT OUTLINED IN THIS REPORT.

Raleigh allows 10 percent reduction of parking requirement for locations within 1,320 feet of a high-frequency transit stop. In areas with urban frontage, no parking required for first 16 residential units and first 10,000 sq. ft. of non-residential ground story space. Thereafter, 1 space, but no more than 2 required for each residential unit and 1 space per 500 sq. ft. non-residential space. Additional reduction possible for shared parking among mixed-use developments.

Existing Policy

While calculating parking needs for an isolated parcel of land devoted to a single use is fairly straightforward, the Cameron Village and Hillsborough Street area features hundreds of parcels devoted to dozens of different uses. Mixed-use contexts add even more complexity to the calculation of parking demand, with some characteristics suggesting higher demand and other factors suggesting lower demand:

On the other hand, parking should not trump other needs of the people and businesses it is intended to serve, and existing parking areas already consume nearly one-third of the land in the study area. Within the study area, conflicts and concerns surrounding parking are more noticeable in the Hillsborough Street corridor currently than along Oberlin Road or Clark Avenue. Much of the former is dominated by a pair of residential parking permit districts that restrict the timing of parking behavior that otherwise would be encroached upon by external users (e.g., University students).

Parking Recommendations

To address polarized objectives such as these, communities around the country are realizing that adding ever more space devoted solely to parking supply produces negative outcomes. A number of strategies are currently trending for managing parking demand and to avoid some of the negative consequences of parking. Most of these strategies relate to managing peak period demand, and the top three are technology driven. Some of these strategies require significant public investment, while others are aided by private sector interests.

FIGURE 36.
THE INTERNATIONAL PARKING INSTITUTE (IPI), THE WORLD'S LARGEST ASSOCIATION REPRESENTING THE PARKING INDUSTRY, CONDUCTED A SURVEY IN 2015 AMONG PARKING PROFESSIONALS TO DETERMINE EMERGING TRENDS AND SOLICIT INPUT ON A RANGE OF TOPICS. (SOURCE: INTERNATIONAL PARKING INSTITUTE)

Top 10 Emerging Trends in Parking

1. Move toward innovative technologies to improve access control and payment automation
2. Prevalence of mobile applications
3. Collaboration among parking, transportation, and decision-makers
4. Demand for electronic (cashless) payment
5. Real-time communication of pricing and availability to mobile/smartphones
6. Demand for greater parking revenue
7. Demand for environmentally sustainable solutions
8. Wireless sensing devices for traffic management
9. Need to accommodate electric charging stations
10. Need for improved customer service

PARKING TECHNOLOGY CAN ASSIST DRIVERS IF THEY DO NOT KNOW WHERE THERE IS A PARKING SPACE AVAILABLE. PARKING APPLICATIONS ON THE MARKET TODAY DISPLAY HOW MANY SPACES ARE AVAILABLE, THE LOCATION OF SPACES, AND EVEN PARKING FEES AND RATES.

Parking Recommendations

Based upon a detailed field review of parking location inventory and types, information on parking tickets (as a surrogate for parking demand), and conversations with members of the community, a number of recommendations should be pursued in order to enhance, increase, and manage parking. Raleigh is one of the top 40 cities in the U.S. and continues to see increased growth. This will spur a need for more efficient use of parking and sophisticated technologies to support demand.

Actively Manage On-Street Parking

While some communities have resorted to interactive and dynamic pricing through major investments in detection and meters, simply observing the effects that increases and decreases in pricing schedules have on demand and turnover ("churn") rates is sufficient. It may be necessary to increase standard parking rates based on analysis. Additional revenues realized from higher parking rates should be used in part to help fund the municipal service district, and partly to help finance increased enforcement in the area. The second recommendation related to management of on-street parking is to work with a private sector partner(s) to create an easily accessible database of parking within both the core of the city and throughout the Hillsborough Street and Cameron Village area. An example of a system that identifies on-street parking locations is VoicePark™, now underway in eight cities around the U.S. VoicePark™ provides turn-by-turn directions to the nearest parking spot in 70,000 off-street and 20,000 on-street parking spaces. The company claims that this application reduces typical search times for parking from 6.5 minutes to 45 seconds. Other applications such as Parkmobile or PaybyPhone, simply provides a cashless system for users to pay for parking, which is working now in cities like Charlotte, N.C. and Lexington, K.Y. The user is even notified via their smartphone 15 minutes before their time has expired, and given the option to renew their space remotely. Passport Parking, a mobile payment program, will be offered on a trial basis in the Hillsborough Street corridor in 2016.

In 2014, Raleigh invested $5,000 of seed money to help kick-start the development of a smartphone application that would, among other functions, show the location of public parking areas and decks in the downtown. The Downtown Raleigh smartphone application is now functioning, and shows the location, as well as current hourly pricing, for each parking area (refer to Figure 37). The North Hills development also sponsored a similar application, one that shows turn-by-turn directions to the nearest available parking area when a local business is entered into search. Both applications are free to download, and both are integrated with other types of information that serve to promote and inform people of retailers and services in their respective service areas. This integrated concept would potentially work well for the Cameron Village and Hillsborough Street area, and help promote "sit-down" restaurants and other retailers that stakeholders cited as important land use types. The application could also be tailored to the Cameron Village area by noting streets that are restricted by residential permit for on-street parking, further reinforcing the effectiveness of that control. Ultimately, providing real-time parking availability for (gated) surface lots and even on-street parking areas would further reduce search times for parking.

FIGURE 37. SAMPLE OF PARKING APPLICATION FOR THE RALEIGH AREA (PHOTO: PARKING PANDA)

Parking Recommendations

EXAMPLE OF A SURFACE PARKING LOT THAT COULD BE RECONFIGURED FOR ADDITIONAL PARKING SPACES

EXAMPLE OF A SHARED USE LOT ON HILLSBOROUGH STREET

THE PARKING LOT AT FAIRMONT METHODIST CHURCH IS UNDERUTILIZED MOST OF THE DAY

Manage Off-Street Parking More Effectively

Much of the surface parking is tied to private developments or institutions (e.g., churches) that have bands of time when their patrons are not using these parking areas. Cooperation among property owners to allow these spaces to be rented out or using a parking meter scheme like that used for the 2300 block (behind the Chipotle and Bruegger's restaurants) would increase the number of available spaces. The Hillsborough Street Community Service Corporation and property owners should work together to pursue shared use and management.

Conduct a Thorough Redesign of Both On-Street and Off-Street Parking Areas

Making better use of near-corner areas (on opposing corners to ensure that fire equipment can access streets) is one way to increase the supply of on-street parking. In addition, redesigning some private lots through conversion of two-way aisles to one-way aisles (for example) and consolidating parking areas would yield many new parking spaces. The exact number of new spaces would in part be estimated by how aggressively a reduced standard of depth, width, and circulation lanes would be applied, but a preliminary estimate suggests approximately 100 new spaces.

Expand On-Street Parking Metered Areas

Some of the side streets in the western half of the Hillsborough Street corridor are not currently metered, and instead rely on signage-based restrictions. As the corridor continues to develop and redevelop commercially, increasing the availability of parking through metering becomes more important. Streets north of Hillsborough Street where on-street parking is already available should be evaluated for future expansion of metered parking. Adding on-street metered parking to the first few blocks off Hillsborough Street could generate approximately 250 newly metered on-street spaces (as shown in Figure 38). Additional metering will require close coordination with the residential parking permit program in the area to ensure that neighborhood residents have priority. Increasing the numbered of metered spaces discourages day-long parking and increases turnover in curbside parking.

Leverage Existing Parking Policy

The UDO delineates how parking requirements should be applied to various types of developments and surrounding contexts. The UDO allows shared parking as well as remote parking under certain conditions. Parking reductions are permitted in areas

that are adjacent to transit, employ car-sharing (although no other travel demand management, or TDM, measures), or that serve affordable and/or senior housing. Other districts, such as downtown (DX) or transit overlay districts (TOD), provide parking maximums. Encouraging joint use parking between complementary uses; requiring lease of parking spaces within a radius of new developments; and other shared parking arrangements are important to managing parking effectively. An agreement between the two sharing parties, as well as a joint agreement between the parties in question and the city, should be encouraged wherever possible. As much as 15 percent of future parking demand could be accommodated through shared parking arrangements.

APPLICATION OF ON-STREET METER RUN BY THE PAY BY PHONE APPLICATION IN LEXINGTON, KENTUCKY

Creating Additional Parking

Largely developed, the Cameron Village and Hillsborough Street study areas offer few opportunities to create substantial new parking resources. Additional parking should be incorporated into private development and redevelopment wherever possible. Should portions of the Cameron Village shopping center redevelop, additional structured parking should be considered.

Even with focus on alternative transportation, the success of commercial activities along Hillsborough Street will require additional parking. New development is likely to include structured parking to serve the majority of new demand in the Hillsborough Street area. Just as with surface parking, the Hillsborough Street Community Service Corporation can play a role to encourage shared use of structured parking within the municipal service district boundary. Effective management of structured spaces will be needed in order to help recoup the substantial construction and maintenance costs. Furthermore, proactive management of resources is necessary to avoid excessive parking which has negative consequences for active modes of travel, transit patronage, localized traffic volumes, and overall community appearance and functionality.

Development may also provide an opportunity for public/private partnerships to provide publicly-accessible parking. In exchange for publicly accessible structured parking the city might consider partnership strategies such as guaranteed leases, underwriting operating expenses, or offering low interest bonding assistance for construction.

Parking Recommendations

FIGURE 38. ADDITIONAL OPPORTUNITIES FOR METERED PARKING FOR THE HILLSBOROUGH STREET STUDY AREA

ROSEDALE AVE
West and East Gardner Street Parks
Latta House & University Site
Turner House
GLOVER LN
Plummer T. Hall House
TALLON HALL CT
VAN DYKE AVE
Gardner Street Trail to Jaycee Park
FAIRALL
ROSEMONT AVE
CHAMBERLAIN ST
ROBERTS ST
Willis Graves House
BEDFORD AVE
LATTA ST
PHELPS AVE
KILGORE AVE
GARDNER ST
Isabella Cannon Park
TOWER ST
Chamberlain Park
SMALLWOOD DR
EVERETT AVE
Rose Garden & Raleigh Little Theatre
OBERLIN RD
Cameron Village Post Office
CAMERON ST
POGUE ST
Holy Trinity Lutheran Church
STAFFORD AVE
Cameron Village Shopping Center
DANIELS ST
401 Oberlin
Berkshire Cameron Village
BAGWELL AVE
CLARK AVE
BROOKS AVE
Fairmont United Methodist Church
VANDERBILT AVE
HORSE TRACK ALY
HORNE ST
ENTERPRISE ST
FOUNDERS DR
HILLSBOROUGH ST
West Raleigh Presbyterian Church
Fire Department Station 5
Compiegne Park
HOPE ST
Isabelle Bowen Henderson House
PILLSBURY CIR
D.H. Hill Library
LOGAN CT
MAIDEN LN
TERNDELL LN
GROVELAND AVE
DAN ALLEN DR
North Carolina State University
BROUGHTON DR
LAMPE DR
CURRENT DR
Dr. Z M Caveness House
YARBROUGH DR
KATHARINE STINSON DR
Gregg Museum
Pullen Arts Center
Theatre in the Park

6 Zone for the Future

TYPICAL USES WITHIN THE CAMERON VILLAGE STUDY AREA - OFFICE, COMMERCIAL, AND RESIDENTIAL

Key to implementing the plan is modifying the regulatory environment to support plan recommendations. The City of Raleigh recently underwent a major rezoning effort that affects non-residential portions of the city. Unanimously adopted by City Council on November 16, 2015 and effective February 14, 2016, the rezoning brings all properties into the new zoning districts established in the UDO. The planning process sought to educate area stakeholders on the proposed zoning and suggest any refinements based on final plan recommendations.

> "The Unified Development Ordinance (UDO) is the portion of the City Code that establishes zoning districts and implements the zoning framework. The UDO uses illustrations, tables, and text to improve readability. In addition to zoning, it includes development standards such as parking, landscaping and screening, signs, lighting, and outdoor display and storage. Other standards protect natural resources such as tree conservation, stormwater, flood prone areas, erosion and sedimentation, and water supply watershed protection areas. It also integrates subdivision and site planning standards and the building and housing code."
>
> - City of Raleigh

Existing Zoning

Cameron Village

The previous zoning within the Cameron Village study area consisted of Residential, Shopping Center, and Office Institution-1 zoning districts. There were a number of overlay districts that overlapped throughout the area. The adopted UDO zoning is similar but allows for more mixed-use flexibility, removing the need for some of the overlay districts.

The Cameron Village study area includes the following zoning categories:

- Residential – within the existing residential neighborhoods.
- Residential Mixed-Use – along the edges of neighborhoods, associated with multifamily housing.
- Neighborhood Mixed-Use – along the edges of neighborhoods, primarily focused around Cameron Village Shopping Center and along Hillsborough Street.
- Office Mixed-Use – primarily found around Annapolis Drive, along Oberlin Road, and for a long stretch of Hillsborough Street.
- Commercial Mixed-Use – focused around Cameron Village Shopping Center and along Hillsborough Street.
- Planned Development – for the Oberlin Court development.

TYPICAL USES WITHIN THE HILLSBOROUGH STREET STUDY AREA - COMMERCIAL, LIGHT INDUSTRIAL, AND HIGH-DENSITY RESIDENTIAL

Hillsborough Street

The zoning along Hillsborough Street is primarily Neighborhood Mixed-Use or Office Mixed-Use. Overlay districts are also greatly simplified.

The Hillsborough Street study area includes the following zoning categories:

- Residential – within the existing residential neighborhoods.
- Residential Mixed-Use – along the edges of neighborhoods, mostly around Chamberlain Street.
- Neighborhood Mixed-Use – along most of the length of Hillsborough Street.
- Office Mixed-Use – small stretches along Hillsborough Street, and the entirety of the NCSU campus.
- Commercial Mixed-Use – small pockets along Hillsborough Street.
- Planned Development – for the Valentine Commons development.
- Industrial Mixed-Use – along the railroad tracks to the western end of the study area.

Zoning Refinement

Using a draft of the proposed UDO zoning as a baseline, development opportunities were identified (see callout to the right). In the public charrettes held in February and March of 2015, the public was asked what the appropriate use and height were for these development opportunity areas. The team then synthesized the responses into two scenarios per study area: a more conservative growth scenario, and a more aggressive growth scenario. These growth scenarios are shown in Figure 39 to Figure 42.

Parcels designated as "development opportunities" were selected based on public interest and the presence of development pressures as well as through a soft-site analysis. The city's soft-site analysis identified which parcels have a likelihood of being redeveloped if public sector actions and/or market trends raise the value that can be realized through new development versus maintaining the status quo. Soft sites include vacant sites, sites which are "under built," and sites with vacant or deteriorated structures. Some additional pressures for redevelopment come from residential infill of existing vacant properties within existing neighborhoods. Other pressures include property that could have higher and more productive uses along commercial/office corridors. Analysis identifies properties that are likely to experience development pressure, regardless of the desirability of redevelopment.

Growth Scenarios

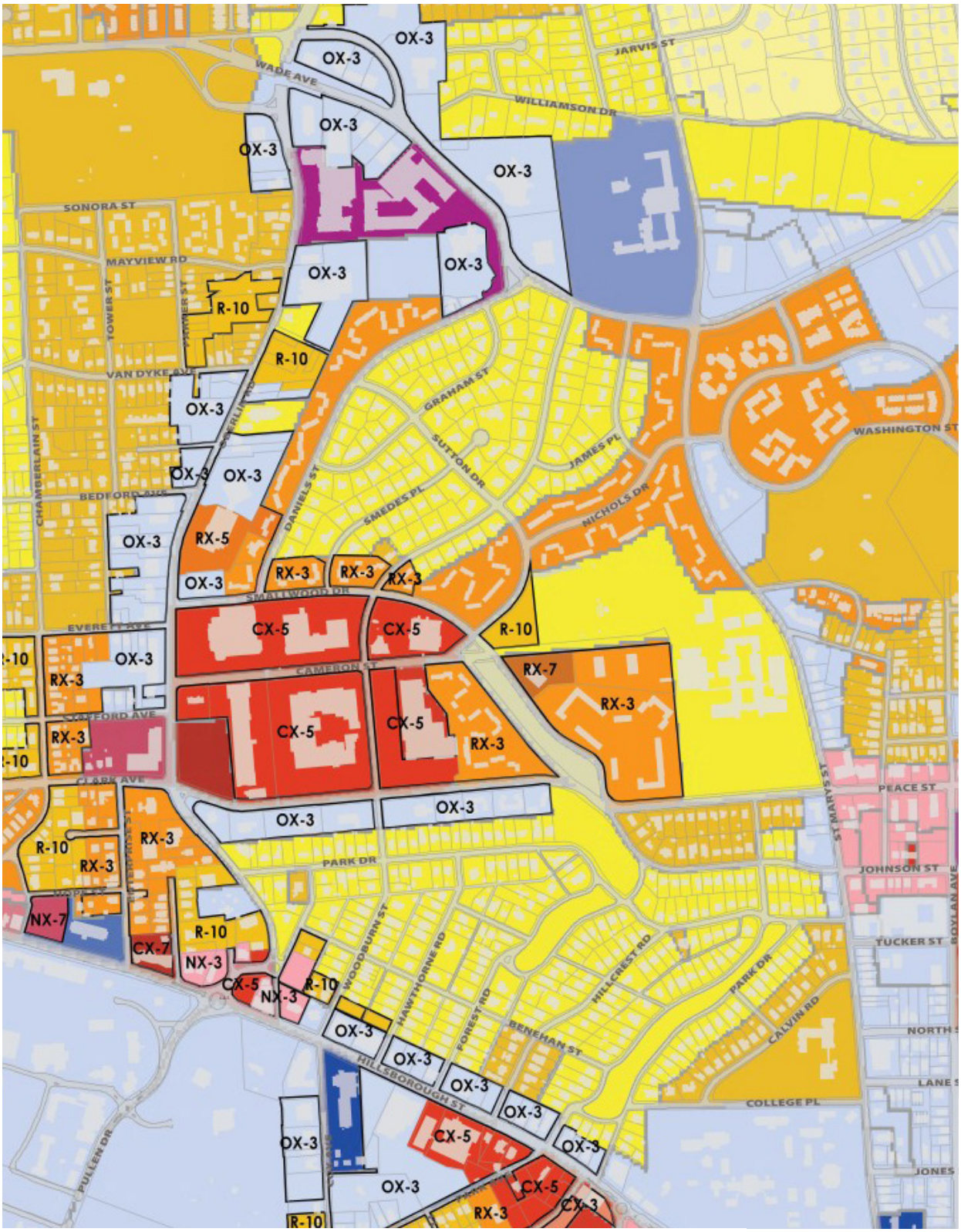


FIGURE 39. GROWTH SCENARIO A (PRESENTED AT FEBRUARY 2015 CHARRETTE)

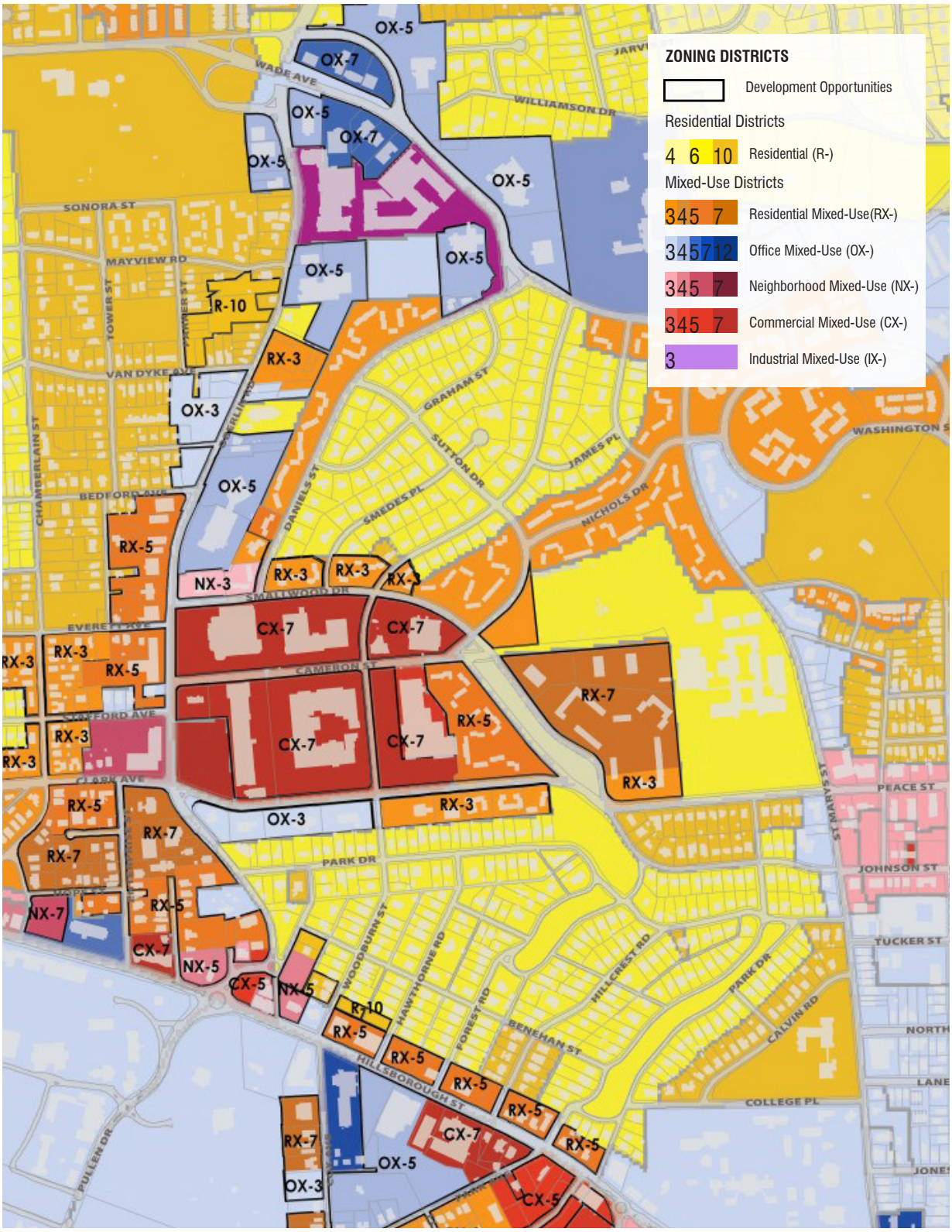


FIGURE 40. GROWTH SCENARIO B (PRESENTED AT FEBRUARY 2015 CHARRETTE)

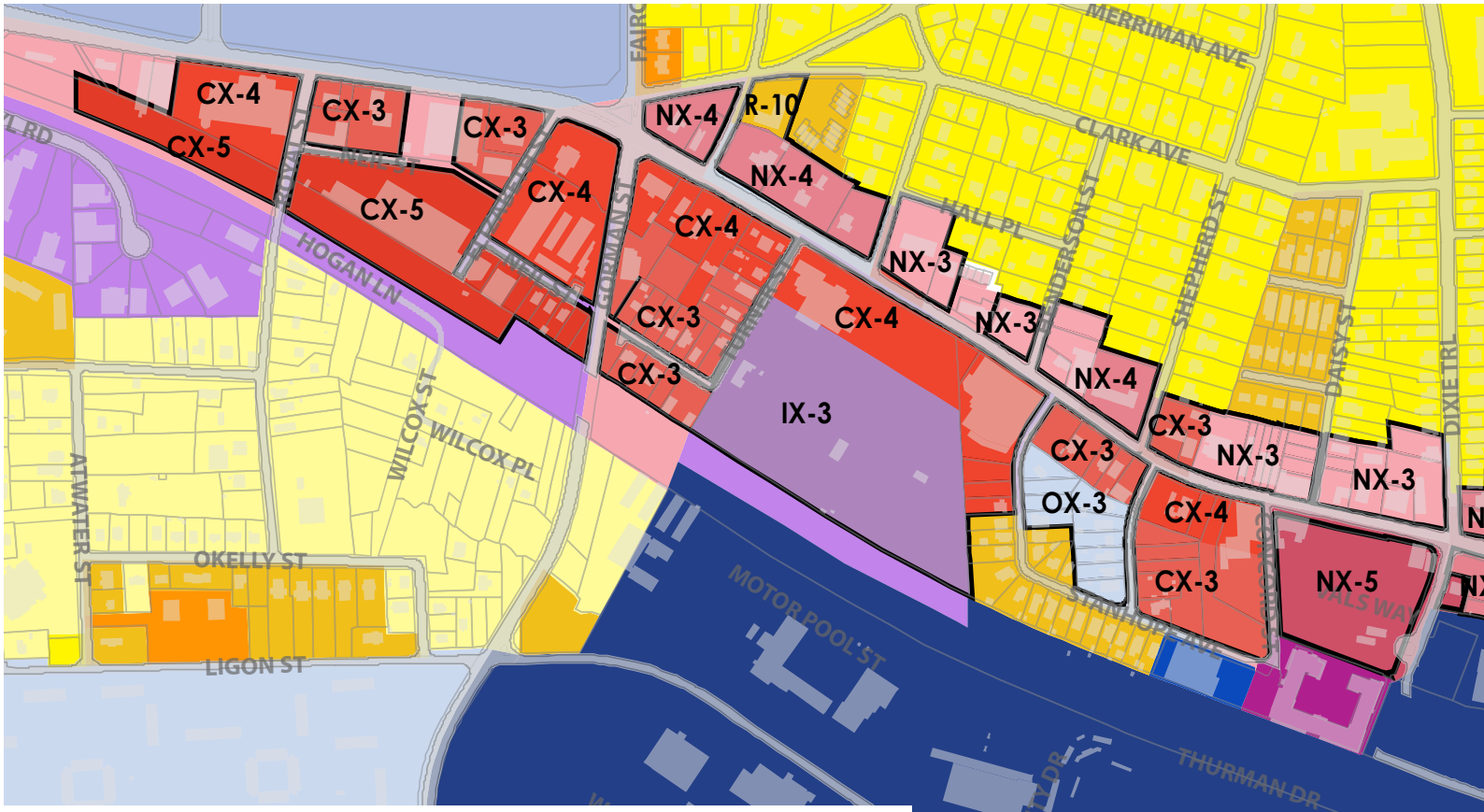


FIGURE 41. GROWTH SCENARIO A (PRESENTED AT MAY 2015 CHARRETTE)

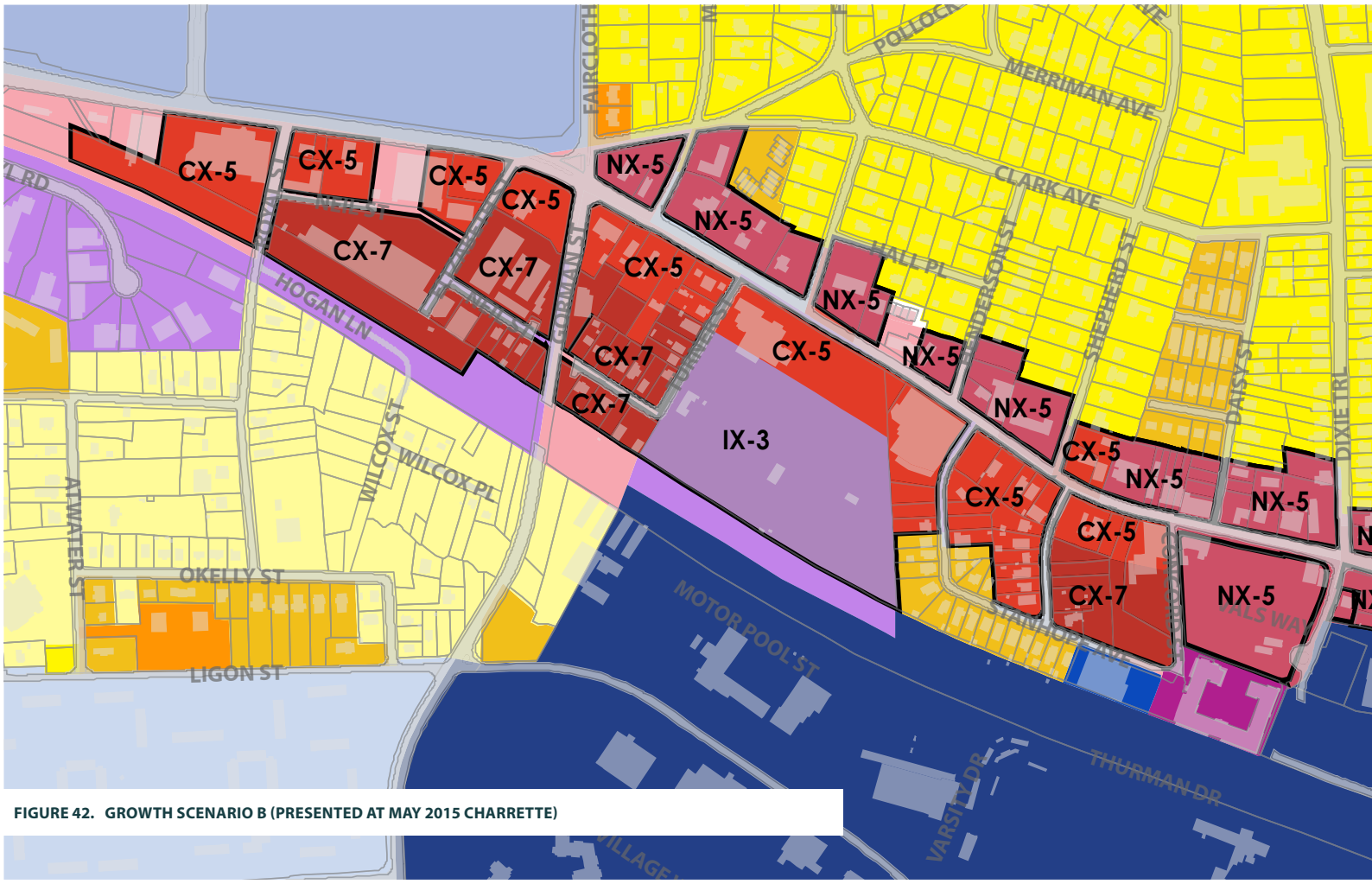
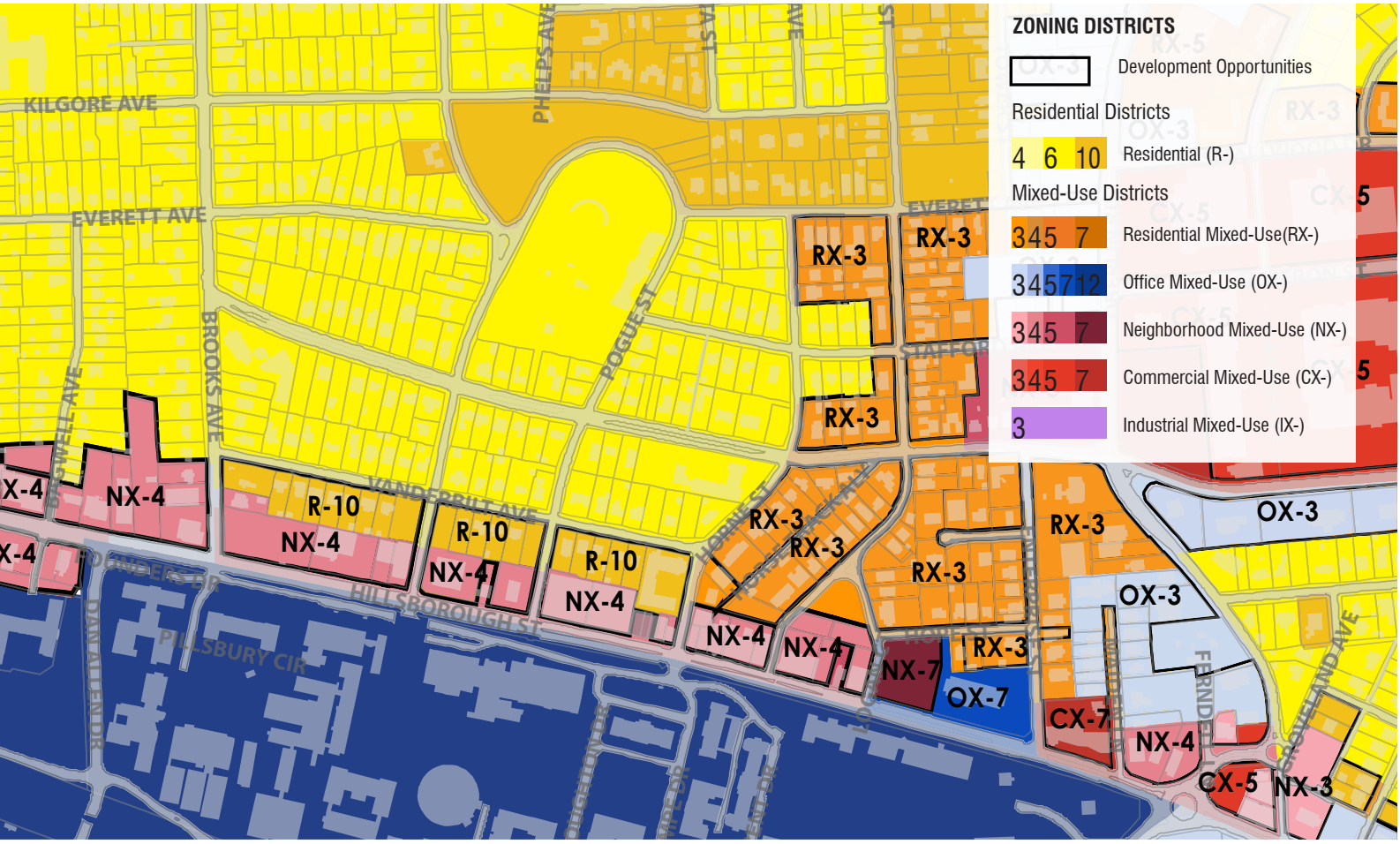
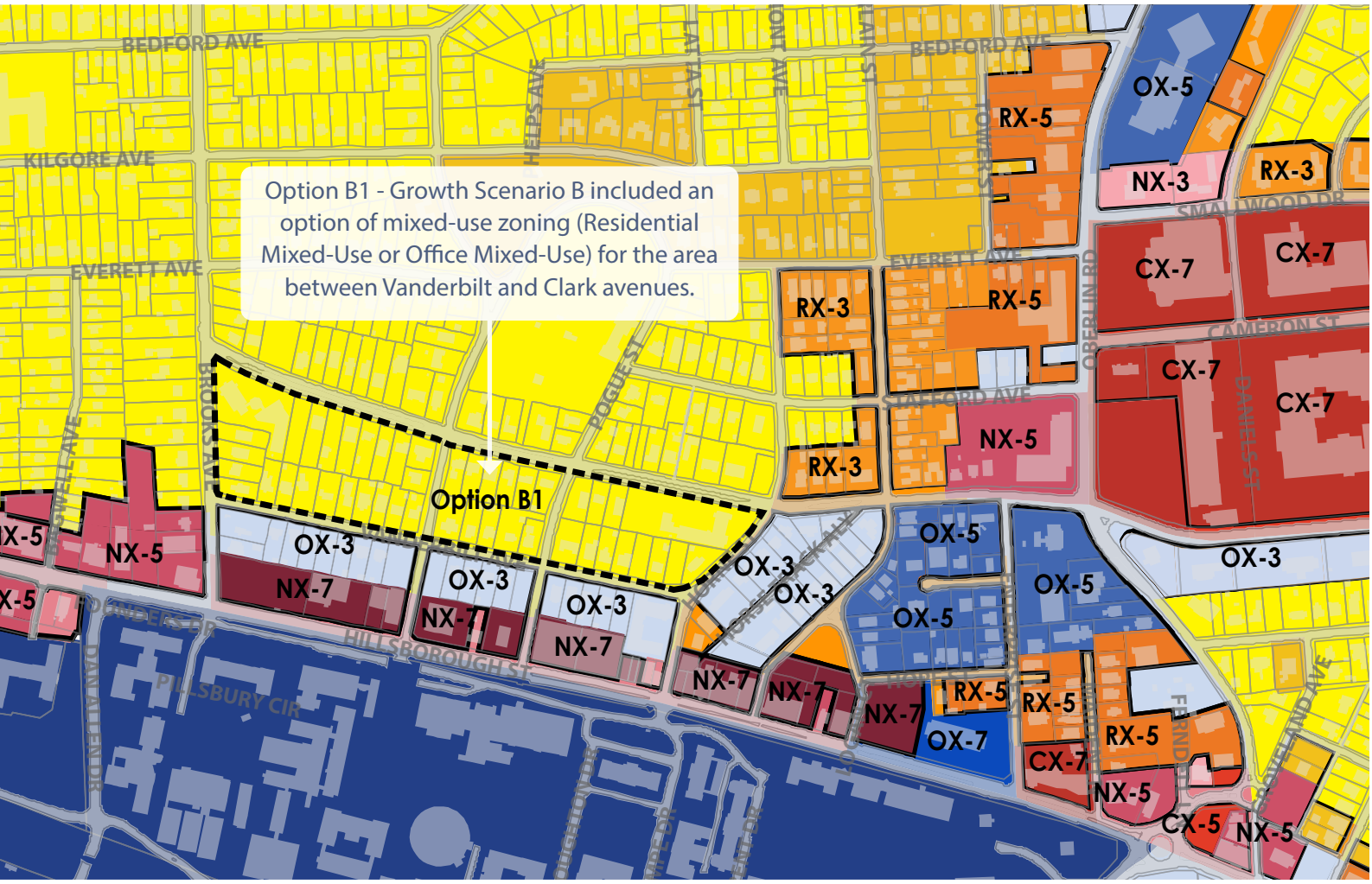


FIGURE 42. GROWTH SCENARIO B (PRESENTED AT MAY 2015 CHARRETTE)





Option B1 - Growth Scenario B included an option of mixed-use zoning (Residential Mixed-Use or Office Mixed-Use) for the area between Vanderbilt and Clark avenues.

Zone for the Future

Cameron Village

In charrettes and subsequent online surveys, the public was asked to provide feedback on the proposed growth scenarios. Based on that feedback, projected growth and transportation analysis, and informed scenario planning, an initial draft of zoning policy guidance was generated. With input from city staff and the Advisory Committee, the final alternative shown on the following pages was developed.

Cameron Village Zoning Policy Guidance

Zoning policy guidance for the Cameron Village area include:

- Office focused at Wade Avenue – The area around Oberlin Road, Wade Avenue, and Annapolis Drive is an office district. The refinement allows for increased intensity, up to four or five stories, to encourage office use clustering at this major intersection. This will help keep commuter traffic flowing in and out along Wade Avenue, rather than putting additional pressure on Oberlin Road during peak times. Development will need to step down in intensity and transition in height to the adjacent neighborhoods, particularly to Great Oaks Court.
- Increased intensity within Cameron Village Shopping Center – Similarly, intensity is allowed within the center of the Cameron Village Shopping Center. Redevelopment pressure can be met while still having enough distance for a gradual step down in height from a maximum of seven stories.
- Commercial around Cameron Village Shopping Center – Major commercial uses should remain concentrated within the Cameron Village Shopping Center, and not be allowed to encroach into existing single-family neighborhoods. Small retail spaces are still permissible in both the Neighborhood and Office Mixed-Use zoning districts.
- Mixed uses along major roadways – Mixed-Use zoning categories (e.g. Residential Mixed-Use, Office Mixed-Use, Neighborhood Mixed-Use, Commercial Mixed-Use) are strategically placed along the major roadways such as Oberlin Road, Clark Avenue, and Hillsborough Street. These Mixed-Use categories provide flexibility in uses, while continuing to encourage residential, along with some office or retail.
- Adjacent to single-family neighborhoods – Restricting heights to three stories next to single-family neighborhoods encourages a gradual transition in intensity to private homes, and ensures that they are not overshadowed by larger development. The exception to this occurs when there is a large change in topography such that the more intense development is already sunken (i.e. the Office Mixed-Use on Annapolis is at a much lower starting elevation than the surrounding neighborhood).

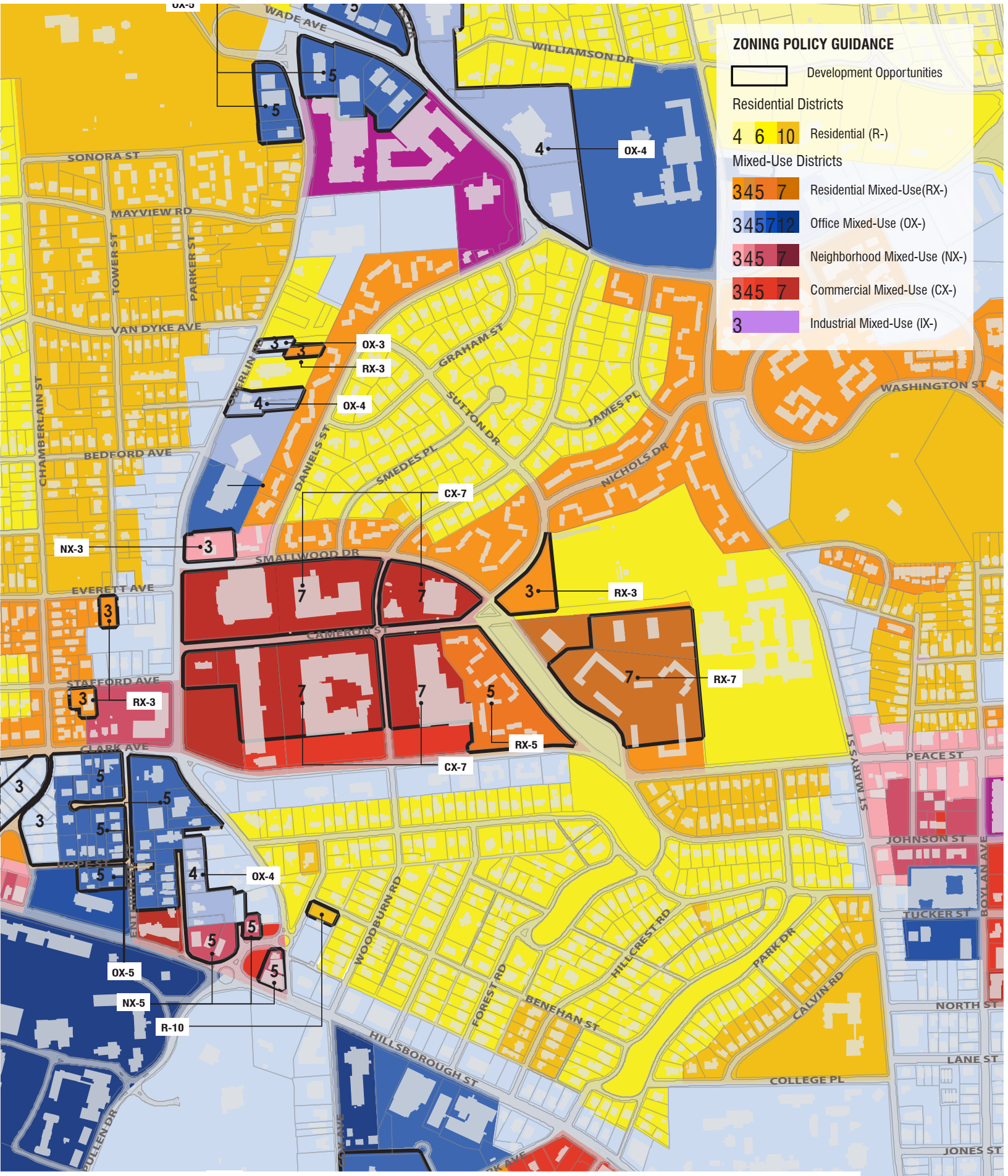


FIGURE 43. PROPOSED POLICY GUIDANCE TO ZONING FOR THE CAMERON VILLAGE STUDY AREA INCLUDE CHANGES IN ZONING CATEGORIES AND TARGETED INCREASE IN INTENSITY THROUGH HEIGHT OR USE.

Zone for the Future

Hillsborough Street

Hillsborough Street Zoning Policy Guidance

Zoning policy guidance for the Hillsborough Street area include:

- Increased intensity at core of Hillsborough corridor – Commercial intensity is increased up to five stories within the commercial core, directly across from the NCSU campus. This is one of the few areas allowing higher intensity next to residential. Developers will be encouraged to step down development toward the neighborhood.
- Enterprise Street as mixed-use corridor connecting Hillsborough and Cameron Village – Enterprise Street will become a secondary mixed-use spine to Oberlin Road, and will become the major pedestrian/bicycle connection between Hillsborough Street and Cameron Village Shopping Center, with active streetscapes to create a high-quality public realm.

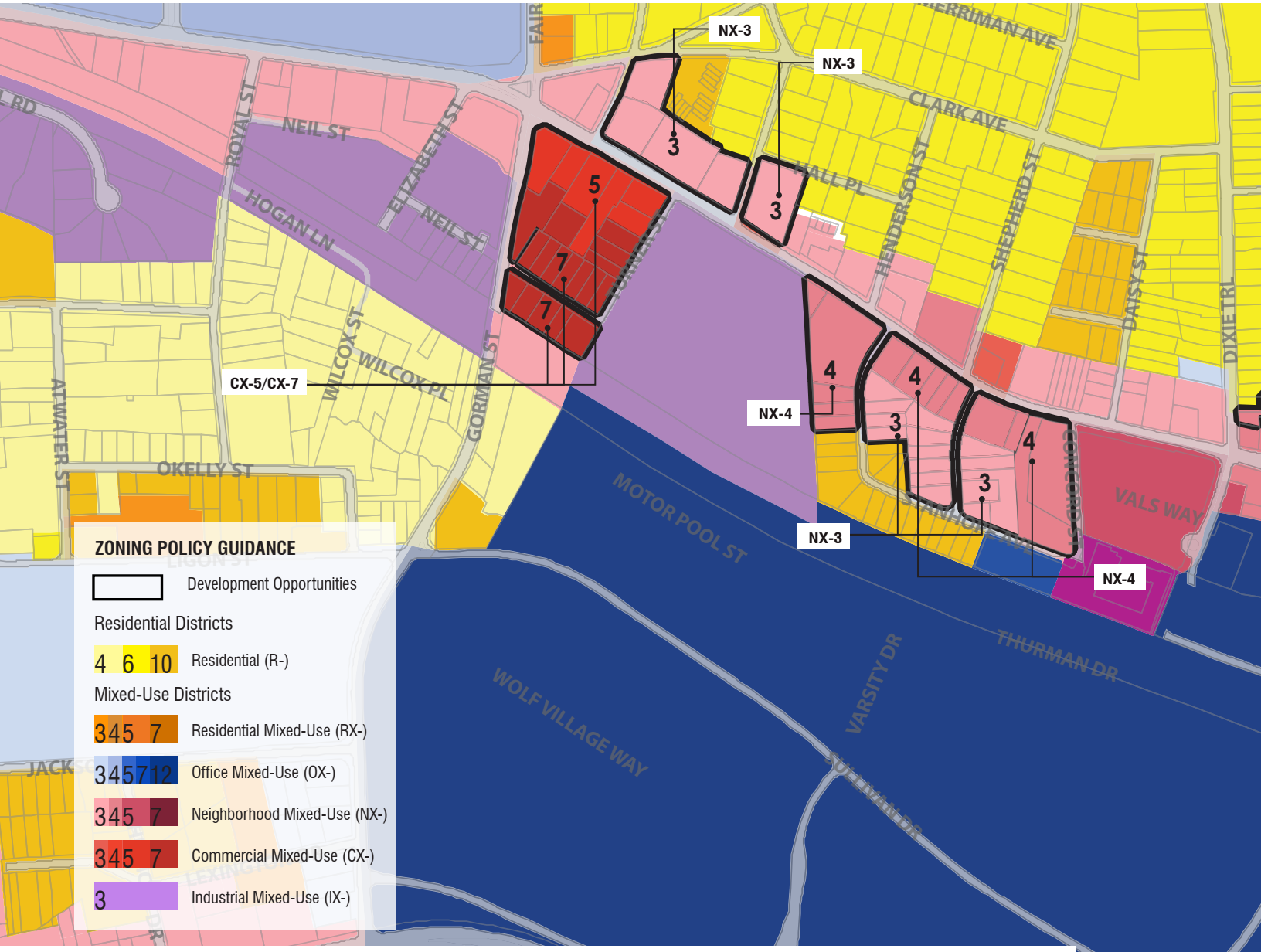
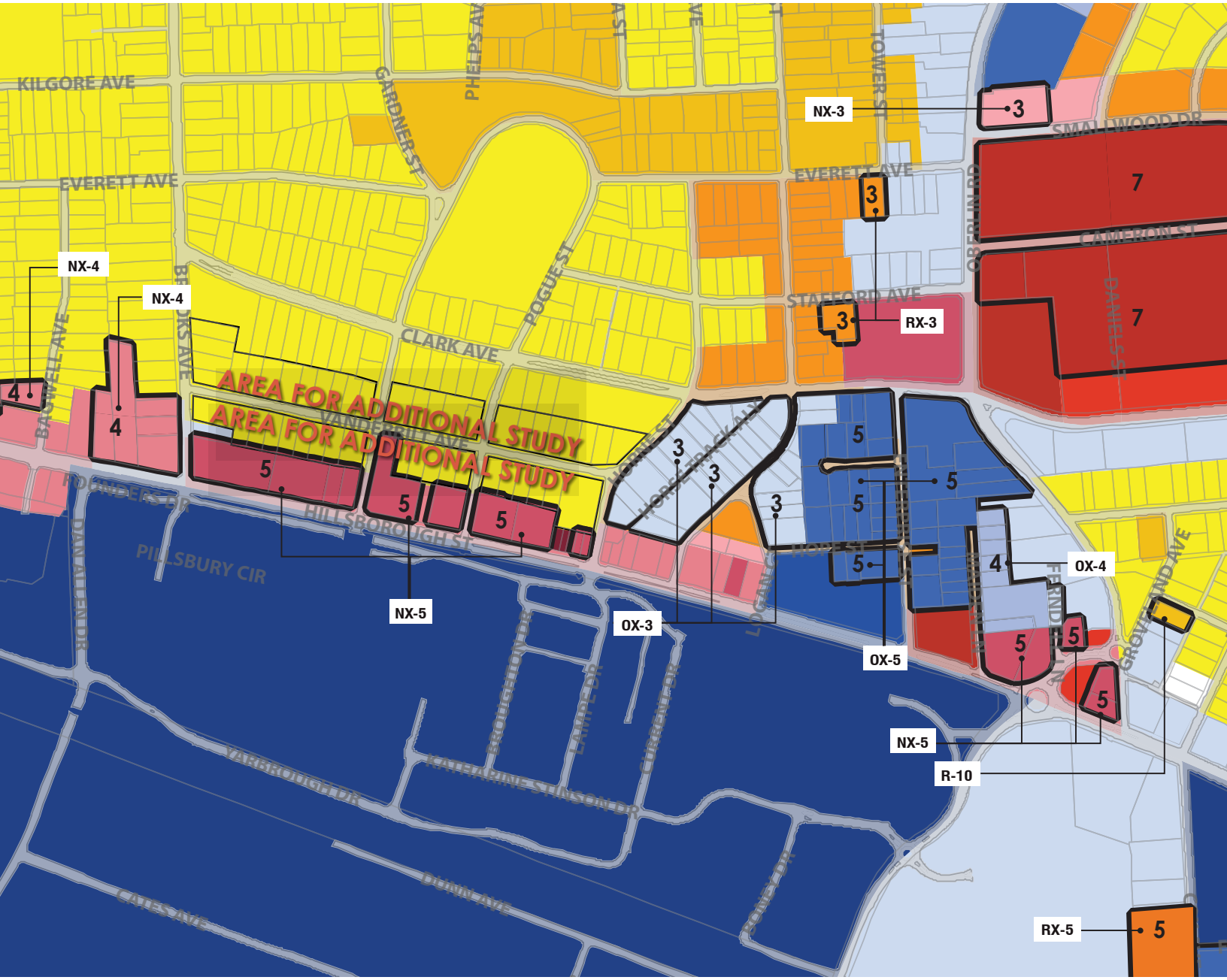


FIGURE 44. PROPOSED POLICY GUIDANCE TO ZONING FOR THE HILLSBOROUGH STREET STUDY AREA INCLUDE CHANGES IN ZONING CATEGORIES AND TARGETED INCREASE IN INTENSITY THROUGH HEIGHT OR USE.

Area for More Study - Vanderbilt Avenue

Through intensive public outreach, the project reached consensus on development character and design in many areas. Public input about Vanderbilt Avenue has been extensive during every phase of this planning process, but inconclusive. There is not clear consensus about form, scale, or use. This plan does not recommend a particular change for this area, but instead identifies the need for additional study in the future. Focusing on a smaller area will allow more detailed and nuanced conversation among residents and neighbors about the future vision for Vanderbilt Avenue.



Zone for the Future

District 4 - Hillsborough Street

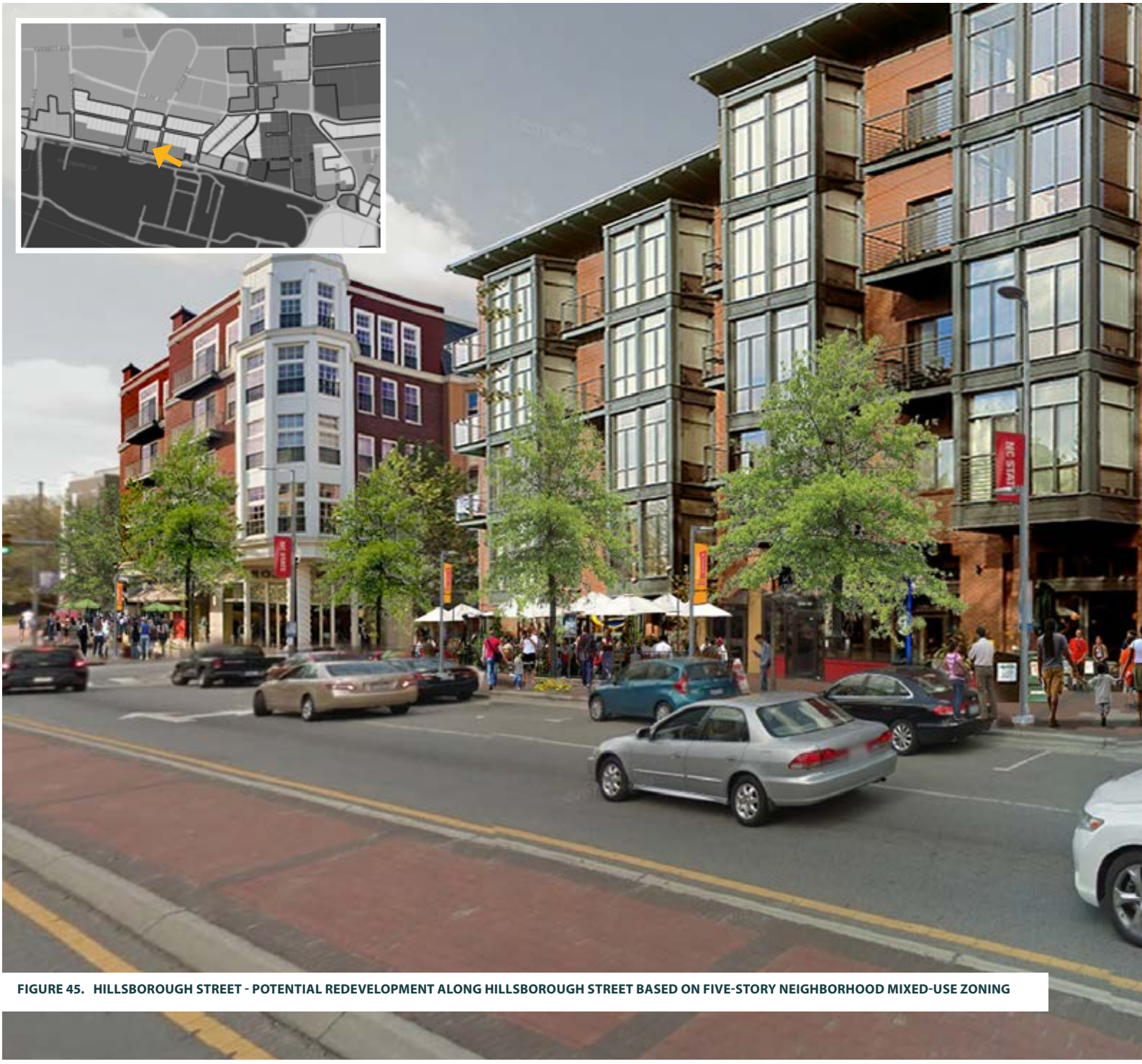


FIGURE 45. HILLSBOROUGH STREET - POTENTIAL REDEVELOPMENT ALONG HILLSBOROUGH STREET BASED ON FIVE-STORY NEIGHBORHOOD MIXED-USE ZONING

FIGURE 46. HILLSBOROUGH STREET - BEFORE

7 Promote Quality Design

As is often said, the devil is in the details, particularly with urban development in complex physical contexts. In conjunction with zoning regulations, quality design should be promoted to elicit appealing redevelopment. The following design recommendations range from general policies down to street-level details. Many of these are included within the UDO regulations, but should continue to be emphasized and expanded for the purposes of quality design.

Beyond code and its future modifications, the rezoning process (city enforced) or private agreements (privately enforced) are the tools currently available to neighbors and property owners to legally record agreements more detailed than code related to site specific project design.

Transitions in Scale and Height

A clear goal is to protect single-family neighborhoods. Transition policies, enforced by zoning, are in effect in neighborhood-adjacent areas of potential redevelopment. Figure 47 shows areas of potential redevelopment in purple, and the single-family residential that is meant to be protected through the transition requirements. These zones protect the scale and feel of neighborhoods next to other uses. They also prevent encroachment, both physically and visually.

These policies would apply in Cameron Village in the following ways:

- North of the office district along Wade Avenue.
- West of Oberlin Road as mixed-use transitions back to Oberlin Village.
- Along Smallwood Drive between the Cameron Village Shopping Center and the Cameron Village neighborhood.
- Between the current commercial banks on Clark Avenue and residences in Cameron Park.
- North of the office uses along Hillsborough Street transitioning to Cameron Park.
- Transitioning back from the new mixed-use development along Hillsborough Street and Ashe Avenue.

FIGURE 47. TRANSITION ZONES FOR THE CAMERON VILLAGE STUDY AREA

Promote Quality Design

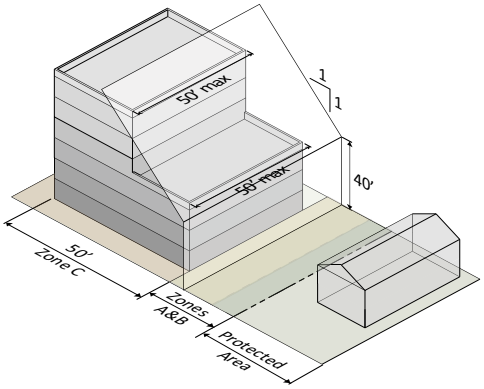
Hillsborough Street

FIGURE 48. TRANSITION ZONES FOR THE HILLSBOROUGH STREET STUDY AREA

OWLER AVE
VAN DYKE AVE
BEDFORD AVE
KILGORE AVE
EVERETT AVE
FAIRALL DR
PHELPS AVE
GARDNER ST
LATTA ST
ROSEMONT AVE
CHAMBERLAIN ST
TALL
ROBERTS ST
BEDFORD AVE
TOWER ST
SMALLWOOD DR
EVERETT AVE
OBERLIN RD
CAMERON ST
DANIELS ST
STAFFORD AVE
POGUE ST
BROOKS AVE
CLARK AVE
VANDERBILT AVE
HORNE ST
HORSE TRACK ALY
FOUNDERS DR
HILLSBOROUGH ST
PILLSBURY CIR
DAN ALLEN DR
HOPE ST
LOGAN CT
ENTERPRISE ST
MAIDEN LN
FERNDELL LN
BROUGHTON DR
LAMPE DR
CURRENT DR
YARBROUGH DR
KATHARINE STINSON DR
DUNN AVE

Promote Quality Design

Detailing



VERTICAL TRANSITIONS TO SINGLE-FAMILY NEIGHBORHOODS SHOULD BE NO GREATER THAN 45 DEGREES (IMAGE COURTESY OF RALEIGH UDO)

Applying Transition Zone Policy

The transitional height plane of 45 degrees required by the UDO allows larger buildings to step down in massing and height to areas with buildings of lesser height such as single-family residential. By transitioning the height of the redevelopment down to nearly the height of the surrounding neighborhoods the heaviness of the building is dissipated. An example of a transitional height plane is shown in Figure 49 as the massing of a five- to seven-story building steps down in height to meet three-story townhouses.

These transition zones will need to be coordinated with lot depths and setbacks. In very shallow lots it will be difficult to achieve both the height needed for redevelopment and allow for enough room to step down and transition in height to adjacent parcels. A minimum depth of approximately 200 feet is most able to accommodate effective transitions

FIGURE 49. EXAMPLE OF TRANSITIONAL HEIGHT PLANE

FIGURE 50. EXAMPLE OF BREAKING UP THE MASSING OF A LARGE BUILDING THROUGH UNDULATING FACADES AND INTEREST AT STREET-LEVEL

Breaking Down Large Buildings and Blocks

Design details can go a long way to humanizing a building, and help to break down large blocks. One of the major complaints of new large-scale developments is that they are creating a "canyon effect" in which the driver or pedestrian feels like the walls of the buildings on either side of them are closing in. This is often because a building has a long stretch of uninterrupted blank or uninteresting facade that is giving someone at ground level a feeling of unease. There are several ways to allow for development without creating this negative effect. Provisions in the Unified Development Ordinance that regulate how a building meets the street:

- Urban Setbacks.
- Ground Floor Heights.

Other aspects of building form and design that are important to the feel of the street, but difficult to regulate:

- Individual or Apparent Building Widths.
- Undulating Facades.
- Cornice Height Variation.
- Materials & Detailing.

Emphasis on Individual or Apparent Building Widths

The average person has difficulty processing a single monolithic building that takes up all or most of a city block. Therefore, a useful guideline is to break up the larger building into what appear to be more reasonable buildings through changes of facades and setbacks (see Figure 50). This treatment can either work all the way through the building to help break up what would otherwise be a large development into smaller pieces, or it can be only an exterior treatment, while the functioning portion of the interior of the building still works as one whole.

FIGURE 53. MINIMAL FRONT BUILDING SETBACK PROMOTES WALKABILITY & INTERACTION

FIGURE 54. TALLER GROUND FLOOR HELPS EMPHASIZE PEDESTRIAN ZONE

FIGURE 51. STREET-LEVEL DOORS & WINDOWS MAKE FOR MORE PEDESTRIAN INTEREST

Undulating Facades

Hand in hand with showing apparent building widths is giving further variety to the exterior of the building by undulating the facade and having it come forward in some places and recess in others (see Figure 50).

Vary Cornice Heights

Not only should the facade push and pull forward and backward, but so too can the cornice and roofline rise and fall. This will continue the impression of an organic growth of a series of buildings. This can even be used as a selling point to provide semi-secluded terraces and roof decks.

Variation in Materials and Details Across Block Face

Varying materials can work on multiple scales. Similar to undulating the facade to break down the massing of a large building, changing the materials along a facade can help to imply separate buildings or delineate between uses or tenants. On a smaller scale using at least two or three materials in any facade can add visual interest the same way details will.

Urban Setbacks

In the urban context of the study areas, it is important for redevelopment to be pulled up close to the street with facades having no more than a 20-foot setback, as is required by most Urban Frontages defined in the UDO. By bringing the buildings up to the sidewalk, walkability and interaction are encouraged, and large amounts of unprogrammed buffer space are minimized.

Floor Heights

Floor heights, especially at street level, have a large impact on how the building is perceived. Per the UDO, more generous ground floor heights of at least 11 feet help to build a pedestrian zone in which buildings do not feel like they are weighing down or imposing. The remaining floors should have a minimum floor height of nine feet to allow for at least a seven-foot ceiling height plus the interstitial structure.

FIGURE 52. FREQUENT BUILDING ENTRIES MAKE A BUILDING MORE INVITING

Street Level Activation

High-visibility of human action and interaction at the street level is an important facet of a pleasant streetscape and public realm. The Unified Development Ordinance regulates building form in several ways to promote street level activation:

Street Level Pedestrian Access

Frequent building entries from streets and sidewalks, rather than long stretches of blank walls, provide variety and interest for pedestrians at street level as well as acting as a safety feature. Per the UDO, there should be no more than 50 to 75 feet between building entrances.

Fenestration

In addition to the frequent placement of doors, having windows at street level increases visibility and adds interest, while encouraging interaction between pedestrians and ground-floor uses. Per the UDO, 50 percent of the building's facade at eye-level should be transparent doors or windows.

Minimize blank walls

Blank walls may cause a sense of discomfort or unease, and do nothing to contribute to the character of the building. Per the UDO, blank walls should not be allowed to stretch for more than 30 feet in any direction.

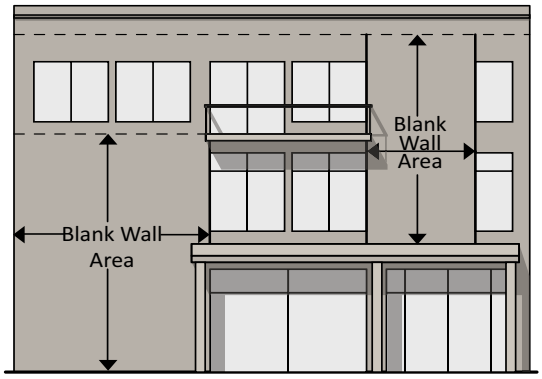


FIGURE 55. BLANK WALLS SHOULD BE MINIMIZED, EVEN IN UPPER FLOORS (IMAGE COURTESY OF RALEIGH UDO)

V Plan for Implementation

FIGURE 56. *EXAMPLE OF A SUCCESSFUL MIXED-USE DEVELOPMENT (MARKET COMMONS, ARLINGTON, VA)

The true success of a plan is the degree for which it is advocated by its stakeholders and that it affects positive change. The recommendations outlined in this report represent a long-term vision for the Cameron Village and Hillsborough Street study areas. The implementation strategies outlined in this section contain a range of time frames for projects that vary from short-term (within five years), mid-term (five to 15 years), and long-term (over 15 years).

Market Success Factors

Market demand represents the amount of projected growth in areas such as number of households, additional commercial, or new office a geographic area will support based on things such as number of employers, quality of living, or schools. Raleigh has seen a great deal of growth over the past decade in response to returned interest of families and empty-nesters to live in town rather than in the suburbs. The study area is particularly attractive for growth because there is a good variety of housing types; there is good proximity and access to major employers and regional destinations; and the area is known for its strong neighborhood fabric.

Much of this study is based on the projected market demand over a 20-year span. The following numbers were used as a benchmark for potential growth. The intensity and types of development shown in the development scenarios were weighed against the projected 20-year market demand.

20-Year Market Demand	
Residential (dwelling units)	6,000 (avg. 300/year)
Retail Space (square feet)	400,000 – 600,000
Office Space (square feet)	500,000 – 750,000

Key market success factors include:

- Tapping into multiple markets – street level retail to larger footprint retail toward the Beltline.
- Growing residential population close to commercial districts.
- Linking to Hillsborough Street and Cameron Village with pedestrian/bicycle connections and consider joint marketing efforts.
- Improving parking management, while simultaneously improving transit, bicycle, and pedestrian access.
- Increasing programming and events.
- Incentivizing storefront retail and dining.

Implementation Principles

Incremental Changes

In order to take advantage of limited and/or unknown funding and to adjust for changing market realities, implementation should be incremental by design. In that vein, having a variety of projects outlined in this study that are short-term, mid-term, and long-term will make the steps to the overall vision more manageable.

Leveraging & Cost Sharing

The vision for the Cameron Village and Hillsborough Street Small Area Plans is multi-faceted and comprehensive. Many of the big moves come with a large price tag in terms of both time and funding. As public sector funding will likely be limited, the use of public funds should be phased over time and positioned to leverage other funding sources including private sector investment, non-profit commitments (time and money), and outside grants.

Community Orientation

The implementation of this plan will take many years and will unfold incrementally. Periodic reviews of the overall vision against evolving design elements/projects and implementation priorities will keep the project on track, but flexible. These reviews should be done in open public forums and with community leaders in order to ensure ongoing and long-term compatibility with community desires. In the end, continued community support will be what keeps projects going and makes these small area plans successful.

Community Indicators

20-Year Horizon

Informed Scenario Planning

A key aspect of the planning for Cameron Village and Hillsborough Street was the ability to do "scenario planning" on land use and circulation options. An analytical tool utilizing Community Viz software allowed the planning team to understand high level implications of proposed options through indicators for development and infrastructure impact.

In addition, a detailed Traffic Model was created for the immediate vicinity of the Cameron Village Shopping Center. It modeled future traffic volumes based on new development trip generation pulled from the Community Viz model balanced with operational improvement for traffic recommended in the plans.

COMMUNITY INDICATORS

	EXISTING CONDITION	CURRENT FUTURE CONDITION*	PROPOSED CONDITION*
Total Population	12,030	19,527	24,691
Total Employment	14,452	15,864	19,415
Total Dwelling Units (du)	5,496	9,046	11,495
Average Building Height (stories)	--#	3.3	3.8
Average Density (du/acre)	10.05	14.16	17.62
Student Generation (K-12)	585	1,176	1,495
Net New Trip Generation (a.m. trips | p.m. trips)	-- | --#	2,548 | 3,997	4,320 | 6,581
New Utility Service Demand (water MGD | sewer MGD)	-- | --#	1.38 | 1.11	2.14 | 1.73

FIGURE 57. COMMUNITY INDICATORS

NOTES:
*** = THE FUTURE YEAR CONDITION IN COMMUNITYVIZ ASSUMES DEMAND FOR NEW DEVELOPMENT USES AND INTENSITIES AS FOLLOWS: 6,000 NEW DWELLING UNITS, 700,000 NEW RETAIL SQ. FT., AND 925,000 NEW OFFICE SQ. FT.**
 # = CONDITIONS WERE NOT MEASURED IN COMMUNITYVIZ FOR EXISTING TRAFFIC CONDITIONS, EXISTING BUILDING HEIGHT, OR EXISTING WATER AND SEWER DEMANDS.

Analysis through Community Viz and the Traffic Model provided the following indicators over 20 years based on the recommendations of the plan:

- Recent development is heavily weighted to residential. The pattern of mixed-use anchored by residential will continue this future growth and the total population would grow to almost 25,000 people.
- Average building height would grow, but still average four stories or less across much of the area.
- Density would rise from 10 dwelling units per acre to almost 18 dwelling units per acre, which approaches thresholds of density that could support more high-frequency transit, such as promoted in the Wake County Transit Plan.
- While new residential development will not generate new K-12 students in the same proportion as traditional single-family development, it will over time create potential additional student-age populations in the area and should be monitored as to the impact on local schools.
- New development character is expected to produce additional trips. Vehicle trips are projected to increase, but not in the same proportion as existing development and vehicle trips. Instead, new development is expected to produce new pedestrian, bicycle, and transit trips at a higher rate than current development generates. The model makes a good guess at how much trip capture will go to pedestrian, bicycle, and transit trips, but it is an estimate; it needs continued monitoring to understand evolving trip allocation among modes. This number could be even higher as pedestrian, bicycle, and transit amenities are enhanced.
- Improvements to Smallwood/Bellwood/Peace/Clark and Smallwood/Bellwood/Nichols/Cameron are expected to build capacity in the vehicular network to support future growth. Oberlin Road is the defining constraint of the vehicular network in this area. The traffic model flags Oberlin Road, especially at the intersection with Clark Avenue, as an area that will need ongoing monitoring and management to keep things running smoothly.
- The plan provides projections for needed new utility and sewer improvements that can be upgraded over time.
- Economically, based on market demand and recent activity, it is estimated that the Cameron Village and Hillsborough Street area may see almost $500 million in new residential and commercial investment in the next 10 years. This economic growth is estimated to add just over $4 million annually in new property tax revenue to Wake County.

Implementation Plan

The following implementation tables lay out a series of actions or projects that fulfill the objectives of the small area plans. Time frames referenced are as follows: Short-Term (within five years), Mid-Term (five to 15 years), Long-Term (over 15 years), or Ongoing.

1 COMPLETE PEDESTRIAN AND BICYCLE NETWORKS

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	LENGTH	APPROX. TOTAL COST*	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Clark, Everett, Kilgore pedestrian/bicycle corridor						
Identified priority streets for capital investments for Complete Streets (pedestrian, bicycle, and transit provisions and intersection upgrades) and streetscape improvements (street trees, lighting, landscaping, beautification, etc.) - assumed $70 per linear foot for sidewalks, $20,000 per mile for neighborhood bikeways, $75,000 per mile for bicycle lanes						
2/3/4	Clark Avenue (west of Dixie Trail)	New/improved sidewalk in areas where they need improvement or do not exist	5000 LF	$350k	Transportation	Short-Term
2/4	Everett Avenue (partial)		2900 LF	$203k		
4	Kilgore Avenue		3050 LF	$427k		
2/3/4	Clark Avenue (west of Dixie Trail)	New neighborhood bikeway (signage, markings, etc.)	0.5 MI	$10k		
2/4	Everett Avenue		0.75 MI	$15k		
4	Kilgore Avenue		0.6 MI	$12k		
Objective: Dixie Trail pedestrian/bicycle corridor						
Enhanced bicycle and pedestrian spine along Dixie Trail - assumed $70 per linear foot for sidewalks and $75,000 per mile for bicycle lanes						
5	Dixie Trail (Hillsborough to Kilgore)	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	2700 LF	$189k	Transportation	Short-Term
5	Friendly Drive (portions of)	Extension of minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	1500 LF	Private developer triggered improvement		
Objective: Oberlin Road at Wade Avenue interchange modifications						
The numbers below are for pedestrian and bicycle improvements only and do not include design and construction costs for modification to the vehicular street section - assumed $70 per linear foot for sidewalks, and $75,000 per mile for bicycle lanes						
1	Oberlin Road (from either end of Wade Avenue exit ramps)	Improved sidewalk	1200 LF	$84k	Transportation	Mid-Term
1	Oberlin Road (from either end of Wade Avenue exit ramps)	New bicycle facility (signage, markings, etc.)	0.25 MI	$18.75k		

						1
DISTRICT IMPACT AREA	**PROJECT**	**DESCRIPTION**	**LENGTH**	**APPROX. TOTAL COST***	**IMPLEMENTATION AGENCIES**	**TIME FRAME**
Objective: Chamberlain Street pedestrian/bicycle corridor						
Enhanced bicycle and pedestrian connections from Hillsborough Street to the playing fields at Jaycee Park - assumed $70 per linear foot for sidewalks and $20,000 per mile for neighborhood bikeways						
1/2/3/4	Chamberlain Street (partial)	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	5800 LF	$406k	Transportation	Mid-Term
1/2/3/4	Chamberlain Street (partial)	New neighborhood bikeway (signage, markings, etc.)	0.8 MI	$16k		
Objective: Gardner Street pedestrian/bicycle corridor						
Enhanced bicycle and pedestrian connections between Gardner Street Trail, Isabella Cannon Park, Rose Garden & Raleigh Little Theatre, Hillsborough Street commercial, NCSU, and Rocky Branch Trail - assumed $70 per linear foot for sidewalks and $20,000 per mile for neighborhood bikeways						
4	Gardner Street (north of Everett Avenue)	Continued support of the Capital Area Greenway Improvements		Parks, Recreation and Cultural Resources		Ongoing
4	Gardner Street (Everett Avenue to Hillsborough Street)	New/Improved bicycle facility (including signage, non-skid thermoplastic (buffer, etc.)	0.25 MI	$5k	Transportation	Mid-Term
4	Gardner Street (south of Hillsborough Street	Extension of bicycle facility improvements		NCSU triggered development		
Objective: Neighborhood sidewalk improvements*						
City-Initiated Capital Projects - assumed $70 per linear foot						
4/5	Brooks Avenue (partial both sides)	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	3000 LF	$210k	Transportation	Mid-Term to Long-Term
2/4/5	Clark Avenue (partial both sides east of Brooks Avenue)		6650 LF	$465.5k		
2/3	Oberlin Road (partial both sides Clark Avenue to Park Drive, west side only south of Park Drive)		1450 LF	$143.5k		
2	Smallwood Drive (partial)		150 LF	$10.5k		
1	Sonora Street (partial)		500 LF	$35k		
1	Wade Avenue (partial)		2950 LF	$206.5k		

*** ASSUMES $70 PER LINEAR FOOT FOR ALL NEW/IMPROVED SIDEWALKS, $15,000 FOR MINOR INTERSECTION IMPROVEMENTS, $20,000 FOR MODERATE IMPROVEMENTS, AND $20,000 PER MILE FOR BICYCLE FACILITIES. SOME SAVINGS MAY BE CONSIDERED IF IMPROVEMENTS ARE DONE IN CONJUNCTION.**

1 COMPLETE PEDESTRIAN AND BICYCLE NETWORKS cont.

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	LENGTH	APPROX. TOTAL COST*	IMPLEMENTATION AGENCIES	TIME FRAME
Redevelopment-Initiated Projects						
4	Broughton Drive	Extension of minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	1700 LF	NCSU triggered improvement		
4	Concord Street		3000 LF	Private developer triggered improvement		
2	Cameron Street		450 LF	Regency triggered improvement		
5	Friendly Drive		750 LF	Private developer triggered improvement		
1	Mayview Road extension (adjacent to Oberlin Court)		1050 LF	Private developer triggered improvement		
2/3	Oberlin Road (east side south of Park Drive)		850 LF	Private developer triggered improvement		
Multi-Use Bridges Over Rail						
3/4/5	Multi-use bridge over rail line	Multi-use bridges (including pedestrian and bicycle circulation) over the rail line potentially at Concord Street, Friendly Drive, Broughton Drive, or within Pullen Park.		Transportation, Private Property Owners, Rail Company - (Number and cost to be determined through further analysis and engineering)		
Neighborhood-Initiated Projects - assumed $70 per linear foot						
4	Horne Street	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.) requested by property owners through the no-cost petition process.	1400 LF	$98k	Neighborhood-initiated, Transportation	By Request
4	Pogue Street		2800 LF	$196k		
2	Stafford Avenue		100 LF	$7k		
1	Van Dyke Avenue		1200 LF	$84k		
1/2	Woodburn Road (already initiated by petition)		1750 LF	$122.5k		
Objective: Neighborhood crosswalk improvements						
Minor Intersection Improvements - assume $15,000 per intersection						
1	Daniels St. + Glover Ln.	Minor intersection improvements, including restriping, minimal signage, etc.		$15k per intersection	Transportation	Ongoing
1/2	Sutton Dr. + Woodburn Rd.					
2	Clay St. + St. Mary's St.					
4	Horne St. + Clark Ave.					
4	Pogue St. + Clark Ave.					
4	Gardner St. + Clark Ave.					
4	Gardner St. + Everett St.					
4	Gardner St. + Kilgore Ave.					
4/5	Kilgore Ave. + Brooks Ave.					
5	Shepherd St. + Clark Ave.					
5	Furches St. + Clark Ave.					
5	Merriman Ave. + Clark Ave.					
5	Montgomery St. + Clark Ave.					

1						
DISTRICT IMPACT AREA	**PROJECT**	**DESCRIPTION**	**LENGTH**	**APPROX. TOTAL COST***	**IMPLEMENTATION AGENCIES**	**TIME FRAME**
Moderate Intersection Improvements - assume $20,000 per intersection						
1	Annapolis Dr. + Oberlin Rd.	Moderate intersection improvements, including restriping, more significant signage, etc.		$20k per intersection	Transportation	Ongoing
1	Oberlin Rd. + Van Dyke Ave.					
2	Oberlin Rd. + Bedford Ave. (part of approved Oberlin Road Streetscape Plan)					
2	Peace St. + St. Mary's St.					
3	Oberlin Rd. + Park Ave. (part of approved Oberlin Road Streetscape Plan)					
3	Forest Rd. + Hillsborough St.					
4	Chamberlain St. + Kilgore Ave.					
4	Chamberlain St. + Everett Ave.					
4	Enterprise St. + Clark Ave.					
4/5	Brooks Ave. + Clark Ave.					
4/5	Everett Ave. + Brooks Ave.					
5	Kilgore Ave. + Dixie Trail					
5	Clark Ave. + Dixie Trail					
5	Dixie Trail + Everett Ave.					
5	Faircloth St. + Clark Ave.					
5	Faircloth St. + Gorman St.					

*** ASSUMES $70 PER LINEAR FOOT FOR ALL NEW/IMPROVED SIDEWALKS, $15,000 FOR MINOR INTERSECTION IMPROVEMENTS, $20,000 FOR MODERATE IMPROVEMENTS, AND $20,000 PER MILE FOR BICYCLE FACILITIES. SOME SAVINGS MAY BE CONSIDERED IF IMPROVEMENTS ARE DONE IN CONJUNCTION.**

1 COMPLETE PEDESTRIAN AND BICYCLE NETWORKS cont.

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	LENGTH	APPROX. TOTAL COST*	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Increased bicycle network connectivity						
Protected Bikeways - protected bicycle lanes that are physically separated from motor vehicle traffic - assume $150,000 per mile for protected bike lanes						
5	Gorman Street (in design)	New protected bikeway (including signage and buffer)	0.15 MI	$150k	Transportation	Short-Term
1/2	St. Mary's Street (portions of)		0.5 MI	$75k		Mid-Term
5	Faircloth Street		0.5 MI	$75k		
Neighborhood Bikeways - neighborhood bikeways take advantage of streets with low-speed and low-volume traffic through on-street markings - assume $20,000 per mile for neighborhood bikeways						
3	Benehan Street	New neighborhood bikeway (signage, markings, etc.)	0.3 MI	$6k	Transportation	Mid-Term
3	College Place		0.3 MI	$6k		
3	Cox Avenue		0.25 MI	$5k		
3	Dexter Place		0.1 MI	$2k		
3	Forest Road and Drive		0.4 MI	$8k		
2	Johnson Street		0.3 MI	$6k		
1	Mayview Road extension		0.2 MI	$4k		
1	Nichols Drive		0.2 MI	$4k		
3	Park Avenue and Drive		0.3 MI	$6k		
1	Sonora Street		0.1 MI	$2k		
2	Sutton Drive		0.4 MI	$8k		
2/3	Woodburn Road		0.3 MI	$6k		
Bicycle Lanes - dedicated bicycle lanes are specially marked, and adjacent to motor vehicle lanes - assume $75,000 per mile for bicycle lanes						
4	Brooks Avenue	New bicycle lanes (signage, markings, etc.)	0.8 MI	$60k	Transportation	Mid-Term
2	Cameron Street		0.3 MI	$22.5k		
2/4	Clark Avenue (partial)		0.3 MI	$22.5k		
1/2	Daniels Street		0.2 MI	$15k		
1/2/3	Oberlin Road (partial)		0.4 MI	$30k		
2	Smallwood Drive		0.2 MI	$15k		
2	Woodburn Road (partial)		0.2 MI	$15k		
Multi-Use Bridges Over Rail						
3/4/5	Multi-use bridge over rail line	Multi-use bridges (including pedestrian and bicycle circulation) over the rail line potentially at Concord Street, Friendly Drive, Broughton Drive, or within Pullen Park.		Transportation, Private Property Owners, Rail Company - (Number and cost to be determined through further analysis and engineering)		

						1
DISTRICT IMPACT AREA	**PROJECT**	**DESCRIPTION**	**LENGTH**	**APPROX. TOTAL COST***	**IMPLEMENTATION AGENCIES**	**TIME FRAME**
Objective: Increased pedestrian/bicycle network connectivity						
4	Garden Place pedestrian/ bike passage (extension)	Extension of sidewalk and neighborhood bikeway to connect Enterprise Street to Chamberlain Street	450 LF	Private developer triggered improvement		
1	Glover Lane sidewalk (extension)	Extension of sidewalk and neighborhood bikeway along Glover Lane to Oberlin Road	550 LF			
1	Graham Street sidewalk (extension)	Extension of sidewalk and neighborhood bikeway to connect Graham St. to Bedford Ave.	1050 LF			
Objective: Daniels Street pedestrian/bicycle corridor						
Enhanced bicycle and pedestrian spine along Daniels Street - assumed $70 per linear foot for sidewalks and $75,000 per mile for bicycle lanes						
1/2	Daniels Street (Smallwood to Wade)	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	1450 LF	$101.5k	Transportation	Mid-Term
1/2	Daniels Street (Smallwood to Wade)	New neighborhood bikeway (signage, markings, etc.)	0.5 MI	$10k	Transportation	Mid-Term
2	Daniels Street (Clark to Smallwood)	Extension of minor improvements (e.g. additional sidewalks, new bike lanes, minimal streetscape improvements, etc.)	2100 LF	Regency triggered improvement		
Objective: Enterprise Street pedestrian/bicycle corridor						
Enhanced bicycle and pedestrian spine along Enterprise Street to connect Hillsborough Street to Cameron Village - assumed $70 per linear foot for sidewalks and $20,000 per mile for neighborhood bikeways						
4	Enterprise Street sidewalk	Minor improvements (e.g. additional sidewalks, minimal streetscape improvements, etc.)	1900 LF	Private developer triggered improvement		
4	Enterprise Street bicycle facility	New neighborhood bikeway (signage, markings, etc.)	0.2 MI			

*** ASSUMES $70 PER LINEAR FOOT FOR ALL NEW/IMPROVED SIDEWALKS, $15,000 FOR MINOR INTERSECTION IMPROVEMENTS, $20,000 FOR MODERATE IMPROVEMENTS, AND $20,000 PER MILE FOR BICYCLE FACILITIES. SOME SAVINGS MAY BE CONSIDERED IF IMPROVEMENTS ARE DONE IN CONJUNCTION.**

2 IMPROVE AND EXPAND PARKS + OPEN SPACE

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Neighborhood park improvements				
1	Latta House and University Site improvements	General improvements and deferred maintenance to existing public park, as well as treatment of historic/cultural resources in line with Raleigh's Parks, Recreation and Cultural Resources' System Plan.	Parks, Recreation and Cultural Resources, Raleigh Historic Development Commission	Mid-Term
1	Jaycee Park improvements	General improvements and deferred maintenance to existing public park in line with Raleigh's Parks, Recreation and Cultural Resources' System Plan.	Parks, Recreation and Cultural Resources	Mid-Term
2	Chamberlain Park improvements			
2	Smallwood Park improvements			
2/3	Edna Metz Wells Park improvements			
3	Forest Park improvements			
3	West Park improvements			
3	Pullen Park improvements			
4	Compiegne Park improvements			
4	Isabella Cannon Park improvements			
5	Pollock Park improvements			
5	Merriman Park improvements			
4	Rose Garden and Raleigh Little Theatre improvements	General improvements and deferred maintenance to existing public park in line with Raleigh's Parks, Recreation and Cultural Resources' System Plan.	Parks, Recreation and Cultural Resources	Mid-Term
1	Historic Oberlin Cemetery enhancements	Enhancements and preservation to the Historic Oberlin Cemetery cultural and historical resource.	Friends of Oberlin	Mid-Term

				2
DISTRICT IMPACT AREA	**PROJECT**	**DESCRIPTION**	**IMPLEMENTATION AGENCIES**	**TIME FRAME**
Objective: Potential for future community space or shared public use of private facilities				
2	Cameron Village Shopping Center Plaza	Potential plaza space, either temporary or permanent, within the Cameron Village Shopping Center that would be open and accessible to the public.	York Properties, Regency	Mid-Term
4	Compiegne Park extension to Hillsborough Street	Use of one parcel of private property on Hillsborough Street to enhance the connection to Compiegne Park and to be used as a small public plaza or gathering space for Hillsborough Street events.	Private developer	Mid-Term
2	Broughton High School shared use	Shared public use of Broughton High School athletic fields when not in use, on the weekends, or during the summer break.	Broughton High School	Mid-Term
3	Wiley Elementary shared use	Shared public use of Wiley Elementary athletic fields when not in use, on the weekends, or during the summer break.	Wiley Elementary	Mid-Term
3	YMCA	Shared public use of YMCA outdoor spaces when not being used for programmed activities.	YMCA	Mid-Term
4/5	NCSU	Shared public use of NCSU outdoor spaces when not being used for programmed activities.	NCSU	Mid-Term
Objective: Continued support of greenway connector improvements				
A proposed neighborhood greenway trail connecting the Beaver Dam, Reedy Creek, and Rocky Branch Trails along Faircloth and Gorman Streets				
5	Gorman Street (Rocky Branch Trail to Hillsborough Street)	Continued support of the Capital Area Greenway Improvements	Parks, Recreation and Cultural Resources	Ongoing
5	Faircloth Street (Hillsborough Street to Wade Avenue)	Continued support of the Capital Area Greenway Improvements	Parks, Recreation and Cultural Resources	Ongoing
A proposed greenway trail connecting the Rose Garden and Raleigh Little Theatre to Pullen Park along a possible combination of Clark Avenue and Enterprise Street				
4	Rose Garden and Raleigh Little Theatre to Pullen Park connector	Continued support of the Capital Area Greenway Improvements	Parks, Recreation and Cultural Resources	Ongoing

3 INCREASE TRANSIT OPTIONS

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Consolidation of and improvements to some stops				
Areawide	Consolidate the number of transit stops	By reducing and consolidating the number of transit stops based on proximity and ridership trip times can be reduced.	GoRaleigh, GoTriangle, NCSU Wolfline	Mid-Term
Areawide	Improve transit stops	Improve stops by changing out or adding up-to-date site furniture and trash receptacles include a covered shelter and bicycle racks, increase lighting, remove impediments to visibility, and include transit technology (e.g., electronic route display, message board, next bus tracking, etc.) and public art to some key stops.	GoRaleigh, GoTriangle, NCSU Wolfline	Mid-Term
Objective: Implement the Wake County Transit Plan recommendations for the area				
Areawide	Increase the use of transit through planning	Continue to support recommendations outlined in the Wake County Transit Plan.	GoRaleigh	Long-Term
Objective: Continue to utilize technological improvements				
Areawide	Utilize transit technology	Increase the use of transit technology to make transportation more flexible, including on-demand routing, ridership applications for smartphones, signal pre-emption, etc.	GoRaleigh, GoTriangle, NCSU Wolfline, Transportation	Ongoing
Objective: Work with employers and groups of employers to use transit				
Areawide	Work with employers to encourage transit use	Coordinate with employers to encourage transit use in their employees by providing bus passes or offsetting costs of transit use, incentivize van-sharing, carpooling, and telework, etc.	Major employers, GoRaleigh, GoTriangle, NCSU Wolfline	Ongoing
Objective: Continue to improve the coordination between systems				
Areawide	Coordination between transit systems	Ongoing coordination between GoRaleigh, GoTriangle, and NCSU Wolfline to reduce the overlap in routes, continue to align schedules, and provide the best possible coverage.	GoRaleigh, GoTriangle, NCSU Wolfline	Ongoing
Objective: Continue to strategically increase frequency				
Areawide	Increase transit frequency	Continue to work toward 15-minute headways on all routes to encourage ridership.	GoRaleigh, GoTriangle, NCSU Wolfline	Ongoing

4 DISTRIBUTE AND CALM TRAFFIC

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	APPROX. TOTAL COST**	TIME FRAME
Objective: Road realignment improvements* **					
2	Smallwood/ Peace/ Cameron modifications	Clark/Smallwood/Peace Street to be realigned to allow the through travel to be accommodated along Smallwood Drive. The Cameron Street and Sutton Drive intersection would be redesigned to create a single four-way intersection, eliminating the bad skew along Sutton and the redundant intersection at Smallwood/Cameron Street.	Transportation, Private Property Owners	$2 - $3M	Mid-Term
Objective: Operational improvements* **					
1	Oberlin Road - Wade Avenue interchange improvements	Improved to a two-lane divided (brick or plantable median) with dedicated bicycle lanes. High visibility crosswalks, new sidewalks to fill gaps, pedestrian countdown signals, median refuge, and pedestrian lighting would provide adequate traffic calming and safety enhancements for pedestrians, bicyclists, and drivers alike. To enhance pedestrian and cyclist safety, the southbound continuous right turn lane would be replaced with right turn bays. Drivers would be required to yield to pedestrians at all intersections and ramps.	Transportation	$1.5 - $2.5M	Mid-Term
2/3/4	Oberlin Road - Clark Avenue intersection improvements	The section of Oberlin between Clark and Smallwood be improved to a two-lane divided with dedicated bicycle lanes and parking (approximately 30 new spaces) on the south side. High visibility crosswalks, pedestrian countdowns, landscaping, median refuge, and pedestrian lighting would provide adequate traffic calming and safety enhancements for pedestrians, bicyclists, and drivers alike. Study the removal of left turn lanes on Oberlin Road – northbound and southbound – turning left onto Clark Avenue.		$1.5 - $2.5M	
1	Daniels Street - Wade Avenue intersection improvements	Recommended that the city also investigate and evaluate installing a new signal at Wade Avenue/ Daniels Street to allow secondary access for local residents and allow safe passage for vehicles, pedestrians, and bicyclists that desire to cross and access Wade Avenue. In order for this signal to be functional, it would have to be coordinated with the existing pedestrian signal at the crest of the hill (at State Employees Credit Union) on Wade Avenue due to sight distance limitations.		$250K - $350K	

**** NOTE: THESE ARE BALLPARK ESTIMATES FOR CONSTRUCTION ONLY AND DO NOT INCLUDE ANY ROW/PROPERTY COST ESTIMATES.**
***** THE DESIGN IS PRELIMINARY AND EXACT DETAILS WILL BE DETERMINED AS PART OF THE DESIGN/IMPLEMENTATION PROCESS IN THE FUTURE; THAT PROCESS WILL INCLUDE PUBLIC ENGAGEMENT TO ENSURE THAT RESIDENT'S NEEDS ARE CONSIDERED IN FINALIZING THE DESIGN.**

4 DISTRIBUTE AND CALM TRAFFIC cont.

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	APPROX. TOTAL COST**	TIME FRAME
Objective: New road connection improvements					
1	Oberlin Road -Wade Avenue connection (near Right Time Kids and Oberlin Court)	Currently accessible by vehicle. Requires crossing two speed humps and passing through parking lots. Formalizing this connection would minimally impact parking for commercial areas, but would potentially impact parking for residences near Wade Avenue. Existing physical constraints make this a long-term connection dependent on private redevelopment in order to be realized. Would include a two-lane drive, bicycle facility, and pedestrian zone.	Transportation, Private Property Owners	$400 - $700K	Mid-Term, Dependent on Private Development
1	Glover Lane extension	Between Oberlin Road and Daniels Street impacts structures. Would include a two-lane drive, bicycle facility, and pedestrian zone.		$500 - $800K	
1	Graham Street extension	Viability depends on new development; currently would impact parking area and two multifamily apartment buildings. Would include a two-lane drive, bicycle facility, and pedestrian zone.		$600 - $800K	
2	Daniels Street returned to public right-of-way	Daniels Street be reestablished as public right-of-way and streetscape/landscape improvements be made along the length of the street, but, primarily focused on the segment between Clark and Smallwood. It would also potentially have the flexibility to be temporarily closed and used as a plaza for community events.	Transportation, Regency	$500 - $700K	
Objective: Hillsborough Street phases 3, 4, & 5					
3/4/5	Hillsborough Street improvements	Continued outside previous and ongoing streetscape planning efforts exist separate from this study.	Transportation	Ongoing	

**** NOTE: THESE ARE BALLPARK ESTIMATES FOR CONSTRUCTION ONLY AND DO NOT INCLUDE ANY ROW/PROPERTY COST ESTIMATES.**
***** THE DESIGN IS PRELIMINARY AND EXACT DETAILS WILL BE DETERMINED AS PART OF THE DESIGN/IMPLEMENTATION PROCESS IN THE FUTURE; THAT PROCESS WILL INCLUDE PUBLIC ENGAGEMENT TO ENSURE THAT RESIDENT'S NEEDS ARE CONSIDERED IN FINALIZING THE DESIGN.**

5 PLAN FOR ADEQUATE AND ACCESSIBLE PARKING

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	APPROX. TOTAL COST	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Hillsborough Street surface parking lots & on-street meters					
4/5	Actively manage on-street parking	Evaluate on-street metered parking rates and collection time lengths.	$30K - $50K parking study	Transportation	Short-Term
Areawide	Manage off-street parking more effectively	Encourage private property owners to rent out their parking lots when not in use either through a third-party parking management company or through meters.	$50K - $75K Program Development/ study	Private property owners	Short-Term
Areawide	Conduct a thorough re-design of both on-street and off-street parking areas	Making better use of near-corner areas as well as redesigning some private lots through conversion of two-way aisles to one-way aisles, consolidating parking areas, etc.	$100K - $150K Redesign study of 10 locations		
4/5	Expand on-street metered parking areas	Phase in metered parking along the side streets coming off of Hillsborough Street.	$250K - $400K hardware, meters, signage, etc. for four roadway segments	Transportation	Short-Term
Objective: Leverage existing parking policy					
Areawide	Modify parking policies for redevelopment	Encouraging joint use parking between complimentary uses; requiring lease of parking spaces within a radius of new developments; and other shared parking arrangements for redevelopment sites.	N/A	Transportation, City Planning	Short-Term
Objective: Parking signage & technology					
Areawide	Clarify parking signage and restrictions	Simplify parking signage within residential neighborhoods, as well as create a clearer system of signs leading to public parking.	$25k - $35K $500/sign and up to 50 new signs	Transportation	Mid-Term
Areawide	Utilize parking technology	Work with a private sector partner(s) to create an easily accessible database of parking within both the core of the city and throughout the Hillsborough Street and Cameron Village area.	$75 - $150K variable depending on vendor		

5 PLAN FOR ADEQUATE AND ACCESSIBLE PARKING cont.

Objective: Public parking in new private parking decks

Areawide	Incorporate parking into new developments	Parking should be incorporated into private new development and redevelopment wherever possible, additional, structured parking should be considered in this location as well.	N/A	Private property owners	Long-Term
Areawide	Create and manage new structured parking	The city may choose to partner with private developers to create shared parking decks. Strong management of the available spaces will be needed in order to help recoup a portion of the substantial costs of constructing and maintaining the structure.	$30K per space variable depending on location, access and number of parking spaces	Dependent of private redevelopment	Long-Term

6 ZONE FOR THE FUTURE

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	APPROX. TOTAL COST*	TIME FRAME
Objective: Policy guidance for rezoning					
4	Vanderbilt Avenue Zoning Study	Future zoning study for the property directly fronting Vanderbilt Avenue to come to a consensus on the appropriate form, scale, and use of the street.	City Planning	Add to City Planning work plan; budget $5k for community outreach	Mid-Term
Areawide	Zoning refinement	Use plan recommendations as policy guidance for future privately initiated rezoning requests in the study area.	City Planning	N/A	Ongoing

7 PROMOTE QUALITY DESIGN

DISTRICT IMPACT AREA	PROJECT	DESCRIPTION	IMPLEMENTATION AGENCIES	TIME FRAME
Objective: Breaking down large buildings and blocks				
Areawide	Emphasis on individual or apparent building widths	Explore the development and feasibility of regulations that would require large scale new development to break up the appearance of single monolithic structure through targeted design treatments.	City Planning	Ongoing
	Undulate facades			
	Vary cornice heights			
	Variation in materials and details across block face	Explore the development and feasibility of regulations that would require large scale new development to break up the appearance of single monolithic structure by varying materials.		
Objective: Explore local recognition of historic resources				
1	Historic recognition for Oberlin Village and Historic Oberlin Village Cemetery	Increase wayfinding and informational signage, and access to the Oberlin Village neighborhood and its resources, including the Historic Oberlin Village Cemetery.	Friends of Oberlin, Raleigh Historic Development Commission	Ongoing
Areawide	Historic recognition for properties associated with NCSU	Increase wayfinding and informational signage, and access to the historic properties associated with NCSU. Pursue landmark or National Register designation for historic resources.	Parks, Recreation and Cultural Resources, Raleigh Historic Development Commission	Ongoing

Appendices

Appendix A – Issues and Opportunities Report

Appendix B – Phase 1 Input Summary

Appendix C – Phase 2 Cameron Village Charrette Input Summary

Appendix D – Phase 2 Hillsborough Street Charrette Input Summary

Appendix E – Phase 3 Input Summary

Appendix F - Community Indicators

For these documents and other information please visit

raleighnc.gov

Keyword Search | Cameron Hillsborough

RCP

RALEIGH
DEPARTMENT OF
CITY PLANNING

Cameron Village & Hillsborough Street

Small Area Plans

Stantec

LORD
AECK
SARGENT

Noell Consulting Group