

Jones Franklin Area Study Community Update Letter

July 16, 2010

The Department of City Planning is embarking on a new Area Study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersection(s). This area is indicated as a white space on the 2030 Comprehensive Plan and as such has no land use classifications assigned to it in the Future Land Use Map. In an effort to provide predictable expectations of how the immediate vicinity and surrounding area should be developed, City staff from the Urban Design Center/Department of City Planning, the Department of Public Works, and various other City Departments will work together to engage the public and generate recommendations for projects, including a recommendation for land uses and zoning within the study boundaries.



As part of this effort the Design Team will lead a series of focus group meetings and a design workshop (or *charrette*) to allow residents, property owners, and business owners the opportunity to voice concerns, make recommendations, develop a statement of community vision, and provide input on design alternatives as they are generated.

The Project Manager introduced the concept of the study at a Community Information Workshop (CIW) held by the NCDOT on April 28th. At this time a sign-up sheet was provided for attendees interested in participating in this Area Study. Many participants of the CIW expressed interest and organized themselves into what became an initial focus group meeting.

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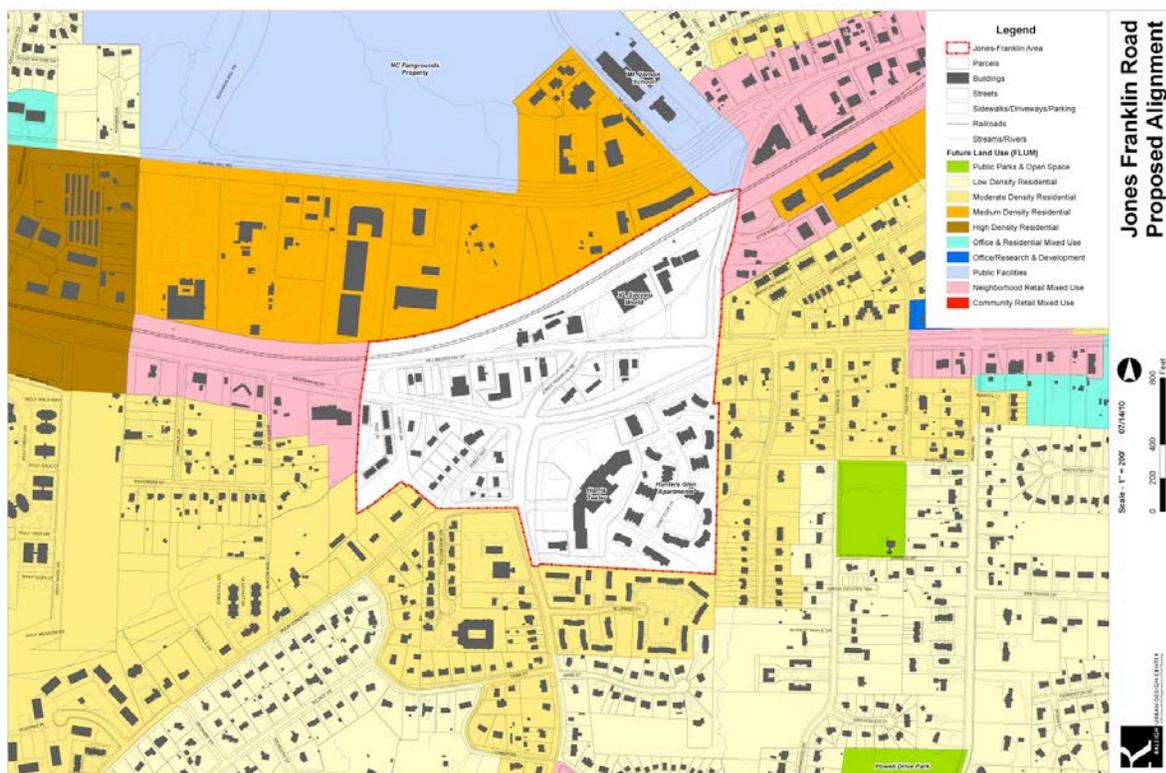
Focus Group#1: Residents

Staff from the Department of City Planning met with local residents Wednesday, July 14th at Westover Methodist Church at 300 Powell Drive. This meeting served as an initial focus group to initiate input for the Jones Franklin Area Study.

The meeting was organized and advertised by a local resident from the Fairview Acres neighborhood. Approximately 25 people attended. City staff provided a brief presentation and led a discussion session. Councilmember Crowder was also in attendance and gave a brief history of the area, which identified the reasoning behind this area remaining as a “Special Study Area” on the 2030 Comprehensive Plan.

The Staff Presentation included:

- Study area boundaries (see below)
- Current understanding of the NCDOT plans for the Bridge Replacement Project affecting Hillsborough St (see attached)
- Draft timeline and basic scope of an area study
- The current understanding of issues in the area



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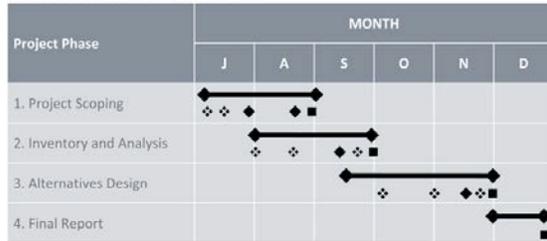
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SCOPE OF WORK

- Phase 1: Project Scoping
- Phase 2: Inventory & Analysis
- Phase 3: Alternatives Design
- Phase 4: Recommendations & Report
 - Future Transportation Studies & Projects
 - Open Space Plan
 - Capital Projects
 - Zoning Recommendations
 - Renderings and Sketches
 - Proposed Comprehensive Plan Amendments

PROJECT TIMELINE

Jones Franklin Area Study



- ◆ Denotes external meeting
- ◇ Denotes internal meeting
- Denotes deliverable

CURRENT UNDERSTANDING OF ISSUES

- Traffic flow
- Connectivity (or lack thereof)
- Transit (inadequate bus stops)
- Flooding
- Water Quality
- Rail Traffic
- Greenways
- Lack of private investment

DISCUSSION

- What are the issues?
- What are the opportunities?
- What are the physical or regulatory constraints?
- What do you want to see come out of this study?

NEXT STEPS

- July 27: Presentation of Scope at WCAC Mtg
- End of July: Business Owners Focus Group
- August: "What We Have Heard" Presentation
Visioning Session
- September: Public Design Workshop

Please acknowledge that this is a draft and represents the best information to date. As updates to the Scope and Schedule develop, the community and stakeholders will be contacted.

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July 16, 2010

Meeting attendees Included:

City Staff

Roberta Fox	Urban Design Center, Department of City Planning, Project Manager for Area Study
Rotonda McKoy	Urban Design Center, Department of City Planning, Communications and Outreach Coordinator
Fleming A. El-Amin II	Transportation Services Division, Department of Public Works

Residents on Sign-In List:

Howard and Mary Edith Alexander
Maria Barro
Ron Brande
Frances Bryant
Leslie Bryant
Elizabeth Byrd
Anita (Jo) Curtis
Fiaz Fareed
Marcia Gumpertz
Phil King
Cissy McKissick
Jeannette Moore
Phyllis Nunn
Viatories Pearce
Jim Paumier
Julie Waddle
Don and Jeanne Whitaker

Residents were from both inside and outside the study boundary; the majority being from Fairview Acres and Roylene Acres neighborhoods with others in attendance from the Avent West and Cardinal Hills neighborhoods and the Buck Jones Road area.

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Issues and Concerns Identified by Group:

- Check Cashing Business – associated traffic and activities
- Walk-ability
- General appearance of area
- Nature of Businesses
- Variety of use—mixed use, more retail desired
- Foot traffic (safety issues)
- Pedestrian signals
- City park on Xebec (maybe)
- Location of bus stops
- Air & Water quality
- Flooding, run off, soil erosion, ponding
- Greenway connections desired
- Parking lot concerns, safety issues (near Sonic)
- Driveway entrance (concerns)
- Perception of criminal activity near Car Wash, Laundromat and Check Cashing
- Lack of private investment in area
- Need for aesthetic improvements

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Questionnaire

Additionally, attendees were asked to complete a brief questionnaire to help the team determine how/if the area is meeting the daily needs of residents and what the community's concerns and vision is for the area.

This questionnaire was not meant to be a statistically significant survey but is intended to give the Design Team an understanding of the area's opportunities and constraints.

I live or own property:

	Response Percent	Response Count
Inside the study boundaries 	29.4%	5
In a nearby neighborhood 	70.6%	12
In another location within the City of Raleigh	0.0%	0
Somewhere else (please specify)	0.0%	0
	answered question	17
	skipped question	0

I work:

	Response Percent	Response Count
Inside the study boundary	0.0%	0
In a nearby neighborhood 	29.4%	5
In another location within the City of Raleigh 	41.2%	7
Somewhere else (please specify) 	29.4%	5
	answered question	17
	skipped question	0

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I buy groceries:

	Response Percent	Response Count
Inside the study boundary 	94.1%	16
In a nearby neighborhood 	5.9%	1
In another location within the City of Raleigh	0.0%	0
Somewhere else (please specify)	0.0%	0
	answered question	17
	skipped question	0

I go to restaurants and entertainment (movies, events):

	Response Percent	Response Count
Inside the study boundary 	31.3%	5
In a nearby neighborhood 	6.3%	1
In another location within the City of Raleigh 	50.0%	8
Somewhere else (please specify) 	12.5%	2
	answered question	16
	skipped question	1

Transit and transportation choices:

	Response Percent	Response Count
I am a regular bus rider	0.0%	0
I am a regular walker/bike commuter 	11.8%	2
I walk/bike for recreation 	47.1%	8
I travel by other means 	5.9%	1
I drive to most locations: number of miles/day 	88.2%	15
	answered question	17
	skipped question	0

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I am concerned about:

	Response Percent	Response Count
Nothing specifically. This area is generally "OK" as is.	0.0%	0
Traffic 	76.5%	13
Parking 	23.5%	4
Connections to adjacent areas by roadway (car/driving) 	29.4%	5
Connections to Greenways, Parks, and Open Space 	64.7%	11
Walkability 	94.1%	16
Safety 	82.4%	14
Public Transit availability or lack thereof 	47.1%	8
Flooding 	64.7%	11
Water quality 	52.9%	9
Other (please specify) 	23.5%	4
	answered question	17
	skipped question	0

Note: *Walkability, Safety, Traffic, Flooding, and Connections to Greenways, Parks, and Open Space* were among the top scoring concerns among residents. None of the respondents felt that "the area was generally 'OK' as is".

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My vision for this area includes:

	Response Percent	Response Count
No change. I like it the way it is.	0.0%	0
Better walkability 	88.2%	15
More Parking 	17.6%	3
Less Parking	0.0%	0
Improved Safety 	76.5%	13
Better lighting 	41.2%	7
Greenway connections 	76.5%	13
Open space and parks 	82.4%	14
Improved infrastructure 	47.1%	8
Easier, safer bike access 	64.7%	11
Better bus service 	47.1%	8
Aesthetic improvements 	64.7%	11
Other (please specify) 	23.5%	4
	answered question	17
	skipped question	0

Note: *Better Walkability, Open Space and Parks, Greenway Connections, and Improved Safety* were among the top scoring items in the community's vision for the area. None of the respondents indicated that "No Change" was preferred.

Jones Franklin Area Study Community Update Letter

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Key findings include:

- The need to engage experts within additional City Departments to address items such as : Stormwater, Historic Preservation, Parks and Recreation, Greenway Planning, Crime Prevention, and Inspections. The Planning Design Team will engage these experts and elicit their response to recommendations and invite them to attend a **Design Workshop/Charrette**
- Additional focus group meetings with residents may be necessary
- There is a desire in the community to change the overall image of the area. This may include a **Visioning Exercise** and **Neighborhood Branding Exercise**.

Next Steps:

- The scope will be revised to address the issues identified during this initial focus group meeting. This scope will be presented at the West Citizens Advisory Council Meeting (WCAC) on July, 27, 2010 from 7:00-9:00 pm at Powell Drive Park.
- A Business Owner Focus Group Meeting will be scheduled in the coming weeks.
- A Visioning Session and “What we Have Heard” presentation will be scheduled for late August.
- A Public Design Workshop/Charrette will be scheduled for the fall.

Thank you for your participation in this meeting. I appreciate that you took your time to participate and I encourage you to stay engaged.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
Urban Design Center
Department of City Planning
roberta.fox@raleighnc.gov

Jones Franklin Area Study Community Update Letter

August 24, 2010

The Department of City Planning is continuing work on the Area Study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersection(s). This area is indicated as a white space on the 2030 Comprehensive Plan and as such has no land use classifications assigned to it in the Future Land Use Map. In an effort to provide predictable expectations of how the immediate vicinity and surrounding area should be developed, City staff from the Urban Design Center/Department of City Planning, the Department of Public Works, and various other City Departments will work together to engage the public and generate recommendations for projects, including a recommendation for land uses and zoning within the study boundaries.

Work to date has included*:

- Resident Focus Group Meeting - July 14
- Presentation of Initial Scope at WCAC Meeting – July 27
- Creation of project website. Refer to the Department of City Planning/Urban Design website:

www.raleighnc.gov/urbandesign, then link to “Jones Franklin Area Study”

- Project Update at WCAC Meeting – August 24
- **Business/Property Owner Focus Group Meeting – August 19**

A summary is provided on the following pages

- Project Briefing Book – uploaded to website on September 1

The Briefing Book is an inventory of existing conditions and contains character photographs, maps depicting physical characteristics, local demographic information, and parcel data for the area. It is intended to provide the project team and stakeholders with the information necessary to make informed decisions affecting the study area.

**information, reports, presentations, and maps used at or resulting from these meetings are available on the project website.*

Jones Franklin Area Study Community Update Letter

August 24, 2010

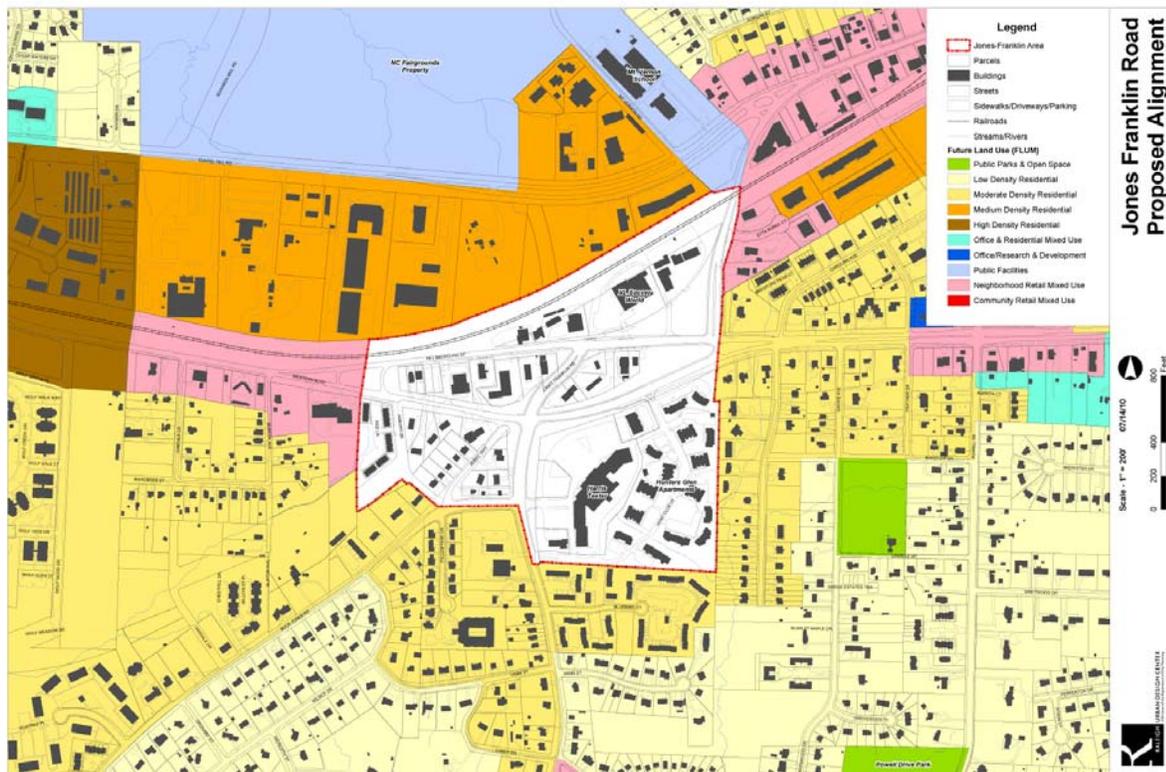
Focus Group#2: Business/Property Owners

Staff from the Department of City Planning met with local business owners and property owners Thursday, August 19th at Powell Park Drive at 740 Powell Drive. This meeting served as a focus group to initiate input from the business community for the Jones Franklin Area Study.

Seventy-two (72) flyers were mailed to property owners inviting participation in the focus group. Of those flyers, four (4) were returned undeliverable. Owners with property within the study boundary and parcels adjacent to the boundary were included. Due to limited response, flyers were hand-delivered to local businesses within the study boundary by Planning Department staff in the days leading up to the meeting. The follow-up flyers contained both Spanish and English text.

The Staff Presentation included:

- Study area boundaries
- Current understanding of the NCDOT plans for the Bridge Replacement Project affecting Hillsborough St (see attached)
- Draft timeline and basic scope of an area study
- The current understanding of issues in the area
- Results of the Resident Focus Group Meeting



Jones Franklin Area Study Community Update Letter

August 24, 2010

Meeting attendees Included:

City Staff

Roberta Fox	Urban Design Center, Department of City Planning, Project Manager for Area Study
Rotonda McKoy	Urban Design Center, Department of City Planning, Communications and Outreach Coordinator

Owners on Sign-In List:

Dave Atkins
Dan Bowling
Frank Castlebury
Meghan Dawes
Mac Jones
Sabrina Jones
Alana McCall
Kirk Parker
Majed Qarqour
Ed Sconfienza

All of the attendees owned a property or business within the study boundary. Attendees represented the following locations:

- Plaza West Shopping Center
- Hunters Glen Apartments
- Right of Way Engineering, Co
- Maytag Laundry
- Dalia Check Cashing
- The Family Car Wash
- Asbury Chapel
- Hillsborough Street Plaza
- Precision Tune

Jones Franklin Area Study Community Update Letter

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Issues and Concerns Identified by Group:

Security

- Crime and Vandalism
- Lack of Police response or follow-up
- Squatters/ Vagrants sleeping behind building (Kroger), and on City water tower property
- Break-ins (assumed to be drug related)
- Vandalism
- Nuisance properties
- Lack of response from police
- Enforcement of inspections and parking violations
- Private Security to be provided at Plaza West
- Illegal dumping in numerous locations
- Pan Handling (near intersections)
- PROP Notifications limitations
- Numerous cut-throughs are evident through most properties and often corresponds to criminal activity

Parking:

- Excessive parking in the Harris Teeter parking lot during State Fair and Sport Games
- Moving Cary bus stop – interferes with traffic flow, no shelter provided
- Heavy traffic around 5:00 pm near the Sonic entrance (people leaving work going to grocery store and gym (Planet Fitness))
- Problems with people parking in non-parking zone in front of Dollar Tree and Harris Teeter

General Concerns:

- Location of transit and its influence on future development of area
- Conflicting regulatory requirements
- Rumor of some established businesses moving or closing
- City park on Xebec (maybe) or some need for open space in the area
- Lack of cohesive identity. Area described as: Plaza West, Western Blvd,-Jones Franklin, Where Tattoo place is, Plaza West Shopping Center, Harris Teeter on Jones Franklin
- Streetscape needed in pedestrian areas but not needed in high traffic areas
- Differentiation between: Walk-able areas and Commercial Centers
- Tree ordinance requirement needs clarification
- Look into out-parceling at Plaza West
- Maintenance of right-of-way
- Vehicular accidents on the corner of Jones Franklin Road and Western Boulevard
- Flooding on Hillsborough under rail bridge

Jones Franklin Area Study Community Update Letter

August 24, 2010

Questionnaire

Additionally, attendees were asked to complete a brief questionnaire to help the team determine how the local businesses are currently functioning and what the business community's concerns and vision are for the area.

This questionnaire was not meant to be a statistically significant survey but is intended to give the Design Team an understanding of the area's opportunities and constraints.

I own property or run a business:

	Response Percent	Response Count
Inside the study boundaries	100.0%	6
In a nearby neighborhood	0.0%	0
In another location within the City of Raleigh	0.0%	0
Somewhere else (please specify)	0.0%	0
	answered question	6
	skipped question	0

I live:

	Response Percent	Response Count
Inside the study boundary	0.0%	0
In a nearby neighborhood	0.0%	0
In another location within the City of Raleigh	16.7%	1
Somewhere else (please specify)	83.3%	5
	answered question	6
	skipped question	0

My business type is considered:

	Response Percent	Response Count
Retail	50.0%	3
Bank	0.0%	0
Religious Institution	0.0%	0
Restaurant/ Fast Food	0.0%	0
Other (please specify)	50.0%	3
	answered question	6
	skipped question	0

Jones Franklin Area Study Community Update Letter

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My customers/clients come from:

	Response Percent	Response Count
Inside the study boundary 	33.3%	2
In a nearby neighborhood 	16.7%	1
In another location within the City of Raleigh 	16.7%	1
Somewhere else (please specify) 	33.3%	2
	answered question	6
	skipped question	0

Note: The customer base for most of the businesses extends past the boundaries of this study. One business regularly has customers from throughout the state. Of those attendees who responded, most reported that customers and clients drove to their business. The Plaza West Shopping Center saw a high amount of pedestrian, bike, and bus travel modes.

The majority of my business takes place (check as many as apply):

	Response Percent	Response Count
Early in the day, from dawn up until 10:00 am 	20.0%	1
At mid day, between 10:00 am - 2:00 pm 	40.0%	2
Later in the afternoon, 2:00 pm - 5:00 pm 	40.0%	2
Early in the evening, 5:00 pm - 8:00 pm 	40.0%	2
Later in the evening, 8:00 pm and later	0.0%	0
	answered question	5
	skipped question	1

Jones Franklin Area Study Community Update Letter

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What do you like most about having your business in this area

	Response Percent	Response Count
Location	66.7%	4
Customer Base	33.3%	2
Visibility	33.3%	2
Ease of Access	16.7%	1
Cost (cost of land or rent in the area)	16.7%	1
Proximity to complimentary businesses	0.0%	0
Other (please specify)	0.0%	0
	answered question	6
	skipped question	0

What can the City do to help your business succeed?

	Response Percent	Response Count
Improved Sidewalk Connections	33.3%	2
Improve roadway/street network	50.0%	3
Changes to Zoning	0.0%	0
Other (please specify)	66.7%	4
<ol style="list-style-type: none"> 1. My tenants have been victims of vandalism 2. Improved bus stop locations and provide shelter 3. Nothing 4. Do not restrict Visibility 		
	answered question	6
	skipped question	0

Note: None of the respondents felt that changes to zoning were required to help their business succeed.

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I am concerned about:

	Response Percent	Response Count
Nothing specifically. This area is generally "OK" as is. 	16.7%	1
Traffic 	33.3%	2
Parking 	16.7%	1
Connections to adjacent areas by roadway (car/driving) 	50.0%	3
Connections to Greenways, Parks, and Open Space	0.0%	0
Walkability 	16.7%	1
Safety 	50.0%	3
Public Transit availability or lack thereof 	33.3%	2
Flooding	0.0%	0
Water quality	0.0%	0
Other (please specify)	0.0%	0
	answered question	6
	skipped question	0

Note: *Safety* and *Connections to adjacent areas* were among the top scoring concerns for the business community. One respondent indicated that there were no particular concerns at this time; the area was generally 'OK'.

Jones Franklin Area Study Community Update Letter

August 24, 2010

My vision for this area includes:

	Response Percent	Response Count
No change. I like it the way it is. 	16.7%	1
Better walkability 	33.3%	2
More Parking 	16.7%	1
Less Parking	0.0%	0
Improved Safety 	66.7%	4
Better lighting 	33.3%	2
Greenway connections 	16.7%	1
Open space and parks 	16.7%	1
Improved infrastructure 	33.3%	2
Easier, safer bike access 	33.3%	2
Better bus service 	33.3%	2
Aesthetic improvements 	33.3%	2
Other (please specify)	0.0%	0
	answered question	6
	skipped question	0

Note: *Improved Safety* was the top scoring item for the business community's vision of the area. *Better Walkability, Better Lighting, Improved Infrastructure, Easier, safer bike access, Better Bus service, and Aesthetic Improvements* were also identified as important features. One of the respondents indicated that "No Change" was preferred.

Jones Franklin Area Study Community Update Letter

August 24, 2010

Key findings include:

- The need to address safety/security, vagrants, and crime issues in the area. The majority of all comments received focused on the need for improved presence and enforcement by law enforcement. The Planning Design Team will engage the experts in the Police and the Inspections Departments and elicit their response to recommendations and invite them to attend a **Design Workshop/Charrette**. A **Crime Prevention Through Environmental Design (CPTED) Report** may be requested. These types of reports generally provide tips and recommendations for changes to your physical environment which have proven successful in reducing incidents of crimes.
- Additional concerns focused on the NCDOT bridge replacement project, specifically the construction schedule and length of construction, extent of sidewalk connections, and the maintenance of access to all businesses during construction. The Planning Design Team will contact the NCDOT in an effort to provide answers to these questions.
- There is a desire in the business community to improve the overall image of the area. Safety of clients and customers are of concern. The creation of a **Merchant's Association**, or similar informal group, may allow better communication between local business owners, a way of self-policing, and a forum to invite and encourage dialogue with the Police Department and Inspections Department.

Next Steps:

- A "What We Have Heard" presentation will be held at the West Citizens Advisory Council Meeting (WCAC) on August 24, 2010 from 7:00-9:00 pm at Powell Drive Park.
- A Public Design Workshop/Charrette will be scheduled for the fall.

Thank you for your participation in this meeting. I appreciate that you took your time to participate and I encourage you to stay engaged.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
Urban Design Center
Department of City Planning
roberta.fox@raleighnc.gov

Jones Franklin Area Study Community Update Letter

October 26, 2010



In the fall of 2010, the Department of City Planning hosted a Community Design Workshop and pre-workshop Visioning Session to assist in the development of a community vision and design considerations for an area study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersection(s).

The following is a summary of the Visioning Session and Design Workshop.

Jones Franklin Area Study Community Update Letter

October 26, 2010

Visioning Session

September 28, 2010: Community members participated in a visioning session to create a mental map for how they want the area to look and feel in the future. The statement expresses the vision that community members have for the character, services, and future development potential of the area.

The session was included as part of the regularly scheduled West Citizen Advisory Council (WCAC) meeting. All WCAC members were invited via email and/or hardcopy agenda; past participants of the focus group meetings received an email invite from the Project Manager; and a City of Raleigh eblast was sent approximately two weeks prior to the event. Approximately 22 people attended. City staff provided a brief presentation and led an exercise.

Meeting attendees Included:

City Staff

Roberta Fox

Urban Design Center, Department of City Planning,
Project Manager for Area Study

Trisha Hasch

Urban Design Center, Department of City Planning,
Communications and Outreach Lead Planner

Participants on Sign-In List:

Dave Barber

Dolores Knight

Frances Bryant

Cissy McKissick

Leslie Bryant

Brandon Moore

Jim Byrd

Jim Paumier

Elizabeth Byrd

Don Procopio

Frank Castlebury

Majed Qarqour

Beth Davey

Ed Scofienza

Kinny & Joe Hartman

Lewis Strong

Janet Harrison

Ken Triplett

Barbara Howard

Mark Vanderborgh

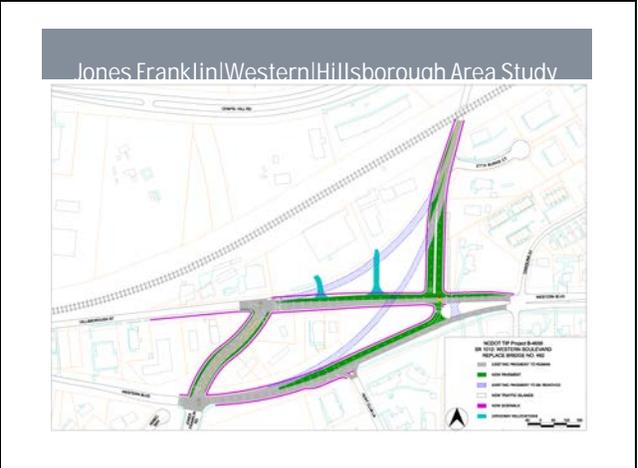
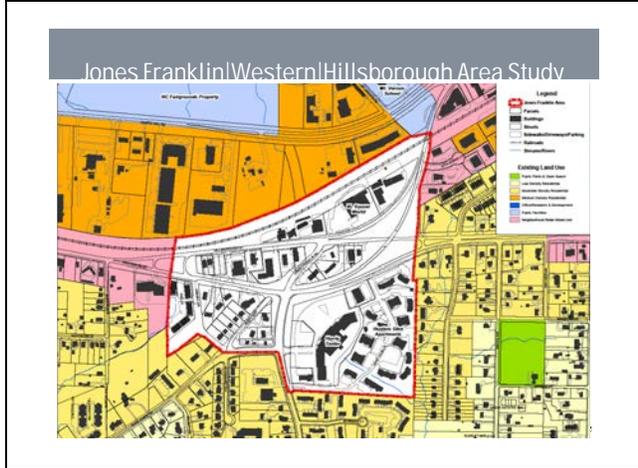
Mac Jones

The Staff Presentation included:

- Study area boundaries (see below)
- Current understanding of the NCDOT plans for the Bridge Replacement Project affecting Hillsborough St
- Explanation of the goals and products of an “Area Study”
- The current understanding of issues in the area as developed during stakeholder and focus group meetings
- Explanation of “Mental Mapping” or “Visioning”
- Guided Visioning exercise
- Introduction to the format and topics to be covered at the Design Workshop

Jones Franklin Area Study Community Update Letter

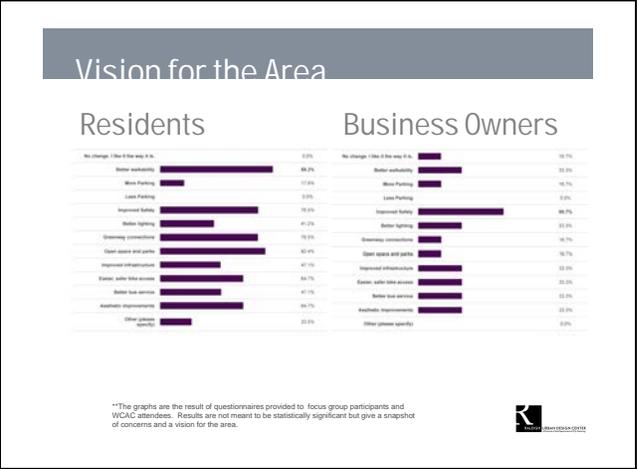
October 26, 2010



What is an Area Study?

- Area studies are intended to provide detailed information and solutions to guide the future physical and regulatory characteristics for particular areas of a city.
- An area study will lead to a series of recommendations which will be presented to City Council. The recommendations of an Area Study may take the form of:
 - Land Use amendments
 - Zoning amendments
 - Plans for Open Space
 - Updates to the Arterials, Thoroughfares and Collector Streets Map
 - Updates to the Greenway Map
 - Future Transportation Studies & Projects
 - Capital Projects (roadway, streetscape, and pedestrian improvement projects)
 - Renderings and Sketches depicting urban design guidelines for the area
 - Items requiring further study

- ### ISSUES & CONCERNS
- Crime and Vandalism
 - Nuisance Properties
 - Private Security to be provided at Plaza West
 - Illegal Dumping
 - Enforcement of Parking Violations
 - Enforcement of Inspections Violations
 - Impact of Transit on the development of the area
 - Lack of Cohesive Identity
 - Maintenance of Right-of-Way
 - Construction impacts of Hillsborough Bridge Replacement Project
 - Walkability
 - Safety
 - Traffic flow
 - Flooding
 - Connections to Greenways, Parks, and Open Space
 - Water Quality
 - Public Transit (inadequate bus stops)
 - Rail Traffic
 - Lack of private investment
 - Aesthetics



Jones Franklin Area Study Community Update Letter

October 26, 2010

How do we get to our 'vision'?

- Articulate how you want this place to feel and function when we reach our design horizon year, 2030 and beyond
- Understand that this does not affect your property or your business right now
- "Brand" the area.....



What is this area's name?

- Asbury Chapel? Plaza West?
- Asbury Junction?
- Plaza West Crossing? Asbury Station?
- Dysfunction Junction?
- Asbury Crossing?
- Jones Franklin?



NEXT STEPS

- October 2: Design Workshop
 - This is a design workshop which includes City Staff from various Departments and Community and Business Stakeholders
 - Participants will address a series of issues which have been identified during earlier phases of the project
 - The Mental Map will serve as our framework
 - Participants will propose and test solutions
 - Check in begins at 8:45 a.m.
 - Westover United Methodist Church, Education Building
300 Powell Drive



Jones Franklin Area Study Community Update Letter

October 26, 2010

Asbury Village is a vibrant, inviting, walkable, diverse community. The neighborhood serves as a gateway to Raleigh with easy access to transit, local sporting events, and the natural environment through strong connections to open space, greenways, and parks. Asbury Village is a strong, thriving place that supports long-term residents, a variety of housing options, and successful local businesses.

Draft community Vision Statement, developed with community members on 10/26/10

Key findings include:

- Virtually all participants expressed the desire to use the name “Asbury” in some form because it was part of the historic name for the area (there was an old rail station named Asbury Station just west of the area) and for some it signified a connection to the Asbury Chapel (located on Jones Franklin Road within the study boundaries).
- There was not much consensus on the second part of the area’s name (‘Village’ vs. ‘Station’ vs. ‘Commons’). The term ‘Village’ had the fewest opponents.
- Participants were in strong agreement with the notions of walkability, diversity, and a mix of uses with an emphasis on small local businesses.

Next Steps:

- This Vision Statement is the jumping off point for the Design Workshop on Saturday, October 2, 2010.

Jones Franklin Area Study Community Update Letter

October 26, 2010

Community Design Workshop

October 2, 2010: Residents, business owners, and property owners, worked together to develop recommendations for the study area using the Vision Statement as a guideline. The group focused on four major topics of concern that had developed as common themes during previous focus group meetings:

- (1) Crime Prevention through Environmental Design (CPTED);
- (2) Connectivity,
- (3) Transit and Transportation, and
- (4) Character and Aesthetics.

Approximately 45 residents, business owners, and property owners worked together during the four-hour workshop. Participants were split into topic groups by table. They were able to attend a morning session at one table and then rotate to a different topic and table for the second session. One or two members from each team reported their findings and recommendations and presented their drawings at the close of each session. Drawings included proposals for future land uses, infrastructure (vehicle, pedestrian, and bike connections), and aesthetics and form (land uses, height, and building envelopes). During a brief break between the two sessions, participants were encouraged to take part in a Visual Preference Survey –the results of which are summarized at the end of this document.

Meeting attendees Included:

City Staff

Ken Bowers	Deputy Director of Planning
Elizabeth Alley	Planning/Urban Design Center
Roberta Fox	
Trisha Hasch	
Grant Meacci	
Rotonda McKoy	
Marianne Sweden	Development Services; former Crime Analyst for Raleigh Police Department
David Shouse	Parks & Recreation
Eric Lamb	Public Works/ Transportation Operations
Jennifer Baldwin	
Fleming El-Amin	

Jones Franklin Area Study Community Update Letter

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Participants on Sign-In List:

Tom Aldi	Jeannette Moore
Frances Bryant	Jim Paumier
Leslie Bryant	Ed Scofienza
Elizabeth Byrd	Joe Sechler
Frank Castlebury	Barbara Shaw
Judith Davis	Ted Shear
Janet Dow	Laura Shewmon
Thomas Gull	Terry Rekeweg
Marcia Gumpertz	Helen Schupp
Kinny & Joe Hartman	Beverly Thomas
Mac Jones	Mike Welsh
Sharon Lorden	Bruce Walton
Michael Lynskey	Don & Jeanne Whitaker
Marti Maguire	

Residents were from both inside and outside the study boundary; the majority being from Fairview Acres and Roylene Acres neighborhoods with others in attendance from the Aventura West and Cardinal Hills neighborhoods and the Buck Jones Road area. Business Owners were also represented primarily by those located within the study boundaries.

City Staff did not make a formal presentation but made the following maps and data available to all tables:

- Vicinity Map
- Study area boundaries/ "Planimetric"
- Aerial Photos
- Bus Routes
- Residential Density
- Drainage Basins
- Floor to Area Ratios
- Future Land Use Map
- Existing Land Uses
- Property Owners
- NCDOT Alignment
- Public Parcels
- Thoroughfare Upgrades
- Topography
- Vacant Parcels
- Zoning
- Zoning Handbook
- Raleigh Comprehensive Plan

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CPTED Session 1

Facilitator: Marianne Sweden

Notetaker: Trisha Hasch

Issues and Concerns Identified by Group:

- Hot Spots
 - Harris Teeter (behind and parking lot)
 - Car Wash and Laundromat
 - Hunters Glen Apartments
 - Newberg Court
 - Bluebird/Hunt Club Lane
 - Xebec (very transient/shacks, quality of life, drugs and vandalism)

- Unsafe
 - Little Sue Mini Mart
 - Carwash, Laundromat/check cashing
 - Lack of sidewalks
 - Handy Hugo

- Improvements
 - Lighting around 24 (hour) activities, sidewalks
 - Traffic lights, bus stops, Street crossing
 - Clean up back of Harris Teeter (Private property)
 - Get Community Services, Development Services, Raleigh Police Department involved in Landlord training/community training
 - Slow down traffic on Buck Jones
 - Comply with sign ordinance

* There was no second session for this topic/table and no written comments received

Jones Franklin Area Study Community Update Letter

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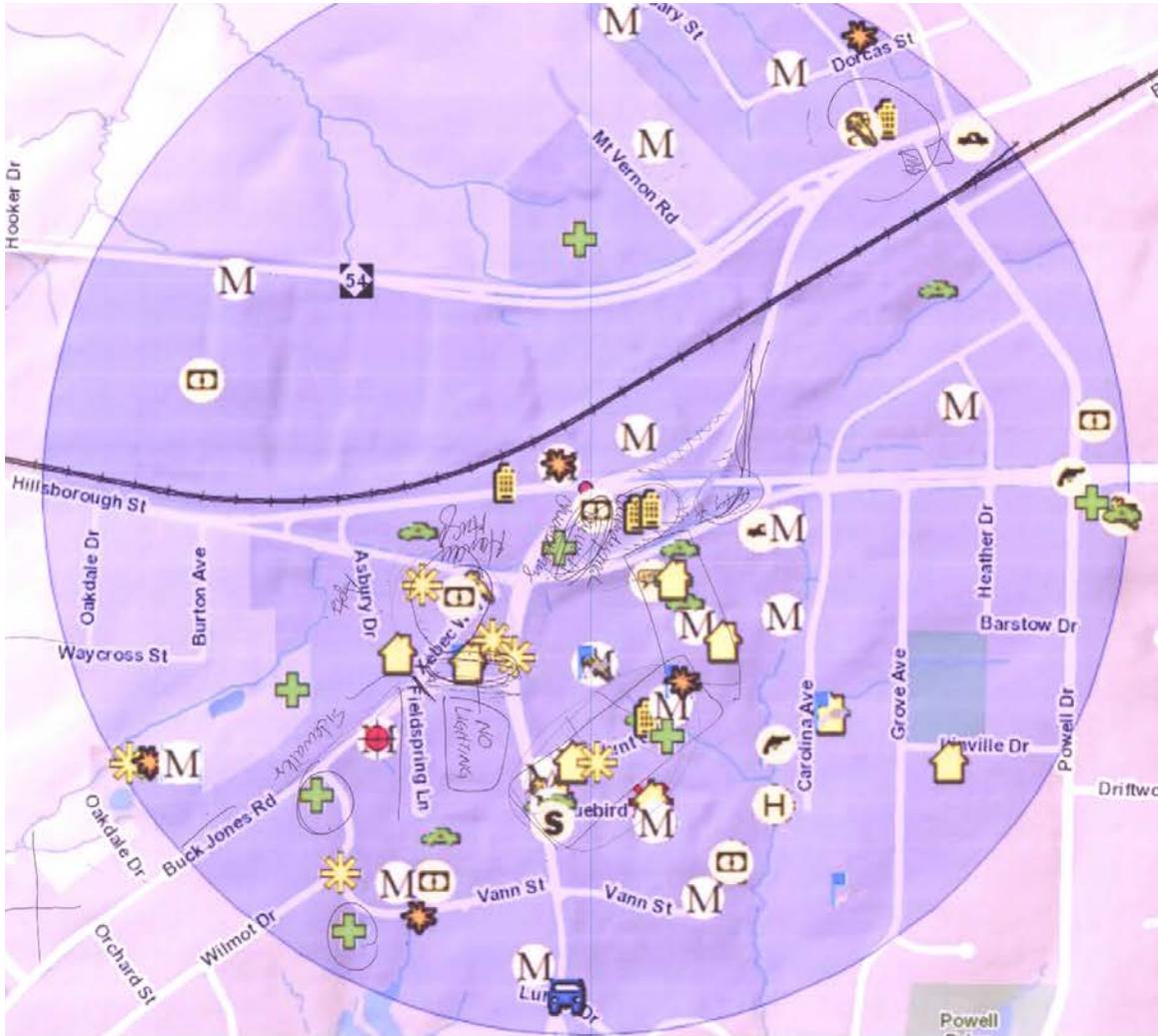


Figure 1: CPTED Map Sketch

700 MISCELLANEOUS	M	29	20%
080 LARCENY	+	15	10%
055 LARCENY FROM MV	+	15	10%
045 SIMPLE ASSAULT	+	12	8%
140 VANDALISM	+	11	7%
110 FRAUD	+	11	7%
050 BURGLARY RES	+	11	7%
180 DRUG VIOLATION	+	9	6%
200 ALL OTHER OFFENSES	+	8	5%
055 BURGLARY COM	+	5	3%
270 JUVENILE	J	3	2%
264 UNAUTHORIZED USE OF VEHICLE	+	3	2%
170 SEX OFFENSES	S	2	1%
030 ROBBERY	+	2	1%
150 WEAPONS VIOLATIONS	+	2	1%
155 SHOTS FIRED	+	2	1%
040 AGG ASSAULT	+	1	1%
020 RAPE	+	1	1%
240 DISORDERLY CONDUCT	+	1	1%
210 OWI	+	1	1%
070 MV THEFT	+	1	1%
200 CRIMES AGAINST FAMILY	H	1	1%
800 HUMANE	H	1	1%

Area Crime Incident Mapping (source: RPD)
Jones Franklin and Western Boulevard –
180 days- ½ mile radius- End Date 10-1-10

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Figure 2: CPTED Sketch Map

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CONNECTIVITY Session 1

Facilitator: Jennifer Baldwin

Note taker: Thomas Gull, Intern

Issues and Concerns Identified by Group:

- Xbec Way...Connection to transit hub
- Sidewalk/Bike Connectivity through out area
- Transit Hub...Pedestrian bridge, light rail
- Topo Barriers...Plaza west to Transit Hub
- Signal improvements at Buck Jones/Jones Franklin (at Harris Teeter), Jones Franklin/Western Blvd

CONNECTIVITY Session 2

Facilitator: Jennifer Baldwin, David Shouse

Note taker: Thomas Gull, Intern

Issues and Concerns Identified by Group:

- Pedestrian bridge over rail
- North/South Pedestrian Connections
- Possible pedestrian connection from transit...Hub to Edwards Mill
- Long term multi use path Chapel Hill Rd/ Fairgrounds
- Urban open space
- Jones Franklin Transformation...high density pedestrian focus

Written Comments from Participants:

- What facilities (for pedestrian and bicyclists) currently exist in the area? Are they adequate?
 - Greenway ends before getting to small area. Needs to move through
- What barriers currently exist to inhibit walkability and bike-ability in the area?
 - Intersections are confusing and non-standard
 - Limited sidewalks
- What physical improvements would facilitate walking to local businesses in the area? Or to and from apartments/homes in the area?
 - Continue Western multi-path through small area to Edwards Mill area path
- What bikeway improvements/expansions would facilitate increased bike usage in the vicinity?
 - Bike lanes on Jones Franklin and Buck Jones Road
- Point to and draw where improvements are needed
(See maps)

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TRANSIT & TRANSPORTATION Session 1

Facilitator: Fleming El-Amin, Eric Lamb

Note taker: Mike Welsh

Issues and Concerns Identified by Group:

- Pedestrian Safety
- Hills... Left turn onto Western Blvd... Roundabout?
- Flooding under Railroad underpass
- Walkability...No sidewalks under bridge
- Sight confusion regarding traffic direction
- Impact on trees/landscape - Potential new landscape loss of trees
- Lane Width - 4 lanes on Western going one way (turn lanes pedestrian safety)
- Will new configuration of road fix traffic backups
- Concerns about smooth flowing traffic, less turns and merges
- Traffic congestion
- Efficiency
- Improve sidewalk connectivity under bridge so pedestrians can walk to Fairgrounds
- Concerns about impacts of 4 lanes on Western & Hillsborough will have on the long range vision for the area (i.e. street crossing, land use and neighborhood character)

TRANSIT & TRANSPORTATION Session 2

Facilitator: Fleming El-Amin, Roberta Fox

Note taker: Mike Welsh

Issues and Concerns Identified by Group:

- Make roadway connections that allow easy traffic flow east/west (Western and North/South (Jones Franklin & Hillsborough))
- Connection between Western and Hillsborough

Written Comments from Participants:

- How does the roadway network currently function in the area?
(discussion)
- After the NCDOT Hillsborough bridge replacement project is completed, do you anticipate any further changes would be necessary to improve mobility in the area?
 - Railroad underpass, bottle necks accessibility for pedestrians/bicyclists from/to area, from/to fairgrounds and Hillsborough Street

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- Proposed new intersection where Hillsborough will 'T' into Western. No left turn to Western, not intuitive to circle around to Western via Jones Franklin
- How about roundabout

- Are current facilities for bus stops adequate?
(Discussion)
- What bus improvements/expansions would facilitate transit usage in the vicinity?
(Discussion)
- Point to and draw where improvements are needed
 - Preserve natural area (in the 'V' area) in between Hillsborough/Western (east corner)
 - Great potential for dramatic entry (trees, bank)

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Figure 5: Transit and Transportation Sketch Map

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Figure 6: Transit and Transportation Sketch Map

**One local participant came prepared with his own drawing for a vision of how the roadway system could work. Session 2 members discussed and reviewed this drawing.

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AESTHETICS & CHARACTER Session 1

Facilitator: Grant Meacci
David Shouse
Note taker: Elizabeth Alley

Issues and Concerns Identified by Group:

- Want less industrial
- Like variety of uses: Res/Office/Retail
- Where is the Green Space
- At the West End-Need entryway feature (people don't want to live on high speed/traffic roads, if it looks more pedestrian friendly people will slow down...maybe median)
- Mix of business (more like Cameron Village would be OK, not North Hills)
- Need to be able to cross the road
- 2030-HT likely to redevelop-open space corner good, highest density should go closet to rail
- Commercial mixed used with height limit 3 story
- Don't want a lot of parking
- HT=5 Story +/- CMU
- What if transit stop moved...Fairgrounds...Event Stop
- CMU extends over tracks 5 story max
- Want apartments to stay
- NMX at SW corner 3 story
- Generous setback, but no parking in front
- Streetscape: tree, setback sidewalk, setback building, open space
- Business needs parking and visibility
- Zone state land CM
- Open space at the corner

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AESTHETICS & CHARACTER Session 2

Facilitator: Grant Meacci
Roberta Fox

Note taker: Elizabeth Alley

Issues and Concerns Identified by Group:

- Balance density and open space
- Tall buildings should have setbacks
- Mixed use, human scale, bike and walkable
- Wants space to sit outside, within walking distance
- Limit major traffic to 1 corridor, make rest of area walkable
- Western Blvd –
 - Not a lot of parking
 - Plaza with building framing it
 - All development should have open space on site
 - Entryway open space
 - Place for sitting/gathering not necessarily play
 - Want area to have a community feel
 - Pedestrian friendly blvd like Glenwood at Five Points

Written Comments from Participants:

- What do you like about the existing buildings, streets, and landscape?
 - The bike/walking path along Western Blvd.
 - Not very much
- What short-term changes could improve the look and feel of the buildings, streets and landscape?
 - More sidewalks/bike paths
 - Signage, increased streetscape, continuous greenways and sidewalks
- What would you like the area to look like in 5 years? 20 years?
 - Mixed use of commercial/retail and residential. Less industrial
 - Increased density, greater verticality
- How urban should this area feel? Small town/low buildings, neighborhood center/mid-rise buildings, or center city/some tall buildings?
 - Combo of low buildings and neighborhood center/midrise
 - Buildings up to 5 stories in some cases. Structured parking
- What land uses should be allowed in this area in the future- office, retail, residential, industrial, open space, etc? Should mixed use buildings be allowed?
 - Yes to all except industrial
 - Community mixed use, transit-oriented development

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Figure 8: Aesthetics and Character Sketch Map

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Visual Preference

Participants were presented with a series of boards depicting various building types, materials, and public realm improvements. Each participant was encouraged to “vote” (with stickers) for the preferred visual environment and characteristics for the study area. While not a statistically significant survey, the exercise did show consensus between participants of the workshop.

Building Articulation and Material

Townhomes – Varying Colors/Materials/Textures	-
Mixed Use Office/Residential	9
Existing Building Type - Preservation	11
Artistic Architecture – Change in Form	-
Urban High-Rise - Upward	-
Row Homes – No Yard	4
Strip Mall - Suburban	-
Modular Townhomes – Landscaped Setback	-
Townhome Variation – Greenspace/Courtyard	11
On Street – Live Above Mixed Use	3
Single Family Residential	8
Transit Oriented Development	10
Traditional Brick Townhomes – Uniformity	5
North Hills Mixed Use Retail – Varying Heights	6
Proximity to High Frequency Light Rail	15
Brick Townhomes – Landscaped Setback	2
Existing Building Type Preservation	6
Strip Mall – Heavy Focus Personal Auto/Parking	-
Proximity to High Quality Commuter Rail	2
Cameron Village – Façade Update	7
Modern Residential High-Rise – Park Like Setting	-
Mixed Use Development – Minimum Greenspace	1
Durham Transportation Station	-
Traditional Brick Townhomes	2
Total number of stickers on boards	102

Categories receiving highest number of sticker ‘votes’ included:

- Proximity to High Frequency Light Rail
- Existing Building Type – Preservation
- Townhome Variation - Greenspace/Courtyard
- Transit Oriented Development

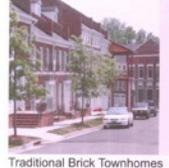
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Jones Franklin Area Study
Building Articulation and Material

 <p>Townhomes - Varying Colors/Materials/Textures</p>	 <p>Mixed Use Office/Residential</p>	 <p>Existing Building Type - Preservation</p>	 <p>Artistic Architecture - Change in Form</p>
 <p>Urban High-Rise - Upward</p>	 <p>Row Homes - No Yard</p>	 <p>Strip Mall - Suburban</p>	 <p>Modular Townhomes - Landscaped Setback</p>
 <p>Townhome Variation - Greenspace/Courtyard</p>	 <p>On Street - Live Above Mixed Use</p>	 <p>Single Family Residential</p>	 <p>Transit Oriented Development</p>

Jones Franklin Area Study
Building Articulation and Material

 <p>Traditional Brick Townhomes - Uniformity</p>	 <p>North Hills Mixed Use Retail - Varying Heights</p>	 <p>Proximity to High Frequency Light Rail</p>	 <p>Brick Townhomes - Landscaped Setback</p>
 <p>Existing Building Type - Preservation</p>	 <p>Strip Mall - Heavy Focus Personal Auto / Parking</p>	 <p>Proximity to High Quality Commuter Rail</p>	 <p>Cameron Village - Facade Update</p>
 <p>Modern Residential High-Rise - Park Like Setting</p>	 <p>Mixed Use Development - Minimum Greenspace</p>	 <p>Durham Transportation Station</p>	 <p>Traditional Brick Townhomes</p>

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Pedestrian Experience/ Streetscape

Pedestrian Crosswalk Signals	8
Pedestrian Scaled Plantings	8
Paving Pattern Signifying Crosswalk	7
Disconnected Pedestrian Paths	-
Wide Sidewalk Separated from Road with Street Trees	14
Designated Bike Lanes Separated by Street Parking	9
Six Lane Crosswalk (No Median)	-
Speed Table/ Crosswalk	2
Pedestrian/ Roadway Median	4
Pedestrian Focused	13
Urban Raingardens	7
No Sidewalk/ Vehicular Focus	-
Walkable Communities	9
Strip Mall Entrance No Sidewalk	-
Bike Lanes	7
Pedestrian Crosswalk with Median	6
Sidewalk Cafe	16
Pedestrian Focused Development/ Walkable Communities	15
Natural Landscape as Pedestrian Barriers	-
Public Art	12
No Street Trees	-
Light Rail Transit Oriented Development	8
Commons/ Mixed Use Development	15
Pedestrian Crosswalk at Traffic Signal	-
No Pedestrian Focus at Intersection	-
Total number of stickers on boards	160

Categories receiving highest number of sticker ‘votes’ included:

- Sidewalk Cafe
- Pedestrian Focused Development/ Walkable Communities
- Commons/ Mixed Use Development
- Wide Sidewalk Separated from Road with Street Trees

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Jones Franklin Area Study Pedestrian Experience/Streetscape



Pedestrian Crosswalk Signal



Pedestrian Scaled Plantings



Paving Pattern Signifying Crosswalk



Disconnected Pedestrian Paths



Wide Sidewalk Separated from Road by Street trees



Designated Bike Lanes Separated by Parallel Street Parking



Six Lane Crosswalk (No Median)



Speed Table/Crosswalk



Pedestrian/Roadway Median



Pedestrian Focused



Urban Raingardens



No Sidewalk/Vehicular Focus



Walkable Communities

Jones Franklin Area Study Pedestrian Experience/Streetscape



Strip Mall Entrance No Sidewalk



Pedestrian/Cyclist Signal



Pedestrian Crosswalk with Median



Sidewalk Cafe



Pedestrian Focused Development/Walkable Communities



Natural Landscape as Pedestrian Barriers



Public Art



No Street Trees



Light-Rail Transit Oriented Development



Commons/Mixed Use Development



Pedestrian Crosswalk at Traffic Signal



No Pedestrian Focus at Intersection

Jones Franklin Area Study Community Update Letter

October 26, 2010

Key findings include:

- Both residents and business owners were interested in transformative change for the area.
- Participants supported the NCDOT bridge replacement project on Hillsborough Street. Many believe that this roadway project would help to transform the area in a positive way.
- Participants easily reached consensus on many topics including land uses, building heights, open space elements, and roadway realignment options.
- Visual Preference survey showed a strong preference for walkable, mixed-use communities with a high quality pedestrian environment, access to transit, and smaller scale incremental redevelopment with some preservation of the older building stock – all consistent with the Vision Statement that the community developed.

Next Steps:

- Staff will create composite illustrations that capture the common themes developed during the workshop
- Some suggestions, such as additional roadway realignments or changes in traffic patterns, will require additional study by Staff. Staff will prepare technical memos that will help inform the final recommendations in the report.
- Staff will pursue and coordinate some recommendations with outside agencies- such as the recommendation for a transit stop (TTA) and some alternations to the Hillsborough bridge replacement project (NCDOT). Final recommendations will be reviewed by outside agencies.
- Some of this additional study and coordination may have implications to project schedule and deliverables.

Thank you for your participation in this project. I appreciate that you took your time to participate and I encourage you to stay engaged.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
Urban Design Center
Department of City Planning
roberta.fox@raleighnc.gov



Jones Franklin Area Study Community Update Letter

December 21, 2010

The Department of City Planning/Urban Design Center is completing work on an area study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersection(s). Area studies are intended to provide detailed information and solutions to guide the future physical and regulatory characteristics for particular areas of the city. This area study is being conducted to assign a land use classification to the Jones Franklin area, which currently has no classification in the 2030 Comprehensive Plan and is designated as white space on the Future Land Use Map.



Figure 1: Area Study Boundaries

On December 14, 2010, a special meeting of the West Citizen Advisory Council (WCAC) was held to review the results and preliminary recommendations from the design workshop (October 2, 2010). Email notification was sent to all WCAC members, past focus group participants, and workshop attendees. Future Land Use categories were voted on and endorsed.

Additionally, changes to the schedules of the project were discussed. Over the course of the fall, this area emerged as a potential light rail station location. City staff has been working closely with Triangle Transit to identify areas of the city that are underserved by high quality transit service. Adding a station to this area would provide access for lower income residents, the high student population, older residents who might not want to drive, and residents who work at NCSU and/or RTP. Inserting light rail into an area such as Jones Franklin will likely

Jones Franklin Area Study Community Update Letter

December 21, 2010

affect property values and the demand and interest for redevelopment. Some new auto traffic would be generated from new development, but there would be significantly less auto traffic from higher intensity development that would be adjacent to a light rail station.

Meeting attendees Included:

City Staff

Roberta Fox	Urban Design Center, Department of City Planning, Project Manager for Area Study
Grant Meacci	Urban Design Center, Department of City Planning Urban Design Lead

Participants on Sign-In List:

Ad Andrews	Benson Kirkman
David Barber	Richard Lentz
Patrick Beggs	Shannon Lorden
Leslie Bryant	Bruce Mamel
Jim Byrd	Ariella Monti
Frank Castlebury	Jeanette Moore
Bruce Dillard	Jane Pfister
Janet Dow	Terry Rekeweg
John Graeber	Laura Shewnon
Kinny & Joe Hartman	Tom Stafford
Janet Harrison	A. Squires
Martha Hodge	Mark Vanderborgh
Barbara Howard	Don Whitaker
Mac Jones	Steve Yoho
John Keadle	

The Staff Presentation included:

- Study area boundaries (see below)
- Current understanding of the NCDOT plans for the Bridge Replacement Project affecting Hillsborough St.
- Summary of design workshop
- Future Land Use Proposal
- Infrastructure Proposal
- Aesthetics and Form Proposal
- Relationship of this study to other studies and its impact to the scope and schedule of this project

Jones Franklin Area Study Community Update Letter

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Jones Franklin/Western/Hillshorrough Area Study



The purpose of this meeting is to give an update of the Area Study and to summarize the results of the Community Design Workshop held on October 2, 2010.

The following images represent the Community's vision and do not represent any currently adopted City policies.

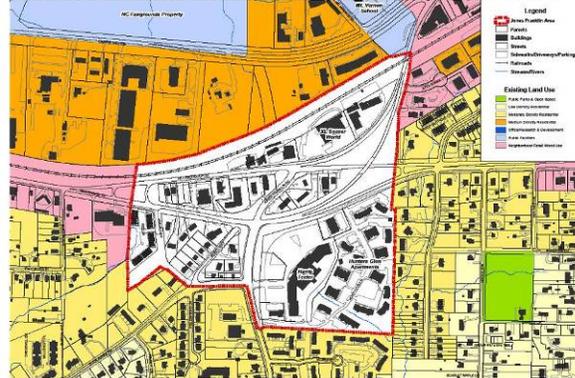


WCAC Meeting
December 14, 2010



1

Jones Franklin/Western/Hillshorrough Area Study



2

What is an Area Study?

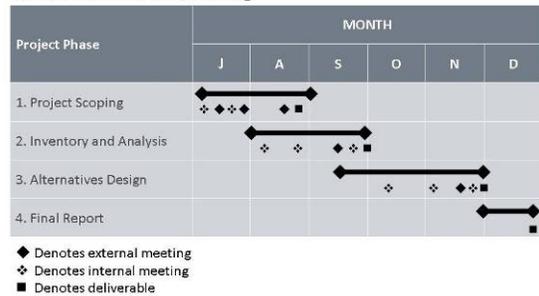
- Area studies are intended to provide detailed information and solutions to guide the future physical and regulatory characteristics for particular areas of a city.
- An area study will lead to a series of recommendations which will be presented to City Council. The recommendations of an Area Study may take the form of:
 - Land Use amendments
 - Zoning amendments
 - Plans for Open Space
 - Updates to the Arterials, Thoroughfares and Collector Streets Map
 - Updates to the Greenway Map
 - Future Transportation Studies & Projects
 - Capital Projects (roadway, streetscape, and pedestrian improvement projects)
 - Renderings and Sketches depicting urban design guidelines for the area
 - Items requiring further study



3

PROJECT TIMELINE

Jones Franklin Area Study



4

PROJECT PROGRESS

- Resident Focus Group Meeting – July 14, 2010
- Scope of Work Presentation to WCAC – July 27, 2010
- Property and Business Owner Focus Group Meeting – August 19, 2010
- Project Update to WCAC – August 19, 2010
- Project Briefing Book – September 1, 2010
- Visioning Session – September 28, 2010
- Design Workshop – October 2, 2010



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SUMMARY OF DESIGN WORKSHOP

- Over 45 residents, business owners, and property owners, worked together to develop a vision for the study area
- Group focused on four major topics of concern which had developed as common themes during previous focus group meetings:
 - Crime Prevention through Environmental Design (CPTED)
 - Connectivity
 - Transit and Transportation
 - Character and Aesthetics



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Jones Franklin Area Study Community Update Letter

December 21, 2010

SUMMARY OF DESIGN WORKSHOP

- Major Findings

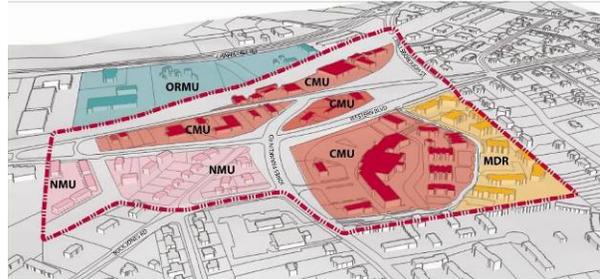
Participants were in consensus about the desire to create a compact, walkable environment with a community feel. To achieve this goal the following are proposed:

- Amendment to Future Land Use Map
- Amendment to Thoroughfare Upgrade Map
- Continue with External Studies: Station Area Planning



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FUTURE LAND USE PROPOSAL - A*



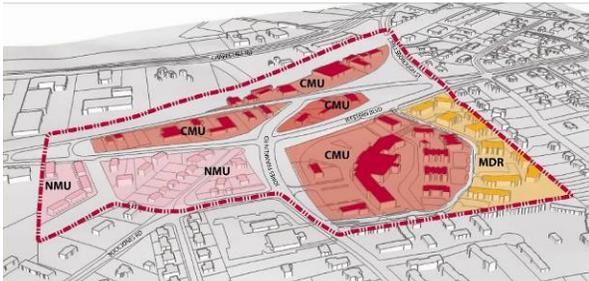
CMU Community Mixed Use
NMU Neighborhood Mixed Use
MDR Medium Density Residential
ORMU Office & Residential Mixed Use

*The inclusion of an ORMU area north of the railroad requires further study



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FUTURE LAND USE PROPOSAL - B

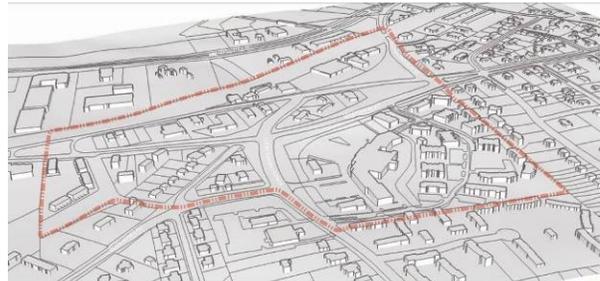


CMU Community Mixed Use
NMU Neighborhood Mixed Use
MDR Medium Density Residential
ORMU Office & Residential Mixed Use



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INFRASTRUCTURE PROPOSAL - A



Key Features:
• Pedestrian and Vehicular Connection over or under railroad tracks
• Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
• Designated Open Space



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INFRASTRUCTURE PROPOSAL - A

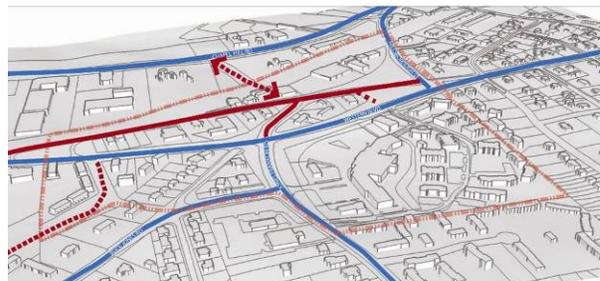


Key Features:
• Pedestrian and Vehicular Connection over or under railroad tracks
• Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
• Designated Open Space



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INFRASTRUCTURE PROPOSAL - A



Key Features:
• Pedestrian and Vehicular Connection over or under railroad tracks
• Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
• Designated Open Space



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INFRASTRUCTURE PROPOSAL: A



- Key Features:**
- Pedestrian and Vehicular Connection over or under railroad tracks
 - Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
 - Designated Open Space

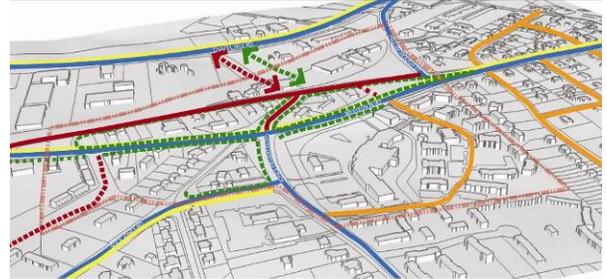


This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.



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INFRASTRUCTURE PROPOSAL: A



- Key Features:**
- Pedestrian and Vehicular Connection over or under railroad tracks
 - Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
 - Designated Open Space



This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.



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INFRASTRUCTURE PROPOSAL: A



- Key Features:**
- Pedestrian and Vehicular Connection over or under railroad tracks
 - Additional Sidewalks/Upgraded Traffic Lights and Ped Signals
 - Designated Open Space



This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.



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INFRASTRUCTURE PROPOSAL: B



- Key Features:**
- Combined Pedestrian and Vehicular Connection over or under railroad tracks
 - Beryl Connector as Backage Road
 - Western Boulevard as combined two-way thoroughfare with boulevard design
 - Designated Open Space



This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.



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INFRASTRUCTURE PROPOSAL: B



- Key Features:**
- Combined Pedestrian and Vehicular Connection over or under railroad tracks
 - Beryl Connector as Backage Road
 - Western Boulevard as combined two-way thoroughfare with boulevard design
 - Designated Open Space

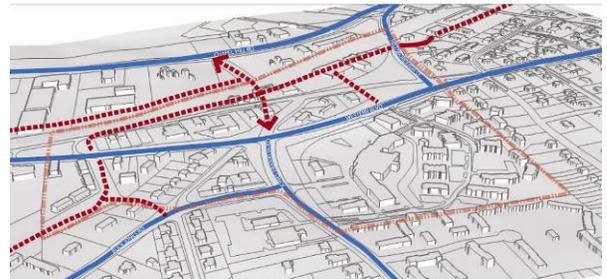


This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.



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INFRASTRUCTURE PROPOSAL: B



- Key Features:**
- Combined Pedestrian and Vehicular Connection over or under railroad tracks
 - Beryl Connector as Backage Road
 - Western Boulevard as combined two-way thoroughfare with boulevard design
 - Designated Open Space



This image represents an alternative generated during a Community Design Workshop. It does not represent any City adopted policy or plan.

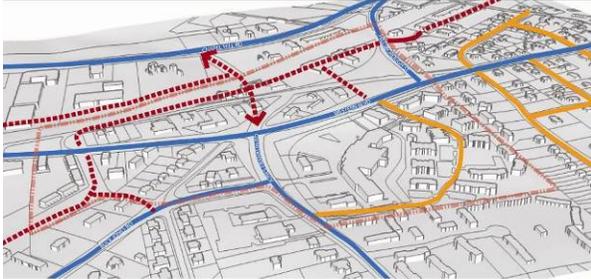


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Jones Franklin Area Study Community Update Letter

December 21, 2010

INFRASTRUCTURE PROPOSAL: B



Key Features:

- Combined Pedestrian and Vehicular Connection over or under railroad tracks
- Beryl Connector as Backage Road
- Western Boulevard as combined two-way thoroughfare with boulevard design
- Designated Open Space



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INFRASTRUCTURE PROPOSAL: B



Key Features:

- Combined Pedestrian and Vehicular Connection over or under railroad tracks
- Beryl Connector as Backage Road
- Western Boulevard as combined two-way thoroughfare with boulevard design
- Designated Open Space



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INFRASTRUCTURE PROPOSAL: B



Key Features:

- Combined Pedestrian and Vehicular Connection over or under railroad tracks
- Beryl Connector as Backage Road
- Western Boulevard as combined two-way thoroughfare with boulevard design
- Designated Open Space



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AESTHETICS AND FORM PROPOSAL



Key Features:

- Multi-modal Transit Hub with connections to auto, bus, bicycle, and pedestrian modes
- Western Boulevard as combined two-way thoroughfare with boulevard design
- Jones Franklin Connection to Chapel Hill Road



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EXTERNALITIES

- Triangle Transit Alternatives Analysis
Ongoing, Estimated Completion – Fall 2011
- West Raleigh Crossings/Interconnectivity Study
Kick-Off – January 2011
- Unified Development Ordinance (UDO) Mapping
Ongoing, Estimated Completion – Fall 2011
- NCDOT Hillsborough Street Bridge Replacement
(Project # B-4656)
OnGoing, In Design, Estimated Project 'Let' Date – Oct 2012



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NEXT STEPS

- Draft Final Report
- Actions and Recommendations will be submitted to City Council for Approval
- Comprehensive Plan Amendment to Future Land Use Map (FLUM)
- Engage Public Safety for short term improvements
- Engage C-Tran, TTA, and CAT to coordinate bus transfer into one facility
- Continue with External Studies
- Recommend WCAC Update February/March 2011



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Jones Franklin Area Study Community Update Letter

December 21, 2010

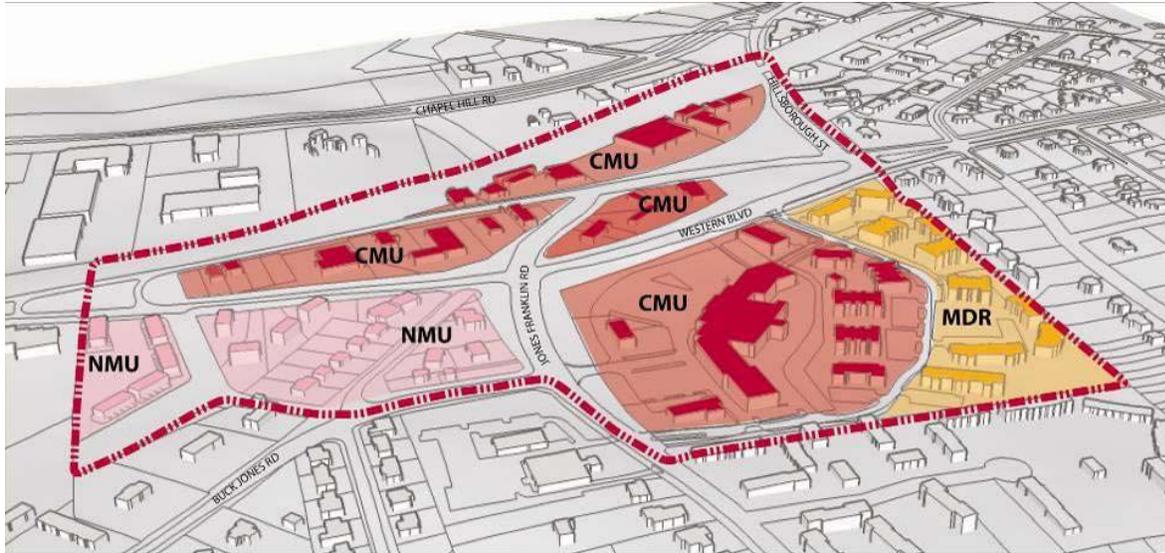


Figure 2: Future Land Use Proposal B
(CMU – Community Mixed Use, NMU – Neighborhood Mixed Use, MDR – Medium Density Residential)

Comments:

- Western Boulevard connector (reconnection of the current one-way split) will help alleviate most problems in the future but it is unlikely to occur anytime soon
- Bikers' preference is to go down Xebec to the intersection – why force people to Buck Jones Road intersection?
- Final report needs to address innovative stormwater management / low impact development standards
- A community park at Xebec (Asbury Chapel) could be a focal point. The duplexes on Xebec should be purchased by City and converted to park
- Study should find connections to Jackson Park. Only invest if sidewalks go east-west (to get you there)
- Stormwater improvements to Harris Teeter property is severely needed if any plan is successful
- Traffic and pedestrian plan should address how to manage cars speed reasonably
- Buck Jones redevelopment plan has a greenway connection that terminates in a park – Farmgate greenway connection? (This area could do the same)
- Connection from Western and Buck Jones is not desired because it would increase traffic on Buck Jones
- Setbacks on Western Blvd should be greater than others to give more open space
- When do heights get designated?
- What are the specifics of the Public Safety Short term fixes
- Land use proposal appears to match what is there now
- Motion to support Future Land Use amendments as presented (18 in favor, 2 opposed)

Jones Franklin Area Study Community Update Letter

December 21, 2010

Major Findings:

- Support for draft recommendations was noted.
- Some participants expressed strong concerns over traffic impacts caused by higher intensity development and infill development as proposed.
- Other areas needing further study: stormwater regulations and access to open space

Next Steps:

- Transportation Planning will conduct an analysis to review proposed roadway configurations.
- Staff will continue to coordinate with CAMPO as they begin a study to review existing and proposed rail crossing in West Raleigh.
- Project will be temporarily put on hold as the light rail project develops further. (The Triangle Regional Transit Program is being led by Triangle Transit. For more information on this project refer to www.ourtransitfuture.org)

Thank you for your participation in this project. I appreciate that you took the time to participate and I encourage you to stay engaged.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
Urban Design Center
Department of City Planning
roberta.fox@raleighnc.gov



Jones Franklin Area Study Community Update Letter

March 22, 2011

The Department of City Planning/Urban Design Center is completing work on an area study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersection(s). Area studies are intended to provide detailed information and solutions to guide the future physical and regulatory characteristics for particular areas of the city. This area study is being conducted to assign a land use classification to the Jones Franklin area, which currently has no classification in the 2030 Comprehensive Plan and is designated as white space on the Future Land Use Map.

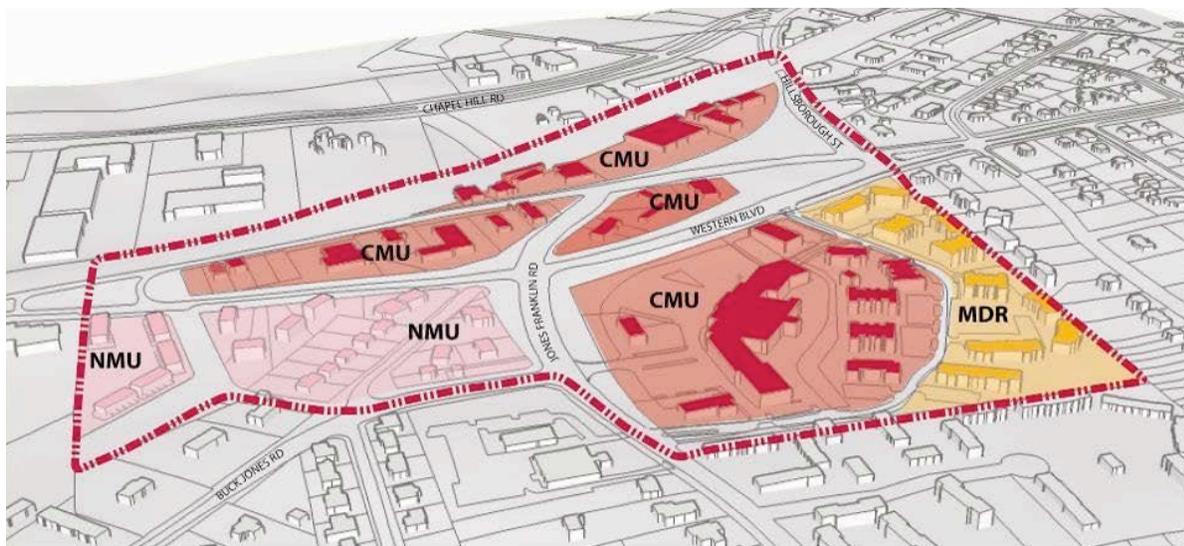


Figure 1: Future Land Use Proposal B
(CMU – Community Mixed Use, NMU – Neighborhood Mixed Use, MDR – Medium Density Residential)

On December 14, 2010, a special meeting of the West Citizen Advisory Council (WCAC) was held to review the results and preliminary recommendations from the design workshop (October 2, 2010). At this meeting the WCAC members in attendance endorsed the Future Land Use Proposal (see above). Property/Business Owners had been sent invites to attend this meeting but few were in attendance. To allow this group the opportunity to see the preliminary recommendations and ask questions, an additional focus group meeting was held on March 10, 2011 at the Powell Drive Community Center.

Jones Franklin Area Study Community Update Letter

March 22, 2011

Meeting attendees Included:

City Staff

Roberta Fox

Urban Design Center, Department of City Planning,
Project Manager for Area Study

Participants on Sign-In List:

Dan Bowling
Frank Castlebury
Alana McCall
Jesse McDaniel
Lee McDowell
Doug Roper
David Sanderson
Ed Scofienza
Kathy Thigpen
Beverly Thomas
Bruce Walton

The Staff Presentation included:

- Study area boundaries (see below)
- Current understanding of the NCDOT plans for the Bridge Replacement Project affecting Hillsborough St.
- Summary of design workshop
- Future Land Use Proposal
- Infrastructure Proposal
- Aesthetics and Form Proposal
- Relationship of this study to other studies and its impact to the scope and schedule of this project

This presentation was identical to the presentation shown on December 14, 2010 at the WCAC meeting. For a copy of this presentation refer to the project website.

Comments:

- I agree that the proposal matches what is there now
- Will this require all redevelopment to have 14' sidewalks?
- Removing some land from excess right-of-way is a good idea – it is difficult to get anyone (NCDOT? City?) to maintain what is there now.
- There is little need for open space or “park”-like areas in the business section (center of area). I would not support open space designation on the Future Land Use Map.
- The proposed roadway improvements will help our business access
- The bridge replacement project needs to maintain access to my property from 2 sides (off of Hillsborough at rail bridge, and off of Western/Hillsborough)

Jones Franklin Area Study Community Update Letter

March 22, 2011

Major Findings:

- Support for draft recommendations was noted.
- Some participants expressed concerns over traffic impacts from new proposed development.

Next Steps:

- Transportation Planning will conduct an analysis to review proposed roadway configurations.
- Staff will continue to coordinate with CAMPO as they begin a study to review existing and proposed rail crossing in West Raleigh.
- Project will be temporarily put on hold as the light rail project develops further. (The Triangle Regional Transit Program is being led by Triangle Transit. For more information on this project refer to www.ourtransitfuture.org)

Thank you for your participation in this project. I appreciate that you took the time to participate and I encourage you to stay engaged.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
Urban Design Center
Department of City Planning
roberta.fox@raleighnc.gov



Jones Franklin Area Study Community Update Letter

June 28, 2011

The Urban Design Center is completing the Jones Franklin Area Study to address the vicinity of the Jones Franklin Road, Western Boulevard, and Hillsborough Street intersections. Area studies are intended to provide detailed information and solutions to guide the future physical and regulatory characteristics for particular areas of the city. This area study is being conducted to assign a land use classification to the Jones Franklin area, which currently has no classification in the 2030 Comprehensive plan and is designated as white space on the Future Land Use Map.

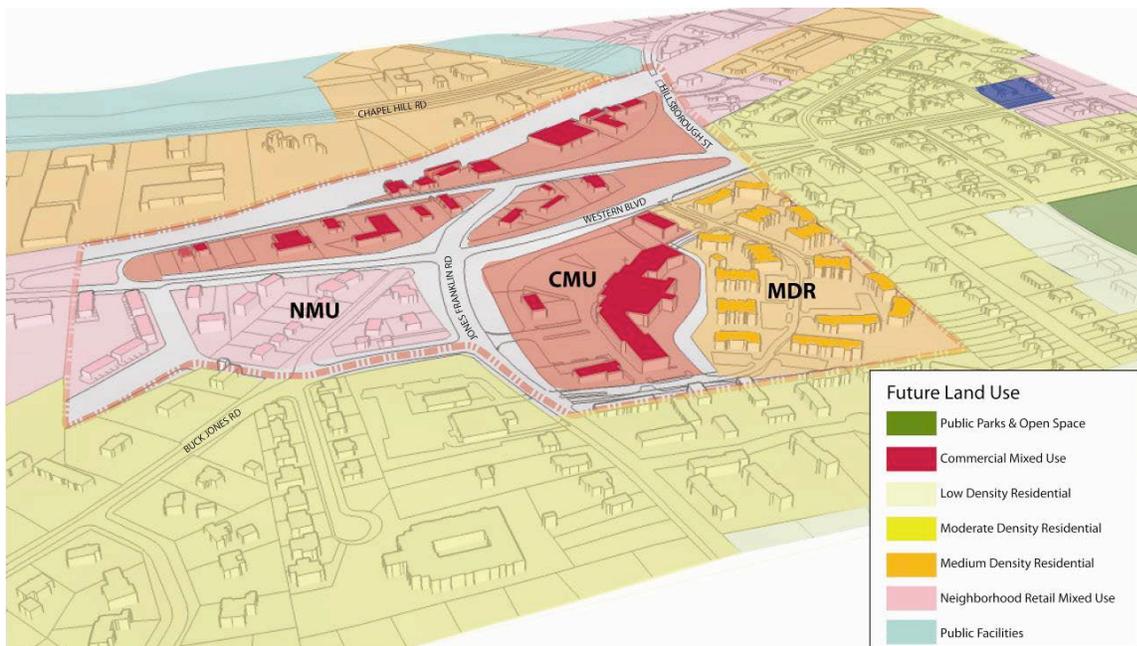


Figure 1: Draft Future Land Use Proposal

Work to Date:

Throughout the project, City staff from the Urban Design Center, City Planning Department, the Office of Transportation Planning, and various other City departments have engaged the public to generate a series of recommendations, including a recommendation for future land uses within the study boundaries. Community engagement opportunities to date have included:

- **Resident Focus Group Meeting - July 14, 2010**
Neighborhood groups identified issues and concerns related to the built environment, safety, traffic, transportation networks, and transit. Members participated in a survey which identified key issues for further study.
- **Scope of Work Presentation to WCAC - July 27, 2010**
The draft scope of work was developed as a result of community comment, surveys, and City Council direction.

Jones Franklin Area Study Community Update Letter

June 28, 2011

- **Property and Business Owner Focus Group Meeting - August 19, 2010**
Property and Business owners completed a survey and identified issues and concerns for the area.
- **Project Update to WCAC - August 19, 2010**
Project scope and timeline were adjusted to reflect public input and survey responses.
- **Project Briefing Book - September 1, 2010**
An inventory of existing conditions, character photographs, maps depicting physical characteristics, local demographic information, and parcel data were made available to the public. The briefing book is intended to provide the project team and stakeholders with the information necessary to make informed decisions and to participate in meaningful dialogue around the issues affecting the study area.
- **Visioning Session - September 28, 2010**
Community members participated in a visioning session to create a mental map for how they want the area to look and feel in the future. The statement expresses the vision that community members have for the character, services, and future development potential of the area.
- **Design Workshop - October 2, 2010**
Residents, business owners, and property owners, worked together to develop recommendations for the study area using the Vision Statement as a guideline. The group focused on four major topics of concern which had developed as common themes during previous focus group meetings: (1) Crime Prevention through Environmental Design (CPTED); (2) Connectivity, (3) Transit and Transportation, and (4) Character and Aesthetics. Illustrations for proposals were generated for future land uses, infrastructure (vehicle, pedestrian, and bike connections), and aesthetics and form (land uses, height, and building envelopes).
- **Design Workshop Summary and Results presentation to WCAC – December 14, 2010**
Community members reviewed the results and preliminary recommendations from the Design Workshop. Future Land Use categories were voted on and endorsed.
- **Property and Business Owner Focus Group Meeting - March 10, 2011**
Property and Business Owners reviewed the results and preliminary recommendations from the Design Workshop. Future land uses were endorsed with minor comment.

Late in 2010, this area was included in the study performed by Triangle Transit and is currently under consideration for a light rail station. This process delayed the area study. For more information about Triangle Transit and the regional transportation project go to www.ourtransitfuture.org.

At this time, project team members are analyzing the impacts of design proposals to alter the roadway network and how to best incorporate a light rail station in the future. A preliminary traffic analysis showed the infrastructure proposal (as presented December 14, 2010) to be feasible. A final analysis will be included in the report.

Jones Franklin Area Study Community Update Letter

June 28, 2011

Next Steps:

- The draft report will be available on the website later this fall.
- There will be a 30-day comment period during which time you can review the document.
- Final recommendations will go to City Council this fall.

Thank you for your participation in this project. I look forward to responding to comments on the draft report.

If you have any question about this project please feel free to contact me.

Thank you-
Roberta Fox, AIA
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Department of City Planning
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