$858,700,000 in new investment since 2010
Anecdotal Market Summary

Housing

In the core of the district, housing developers are waiting to see how new apartments on Lake Boone Trail do in the market, Harden Road site has been talked about as mixed use – that would include new housing. The apartments west of Edwards Mill Road have been absorbed and seem to be doing well.

Single Family and Townhouse developments in the Hillsborough/Western sub area have been recently developed and seem to have good absorption in the market. Student housing in this area seems less likely as a glut of new units are being developed along Hillsborough closer to the University.

The resistance to change analysis shows the small subdivision adjacent to the fairgrounds has land values that are greater than the housing sitting on it. This is typically a sign of redevelopment potential.
Anecdotal Market Summary

Hospitality

Market demand exists, Rex Hospital transferred patients from down east are a growing segment of the market as Rex expands in specialty care - Heart, Cancer, others. Tourism demand from Art Museum, Arena, Stadium and Fairgrounds is still strong but for limited days. The Ramada Inn is currently in the process of seeking a rezoning to 12 stories and exploring a redevelopment of its site.

Medical hospitality projects in concert with Ambulatory Surgical Centers are an emerging segment of the market. When outpatient care requires you to be discharged in 23.5 hours- but you are not yet ready to go home, a specialty adjacent hotel can provide accommodations until you are ready to go home.
Anecdotal Market Summary

Office

Medical Office – Office owners indicate there is limited medical office demand. The sense is the market is waiting for uncertainty in health care policy to get resolved. New single anchor tenant projects have been discussed but no speculative projects are in the works. The Medical Office segment is still the largest office segment in the market. It will continue to grow as the hospital grows and acquires more medical practices in a consolidating market.

Class A Office – Both Highwoods (Corporate Center) and Dominion (Wade Office Park) have new projects on the boards either in construction or in the approval process. This segment of the market appears proven and is likely the strongest in the corridor, especially west of Edwards Mill Road.
Anecdotal Market Summary

Retail

Limited retail demand until new housing develops sufficiently to support new space. Lake Boone Shopping Center is planning a renovation in 2020 to position itself to maintain its current capture rate of the existing market.

Research/Lab Space

The new Flex Lab at NCSU Biomedical Campus is about 50% leased even before construction is complete. These projects also usually need an anchor tenant before they are undertaken. Rarely built on a speculative basis, in our market. But if the Flex Lab is absorbed quickly and the new Ag Lab is built on schedule – the cluster of research labs will become more solid and could lead to additional lab development.
Growth Center /Comp Plan Policy Summary

- The Blue Ridge District is the largest designated Growth Center in the Comp Plan.

- The Planning Director believes no city-wide Comprehensive Plan amendments have been adopted since the Blue Ridge District Study 2012 - that would exert a negative impact on the corridor.

- What plans/policies has the city adopted to realize the Growth Center policy?
  - None that have been articulated broadly
  - The designation can influence future rezonings – supporting requests for more height and density

- What are the Economic Development advantages to being in a designated Growth Center?
  - None that have been articulated
Blue Ridge Official Street Plan
Raleigh Street Plan Policy Summary

The Street Plan (map T-1) within the Raleigh Comprehensive Plan designates the location of new roads that would be triggered by any redevelopment in the vicinity of the proposed road.

- Eric Lamb, COR Transportation Planning Manager, reports that any Development Plan would be rejected if it does not meet the requirements of the Street Plan. The proposed Development Plan would be inconsistent with the policies of the Raleigh Comprehensive Plan.

- The roadway connections are not negotiable, but their exact location, size, type and quality may all be open to interpretation.

- You can see from the two previous maps, the official Street Plan in the Comprehensive Plan and its companion in the Raleigh/Wake County IMAPS GIS system is not very detailed and could be open to significant interpretation. A more detailed map may be located in the Transportation Planning Office – but none was provided.
Economic Development Priority Area Policy Summary

The Blue Ridge District is a designated priority area for Economic Development.

• That designation offers the following competitive benefits:
  • Business Investment Grant
    • Within ED Priority Area. $20m Investment and 20 new Jobs = 75% refund of new property taxes over 7 years. Outside ED Priority Areas $50m and 50 new jobs = 50% refund of new property taxes over 5 years.
  • Building Up-fit Grant
    • $25,000 max in ED Priority Areas, $15,000 max outside ED Priority Areas.
  • Façade Grants
    • $5,000 or 50% of exterior rehabilitation costs (whichever is less)
  • Jobs Raleigh – Small Business Grants for businesses less than 49 Jobs
    • $2,500 per new job created In ED Priority Area. $1,500 per new job created outside of ED Priority Areas.
Blue Ridge Future Transit Plan

Frequent, Reliable Urban Mobility

All-Day Frequent Service for High-Demand Places

Bus Rapid Transit (BRT) Corridor
All-day frequent service, with exclusive lanes or other infrastructure treatments to improve speed and reliability

Frequent Network Corridor
All-day frequent local bus service

Wake County Communities
Other Destinations

*transit service every 15 minutes or better
Wake County Transit Policy Summary

Proposed Improvements in the Blue Ridge Corridor

- **Bus Rapid Transit Line** from Cary to Wake Med along Western Blvd. A potential Transfer Stop at the K-Mart site on Western Blvd.

- **High Frequency Bus Service** (15 minute service frequency) proposed along Blue Ridge Road from Crabtree/Glenwood to Western/K-mart.

- **Commuter Rail** along the North Carolina Railroad Corridor with stops near Corporate Center Drive and a temporary stop at the fairgrounds to be used during special events only.

- The priority and timing of these improvements is not yet determined. The lead planning body will be the Transit Planning Advisory Committee (TPAC), a team charged with implementing the adopted Wake Transit Plan. TPAC is comprised of members from all of Wake County’s municipalities, plus GoTriangle, the Capital Area Metropolitan Planning Organization (CAMPO), Wake County, North Carolina State University (NCSU) and Research Triangle Park (RTP).
Blue Ridge Building Permits

Building Permit Value

- 2010: $25,634,767
- 2011: $63,995,392
- 2012: $108,559,058
- 2013: $36,473,532
- 2014: $224,033,182
- 2015: $45,067,023
- 2016: $68,450,897

- $25,634,767
- $63,995,392
- $108,559,058
- $36,473,532
- $224,033,182
- $45,067,023
- $68,450,897
Building Permit Summary

• From 1/1/2010 to 4/1/2017 there have been 1701 building permits issued within the district study boundary. The permits have been spread equally across the district. The total self-reported value of the permitted work is $587,523,400.

• The average Building Permit Value per full year is $81,744,835.

• Key peak year projects in 2012
  • $31 million @ Parkside at Wade Apartment Building
  • $20.5 million @ Raleigh Orthopedic

• Key peak year projects in 2014
  • $35 million @ Wade Park III Office
  • $130 million @ Rex Heart and Vascular
  • $30 million @ Parkside at Wade Apartment Building

• Residential v Non-residential
  • Nonresidential - $412,220,042
  • Residential- $175,303,359
Blue Ridge Development Plans

Blue Ridge Corridor
Development Plans

- Administrative Site Review
- Group Housing
- Site Plan
- Subdivision

Map of Blue Ridge Corridor with various development plans indicated by color codes.
Blue Ridge Development Plans

Development Plans

- 2010: 6
- 2011: 5
- 2012: 0
- 2013: 3
- 2014: 6
- 2015: 5
- 2016: 9
- 2017: 2
Development Plans Summary

From 1/1/2010 to 4/1/2017 there have been 36 Development Plans approved.

Development Plans by Type
• 15 Subdivisions
• 10 Site Plans
• 9 Administrative Site Reviews
• 2 Group Housing plans

There are significant concentrations of activity at Wade Park and in the vicinity of Rex Hospital.

Oddly no development plans were submitted for the entire 2012 year. The year the plan was developed and adopted.
Future Land Use Summary

• The future land use map was updated at the completion of the Blue Ridge District Study.

• There are no apparent major conflicts with the uses proposed in the Blue Ridge District Study.

• The only potential incongruity is a significant portion (the western half) of the Project Phoenix site is designated as Public Facilities - PF. It may be better designated as Commercial or Office/Residential Mixed Use – CMU or ORMU like the remainder of the site – the frontage portion.
Blue Ridge Opportunity Sites

Blue Ridge Corridor
Land Value greater than Imp. Value (18.45%)
Opportunity Sites Summary

- Key Opportunity Sites include the Wardlaw site, the Harden Road Site, the Project Phoenix Site and the Rex Hospital expansion site north of Blue Ridge Road. These are the major islands of non-state owned property in the Blue Ridge Corridor.

- The old “Project Phoenix Site” may be back in play as reported by JLL.

- Along Hillsborough and Western Boulevard there are many properties that show a low resistance to change. With the arrival of commuter rail and Bus Rapid Transit – these sites may see significant pressure to redevelop.

- The western edge of the district along Corporate Center Drive and Nowell Road also has many parcels with a low resistance to change. There is a significant amount of vacant and underutilized land in this corridor.

- The Westover neighborhood has many parcels where the land is of more value than the house sitting on it. Typically this indicates housing that is ripe for redevelopment.
Blue Ridge Rezoning Cases

Blue Ridge Corridor

Rezoning Cases

- Approved
- In Process
- Withdrawn
<table>
<thead>
<tr>
<th>Case</th>
<th>Type</th>
<th>Applicant</th>
<th>Location</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Z-17-2015</td>
<td>App</td>
<td>PR II WADE PARK LLC</td>
<td>WADE PARK</td>
<td>6.46 AC FROM O&amp;I-2 CUD W/ PDD TO OX-12-CU</td>
</tr>
<tr>
<td>Z-27D-2014</td>
<td>App</td>
<td>NCMA FOUNDATION</td>
<td>BLUE RIDGE</td>
<td>OX-3 TO CX-12-UL</td>
</tr>
<tr>
<td>Z-20-2013</td>
<td>App</td>
<td>LAKE BOONE OWNER</td>
<td>LANDMARK</td>
<td>34.29 AC FROM O&amp;I-CUD TO CX-5-PL, CX-4-PL, NX-4, OX-3 AND OX-4 ALL CUD</td>
</tr>
<tr>
<td>Z-21-2013</td>
<td>App</td>
<td>BOMCELVEEN, LLC</td>
<td>DURALEIGH</td>
<td>1.5 AC FROM O&amp;I-1 CUD TO OX-3-CU</td>
</tr>
<tr>
<td>Z-46-2016</td>
<td>In</td>
<td>LAUREL KILGORE</td>
<td>HARDEN</td>
<td>1.1 AC FROM R-4 TO R10 GENERAL USE</td>
</tr>
<tr>
<td>Z-5-2017</td>
<td>Proc</td>
<td>RAMADA INN</td>
<td>BLUE RIDGE</td>
<td>OX-3 TO CX-12-UL</td>
</tr>
<tr>
<td>Z-30-2012</td>
<td>App</td>
<td>HARDEN ROAD ASSOC.</td>
<td>BLUE RIDGE</td>
<td>2.36 AC FROM TO AMED O&amp;I-1 CUD</td>
</tr>
</tbody>
</table>
Rezoning Summary

- There have been 8 total rezonings since the plan was announced. Two are in progress right now. One has been withdrawn.

- The trend has been to upzone the properties, to add urban frontage requirements and to allow more mixed uses that previous categories.

- Three of the properties have been upzoned from 3 to 12 stories and from Office to Commercial Mixed Use – Ramada, NC Art Museum Foundation and Wade Office Park. These are likely reflecting where the market is heading on larger well visible sites in established portions of the district.

- The 35 acre Tribridge Apartment site on Lake Boone Trail was upzoned to allow more density and to include a mix of uses – 5/4 stories of Commercial and Residential mixed uses on the first third of the site fronting on Lake Boone, 4 stories of Neighborhood/Residential mixed uses on the middle third and 4 stories of Office/Residential mixed uses on the back third of the site.
Zoning Summary

• The new UDO zoning categories designations – like all of the city – were drawn to most closely match the previous existing categories. That creates several incongruities with the Blue Ridge Road District Study.

• Many properties do not have frontage designations. Urban and Shop Front designations would be required to create the compact and walkable districts envisioned in the Blue Ridge District Study.

• While most of the renderings for redevelopments in the Blue Ridge District Study show buildings in the 5-6 story range, many of the proposed sites for these redevelopments are less than 5 stories. The low rise building code limits building to 6 stories (85 feet) and is likely to be the form for most of the short term redevelopment in the corridor.

• There are also significant areas in the plan where the base zoning does not correspond to the future land use in the FLUM. Much of the Industrially Zoned land in the Hillsborough and Western corridors is shown in the FLUM as Mixed Use Redevelopment.
Blue Ridge

Frontage zoning not aligned plan with plan

New Frontage Zoning Is required to implement the Corridor Plan
Implementation Actions Not Taken

Plan Changes since 2012

• No LRT – changes to Transit Planning
• No Complete Streets Demonstration – but city action to add more balance – Pedestrian Multi-purpose Plan
• Art Museum – no frontage property redevelopment in near future on the newly developed Museum Park parking sites. They have been taken out the plan. Corner Property is still in.
• No pedestrian bridge and connection through the back half of the NCSU Biomedical Campus – supplanted by Blue Ridge Ped Plan Project
• Private development plans for Harden Road site and Wardlaw Property site may be underway, rumors are the both site are under contract for a sale.
• Project Phoenix Disposition Strategy on hold (for now).
# Implementation Progress - Transportation

<table>
<thead>
<tr>
<th>Transportation Actions</th>
<th>Near</th>
<th>Mid</th>
<th>Long</th>
<th>Entity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extend Lake Boone Trail to Edwards Mill</td>
<td>x</td>
<td></td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Explore Compact Interchange at Wade</td>
<td>x</td>
<td></td>
<td></td>
<td>NCDOT</td>
</tr>
<tr>
<td>Maintain Signal at Trinity and Blue Ridge</td>
<td>x</td>
<td></td>
<td></td>
<td>NCDOT</td>
</tr>
<tr>
<td>Provide a Transit Circulator</td>
<td>x</td>
<td></td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Hillsborough Grade Separations</td>
<td>x</td>
<td></td>
<td></td>
<td>NCDOT</td>
</tr>
<tr>
<td>Upgrade Macon Pond Road</td>
<td>x</td>
<td></td>
<td></td>
<td>NCDOT/COR</td>
</tr>
<tr>
<td>Upgrade Ligon Street Connection</td>
<td>x</td>
<td></td>
<td></td>
<td>NCDOT/COR/NCSU</td>
</tr>
<tr>
<td>Connect Arts/Entertainment Districts across Wade</td>
<td></td>
<td>x</td>
<td></td>
<td>COR/UDC</td>
</tr>
<tr>
<td>Improve Intersection at Blue Ridge and Forest View</td>
<td></td>
<td></td>
<td>x</td>
<td>NCDOT</td>
</tr>
<tr>
<td>Connect Peds. NCSU Campus across Blue Ridge</td>
<td></td>
<td>x</td>
<td></td>
<td>NCSU/COR</td>
</tr>
<tr>
<td>Establish New Street Pattern Connecting NCSU/Arena</td>
<td></td>
<td>x</td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Reconfigure Street Grid to Accommodate New Development</td>
<td></td>
<td></td>
<td></td>
<td>COR/Private Developers</td>
</tr>
<tr>
<td>Improve Connectivity with New North/South Streets parallel to Blue Ridge</td>
<td></td>
<td>x</td>
<td></td>
<td>COR/Private Developers</td>
</tr>
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</table>
## Implementation Progress – Green Infrastructure

<table>
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<tr>
<th>Action - Green Infrastructure</th>
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<th>Entity</th>
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</thead>
<tbody>
<tr>
<td>Develop Comprehensive Storm Water Strategy</td>
<td>x</td>
<td></td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Provide an Improved Loop on NCMA Greenway</td>
<td>x</td>
<td></td>
<td></td>
<td>NCMA</td>
</tr>
<tr>
<td>Prepare a District Wayfinding Map and Themed Loops in Each District</td>
<td>x</td>
<td></td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Incorporate a District Wide Public Art Program</td>
<td>x</td>
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<td>COR/NCMA</td>
</tr>
<tr>
<td>Provide Wide Sidewalks @ NCMA, Arena, Fairgrounds and Thoroughfares</td>
<td>x</td>
<td></td>
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<td>COR/NCMA</td>
</tr>
<tr>
<td>Connect existing Trails Around Rex and West to Schenk Forest</td>
<td>x</td>
<td></td>
<td></td>
<td>COR</td>
</tr>
<tr>
<td>Capitalize on links to JC Raulston Arboretum</td>
<td>x</td>
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<td></td>
<td>NCSU/COR</td>
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<tr>
<td>Evaluate Recreation Needs as New Development Occurs</td>
<td></td>
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<td>x</td>
<td>COR/Private Developers</td>
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</table>
# Implementation Progress - Development

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<tbody>
<tr>
<td>Develop Branding and Theming for Districts</td>
<td></td>
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<td>x</td>
<td>COR/Stakeholders</td>
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<tr>
<td>Create New Mixed Use Development on NCMA Sites</td>
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<td>NCMA</td>
</tr>
<tr>
<td>Locate Practice Facilities to Activate Entertainment District</td>
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<td>NCSU/Centennial Authority</td>
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<tr>
<td>Recruit a Hotel Conference Facility Associated with Fairgrounds</td>
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<td>Fairgrounds/Private Developer</td>
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<tr>
<td>Expand Rex Hospital to the West</td>
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<td>Rex Hospital</td>
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<tr>
<td>Locate New DHHS Offices @ Blue Ridge near National Guard Site</td>
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<td>NCDOA</td>
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<tr>
<td>Locate New Mixed Use Development along Blue Ridge Road</td>
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<td>Private Developers</td>
</tr>
<tr>
<td>Complement Existing Neighborhoods with Residential Uses</td>
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<td>Private Developers</td>
</tr>
<tr>
<td>Redevelop K-Mart Site - Potential Regional Storm Water Facility too</td>
<td></td>
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<td>x</td>
<td>Private Developers</td>
</tr>
<tr>
<td>Site Larger Office and Commercial Dev. More Closely to Transit Station</td>
<td></td>
<td></td>
<td>x</td>
<td>Private Developers</td>
</tr>
</tbody>
</table>
Next Steps and Recommendations

Additional Planning is Needed

• Conduct detailed planning to advance and secure the new street grid outlined in the Official Street Plan

• More Redevelopment Planning Focus is needed in the southern half of the District fronting Hillsborough and Western – more opportunity sites are here

• Oversight, communication, coordination and tracking of major transportation projects is needed.
Next Steps and Recommendations

Zone property to create the desired physical form

• Rezoning for Frontage Requirements – coordinated and voluntary and/or Alliance instigated. (depends on continuing authority from legislature)

• Use future TOD Rezonings to align Blue Ridge Corridor Plan to the right Zoning Categories/Densities/Heights/Frontages
Next Steps and Recommendations

Create a Place Based Economic Development Strategy

• Together with the City, the Alliance should explore what policies can be changed to achieve the goals of the Growth Center and Economic Development Priority Plans

• Develop a place based Economic Development Strategy and create a PPP to fund a Coordinator – focus on plan implementation, conduct predevelopment project reviews, coordinate the district’s CIP request priorities, assure that other actors (COR, NCMA, NCSU, State of NC, Transit Planners) Work Plans reflect the priorities of the plan and its implementation strategy.

• Create a dedicated funding stream to achieve these recommendations. Explore and create a new MSD/BID.
Blue Ridge State Owned