

Eastern Cary Gateway Special Planning Area

Context

The Eastern Cary Gateway serves as one of the main regional gateways into Cary and is accessed via two Interstate 40 interchanges located on the Town's eastern border. Nearly 50% of commuters entering and leaving Cary each day for work travel through this area. The Eastern Cary Gateway is an area of approximately 800 acres that includes a wide variety of uses that are generally fragmented and disconnected.

Nearly one third, or 254 acres of the Eastern Cary Gateway, is currently undeveloped. This presents a significant opportunity for the Town to set a vision for the area that takes advantage of its location between Downtown Cary and Raleigh's western border, existing and future regional transportation facilities, and land development potential.

This area is home to WakeMed Soccer Park, the Triangle Aquatic Center Campus, Cary Towne Center, Adams Elementary School, multi-family complexes, townhomes, mobile home parks, light industrial facilities, heavy commercial uses, the historic WPTF Transmitter and State Lab of Hygiene buildings, and telecommunications and natural gas utility infrastructure. The Mobile Estates mobile home park of approximately 250 homes located in the NW quadrant of the planning area provides a sizable amount of affordable housing in Cary today, and may be redeveloped over the horizon of this plan to realize the vision for the area as a high-density transit-oriented development.

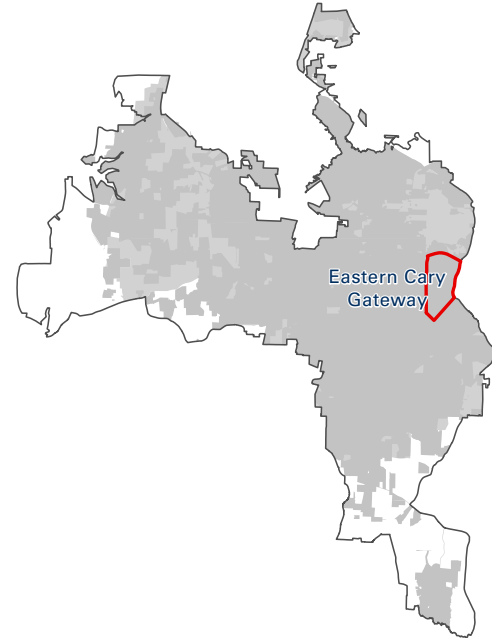
Core Issues

New Mixed Use Center: Focus on Employment

With one of the last remaining large undeveloped sites near Interstate 40 (including a 90 acre state-owned parcel), existing and future access to transit, and close proximity to NC State University, the PNC Arena, Raleigh, and Downtown Cary, this area provides the Town with a key economic development opportunity to create a new high density Mixed Use Center with a focus on employment uses. When developing a modern employment center, it is important to provide a competitive product. High quality firms are locating in areas where the development is physically compact, transit-accessible, and technically-wired, and that offer mixed use housing, office, recreation, and retail uses together to provide a quality of life that can be marketed to employees.

Opportunity for Future Transit Oriented Development and Better Connectivity

Current development patterns in this area are separated and fragmented, providing very little connectivity between major developments. With the opportunity for regional transit to be provided at the northern edge of Eastern Cary Gateway, this area is a prime opportunity for transit-oriented development (TOD) patterns that provide a mix of uses, improve the pedestrian



realm, and enhance connectivity to better serve bikers, walkers, transit riders, and vehicular traffic. Transit-oriented development capitalizes on regional transportation facilities by strategically focusing the Town's most intense developments around regional transit.

Revitalization of Cary Towne Center

Cary Towne Center provides an opportunity to rethink the traditional suburban shopping mall design and create a more vibrant lifestyle center that mixes uses to support the future high density employment based Mixed Use Center to the north and surrounding area neighborhoods.

Visual Experience of Gateway Corridors

Eastern Cary Gateway includes three main east-west corridors that bring travelers into and out of Cary: Chapel Hill Road, East Chatham Street, and Cary Towne Boulevard. Chatham Street is an historic corridor that was once U.S. Highway 1, a route for national travelers passing through or coming to North Carolina.

Other than posted signage, there is no visual cue from these corridors that travelers have entered Cary. Efforts have been made to buffer uses along these corridors to make the corridors more visually appealing, and more can be done. This area provides an opportunity for Cary to use the built environment, public art, and landscaping and open spaces to create an enhanced gateway experience and a sense of place that looks and feels more like Cary.

Prominence of WakeMed Soccer Park

The WakeMed Soccer Park is one of Cary’s most visited destinations. In 2011, the park served an estimated 160,000 people and resulted in \$2.1 million of spending within the Town. There is an opportunity to expand the park into a Tier-1 soccer facility that at a minimum, would support the growing popularity of the professional team that currently plays there and build upon the economic impact of increased attendance on game or event days and possibly provide a venue capable of attracting a major league soccer team. The Soccer Park sits on land leased from the state. At some point, either the lease will need to be renewed or outright purchase of the land will need to be negotiated for either the Town, Wake County, the professional soccer team, or other related entity. As the Eastern Cary Gateway evolves over time, it will be important to maintain and enhance the Soccer Park and the Town of Cary’s reputation as a professional and amateur sports destination.

Continuing Success of Triangle Aquatic Center Campus

The nonprofit Triangle Aquatic Center, located northeast of Cary Towne Center, serves an average of 420,000 visitors a year and is the #1 destination venue for aquatic events in the state. It generates more than \$5,000,000 in economic benefits for Wake County each year, and is home to the TAC Titans - a top-50 ranked USA swim team with 600 swimmers, most of whom live in Cary. With the potential addition of a deep diving well - the only such facility in the United States not attached to a university - and the opportunity for Walnut Creek Park trails, Cary can host events in the area and serve as a year round training facility for both aquatics and triathlon.



The WPTF Transmitter building (shown on the left) and the State Laboratory of Hygiene Complex (shown on the right) are two historic properties located in Eastern Cary Gateway on Chatham Street that are architecturally and culturally significant properties.

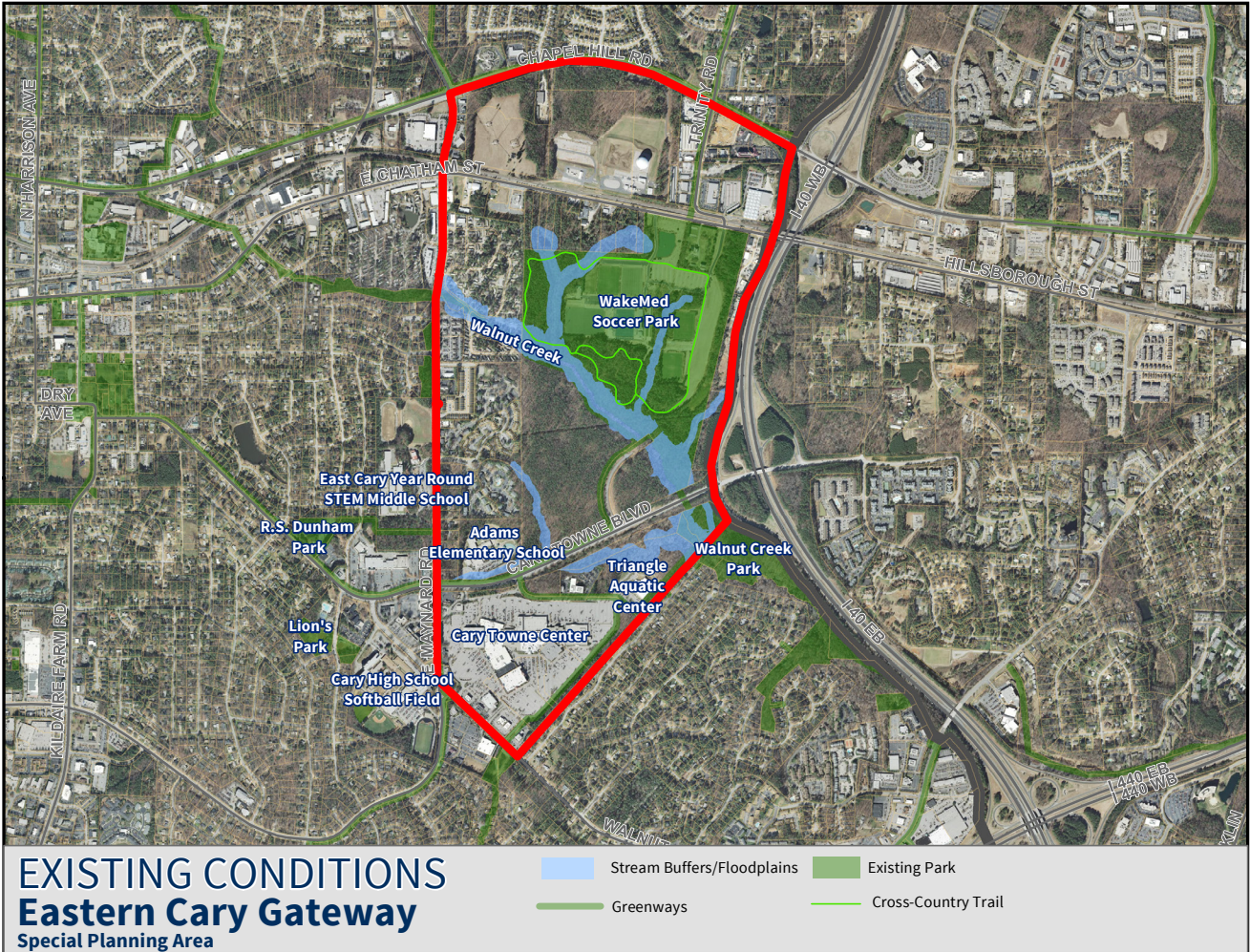
Eastern Cary Gateway Today



Development in the northern section of Eastern Cary Gateway is focused near the I-40 interchange to the east and Maynard Road to the west, leaving much of the land in the central portion of the area available for development.



The southern section of Eastern Cary Gateway today is comprised of residential uses, Adams Elementary School, undeveloped land, and the Cary Towne Center.





Looking north at WakeMed Soccer Park. To the east, west, and north of the main stadium are practice fields.



Looking north. Triangle Aquatic Center and related parking in the foreground. The existing portion of Trinity Road, starting at Cary Towne Boulevard and heading north, is in the middle of the photograph. I-40 is seen in the upper right corner of the photograph, with its exit ramp onto Cary Towne Boulevard.



Cary Towne Center, looking southwest.



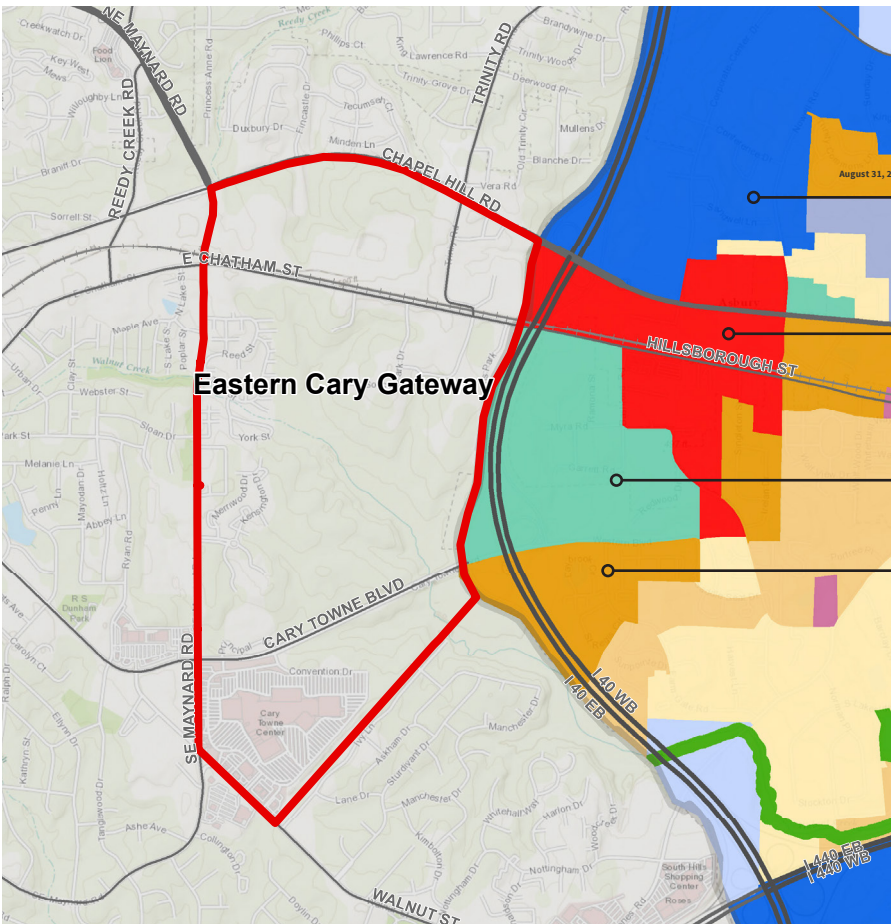
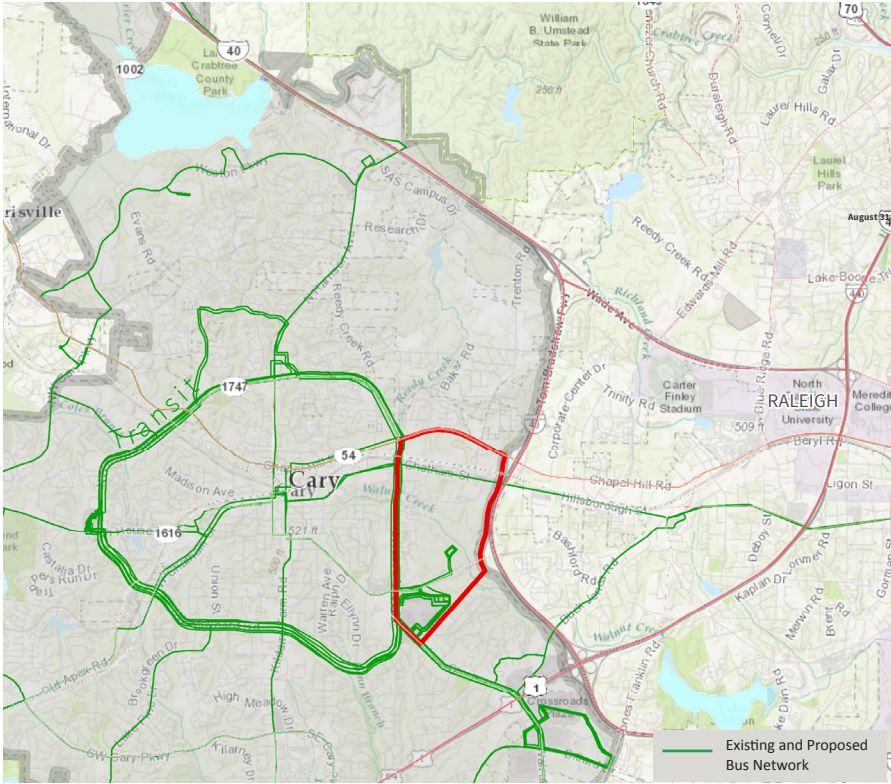
Above Cary Towne Boulevard, looking west. On left side of photograph (south) is Cary Towne Center and nearby buildings. On the north side of Cary Towne Boulevard, in the foreground, is State-owned property currently proposed for development. Further west, on the north side of Cary Towne Boulevard, is Adams Elementary School.

Context of Eastern Cary Gateway

Eastern Cary Gateway is located between the eastern edge of the Maynard Loop and the Cary Town limits. Its location is strategic due to its proximity to Downtown Cary, and major destinations in Raleigh, like PNC Arena, Downtown Raleigh, and NC State University. It serves as a gateway into Cary from the east, in the form of three major east-west roads and two I-40 interchanges.

Relationship to Raleigh 2030 Plan

The Raleigh 2030 Comprehensive Plan calls for a variety of uses on its western edge abutting the Eastern Cary Gateway. The synergies between these two plans provide an opportunity for partnerships to garner mixed use and business development in this area.



Office Research and Development

Community Mixed Use

Office and Residential Mixed Use

Medium Density Residential

Vision for Eastern Cary Gateway

Eastern Cary will be a destination and a gateway, forming the primary entrance into Downtown Cary from Raleigh and other cities to the east. This high density Destination Center will foster business development through high quality design and an integrated, connected mix of uses. There will be a particular focus on developing employment uses in this area creating a new economic center for the town and region. Vibrant centers of sports and athletic facilities, including soccer, track and field, swimming and diving, and greenway trails will attract visitors from far and wide. A balance of economic, social, and cultural components and associated infrastructure will be developed in a manner that enables uses to adapt over time to meet changing demands. Of key importance is the interconnectivity of developed areas through pedestrian and multi-modal vehicular circulation patterns, with an emphasis on walkability. The Eastern Cary Gateway area will provide employment, shopping, dining, recreation, and living choices in a mixed-use, urban environment.

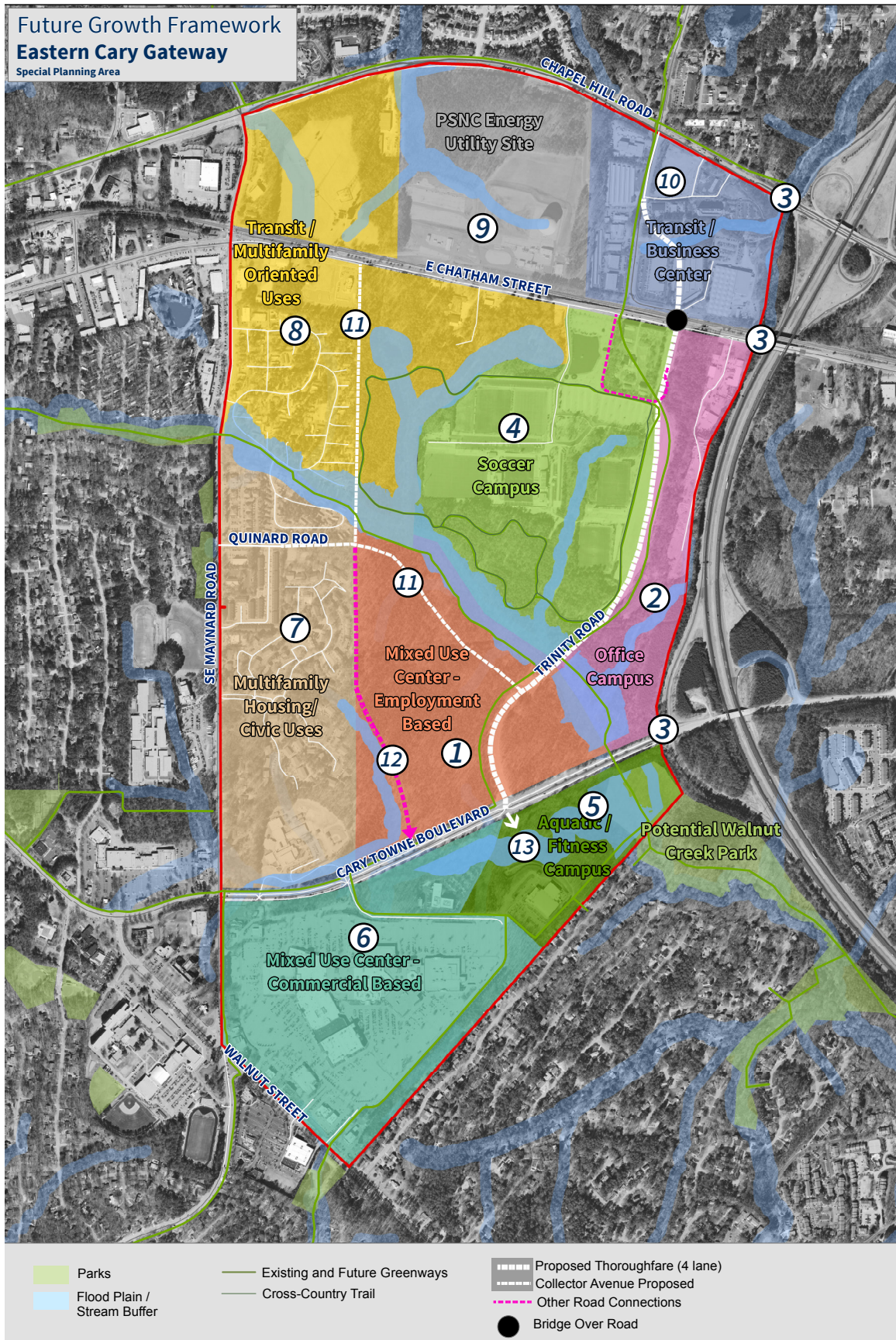


Developing 21st Century Employment Districts

In 2013, Seattle, Washington, approved the South Lake Union Urban Center zone changes that allow for increased density and greater building heights through an incentive zoning program to support the development of the South Lake Union Innovation District. The new vision for this center and its surrounding neighborhoods is to create a dynamic hub of economic development for Seattle and the region.

Policies for Eastern Cary Gateway

Policy	Policy Intent
<i>Policy 1: Foster Development of a Compact Mixed Use, and High Density Destination Center</i>	
<p>Encourage the development of the Eastern Cary Gateway Destination Center by facilitating high density development that mixes uses, in a compact and walkable development pattern and that will support future regional transit service.</p>	<p>The intent of this policy is to encourage private entities to develop the Eastern Cary Gateway into a prominent and active mixed use Destination Center with a focus on employment uses, particularly high quality Class A office and supporting commercial and retail, redevelopment of Cary Towne Center, and further development of sports and recreation facilities. The Town will support these efforts by adjusting development regulations and approving projects that support a high level of development intensity and a vertical mix of uses that are needed to create a high density employment district in Cary and to support future regional transit. This may include the development of new zoning standards that include incentives for higher density development. Low density, single-use developments are discouraged in this area.</p>
<i>Policy 2: Improve the Visual Experience of Gateway Corridors</i>	
<p>Require the use of special gateway treatments such as signage, landscaping, building form, and other design elements to denote the entrance to Cary and provide a visually appealing experience.</p>	<p>The intent of this policy is to improve the three main gateway entrances to Town in Eastern Cary Gateway: Chapel Hill Road, East Chatham Street, and Cary Town Boulevard. As properties are developed or redeveloped within these corridors, new design elements should be utilized to enhance the visual experience within the corridors, and to reinforce that you have entered the Town of Cary.</p>
<i>Policy 3: Require Connectivity and Accessibility Within and Between Developments</i>	
<p>The transportation network in this area should maximize connectivity within and between developments, with emphasis on walkable circulation patterns.</p>	<p>The intent of this policy is to create a more robust complete streets framework in Eastern Cary Gateway that focuses on transit and walkability, while also accommodating vehicular traffic. As developments are designed, the street networks should provide better internal and external connections and be oriented to provide safe access to transit stations. The connections may include public and private streets, bicycle and transit facilities, plazas, and wide pedestrian ways.</p>
<i>Policy 4: Partner with the City of Raleigh on Joint Planning Initiatives Supportive of Eastern Cary Gateway and the Larger Area</i>	
<p>The Town of Cary will actively engage leaders with the City of Raleigh to create joint planning initiatives that will enhance the success of Eastern Cary Gateway and adjoining areas in Raleigh as a prominent economic and sports event hub in Wake County.</p>	<p>The intent of this policy is to open up coordination and collaboration between the Town of Cary and the City of Raleigh to enhance the success of areas surrounding I-40 that cross jurisdictional boundaries through joint planning and investment. Planning priorities include developing synergies between nearby developments, creating the potential for clustering targeted industries, and coordinated branding and marketing of the area.</p>



1 Mixed Use Center - Employment Based

- Undeveloped lands in the central portion of Eastern Cary Gateway are appropriate locations for high density, intensive employment uses mixed with supportive commercial and residential uses.
- A new mixed use employment center should take advantage of additional road connectivity to the north and west and provide connectivity to adjacent neighborhoods and surrounding uses.
- Site plans should protect Walnut Creek and greenways and incorporate them into the pedestrian fabric of the development.
- Designs should focus on creating a fine-grained, vertically mixed, urban environment to foster connections between uses. The connections may include public and private streets, bicycle and transit facilities, plazas, and wide pedestrian ways.
- A plaza could be a central design feature for orienting the development and creating a vibrant public gathering space, potentially surrounded by commercial dining establishments and related commercial support uses.
- Encourage short walkable blocks and create new connections to adjacent properties undergoing development and redevelopment.
- Encourage a variety of residential use types such as apartments, lofts, condominiums, garden apartments, townhomes, and other multifamily uses - ideally designed to be vertically mixed with other uses.
- Multiple connections should be made to other parts of Eastern Cary Gateway, especially to the Soccer Campus and future additional sports oriented uses to the North.
- Where possible parking facilities should be easily accessible between this area and the Soccer Campus, including potential partnerships for providing parking.
- This area could also serve as the site for hoteliers and establishments serving business travelers and tourists coming to town for soccer games or other events.
- Development in this area should serve as an attractive gateway into Cary.
- This area should have limited surface parking. Parking decks are preferred and should be screened as much as possible to ensure they are attractive and are not defining visual elements.
- Development in this area ideally will include a mix of uses with a guarantee of significant room for employment, yet flexible and responsive to the market. The following ranges provide a general guide for the mix of uses in this area: 40-60% Office, 20-40% Residential, 20-40% Retail.
- Building height is envisioned as predominantly 5-15 stories, but could go higher and allow some flexibility for lower height buildings (3-4 stories).



Office space can frame supporting retail or associated hotel space as in CityCentre in Houston, TX, converted in 2007 from the Town & Country Mall built in 1983.

2 Office Campus

- High rise office developments should be located between the future Trinity Road Extension and Interstate-40, giving greater visibility for Fortune 500 firms seeking this type of prominent location.
- Buildings in this area are envisioned primarily as 20 stories and could go higher, providing a clear view from the highway.
- Development in this area should have a vertical mix of uses with employment as the prominent use, and should allow for supportive retail to serve businesses and employees. The following ranges provide a general guide for the mix of uses in this area: 80-90% office, 10-20 % retail.



High density office developments can target large companies and attract supporting development.

3 Enhance Gateway Entrances to Town

- As lands are developed and redeveloped, new building footprints should be designed to improve the visual character of gateway corridors and frame the viewshed for drivers and pedestrians.
- Landscaping, tree plantings, and sidewalks should be incorporated in gateway corridors to improve the visual experience and to create a more vibrant environment for pedestrians.
- Signage and public art could be used to beautify and emphasize the entrance into Cary.



Gateways enhance the traveler's environment by providing visual appeal and announcing the entrance into a new area. Traditional ways of marking gateways include arches over streets, monument signs, and public art.

4 Soccer Campus

- The WakeMed Soccer Park should continue to be a prominent use in Eastern Cary Gateway and future uses should be designed to enhance the park's character.
- Within the Soccer Park area, consideration should be given to accommodate new recreational, vertically mixed residential, commercial, and employment uses on adjacent land.
- As WakeMed Soccer Park grows, ingress and egress becomes more important, especially on game or event days. Improvements to the flow of visitors should be made including street connections, bus lanes, pedestrian trails and crossings, and connections to any future area transit stations. The connections should reach north onto East Chatham Street and south into the new development coming between the Soccer Park and Cary Towne Boulevard.
- Look for opportunities for shared parking between the soccer facility and nearby developments with counter-cyclical parking demands.
- The future Soccer Campus designs should incorporate greenways as part of the pedestrian framework for accessing adjacent developments and destinations.
- Historically significant buildings should be identified in the design process, and efforts to preserve these structures should be strongly considered.



Located on Microsoft's corporate campus in Seattle, WA, The Commons includes a complex of restaurants, shops, a pub, office buildings, and a soccer field.



In Southwest Chicago, the Focal Point Community Campus envisions a public healthcare setting. This rendering, developed by HDR Inc., envisions a soccer field framed by offices and other active spaces.

5 Aquatic / Fitness Campus

- Allow for expansion of Triangle Aquatic Center Campus facilities.
- Encourage connectivity with streets and other uses including vehicle, pedestrian, and bicycle connections.
- Look for opportunities for shared parking between the aquatics facility and nearby developments with counter-cyclical parking demands.



Growth of the Triangle Aquatic Center could be the centerpiece of an amateur and professional training community.

6 Mixed Use Center - Commercial Based

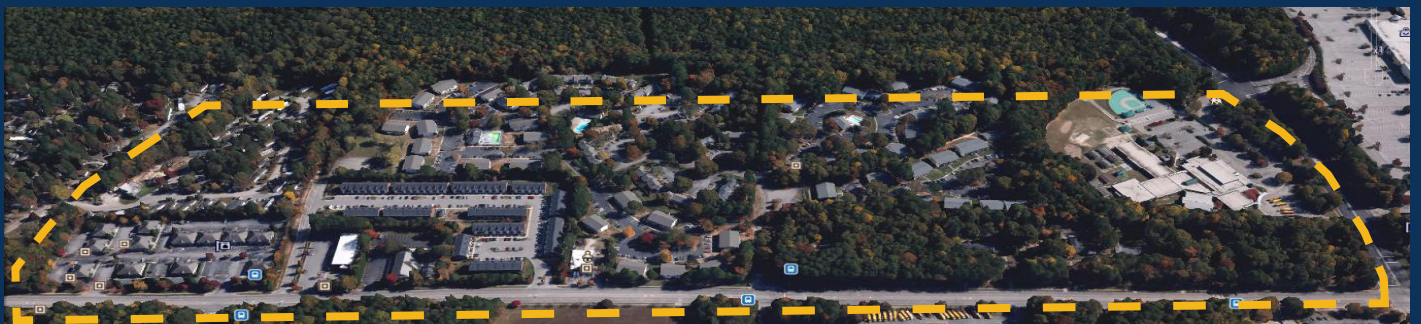
- With Cary Towne Center at its core, this area is ripe for redevelopment. This site is an opportunity for continuing to provide larger scale commercial uses found at lifestyle centers such as North Hills in Raleigh, and use a compact and vibrant form that encourages “park once” shopping and dining experiences.
- Large parking lots and wide streets provide redevelopment opportunities to create small block sizes, vertically mixed uses, and vibrant public spaces.
- Designs will use context sensitive transitions to limit impacts on adjacent residential neighborhoods.
- Investigate extension of Trinity Road across Cary Towne Boulevard to create a gateway to Cary Towne Center
- Development in this area should have a range of mixed uses with a guarantee of significant room for retail, yet flexible and responsive to the market. The following ranges provide a general guide for the mix of uses in this area: 25-50% Residential, 40-65% Retail, 10-35% Office.
- Height is envisioned as predominantly 4-6 stories, but could go higher.



North Hills in Raleigh, NC has a centerpiece mall as well as office and apartment development. Its developers use community events to add to the area’s identity and connect the many use types.

7 Multifamily Housing / Civic Uses

- This area includes opportunities for new internal connections as well as future connections between existing neighborhoods and adjacent future mixed use and employment developments.
- The area is envisioned to continue to provide medium density multifamily housing and Adams Elementary School.
- Create accessibility and walkability to the broader area through pedestrian/bicycle connections between the school and park facilities and future destination uses.
- Support the construction of Quinard Drive extension connecting this area to the proposed mixed use development area occurring directly to the east.



This aerial view facing east shows the existing building pattern in this sub-area. Some internal and external connectivity opportunities would enhance the accessibility of the established neighborhoods.

8 Transit / Multifamily Oriented Uses

- This area is an opportunity for developing high density multi-family housing that can support future regional transit and create opportunities for workers to live close to nearby employment uses.
- The telecommunications towers located north of East Chatham could be relocated to building rooftops or to another more appropriate site.
- First floor retail will activate the pedestrian realm and provide daily needs for residents and visitors.
- Because this area encompasses established communities, future planning and development should involve neighborhood residents.
- Development in this area should have a range of mixed uses with a guarantee of significant room for residential, yet flexible and responsive to the market. The following ranges provide a general guide for the mix of uses in this area: 50-70% Residential, 10-30% Retail, 20-40% Office.
- Height is envisioned as predominantly 6-7 stories, but could go higher using context sensitive design approaches.
- Historically significant buildings should be identified in the design process, and efforts to preserve these structures should be strongly considered.



Planning for Transit Oriented Development

This illustration imagines what redevelopment could look like at the intersection of NE Maynard Road and Chatham Street where a regional rail grade separation and nearby rail stop may be located in the future.

9 PSNC Energy Utility Site

- The PSNC Energy Utility Site serves Cary and the region as a critical piece of infrastructure. This site is a permanent fixture and will not likely change over the planning horizon of this Community Plan.
- The area will continue to be buffered with natural features and visually enhance the corridor along Chatham.



PSNC Energy Utility Site as it exists today.

10 Transit / Business Center

- This area currently provides opportunities for heavy commercial and industrial uses.
- With the possibility of extension/connection of Trinity Road, a nearby transit corridor and possible transit stations, and proximity and visibility from an I-40 interchange, this area is prime for future redevelopment with transit-oriented, vertically mixed uses and office towers.



Taller office buildings are a key part of the mixed use development of North Hills in Raleigh.

11 New Collector Avenue and Extension of Quinard Drive

- A north-south collector avenue should be provided that connects East Chatham Street to Quinard Drive.
- Quinard Drive should be extended eastward as a collector avenue, to connect with Trinity Road.
- The final alignment of these collector avenues may vary somewhat from that shown, provided that:
 - The north-south collector between E. Chatham Street and Quinard Drive is located west of the soccer park fields and the stream buffer that separates Area 4 from Area 8.
 - The Quinard Drive collector is located south of Areas 8 and 4.
- In order to encourage creative site design, the Town may consider alternate designs proposed by developers that satisfy and meet the connectivity and traffic movement objectives of this road segment.

12 New North-South Collector Avenue

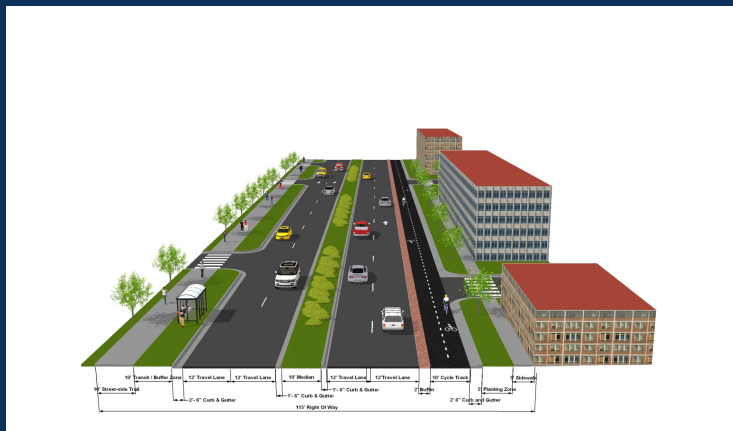
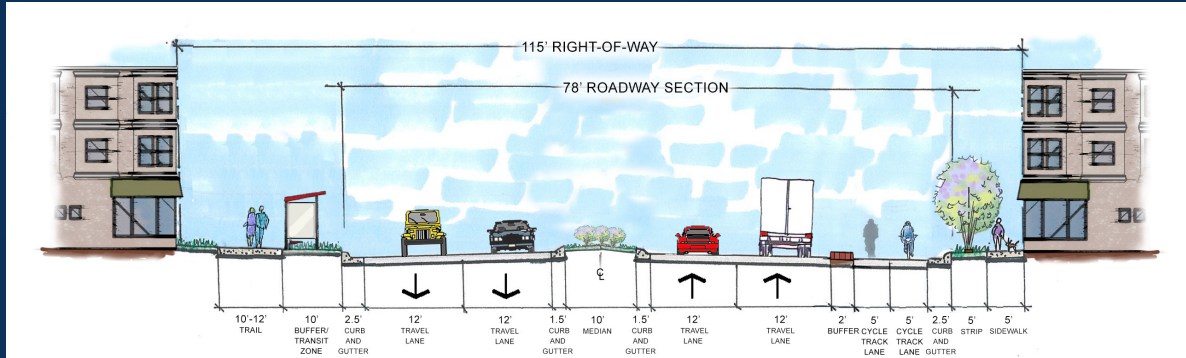
- A north-south roadway connection should be provided that connects Quinard Drive to Cary Towne Blvd.
- The final alignment may vary somewhat from that shown, but should generally be located on the western side of Area 1.
- The nature of this road connection, including its roadway classification (e.g., collector road, collector avenue, or local street), will depend on the specific types, amount, and character of development and place proposed for Area 1 (and adjacent portions of this SPA), as well as the associated traffic demand.
- In order to encourage creative site design, the Town may consider an alternate roadway design proposed by developers of Area 1, provided such designs satisfy the connectivity and traffic movement objectives of this road segment, while also complementing the overall character of Area 1.

13 Trinity Road Extension

- Trinity Road should extend southward from Area 1, connecting Area 1 with Areas 5 and 6 on the south side of Cary Towne Blvd.
- The nature and design of the southern extension of Trinity Road, including its roadway classification (e.g., thoroughfare, collector road, local street, etc.), will depend on the character, type, and amount of development that may emerge in Areas 5 and 6, site limitations, site impacts, and the desired character of place for Areas 5 and 6.
- The location and alignment for the southward extension of Trinity Road across Cary Towne Boulevard -- as depicted on the Future Growth Framework Map for this SPA -- is conceptual only. The precise location will need to be determined with a future functional design, and/or in conjunction with development proposals for relevant portions of Areas 1, 5, and/or 6.
- It has not yet been determined whether the road should cross Cary Towne Blvd. at grade (street level), or via a grade-separated bridge over Cary Towne Blvd. (The ultimate roadway alignment may partly depend on whether the crossing of Cary Towne Blvd. is at-grade, or separated.)
 - If Trinity Road crosses Cary Towne Boulevard via a bridge, then that facility should accommodate bicycle and pedestrian travel as well, providing for convenient, attractive, and safe pedestrian and bicycle travel between Area 1 and Areas 5 & 6.
 - If Trinity Road crosses Cary Towne Boulevard at street level (i.e., at a conventional signalized intersection), then pedestrian and bicycle travel between Area 1 and Areas 5 & 6 should be routed via a dedicated pedestrian and bicycle bridge over Cary Towne Boulevard, linking with the pedestrian and bicycle routes on either side.

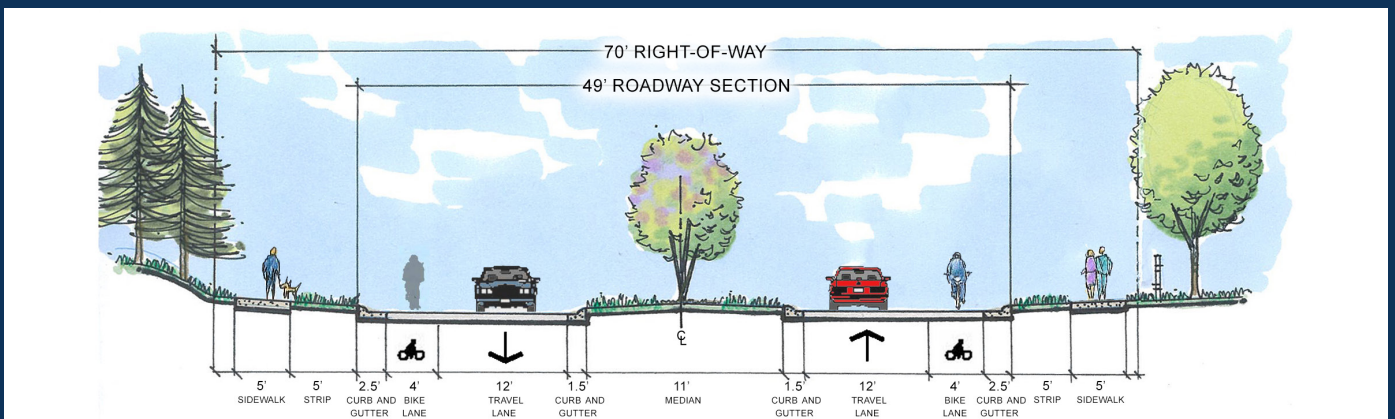
Trinity Road Street Cross Section

- The street cross section shown below illustrates the conceptual design for the Trinity Road extension from its current stub north to East Chatham Street. The conceptual design of the street can promote pedestrian, bicycle, and transit accessibility during normal operation and provide options for transit management during area events. Other design alternatives can be explored during development review of future projects in this area.
- A future extension of Trinity Road south across Cary Towne Boulevard can be explored to create vehicular, pedestrian, and bike connections across this main thoroughfare, preferably with the bike/pedestrian connection as a bridge crossing Cary Towne Boulevard.



Collector Avenue Cross Section

The street cross section shown below illustrates the design for future collector avenue roads in the Eastern Cary Gateway, including the proposed extension from Quinard Drive to Trinity Road. It provides for pedestrian and bicycle accessibility. Other design alternatives can be explored during development review of future projects in this area.



How We Will Achieve Our Vision

1 Foster Development of a Compact Mixed-Use and High Density Destination Center; Improve the Visual Experience of Gateway Corridors

Major Actions:

- As proposals for major developments arise, explore opportunities for public/private infrastructure investments or other Town participation for the following projects:

Explore Potential Prospects for Expanding WakeMed Soccer Park into a Tier-1 Soccer Facility

The Town will consider partnering with the Soccer Campus tenant to investigate how public action can dovetail with private investment to grow the impact of WakeMed Soccer Park on Eastern Cary Gateway and the Town as a whole. A first tier soccer club maximizes the number of visitors coming to the Town on game days. Park improvements will need to be coordinated with a strategy for dealing with the expiration of the lease of the land. Strong connections between WakeMed Soccer Park and various mixed use areas surrounding it can improve the value of both park and districts. By tying into future development to the south, there are opportunities to extend the experience of visitors and to provide a unique amenity for a vibrant work space. There are opportunities to connect to the north and west of the park as well.

Given the greater traffic, improved ingress and egress from the site is essential for the success of both the park and the surrounding areas. Bus lanes, pedestrian trails and crossings, and the opportunity for shuttle routes could help meet this need.

Support the Development of Area 2 East of Trinity Road

With the current proposed alignment of Trinity Road comes the reality that the land available for development in Area 2: Office Campus, between I-40 and the future Trinity Road, may be limited. The Town will consider adjustments to the Trinity Road alignment to provide for more land for future employment development, and will consider public-private partnership efforts with landowners in and adjacent to Area 2 to address this challenge.

Support a New Connection Across Cary Towne Boulevard

Critical to the success of Eastern Cary Gateway is creating a more connected network that can allow users of different modes of travel to move safely and conveniently between destinations. A new connection across Cary Towne Boulevard is an essential part of this network. The Town can provide assistance by working with property owners to identify the best solution for creating a connection across Cary Towne Boulevard, preferably connecting the state-owned property in Area 1 and the existing Cary Towne Center property in Area 6. This includes the accommodation of a stand-alone bridge crossing Cary Towne Boulevard exclusively for use by pedestrians and bicyclists.

Study the Redevelopment Potential of the WPTF Site

The Town will consider partnering with the property owner to study the feasibility, in terms of costs and historic preservation impacts, of redeveloping the WPTF radio site in the northwest corner of Eastern Cary Gateway. Notwithstanding the historic significance of WPTF facility, the transmitter building and towers sit on what could be prime land for redevelopment as this part of Town continues to grow and as transit plans move forward that connect Raleigh and Cary more closely through a corridor near this area.

Expansion of Triangle Aquatic Center

The Town will consider partnering with the Triangle Aquatic Center (TAC) to support the expansion of the center to include a new diving facility and future pools to expand TAC offerings.

2 Require Connectivity and Accessibility Within and Between Developments

Major Actions:

- Perform planning analysis to further transportation goals identified on pages 131-132. This includes the following projects:

Pursue Street Extensions, Using Recommended Cross Sections

Given the potential for development in the area, planning for the extension of streets within Eastern Cary Gateway is critical to unlocking the area's potential.

Trinity Road

Trinity Road is planned to be a 4-lane divided thoroughfare providing primary north-south access within and to the Eastern Cary Gateway area. While bisecting a busy mixed-use development area, particular attention needs to be paid to foster safe and accessible pedestrian and bicycle circulation across Trinity Road and between future uses in the area. In keeping with the multi-modal theme for this area, the accommodation of future transit service and the provision of pedestrian amenities will also be a primary focus. Transitions from the northern and southern ends will also need to be planned to tie into future bicycle and pedestrian networks.

Interior Site Collector Circulation

The provision of secondary north-south connectivity between Chatham Street and Cary Towne Boulevard to serve as an alternate point of access to the core Eastern Cary Gateway development area is critical, particularly during special events. This collector road will connect and buffer existing residential uses to the Eastern Cary Gateway area from the west and accommodate more localized accessibility by vehicles, pedestrians, bicyclists and transit riders.

Extensions of the Road Network to Better Connect the Area

Trinity Road Crossing at East Chatham Street

The Raleigh-Cary Rail Crossing (RCRX) study calls for a bridge taking Trinity Road across East Chatham Street and the rail line, with a loop south of East Chatham to connect the bridge to East Chatham traffic flow. Partners in this effort may include NCDOT and WakeMed Soccer Park, which would gain easier game day access from the proposed crossing.

Crossing of Cary Towne Boulevard

Direct circulation via a roadway connection between the existing Cary Town Center site and the state owned property to the north of Cary Towne Boulevard should be a priority as development and redevelopment occurs. This includes the possible accommodation of a stand-alone bridge crossing of Cary Towne Boulevard exclusively for use by pedestrians and bicyclists.

As redevelopment and development occurs in Area 7 (Multifamily Housing/Civic Uses) and Area 1 (Mixed Use Center - Employment Based), extending Quinard Road eastward will be critical to ensure connectivity between the residential neighborhoods and the destinations located in the eastern portions of Eastern Cary Gateway. This will include accommodations for automobiles, bikers, and pedestrians.

Adjust Parking Regulations to Encourage Shared Parking Arrangements

Parking regulations should be developed that encourage shared parking between facilities. Adjust off-street parking requirements for mixed use areas to encourage or allow shared parking arrangements for uses that have counter-cyclical parking demands.

Plan Specifically to Accommodate Large Events

Large events can result in economic benefits for the Town, but they can also put strain on Town infrastructure. Planning to have the capacity, the connectivity, and the flexibility to accommodate large events is essential within Eastern Cary Gateway. In addition to regularly scheduled soccer games at WakeMed Soccer Park, there may be amateur sports meets at the Soccer Park, along the cross-country trails, or at Triangle Aquatic Center. Other entertainment events may take place at WakeMed Soccer Park or within civic space that is included in new developments and redevelopments in the area.

The vision for Trinity Road Extension should provide for multi-modal choices and be able to accommodate increased transit and pedestrian traffic during large events. Shared parking facilities should help accommodate more visitors and to disperse visitors at the event's end through considering the locations of ingress and egress. Entertainment activities should be a walkable distance from event venues so that visitors extend their stay and spread out egress from the area over time.

Monitor and Engage with Wake County Transit Plans

Engage with the ongoing Wake County Transit Plan efforts to coordinate access to the Eastern Cary Gateway. A high priority transit connection between Cary and Raleigh may provide transit stops in Eastern Cary Gateway.

3 Review Regulatory Measures That Impact Development Timelines for the Area

Major Actions:

- **Review regulatory measures that impact development timelines for the area.** Establish review and approval processes to allow for expedited processing of applications that directly align with and promote the vision and policies of this Eastern Cary Gateway Plan.
- **Establish a stakeholders group to oversee implementation of the Plan.** Neighboring development is always connected to a degree, but the success of development in Eastern Cary Gateway, and its contribution to the lifestyle and economy of the Town, are particularly dependent on collaboration. There are many large sections within this planning area being developed or redeveloped, and collaborative planning efforts could result in a stronger plan for the entire area. A stakeholders group should be established to meet with the Town to advise and oversee implementation of the Eastern Cary Gateway Special Planning Area, and to partner on implementation.

RELATED POLICY DIRECTION IN OTHER CHAPTERS

This plan has been organized to address specific topics in specific chapters; however, the policies listed throughout this plan are very much interrelated. Listed here are the policies included in other plan chapters that relate to the Town’s policies on Eastern Cary Gateway.

Shape: Guiding Community Growth in Eastern Cary Gateway	Live:	Work:	Shop:	Engage:	Move:	Serve:
	Fostering Strong Neighborhoods	Assuring Continued Prosperity	Creating Vibrant Destinations	Experiencing the Cary Community	Providing Transportation Choices	Meeting Community Needs
	<p>Policy #2: Provide More Housing Choices for All Residents</p> <p>Policy #3: Provide for More Housing Options in New Neighborhoods</p> <p>Policy #4: Provide the Greatest Variety of Housing Options in Mixed Use Centers</p> <p>Policy #5: Support Residential Development on Infill and Redevelopment Sites</p> <p>Policy #5: Support Residential Development on Infill and Redevelopment Sites</p> <p>Policy #6: Encourage and Support the Provision of Affordable Dwellings</p>	<p>Policy #1: Grow A Sustainable and Diversifying Workforce</p> <p>Policy #2: Enhance Locational Appeal to Businesses and Workers</p> <p>Policy #3: Retain and Grow Existing Cary Businesses</p> <p>Policy #4: Diversify Cary’s Economy</p> <p>Policy #5: Attract New, High Value Businesses</p> <p>Policy #8: Support the Locational Needs of New and Expanding Firms</p> <p>Policy #10: Reserve and Provide Employment Sites in Selected Commercial Mixed Use and Destination Centers</p> <p>Policy #12: Transform Selected Office Parks into Employment Mixed Use Centers</p>	<p>Policy #1: Facilitate Redevelopment of Underperforming Shopping Centers</p> <p>Policy #2: Focus Commercial Uses within Mixed-Use Centers</p> <p>Policy #3: Support the Development of a Limited Number of Destination Centers</p>	<p>Parks, Recreation & Cultural Resources Master Plan Goals #4, #7</p> <p>Public Art Master Plan Vision</p>	<p>Policy #1: Ensure Safety for All Users and Modes</p> <p>Policy #2: Apply Multimodal Street Designs</p> <p>Policy #3: Design Transportation Infrastructure to Address Land Use Context</p> <p>Policy #4: Focus Investments on Improving Connections and Closing Gaps</p> <p>Policy #5: Minimize Thoroughfare Widths</p> <p>Policy #6: Improve Pedestrian and Bicycle Crossings</p> <p>Policy #7: Target Transit Investments</p> <p>Policy #8: Ensure a Well-Maintained System</p>	<p>Policy #1: Provide Affordable and High Quality Public Services and Facilities for Current and Future Generations</p> <p>Policy #11: Support Expansive and Cutting-Edge Information Technology Infrastructure</p>