

Downtown Cary Special Planning Area

Context

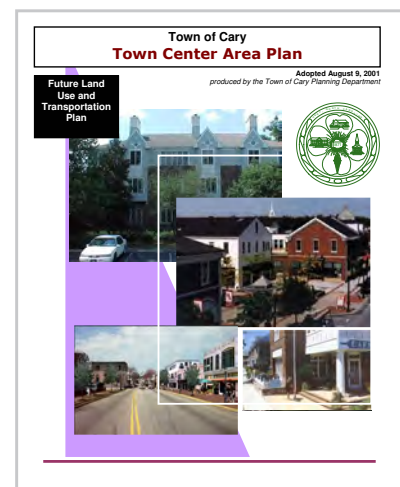
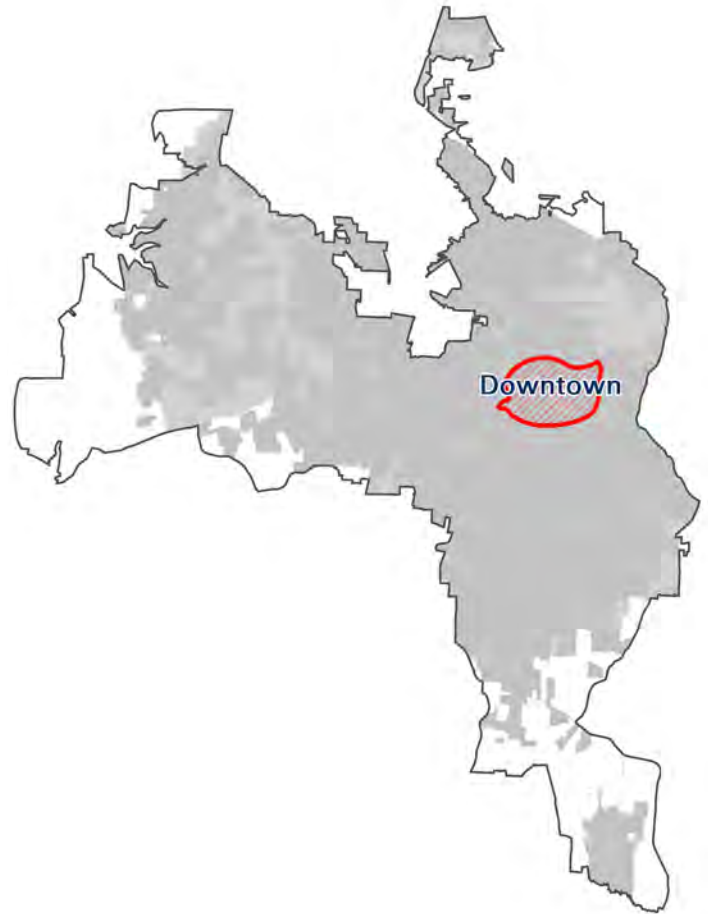
Town-wide growth has propelled the Cary community forward and created high value living and working options. All the while, the downtown area continues to maintain its historic character and central civic focus. Downtown has been one of the primary areas in Cary for focused investment.

Recent efforts to bring greater vitality and activity to Cary's downtown have resulted in strategic public investments that have improved and modernized street infrastructure, revitalized historic buildings, and enhanced civic space for the Town's residents and visitors.

Today, business representatives and community members are recognizing the need for downtown expansion and redevelopment that builds off of the area's existing assets and adds more dining, entertainment, housing, and employment options in Downtown Cary. Many opportunities exist to transform downtown into a vibrant destination that accommodates live, work, play, and learn opportunities. A short walk between Cary's unique destinations, diverse supporting neighborhoods, and a future downtown regional transit hub would make it easier for workers and residents to access opportunities in and around the heart of Cary.

Planning History

Planning for Cary's downtown dates back many years, including a major streetscape update in the 1980's, and development of the first comprehensive master plan for the entire downtown in 2001. Since then, progress on implementing plans for the downtown has included development of special downtown zoning districts, design guidelines, streetscape plans, and multiple additional studies. This Downtown Special Planning Area continues that tradition, by providing the first complete update of the vision and plan for downtown Cary since 2001.



The Town Center Area Plan (TCAP) was adopted by Council in 2001, and guided the overall development of downtown until 2016. It included a proposal for a central Town Center Park, supported higher-density development in targeted locations, identified infrastructure improvements, and promoted expanding cultural and community activities.

Core Issues: Downtown Market

Regional Access and Competition

There is support for enhancing the historic heart of Cary by providing more dining, entertainment, retail and employment options, and for encouraging investment in Downtown to make it more of a destination within the region. And many areas of Downtown Cary are thriving due to this renewed focus on the core of the Town. The challenge for attracting a destination market, however, is downtown's relatively isolated location. Downtown sits in the heart of Cary, approximately two to three miles from major commuter and transportation routes such as Interstate 40. And this area is challenged, to some degree, by a lack of exposure, particularly for regional commuters and visitors. Compounding this challenge is the rapid investment in and redevelopment of other Triangle community downtowns – Raleigh, Durham, Chapel Hill, among others – creating greater competition for Cary's central business district.

Downtown Market

Cary in many respects is a multi-centered community. There are several major commercial centers located throughout Town that provide opportunities for residents to eat and shop in Cary proximate to their homes and places of work. Due to this market context, the neighborhoods surrounding Downtown Cary are a critically important part of the downtown market. Downtown is surrounded by several older neighborhoods that are within a short walk or drive to the heart of Cary. The majority of these neighborhoods are fairly low-density, resulting in a lower number of homes proximate to downtown when compared to other downtown centers in the region. This is by design, as the Town supports a certain character of development within its downtown neighborhoods. However, there are some targeted opportunities to increase the number of housing units within walking distance of downtown, particularly in older neighborhoods that are in a state of transition or decline and potentially ripe for reinvestment and redevelopment. There are also opportunities to provide new denser housing options within the core downtown area that can strengthen the local downtown market and make it more inviting and feasible for new business investment.

Core Issues : Downtown Development and Design

Downtown Development Framework

The framework for Downtown Cary – its streets and the buildings that line the streets – was largely set during the early years of the Town. This framework was generally designed using a traditional grid pattern of streets, providing for easier navigation and good connectivity between destinations. As redevelopment has occurred in downtown, often one parcel at a time, the urban fabric has sometimes been altered. While there is some

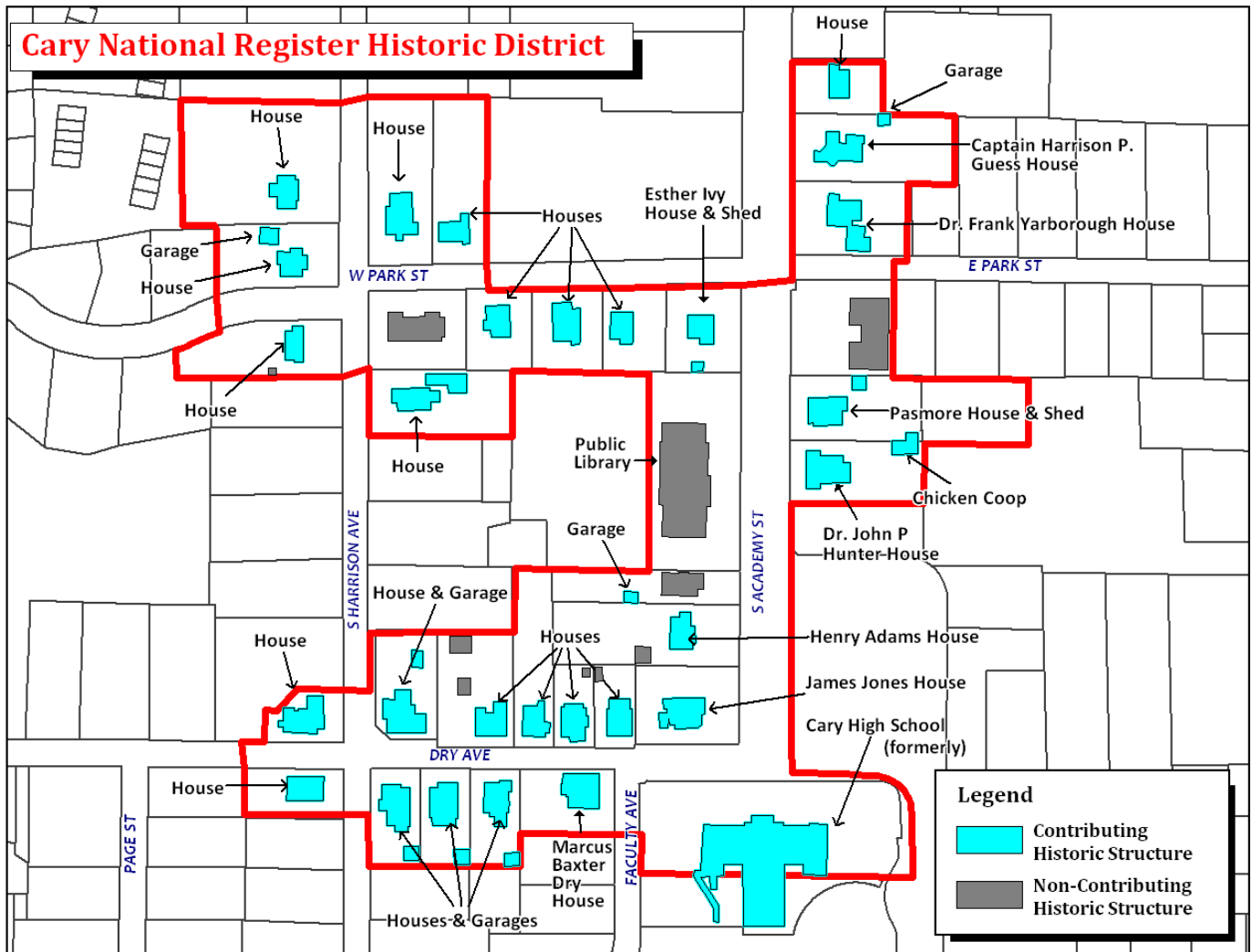
consistency in many parts of downtown, there are opportunities to create more cohesion along downtown streetscapes by better framing corridors with consistent building setbacks, connected sidewalks, and more consistent size and shape of adjacent buildings. However, there is also a need to protect historic structures within downtown. In some instances, these historic properties may not contribute to a cohesive urban fabric, but are no less important to protect.

The railroad lines that bisect downtown are an important point of orientation. While the railroad service is a key amenity for Downtown Cary, and may provide future regional transit connections, it is also a challenge in terms of the connectedness of downtown. In many ways, the railroad line effectively breaks downtown into two parts – north and south. And analyses have been conducted to evaluate solutions to this challenge and to evaluate ways to improve railroad crossings. Several studies evaluate solutions for key railroad crossings in downtown (North Harrison Avenue, Walker Street, and East Maynard Avenue). The possible solutions identified in these studies can improve traffic congestion problems and create a more connected, safe, and accessible environment. Design of these areas will be critical to ensure cohesion with adjacent areas.

Historic Preservation

Many of Cary's historic homes and commercial properties are located within the National Register Historic District in Downtown Cary. (See the map of historic structures on the following page.) And several historic properties in Downtown Cary are located outside of the district. The Town does not currently have a local historic district in downtown, which limits the Town's ability to protect these properties as they redevelop, or as properties around them are developed. Over time, this has resulted in the loss of historic structures in downtown. The Town adopted its Historic Preservation Master Plan (HPMP) in 2010 that provides guidance for adopting formal preservation policies and programs. Several of the items in the implementation plan identify actions to protect historic properties and the historic character of Downtown Cary. Of particular note is HPMP Action 2.1.6 to develop alternative zoning and design standards for the Town Center's historic core to ensure compatible infill development and to reinforce traditional design patterns. In many cases, the current Town Center zoning encourages higher density development on historic properties, which can be a disincentive to preservation.

Chatham Street was the original Highway 1 and served as a main regional transportation corridor between the 1940s and 1960s and was lined with motels, garages, and other commercial uses that supported travelers as they crossed through Cary or stopped to visit. Over time, these uses have been redeveloped to more traditional downtown uses.



Approximately 50 structures were included in the Downtown Cary National Register Historic District when it was created in 2001. While National Register designation is an honor and provides acknowledgment of historic properties, designation does not prohibit demolition or redevelopment. Since 2001, three contributing historic houses in the district, along with their historic outbuildings, have been demolished.

Widening Chapel Hill Road

The current Comprehensive Transportation Plan for Cary includes the widening of Chapel Hill Road from Maynard Road Northwest to Maynard Road Northeast to a four-lane median divided road. The purpose of this road widening project is to maintain levels of service over time as traffic congestion is expected to increase. While this road improvement is deemed necessary to handle future traffic, it could effectively “shrink” the downtown to areas south of Chapel Hill Road, and reduce the northern neighborhoods’ accessibility to downtown. Design solutions are needed to counteract this effect.

Planning, Regulation and Design Guidance for Downtown

Policies, regulations, and design guidelines shape the existing development landscape in downtown. Many of these build upon the vision presented in the Town Center Area Plan (TCAP), adopted in 2001. The Downtown Streetscape Master Plan and

Public Art Master Plan complement the TCAP with additional policies. The Land Development Ordinance (LDO) and the Community Appearance Manual are the regulatory tools for implementing the TCAP, while the Cary Design Guidelines and Town Center Design Guidelines provide general design concepts, ideas, and recommendations in downtown and throughout Cary.

While Cary is known for its attention to high quality developments, there is an opportunity to strike a balance between mandatory development standards and achieving flexibility in regulations that will encourage property owners to redevelop and invest in their properties. There is an opportunity to evaluate this complex array of development and design guidance for Downtown Cary, and create a streamlined set of standards and guidelines that can support and incentives redevelopment. There is also evidence that suggests that the current array of 18 Town Center sub-zoning districts may be limiting redevelopment within Downtown Cary, and that a more flexible approach for regulating development in downtown is needed.

Core Issues: Transportation

Railroad Crossing Studies

Addressing railroad crossings in downtown is an important factor in achieving the vision for Downtown Cary. As vehicular and railroad trips increase, there will likely be conflicts at railroad crossings – places where cars, bikes, and people walking have to cross railroad lines. The Town has initiated and participated in three studies to identify solutions to this challenge.

Walker Street Grade Separation Railroad Study

The Town has developed a study for creating another north-south connection in downtown by extending Walker Street north of East Cedar Street, across the NCR/Norfolk Southern and CSX railroad lines, and finally connecting to Chapel Hill Road. The study includes recommendations to include bicycle and pedestrian facilities along the corridor and to construct a railroad overpass elevating both rail lines to reduce railroad crossing delays. The Town has been working for several years to secure funding for this project.

North Harrison Avenue Grade Separation Feasibility Study

The North Harrison Avenue Grade Separation Feasibility Study (2014) evaluated potential solutions for the North Carolina (NCR)/Norfolk Southern and CSX railroad crossings on Harrison Avenue in downtown. As train and vehicle traffic increase in the future, delays for crossing the railroad tracks are expected to increase, challenging mobility within downtown. A set of short-term, mid-term, and long-term scenarios and strategies are included in this study to alleviate challenges to these intersections, including the long-term strategy to elevate Harrison Avenue by constructing a bridge over the NCR/Norfolk Southern railroad line. The Town is considering opportunities to implement the strategies outlined in the study.

Raleigh-Cary Rail Crossing Study

A joint plan of Raleigh and the Town of Cary, the Raleigh-Cary Rail Crossing Study was completed in 2016. The project evaluated the railroad crossings between NC State University to the east, and East Maynard Road to the west, including two crossings in Cary at Southeast Maynard and East Chatham Street, and Trinity Road. The study considers how the addition of potential future transit stations in Cary and Raleigh, and changes in the roadway network will affect properties and land uses. The first step in the process was to identify which streets and intersections are working well, and which may need improvement. The study includes a range of alternatives to address the identified needs. The end result of this study is to identify the feasibility of corridor alternatives and their associated impacts. It recommends constructing a railroad bridge over Northeast Maynard Road, and shifting the Chatham Street/Maynard Road intersection 200 feet outside the rail corridor.

Wake Transit Plan

The Wake Transit Study was a regional effort to coordinate transit planning within Wake County. Adopted in June 2016, the draft Wake Transit Plan includes four “big moves”: (1) to connect the region across county lines including a 37-mile commuter rail service and enhanced bus service that could provide greater connections between Cary and regional destinations, (2) to connect all Wake County communities to the transit network via commuter rail, bus rapid transit, and/or enhanced bus transit service, (3) to provide frequent, reliable, urban mobility to the densifying areas of the County by providing greater frequency of transit service, and (4) to give enhanced access to transit across Wake County through greater frequency of service and expanding fixed transit routes. The plan sets out to accomplish these four objectives through tripling bus service in the county, investing in commuter rail and bus rapid transit (BRT) infrastructure, and focusing on improving the transit commuter experience. This plan will enhance regional connectivity in Cary, particularly between Raleigh’s and Cary’s downtowns. The locations of future service areas will present significant opportunities for Downtown Cary. (See the Best Planning Practices Guide for Potential Transit Stations and Surrounding Areas in this plan’s appendix.)

What is Bus Rapid Transit?

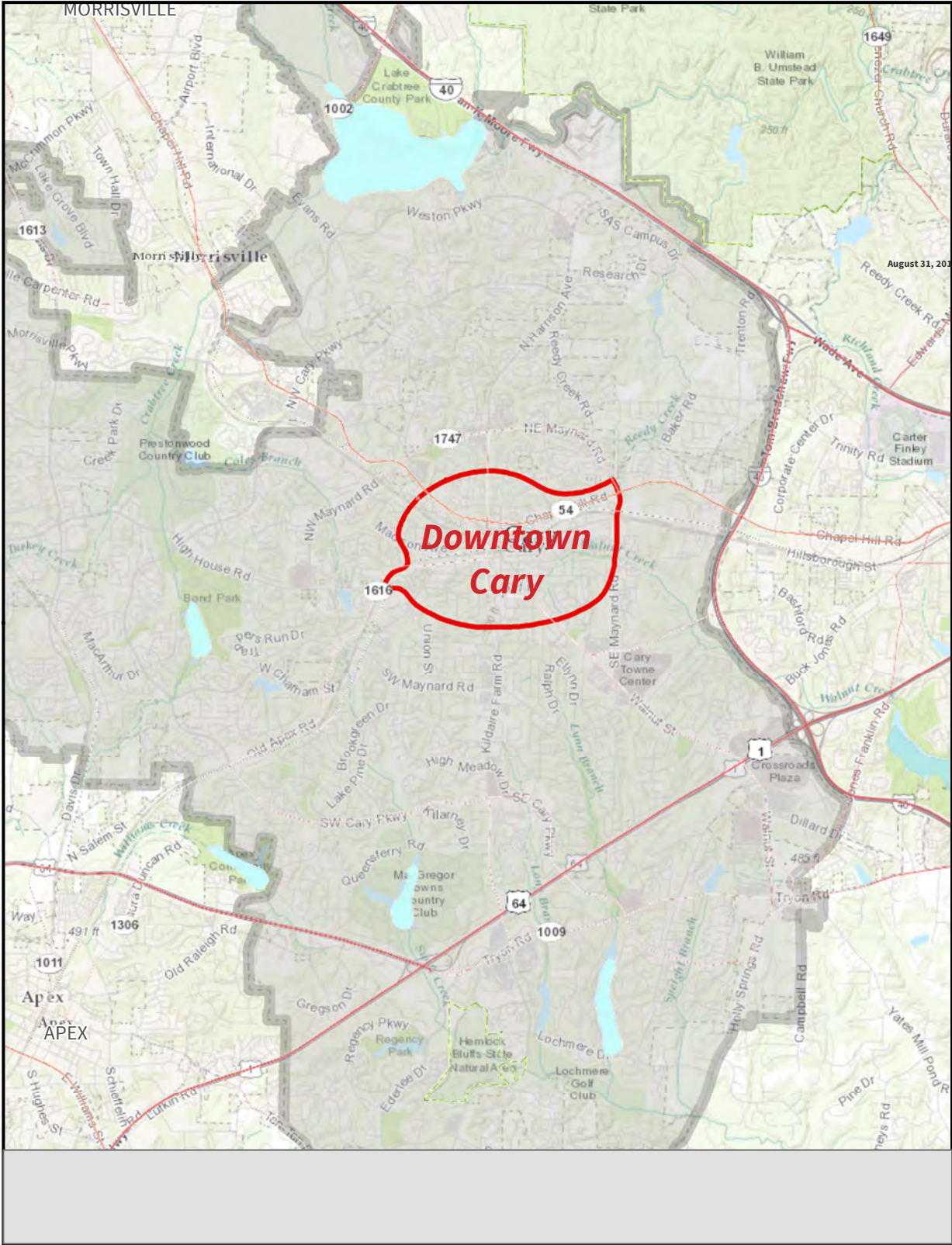
Bus Rapid Transit (BRT) is a high-quality bus-based transit system that delivers fast, comfortable, and cost-effective services at metro-level capacities. BRT is often provided via dedicated, bus-only travel lanes.

-Institute for Transportation & Development Policy

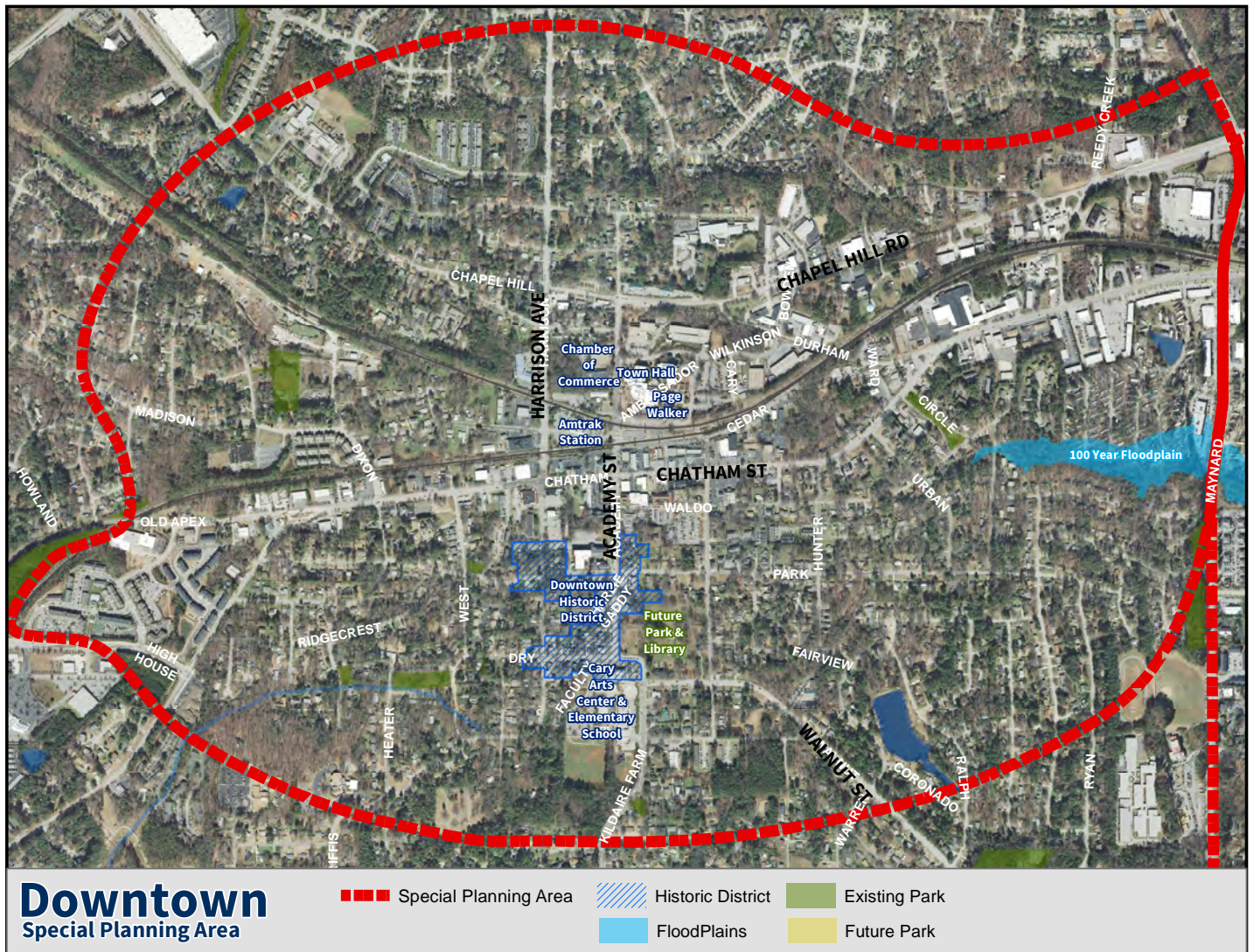


Context of Downtown

Downtown Cary is located in the heart of the Town, surrounded by the Maynard Road Loop, and uses the loop as an eastern edge.



Downtown Cary Today



Since 2000, We've Been Busy Downtown

Starting with the planning process for the Town Center Area Plan, the Town of Cary has had a special focus on revitalizing its downtown. Below is a list of several projects that have contributed to the improvement and reinvestment in Downtown Cary.

- Streetscape Improvements Along South Academy and Dry Avenue
- New Roundabouts
- Utility and Storm Drainage Improvements
- Several Business Facade Improvements
- New Historic Landmark Designations
- Mayton Inn Boutique Downtown Hotel
- Downtown Park
- The Cary Theater
- Pharmacy Bottle & Beverage
- Bond Brother's Beer Company
- The Cary Arts Center Improvements
- Town Hall
- Downtown Business Improvement District



Vision for Downtown Cary

Downtown Cary will be a vibrant, sustainable, historic, pedestrian-oriented urban downtown, rich in charm and character. As the “heart and soul of Cary,” people will work, live, visit, recreate and shop in downtown. There will be an emphasis on office, residential, retail, entertainment, and civic development. Downtown will be supported by a multi-modal transportation hub serving pedestrians, bicyclists, bus transit, train and motorists. Downtown Cary will be a community gathering place for surrounding neighborhoods, all of Cary, and the Triangle Region.

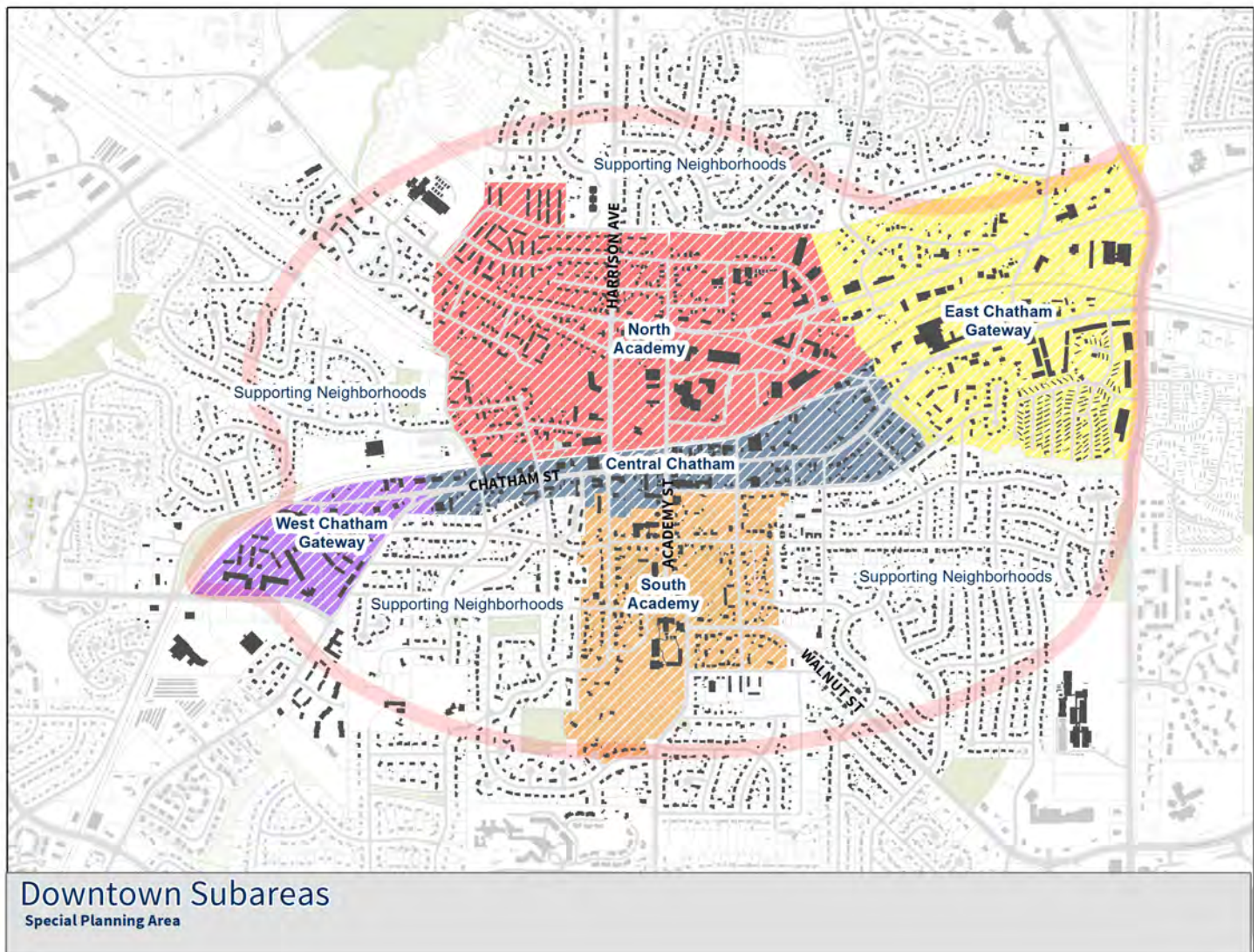


Downtown Subareas

The vision for Downtown Cary will be realized through the redevelopment and investment in six distinct subareas of Downtown and its surrounding supporting neighborhoods that will collectively form a cohesive downtown. Downtown is separated into subareas to appropriately plan for the unique contexts and opportunities in these six areas. While the vision for each area sets out different scales of development, different land uses, and different forms of development, the vision for the downtown area includes a consistency across the subareas. The consistency of downtown character will be translated through downtown streetscapes and public areas that will reinforce the cohesive design approach for downtown.

The following section contains existing conditions, future vision, and implementation recommendations for each subarea. The subareas are:

- **East Chatham Gateway**
- **North Academy**
- **Central Chatham**
- **South Academy**
- **West Chatham Gateway**
- **Supporting Neighborhoods**



Policies for Downtown Cary

In order to achieve the Vision for Downtown Cary, the Town’s special policies for this area are:

Policy	Policy Intent
Policy 1: Foster Downtown’s Authentic Character	
<p>Foster the unique and authentic character of Downtown Cary that is reflective of the Town’s long history and evolution over time. New development will both highlight and complement the character of valued downtown areas through architectural design and public art. For existing historic buildings, there will be an emphasis on retention and adaptive reuse, rather than redevelopment.</p>	<p>The intent of this policy is to maintain the historic and authentic character of Downtown Cary’s built environment. Revitalization and redevelopment efforts should make it a priority to work within Downtown Cary’s existing and historic design framework. This entails incorporating appropriate scale and massing of buildings, site layout that supports connection to adjacent properties and using design to transition to adjacent developments, and the use of complementary architectural materials and features. To the extent possible, historic properties should be preserved or enhanced. Adaptive reuse of historic structures is preferred over complete redevelopment.</p>
Policy 2: Encourage All Downtown Subareas to Share a Common Identity	
<p>Encourage all subareas within downtown to share, reinforce, and capitalize on a common downtown identity, while still allowing for the distinct character unique to each area.</p>	<p>The intent of this policy is to reinforce a common downtown identity through the physical experience of downtown’s public areas, particularly its streetscapes and sidewalks. The public realm defined by the streetscape should be consistent throughout the downtown area while the buildings that frame the streetscape should help to define the unique character for distinct subareas.</p>
Policy 3: Foster the Development of Connected and Cohesive Downtown Subareas	
<p>The Downtown Special Planning Area should be designed and developed to connect unique downtown subareas, provide appropriate transitions between subareas, and create a cohesive downtown experience.</p>	<p>The intent of this policy is to support opportunities to increase connectivity and cohesion between subareas. Opportunities exist to set a standard for future improvements along Cary’s downtown streetscapes to create a more cohesive downtown environment for drivers, bikers, and pedestrians moving from subarea to subarea. Similarly, new connections can be provided to increase access between adjacent subareas, such as the Walker Street expansion project.</p>

Policy**Policy Intent*****Policy 4: Balance Transportation Investments to Support Accessibility of All Modes***

Provide transportation facilities and services investments within the Maynard Loop that support the vision of downtown as a multi-activity destination. The transportation system should place a priority on creating a safe and accessible environment for all modes of travel, including biking, walking, taking transit, and driving. Necessary parking and related infrastructure should also be provided.

The intent of this policy is to continue to promote street design that supports all modes of travel. This policy elevates pedestrians and bicyclists to the level of motorists so that all downtown visitors, whether driving or walking, are treated as the primary users of infrastructure within the downtown special planning area. As such, crosswalks should be maintained at every intersection in Downtown Cary. All new street development and redevelopment projects should include sidewalks, street trees, bike facilities and on-street parking, as feasible. And parking should be supplied to support increased vehicular traffic that comes with new development in downtown.

In line with this intent, Cary's downtown streetscape standards for primary and secondary roads should generally be followed. It may not be feasible for some downtown streets to be designed to the corridor profiles listed in the MOVE chapter. The Town will consider alternative designs proposed by developers that satisfy connectivity and traffic movement objectives of downtown road segments.

Policy 5: Encourage Downtown Reinvestment and Redevelopment

Encourage the redevelopment, improvement, and reinvestment in existing businesses and homes in Downtown Cary to further strengthen the downtown market and enhance its economic vibrancy.

The purpose of this policy is to support private actions to improve, invest in, and redevelop properties in downtown. This policy should be considered in light of the Town's existing preservation policies, and Downtown Policy #1: Foster Downtown's Authentic Character, particularly that adaptive reuse of historic structures is preferred over complete redevelopment. The Town currently supports these efforts through the Downtown Business Improvement District, which is slated to provide financial assistance to eligible downtown projects through fiscal year 2018. This policy also supports consideration of other funding sources or Town actions that can trigger and facilitate private investment and redevelopment in downtown.

Policy 6: Support a Range of Uses in Downtown

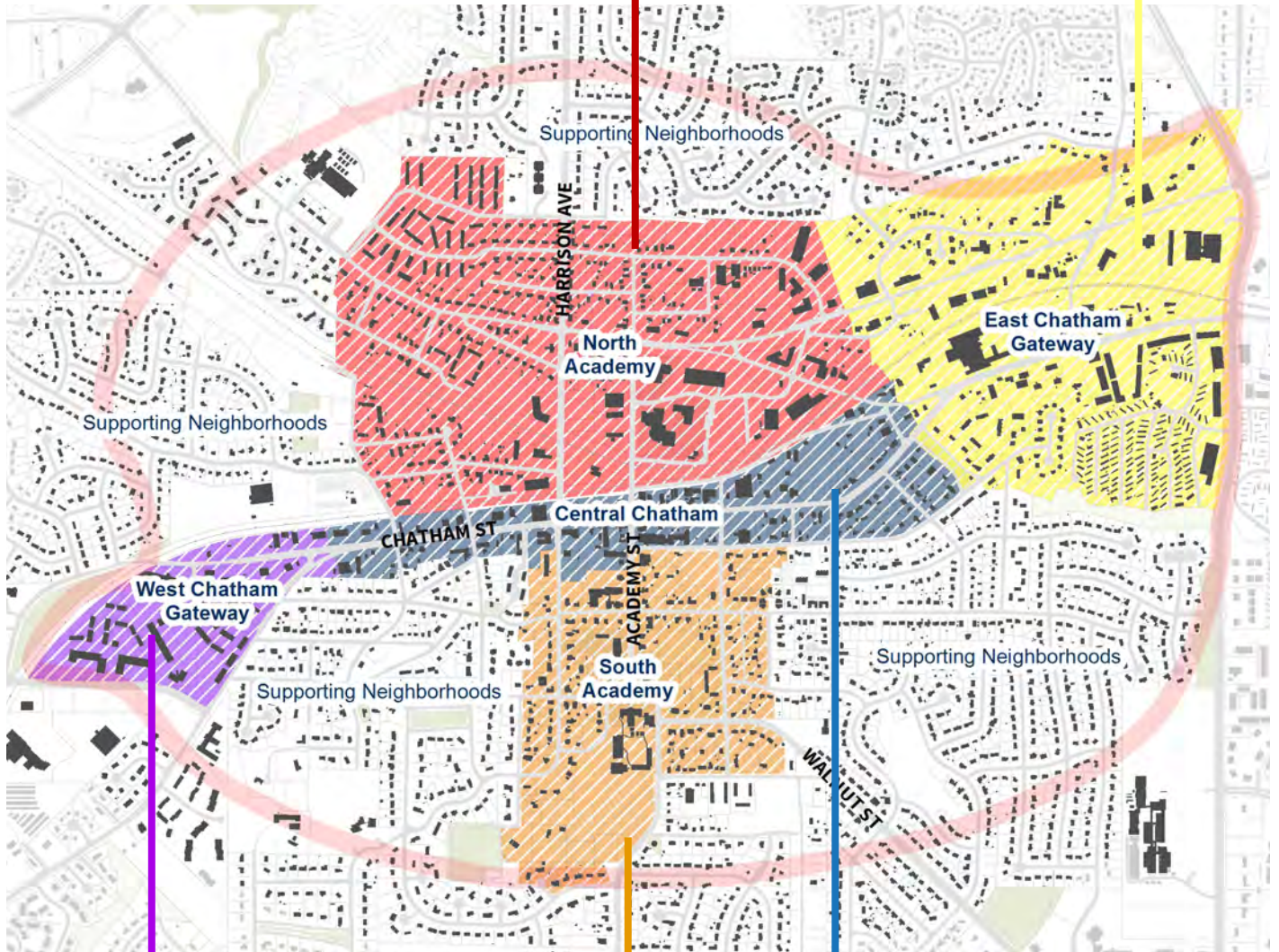
Support the development of a range of uses in Downtown Cary to create a full-service environment for residents living, working, recreating, and shopping in downtown.

The purpose of this policy is to support the development of a broad range of uses in Downtown Cary. Opportunities exist to ensure that a range of uses can be developed in downtown, including single- and multi-family housing, live/work units, retail commercial, drinking and dining establishments, personal services, professional offices, institutional uses, and recreational sites. Each of the five subareas and the supporting neighborhoods offer opportunities for providing some if not all of these uses. (See the specific subarea sections for more guidance about which uses are appropriate in which locations.)

The Vision for Downtown Cary's Subareas

**North Academy:
A Place to Live and Work**

**East Chatham Gateway:
A Mixed Use Gateway**



**West Chatham Gateway:
A Residential Gateway**

**Central Chatham:
Cary's Main Street**

**South Academy:
Cary's Cultural Arts Anchor**

EAST CHATHAM GATEWAY SUBAREA

Context

The East Chatham Gateway is located on the eastern edge of downtown. It is the downtown gateway for travelers entering from Raleigh and I-40. The area includes offices, industry, commercial buildings, and residential neighborhoods. Major east-west connecting corridors include Chapel Hill Road and East Chatham Street. The East Chatham Street roundabout is located on the western edge of the subarea. The area is also bisected east-to-west by the North Carolina Railroad (NCRR) corridor, which includes both Norfolk Southern and CSX railroad lines.

Issues and Opportunities

The East Chatham Subarea is a prime opportunity for redevelopment and investment in Downtown Cary. Future transportation enhancements planned for this area will likely increase the marketability of sites and create an environment for private investment and redevelopment. One of the challenges to redevelopment in this subarea is the significant number of small, individual properties and owners that may make it difficult to acquire appropriately-sized tracts for redevelopment.

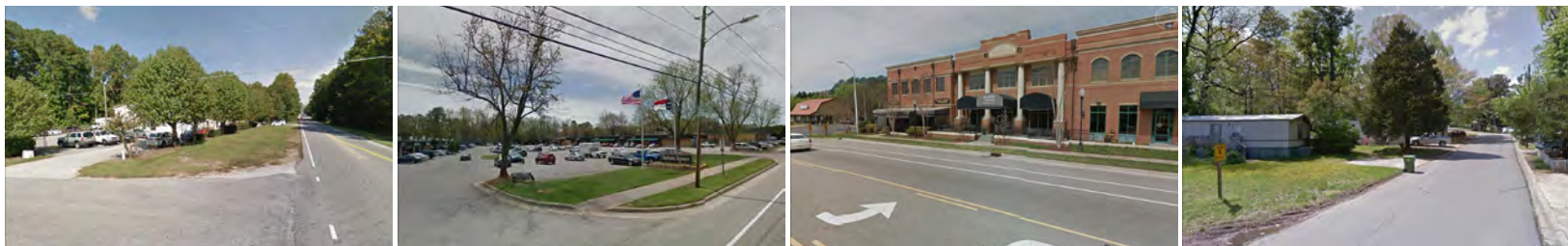
The map on the following page, and the captions below identify several of the most significant planning issues and opportunities for the East Chatham Gateway, and particularly the planned transportation improvements that will most directly influence this subarea's future.

- 1 Potential Bus Rapid Transit Service**
The 2016 Wake Transit Plan identifies a conceptual east-west corridor (likely Chapel Hill Road or Chatham Street) for providing future Bus Rapid Transit between downtown Raleigh and downtown Cary. This includes a bus rapid transit (BRT) station that could be located in this general area that would open up opportunities for future transit-oriented development.
- 2 Widening of Chapel Hill Road**
Chapel Hill Road is planned to be widened to four lanes with a landscaped median to accommodate long-term projections for traffic. While East Chatham Street is the primary "main street" corridor in this subarea, Chapel Hill Road carries a higher traffic volume, and its future widening will have significant character impacts on the northern parts of the subarea.
- 3 Potential Regional Commuter Rail Corridor**
The Wake Transit Plan includes recommendations for regional commuter rail service in the NCRR corridor.



- 4 Future Sidewalk Projects**
Plans have been made to develop sidewalks on the north side of East Chatham Street to fill in existing sidewalk gaps.
- 5 Railroad Bridge**
To address railroad crossing challenges, the 2016 Raleigh-Cary Rail Corridor Study recommends that someday Maynard Road should pass under the NC Railroad Corridor, via a tunnel. This would potentially necessitate shifting the Maynard Road and Chatham Street intersection about 200 feet south from the rail corridor.

East Chatham Gateway Subarea Existing Conditions, Issues, and Opportunities



VISION FOR EAST CHATHAM: A MIXED USE GATEWAY

Over time, the greatest transformation within downtown will occur in the East Chatham Subarea. The East Chatham subarea is envisioned as one of two subareas that are intended to accommodate the most intense patterns of development and building heights in the Downtown, the other being the North Academy subarea. With residential choices including apartments, condominiums, and townhomes, employment opportunities in offices and light manufacturing spaces, and commercial spaces for retail, restaurants, and cafes that spill onto the sidewalk and adjacent plazas, the streets will bustle with activity from the early morning into the evening. The most intensive and active “main street” commercial and mixed-use development is envisioned to occur south of the railroad corridor, along East Chatham Street. Small parks and plazas will provide green spaces and places to relax, exercise, or meet informally with clients and colleagues.

Over time, this area should transform to accommodate some of the greatest intensity of development in downtown, and include opportunities to live, work, and play within a walkable environment.



This illustration from the Raleigh-Cary Rail Crossing Strategy Analysis, envisions a more connected and coherent built environment supporting transit-oriented development.

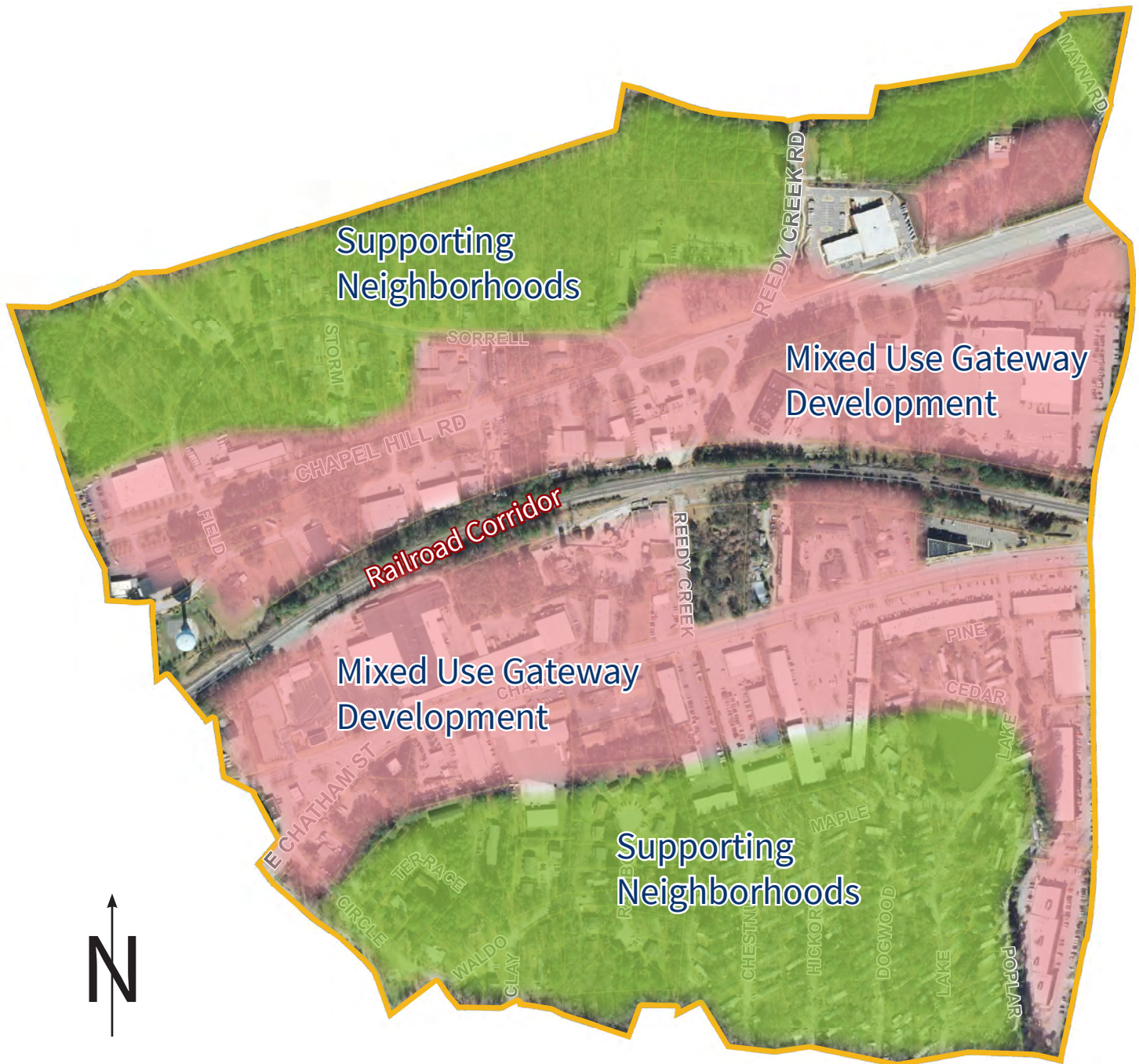


This conceptual image of the intersection of East Chatham and East Maynard Streets illustrates one form that redevelopment could take in the East Chatham subarea.

General Character	High density, mixed use developments accommodate vertically mixed retail shops, offices, townhomes, and apartments. Some limited horizontal mixed use development may be appropriate. It is redeveloped focusing on maintaining and improving a highly connected network of streets, street trees, and buildings located close to the sidewalk. Tree-lined streets, short blocks, and uniform building frontages along E. Chatham Street and Maynard Road enhance the area’s navigability. Buildings vary in height and intensity, but enhance the pedestrian realm by providing an enclosed space.
Building Height	Ideally 5-6 stories, but can go higher depending on context and suitability. Along East Chatham Street, with its more narrow street width, somewhat lower building heights at the street setback line may be needed in some locations in order to avoid creating an “urban canyon” effect along the street. Upper stories could be set back from the build-to line in order to mitigate that effect.
Opportunities	<ul style="list-style-type: none"> • Streetscape improvements along main corridors communicate cohesiveness with adjacent subareas • Improvements to street network and connections between adjacent sites increase connectivity • High density offices and apartments frame the corridors • Additional public spaces surrounded by restaurants and retail provide new destinations for residents and visitors • Redevelopment process involves existing tenants and residents • Consider shared parking, and plan for new centrally located surface and structured parking to serve the subarea, while limiting on-site surface parking. • Enhance streetscapes by providing wider sidewalks that can accommodate sidewalk dining and potentially on-street vendors during festivals and events • Gateway treatments, such as signs and public art, identify entry into downtown • Site designs should reinforce use of transit

Opportunity Areas

The shaded areas on this map highlight some of the general locations that might offer particular opportunities for future infill development, redevelopment, or re-use that could help to achieve the vision for East Chatham Gateway. The following page presents some typical types of uses and development forms that might be considered for these shaded areas. Change is anticipated to occur slowly over time, as individual property owners elect at their own discretion to undertake changes to their properties to better align with this vision. Sites not highlighted in this subarea are expected to be maintained as is, or not change significantly, over the planning horizon.



Mixed Use Gateway Development

Coordinated land assemblage and redevelopment to create a high density mixed use environment with short blocks and highly connected streets



Development that includes a mix of housing, office, and retail

Supporting Neighborhoods

Redevelopment opportunities to provide complete neighborhoods with highly connected street patterns, neighborhood-serving commercial uses, trees, sidewalks, and small public spaces



Single family townhomes with green spaces and sidewalks



Public spaces that are well framed by the built environment



Front porches that enhance the public realm



High density supports local and regional transit



A mix of high quality housing with short setbacks

NORTH ACADEMY SUBAREA

Context

The North Academy Subarea is bound by Boundary Road to the north, the Norfolk Southern/North Carolina and CSX railroad corridor to the south, and includes a variety of residential, business, and civic uses. Located along the southern boundary of this subarea is Cary's Amtrak station and the location of a potential multi-modal transit hub. A cluster of key community business and government buildings located in this area includes the Chamber of Commerce, Town Hall, Police Department, Page-Walker Arts and History Center, and Herb Young Community Center.

Issues and Opportunities

The North Academy Subarea is strategically important due to the many transportation improvements and other planning opportunities slated for this area. The map on the next page, and the captions below identify several of the most significant planning issues and opportunities for the North Academy Subarea.



- 1 Potential Regional Transit Hub**
The Wake Transit Plan identifies several new services (bus rapid transit, regional commuter rail, and enhanced bus service), which will likely necessitate a hub to allow commuters to transfer between services. This transit hub may be located somewhere proximate to the existing Amtrak Station located in the southern portion of the North Academy Subarea.
- 2 Widening of Chapel Hill Road**
Chapel Hill Road is planned to eventually be widened to four lanes with a landscaped median to accommodate long-term projections for traffic. This will have a significant impact on the character of the corridor. There may be opportunities to make the central portions of this corridor within this Subarea designed to be more pedestrian-friendly and to reduce the physical separation of the north and south sides of the corridor.
- 3 Potential Regional Commuter Rail Corridor**
The Wake Transit Plan calls for regional commuter rail service in the NCRRC corridor, opening up future opportunities for development that supports the use of transit in this subarea, including a new regional commuter rail station. The location of the station has not been determined.
- 4 North Harrison Avenue Grade Separation Alternatives**
The 2015 North Harrison Grade Separation Study sets out short-, medium-, and long-term strategies for addressing railroad crossings on N. Harrison Avenue. This include a long-term solution for North Harrison Avenue to bridge over the Norfolk-Southern/ North

Carolina Railroad (NCRRC). To date, the Town has not endorsed this solution, but continues to study it.

- 5 Sidewalk Improvements on North Harrison Avenue**
Priority sidewalk improvements are planned for North Harrison Avenue stretching north and south across the subarea.
- 6 Johnson/Gray/Boyd Street Neighborhood**
Property owners within this area have joined together to market their neighborhood as one unified redevelopment opportunity, with a vision for high intensity mixed use and residential development.
- 7 Potential Walker Street Extension**
The Town's comprehensive transportation plan (see Chapter 7: Move) includes the northward extension of Walker Street up to Chapel Hill Road, via a tunnel crossing underneath the railroad lines. The project calls for bicycle and pedestrian improvements along the corridor, and widening of the road at two intersections.
- 8 Historic Properties**
The North Academy subarea is home to numerous historic structures and resources, from bungalows on North West Street, to craftsman-style homes on Chapel Hill Road, as well as other locations.

These sites should be protected, and adjacent redevelopment or infill should be sensitive to the historic character, massing, and setbacks of these structures, to create a unified and context-sensitive pattern of development.

North Academy Subarea Existing Conditions, Issues, and Opportunities



VISION FOR NORTH ACADEMY: A PLACE TO LIVE AND WORK

North Academy will be the focus for mid-rise employment sites and housing near jobs in central Downtown Cary. The North Academy subarea is envisioned as one of two subareas that are intended to accommodate the most intense patterns of development and building heights in the Downtown, the other being the East Chatham subarea. To maximize the use of land in this area, buildings will front the streets, reinforcing the overarching downtown streetscape character, and provide multiple options for living and dining proximate to work. The inviting nature of the built environment, along with activities on the sidewalk, will combine to create an interesting and safe environment for pedestrians and bicyclists. Walking and cycling can become additional means of travel alongside the existing comprehensive network for cars.

The use of creative design and vernacular architecture can create a unique sense of place for residents and workers, and help orient visitors to Town Hall and the Chamber of Commerce. Increasing the density of development in this subarea will bolster the downtown market and support existing and new businesses.



The conceptual image shown here of the block surrounded by North Harrison Avenue, North Academy Street, and Chapel Hill Street illustrates one form that redevelopment could take in the East Chatham subarea.

- General Character** This area consists of medium to high density mixed use development that accommodates offices, multifamily buildings, townhomes, and some first floor retail. Eastern portions of the subarea may also accommodate warehousing and light industrial uses. The North Academy subarea should redevelop over time, to have a highly connected network of streets, sidewalks, street trees and buildings located close to the street.
- Building Height** Ideally 4-5 stories, but can go higher depending on context and suitability. Heights should step down where necessary to address adjacent structures with lower story roofs, or otherwise provide acceptable transitions.
- Opportunities**
- Streetscape improvements and increased street connectivity will reinforce cohesive downtown character
 - Redevelopment of aging properties will improve quality of development and offer new housing and employment options
 - Use streetscape improvements to provide a better sense of continuity and connection between North and South Harrison Avenue
 - Master planned mixed use and medium-density residential for Jones/Gray/Boyd Street neighborhood, north of Chapel Hill Road
 - When Chapel Hill Road is widened, consider using street and streetscape designs that reinforce the special character of downtown, and that minimize the effect of the separation between areas north and south of the road. Design solutions should reflect downtown character and provide greater connectivity and linkage between the neighborhoods north of the road and development south of the road
 - Consider shared parking, and plan for new centrally located surface and structured parking to serve the subarea, while limiting on-site surface parking.
 - Commercial warehousing area in eastern section of Subarea could be opportunity for “makers” district for light technical production, such as a brewery.
 - Site designs should reinforce use of transit
 - Enhance transit amenities to support bus and rail users

Mixed Use Infill Development

Redevelopment to include offices and other employment spaces, with some commercial that supports workers and supporting neighborhoods; buildings frame new and existing public space and wrap parking garages



Well-defined streets with views to points of interest

Supporting Neighborhoods

Variety of housing options that incorporate walkable design that provides open spaces and sidewalks



Homes with front porches located close to the street



Human scale mixed use buildings with outdoor spaces



Attached single family and multifamily housing



Central and active public plazas with mixed use edges



Street trees, sidewalks, and on-street parking

CENTRAL CHATHAM SUBAREA

Context

The Central Chatham Subarea is the “heart and soul” of Downtown Cary. It is the Town’s historic core, and is centered on Chatham Street. Chatham Street is the primary commercial street in Downtown Cary, and this subarea links the four other subareas of downtown. The existing retail shops and restaurants along its length, coupled with strong local and regional transit connections lay a solid foundation for a thriving district. There are opportunities to reinforce the corridor through infill development and redevelopment that use density and design to invite the pedestrian activity that is necessary for a successful downtown.

Issues and Opportunities

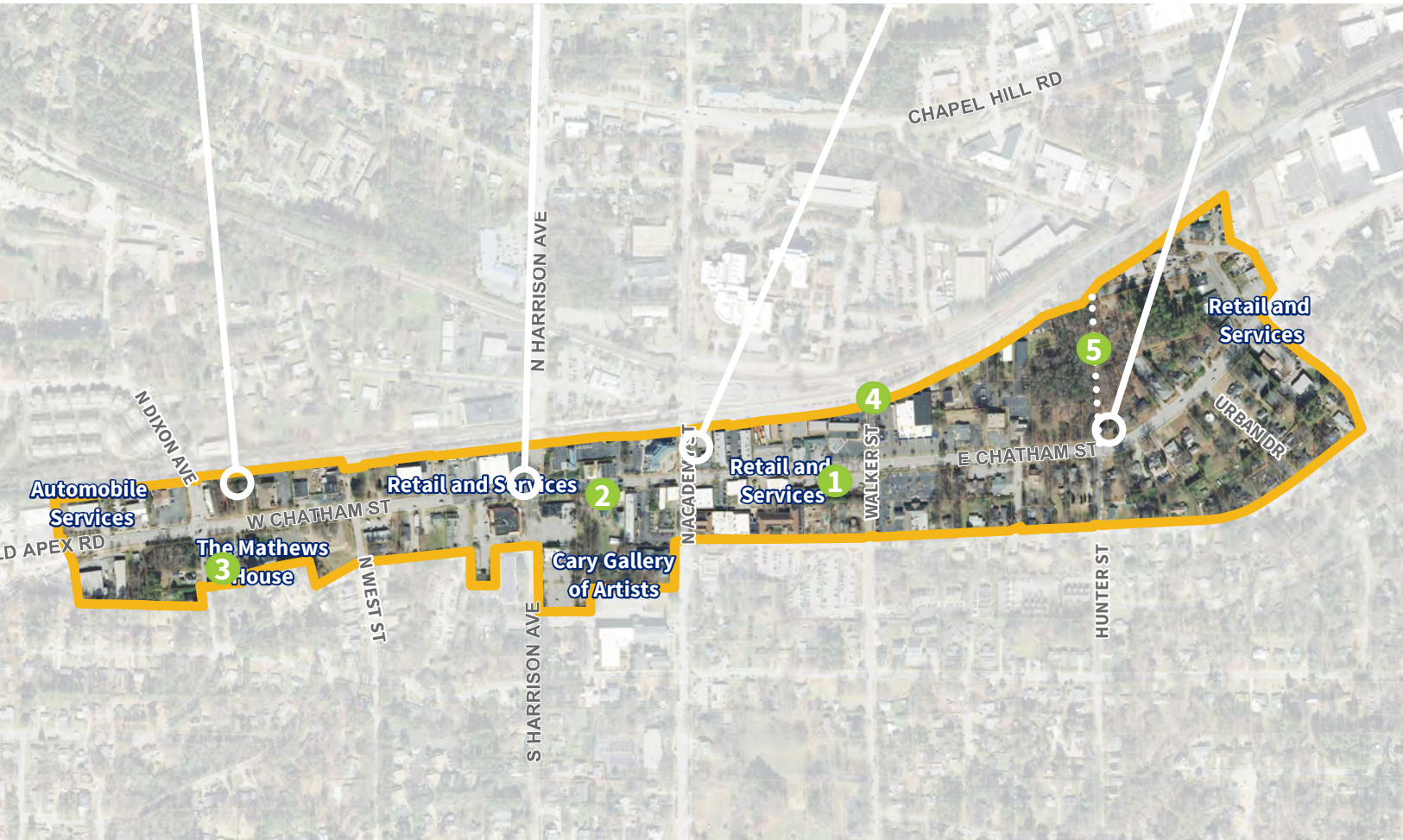
Chatham Street currently includes a variety of building patterns, uses, and street configurations. In recent years, redevelopment of commercial properties has brought renewed interest into the heart of downtown. The provision of sufficient parking close to the businesses along Chatham Street is a critical issue, as it is needed to better serve existing businesses and to support new development.

The map on the next page, and the captions below identify several of the most significant planning issues and opportunities for the Central Chatham subarea.



- 1 Chatham East of Harrison Avenue**
This section of Chatham has a relatively consistent design character and is the location of the majority of downtown retail and dining establishments. Opportunities exist to redevelop older commercial properties and realign new development to create a more consistent street frontage, not including historic properties. Due to the relatively narrow width of Chatham Street itself, the height of future buildings should be compatible with the context, and be supportive of the small-town “main street” character intended for this area. Lower land elevations in this section of the corridor might offer opportunities for increased building heights without affecting the consistent height of buildings across the corridor.
- 2 Chatham West of Harrison Avenue**
This area poses design challenges in terms of the variety of building setbacks that currently exist along the street, coupled with the wider street width as compared to E. Chatham Street. However, the relatively wider street may enable taller buildings to fit comfortably into the main street context than might be found on Chatham east of Harrison. Many lots in this section currently have front parking areas and buildings set back from the street.
- 3 Historic Properties**
Notable historic properties in Central Chatham include the Matthews House, now used as an event space for weddings and social gatherings, and the remarkable Ivy Ellington House, listed on the National Register of Historic Places. In addition, there are several nearby bungalows and buildings of historic character. These sites should be protected, and adjacent redevelopment should be sensitive to the historic character, massing of these structures, and setbacks of the homes to create a unified pattern of development.
- 4 Walker Street Extension**
The Town’s comprehensive transportation plan (see Chapter 7: Move) includes the extension of Walker Street north to Chapel Hill Road, going under the NC RR Corridor via a tunnel. The project calls for bicycle and pedestrian improvements along the corridor, and widening of the road at two intersections.
- 5 Hunter Street Extension**
The former 2001 Town Center Area Plan identified that Hunter Street be extended northward to Cedar Street as a local street connection. Future plans for this area should consider this improvement.

Central Chatham Subarea Existing Conditions, Issues, and Opportunities



VISION FOR CENTRAL CHATHAM: CARY'S MAIN STREET

Chatham Street will be transformed into a vibrant mixed use corridor with shops, restaurants, breweries, studios, and sidewalk vendors. The street will be a corridor, where people move between adjacent subareas. It will be Cary's primary destination for dining, entertainment, and shopping. And it will be a neighborhood, a downtown community with a variety of living options where residents can obtain their daily needs within a short walk. Formal and informal activity on the sidewalk will create an exciting atmosphere and accommodate streetside dining. Multi-story buildings and street trees will frame the street and add greenery, housing, and office space to this important area. Short blocks and street activity signal motorists to slow down while bolstering the pedestrian realm. Public events and festivals will fill the corridor with visitors and residents that will stroll along Chatham Street, occasionally pausing to look through windows at cafes, shops, and restaurants, or listen to a street musician.



The conceptual image above of a future West Chatham Street corridor illustrates one form that redevelopment could take in the Central Chatham subarea.

- General Character** As Cary's main commercial street, this corridor consists of vertical mixed use buildings that accommodate retail, dining, services, entertainment, and office uses on the first floor, facing Chatham Street, and live-work units, offices, and condominiums/apartments on upper floors. Infill development and adaptive reuse of historic structures, widened sidewalks, and street trees create a cohesive urban environment. Buildings have similar setbacks, frame the street, and showcase the activity happening inside the buildings with high quality design that respects Cary's history.
- Building Height** Ideally 2-3 stories, but can go higher depending on the height of adjacent buildings, and the use of design techniques such as stepping back the upper floors further from the street than the lower floors. Heights should step down to adjacent lower story buildings where necessary, or otherwise provide acceptable transitions. Due to the relatively narrow width of Chatham Street itself, the height of future buildings should be compatible with the context, and be supportive of the small-town "main street" character intended for this area.
- Opportunities**
- Protect historic structures by ensuring adaptive reuse of structures, and using context-sensitive development designs on adjacent properties that complement the historic character
 - As redevelopment occurs, reduce driveways accessing directly from Chatham Street
 - Consider shared parking, and plan for new centrally located surface and structured parking to serve the subarea, while limiting on-site surface parking.
 - Enhance streetscapes by providing wider sidewalks that can accommodate sidewalk dining, and potentially on-street vendors during festivals and events
 - Redesign of non-historic properties will create cohesive building frontages that frame the street
 - Public art and iconic architecture will be incorporated into new projects
 - Provide facilities at transit stops, such as waste receptacles and benches, to increase the comfort and ease of travel for transit users
 - West Chatham Street is now recommended for two travel lanes. Along sections that were previously widened to four travel lanes, consider a road diet and conversion of lanes to other uses.

Opportunity Areas

The shaded areas on this map highlight some of the general locations that might offer particular opportunities for future infill development, redevelopment, or re-use that could help to achieve the vision for Central Chatham. The following page presents some typical types of uses and development forms that might be considered for these shaded areas.

Change is anticipated to occur slowly over time, as individual property owners elect at their own discretion to undertake changes to their properties to better align with this vision. Additional sites not highlighted in this subarea are expected to be maintained as is, or not change significantly, over the planning horizon.



Walkable Mixed Use Corridor

Pedestrian-oriented mixed use development shielding parking from the street and better framing public space with retail, restaurants, cafes, and galleries



Mixed use buildings with first floor facades that allow views into the buildings

Supporting Neighborhoods

Live-work units and high density housing that respect the current character while increasing and diversifying living options



High quality townhomes with sidewalks and street trees



Buildings and streets that support vibrant public spaces



Live-work units with context-sensitive architecture



Buildings located up to the street with parking behind



Medium density single family detached homes and pocket parks

SOUTH ACADEMY SUBAREA

Context

The South Academy Subarea is located south of the railroad lines and the Central Chatham Subarea, and is centered around South Academy Street. Home to important historic structures and public, institutional, and cultural arts anchors, the South Academy Area serves as Cary's cultural and historic center. This area encompasses important buildings and streetscapes that together create a unique sense of place for the Cary community.

Issues and Opportunities

The South Academy Subarea provides opportunities to preserve and enhance the unique sense of place found in this part of downtown.

The map on the next page, and the captions below identify several of the most significant planning issues and opportunities for the South Academy subarea.

1

Streetscape Improvements

The streetscape along South Academy Street and Dry Avenue between Chatham and Walnut Streets has been improved to enhance pedestrian spaces, upgrade sidewalks, and incorporate unique streetscape elements, landscaping, and utilities. These improvements will support the street as a setting for street festivals and other activities designed to attract visitors to Downtown Cary.

2

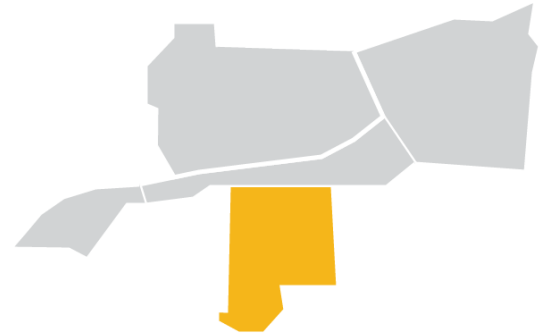
New Downtown Park and Library

A new Wake County Regional library is planned to be located diagonally opposite – and northeast of – the Cary Arts Center. Adjacent to the library, and facing Walnut and Walker Streets, sites are also being reserved for future infill multistory office, housing, or mixed-use buildings. All are planned to be served by a central public parking structure. Immediately north of the library site, a new Downtown Park is planned as a visual and focal point for downtown. This park will serve nearby neighborhoods and provide opportunities for special cultural and community events.

3

Opportunities for Development of Properties Lining the Park

Several sites exist on the north side of the Downtown Park, fronting onto East Park Street. There are opportunities to create higher density residential properties that frame the new park and provide attractive housing options and park views for future downtown residents.



4

Former Library Site

The current Cary Community Library site, located on S. Academy Street, is owned by the Town, and will become available for redevelopment after the new regional library is completed. This prime site will provide a key redevelopment opportunity.

5

Potential Extension of Harrison Avenue to Kildaire Farm Road

The Planned Roadway Widths Map in Chapter 7, Move, includes the potential extension of S. Harrison Avenue to Kildaire Farm Road, south of Cary Elementary School, creating another north-south connector through Downtown Cary. The specific alignment for this street extension has not been determined. This street would open up infill development opportunities for undeveloped land in this area.

6

Historic Properties

The South Academy subarea is home to numerous historic structures and resources, both within the Downtown Cary National Register Historic District (described in the "Core Issues" section at the beginning of this SPA section), and outside of it. Examples within the district include the Guess-Ogle House, and outside the district include the Ivy Ellington House.

These sites should be protected, and adjacent redevelopment or infill should be sensitive to the historic character, massing, and setbacks of these structures, to create a unified and context-sensitive pattern of development.

South Academy Subarea Existing Conditions, Issues, and Opportunities



VISION FOR SOUTH ACADEMY: A CULTURAL ARTS ANCHOR

South Academy will continue to be the cultural center of Cary. The South Academy Subarea will provide a built environment that supports art, cultural activities, and community gatherings. South Academy will remain the part of downtown that retains Cary's historic small town character and charm. Residents and visitors will flock to this area to stroll along its streets, attend enriching events, and people watch. Many visitors will be inspired by the deep historic context of the area as they walk south from the regional transit hub at the Cary Depot. Inviting streetscapes and interesting architectural patterns will complement the historic built environment and foster a strong sense of place.

A beautiful centralized park, framed by homes and businesses, will inspire visitors and residents and provide an active gathering place for people to recreate, organize events, or simply relax. The new library will be a community focal point and attract people seeking to expand their knowledge, with books and technology at their fingertips.



The conceptual image to the left illustrates one form that redevelopment could take in the South Academy subarea.

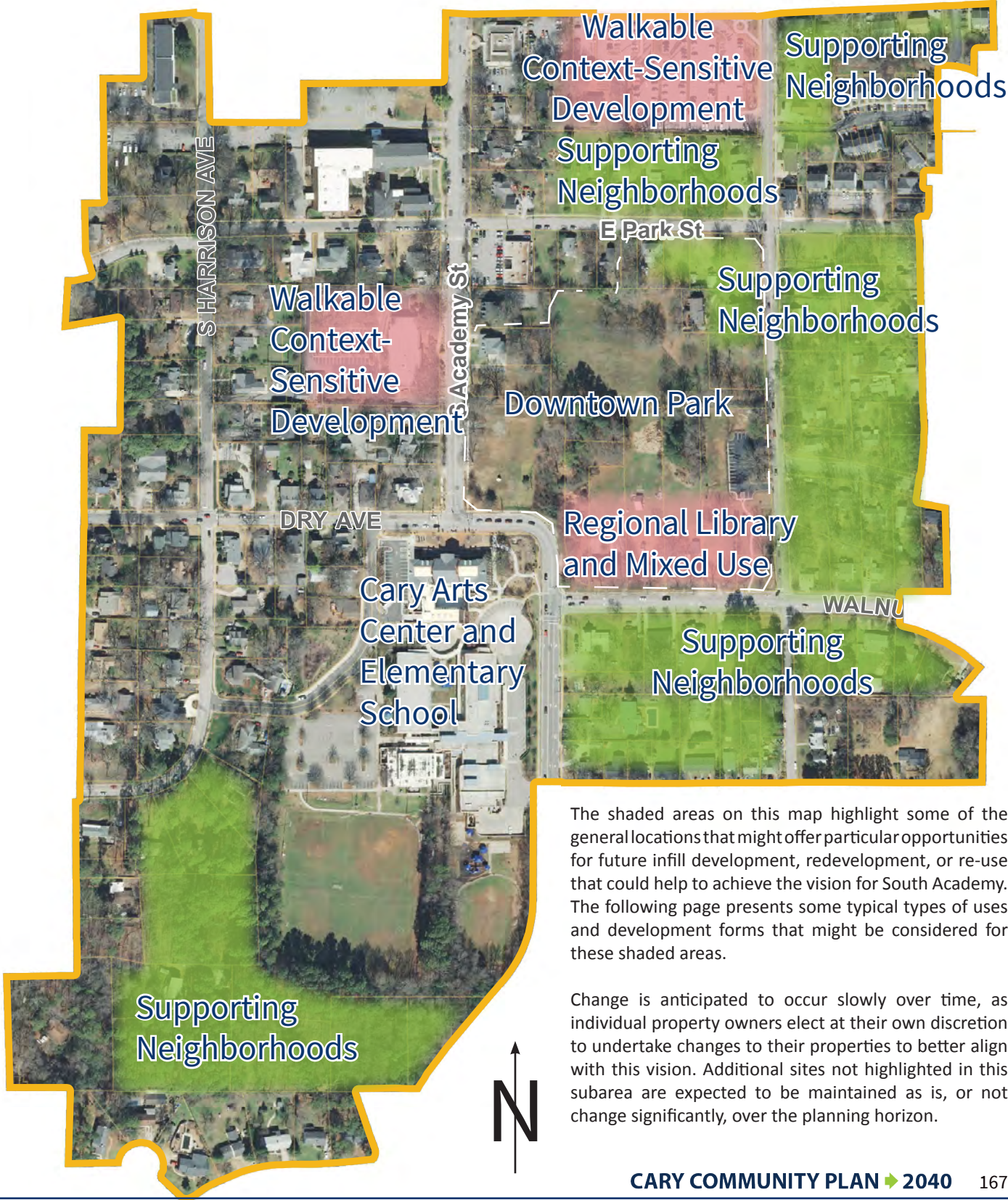
General Character As the historic and cultural core, this area consists of attractive parks, cultural centers, schools, historic structures, neighborhoods, and some smaller scale commercial uses. Public spaces are enhanced by sidewalks, street trees and compatible buildings with a mix of uses that help activate the street. The view of the Arts Center along South Academy is framed by a consistent line of buildings and trees along the corridor. Short blocks and pedestrian-oriented streets indicate for drivers to slow down and watch for people. Building setbacks from the fronting street should generally retain the historic patterns for the particular street.

Building Height Along S. Harrison Ave., S. Academy St., Park St., and Dry St., building heights should complement and reinforce the historic built environment and small-town character, and will therefore be primarily 2 stories, except for landmark public and institutional buildings, such as the churches, Arts Center, and County Library. Buildings of 2-4 stories may be appropriate along Walnut and S. Walker Streets, in order to facilitate redevelopment, and since these areas are further away from the historic core of downtown. There will be cases where taller buildings can be accommodated, as long as designs are compatible with the predominant character of the street and adjacent and nearby properties, especially historic properties.

Opportunities

- Provide new housing choices along the edges of the new Downtown Park
- Explore new uses for Town-owned sites to activate the Subarea
- Harrison Avenue extension should be designed to continue the downtown connected grid pattern
- Consider shared parking, and plan for new centrally located surface and structured parking to serve the subarea, while limiting on-site surface parking.
- Enhance streetscapes by providing wider sidewalks that can accommodate sidewalk dining, and potentially on-street vendors during festivals and events

Opportunity Areas



The shaded areas on this map highlight some of the general locations that might offer particular opportunities for future infill development, redevelopment, or re-use that could help to achieve the vision for South Academy. The following page presents some typical types of uses and development forms that might be considered for these shaded areas.

Change is anticipated to occur slowly over time, as individual property owners elect at their own discretion to undertake changes to their properties to better align with this vision. Additional sites not highlighted in this subarea are expected to be maintained as is, or not change significantly, over the planning horizon.



Walkable Context-Sensitive Development

Mixed use development shielding parking from the street and better framing public space. Parking decks that serve the area.



Walkable mixed use directly accessing park space

Supporting Neighborhoods

Attached single family and context-sensitive multifamily housing increase density and frame the new park.



Townhomes frame the edge of the park



Human scale mixed use buildings and attractive signage



Street trees, sidewalks, and townhomes



Hidden parking behind buildings



A variety of housing options with high quality architecture

WEST CHATHAM GATEWAY SUBAREA

Context

The West Chatham Subarea is located on the western edge of Cary's downtown, due west of the roundabout on West Chatham Street. This Subarea supports the downtown housing market with a variety of housing options. Senior housing, townhomes, and garden apartments provide affordable housing proximate to downtown. Old Apex Road and West Chatham Street serve as the main gateway corridors leading into downtown and currently provide a mix of automobile service uses and light industry.



Issues and Opportunities

The West Chatham Gateway Subarea offers opportunities to create a more cohesive development pattern and sense of place through design and character of new developments, particularly along Old Apex Road.

The map on the next page, and the captions below identify several of the most significant planning issues and opportunities for the West Chatham Gateway.

- 1 Samuel's Keep Townhomes**
This high quality townhome development is fairly new and unlikely to redevelop or change during the planning horizon of this plan. The project is a good example of the way redevelopment can better frame corridors, particularly the townhomes facing Old Apex Road.
- 2 Highland Village, Terrace, and Commons**
These three properties provide a range of affordable housing options proximate to the heart of Downtown Cary. Like Samuel's Keep, these developments are fairly new and unlikely to change during the planning horizon.
- 3 Sidewalk Improvements on Old Apex Road**
Sidewalk improvements are planned for the north side of Old Apex Road, creating pedestrian access into downtown on both sides of the street.
- 4 Market for Redevelopment Likely to be Spurred By Central Chatham Redevelopment**
The automotive and light industrial uses that line West Chatham Street and Old Apex Road at the northeastern corner of this Subarea are vital economic uses and might not be redeveloped within the planning horizon. However, as redevelopment occurs on the western edge of the Central Chatham Subarea, it will likely spur redevelopment opportunities for properties near the roundabout in the West Chatham Gateway Subarea.

West Chatham Gateway Subarea Existing Conditions, Issues, and Opportunities



VISION FOR WEST CHATHAM: A RESIDENTIAL GATEWAY

West Chatham will serve as the western gateway to downtown. It will continue to support downtown with a mix of medium density housing options for a range of incomes. Additional infill housing, with some small scale neighborhood-oriented commercial amenities, and enhanced street corridors with sidewalks on both sides of the street, will help to connect this area to downtown.

Pocket parks, playgrounds, and natural areas will serve as green amenities for the neighborhood and expand recreational opportunities. Connections to the town’s greenway and bike networks, and sidewalks will make other downtown areas, job and educational opportunities, and daily needs more accessible to residents. As people drive, walk, or bike eastward on Old Apex Road and West Chatham Street, the built environment will make it clear that they have entered downtown.



The conceptual image to the left illustrates one form that redevelopment could take in the West Chatham subarea.

- | | |
|--------------------------|---|
| General Character | This area consists primarily of single-family and multi-family residential neighborhoods, many which provide affordable workforce housing. There are sidewalks along most streets, a well connected street network lined by street trees, and buildings compatible with one another. The subarea also includes some developments with multiple uses, and others with small-scale retail, services, and offices along old Apex Road and W. Chatham Street. |
| Building Height | Primarily 2-3 stories, but can go higher depending on context and suitability |
| Opportunities | <ul style="list-style-type: none"> • Maintain mix of housing types and price points • Encourage new development and redevelopment along W. Chatham Street and Old Apex Road to continue to frame the corridor as have recent developments, and provide new housing and neighborhood supporting uses • Enhance transit stop design to improve the experience for bus riders |

Opportunity Areas

The shaded areas on this map highlight some of the general locations that might offer particular opportunities for future infill development, redevelopment, or re-use that could help to achieve the vision for the West Chatham Gateway. The following page presents some typical types of uses and development forms that might be considered for these shaded areas. Change is anticipated to occur slowly over time, as individual property owners elect at their own discretion to undertake changes to their properties to better align with this vision. Additional sites not highlighted in this Subarea are expected to be maintained as is, or not change significantly, over the planning horizon.



Small scale housing and commercial

Mix of medium-density housing and neighborhood-scale mixed use to serve neighborhoods and better frame the gateway into downtown.



Walkable human scale neighborhood commercial



Buildings adjacent to the sidewalk with pedestrian lighting



Variety of housing types with front porches and short setbacks



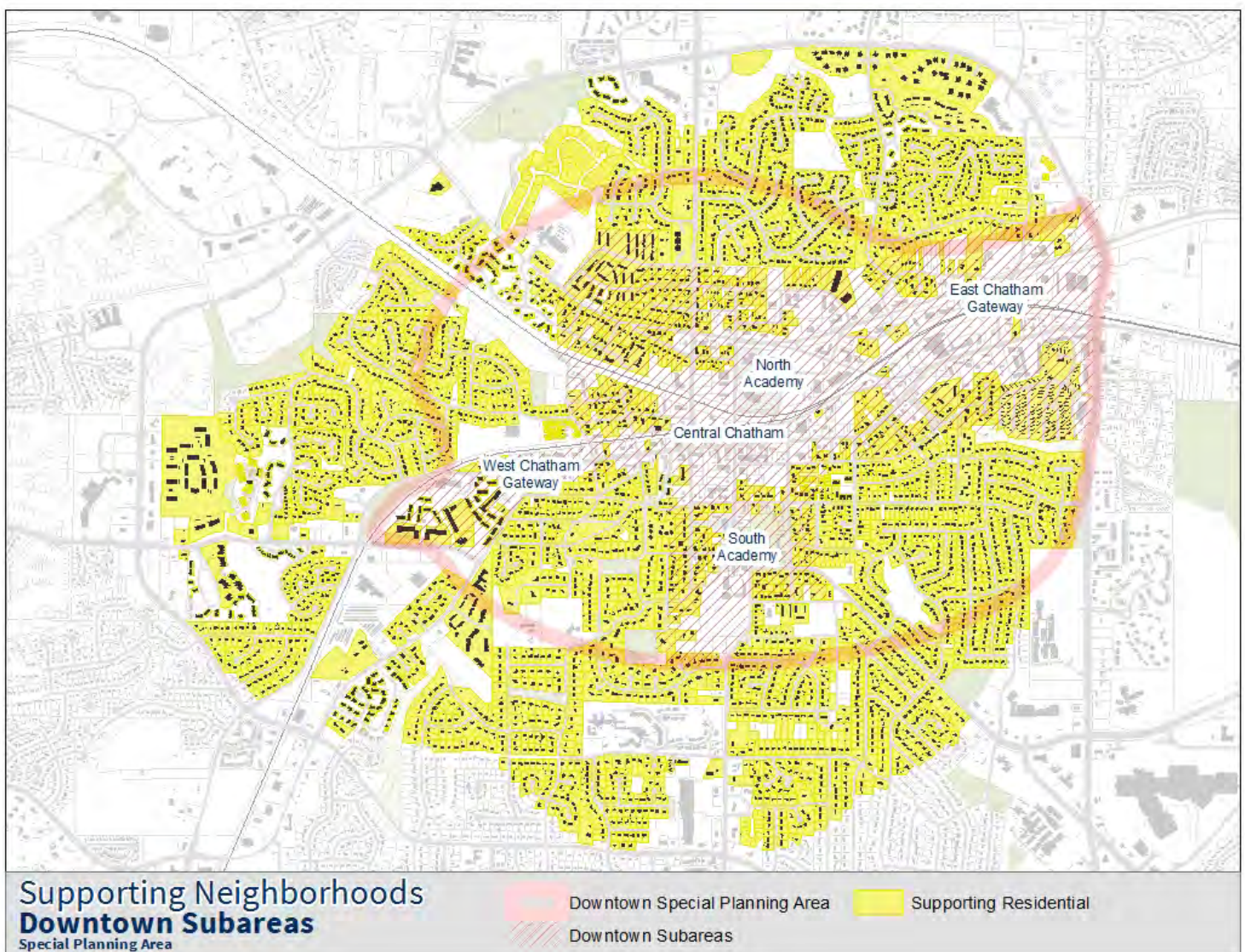
Attached housing with consistent setbacks and varied facades

Strong Supporting Neighborhoods

Downtown neighborhoods surrounding the five downtown subareas provide diverse housing options. While many of these neighborhoods are well established and should be preserved, opportunities exist for increasing intensity and diversity of housing in strategic locations to capitalize on proximity to downtown amenities, to support regional transit and other transportation options, and enhance the market potential of downtown.

Neighborhoods in decline or at a “tipping point” should be targeted for increasing the intensity and diversity of housing. This may include redevelopment or infill in locations closest to downtown services, amenities, and public transportation. Furthermore, redevelopment of blighted or dilapidated housing stock presents opportunities for higher densities in the form of townhomes, units that combine living space and working space, multifamily housing, and accessory dwelling units. The policies in Chapter 2: LIVE, provide guidance for determining the status of neighborhoods and the ripeness of neighborhoods for redevelopment.

All new development and redevelopment should prioritize providing pedestrian and bicycle infrastructure that connects neighborhoods to transit stops. On the neighborhood level, benches, bike racks, and lighting can all make transit a more popular option.



How We Will Achieve Our Vision

1 Foster Downtown's Authentic Character

Major Actions:

- Explore and develop strategies for communicating Cary's cultural and architectural history.
- Develop financial incentives to support balanced, mixed-income neighborhoods surrounding downtown.



2 Promote a Distinct Downtown Identity

Major Actions:

- Develop distinct branding and signage to encompass all downtown sub-districts.
- Through public and private investments, enhance the visual appeal of downtown through such activities as expanding the streetscape onto Chatham Street and other principal downtown streets; adding public art; burying existing above-ground utility lines, etc.



3 Balance Transportation Investments to Support All Modes; Promote Multi-Modal Connections Between Downtown Sub-Districts

Major Actions:

- Expand accessibility to and within downtown and supporting neighborhoods via greenways, bike routes, public transit options, additional regular and handicapped parking.
- Update the downtown parking strategy. Revisit the Town's comprehensive parking study and evaluate its current relevance. Refine as necessary to reflect current conditions and ongoing plans for downtown parking.

4 Encourage Downtown Reinvestment and Redevelopment While Supporting a Range of Uses

Major Actions:

- Update zoning districts and related development standards to implement the downtown vision. This includes evaluating existing development regulations and design standards, and updating the regulations using a form-based or hybrid approach that can better achieve the objectives and guidance of this plan. These revisions should seek to incorporate the multiple documents (e.g., streetscape standards and design guidelines) that are currently used to guide growth and development in and around Downtown Cary. New development regulations should streamline, consolidate, and modernize development standards, consolidate current downtown sub-districts, and streamline the permitting process. New regulations should also include incentives for adaptive reuse and preservation of historic downtown buildings. New and/or amended design guidelines should address the design opportunities presented in the Downtown Special Planning Area. They should include best practice design solutions for infill and redevelopment that complements adjacent buildings. The guidelines should also address best practices for designing development near potential railroad overpasses and bridges over railroads; transit-oriented designs should be incorporated around future regional rail and BRT transit stations.
- Identify and implement strategies for maximizing the use of the Business Improvement District.

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 Downtown Cary.

	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
Shape: Guiding Community Growth in Downtown	Policy #1: Maintain Neighborhood Character	Policy #1: Grow A Sustainable and Diversifying Workforce	Policy #1: Facilitate Redevelopment of Underperforming Shopping Centers	Parks and Recreation Master Plan Policies: #1, #3, #6	Policy #1: Ensure Safety for All Users and Modes	Policy #1: Provide Affordable and High Quality Public Services and Facilities for Current and Future Generations
	Policy #2: Provide More Housing Choices for All Residents	Policy #2: Enhance Locational Appeal to Businesses and Workers	Policy #2: Focus Commercial Uses within Mixed-Use Centers	Public Art Master Plan Vision	Policy #2: Apply Multimodal Street Designs	
	Policy #3: Provide More Housing Choices in New Neighborhoods	Policy #3: Retain and Grow Existing Cary Businesses	Policy #3: Support the Development of a Limited Number of Destination Centers	Historic Preservation Master Plan Policies: #1, #2, #3, #4	Policy #3: Design Transportation Infrastructure to Address Land Use Context	
	Policy #4: Provide the Greatest Variety of Housing Options in Mixed Use Centers	Policy #6: Attract and Nurture Small Businesses			Policy #4: Focus Investments on Improving Connections and Closing Gaps	
	Policy #5: Support Residential Development on Infill and Redevelopment Sites	Policy #7: Ensure the Economic Growth and Vitality of Downtown			Policy #5: Minimize Thoroughfare Widths	
	Policy #8: Support the Locational Needs of New and Expanding Firms			Policy #6: Improve Pedestrian and Bicycle Crossings		
	Policy #10: Reserve and Provide Employment Sites in Selected Commercial Mixed Use and Destination Centers			Policy #7: Target Transit Investments		
				Policy #8: Ensure a Well-Maintained System		

