



Agenda

1. Call to Order

2. Roll Call

3. Pledge of Allegiance

4. Invocation

5. Agenda Adjustment

6. Minutes

a. DATE OF MEETING MINUTES

7. Town Council Meeting Representative

8. Public Comment Notes on the Comment Period -Each speaker may speak up to 3 minutes, and the total comment period will be 15 minutes or less. Citizens should sign up with the Town Clerk to speak prior to the start of the meeting. Although the Council is interested in hearing your concerns, speakers should not expect Council action or deliberation on subject matter brought up during the Public Comment segment. Topics requiring further investigation will be referred to the appropriate town officials or staff and may be scheduled for a future agenda. Thank you for your consideration of the Town Council, staff, and other speakers.

9. Comprehensive Plan Amendments

10. Zone Map Change Petitions

11. Planned Unit Developments

12. Preliminary Plans

a. Goodwin Major Subdivision 22-MAS-03

13. Special Exception Uses

14. Development Plans

15. Zoning Map Certification

16. Special Presentations

a. Housing Affordability Study

17. Other Business

a. Town Council Official Action Overview

b. Committee Reports

- Land Use Advisory Committee Meeting
- Tree Advisory Committee
- Downtown Village District Area Plan Advisory Committee

c. Development Services Report

d. Other Business

18. Adjournment

In accordance with ADA regulations please contact the Town Clerk's office at least 48 hours before the meeting to request an auxiliary aid or service needed to participate in this meeting:

linda.mckinney@hollyspringsnc.us 919-557-3900



Holly Springs Planning Board

Planning Board Meeting Agenda Cover Sheet

Agenda Item#: 12.a.

New Business

Title: Goodwin Major Subdivision 22-MAS-03

Strategic Priority Area:

Staff Resource:

Action(s):

1. Recommend the Town Council Approve / Deny 22-MAS-03 Goodwin Subdivision

Explanation:

- A new Unified Development Ordinance (UDO) was effective March 1, 2022. Over the next 12-24 months, there will be a crossover period where some projects are able to utilize the old UDO (2002 UDO) due to state statutes. This section of the cover sheet will be utilized to specify the UDO version (2002 or 2022) and the approval type that the Council will consider for each respective case.
 - Applicable Ordinance: 2022 UDO
 - Process: Town Council Quasi-Judicial Public Hearing
- The Town has received a request for a non-residential, Major Non-Residential Subdivision to allow for future industrial/employment development in the BRT CU zoning district.
- Six development areas (PODs A-F) are proposed with a minimum of 1 lot and a maximum of 30 lots overall.
- The subdivision plan shows the primary transportation network, utility layout, and perimeter buffers for the entire project area. This includes widening of Woods Creek Road, development of internal streets, and a pump station in POD C.
- If the Major Non-Residential Subdivision is approved, the next step in the development process will be detailed development plans for individual sites.

Background:

- The site was included in the Holly Springs Extra Territorial Jurisdiction (ETJ) on April 21, 2015.
- The site was annexed and rezoned from RR Rural Residential to BRT CU Business & Research Technology Conditional Use on June 7, 2022

Funding Source(s):

Planning Board Meeting
December 14, 2022

N/A

Attachment(s):

1. 22MAS03_GoodwinMajorSubdivision_PlansPetition
2. 22MAS03_Goodwin Major Subdivision_PBStaffReport_121422

DEVELOPMENT PETITION

The current Filing Fees can be found on-line in the Town of Holly Springs Fee Schedule:

www.hollyspringsnc.us/2170/Development-Services



Petition Type:

- ☒ **Major Subdivision** (check all that apply)
- ☐ Residential ☒ Non-residential
- ☒ New ☐ Major Amendment* ☐ Minor Amendment*
- ☐ **Development Plan** (check all that apply)
- ☐ Residential ☐ Non-residential
- ☐ New ☐ Major Amendment* ☐ Minor Amendment*
- ☐ **Special Use Permit**
- ☐ New

* Specify purpose of amendment on Certificate of Plan Revisions

For DS Use only

Project # _____

Fees Paid: \$ _____

Date Received: _____

☐ Initial ☐ Revised ☐ Final

Project Information:

Project Name: Yield North- Goodwin

If this project is part of a previously approved plan, please specify:

PUD/Master Plan/Subdivision _____ Shopping Center/Lot# _____

Project Location: 7511 Woods Creek Rd, Apex, NC 27539

Use street address. If none, use the closest intersection

☐ Within Corporate Limits ☐ Within Holly Springs ETJ ☒ Pending Annexation

PIN: Multiple parcels (see map) Real Estate ID: Multiple parcels (see map)

Project Acreage (rounded to nearest tenth): 83.5 ACRES Partial Parcel: ☐ No ☐ Yes (additional fee)

Current Zoning: BRT CU Proposed Use (see UDO Table 3.2.A): RT

Open Space [See UDO Section 7.06(F)(4)]: ☐ Dedication ☐ Fee-in-lieu ☐ Combination ☐ N/A

Waivers Requested: ☒ No ☐ Yes- Specify UDO Section Number(s): _____

If yes, complete and attach appropriate Waiver Petition(s) from Waiver Packet

Sketch Plan Review (Pre-Submittal) Meeting Date: 08/04/2022

If the Sketch Plan Review (Pre-Submittal) Meeting Date is not within 8 weeks of the submittal date, another Sketch Plan Review (Pre-Submittal) Meeting is required prior to submittal.

Petition Contact Information: (complete each contact in its entirety- please print or type)

Project Applicant/Contact

(check one) ☐ Owner ☐ Owner's Agent ☐ Design Professional ☒ Developer ☐ Other _____

Name Chase Kerley Company Crescent Communities

Mailing Address 601 S. Tryon St, Suite 800

City Charlotte State NC Zip 28202

Telephone # (980) 321-6284 E-Mail CKERLEY@crescentcommunities.com

How would you like to receive staff review comments? ☒ E-Mail ☐ US Mail

How would you like to receive Official Action Notices? ☒ E-Mail ☐ US Mail- Certified

Design Professional if different than Applicant/Contact

Name Chris Glass Company Timmons Group Inc.

Mailing Address 5410 Trinity Road, Suite 102

City Raleigh State NC Zip 27607

Telephone # (919) 866-4510 E-Mail chris.glass@timmons.com

How would you like to receive staff review comments? ☒ E-Mail ☐ US Mail

How would you like to receive Official Action Notices? ☒ E-Mail ☐ US Mail- Certified

Developer

Name Chase Kerley Company Crescent Communities
Mailing Address 601 S. Tryon St, Suite 800
City Charlotte State NC Zip 28202
Telephone # (980) 321-6284 E-Mail CKERLEY@crescentcommunities.com
How would you like to receive staff review comments? ☒ E-Mail ☐ US Mail
How would you like to receive Official Action Notices? ☒ E-Mail ☐ US Mail- Certified

Architect

Name _____ Company _____
Mailing Address _____
City _____ State _____ Zip _____
Telephone # () E-Mail _____
How would you like to receive staff review comments? ☐ E-Mail ☐ US Mail
How would you like to receive Official Action Notices? ☐ E-Mail ☐ US Mail- Certified

Landscape Architect

Name Chris Glass Company Timmons Group Inc.
Mailing Address 5410 Trinity Road, Suite 102
City Raleigh State NC Zip 27607
Telephone # (919) 866-4510 E-Mail chris.glass@timmons.com
How would you like to receive staff review comments? ☒ E-Mail ☐ US Mail
How would you like to receive Official Action Notices? ☒ E-Mail ☐ US Mail- Certified

Other: _____ (any other contact that should receive comments and correspondence for this project)

Name _____ Company _____
Mailing Address _____
City _____ State _____ Zip _____
Telephone # () Alternate Telephone # ()
Fax # () E-Mail _____
How would you like to receive staff review comments? ☐ Fax ☐ E-Mail ☐ US Mail
How would you like to receive Official Action Notices? ☐ Fax ☐ E-Mail ☐ US Mail- Certified

Property Owner - Required

Name DC Goodwin farm LTD Company _____
Mailing Address 226 Woodside Dr.
City Harrisburg State NC Zip 28075
Telephone # () E-Mail _____
How would you like to receive staff review comments? ☒ E-Mail ☒ US Mail
How would you like to receive Official Action Notices? ☐ E-Mail ☒ US Mail- Certified

Certificate of Submittal Completion

I, Chris Glass, certify that the information provided on this petition, plans and checklist are complete and accurate to the best of my knowledge.

Signature:  Date: 10/12/2022

MAJOR SUBDIVISION: GOODWIN

HOLLY SPRINGS, NORTH CAROLINA

PROJECT NUMBER: 22-MAS-03/PLDMP202200241

UTILITY / MUNICIPALITY CONTACTS:

- A. TOWN OF HOLLY SPRINGS

DEVELOPMENT SERVICES DEPARTMENT

128 SOUTH MAIN STREET

HOLLY SPRINGS, NC 27540

(919) 557-3908

CONTACT: SEAN RYAN
- B. BURIED CABLE LOCATION

NC 811
- C. DUKE ENERGY

(866) 582-6345

CONSULTANT CONTACTS:

- OWNER

DC GOODWIN FARM LTD

CONTACT:

226 WOODSIDE DR

HARRISBURG, NC 28075

PHONE:
- SITE ENGINEER/ LANDSCAPE ARCHITECT

TIMMONS GROUP

CONTACT: BLAKE HALL

5410 TRINITY ROAD, SUITE 102

RALEIGH, NC 27607

PHONE: 919-866-4933

DEVELOPER/APPLICANT
CRESCENT COMMUNITIES
CONTACT: CHASE KERLEY
601 S. TRYON ST, SUITE 800
CHARLOTTE, NC 28202
PHONE: 980-321-6284

- Proposed Rezoning Conditions
21-REZ-04
7511 Woods Creek Road
1. The following uses shall not be permitted as Primary Uses (uses as defined in UDO Section 13.3):

(a) Animal Boarding and Outdoor Kennel

(b) Neighborhood Recycling Collection Point

(c) Large Vehicle and Heavy Equipment Sales and Service
2. Development shall include a minimum of 10 percent open space (the "Total Open Space"). The Total Open Space may be spread throughout the development and connected by sidewalks and/or pedestrian pathways to promote a well-connected pedestrian network.
3. If surface parking is shared by multiple properties/tenants, a shared parking agreement shall be executed governing the use of the surface parking
4. Development shall have a minimum building height of 25 feet
5. All buildings shall have access to sidewalks and/or pedestrian paths
6. If the property is developed for the uses and intensities contemplated in the Transportation Impact Analysis prepared by Timmons Group and finalized with the Goodwin rezoning 21-REZ-04 (the "TIA"), the development shall include the construction of, or payment of a fee in lieu, for the road improvements recommended by the TIA.
7. The development will increase biodiversity in perimeter buffers and open space areas by providing a variety of species for the canopy, understory, and shrub levels. Native and adaptive plant species shall be provided within these areas to minimize death from disease and to provide increased habitat and food sources for insects and animals. A minimum of 70% of provided plants shall be native species. No invasive species shall be permitted.
8. Drought resistant warm season grasses shall be planted throughout the development to minimize irrigation and chemical use.

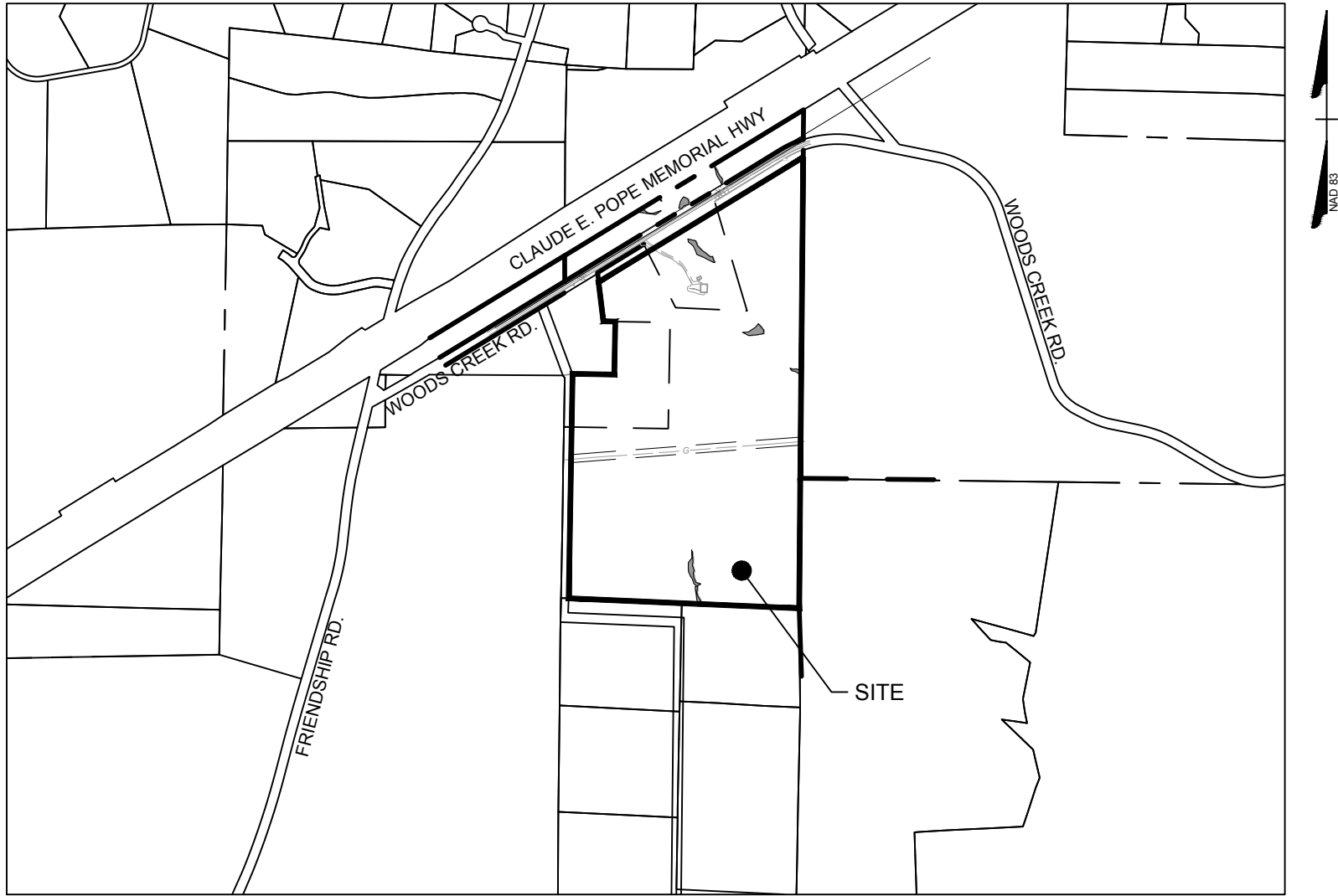
Sheet List Table

Sheet Number	Sheet Title
C0.0	COVER SHEET
C1.0	EXISTING CONDITIONS
C3.0	OVERALL SUBDIVISION PLAN
C3.1	MAJOR SUBDIVISION SITE PLAN
C3.2	MAJOR SUBDIVISION SITE PLAN
C3.3	MAJOR SUBDIVISION SITE PLAN
C3.4	MAJOR SUBDIVISION SITE PLAN
C3.5	MAJOR SUBDIVISION SITE PLAN
C4.0	SIGHTLINE PROFILE
C4.1	SIGHTLINE PROFILE
C5.0	OVERALL PRELIMINARY UTILITY AND DRAINAGE PLAN
C5.1	PRELIMINARY UTILITY AND DRAINAGE PLAN
C5.2	PRELIMINARY UTILITY AND DRAINAGE PLAN
C5.3	PRELIMINARY UTILITY AND DRAINAGE PLAN
C5.4	PRELIMINARY UTILITY AND DRAINAGE PLAN
C5.5	SEWER BASIN MAP
C5.6	DRAINAGE AREA MAP
C6.0	PUMP STATION SITE PLAN
C6.1	PUMP STATION VEHICLE PLAN
C6.2	PRELIMINARY PUMP STATION UTILITY PLAN
C6.3	PUMP STATION GRADING AND DRAINAGE PLAN
C7.0	SITE NOTES & DETAILS
C7.1	PUMP STATION NOTES & DETAILS
L1.0	TREE PRESERVATION PLAN
L2.0	OVERALL LANDSCAPE PLAN
L2.1	PUMP STATION LANDSCAPE PLAN
L2.2	LANDSCAPE NOTES & DETAILS
E1.0	LIGHTING PLAN

SITE DATA TABLE	
PINS:	0730145033, 0730131203, 0730124768
SITE AREA:	83.47 ACRES
ZONING:	BRT CU-83.47 ACRES (100%)
RIVER BASIN:	CAPE FEAR
MIN LOT WIDTH/FRONTAGE	BRT CU-100'
MAXIMUM BUILDING HEIGHT:	BRT CU-100'
MINIMUM BUILDING HEIGHT:	BRT CU-25'
PROVIDED BUILDING SETBACK:	MINIMUM - 10', MAXIMUM - 30'
MINIMUM YARDS: DISTRICT	TYPE A: 5'; TYPE B: 10'; TYPE C: 50'; ACCESS BUFFER: 25'
MIN. NUMBER OF LOTS IN EACH POD:	1
MAX. NUMBER OF LOTS IN EACH POD:	5
MIN. NUMBER OF LOTS FOR OVERALL SITE:	1
MAX. NUMBER OF LOTS FOR OVERALL SITE:	30
MIN. LOT FRONTAGE	100'

VICINITY MAP

1" = 1000'



GENERAL NOTES:

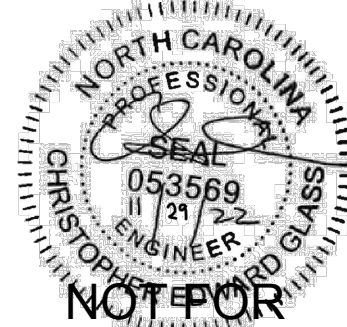
1. CONSTRUCTION DRAWING APPROVAL IS REQUIRED PRIOR TO BEGINNING CONSTRUCTION. DEVELOPMENT FEES (ACREAGE, FEE-IN-LIEU OF ASSESSMENT AND INSPECTION FEES AND OTHERS AS REQUIRED MAY BE APPLICABLE) ARE DUE BEFORE CONSTRUCTION DRAWING APPROVAL.
2. THE ESTIMATED SEWER FLOWS SHOWN ARE BASED ON ASSUMED TENANT MIX AT THE TIME OF THE SUBMITTAL. THE ESTIMATED FLOWS WILL BE UPDATED WITH EACH DEVELOPMENT PLAN SUBMITTAL.
3. THE PLAN IS SUBJECT TO REVISIONS DURING CONSTRUCTION DRAWING APPROVAL PROCESS.
4. THE MONUMENT CONTROL POINTS FOR THIS PROJECT IS: TOWN OF HOLLY SPRINGS GEODETIC MONUMENT "ALFORD 33" PUBLISHED COORDINATES N= 693,650.75'E= 2,041,575.85'ELEV.= 377.10'. THE TOWN OF HOLLY SPRINGS HAS INSTALLED A LOCAL GEODETIC MONUMENTATION GRID, TIED TO NAD83, WITHIN AND SURROUNDING THE TOWN LIMITS. ALL SURVEYED INFORMATION (WHEN ANY PORTION OF THE PROJECT IN DESIGN IS WITHIN 2000 FEET OF THE TOWN'S GEODETIC MONUMENT) SHALL REFERENCE THE NEAREST MONUMENT AND SHALL BE CLEARLY NOTED ON THE FIRST SHEET OF, BOTH CONSTRUCTION PLANS, AND AS-BUILTS SUBMITTED TO THE TOWN.
5. IF THERE IS A GEODETIC MONUMENT LOCATED ON THIS SITE, IT MUST BE PROTECTED OR IF RELOCATION IS NEEDED IT WILL BE THE RESPONSIBILITY OF THE DEVELOPER TO RELOCATE IT WITH SURVEY ACCURACY.
6. ALL CONSTRUCTION SHALL CONFORM TO TOWN OF HOLLY SPRINGS ENGINEERING DESIGN AND CONSTRUCTION STANDARDS.
7. CONSTRUCTION DRAWING APPROVAL IS REQUIRED BEFORE CONSTRUCTION ON THIS PROJECT MAY BEGIN. DEVELOPMENT FEES ARE DUE BEFORE CONSTRUCTION DRAWING APPROVAL.

EXISTING PARCELS

PIN	OWNER	ACREAGE	EXISTING ZONING
0730145033	ALFRED KENT GOODWIN & SANDRA GAIL GOODWIN	6.01 AC	BRT CU
0730131203	ALFRED KENT GOODWIN & SANDRA GAIL GOODWIN	7.14 AC	BRT CU
0730124768	D.C. GOODWIN FARM	70.32 AC	BRT CU

SANITARY SEWER FLOW ESTIMATION

PEAK SEWER FLOW:
PHASE I (A & C): 23.28 AC @ 3.24 GPM/AC = 75.42 GPM
PHASE II (B & D): 29.03 AC @ 3.24 GPM/AC = 94.06 GPM
PHASE III (E & F): 23.28 AC @ 3.24 GPM/AC = 75.42 GPM
RUNNING TOTAL PEAK SEWER FLOW:
75.42 GPM + 94.06 GPM + 75.42 GPM = 244.90 GPM



NOT FOR CONSTRUCTION

THIS DRAWING PREPARED AT THE
RALEIGH OFFICE
5410 Trinity Road, Suite 102 | Raleigh, NC 27607
TEL 919.866.4931 FAX 919.833.8124 www.timmons.com

YOUR VISION ACHIEVED THROUGH OURS.

DATE	REVISION DESCRIPTION
10/12/2022	2ND MAJOR SUBDIVISION PLAN SUBMITTAL
11/10/2022	3RD MAJOR SUBDIVISION PLAN SUBMITTAL
11/29/2022	4TH MAJOR SUBDIVISION PLAN SUBMITTAL

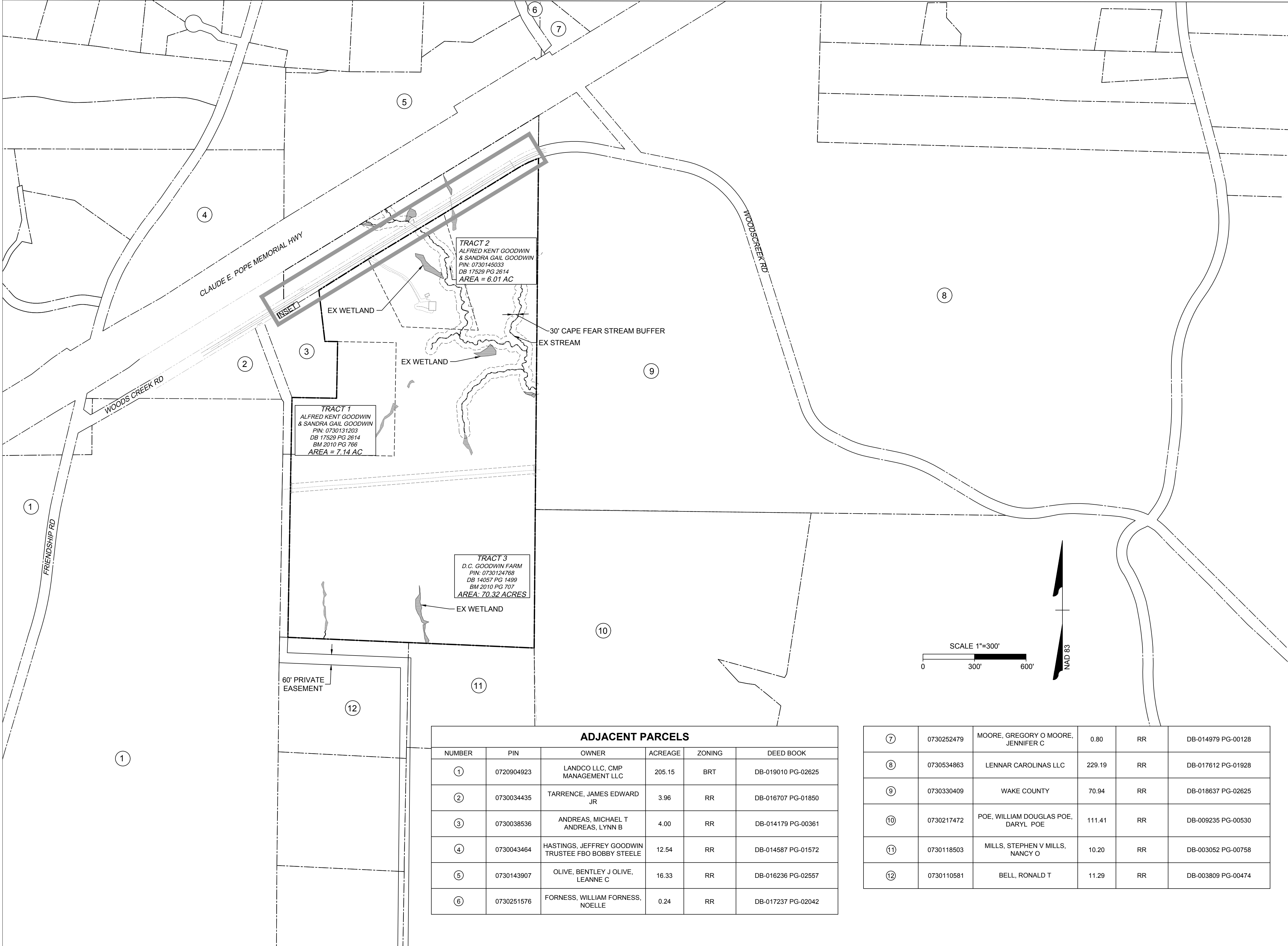
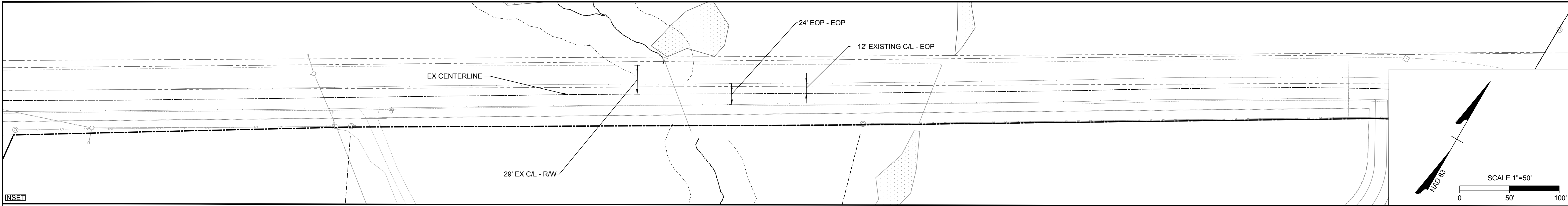
DATE	07/28/2022
DRAWN BY	C. GLASS
DESIGNED BY	C. GLASS
CHECKED BY	B HALL
SCALE	AS SHOWN

TIMMONS GROUP

GOODWIN
WAKE COUNTY - NORTH CAROLINA
COVER SHEET

JOB NO.
54318
SHEET NO.
C0.0

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- SURVEY NOTES:**
- BOUNDARY SURVEY PREPARED FOR GOODWIN FARM LLC.
 - PORTIONS OF THIS PROPERTY LIE IN ZONE AE, A SPECIAL FLOOD HAZARD AREA. PER FIRM #3720073000K, PANEL 0730, EFFECTIVE DATE JULY 19, 2022.
 - HORIZONTAL CONTROL IS BASED ON NC STATE GRID, NAD'83 (2011) AS DETERMINED BY GPS. ALL DISTANCES SHOWN ARE GROUND DISTANCES.
 - THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A TITLE SEARCH. OTHER EASEMENTS MAY EXIST ON THIS SITE.
 - EASEMENTS AND RIGHTS-OF-WAYS SHOWN ARE PER DEEDS AND PLATS OF RECORD.
 - NOT ALL IMPROVEMENTS HAVE BEEN SHOWN.

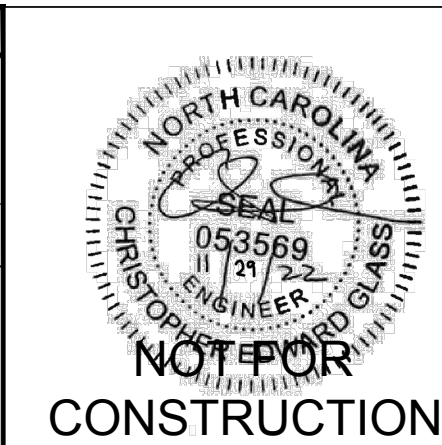
- GENERAL NOTES:**
- THE SITE IS LOCATED WITHIN THE CAPE FEAR RIVER BASIN AND IS SUBJECT TO THE BUFFER PROVISIONS OF SECTION 7.06 0.4(E)(3) OF THE HOLLY SPRINGS UNIFIED DEVELOPMENT ORDINANCE.
 - NO FEMA IDENTIFIED FLOODWAYS AND/OR 100-YEAR FLOOD PLAINS ARE PRESENT ON SITE.
 - THE SITE IS NOT WITHIN A WATERSHED PROTECTION AREA.
 - ADJACENT PROPERTY INFORMATION FROM WAKE COUNTY GIS.
 - ZONING DESIGNATIONS FROM HOLLY SPRINGS ZONING MAP AND FROM WAKE COUNTY GIS.

SITE DATA TABLE	
PINS:	0730145033, 0730131203, 0730124768
SITE AREA:	83.47 ACRES
ZONING:	BRT CU-83.47 ACRES (100%)
RIVER BASIN:	CAPE FEAR
EXISTING LAND USE:	VACANT / WOODED
PROPOSED LAND USE:	RESEARCH TECHNOLOGY

LEGEND		
● IRF - IRON PIPE FOUND	⑩ MH DRAINAGE	☒ SPRINKLER BOX
● IRF - IRON ROD FOUND	⑪ MH SANITARY	☒ SPRINKLER HEAD
● CP - COMPUTED BOUNDARY POINT	⑫ MH ELECTRIC	☒ SPRINKLER VALVE
△ CP - COMPUTED EASEMENT POINT	⑬ MH TELEPHONE	☒ GAS TEST LOCATION
□ CMF - CONCRETE MONUMENT	⑭ MH WATER	☒ GAS METER
○ MNF - MAG NAIL FOUND	⑮ ELECTRIC BOX	☒ GAS VALVE
○ RSF - RAILROAD SPIKE FOUND	⑯ TELEPHONE PEDESTAL	☒ FLAG POLE
○ CSF - COTTON SPINDLE FOUND	⑰ CABLE TV PEDESTAL	☒ TREE
ⓑ BFP - BACKFLOW PREVENTER	⑱ SIGN	☒ BOLLARD
ⓓ WV - WATER VAULT	⑲ ELECTRIC METER	☒ BOREHOLE
ⓔ VT - TELEPHONE VAULT	Ⓚ WATER METER	☒ AC UNIT
ⓕ TC - TRAFFIC CONTROL BOX	Ⓛ WATER VALVE	☒ MAILBOX
ⓖ PV - POWER VAULT	Ⓜ FIRE HYDRANT	☒ CLEAN OUT
ⓗ UV - UTILITY VAULT	Ⓨ POWER POLE	☒ GUY
○ WF - WETLAND FLAG	Ⓩ LIGHT POLE	☒ WELL
○ RCP - REINFORCED CONCRETE PIPE	ⓐ YARD LIGHT	☒ MONITORING WELL
○ CMP - CORRUGATED METAL PIPE	ⓑ GROUND LAMP	☒ ROOF DRAIN
○ VCP - VITRIFIED CLAY PIPE	ⓓ HVAC - HEATING, VENTILATION AND AIR CONDITIONING	☒ WATER SPIGOT
○ DIP - DUCTILE IRON PIPE	ⓔ R / W - RIGHT-OF-WAY	☒ DEED LINE
○ HDPE - HIGH DENSITY POLYETHYLENE PIPE	ⓕ P / L - PROPERTY LINE	☒ LINE NOT SURVEYED
○ FES - FLARED END SECTION	ⓖ C / L - CENTERLINE	☒ STORM LINE
○ MKP - FIBER OPTIC MARKER	ⓗ NTS - NOT TO SCALE	☒ SANITARY LINE
○ MKG - GAS MARKER	ⓔ GV - GAS VALVE	☒ FENCE
○ TVP - TELEVISION PEDESTAL	ⓕ YI - YARD INLET	☒ OVERHEAD POWER LINE
○ SIGP - SIGNAL POLE	ⓖ CI - CURB INLET	☒ PAINTED GAS LINE
ⓓ LSA - LANDSCAPED AREA	ⓗ EP - EDGE OF PAVING	☒ PAINTED POWER LINE
ⓔ R / W - RIGHT-OF-WAY	ⓔ TBC - TOP BACK OF CURB	☒ PAINTED STORM LINE
ⓕ P / L - PROPERTY LINE	ⓕ CCR - CHATHAM COUNTY RECORD	☒ PAINTED TELEPHONE LINE
ⓖ C / L - CENTERLINE	ⓕ WCR - WAKE COUNTY RECORDS	☒ PAINTED WATER LINE
ⓗ NTS - NOT TO SCALE	ⓕ DB - DEED BOOK	☒ EDGE OF TREELINE
ⓔ GV - GAS VALVE	ⓕ PB - PLAT BOOK	
ⓕ YI - YARD INLET	ⓕ PG - PLAT	
ⓖ CI - CURB INLET	ⓕ SF - SQUARE FEET	
ⓗ EP - EDGE OF PAVING		
ⓔ TBC - TOP BACK OF CURB		
ⓕ CCR - CHATHAM COUNTY RECORD		
ⓕ WCR - WAKE COUNTY RECORDS		
ⓕ DB - DEED BOOK		
ⓕ PB - PLAT BOOK		
ⓕ PG - PLAT		
ⓕ SF - SQUARE FEET		

ADJACENT PARCELS					
NUMBER	PIN	OWNER	ACREAGE	ZONING	DEED BOOK
①	0720904923	LANDCO LLC, CMP MANAGEMENT LLC	205.15	BRT	DB-019010 PG-02625
②	0730034435	TARRENCE, JAMES EDWARD JR	3.96	RR	DB-016707 PG-01850
③	0730038536	ANDREAS, MICHAEL T ANDREAS, LYNN B	4.00	RR	DB-014179 PG-00361
④	0730043464	HASTINGS, JEFFREY GOODWIN TRUSTEE FBO BOBBY STEELE	12.54	RR	DB-014587 PG-01572
⑤	0730143907	OLIVE, BENTLEY J OLIVE, LEANNE C	16.33	RR	DB-016236 PG-02557
⑥	0730251576	FORNESS, WILLIAM FORNESS, NOELLE	0.24	RR	DB-017237 PG-02042

⑦	0730252479	MOORE, GREGORY O MOORE, JENNIFER C	0.80	RR	DB-014979 PG-00128
⑧	0730534863	LENNAR CAROLINAS LLC	229.19	RR	DB-017612 PG-01928
⑨	0730330409	WAKE COUNTY	70.94	RR	DB-018637 PG-02625
⑩	0730217472	POE, WILLIAM DOUGLAS POE, DARYL POE	111.41	RR	DB-009235 PG-00530
⑪	0730118503	MILLS, STEPHEN V MILLS, NANCY O	10.20	RR	DB-003052 PG-00758
⑫	0730110581	BELL, RONALD T	11.29	RR	DB-003809 PG-00474



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5410 Trinity Road, Suite 102 | Raleigh, NC 27607
TEL 919.866-4951 FAX 919.833.8124 www.timmons.com

YOUR VISION ACHIEVED THROUGH OURS.

DATE
10/12/2022 2ND MAJOR SUBDIVISION PLAN SUBMITTAL
11/10/2022 3RD MAJOR SUBDIVISION PLAN SUBMITTAL
11/29/2022 4TH MAJOR SUBDIVISION PLAN SUBMITTAL

DATE
07/28/2022

DRAWN BY
C. GLASS

DESIGNED BY
C. GLASS

CHECKED BY
B HALL

SCALE
AS SHOWN

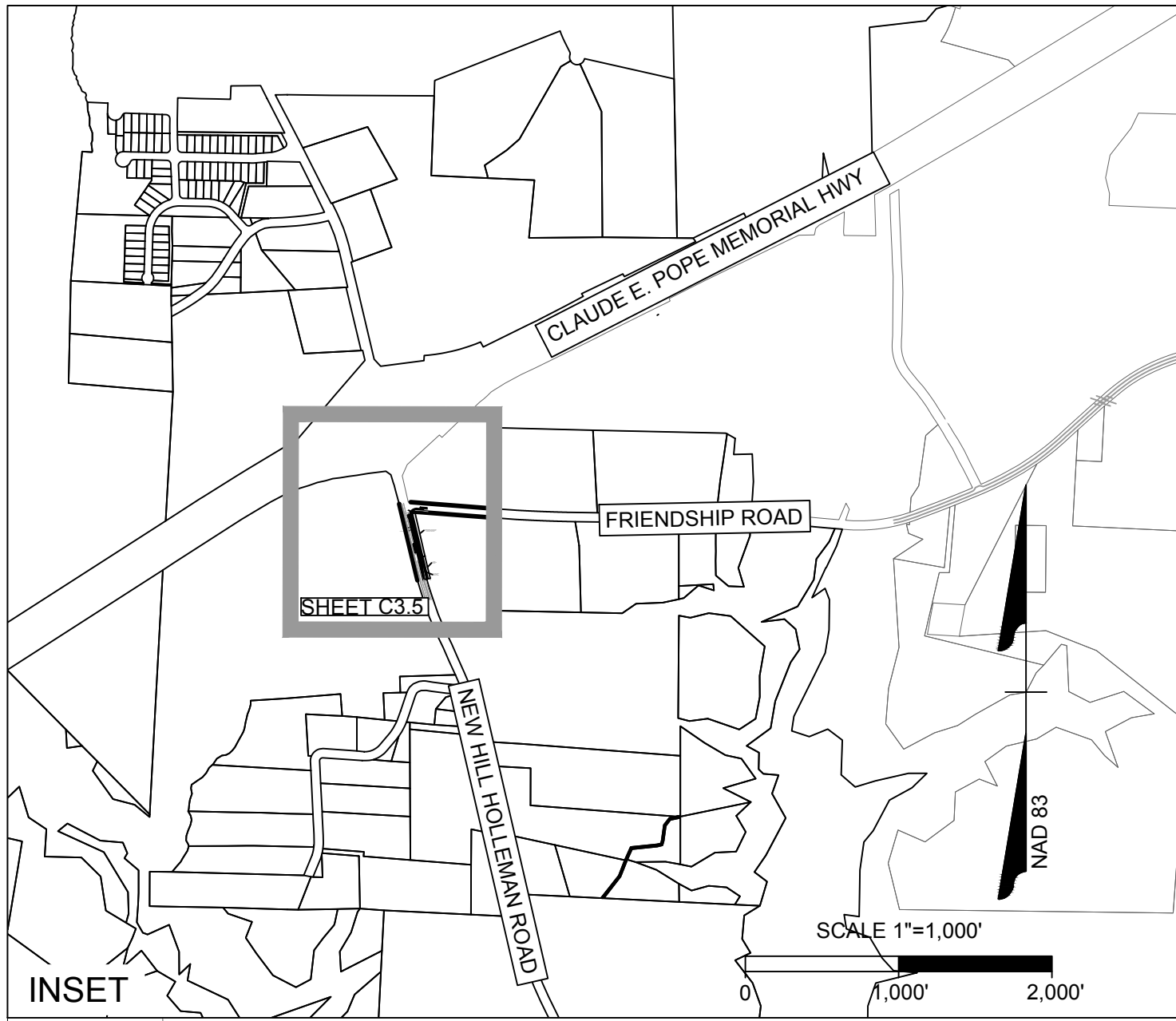
TIMMONS GROUP

GOODWIN
WAKE COUNTY - NORTH CAROLINA
EXISTING CONDITIONS

JOB NO.
54318

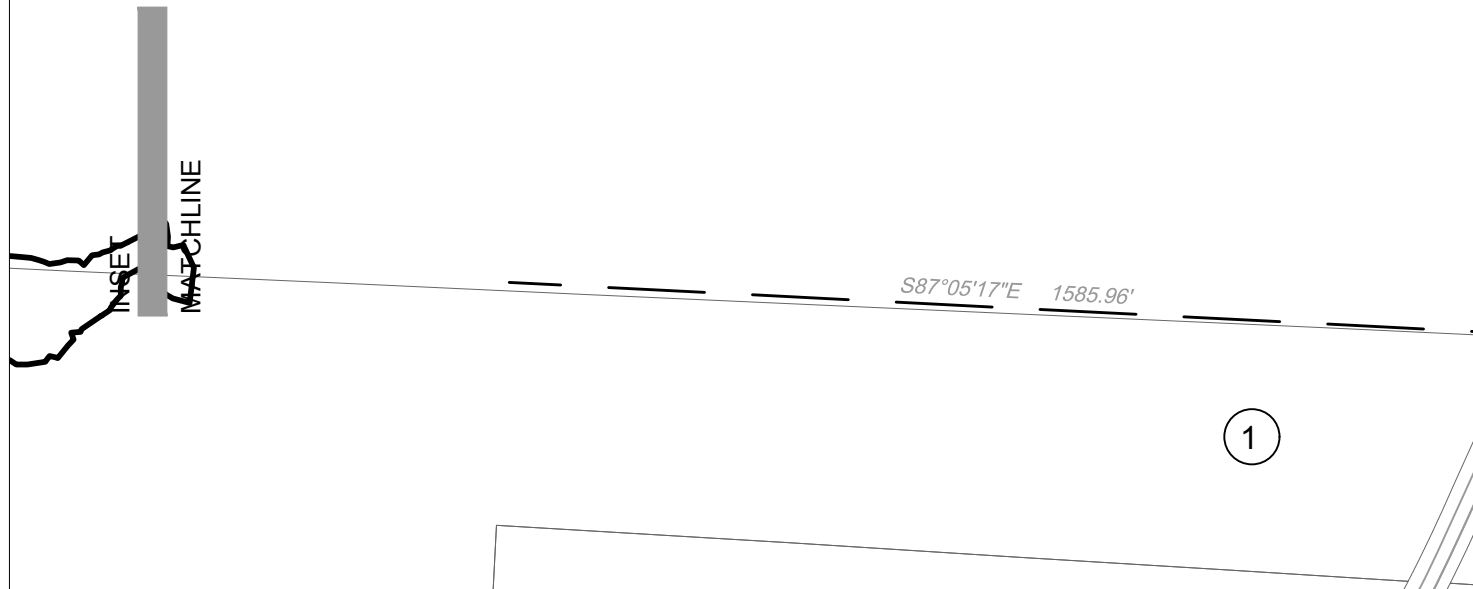
SHEET NO.
C1.0

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- SITE NOTES:**
1. THE SITE DEVELOPMENT DESIGN, LOT LAYOUT AND SQUARE FOOTAGE WILL BE DETERMINED AT THE TIME OF THE DEVELOPMENT PLAN.
 2. PARKING SHALL BE SUBJECT TO UDO SECTION 6 AT TIME OF DEVELOPMENT PLAN.
 3. THE CONCEPTUAL LOCATION OF USES AS SHOWN ON THE SUBDIVISION PLAN MAY CHANGE AT THE TIME OF THE DEVELOPMENT PLAN.
 4. THE NUMBER OF PROPOSED PARCELS IS CONCEPTUAL AND SUBJECT TO CHANGE AT THE DEVELOPMENT PLAN LEVEL. PODS WILL BE FURTHER SUBDIVIDED INTO INDIVIDUAL LOTS WHERE NECESSARY. A SUBDIVISION PLAN FOR EACH POD CREATING LOTS WILL BE SUBMITTED FOR REVIEW AT THE TIME OF THE FIRST DEVELOPMENT PLAN.
 5. ALL LOTS/OUT LOTS SHALL BE DEVELOPED IN ACCORDANCE WITH THE PROVISIONS OF THE CAPE FEAR RIVER BASIN STREAM ALLOWING SUCH MINIMUM YARDS TO BE USED FOR PARKING AREAS, LOADING AREAS, INTERIOR DRIVES OR INTERIOR ACCESS DRIVES SUBJECT TO THE PROVISION OF SUCH ADDITIONAL FOUNDATION LANDSCAPING AREA OR ADDITIONAL PARKING AREA OR ADDITIONAL PARKING AREA LANDSCAPING AND SHALL CONTINUE THE DEVELOPMENT PATTERN ESTABLISHED BY THE CONTIGUOUS LOTS.
 6. ALL LOTS SHALL BE SUBJECT TO CROSS ACCESS, SHARED PARKING AND EASEMENT AGREEMENTS AT TIME OF DEVELOPMENT PLAN.
 7. ALL PROPOSED BUILDINGS, VEHICULAR AREA, PEDESTRIAN AREAS, SIGNAGE AND LANDSCAPING WILL MEET TOWN ARCHITECTURAL AND SITE DESIGN REQUIREMENTS, AS WELL AS THE DESIGN GUIDELINES THAT ACCOMPANY THE MASTER PLAN. WHERE THESE ARE NOT MET, WAIVERS WILL BE SUBMITTED FOR APPROVAL AT TIME OF THE DEVELOPMENT PLAN.
 8. THE LOCATION AND SIZE OF SOLID WASTE FACILITIES, INCLUDING DUMPSTER AND TRASH COMPACTORS, WILL BE PROVIDED AT THE TIME OF DEVELOPMENT PLAN SUBMITTAL.
 9. PHASING OF INFRASTRUCTURE AND IMPROVEMENTS WILL BE DETERMINED AT THE TIME OF DEVELOPMENT PLAN SUBMITTAL.
 10. STREET LIGHTING WILL BE REQUIRED AT THE TIME OF THE DEVELOPMENT PLAN PROCESS AND WILL BE CONSISTENT WITH THE TOWN REQUIREMENTS.
 11. ALL PROPOSED ACREAGES LISTED ON THIS PLAN ARE PRELIMINARY AND WILL BE BASED ON SURVEYORS VERIFICATION DURING THE DEVELOPMENT PLAN PROCESS.
 12. STREAM CROSSING LOCATION AS APPROVED BY USACE AND NCDOT, FINAL DESIGN TO BE PROVIDED FOR REVIEW AND APPROVAL BY THE TOWN AND/OR NCDOT WITH CONSTRUCTION DRAWINGS.
 13. THIS SITE IS IN THE TRIASIC BASIN. ALL ROADWAYS WILL BE REQUIRED TO MEET ALL SPECIAL DESIGN REQUIREMENTS AS OUTLINED IN THE ENGINEERING DESIGN AND CONSTRUCTION STANDARDS SECTION 3.02J.
 14. ALL OUTDOOR OPERATIONS SHALL BE IN ACCORDANCE WITH HOLLY SPRINGS UDO.
 15. ALL FENCING WILL BE REVIEWED AT TIME OF SITE - SPECIFIC DEVELOPMENT PLAN. THE UDO HAS SPECIFIC LOCATION ALLOWANCES FOR DECORATIVE VS. CHAIN LINK THAT WILL APPLY. THE UDO REQUIRES FRONT YARD AND SOME FENCING TO BE DECORATIVE FENCING (UDO 3.4.3 C). REFER TO DECORATIVE FENCE DETAIL ON C5.0.
 16. THE UDO REQUIRES ALL INTERNAL PEDESTRIAN CROSSINGS TO BE "DECORATIVE IDENTIFIABLE PEDESTRIAN CROSSING TREATMENTS" ALONG FUNCTIONAL PEDESTRIAN ROUTES WHEREVER A SIDEWALK, SIDEPATH, OR GREENWAY SYSTEM CROSSES AN INTERIOR ACCESS DRIVE OR INTERIOR ACCESS DRIVEWAY (REFER TO UDO SECTION 8.4 B 3).

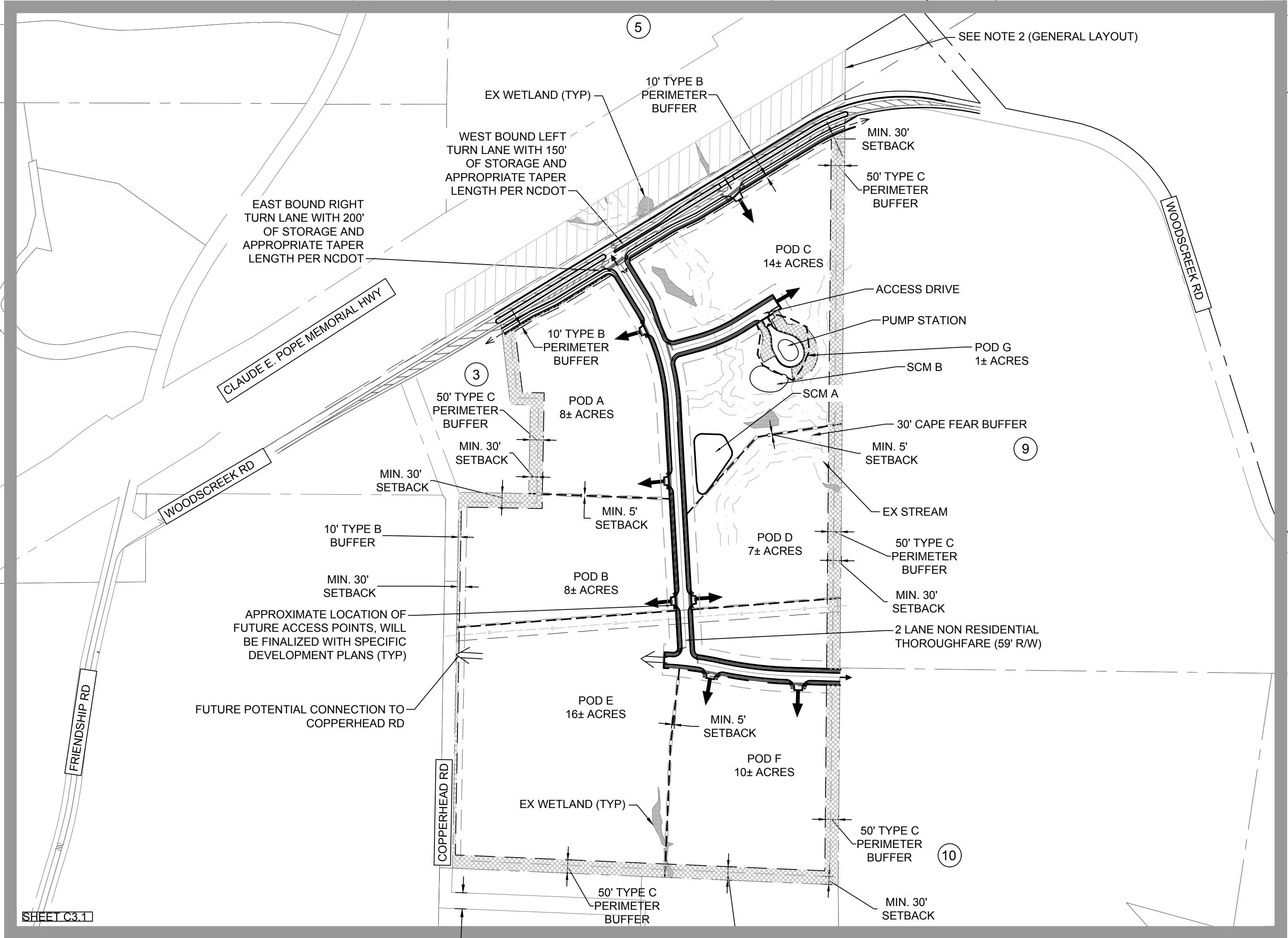
- GENERAL LAYOUT NOTES:**
1. EXISTING CONDITIONS AS SHOWN HAVE BEEN COMPILED FROM A SITE SURVEY PREPARED BY TIMMONS GROUP. NO WARRANTY IS GIVEN OR IMPLIED REGARDING THE ACCURACY OF EXISTING FEATURES. ALL UNDERGROUND FEATURES INDICATED ON THE PLANS SHALL BE CONSIDERED APPROXIMATE IN LOCATION AND SHALL BE VERIFIED IN THE FIELD PRIOR TO CONSTRUCTION. NOTIFY THE DESIGN ARCHITECT AND ENGINEER IMMEDIATELY IF ANY DISCREPANCIES ARE NOTED.
 2. AREA NORTH OF WOODS CREEK ROAD WILL REMAIN UNDEVELOPED, DUE TO PERMANENT DUKE ENERGY EASEMENT.



ADJACENT PARCELS					
NUMBER	PIN	OWNER	ACREAGE	ZONING	DEED BOOK
①	0720904923	LANDCO LLC, CMP MANAGEMENT LLC	205.15	BRT	DB-019010 PG-02625
②	0730034435	TARRENCE, JAMES EDWARD JR	3.96	RR	DB-016707 PG-01850
③	0730038536	ANDREAS, MICHAEL T ANDREAS, LYNN B	4.00	RR	DB-014179 PG-00361
④	0730043464	HASTINGS, JEFFREY GOODWIN TRUSTEE FBO BOBBY STEELE	12.54	RR	DB-014587 PG-01572
⑤	0730143907	OLIVE, BENTLEY J OLIVE, LEANNE C	16.33	RR	DB-016236 PG-02557
⑥	0730251576	FORNESS, WILLIAM FORNESS, NOELLE	0.24	RR	DB-017237 PG-02042

⑦	0730252479	MOORE, GREGORY O MOORE, JENNIFER C	0.80	RR	DB-014979 PG-00128
⑧	0730534863	LENNAR CAROLINAS LLC	229.19	RR	DB-017612 PG-01928
⑨	0730330409	WAKE COUNTY	70.94	RR	DB-018637 PG-02625
⑩	0730217472	POE, WILLIAM DOUGLAS POE, DARYL POE	111.41	RR	DB-009235 PG-00530
⑪	0730118503	MILLS, STEPHEN V MILLS, NANCY O	10.20	RR	DB-003052 PG-00758
⑫	0730110581	BELL, RONALD T	11.29	RR	DB-003809 PG-00474

SITE DATA TABLE	
PINS:	0730145033, 0730131203, 0730124768
SITE AREA:	83.47 ACRES
ZONING:	BRT CU-83.47 ACRES (100%)
RIVER BASIN:	CAPE FEAR
MIN LOT WIDTH/FRONTAGE	BRT CU-100'
MAXIMUM BUILDING HEIGHT:	BRT CU-100'
MINIMUM BUILDING HEIGHT:	BRT CU-25'
PROVIDED BUILDING SETBACK:	MINIMUM - 10' , MAXIMUM - 30'
MINIMUM YARDS: DISTRICT	TYPE A: 5'; TYPE B: 10'; TYPE C: 50'; ACCESS BUFFER: 25'
MIN. NUMBER OF LOTS IN EACH POD:	1
MAX. NUMBER OF LOTS IN EACH POD:	5
MIN. NUMBER OF LOTS FOR OVERALL SITE:	1
MAX. NUMBER OF LOTS FOR OVERALL SITE:	30
MIN. LOT FRONTAGE	100'



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11/10/2022	4TH MAJOR SUBDIVISION PLAN SUBMITTAL
11/29/2022	

DATE	07/28/2022
DRAWN BY	C. GLASS
DESIGNED BY	C. GLASS
CHECKED BY	B HALL
SCALE	AS SHOWN

TIMMONS GROUP

GOODWIN
WAKE COUNTY - NORTH CAROLINA
OVERALL SUBDIVISION PLAN

JOB NO.
54318
SHEET NO.
C3.0

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MAXIMUM BUILDING HEIGHT:	BRT CU-100'
MINIMUM BUILDING HEIGHT:	BRT CU-25'
PROVIDED BUILDING SETBACK:	MINIMUM - 10' , MAXIMUM - 30'
MINIMUM YARDS: DISTRICT	TYPE A: 5'; TYPE B: 10'; TYPE C: 50'; ACCESS BUFFER: 25'
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MAX. NUMBER OF LOTS IN EACH POD:	5
MIN. NUMBER OF LOTS FOR OVERALL SITE:	1
MAX. NUMBER OF LOTS FOR OVERALL SITE:	30
MIN. LOT FRONTAGE	100'

PARCEL INFORMATION
ANDREAS, MICHAEL T
ANDREAS LYNN B
0730038536
DB 014179 PG 00361
AREA = 4.00 AC

PARCEL INFORMATION
LANDO LLC,
CMP MANAGEMENT LLC
PIN: 0720904923
DB 019010 PG 02625
AREA = 205.15 AC

PARCEL INFORMATION
BELL, RONALD T.
PIN: 0730110581
DB 003809 PG 00474
AREA = 11.29 AC

PARCEL INFORMATION
MILLS, STEPHEN V MILLS
NAVJOY O
PIN: 0730118503
DB 003052 PG 00758
AREA = 10.20 AC

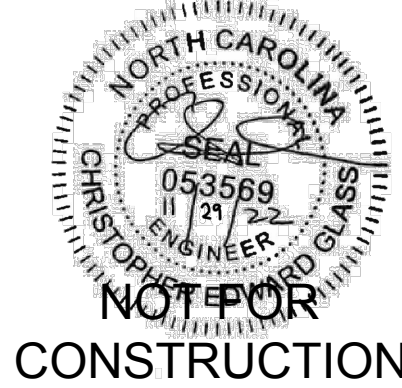
- SITE NOTES:
1. THE SITE DEVELOPMENT DESIGN, LOT LAYOUT AND SQUARE FOOTAGE WILL BE DETERMINED AT THE TIME OF THE DEVELOPMENT PLAN.
 2. THE CONCEPTUAL LOCATION OF USES AS SHOWN ON THE SUBDIVISION PLAN MAY CHANGE AT THE TIME OF THE DEVELOPMENT PLAN.
 3. THE NUMBER OF PROPOSED PARCELS IS CONCEPTUAL AND SUBJECT TO CHANGE AT THE DEVELOPMENT PLAN LEVEL. PODS WILL BE FURTHER SUBDIVIDED INTO INDIVIDUAL LOTS WHERE NECESSARY. A SUBDIVISION PLAN FOR EACH POD CREATING LOTS WILL BE SUBMITTED FOR REVIEW AT THE TIME OF THE FIRST DEVELOPMENT PLAN.
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 17. FEE-IN-LIEU IS TOWARD A FUTURE TRAFFIC SIGNAL/INTERSECTION IMPROVEMENTS AT THE INTERSECTION OF FRIENDSHIP ROAD/HOLLY SPRINGS NEW HILL ROAD IN ACCORDANCE WITH THE TIA. FEE-IN-LIEU IS PROVIDED WITH THIS PROJECT, AND THE DEVELOPMENT AGREEMENT WILL CONTAIN THE EXACT FEE-IN-LIEU AMOUNT DUE. COORDINATE WITH TOWN STAFF TO DETERMINE FEE-IN-LIEU THAT WILL BE DUE AT THE TIME OF CONSTRUCTION DRAWING APPROVAL.

- LEGEND:
- ➡ APPROXIMATE LOCATION OF FUTURE ACCESS POINTS TO PODS
 - ➡ ACCESS POINTS TO SITE FROM WOODS CREEK ROAD
 - ➡ FUTURE POTENTIAL ACCESS EASEMENT TO COPPERHEAD ROAD
 - ➡ FUTURE SIDEWALK CONNECTION TO EXISTING PUBLIC SIDEWALK EAST OF SITE AND CONNECTION TO COPPERHEAD ROAD, IF OWNERS ARE IN AGREEMENT WITH THIS MODIFICATION

DIMENSIONING NOTE:
1. ALL DRIVEWAY, ROW, & SITE FEATURES ARE DIMENSIONED ON C 3.2 & C3.3

PARCEL INFORMATION
WAKE COUNTY
PIN: 0730330409
DB 018637 PG 02625
AREA = 70.94 AC

PARCEL INFORMATION
POE, WILLIAM DOUGLAS POE,
DARYL POE
PIN: 0730217472
DB 009235 PG 00530
AREA = 111.41 AC



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DATE	DRAWN BY
07/28/2022	C. GLASS
	DESIGNED BY
	C. GLASS
	CHECKED BY
	B HALL
	SCALE
	AS SHOWN

TIMMONS GROUP

GOODWIN
WAKE COUNTY - NORTH CAROLINA
MAJOR SUBDIVISION SITE PLAN

JOB NO.
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SHEET NO.
C3.1

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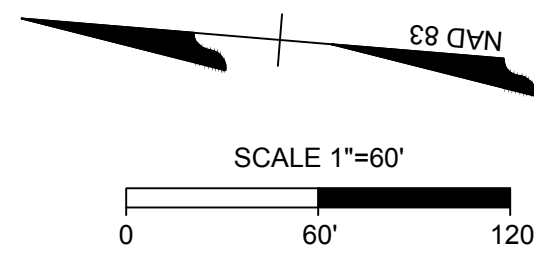
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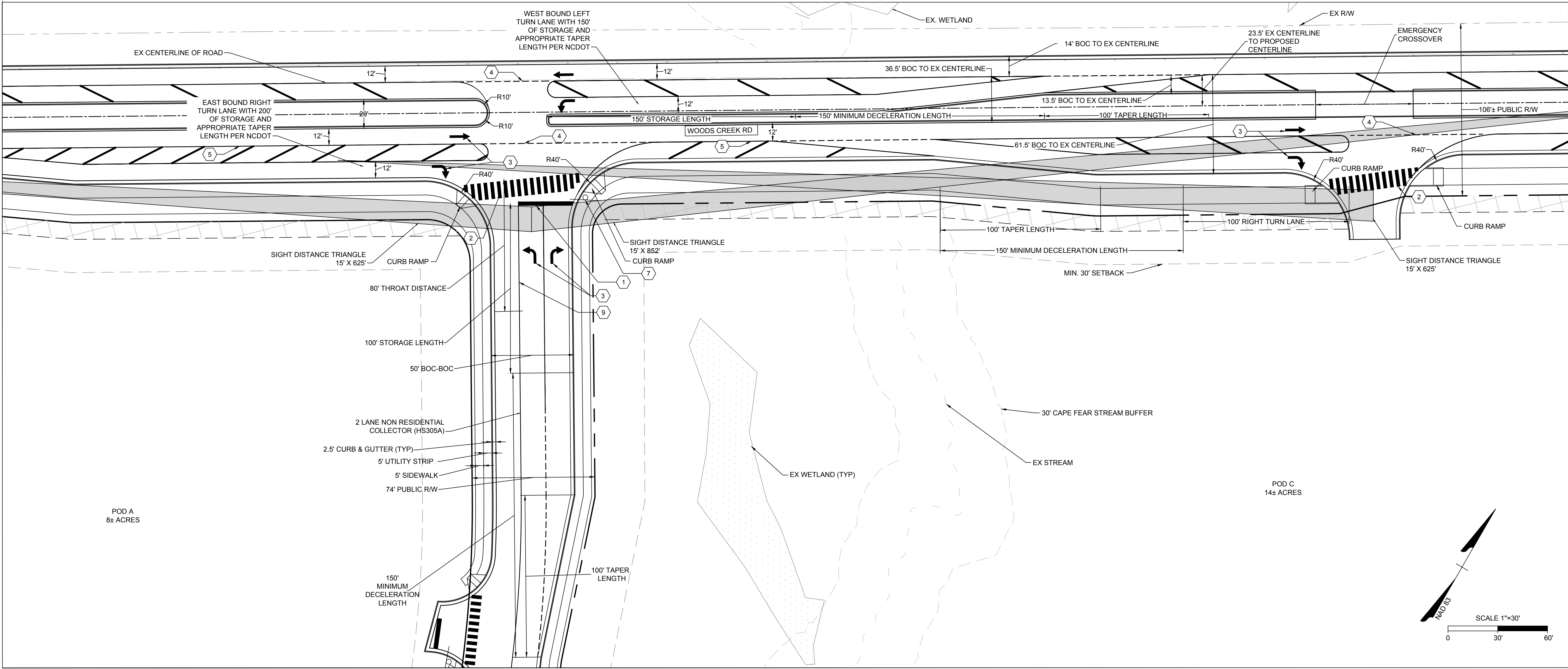
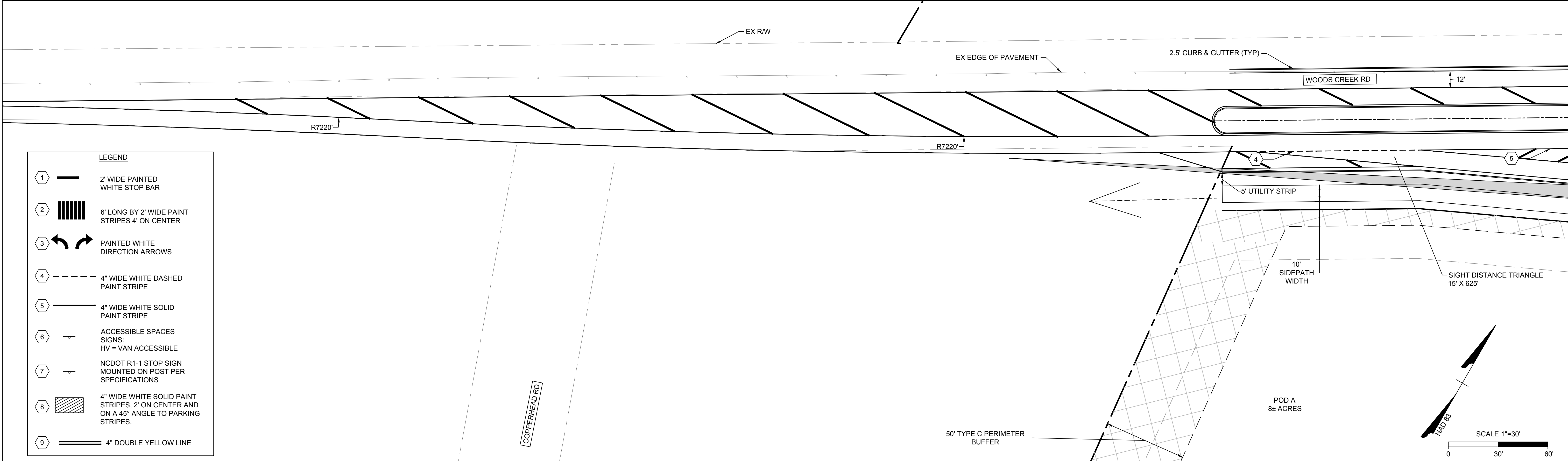
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DATE

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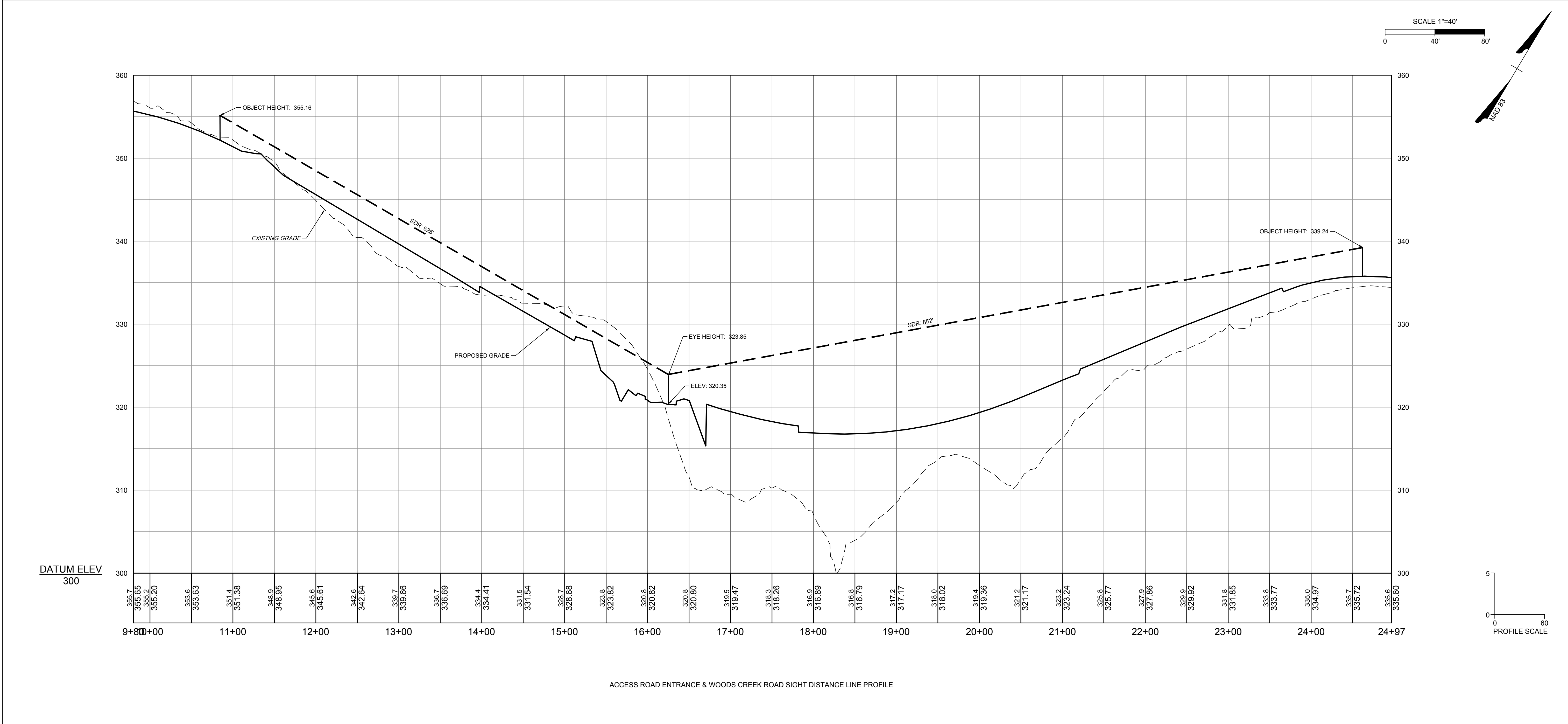
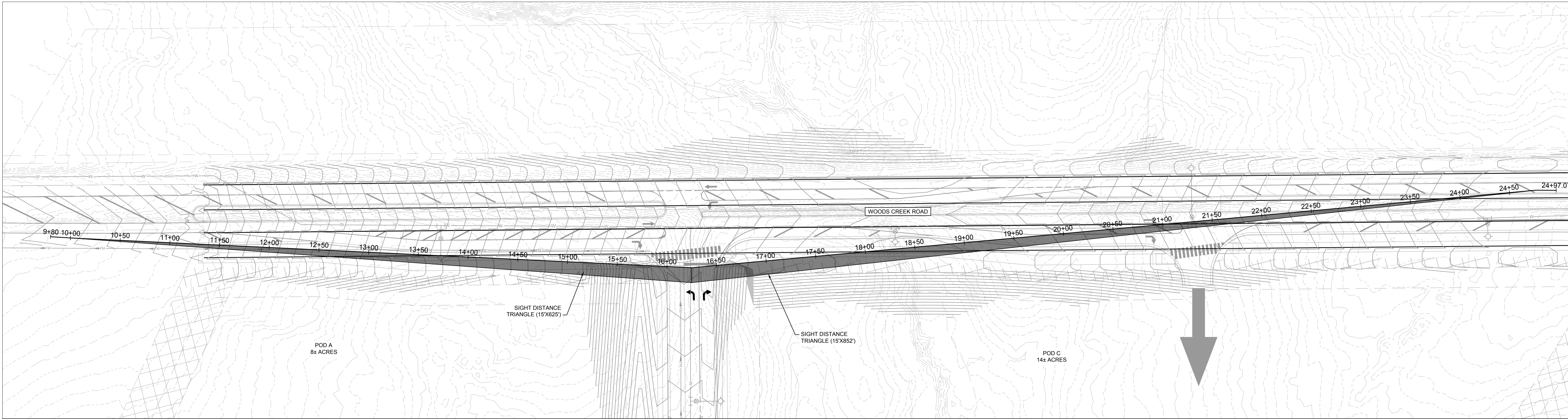
GOODWIN
WAKE COUNTY - NORTH CAROLINA
MAJOR SUBDIVISION SITE PLAN

JOB NO.
54318

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C3.3

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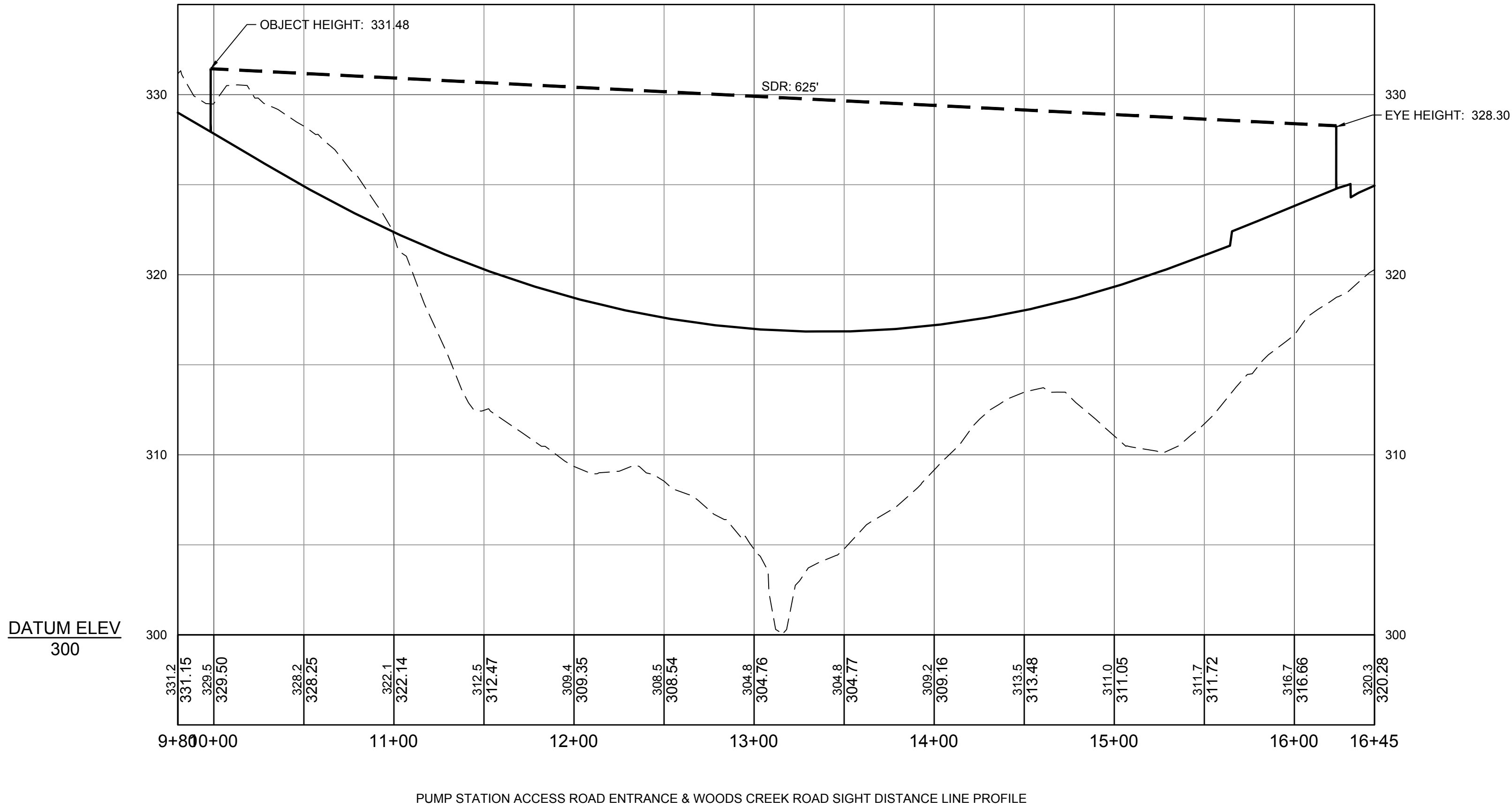
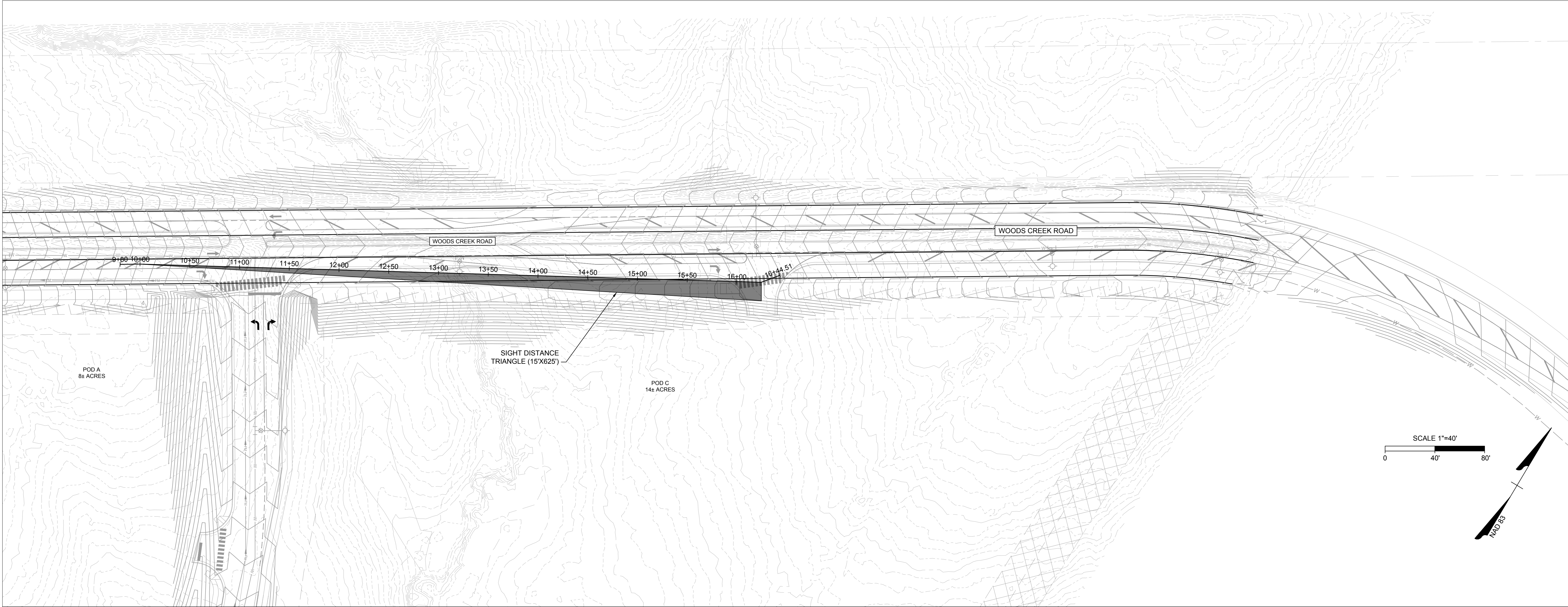
TIMMONS GROUP

GOODWIN
WAKE COUNTY - NORTH CAROLINA
SIGHTLINE PROFILE

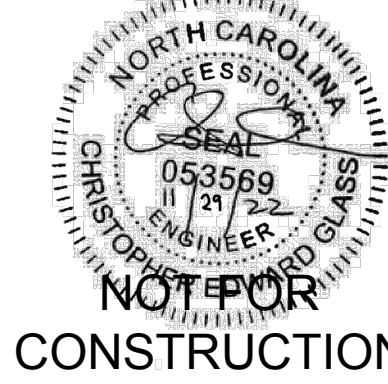
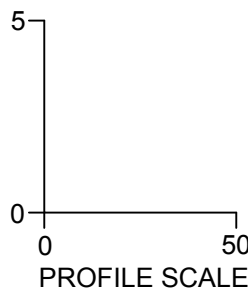
JOB NO.
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SHEET NO.
C4.0

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PUMP STATION ACCESS ROAD ENTRANCE & WOODS CREEK ROAD SIGHT DISTANCE LINE PROFILE



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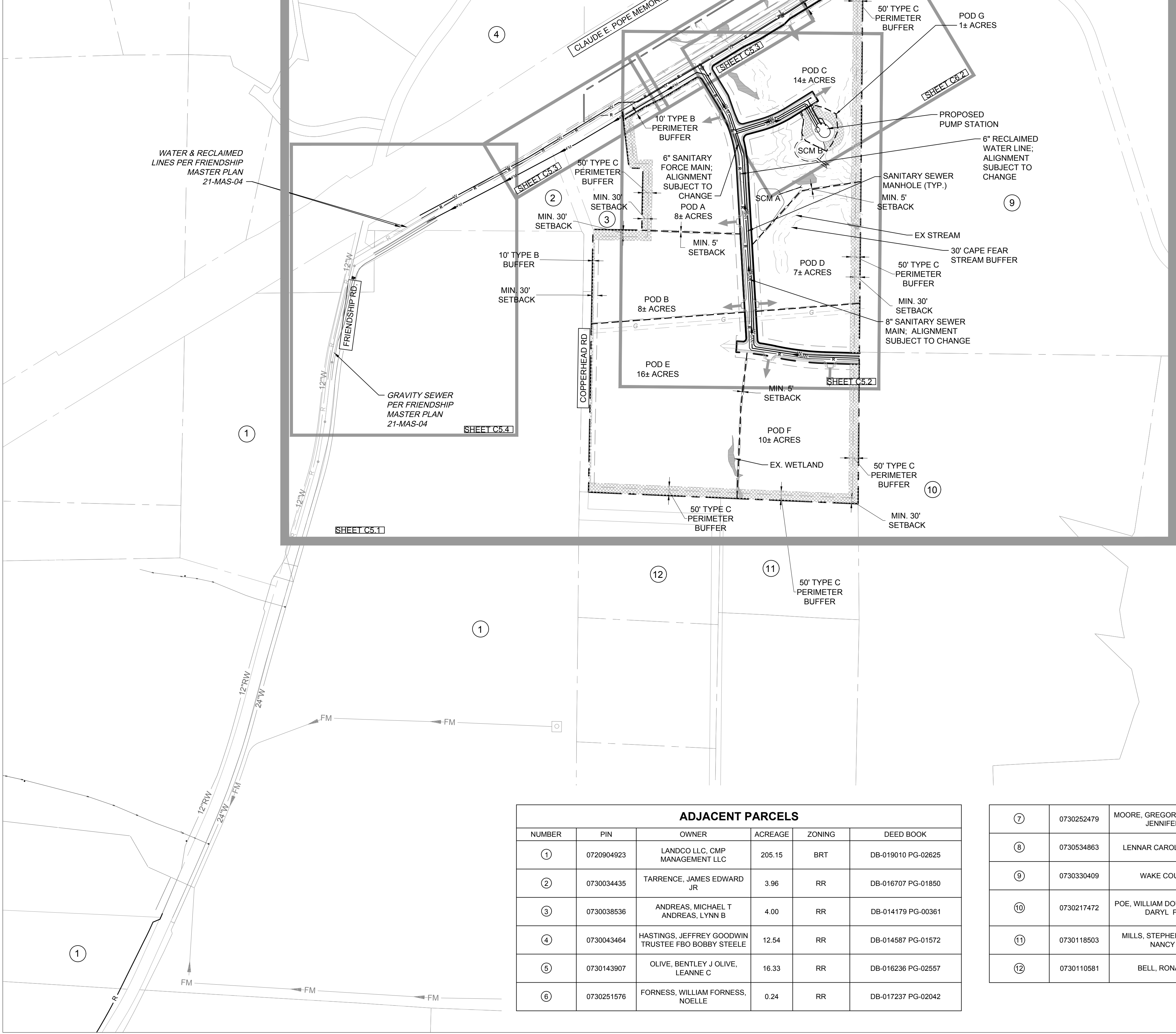
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WAKE COUNTY - NORTH CAROLINA
SIGHTLINE PROFILE

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MIN LOT WIDTH/FRONTAGE	BRT CU-100'
MAXIMUM BUILDING HEIGHT:	BRT CU-100'
MINIMUM BUILDING HEIGHT:	BRT CU-25'
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MINIMUM YARDS: DISTRICT	TYPE A: 5'; TYPE B: 10'; TYPE C: 50'; ACCESS BUFFER: 25'
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MAX. NUMBER OF LOTS FOR OVERALL SITE:	30
MIN. LOT FRONTAGE	100'



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④	0730043464	HASTINGS, JEFFREY GOODWIN TRUSTEE FBO BOBBY STEELE	12.54	RR	DB-014587 PG-01572
⑤	0730143907	OLIVE, BENTLEY J OLIVE, LEANNE C	16.33	RR	DB-016236 PG-02557
⑥	0730251576	FORNESS, WILLIAM FORNESS, NOELLE	0.24	RR	DB-017237 PG-02042

⑦	0730252479	MOORE, GREGORY O MOORE, JENNIFER C	0.80	RR	DB-014979 PG-00128
⑧	0730534863	LENNAR CAROLINAS LLC	229.19	RR	DB-017612 PG-01928
⑨	0730330409	WAKE COUNTY	70.94	RR	DB-018637 PG-02625
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⑪	0730118503	MILLS, STEPHEN V MILLS, NANCY O	10.20	RR	DB-003052 PG-00758
⑫	0730110581	BELL, RONALD T	11.29	RR	DB-003809 PG-00474

- UTILITY NOTES:
1. THE ESTIMATED SEWER FLOWS ARE SUBJECT TO CHANGE. REVISED FLOWS WILL BE PROVIDED AT THE TIME OF DEVELOPMENT PLAN SUBMITTAL. AND THE SEWER STUDY AND PUMP STATION DESIGN REPORT WILL BE UPDATED ACCORDINGLY. IF SEWER LINE SIZES CHANGE, IT MUST BE REFLECTED IN THE PLANS.
 2. UTILITY LOCATIONS AND DESIGN ARE SUBJECT TO CHANGE AT THE TIME OF THE DEVELOPMENT PLAN AND CONSTRUCTION DRAWINGS. ALL NECESSARY PUBLIC UTILITY EASEMENTS WILL BE SHOWN AND DOCUMENTED ON THE PLANS AT THAT TIME.
 3. CONSTRUCTION DRAWING APPROVAL AND PAYMENT OF APPLICABLE DEVELOPMENT FEES IS REQUIRED PRIOR TO BEGINNING CONSTRUCTION.
 4. ALL SANITARY SEWER MAINS SHALL BE PUBLIC UNLESS OTHERWISE NOTED.
 5. DETAILS OF WATER AND SANITARY SEWER SHALL BE SHOWN ON CONSTRUCTION DRAWINGS.
 6. INSTALL FIRE HYDRANTS IN ACCORDANCE WITH THE HOLLY SPRINGS ENGINEERING DESIGN & CONSTRUCTION STANDARDS (SECTION 6.02).
 7. WATER LINE MAIN AND WATER LINE WITHIN RIGHT OF WAY SHALL BE DUCTILE IRON PIPE. SANITARY SEWER LINE WITHIN RIGHT OF WAY AND TO PUMP STATION SHALL BE PVC PIPE. SANITARY SEWER FORCE MAIN SHALL BE PVC PIPE. ALL RECLAIMED WATERLINES SHALL BE PURPLE PVC PIPE. ALL RECLAIMED WATER MAIN LINE EXTENSIONS WILL REQUIRE A PERMIT AND ANY USE OF RECLAIMED WATER MUST BE PERMITTED WITH A RECLAIMED USER PERMIT.
 8. SIGNAGE SHALL BE PROVIDED FOR RECLAIMED WATER IRRIGATION ACTIVITIES AND AROUND PONDS OR OTHER STORAGE DEVICES THAT USE RECLAIM WATER.
 9. VEHICULAR ACCESS MUST BE PROVIDED TO PUMP STATION SITE (IF PUBLIC ON WEST PART OF THE SITE) AND NOTE THAT ACCESS MUST BE MAINTAINED TO PUMP STATION THROUGHOUT CONSTRUCTION.
 10. IN ACCORDANCE WITH ED&CS SECTION 6.01.A, IF THERE IS ADJACENT DEVELOPABLE PROPERTY, AN ADEQUATE SIZE WATER LINE TO PROPERLY SERVE FUTURE DEVELOPMENT SHALL BE PROVIDED SUFFICIENT FOR ANY FUTURE PROJECT TO MEET TOWN STANDARDS. THE DETAILS OF THIS DESIGN WILL BE SHOWN WITH SPECIFIC DEVELOPMENT PLANS.
 11. ANY IRRIGATION SYSTEMS USING RECLAIMED WATER SHALL BE IDENTIFIED ON THE PLANS AND MEET ALL REQUIREMENTS OF SECTION 11.04.
 12. ALL RECLAIMED IRRIGATION WATER SYSTEMS WILL REQUIRE A RECLAIMED WATER USER PERMIT TO BE OBTAINED FROM TOWN OF HOLLY SPRINGS BUILDING & CODE ENFORCEMENT DEPARTMENT.
 13. IF ANY RECLAIMED IRRIGATION IS TO BE USED, A SOILS REPORT SHOWING THE INFILTRATION RATE MUST BE SUBMITTED TO & REVIEWED BY THE ENGINEERING DEPARTMENT.

LEGEND:	
-----	POD BOUNDARY
- - - - -	PROPERTY BOUNDARY

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11/29/2022	4TH MAJOR SUBDIVISION PLAN SUBMITTAL

DATE
07/28/2022

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C. GLASS

DESIGNED BY
C. GLASS

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GOODWIN
WAKE COUNTY - NORTH CAROLINA

OVERALL PRELIMINARY UTILITY AND DRAINAGE PLAN

JOB NO.
54318

SHEET NO.
C5.0

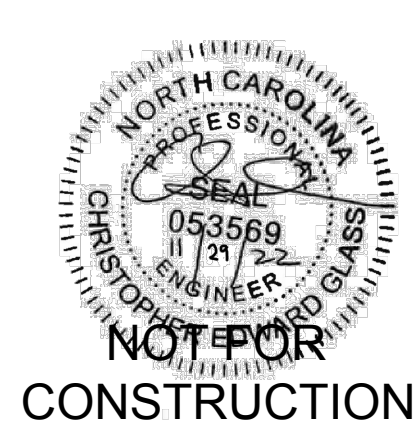
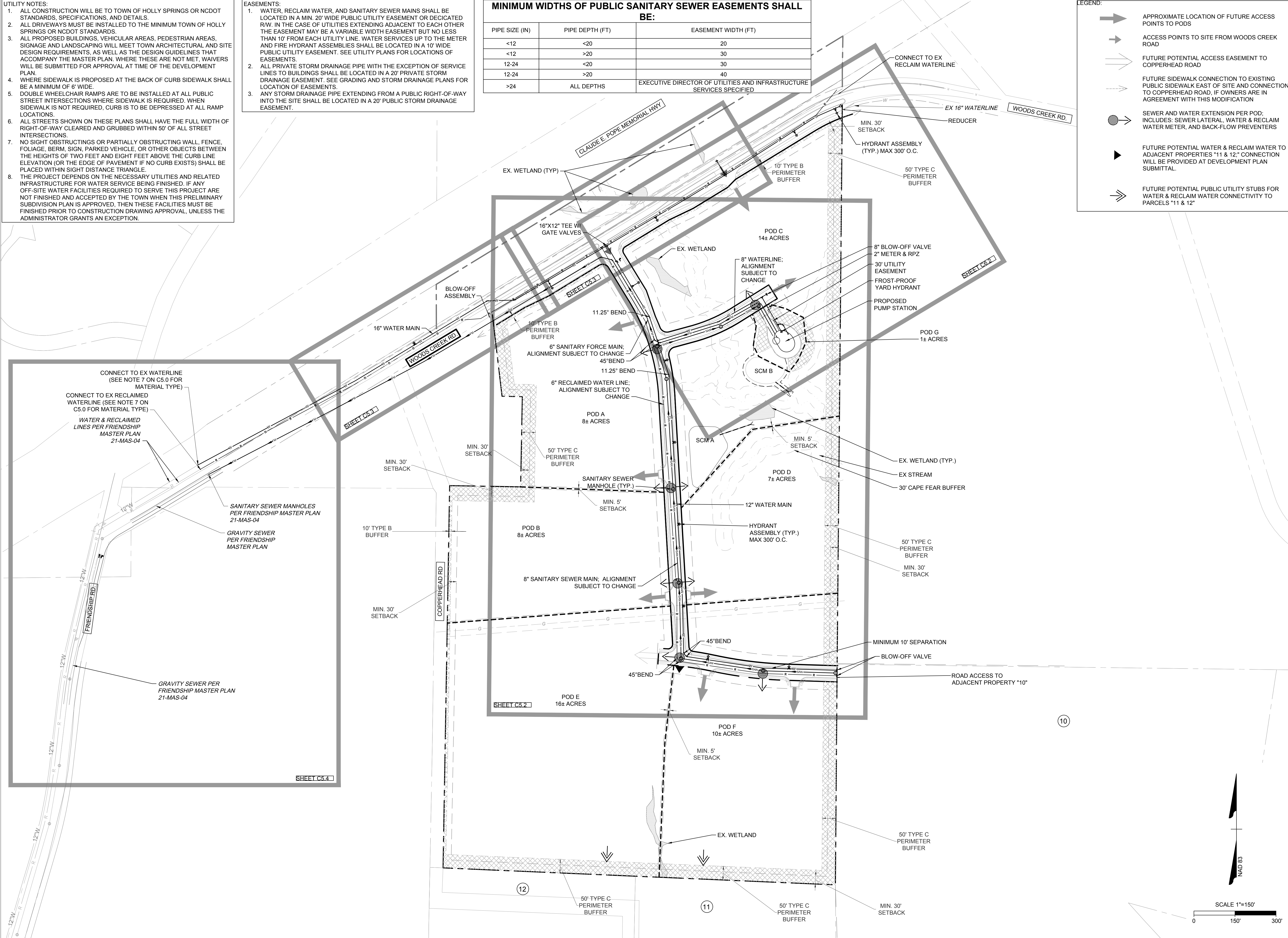
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 - ALL DRIVEWAYS MUST BE INSTALLED TO THE MINIMUM TOWN OF HOLLY SPRINGS OR NCDOT STANDARDS.
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 - WHERE SIDEWALK IS PROPOSED AT THE BACK OF CURB SIDEWALK SHALL BE A MINIMUM OF 6' WIDE.
 - DOUBLE WHEELCHAIR RAMPS ARE TO BE INSTALLED AT ALL PUBLIC STREET INTERSECTIONS WHERE SIDEWALK IS REQUIRED. WHEN SIDEWALK IS NOT REQUIRED, CURB IS TO BE DEPRESSED AT ALL RAMP LOCATIONS.
 - ALL STREETS SHOWN ON THESE PLANS SHALL HAVE THE FULL WIDTH OF RIGHT-OF-WAY CLEARED AND GRUBBED WITHIN 50' OF ALL STREET INTERSECTIONS.
 - NO SIGHT OBSTRUCTINGS OR PARTIALLY OBSTRUCTING WALL, FENCE, FOLIAGE, BERM, SIGN, PARKED VEHICLE, OR OTHER OBJECTS BETWEEN THE HEIGHTS OF TWO FEET AND EIGHT FEET ABOVE THE CURB LINE ELEVATION (OR THE EDGE OF PAVEMENT IF NO CURB EXISTS) SHALL BE PLACED WITHIN SIGHT DISTANCE TRIANGLE.
 - THE PROJECT DEPENDS ON THE NECESSARY UTILITIES AND RELATED INFRASTRUCTURE FOR WATER SERVICE BEING FINISHED. IF ANY OFF-SITE WATER FACILITIES REQUIRED TO SERVE THIS PROJECT ARE NOT FINISHED AND ACCEPTED BY THE TOWN WHEN THIS PRELIMINARY SUBDIVISION PLAN IS APPROVED, THEN THESE FACILITIES MUST BE FINISHED PRIOR TO CONSTRUCTION DRAWING APPROVAL, UNLESS THE ADMINISTRATOR GRANTS AN EXCEPTION.

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PIPE SIZE (IN)	PIPE DEPTH (FT)	EASEMENT WIDTH (FT)
<12	<20	20
<12	>20	30
12-24	<20	30
12-24	>20	40
>24	ALL DEPTHS	EXECUTIVE DIRECTOR OF UTILITIES AND INFRASTRUCTURE SERVICES SPECIFIED

- LEGEND:
- APPROXIMATE LOCATION OF FUTURE ACCESS POINTS TO PODS
 - ACCESS POINTS TO SITE FROM WOODS CREEK ROAD
 - FUTURE POTENTIAL ACCESS EASEMENT TO COPPERHEAD ROAD
 - FUTURE SIDEWALK CONNECTION TO EXISTING PUBLIC SIDEWALK EAST OF SITE AND CONNECTION TO COPPERHEAD ROAD, IF OWNERS ARE IN AGREEMENT WITH THIS MODIFICATION
 - SEWER AND WATER EXTENSION PER POD; INCLUDES: SEWER LATERAL, WATER & RECLAIM WATER METER, AND BACK-FLOW PREVENTERS
 - FUTURE POTENTIAL WATER & RECLAIM WATER TO ADJACENT PROPERTIES "11 & 12"; CONNECTION WILL BE PROVIDED AT DEVELOPMENT PLAN SUBMITTAL.
 - FUTURE POTENTIAL PUBLIC UTILITY STUBS FOR WATER & RECLAIM WATER CONNECTIVITY TO PARCELS "11 & 12"



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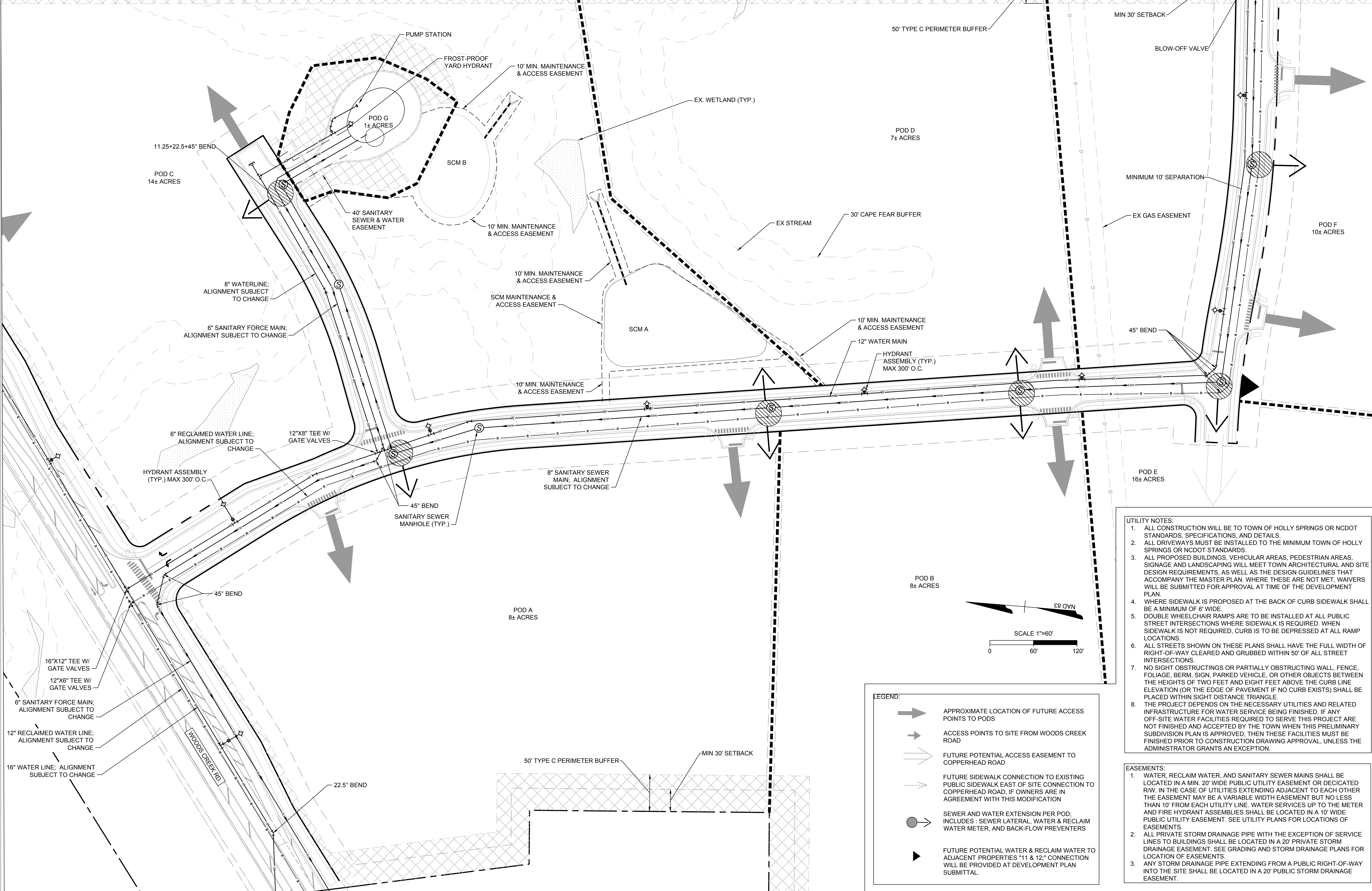
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WAKE COUNTY - NORTH CAROLINA
PRELIMINARY UTILITY AND DRAINAGE PLAN

JOB NO.
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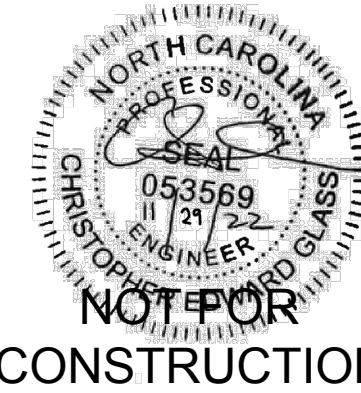
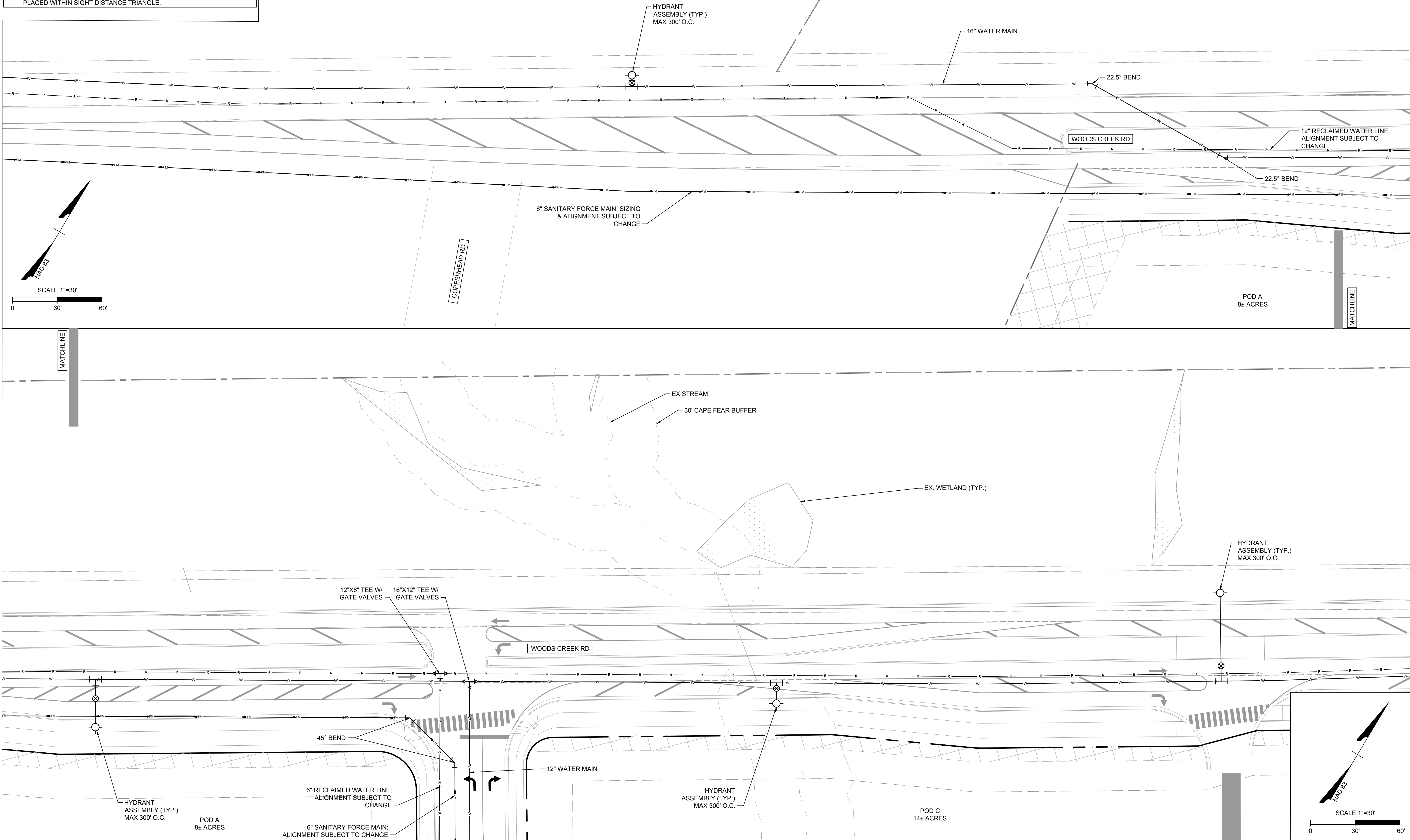
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DATE
07/28/2022

C. GLASS

DESIGNED BY
C. GLASS

CHECKED BY

B HALL

SCALE

AS SHOWN

GOODWIN
WAKE COUNTY - NORTH CAROLINA
PRELIMINARY UTILITY AND DRAINAGE PLAN

JOB NO.
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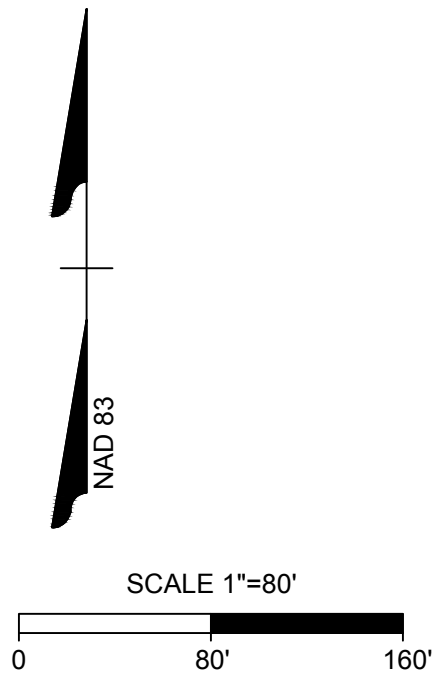
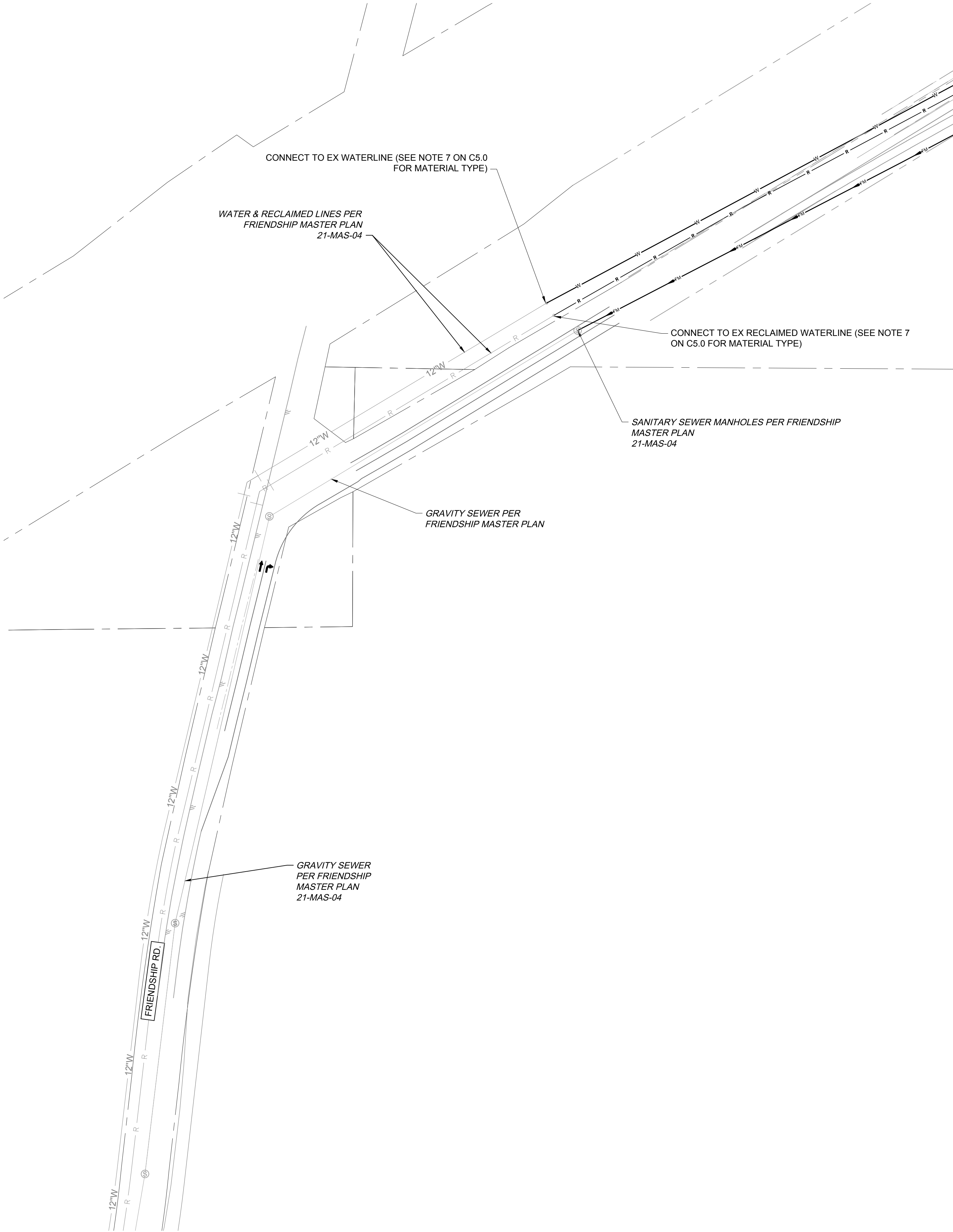
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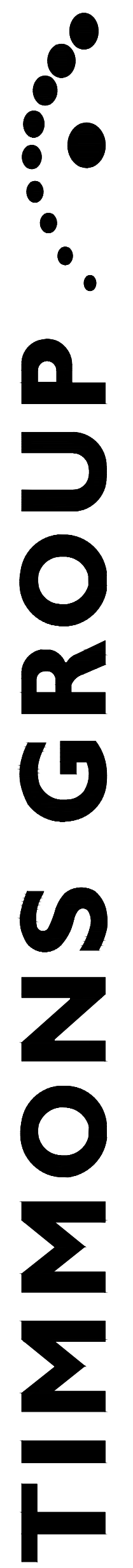
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CHECKED BY	B HALL
SCALE	AS SHOWN



GOODWIN

WAKE COUNTY - NORTH CAROLINA

PRELIMINARY UTILITY AND DRAINAGE PLAN

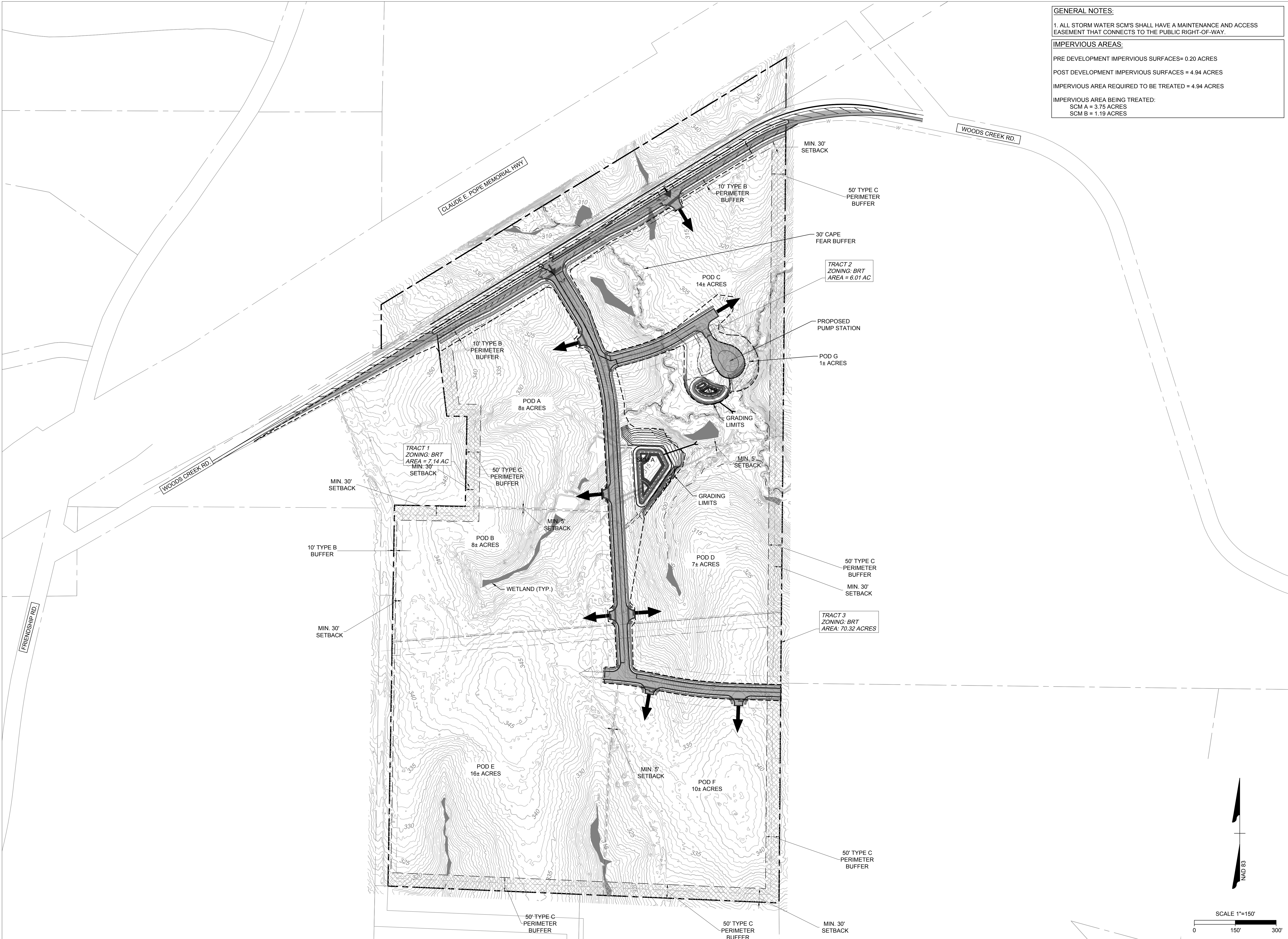
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GENERAL NOTES:
1. ALL STORM WATER SCM'S SHALL HAVE A MAINTENANCE AND ACCESS EASEMENT THAT CONNECTS TO THE PUBLIC RIGHT-OF-WAY.

IMPERVIOUS AREAS:
PRE DEVELOPMENT IMPERVIOUS SURFACES= 0.20 ACRES
POST DEVELOPMENT IMPERVIOUS SURFACES = 4.94 ACRES
IMPERVIOUS AREA REQUIRED TO BE TREATED = 4.94 ACRES

IMPERVIOUS AREA BEING TREATED:
SCM A = 3.75 ACRES
SCM B = 1.19 ACRES

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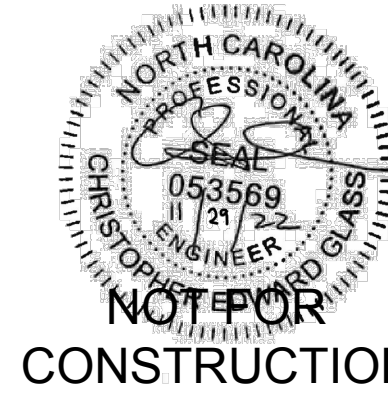
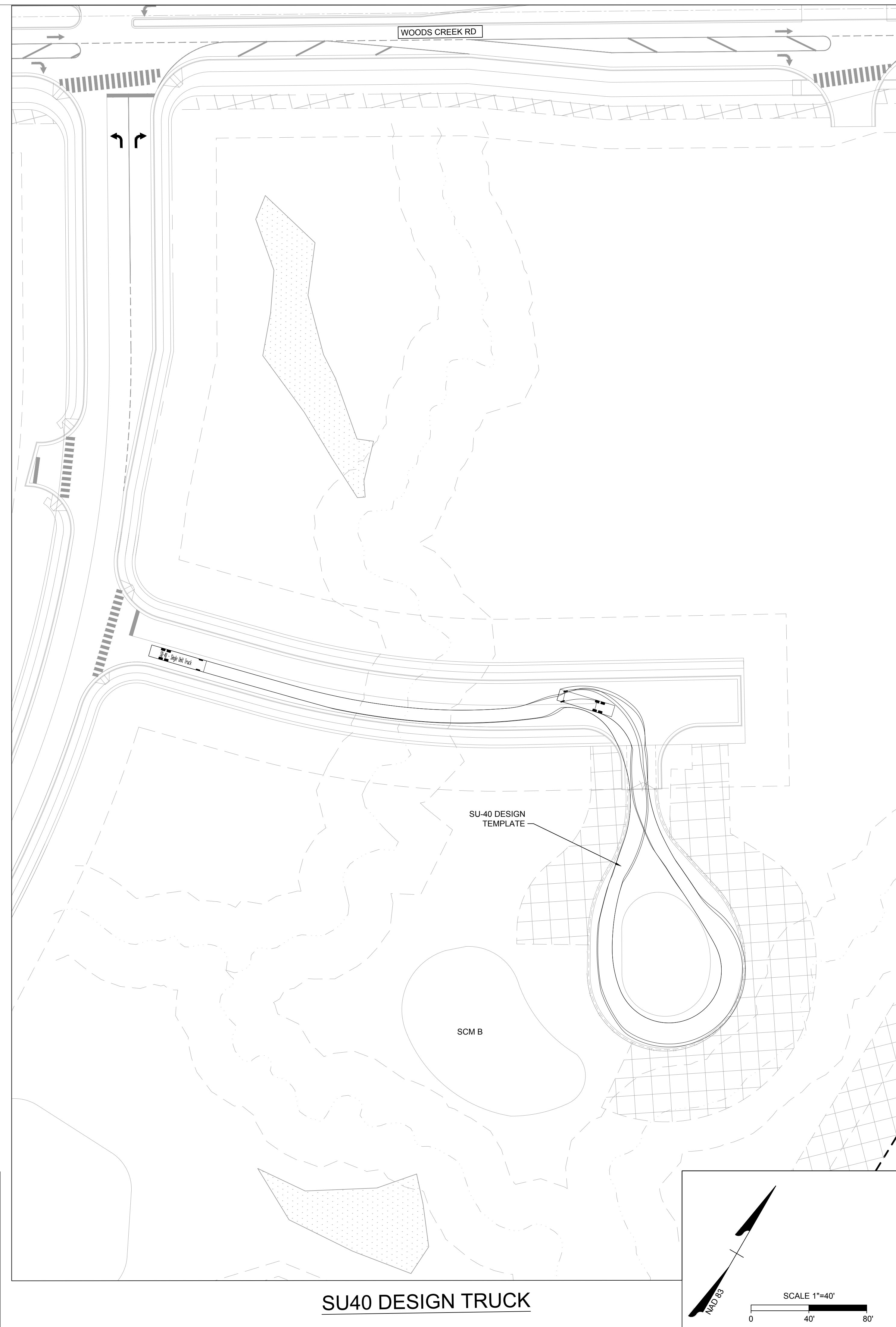
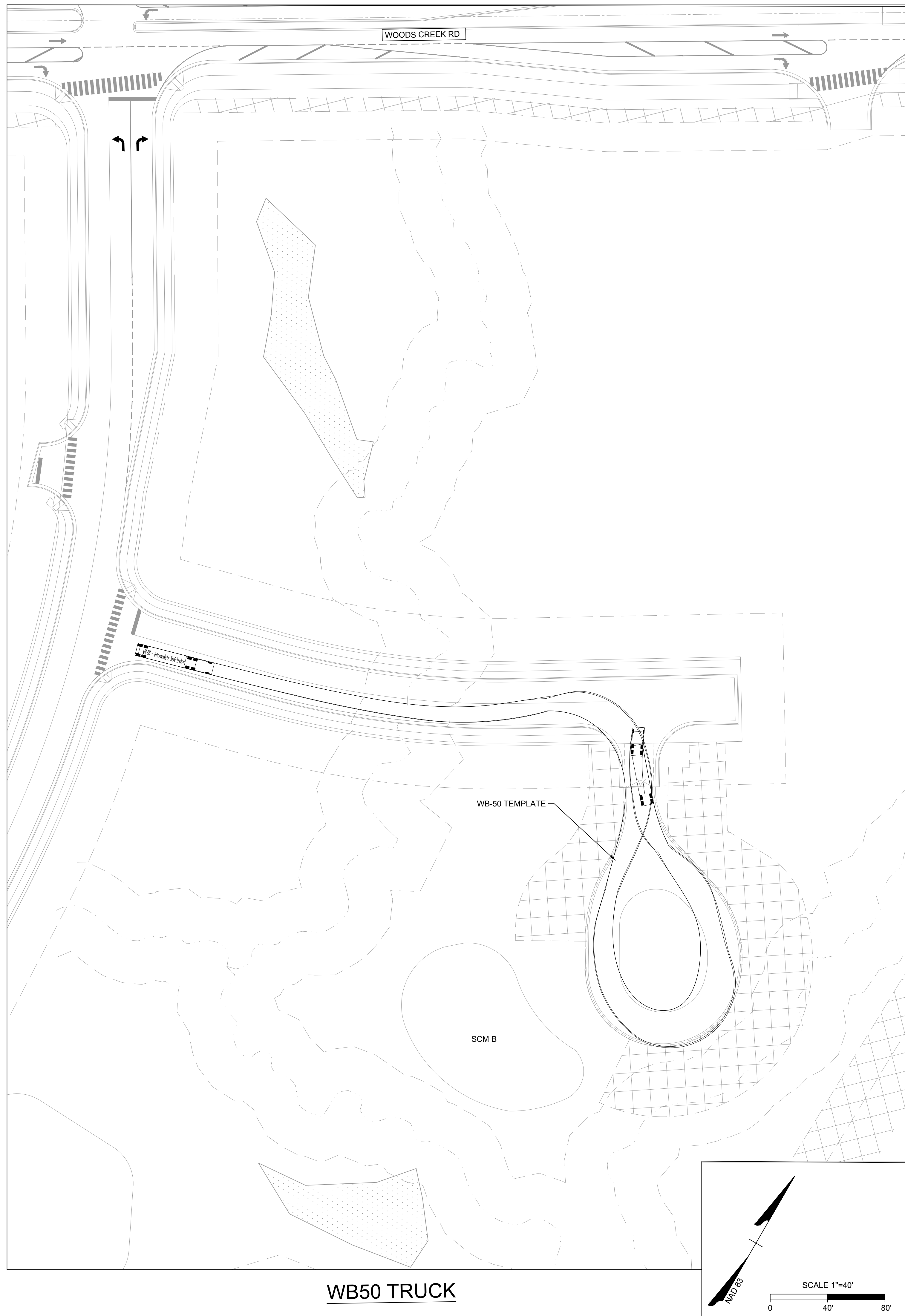
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GOODWIN
WAKE COUNTY - NORTH CAROLINA
DRAINAGE AREA MAP

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PUMP STATION VEHICLE PLAN

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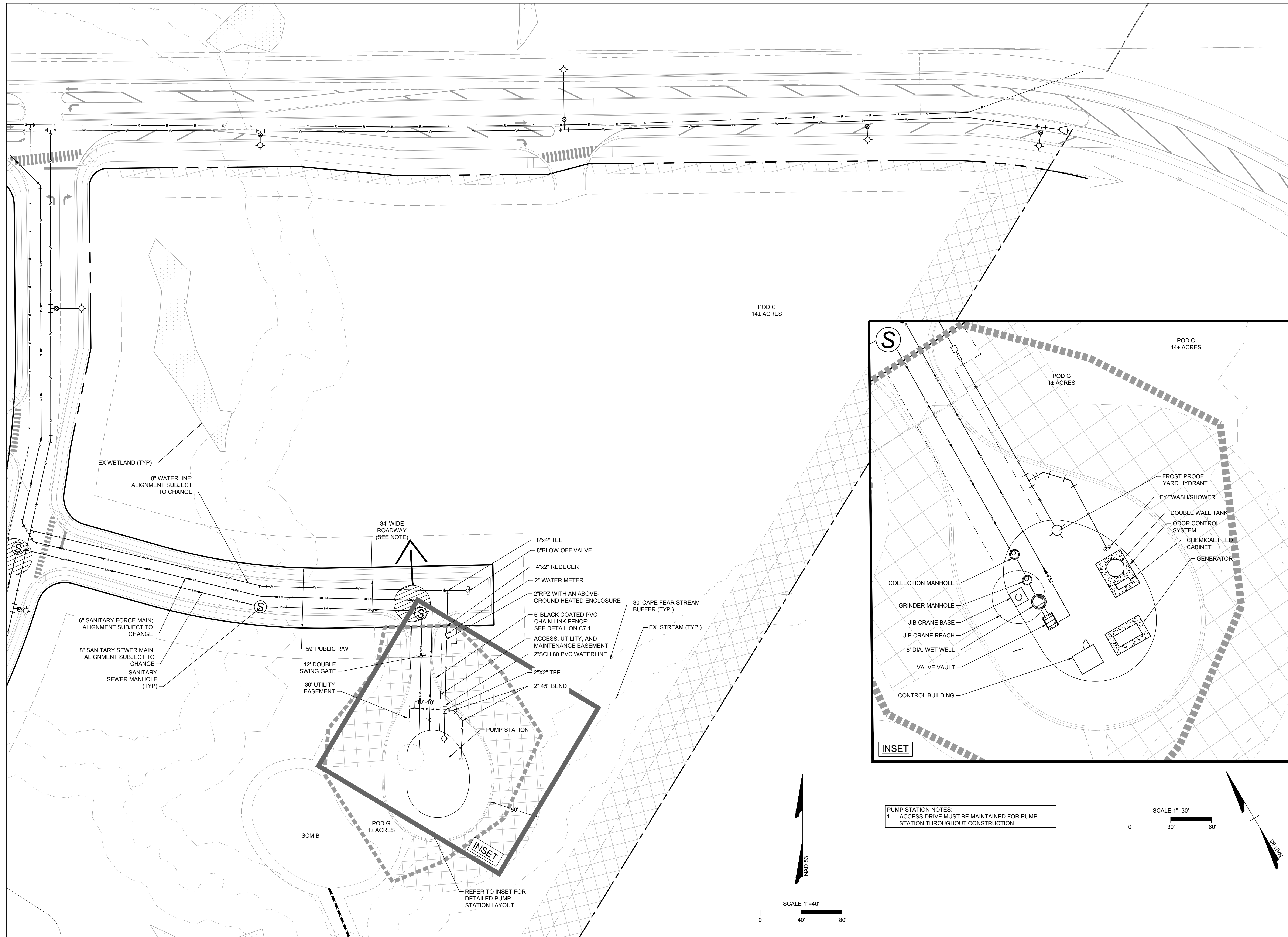
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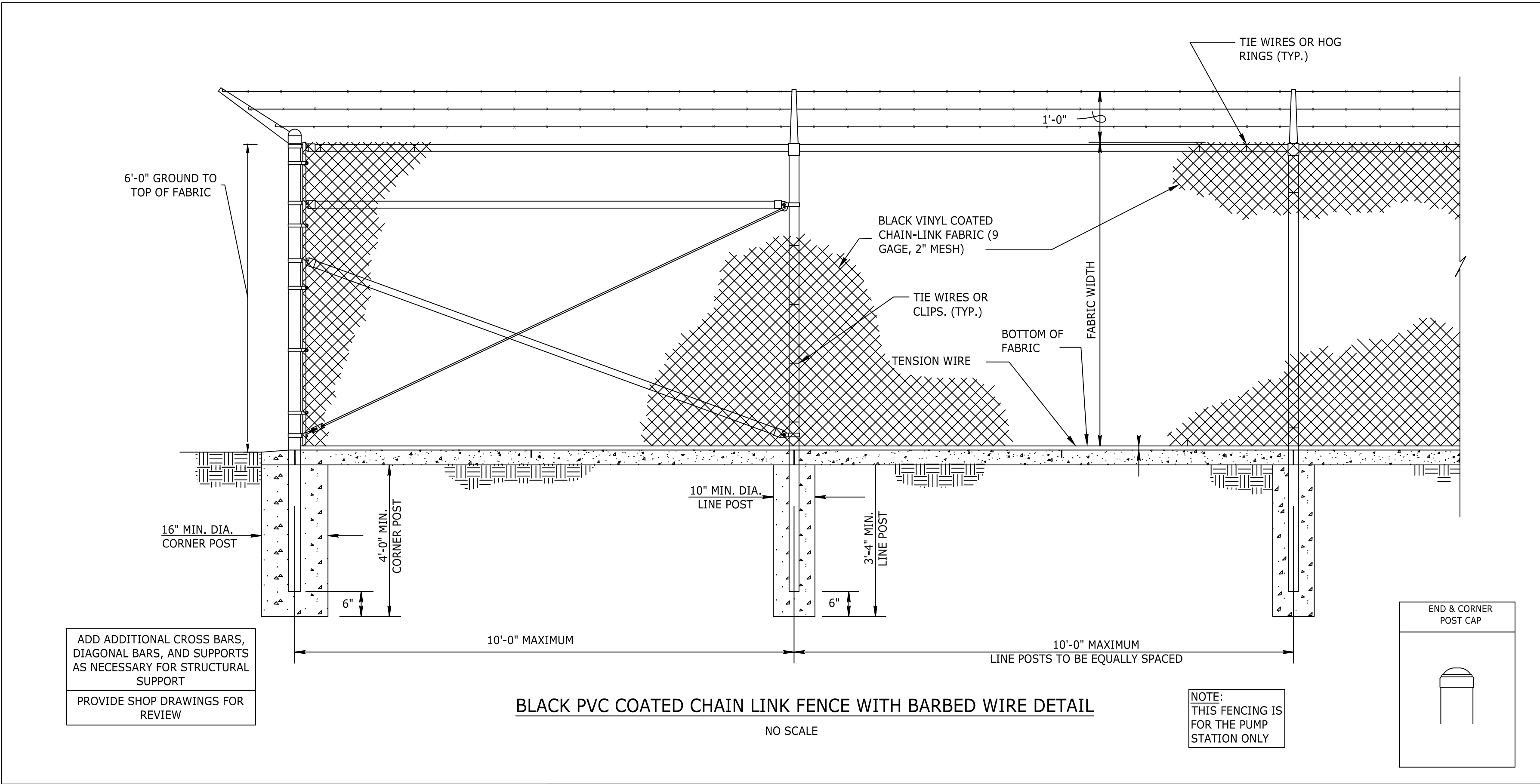
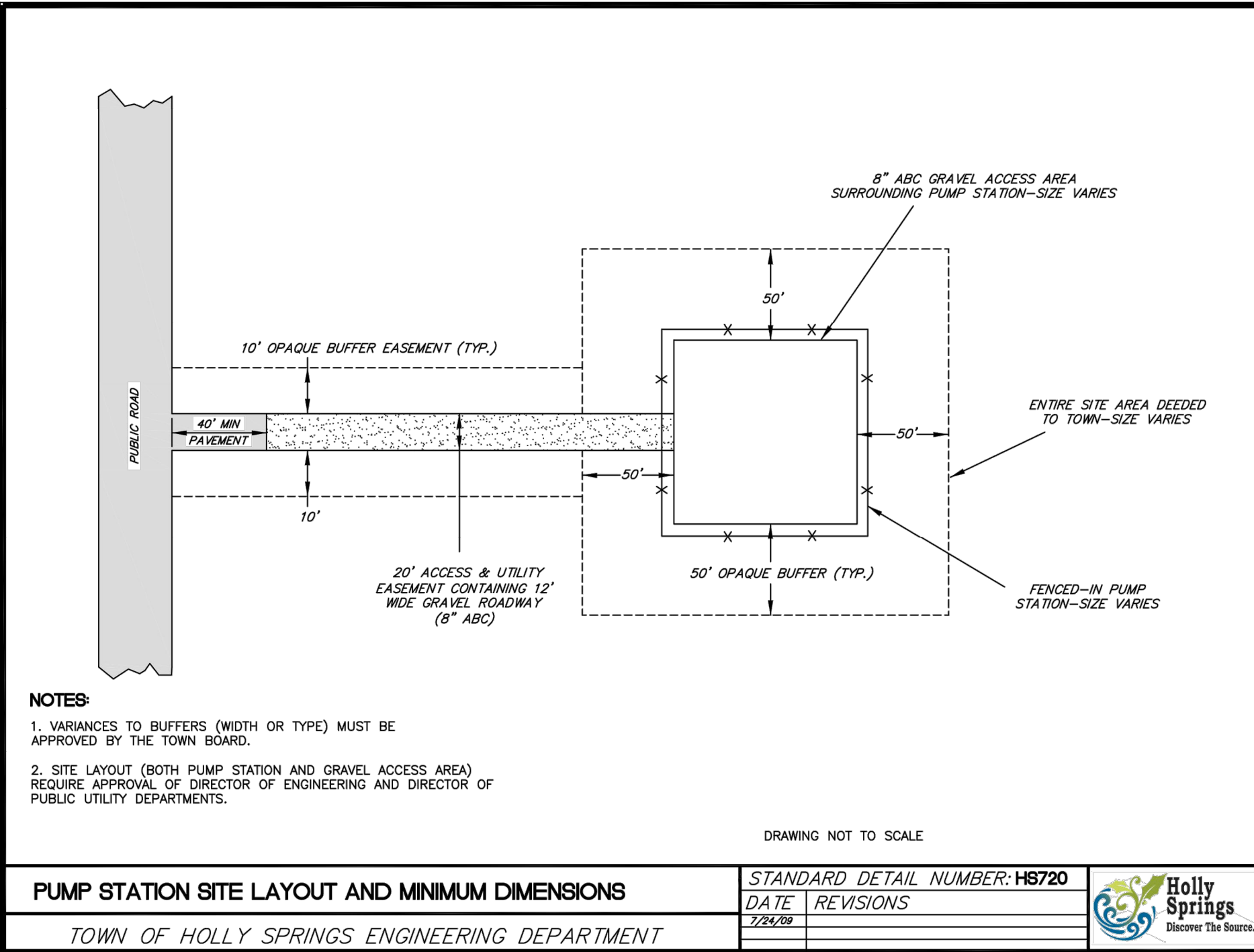
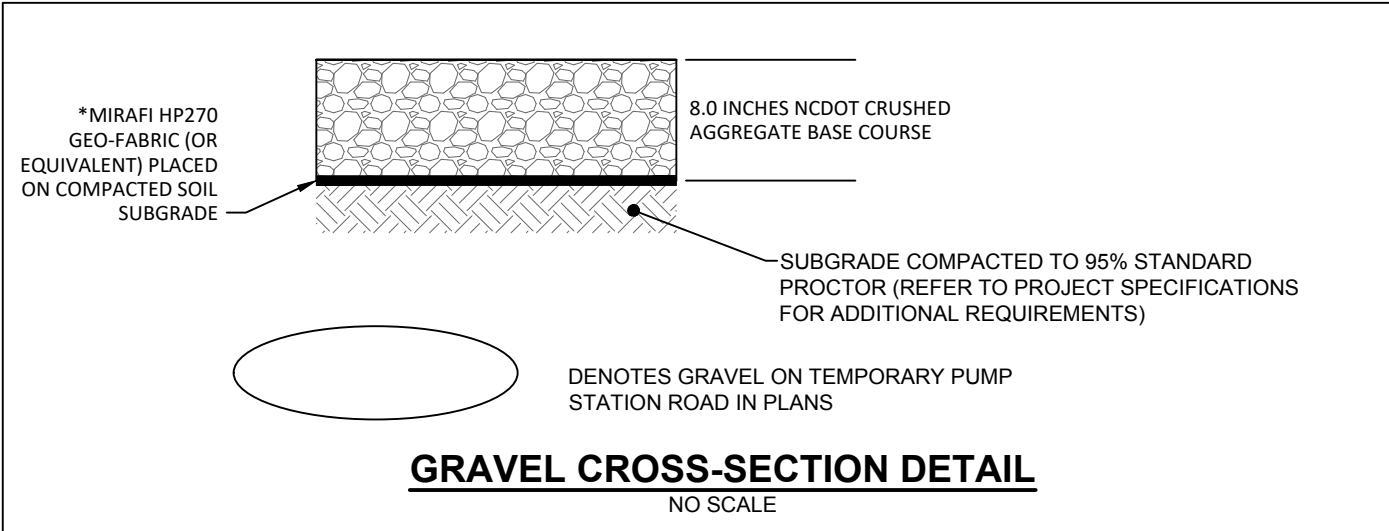
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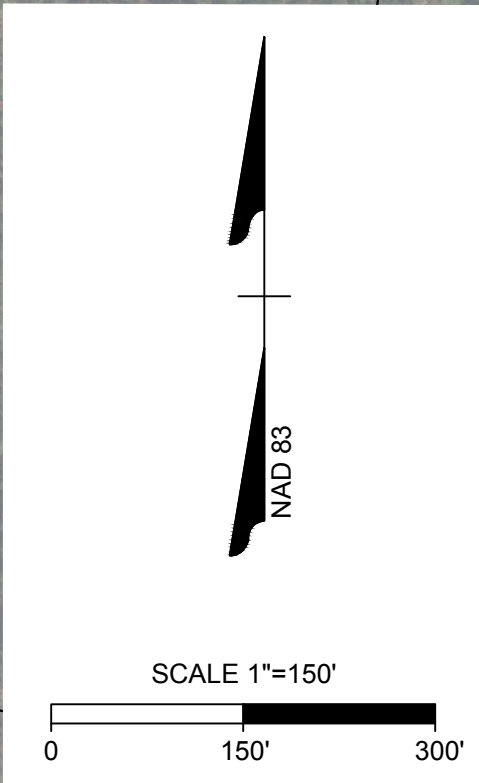
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GOODWIN
WAKE COUNTY - NORTH CAROLINA
PUMP STATION NOTES & DETAILS

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THE YIELD NORTH - GOODWIN
WAKE COUNTY - NORTH CAROLINA

TREE PRESERVATION PLAN

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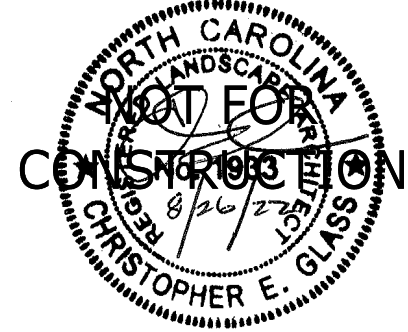
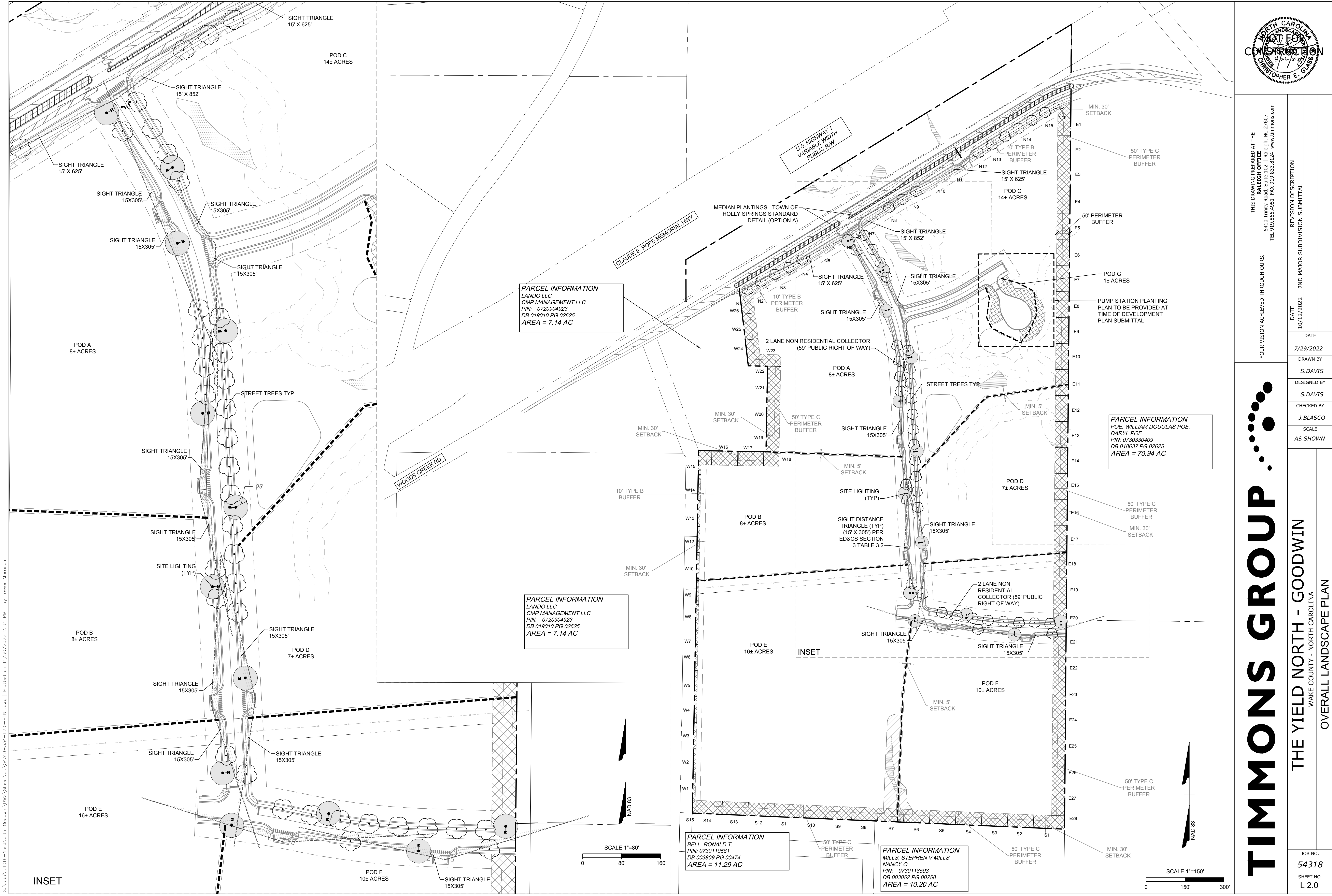
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YOUR VISION ACHIEVED THROUGH OURS.

REVISION DESCRIPTION
2ND MAJOR SUBDIVISION SUBMITTAL

DATE	DATE
10/12/2022	7/29/2022
DRAWN BY	S.DAVIS
DESIGNED BY	S.DAVIS
CHECKED BY	J.BLASCO
SCALE	AS SHOWN

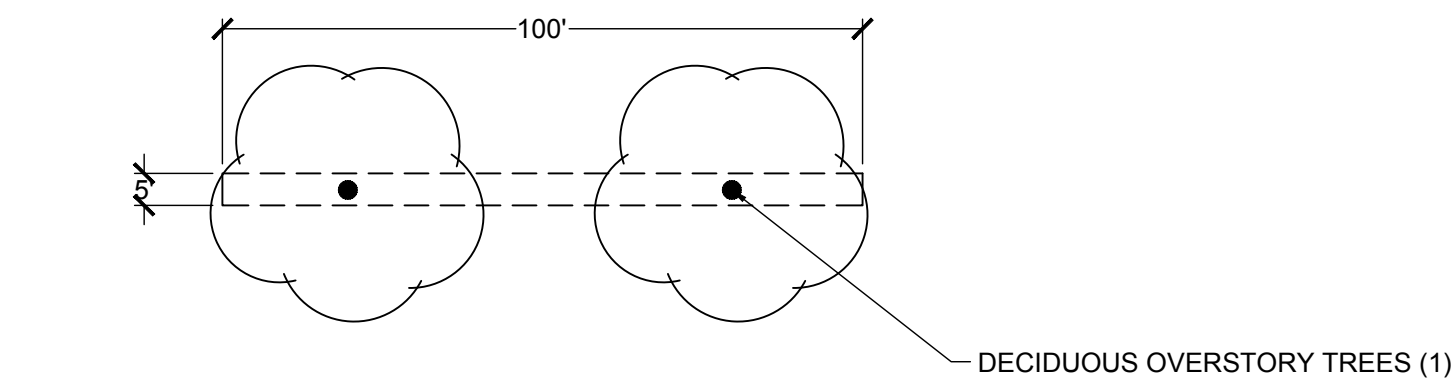
TIMMONS GROUP

THE YIELD NORTH - GOODWIN
WAKE COUNTY - NORTH CAROLINA
OVERALL LANDSCAPE PLAN

JOB NO.	54318
SHEET NO.	L 2.0

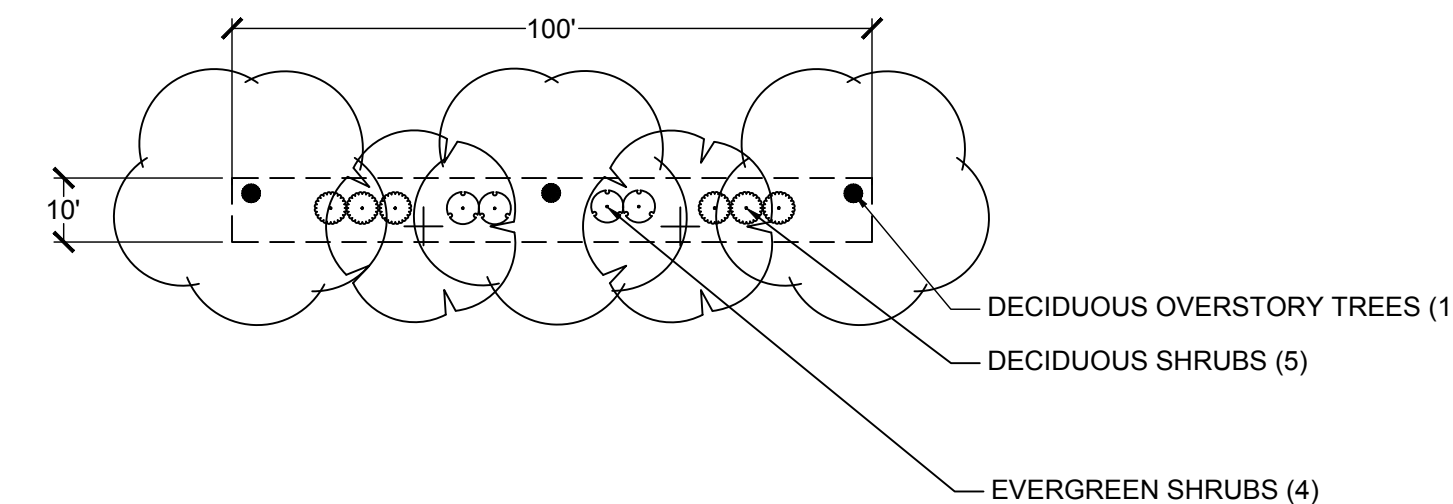
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S:\333\54318-YieldNorth_Goodwin\DWG\Sheet\CD\54318-334-L2.0-PLAN.dwg | Plotted on 11/30/2022 2:34 PM | by Trevor Morrison



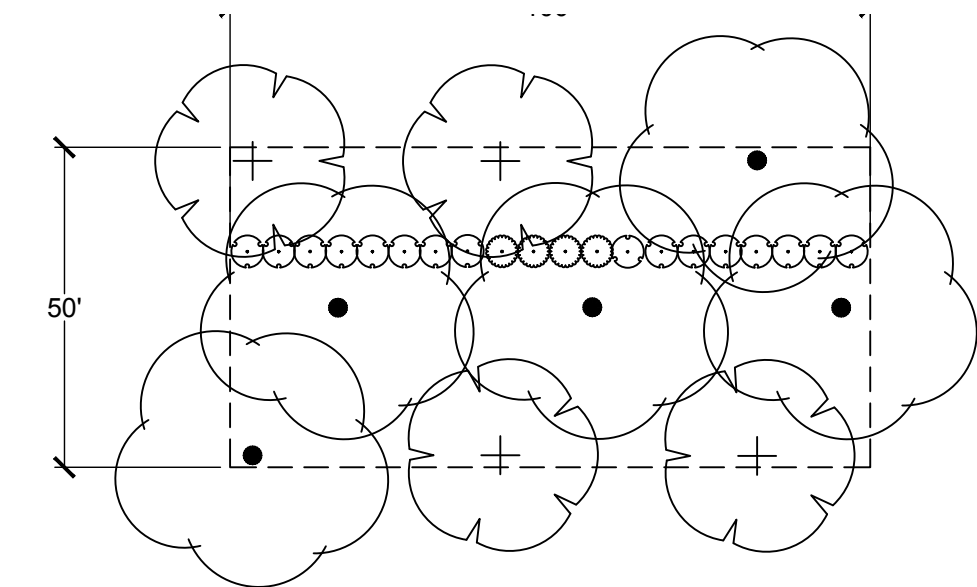
STREET TREES - THOROUGHFARE

- INSTALL @ 2 5" CALIPER
- SPACING OF TREES 40' MIN. - 60' MAX



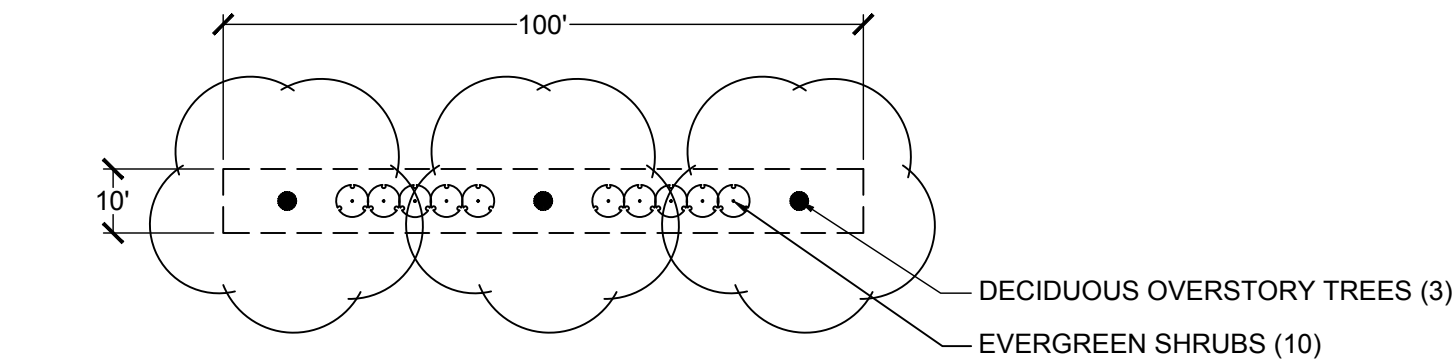
TYPE "B" PERIMETER BUFFER (10' WIDE)

- 40% OPACITY
- (2) DECIDUOUS TREES PER 100 LF
- (1) EVERGREEN TREES PER 100 LF
- (10) SHRUBS PER 100 LF
- 40% EVERGREEN
- 4' HEIGHT OF BUFFER
- EXISTING VEGETATION SHALL BE LEFT UNDISTURBED AND SUPPLEMENTED TO MEET MINIMUM OPACITY



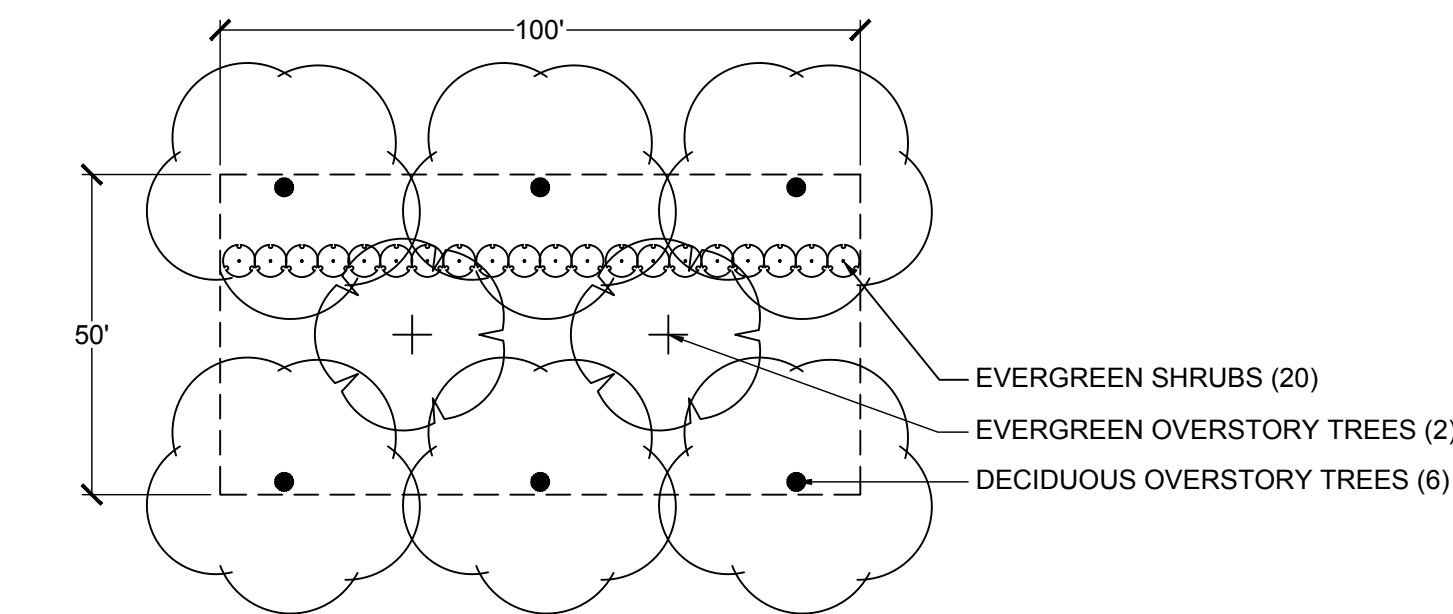
TYPE "C" PERIMETER BUFFER (50' WIDE)

- 80% OPACITY
- (1) DECIDUOUS TREES PER 100 LF
- (4) EVERGREEN TREES PER 100 LF
- (20) SHRUBS PER 100 LF
- 80% EVERGREEN
- 8' HEIGHT OF BUFFER
- EXISTING VEGETATION SHALL BE LEFT UNDISTURBED AND SUPPLEMENTED TO MEET MINIMUM OPACITY



OPAQUE BUFFER (10' WIDE)

- (3) DECIDUOUS TREES PER 100 LF
- (10) EVERGREEN SHRUBS PER 100 LF



OPAQUE BUFFER (50' WIDE)

- (6) DECIDUOUS TREES PER 100 LF
- (2) EVERGREEN TREES PER 100 LF
- (20) EVERGREEN SHRUBS PER 100 LF

CONCEPT PLANT SCHEDULE

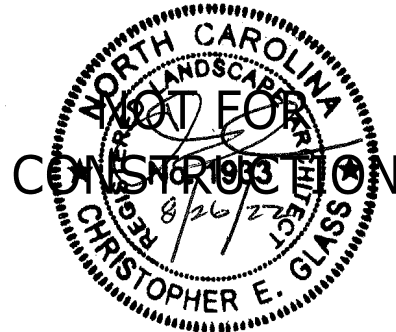
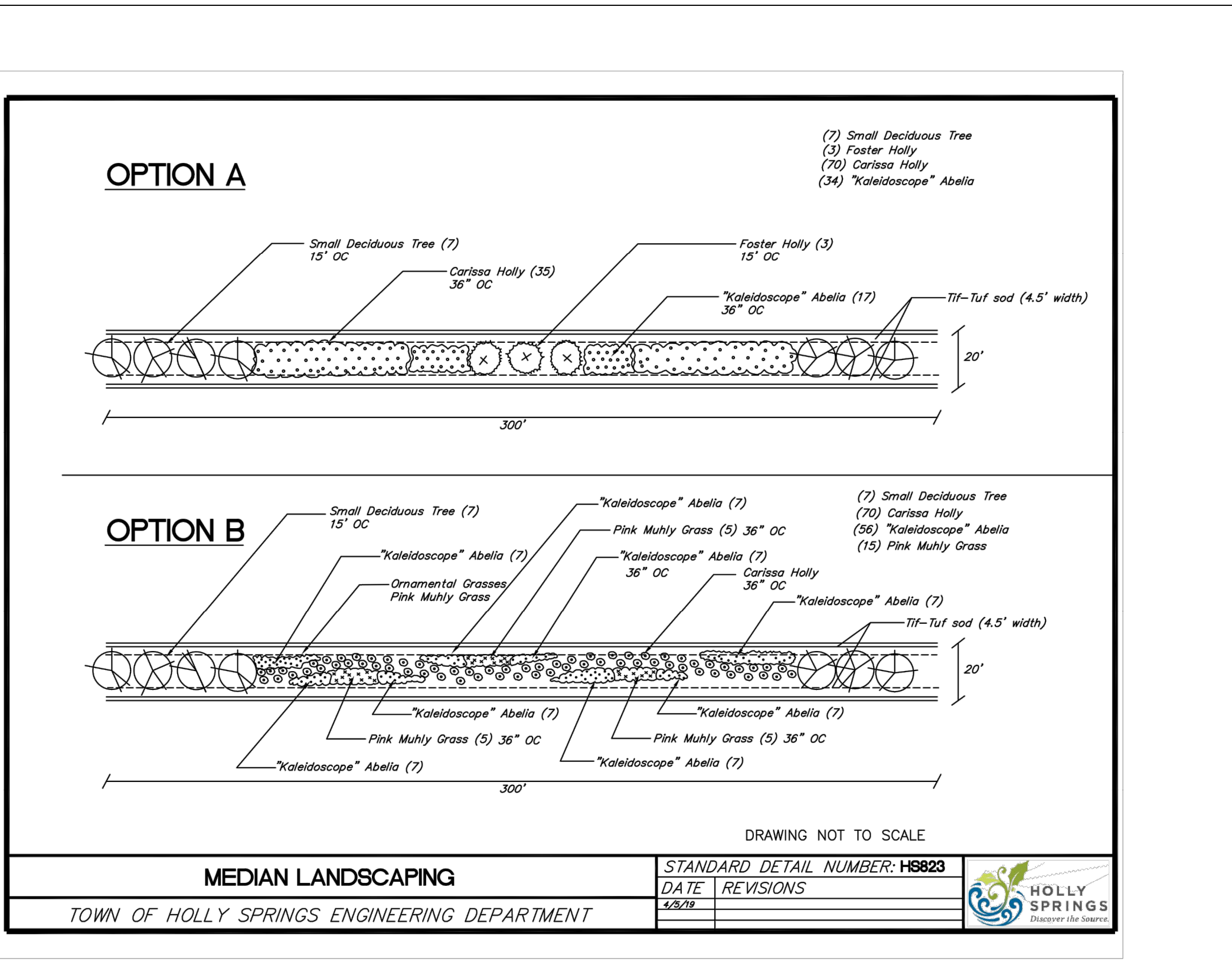
- EVERGREEN OVERSTORY TREES
CEDRUS DEODARA / DEODAR CEDAR
CUPRESSUS ARIZONICA / ARIZONA CYPRESS
ILEX OPACA / AMERICAN HOLLY
JUNIPERUS VIRGINIANA / EASTERN RED CEDAR
MAGNOLIA GRANDIFLORA / SOUTHERN MAGNOLIA
- DECIDUOUS OVERSTORY TREES-BUFFERS
ACER RUBRUM 'RED SUNSET' / RED MAPLE
CELTIS OCCIDENTALIS / COMMON HACKBERRY
GLEDITSIA TRIACANTHOS INERMIS 'SHADEMASTER' / SHADEMASTER HONEY LOCUST
LIRIODENDRON TULIPIFERA / TULIP POPLAR
NYSSA SYLVATICA / BLACK GUM
QUERCUS ALBA / WHITE OAK
QUERCUS BICOLOR / SWAMP WHITE OAK
QUERCUS NIGRA / WATER OAK
QUERCUS RUBRA / RED OAK
QUERCUS SHUMARDII / SHUMARD OAK
- STREET TREES
ACER X FREEMANII / FREEMAN MAPLE
GLEDITSIA TRIACANTHOS INERMIS 'SHADEMASTER' / SHADEMASTER HONEY LOCUST
NYSSA SYLVATICA / BLACK GUM
QUERCUS ALBA / WHITE OAK
QUERCUS NUTTALLII / NUTTALL OAK
QUERCUS RUBRA / RED OAK
QUERCUS SHUMARDII / SHUMARD OAK
- EVERGREEN SHRUBS
ILEX GLABRA / INKBERRY HOLLY
ILEX VOMITORIA 'NANA' / DWARF YAUPON HOLLY
MYRICA CERIFERA 'DON'S DWARF' / DON'S DWARF WAX MYRTLE
RHODODENDRON CATAWBIENSE / CATAWBA RHODODENDRON
VIBURNUM OBOVATUM 'MRS. SCHILLER'S DELIGHT' / MRS. SCHILLERS DELIGHT WALTER'S VIBURNUM
- DECIDUOUS SHRUBS
ARONIA ARBUTIFOLIA 'BRILLIANTISSIMA' / BRILLIANT RED CHOKEBERRY
CALLICARPA AMERICANA / AMERICAN BEAUTYBERRY
CALYCANTHUS FLORIDUS / SWEETSHRUB
CEANOTHUS AMERICANUS / NEW JERSEY TEA
CLETHRA ALNIFOLIA / SUMMERSWEET
VIBURNUM NUDUM 'WINTERTHUR' / WINTERTHUR VIBURNUM

NOTES:

- NO SINGLE SPECIES OF LANDSCAPE MATERIAL, EXCEPT GRASS SHALL CONSTITUTE MORE THAN 25% OF THE PLANT MATERIAL OF ITS TYPE INSTALLED ON A SINGLE DEVELOPMENT SITE.
- LANDSCAPING IS PROHIBITED IN SIGHT DISTANCE TRIANGLES. ONLY GROUND COVERS THAT DO NOT INTERFERE WITH SIGHT LINES.
- EXISTING BUFFER PLANTING WILL BE CONFIRMED WITH DEVELOPMENT PLAN. EXISTING VEGETATION IS TO BE LEFT UNDISTURBED AND SUPPLEMENTED WITH NEW PLANTINGS AS NEEDED TO MEET MINIMUM OPACITY REQUIREMENTS.
- THE MAINTENANCE OF ALL REQUIRED LANDSCAPING BY KEEPING LAWN MOWED, ALL PLANTS MAINTAINED AS DISEASE FREE, ALL PLANTING BEDS GROOMED AND KEPT WEED FREE (EXPECT, ALL PLANTING BEDS GROOMED AND KEPT WEED FREE (EXCEPT IN AREAS OF PRESERVED EXISTING NATURAL VEGETATION (I.E., THICKETS), AND KEPT FREE FROM TRASH, DEBRIS AND OTHER OBJECTIONABLE MATERIALS.
- THE REPLACEMENT OF ANY REQUIRED PLANTING, WHICH IS REMOVED OR DIES AFTER THE DATE OF PLANTING SUCH REPLACEMENT SHALL OCCUR DURING THE NEXT PLANTING SEASON.
- THE REPLACEMENT OF ANY TREE IN A TREE SAVE AREA, WHICH IS REMOVED OR DIES AFTER THE DATE OF APPROVAL OF A PRESERVATION LANDSCAPE PLAN. SUCH REPLACEMENT SHALL OCCUR DURING THE NEXT PLANTING SEASON.
- PLANT MATERIALS LOCATED WITHIN FIVE (5) FEET OF THE BACK OF CURB / EDGE OF PAVEMENT OF AN INTERIOR LANDSCAPE ISLAND LOCATED AT A CRITICAL TURNING POINT WITHIN A PARKING AREA SHALL BE SELECTED OR MAINTAINED WITH A GROWTH PATTERN NOT TO EXCEED THIRTY-SIX (36) INCHES ABOVE GRADE. VERIFY ALL SPECIES FOR THESE AREAS MEET THIS REQUIREMENT.

PERIMETER YARD LANDSCAPING TABLE				
INCREMENT	LANDSCAPE MATERIAL/100'	TYPE	WIDTH	NOTES
N1-15	2 LARGE DECIDUOUS TREES 1 EVERGREEN TREE 10 SHRUBS	TYPE B	10'	
N16	2 LARGE DECIDUOUS TREES 1 EVERGREEN TREE 7 SHRUBS	TYPE B	10'	PRO-RATED TO 69'
E1-27	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
E28	1 LARGE DECIDUOUS TREES 1 EVERGREEN TREE 4 SHRUBS	TYPE C	50'	PRO-RATED TO 18.5'
S1-14	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
S15	0 LARGE DECIDUOUS TREES 1 EVERGREEN TREE 3 SHRUBS	TYPE C	50'	PRO-RATED TO 13.5'
W1-6	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	30'	
W7	1 LARGE DECIDUOUS TREES 2 EVERGREEN TREE 11 SHRUBS	TYPE C	30'	PRO-RATED TO 54.5'
W8-14	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
W15	2 LARGE DECIDUOUS TREES 3 EVERGREEN TREE 19 SHRUBS	TYPE C	50'	PRO-RATED TO 92.25'
W16-17	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
W18	2 LARGE DECIDUOUS TREES 2 EVERGREEN TREE 12 SHRUBS	TYPE C	50'	PRO-RATED TO 59.25'
W19-21	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
W22	1 LARGE DECIDUOUS TREES 1 EVERGREEN TREE 6 SHRUBS	TYPE C	50'	PRO-RATED TO 29.5'
W23	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 16 SHRUBS	TYPE C	50'	PRO-RATED TO 80.5'
W24-25	2 LARGE DECIDUOUS TREES 4 EVERGREEN TREE 20 SHRUBS	TYPE C	50'	
W26	1 LARGE DECIDUOUS TREES 2 EVERGREEN TREE 9 SHRUBS	TYPE C	50'	PRO-RATED TO 46'

* EXISTING VEGETATION SHALL BE LEFT UNDISTURBED AND SUPPLEMENTED TO MEET MINIMUM OPACITY



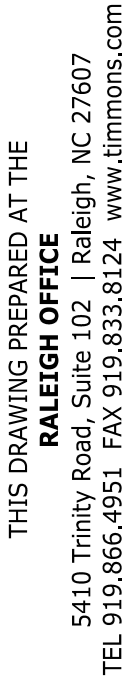
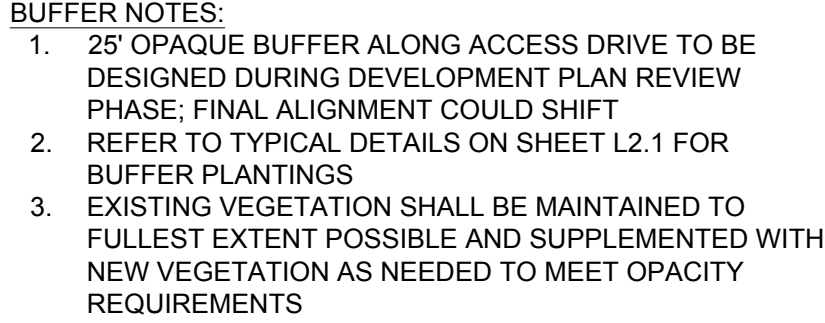
THIS DRAWING PREPARED AT THE
RALEIGH OFFICE
5410 Trinity Road, Suite 102 | Raleigh, NC 27607
TEL 919.866.4951 FAX 919.833.8124 www.timmons.com

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10/12/2022
DRAWN BY
S.DAVIS
DESIGNED BY
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CHECKED BY
J.BLASCO
SCALE
AS SHOWN

TIMMONS GROUP
THE YIELD NORTH - GOODWIN
WAKE COUNTY - NORTH CAROLINA
LANDSCAPE NOTES & DETAILS
JOB NO.
54318
SHEET NO.
L.2.1

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YOUR VISION ACHIEVED THROUGH OURS.

THE FIELD NORTH - GOODWIN
WAKE COUNTY - NORTH CAROLINA
PUMP STATION LANDSCAPE PLAN

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Town of Holly Springs Staff Report to the Planning Board

REQUEST FOR MAJOR SUBDIVISION Goodwin (Yield North) Development 22-MAS-03

APPLICANT(S):

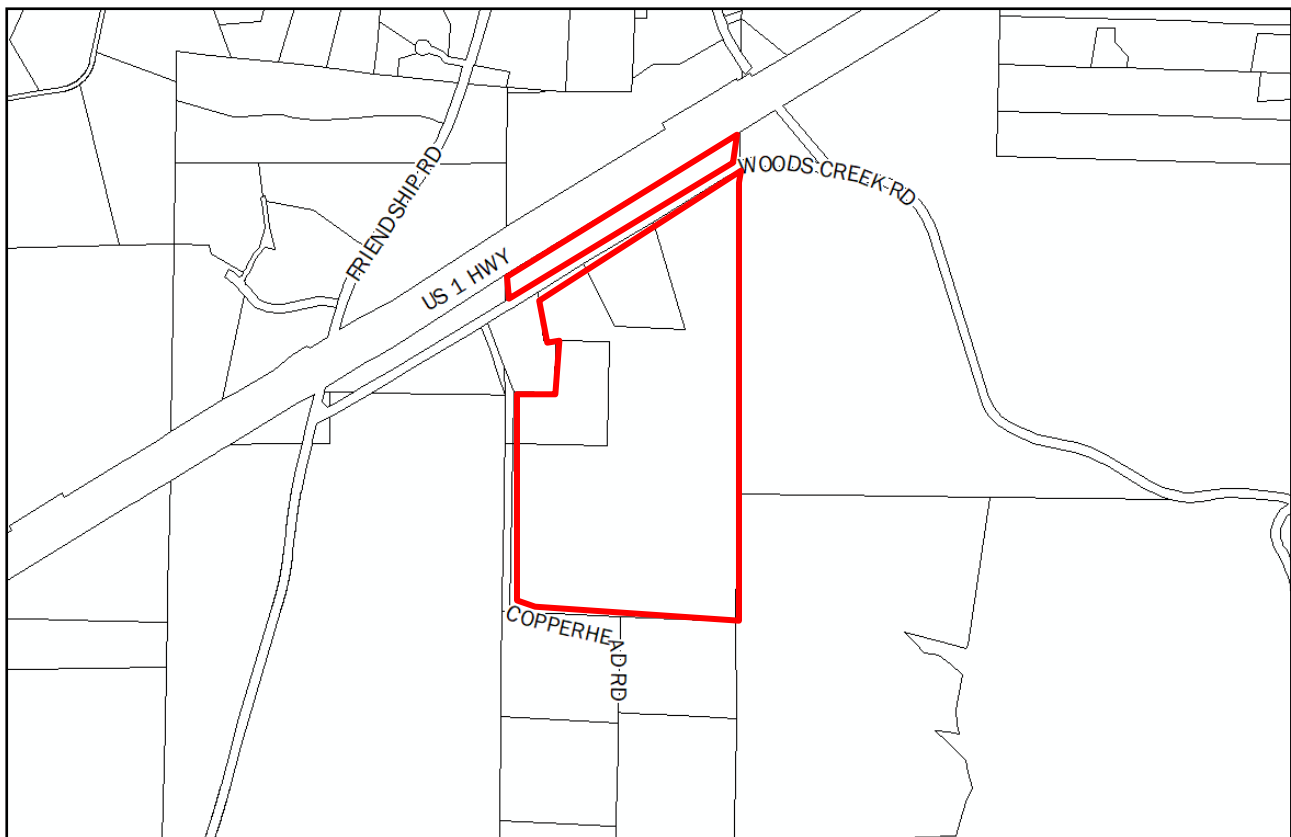
Chase Kerley
Crescent Communities
227 W Trade St. #1000
Charlotte, NC 28202

OWNER(S):

Sarah Gail Goodwin Trustee
Alfred Kent Goodwin Trustee
274 May Farm Rd.
Pittsboro, NC 27312

OWNER(S):

DC Goodwin Farm Ltd
Partnership
226 Woodside Dr.
Harrisburg, NC 28075

LOCATION:

☒ [X] Within Corporate Limits of Holly Springs ☐ Within Holly Springs ETJ ☐ Annexation Pending

ANTICIPATED REVIEW SCHEDULE:

Planning Board: December 14, 2022
Town Council: December 20, 2022

STAFF CONTACTS: Cheryl Caines, Senior Planner
Rachel Jones, Development Review Engineer

ATTACHMENTS: Preliminary Plans, Petition

PARCEL INFORMATION			
OWNER	PARCEL #	ZONING	AREA
Sarah Goodwin Trustee Alfred Goodwin Trustee	0730131203	BRT CU Business & Research Technology Conditional Use	7.14± acres
	0730145033	BRT CU Business & Research Technology Conditional Use	6.01± acres
DC Goodwin Farm Limited Partnership	0730124768	BRT CU Business & Research Technology Conditional Use	70.32± acres
TOTAL			83.47± acres

ADJACENT PROPERTY SITE DATA		
	ZONING	EXISTING LAND USE
Subject Property	BRT CU Business & Research Technology Conditional Use	Vacant Residential
North	RR Rural Residential Town of Apex (across Hwy 1)	Residential
South	RR Rural Residential	Vacant Residential
East	RR Rural Residential	Public School
West	RR Rural Residential	Private Access Road (Copperhead Rd.)
	Beyond Copperhead Rd.: CB Community Business BRT Business Research Technology	Vacant Vacant

PROPERTY HISTORY

ETJ History

Resolution: 15-18

Approved by Town Council on: April 21, 2015

REZONING

Ordinance: RZ22-04

Existing Zoning: RR Rural Residential

Proposed Zoning: BRT CU Business &

Research Technology Conditional Use

Approved by Town Council on: June 7, 2022

PROJECT OVERVIEW

The Town has received a request for a Major Non-residential Subdivision Plan for the Goodwin (Yield North) site, located at 7511 Woods Creek Road. The project area includes approximately 83.47 acres. The applicant has submitted a subdivision plan which establishes the vehicular & utility access for each lot, new lot lines, common landscaping and a common architectural theme. The Major Subdivision Plan features six (6) PODs for future development. A minimum of 1 lot and a maximum of 5 lots in each POD is proposed by the applicant, which would mean a minimum of 1 lot and a maximum of 30 lots overall in the subdivision. If the subdivision plan is approved, the applicant will then need to submit detailed development plans for the individual sites.

PLANNING & ZONING

Vision Holly Springs Comprehensive Plan

Future Land Use & Character Plan Designation: Innovation Village

Land Use & Character

The Land Use & Character plan designation for these properties is Innovation Village.

Innovation Village abandons the idea of a conventional business or industrial park and imagines a mixed-use village that concentrates employment uses in a discernible center surrounded by one or more neighborhoods that support a variety of home densities and choices — including live-work units in the employment center. The design, scale, character, and intensity of development in the Innovation Village emphasizes technology, creativity, and innovation, and may support a corporate headquarters, research and development campus, manufacturing center, or other center of excellence and the nearby retail businesses and housing options needed for its employees.

Development Standards

Lot Arrangement:

Minimum Number of Lots: 1

Maximum Number of Lots: 30

Minimum Lot Size: None

Maximum Lot Size: None

Minimum Lot Frontage: 100 ft.

Minimum Setbacks

Thoroughfare: 30 ft.

Front (minimum): 30 ft.

Front (maximum): n/a

Side - Corner: 30 ft.

Side & Rear: 5 ft.

Proposed Exterior Setbacks:

Along Woods Creek Rd.: 30 ft

Along Copperhead Rd. (private road): 30 ft

Side & Rear: 30 ft

Interior Setbacks:

Out Lots: 5 ft

Building Height:

Maximum Building Height: 100 ft

Minimum Building Height: 25 ft per zoning conditions

Landscape Requirements:

Perimeter Yard/Buffer:

Along Woods Creek Road: 10 ft Type B – Semi Opaque

Along Copperhead Rd: 10 ft Type B – Semi Opaque

All other property lines: 50 ft Type C – Opaque (since adjacent to residential districts)

Developed Open Space Requirements

Minimum Required: (10% of project area (8.11 acres))

Provided: Developed open space will be met through Development Plans

General Regulations

Fences:

A decorative black fence detail has been provided for all common area fencing. Fencing location will be reviewed at time of site-specific development plan.

A black vinyl coated pvc chain link fence with barbed wire detail has been provided for use around the pump station only.

Architectural and Site Design Requirements

Common architectural details are established with this Subdivision Plan, and are in addition to the Building Design Standards found in the UDO. Architectural design standards will be reviewed for each site-specific development plan.

THE YIELD HOLLY SPRINGS NORTH CAMPUS MASTERPLAN ARCHITECTURAL STANDARDS

PROJECT INFORMATION:

PROJECT NAME: THE YIELD HOLLY SPRINGS NORTH CAMPUS

PURPOSE STATEMENT:

THE PURPOSE OF THESE STANDARDS IS TO CREATE A UNIFORM LOOK FOR THE ENTRIES AND CAMPUS THOROUGHFARES WITHIN THE CAMPUS WHILE STILL ALLOWING THE EMPLOYERS OPERATING THERE TO CREATE THE BUILDINGS AND SUPPORTING IMPROVEMENTS BEST SUITED TO THEIR USES.

UNIFYING ELEMENTS:

- A. CAMPUS ENTRY WILL BE DENOTED BY MONUMENT SIGNAGE CREATED OF SIMILAR HIGH QUALITY AND PERMANENT BASE MATERIALS (INCLUDING BUT NOT LIMITED TO MASONRY, METAL PANEL, STONE) ON WHICH THE TITLE OF THE CAMPUS OR INSIGNIA OF THE OCCUPANT WILL BE DISPLAYED. TRADEMARKED COLORS, FONTS, AND DESIGNS OF THE OCCUPANT'S INSIGNIA OR COMPANY AND/OR CAMPUS BRANDING WILL BE ENCOURAGED TO PROMOTE SOME DIVERSITY AND VISUAL INTEREST AND ALSO IMPROVE WAYFINDING AND DIRECTION WITHIN THE CAMPUS. ALL SIGNS WILL BE IN ACCORDANCE WITH THE HOLLY SPRINGS UNIFIED DEVELOPMENT ORDINANCE AND A MASTER PLAN WILL BE PROVIDED.
- B. FOR EACH BUILDING WITHIN THE CAMPUS, ARCHITECTURAL ELEMENTS WILL BE ADDED OR VARIED TO CREATE A CLEARLY IDENTIFIABLE PEDESTRIAN ENTRANCE, SENSE OF PLACE, AND VISUAL WAYFINDING FROM THE VISITOR OR MAIN PARKING AREAS TO DIRECT PEDESTRIAN TRAFFIC IN A VISUALLY ATTRACTIVE WAY. THIS CAN BE ACCOMPLISHED BY A VARIETY OF MEANS INCLUDING BUT NOT LIMITED TO:
 - A CANOPY OF SIMILAR PROJECTING ELEMENT ABOVE THE ENTRANCE
 - VARIATION OF MATERIALS,
 - CHANGE IN WALL OR WINDOW PLANE,
 - RECESSED DOORS, ARCHWAYS, OR CASED OPENINGS
 - CHANGES IN THE ROOFLINE, A TOWER, OR OTHER SIMILAR ELEMENT
 - A UNIQUE ARCHITECTURAL ELEMENT ABOVE THE ENTRY,
 - PLACEMENT OF ART OR DECORATIVE DETAILING OR ARCHITECTURAL ELEMENTS SUCH AS COLUMNS OR DECORATIVE FIXTURES
- C. ALL BUILDINGS WILL HAVE ARCHITECTURAL PRECAST CONCRETE ALONG FRONTAGES THAT DIRECTLY FACE THOROUGHFARES. IN ALL CASES, ALL BUILDINGS SHALL MEET THE MINIMUM REQUIREMENTS FOR ARCHITECTURAL SITE DESIGN IN THE HOLLY SPRINGS UNIFIED DEVELOPMENT ORDINANCE.
- D. THE BLACK LIGHTING FIXTURE, OTHER THAN STREET LIGHTING, FOR THE LOTS WITHIN THE MASTER PLAN SHALL USE SHOE BOX LED.

Lighting:

Lighting Plans will be submitted and reviewed with future Development Plan submittals.

Site lighting will be shoe box style LED lighting with black poles and fixtures.

Pedestrian Circulation

Sidewalks will be provided along all street frontages. In addition, the provided open space shall be connected by sidewalks and/or pedestrian pathways to promote a well-connected pedestrian network per the zoning conditions.

PARKS & RECREATION

Greenways:

A 10' wide sidepath on Woods Creek Rd is required as shown in the Town's Greenways and Trails Plan in Chapter 3 of the Comprehensive Plan. The petitioner is showing full compliance with this requirement by designing a 10' Sidepath across their project frontage.

CIVIL IMPROVEMENTS

Development Agreement:

The developer worked with the Town during the review of the Rezoning and Master Subdivision Plan toward a preliminary Development Agreement related to the following items:

- Proportionate fee-in-lieu of design and construction of Old US 1/Friendship Road intersection Traffic signal
- Proportionate fee-in-lieu of design and construction of Woods Creek Road/Friendship Road intersection Traffic signal
- Proportionate fee-in-lieu of design and construction of Friendship Road/Holly Springs New Hill Road intersection Traffic signal
- Proportionate fee-in-lieu of design and construction of Woods Creek Road/Old Holly Springs Apex Road intersection improvements
- Design and construction of the completion of the watermain loop along Friendship Road and Woods Creek Road.

Utility Availability and Impacts:

Water Service:

This development will extend 16-inch public watermain across the property frontage along Woods Creek Rd. and connect to the existing watermain to the east and to the west at Friendship Road. A hydraulic water model and fire flow analysis report were completed with this development plan. Adjacent parcels will be provided with a public watermain stub to help facilitate future development.

Reclaimed Water Service:

This development will extend public reclaimed watermain across the property frontage along Woods Creek Rd. and connect to the existing reclaimed watermain to the east and to the west at Friendship Rd. A hydraulic water model and report were completed with this development plan. Adjacent parcels will be provided with a public reclaimed watermain stub to help facilitate future development

Sewer Service:

This development will design and construct an on-site pump station to serve the development with sanitary sewer. A forcemain will be extended along Woods Creek Rd and Friendship Rd. and tie to a manhole on Friendship Rd. that is show in the approved Friendship Innovation Park Master Plan, but has not yet been constructed. This ultimately discharges to the Friendship Pump Station located south of the Amgen site. In the future, when a more regional wastewater solution is available, the on-site pump

station will likely be taken off-line and gravity to a regional pump station. A Sanitary Sewer Analysis and Preliminary Pump Station Design Report were completed with this development. If in the future, a more regional wastewater solution is available in this area, the on-site pump station will come off-line and the development will be served by the regional facility.

Transportation:

A Traffic Impact Analysis (TIA) was completed and approved with the Rezoning for 7511 Woods Creek Road. With the Goodwin (Yield North) Master Subdivision Plan, the TIA was Revised and finalized based off of the original scope. The above Development Agreement discussion highlights the intersection improvements for which a proportionate fee will be required at the time of Construction Drawing approval.

In accordance with the Town's Unified Development Ordinance (UDO), with the Master Subdivision Plan, the project frontage along Woods Creek Road will be widened to meet half of the ultimate street cross section in the Comprehensive Transportation Plan (CTP). All access points to the subdivision are from Woods Creek Road will have adequate turn lanes. Opportunities for interconnectivity with adjacent parcels will be designed in more detail with the associated Development Plans with this project. This subdivision has frontage along Copperhead Road, but it is a private facility and, as such, improvements will not be incorporated as part of this project.

Environmental & Stormwater:

This project will be required to meet the Town of Holly Springs NPDES Ph. II Post Construction Stormwater Ordinance and is located in the Cape Fear River Basin and will be subject to all applicable requirements of that basin.

REQUESTED ACTION

Motion that the Planning Board recommend the Town Council approve / deny Major Non-Residential Subdivision Plan 22-MAS-03 for Goodwin Subdivision (Yield North) as submitted by Timmons, Project Number 54318 with the following conditions:

1. All previous conditions of approval for *7511 Woods Creek Road Rezoning* apply to this plan except for any condition that describes a fee or a fee-in-lieu to be paid shall now comply with the current amounts due pursuant to the Town's current annual budget or any unexpired development agreement.
2. This project will be required to meet Town's NPDES Phase II Post Construction Stormwater ordinance.
3. Stormwater sureties are required on this project. A performance surety in the form of a bond, letter of credit or cash is required in the amount of 125% estimated construction cost of the stormwater BMP prior to the preconstruction meeting and a maintenance surety in the form of a cash escrow account in the amount of 35% the actual construction cost of the SCM is required at the end of the performance monitoring period for the project.
4. Adhere to the parameters of the approved Development Agreement executed with this project moving forward with Construction Drawings and individual Development Plan Submittals.
5. Invoiced fees from Special Study third party review must be paid prior to first Construction Drawing Submittal, and no later than prior to Construction Drawing Approval.
6. The Build-out analysis in the Traffic Impact Analysis (TIA) associated with this development, included a mix of background improvements and recommended development mitigations. If the assumed background projects do not occur, it should be the developer's sole responsibility to construct all of the background improvements included in the TIA unless additional analysis can be provided to demonstrate the background mitigations are not warranted by the subject development.
7. Continue coordination with Staff to achieve a complete pedestrian connection beyond the western property line, off-site across Adjacent Parcel #3, to terminate at Copperhead Road.

8. With the 1st Construction Drawing Submittal, the following is required:
 - a. Thoroughfares, collectors and boulevards will require a calculated pavement design with 1st construction drawing submittal. This may result in a pavement cross section bigger than the specified minimum.
 - b. All items listed on the Stormwater Submittal Checklist, Form #16003, must be included with the first construction drawing submittal.
 - c. If changes to the gravity sewer network, forcemains, pump station or other sewer infrastructure have occurred between Preliminary approval and construction drawing submittal, the Sewer Study and or Pump Station Report associated with this project is required to be updated; including final sizing for gravity lines and forcemains, and those that are stubbed upstream. The Sewer Study revision, is required with first construction drawing submittal.
9. Prior to Construction Drawing Approval, and/or land disturbance permit, the following is required:
 - a. This project is responsible for paying a fee-in-lieu of traffic signal design and installation proportionate to project impact at the intersection of Friendship Rd./Holly Springs New Hill Road. The fee is due at the time of Construction Drawing Approval. Continue to monitor this intersection for signalization.
 - b. This project is responsible for paying a fee-in-lieu of traffic signal design and installation proportionate to project impact at the intersection of Old US 1/Friendship Road. The fee is due at the time of Construction Drawing Approval. Continue to monitor this intersection for signalization
 - c. This project is responsible for paying a fee-in-lieu of traffic signal design and installation proportionate to project impact at the intersection of Woods Creek Road/Friendship Road. The fee is due at the time of Construction Drawing Approval. Continue to monitor this intersection for signalization
 - d. This project is responsible for paying a fee-in-lieu of intersection improvement design and installation proportionate to project impact at the intersection of Woods Creek Road/Old Holly Springs Apex Road. The fee is due at the time of Construction Drawing Approval. Continue to monitor this intersection for signalization
 - e. Fiber utility connection/extension is required with this project associated with traffic signal/pump station installation and construction. Please continue to coordinate with Staff through approval of this project
 - f. Off-site right-of-way dedication will be required in the form of a recorded plat prior to receiving construction drawing approval.
 - g. Offsite Sewer Infrastructure Incomplete: This project is dependent on the completion of the Friendship Pump Station and associated infrastructure for sewer service. If any off site sewer facilities needed to serve this project are not completed and accepted by the Town at the time of approval of this preliminary subdivision plan, then these facilities must be completed prior to construction drawing approval unless otherwise approved by the Administrator.
 - h. Finalize evaluation of gravity sewer versus forcemain from the project site, along Friendship Road to the Friendship Pump Station. Coordination on this infrastructure is needed between this development project and the adjacent Friendship Innovation Park Master Plan.
 - i. Offsite Potable and Reclaimed Water Infrastructure Incomplete: This project is dependent on the completion of the Friendship utilities and associated infrastructure for potable and reclaimed water service. If any off site reclaimed water facilities needed to serve this project are not completed and accepted by the Town at the time of approval of this preliminary subdivision plan, then these facilities must be completed prior to construction drawing approval unless otherwise approved by the Administrator.
 - j. The Reclaimed Water Model Report must be finalized.
 - k. Approval of Stormwater Management Plan is required prior to issuance of a land disturbance permit or construction drawing approval.
 - l. Payment of the Stormwater Fee-in-Lieu will be required prior to construction drawing approval.
 - m. All environmental permits must be obtained prior to construction drawing approval.

- n. Street Tree locations shall be shown with approved lighting fixture locations shall be positioned as to not interfere with any lighting fixtures or any site distance triangles.
10. If build out exceeds the anticipated time frame in the approved TIA, an update of the TIA will be required prior to or with the Development Plan for the associated phase. Recommended improvements will be required to be completed prior to plat approval of that phase.
 11. A Deed of Easement is required to be executed for public vehicular & public pedestrian access between the property owners at the time of plat.
 12. In accordance with Engineering Design & Construction standards (ED&CS) Section 7.07, the pump station site lot shall be platted and deeded to the Town of Holly Springs through fee simple conveyance prior to pump station final acceptance. A deed of easement is not sufficient and is not allowed.
 - a. At such time a more regional wastewater solution becomes available to serve this site with adjacent future development, the adjacent developer should be responsible to abandon the on-site pump station, remove all elements of the on-site pump station, fill in the wet well, and return any parts requested by the Town to the Town at time of abandonment.
 13. With each Development Plan Submittal that is part of this Master Subdivision Plan, the following is required:
 - a. Provide completed Industrial Waste survey short form. Information on this form may result in additional permitting or information being required.
 - b. Provide the Grease Trap Form as required for all businesses that will be handling fats, oils, or grease (i.e. restaurants).
 - c. Hydraulic water model and fire flow Analysis Report.
 - d. Request for Traffic Study Scope Form and Trip Generation Letter to verify each Development Plan is within parameters previously approved in the overall TIA.
 - e. Request for Sewer Study Scope Form and Sewer Letter to verify each Development Plan is within parameters previously approved in the overall PER
 14. Prior to the submittal of any UDO Permit for Sign Installation for permanent signage, a Master Sign Plan, if requested, must be submitted for review and approval.



Town of Holly Springs Staff Report to the Planning Board

Housing Affordability Study

PETITIONER(S):

Town of Holly Springs
P.O. Box 8
Holly Springs, NC 27540

ANTICIPATED REVIEW SCHEDULE:

Planning Board:	December 14, 2022
Public Hearing and Town Council Action:	January 17, 2023

STAFF CONTACTS: Sean Ryan, Planning Manager

ATTACHMENTS: Draft Housing Affordability Study

PROJECT OVERVIEW

In December 2021, the Town commenced a Housing Affordability Study to identify community housing gaps, needs, and specific strategies for increasing housing options and affordability in the Town of Holly Springs. According to 2021 data from Freddie Mac, the United States has a housing deficit of 3.8 million units, most of which are at the low end of the price spectrum. Holly Springs is located the third-fastest growing county in the country and this regional and local growth has led to almost unlimited demand for housing in Holly Springs, putting pressure on the local housing market.

The Town selected HR&A Advisors as the consultant in October 2021 and completed a review of existing plans and data sources to gain a better understanding of the housing market in Holly Springs and its unique challenges. Once the existing conditions were understood, the consultant began the analysis portions of the project.

The consultant conducted a market analysis which evaluated housing demand, housing supply, and the most vulnerable populations in the community. This was followed by a needs and gap analysis to determine the mismatch between the supply of housing and the demand for housing. Data gathered through this task served as the foundation for the strategies presented later in the document to address the Town's housing challenges. The consultant then conducted a barriers analysis to determine the constraints that could hinder the Town's ability to achieve the stated housing goals. Some of these barriers included zoning regulations that prohibited attached units in large portions of the Town, prohibitive design standards, a lack of funding, the high cost of land, and a dearth of affordable rental units.

Throughout this process, feedback was gathered from the Advisory Committee, public engagement responses, key stakeholders, elected officials, and appointed board members to formulate a list of housing goals. Engagement efforts for the project included the following:

- Newsletter updates
- Public workshops
- Stakeholder interviews
- Advisory Committee meetings
- Social media blasts

- Online survey
- Project webpage
- Email and telephone outreach

The resulting study contains a toolbox of policies, strategies, and recommendations for the Town to achieve the identified goals from earlier in the planning process. To track and measure progress toward implementation of these goals, each policy, strategy, and recommendation also included evaluation metrics and milestones. Implementation strategies were divided into three overall categories: Tools to Meet Growing Demand, Tools to Preserve and Expand Access to Homeownership, and Tools to Retain Existing Residents.

PLANNING BOARD RECOMMENDATION TO THE TOWN COUNCIL

Motion that the Planning Board recommend the Town Council **approve** the Housing Affordability Study.

Agenda Item Completeness Checklist				
	Approved for Distribution			
Staff Member	Yes	No	Initials	Comments
Sean Ryan	X		SR	



Holly Springs Housing Affordability Study

A PATH TO MEETING HOLLY SPRINGS' HOUSING NEEDS

2022

DRAFT



HR&A

Contents

1. INTRODUCTION.....2

2. EXECUTIVE SUMMARY4

3. MARKET CONDITIONS11

4. HOUSING NEEDS.....16

5. HOUSING STRATEGIES22

THE ROLE OF PARTNERSHIPS.....28

TOOLS TO MEET GROWING DEMAND33

TOOLS TO PRESERVE AND EXPAND ACCESS TO HOMEOWNERSHIP42

TOOLS TO RETAIN EXISTING RESIDENTS47

1. Introduction

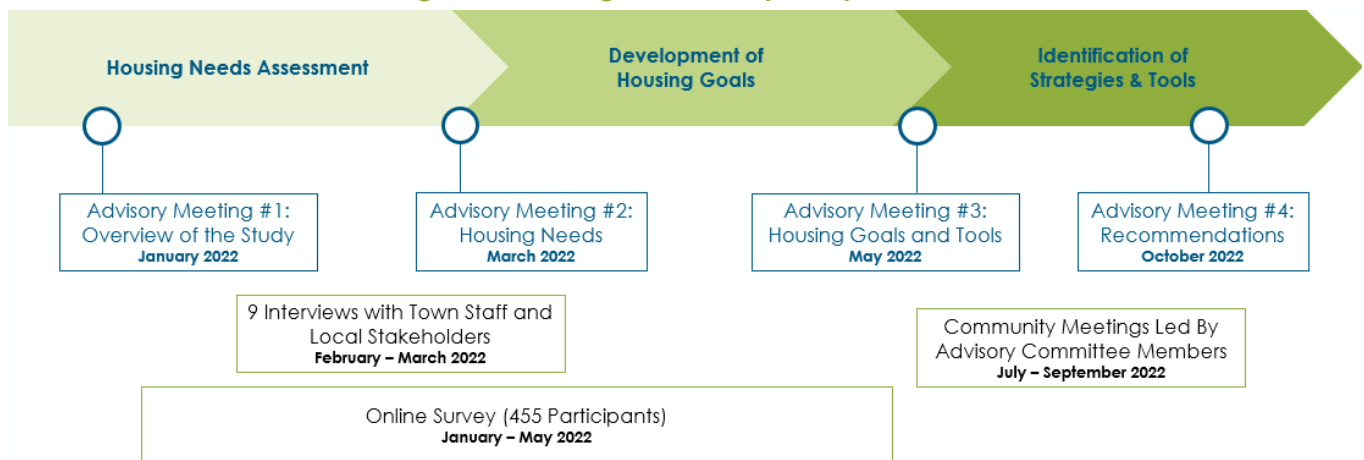
In response to strong and sustained population growth in Holly Springs and across the region, the Town undertook the Holly Springs Housing Affordability Study to understand current housing affordability trends and identify potential strategies to help address the housing needs of the Holly Springs community. Housing has emerged as a top priority for the Town, codified by the Town's Comprehensive Plan, which identifies increasing home and neighborhood choices and increasing the availability of affordable housing as two themes to transform Holly Springs.¹ Further, residents and workers in Holly Springs consistently express growing concerns about the availability and cost of housing, as those who work in Holly Springs struggle to afford housing and those who have lived in Holly Springs struggle to become homeowners or to find options to age-in-place.

The Housing Affordability Study identifies key housing challenges in Holly Springs, existing barriers to addressing those challenges and a series of strategies for the Town to consider to meet the housing needs of the community.



Image: Holly Springs Farmers Market

Figure 1: Housing Affordability Study Process



¹ Vision Holly Springs Section 1: Land Use & Character Plan, 2019.

Overall Approach

The Housing Affordability Study was developed through data analysis using publicly-available data sources, conversations with local housing market experts and guidance from Town staff, with input from a broad range of community stakeholders. The Study was completed using the following steps:

1. **Housing Needs Assessment:** Data analysis, expert interviews and community engagement to understand current housing market and demographic trends in Holly Springs, identify the primary housing issues exacerbated by those trends and understand who is most impacted by those trends.
2. **Development of Housing Goals:** Engagement with the Housing Advisory Committee, Town Staff and Town Council to prioritize goals based on the needs identified.
3. **Identification and Prioritization of Housing Tools:** Exploration of a range of housing tools based on national and local best practices and prioritization based on the housing goals, the legal, political and financial feasibility of implementation in Holly Springs and the potential impact of the tools. Some tools may be implemented today, while others may require further study.

Community and Stakeholder Engagement Approach

The Housing Affordability Study was guided by stakeholder engagement throughout the process. The Town used multiple forms of community engagement in order to better understand housing needs directly from community members, understand priorities for housing, and identify goals, tools, and strategies unique to Holly Springs.

- **The Housing Advisory Committee**, made up of residents, developers, homeowners, Town Council members, and representatives from nonprofit organizations in Holly Springs, guided the Study. The Advisory Committee met 5 times throughout the process and provided input and direction to Town Staff and HR&A Advisors.
- **An online survey** solicited input from residents and workers in Holly Springs about housing issues they have faced and strategies they would support the Town using to address housing needs. The survey was translated in English and Spanish and was live on the Town's

website for three months. Hard copies were also issued to key community groups and apartment complexes. The survey received 455 responses.

- **Individual interviews** with Town Staff, local market rate developers, and local affordable housing developers offered insights into the housing market, the development process and potential strategies for Holly Springs.
- **Three community meetings**, hosted by members of the Advisory Committee, provided an opportunity to share about the study, including draft findings from the Housing Needs Assessment. During community meetings, participants shared the housing needs they've seen or experienced, and provided feedback on draft strategies for promoting housing affordability.
- **Engagement with Town leadership** through Town Council meetings to present the findings of the housing needs assessment, discuss the potential role of the Town and review proposed tools for the Town to prioritize.

Hearing from the Community

22% of survey respondents have had trouble finding the type of housing that meets their family's needs.

"Seniors are being pushed out. Where will our parents go?" – Resident

"It's a shame that our elderly have to choose between paying for their medication and paying their housing costs." – Resident

"I am a teacher and single parent, working in Holly Springs. I want to live here in Holly Springs with my family, but I can't afford it." – Holly Springs Teacher

"We just built a massive hospital, and most of those workers are commuting in from other Towns." – Resident

"There should be more condos because that is the only typology that sells for less than \$300k in the Town." – Resident

"The town should help assist by any means possible, but NOT while using taxpayer dollars." – Resident

"There are many non-profits that can help with these issues. This isn't something the town should use taxpayer dollars for." – Resident

2. Executive Summary

Rapid Regional Growth

Holly Springs' **population has grown by 66%** since 2010 to 42,000 residents.² The Town has also committed to economic growth by **recruiting companies like Amgen and Fujifilm Diosynth Biotechnologies** to locate here.

Price Impacts in Holly Springs

This regional and local growth has led to **almost unlimited demand for housing** in Holly Springs, which puts pressure on the local housing market.

The median Holly Springs home price in 2010 was \$259,000. **In 2022, home prices increased to \$578,000, marking a 123% increase** since 2010. Rents have grown by 56% in the same time period.

Figure 2: Current and Planned Jobs in Holly Springs, 2022

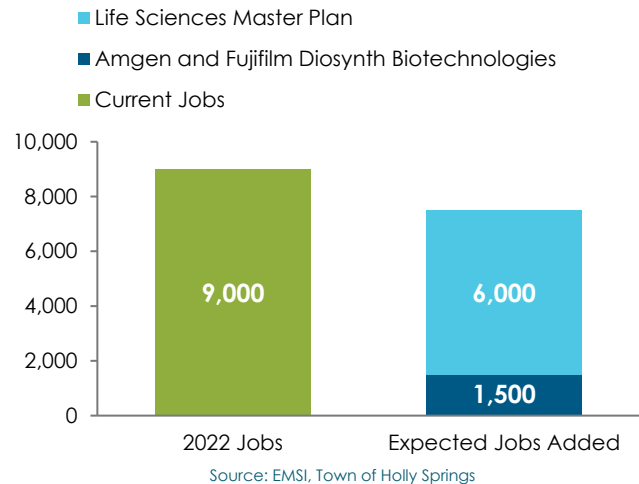
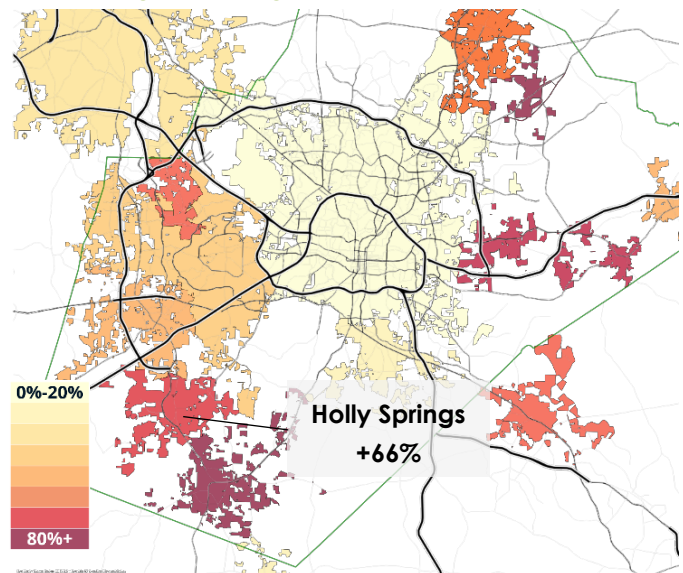


Figure 3: Change in Population, 2010-2020



² American Community Survey (ACS), 2010, 2020.

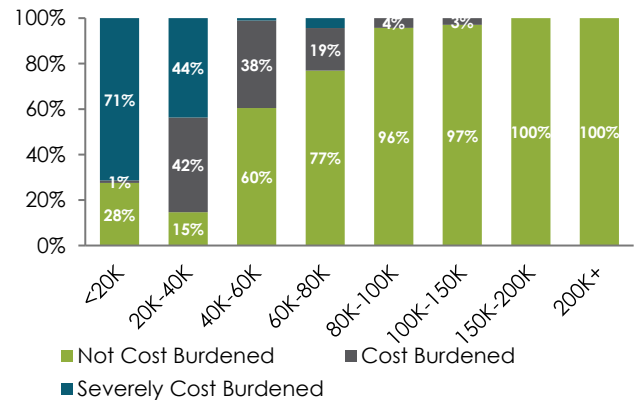
Housing Affordability in Holly Springs

Affordability is a growing challenge in Holly Springs, as households are impacted by rising prices across the region and wages have not kept pace for all residents. **Thirty percent of renters in Holly Springs are cost burdened or severely cost burdened.** Sixty-four percent of renter households that make less than \$60,000 are cost burdened or severely cost burdened, making them particularly vulnerable.

In Holly Springs, a family of four household making 60% of Area Median Income (AMI) can afford monthly rent not to exceed \$1,662 (Figure 5).

A family in Holly Springs now needs to earn at least \$80,500 annually to afford the median rent, compared to \$66,000 in 2019.

Figure 4: Renter Cost Burden by Income, 2019



Source: ACS 2019 5-year Estimates, U.S. Census, HR&A Advisors.

Figure 5: Holly Springs Household Incomes and Affordable Rents

AMI Limit	Holly Springs Households at or Below AMI Limit	Income	Affordable Rent
30%	3,400	\$33,240	\$831
50%	6,500	\$55,400	\$1,385
60%	8,500	\$66,480	\$1,662
80%	12,500	\$88,640	\$2,216

In response to these trends, the Housing Advisory Committee developed the following goals for Holly Springs:



Meet growing demand for a range of housing types.



Preserve and expand **access to homeownership.**



Retain existing residents and prevent displacement.

The Role of the Town

The Town can only impact a portion of the factors that drive affordability, through the following types of tools:

Land Use: Use municipal regulations and zoning authority to increase supply of housing

Investment: Through public or private resources, provide below-market rate loans, grants, or other resources to close the gap between what a household can afford and the costs of housing.

Tenants' Rights: Preserve housing affordability and stability using laws and regulations that protect current occupants.

The tools recommended for consideration in this report are organized across these three categories and aligned with the housing goals set by the Advisory Committee.

Figure 6: Recommended Housing Tools by Type

Tools	Land Use	Investment	Tenants' Rights
1. Pursue Land Partnerships (page 30)		X	
2. Offer Economic Incentives for Employer-Assisted Housing Programs (page 31)		X	
3. Dedicate Staff Capacity (page 32)	X	X	X
4. Create a Standardized Development Negotiation Strategy (page 35)	X		
5. Create a Utility Allocation Ordinance (page 40)	X		
6. Pilot an ADU Demonstration Program (page 37)	X	X	
7. Zone for Attached and Multifamily Housing (page 38)	X		
8. Offer Down Payment Assistance and Homeowner Counseling (page 44)		X	
9. Pilot an Owner-Occupied Rehab Program (page 48)		X	X
10. Provide Funding for Legal Counsel and Services (page 50)		X	X
11. Invest in a Community Land Trust (CLT) (page 51)	X	X	

The Town of Holly Springs is part of a broader housing ecosystem that can help address housing needs in the town, and partnerships will be essential to increasing the capacity of the Town to implement the recommendations in this Study and other strategies that emerge over time.

The Town can focus on the areas where it has influence over housing affordability, such as land use regulations, and pursue strategic partnerships with public, non-profit and development partners to leverage resources and expertise to meet broader housing needs.

Currently, **the Holly Springs is only using land use tools to address affordability** and relying on the State of North Carolina and Wake County to provide subsidy-based tools. The Town can consider piloting subsidy-based programs to demonstrate their success before committing additional funds. For more details about potential pilot programs, see Figure 9.

Figure 7: Roles and Responsibilities of Public Agencies

Agency	Responsibilities
Town of Holly Springs	• Design and enforce zoning and land use in alignment with the Town's strategic goals • Manage community planning • Design and implement historic preservation • Grant development approval and work with developers to deliver projects that meet the Town's strategic goals • Pursue and oversee partnerships to deliver housing and programs to meet the community's housing needs • Build support for and secure a local funding source in order to expand the capacity of the Town to meet housing needs
Wake County Housing Authority	• Offer subsidized public housing • Administer rental housing vouchers for seniors, low-income families and veterans
North Carolina Housing Finance Agency	• Distribute tax credits to fund affordable housing development • Fund local governments and community partners to provide a variety of housing programs for renters and homeowners
Wake County	• Provide gap funding for affordable housing projects • Fund a variety of housing programs for renters and homeowners

The Role of Partners

The Town can help residents and the development community take advantage of County and State housing programs. Simultaneously, the Town can foster partnerships with other public agencies, non-profit partners and the development community. This requires dedicating staff time to implementation.

Figure 2: Holly Springs Housing Affordability Ecosystem

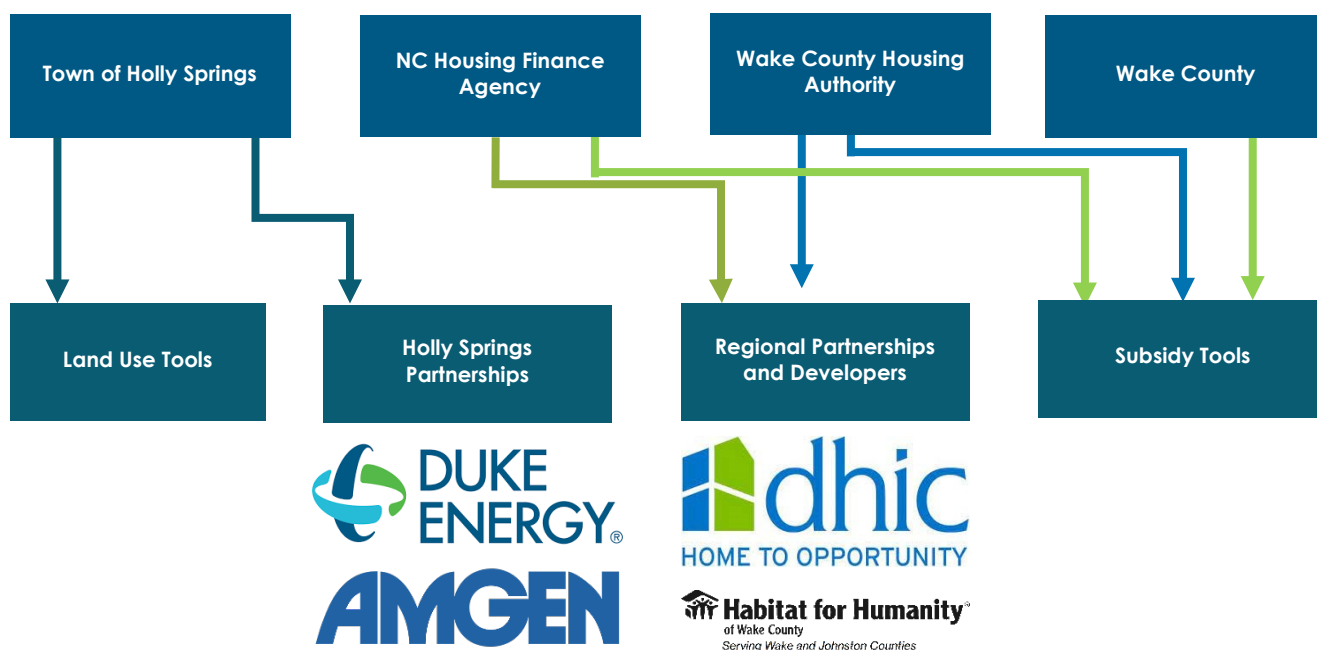


Figure 93: Housing Toolbox for Holly Springs

Tools	Description	Return on Investment	Metrics	Key Partners
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Establish Partnerships

1. Land Partnerships (page 30)	The Town can partner with existing landowners to leverage existing land for increased affordability.	High	Number of housing units supported through public and partner-owned land	Landowners
2. Offer Economic Incentives for Employer-Assisted Housing Programs (page 31)	Through the Town's current economic incentive programs, the Town can prioritize incentives for employers that offer down payment assistance programs for their employees or offer land for affordable housing development.	Medium	Homeownership rate	Holly Springs Companies
3. Dedicate Staff Capacity (page 32)	Fully implementing the Housing Affordability Study requires dedicated staff time.	Medium	Development timeline, units supported through new partnerships	Town Staff, Town Council

Immediate Next Steps

- Compile a reference list of companies and organizations that own land in the Town, including private firms such as Duke Energy, and government institutions such as Wake County and the State of NC.
- Identify tools that the Town is most interested in pursuing and necessary staff capacity to advance those goals.

Tools	Description	Return on Investment	Metrics	Key Partners
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Tools to Meet Growing Demand

4. Create a Standardized Development Negotiation Strategy (page 35)	The Town should use the development approvals process to prioritize residential development that includes housing that supports affordability.	High	Share of housing stock that is deed restricted; share of housing stock that is detached dwelling homes; average size of new homes.	Developers
5. Pilot an ADU Demonstration Program (page 37)	The Town can provide standardized renderings and drawings of allowed Accessory Dwelling Units (ADUs) to make it easier for homeowners to develop ADUs. Cost Estimate: Upfront ~\$100,000 investment to create demonstration program.	Low	Number of ADUs constructed	Local architect

6. Zone for Attached and Multifamily Housing (page 38)	The Town should zone more land for attached and multifamily housing or increase the capacity of areas that are already zoned for this housing type.	High	Share of housing stock that is detached dwelling homes; Rental supply gap for households making less than \$60k	N/A
7. Utility Allocation Plan (page 40)	The Town should implement a Utility Allocation Plan to prioritize housing projects that increase affordability and protect the Town's valuable utility resources.	Mid	Number of new units affordable to households making 60% or less of AMI	N/A

Immediate Next Steps

- Identify policy goals the Town wants to advance through development agreements, such as the types of residential units, the level of affordability or other public benefits like sidewalks or open space
- Establish housing affordability requirement to earn points under the Town's utility allocation policy
- Identify incentives the Town is willing to offer, such as having the Town construct infrastructure or reduce fees.
- Assess which of those services the Town is willing to codify in the zoning ordinance to make available without a development agreement.
- Identify existing or future residential nodes where multifamily development would increase walkability and consolidate development, particularly where the Town is focused on attracting new business campuses.

Tools	Description	Return on Investment	Metrics	Key Partners
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Tools to Preserve and Expand Access to Homeownership

Zone for Attached and Multifamily Housing (page 38)	See above.	High	See above	See above
7. Offer Down Payment Assistance and Homeowner Counseling (page 44)	The Town would commit local funding and provide grants or forgivable loans to income-qualified moderate-income homebuyers to reduce the up-front costs of purchasing a home. Cost Estimate: \$20,000 per unit (Comparisons: Wake County and Raleigh)	Medium	Homeownership rate	Wake County, Local non-profit to administer funds and counseling
Pilot an ADU Demonstration Program (page 37)	See above.	Low	See above	See above

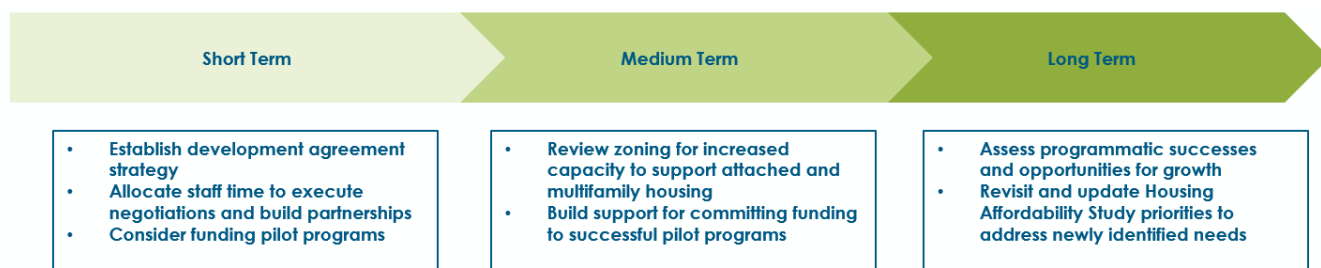
Immediate Next Steps

- Identify potential funding sources for a pilot down-payment assistance and ADU demonstration program
- Define the objectives of the down payment assistance program, including specific groups eligible for down payment assistance, financing structure, source of funds
- Collaborate with Wake County to ensure that homeownership programs are complementary

Tools	Description	Return on Investment	Metrics	Key Partners
Tools to Retain Existing Residents				
8. Pilot an Owner-Occupied Rehab Program (page 48)	The Town can offer grants for income-qualified homeowners for home repairs or energy retrofits to maintain affordability. Cost Estimate: \$15,000 per unit for limited repairs, \$90,000 per unit for substantial repairs (Comparison: Raleigh)	Medium	Stabilize the decline in households making ~60% of Area Median Income.	Wake County, Local non-profit to administer funds and make repairs
9. Provide Funding for Legal Counsel and Services (page 50)	The Town could dedicate funding to counsel for low-income renters without adequate representation for housing-related legal disputes. Cost Estimate: \$5,000 per household served	Medium	Stabilize the decline in households making ~60% of Area Median Income.	Local non-profit to administer support
10. Invest in a Community Land Trust (CLT) (page 51)	The Town can work with partners to dedicate land or funding for a new CLT. Cost Estimate: Pursue land contributions as subsidy through publicly owned or partner-owned land	Medium	Number of long-term affordable units created	New or existing local community land trust
Pilot an ADU Demonstration Program (page 38)	See above.	Low	See above	See above

Immediate Next Steps

- Build support for and dedicate a stable funding stream for the housing affordability programs
- Identify qualified private and nonprofit housing providers and pre-approve contractors to implement an owner-occupied rehabilitation program
- Identify town-owned land that can be dedicated to a CLT



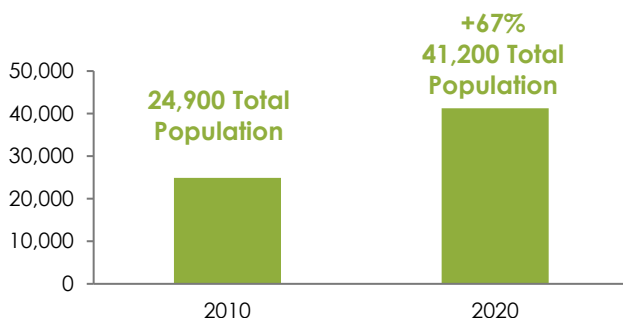
3. Market Conditions

Population Growth

The Triangle region, a nine-county region also known as the Raleigh-Durham-Cary combined statistical area, has experienced significant and sustained **population growth** in the past decade, as new residents flock to the region for its strong economy and high quality of life. The Raleigh Metropolitan Statistical Area (MSA), which includes all of Wake County, added approximately 280,000 residents from 2010 to 2020 and added 130,000 jobs over the same period (American Community Survey (ACS) 2010 and 2020, EMSI). North Carolina is one of the fastest growing states in the nation, and Wake County is the fastest growing county in North Carolina (U.S. Decennial Census, 2010 and 2020). This growth has been particularly concentrated in the Towns surrounding Raleigh, such as Apex, Cary, Fuquay-Varina, and Holly Springs. These towns have experienced anywhere from 40% to 80% population growth since 2010 (Figure 11).

Holly Springs' **population has increased by 67%**, or 16,300 people, since 2010 (Figure 10). This is in-line with similar trends in the Towns surrounding Raleigh (Figure 3) The Raleigh Metropolitan Statistical Area (MSA), which includes all of Wake County, added 130,000 jobs from 2010 to 2020, marking a 27% increase in total jobs (EMSI).

Figure 10: Total Population Growth in Holly Springs, 2010-2020



Source: U.S. Census 2010 and 2020

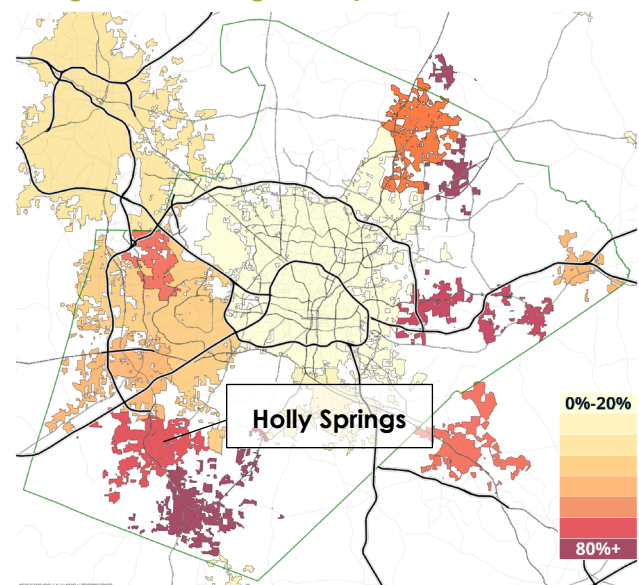
How is Holly Springs Different?

Holly Springs contributes to this regional trend, having added over 2,000 jobs over the same time-

period (EMSI). **While some of the overall increase in demand for housing is attributable to job growth in Holly Springs, it is largely driven by regional job and population growth.** Holly Springs accounts for 1.5% of all jobs in the Raleigh MSA and 1.7% of jobs added in the Raleigh MSA since 2010 (EMSI). In other words, while Holly Springs is experiencing significant job growth, it comprises a small share of job growth in the region. Job growth in the region will impact population growth in Holly Springs, even if those jobs are created in neighboring towns.

Some of the households moving to the region for jobs choose to live in Holly Springs, even if they work elsewhere; (2,900 people aged 25 to 55 have moved to Holly Springs between 2010 and 2020, ACS 2010 and 2022). The town has also nearly doubled its population of middle- and retiring-aged individuals since 2010, who are drawn to Holly Springs for its quality of life. This also contributes to the increased demand for housing in the town.

Figure 11: Change in Population, 2010-2020



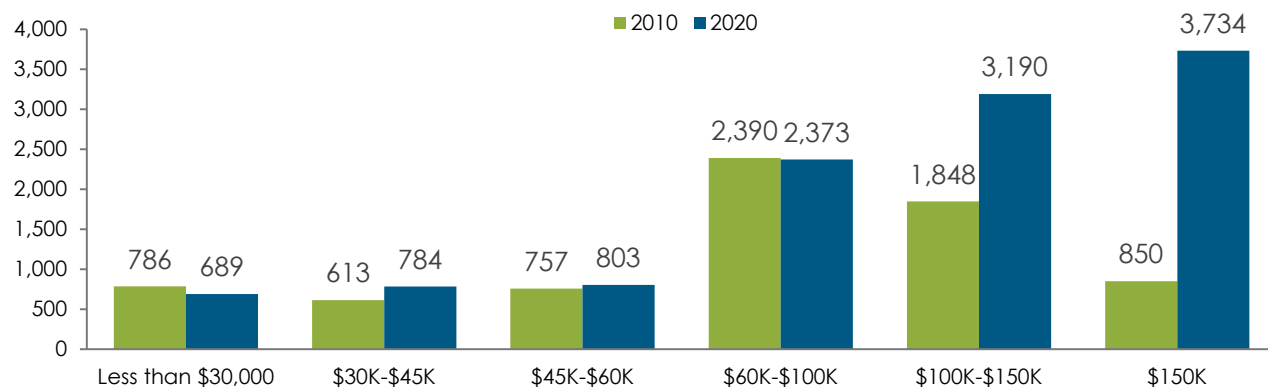
Source: ACS, 5-Year Estimates 2010-2020

The overall increase in households in Holly Springs specifically has largely been driven by households

making over \$100,000 a year (Figure 12), which has driven up the median household income in Holly Springs to \$110,800 (ACS 2020). Lastly, while the town has experienced population increases across

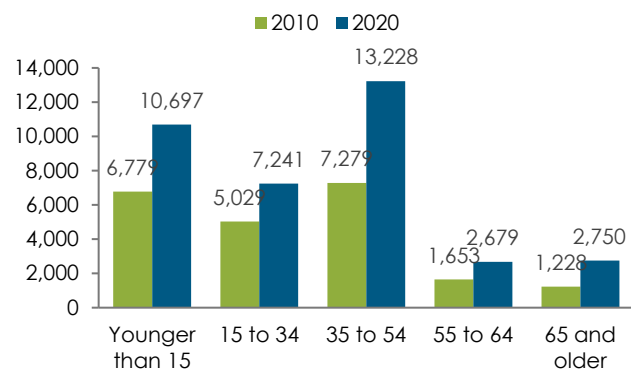
all racial and ethnic groups, Asian and Hispanic/Latino households comprise a larger share of the population now than they did in 2010 (Figure 14).

Figure 12: Households by Income Bracket, 2010 vs. 2020



Source: ACS 5-Year Estimates 2010 and 2020

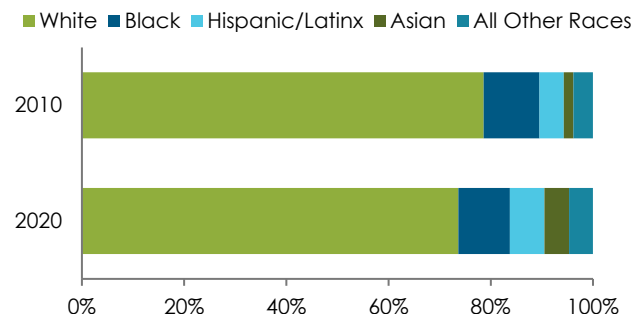
Figure 13: Population by Age, 2010 vs. 2020



Source: ACS 5-Year Estimates 2010 and 2020

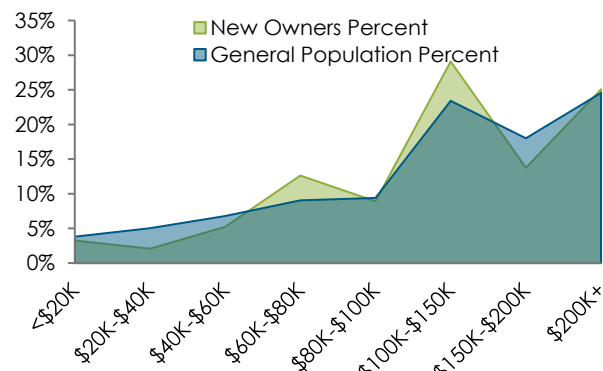
As Holly Springs grows, residents benefit from more services and amenities, such as new restaurants and increased access to groceries and healthcare. Additionally, new residents bring new tax dollars, allowing the Town to invest in existing infrastructure and schools. Sustained growth also brings challenges. For example, growth puts pressure on Holly Springs' housing stock and helps drive significant **increases in rent and sales prices**. This puts pressure on existing households, who generally have lower incomes than new residents. For example, households making between \$100,000 and \$150,000 comprise a greater share of homeowners added since 2010 than the overall population (Figure 15).

Figure 14: Population Share by Race/Ethnicity, 2010 vs. 2020



Source: American Community Survey 5-Year Estimates 2010 and 2020

Figure 15: Homeowners by Income Bracket, 2020



Source: American Community Survey 5-Year Estimates 2020

Growth in Households Making Over \$100,000

In line with state trends, **population growth in Holly Springs has almost entirely been driven by households making more than \$100,000 per year**, and particularly those making more than \$150,000. This is particularly driven by households from high-income cities, such as Los Angeles, New York, and Washington D.C., moving to Wake County (Figure 16).

Figure 16: Top Ten Origin of Households Moving to Wake County, 2020

Rank	City	Average Income
1	Los Angeles, CA	\$124,457
2	Brooklyn, NY	\$95,246
3	Chicago, IL	\$131,124
4	Fairfax County, VA (DC MSA)	\$106,534
5	Long Island, NY	\$82,661
6	Fort Lauderdale, FL	\$73,042
7	San Jose, CA	\$178,668
8	Queens, NY	\$64,851
9	New York, NY	\$134,481
10	Miami, FL	\$58,181

Source: Internal Revenue Service, 2022

Additionally, households making between \$60,000 and \$100,000 declined from 2010 to 2020. The decline of these households is due to both increases in incomes of existing residents and households relocating to lower cost markets.

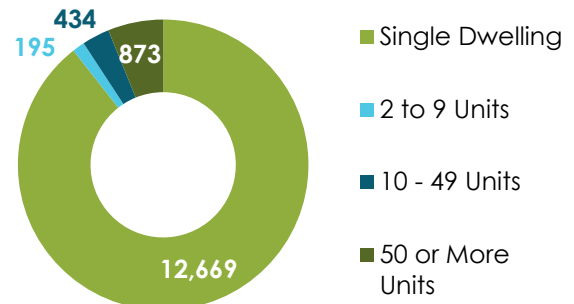
Housing Supply

As demand for housing grows, adding housing supply to meet that demand is crucial to ensuring that prices don't quickly rise. Holly Springs' overall housing supply has increased steadily since 2010,

including 908 apartments between 2020 and 2021 (CoStar). Holly Springs has added more housing, including multifamily housing, in the past couple of years than ever before, which leaves the share of detached dwelling housing at about 86% (Figure 17).³

Despite the recent influx of housing units, there are still housing gaps in Holly Springs, particularly for households making under \$100,000, prospective first-time home buyers and those hoping to age in place in Holly Springs. These community members are often priced out of the market by higher-income households that make up the majority of the population growth.

Figure 17: Existing Housing Inventory in Holly Springs, 2022



Source: ACS 2010-2019 5-year Estimates, U.S. Census, CoStar 2020-2021, Town of Holly Springs

Housing Price Growth

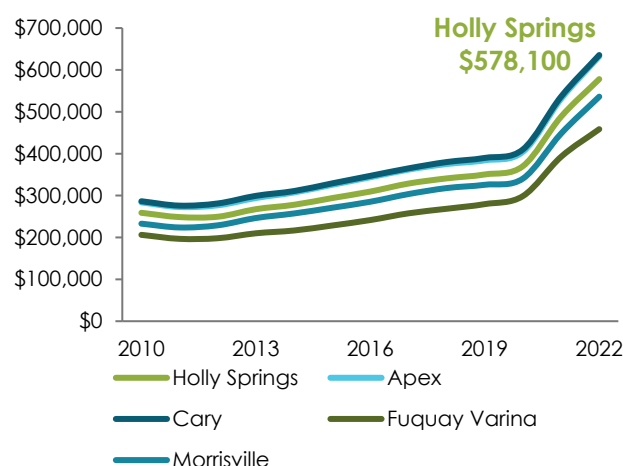
Supply has lagged new housing growth due to job creation and the increase in retiring-age households both within Holly Springs and across the region. Since 2010, the Town has added 6.5 people for each new job created, indicating job growth is just one trend impacting overall population growth (EMSI). For example, Holly Springs has doubled their 65 and older population (ACS 2010 and 2020).

The recent population growth has been accompanied by a steady increase in home prices, which have increased by 65% since 2019, accelerating affordability concerns (Figure 19). Since the beginning of the COVID-19 pandemic, home prices have risen rapidly, increasing by 54% since January 2021 (Figure 18). In other words, a

³ This chart includes 908 multifamily units delivered and under construction in 2019, 2020 and 2021.

home that cost \$350,000 in January 2021 would cost over \$540,000 in July 2022.

Figure 18: Average Sale Price, 2010-2022



Source: Zillow

This rapid increase in prices aligns with the rest of the Research Triangle region (Figure 18). Since 2010, Wake County has added nearly 250,000 residents. This has been particularly felt in towns outside of Raleigh, with population increases ranging from 40% to over 80% in places such as Apex, Cary, and Fuquay-Varina. This population growth has put pressure on the housing market, particularly since COVID-19. Towns such as Apex, Cary, Fuquay-Varina, and Holly Springs have experienced 65% increases in housing prices since January 2020 (Figure 18, Zillow).

Rental Price Growth

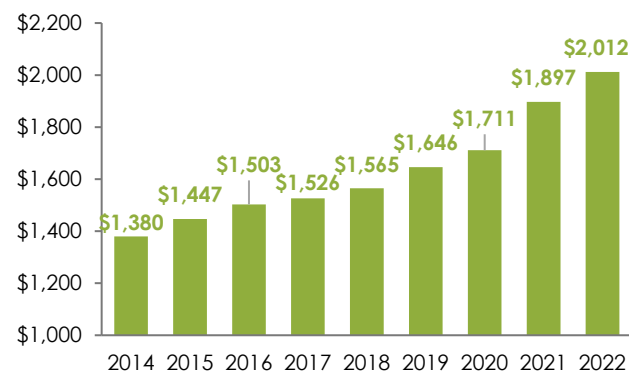
Rents have also grown steadily since 2014 and surged during COVID-19, with 22% growth in rent from 2019 to 2022 (Figure 19). The median rent is now over \$2,000, compared to \$1,650 in 2019.

A family in Holly Springs now needs to make at least \$80,500 to afford the median rent, compared to \$66,000 in 2019.

By 2019 there was a 2,500-unit gap in rental housing units available to households making less than the \$60k. Housing gaps occur when there are not enough houses for households at certain income levels. When households cannot find housing at their income level, they end up moving into units that rent for more than they can afford. These households then become cost-burdened, paying 30% or more of their income on housing. This also

reduces the amount of housing available to households at higher incomes, pushing them to look for more expensive housing as well. As prices have soared recently, this trend will start to impact more households.

Figure 19: Average Rents in Holly Springs, 2014-2022

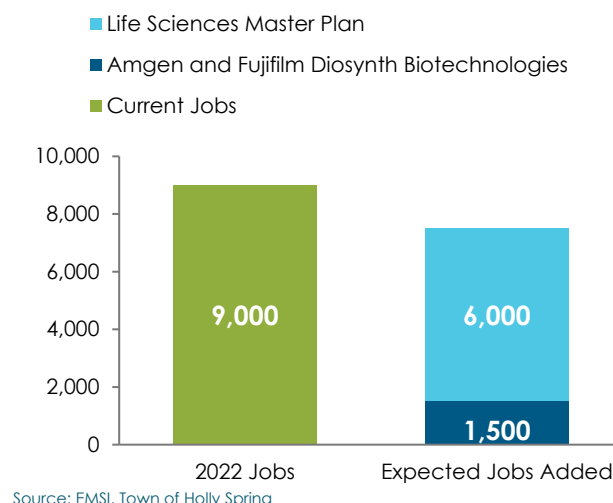


Source: Zillow

Job Growth in Holly Springs

Holly Springs has committed to economic growth and the benefits it can bring. The Town has actively recruited companies to move to Holly Springs, using development agreements and economic incentives to attract companies such as Amgen and Fujifilm Diosynth Biotechnologies. Additionally, the Town has prioritized identifying available land for large employment campuses.

Figure 20: Current and Planned Jobs in Holly Springs, 2022



Source: EMSI, Town of Holly Spring

The continued push for job growth will continue to contribute to population growth of higher income households in Holly Springs. Amgen and Fujifilm Diosynth Biotechnologies alone will add **1,500 new jobs**, with average salaries ranging between \$113,000 and \$120,000. Additionally, a master planned Life Sciences community will add an estimated 6,000 jobs (Figure 20). While some of these jobs will be filled by Holly Springs residents, the added jobs will put more pressure at the higher end of the market as higher income

households outbid each other for limited housing. (*Urban Institute*)

While this contributes to population growth, it pales in comparison to the effects of regional job growth. The Town cannot control the level of interest in the region but can strategically accommodate this growth and invest in infrastructure to support a high quality of life.

4. Housing Needs

The trends described impact housing affordability in Holly Springs and, coupled with local land use and regulations, create a range of housing needs for those who live and work in Holly Springs. Based on public engagement, data analysis and conversations with local housing stakeholders, Holly Springs' most pressing housing needs can be understood in three major categories: limited housing supply, rising barriers to accessing homeownership, and increasing displacement pressure.

Limited Housing Supply

In Holly Springs, there is not enough housing supply to meet demand. In Holly Springs, overall housing inventory growth has lagged population growth between 2016 and 2020, contributing to growth in housing prices (Figure 8). When there is not enough housing to meet demand, constrained housing supply leads to increased land costs, which in turn increases the cost to build housing.

+130,000 jobs added in Raleigh
MSA since 2010

+124% increase in population of
individuals aged 65 and older in
Holly Springs

Source: EMSI, ACS 2010-2020 5-year Estimates, U.S. Census

Homes in this region are turning over quickly, meaning there is a much higher demand for housing units than supply. Between June 2021 and June 2022, homes in Wake County stayed on the market only 19 days, compared to an average of 27 days across other U.S. Metro areas (Redfin). Multifamily rental units in Holly Springs have an average vacancy rate of 3.5%, which is one of the lowest in the region; multifamily rental units in Wake County (4.9%), Morrisville (4.9%), Fuquay Varina (5.5%) and Cary (4.5%) have higher

average vacancies than Holly Springs (CoStar, multifamily apartments built before 2020). Vacancy rate is a helpful metric to understand existing demand for housing.

Holly Springs also lacks diverse housing options to meet different housing needs. An "adequate" housing supply should serve a range of households through detached dwelling, attached, multifamily, for-sale, and rental units at different price points. With limited variety in new housing supply, market pressures can displace low- and moderate-income residents from "naturally affordable" market-rate housing, such as older or smaller homes in Holly Springs. Diverse housing typologies, like townhomes, attached homes, detached dwelling homes, and multifamily apartment buildings, meets housing needs of different types of households, especially "soft density" housing, which can be built at a lower cost (Figure 21).

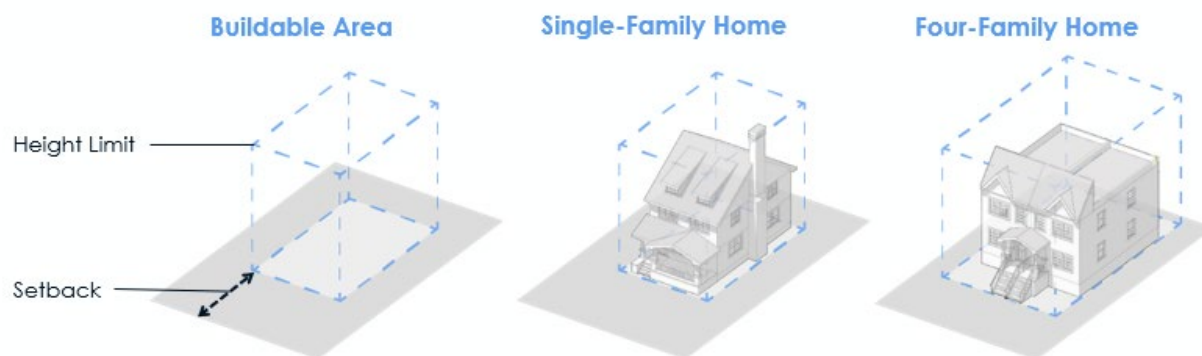
Benefits of Soft Density Housing

Multifamily housing rents and sells at a lower price point than detached dwelling housing units.

Multifamily units cost less per unit to construct than detached dwelling homes because their footprint is typically smaller and land cost is shared between multiple units, rather than just one detached dwelling home. A lower cost of construction means the unit can rent or sell for less per unit than a detached dwelling home.

Creating a larger supply of housing units at a variety of price points will put less pressure on infrastructure, like schools and roads. Adding multifamily units at a higher density than detached dwelling homes means fewer roads need to be built in order to serve those new units. Additionally, adding more households increases tax revenues, which can support additional funding for local schools. Similarly, fewer miles of water, electrical, and sewer infrastructure can serve more units if those units are spread across fewer acres of land.

Figure 21: Soft Density Housing Types



The housing inventory in Holly Springs is currently 86% detached dwelling and 14% multifamily⁴ (Figure 23), a higher share of detached dwelling homes than nearby Towns like Cary (60%), Apex (69%) and Wake County (59%)⁵

Diversifying typology and tenure (renter-occupied versus owner-occupied units) helps to serve a range of Holly Springs residents. Holly Springs has a very high homeownership rate of 82% (ACS 2010-2020 5-year Estimates, U.S. Census, CoStar, Town of Holly Springs). Some lower income households cannot afford a down payment and are limited to rental housing options. As Holly Springs continues to grow, and the number of service jobs increases to support overall Town growth, more rental options will provide housing units affordable to the workers and families filling those service jobs.

Who does this impact?

Everyone in Holly Springs is impacted by the limited number of units and lack of diversity in housing typology. Limited number of units drives up the cost of housing as the Town grows and demand for housing increases. Older homeowners are forced out of the community because the competition for smaller units is high, and they struggle to downsize in Holly Springs.

Lack of diversity in housing types drives up infrastructure costs for the entire town since detached dwelling homes incur a higher Town services cost per unit (police department, fire

department, etc.) and infrastructure cost per unit, as homes are more spread out across a greater land area. The entire Town is also impacted by traffic since lower-income workers cannot find housing units at lower price points and are forced to commute into Holly Springs from surrounding areas.

What is the scale of need?

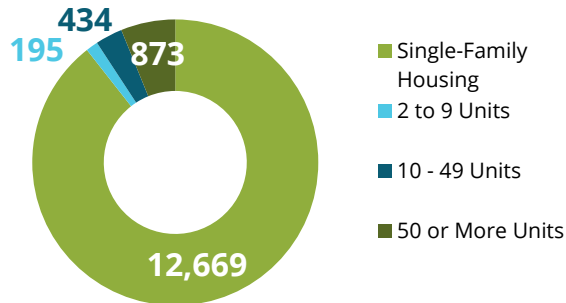
Over 86 percent of the housing stock in Holly Springs is detached dwelling homes (Figure 22). The Town lacks diverse housing typologies, such as attached housing and multifamily buildings, which can be delivered at a lower price point and meet housing needs for different households at different phases of life.

By 2019, there were over 3,700 renter households making less than \$60,000 living in Holly Springs, but only 1,200 units affordable to them. This caused a 2,500-unit supply gap for this renter population, exacerbating the issue of cost burden for Holly Springs renters (Figure 23). As prices have soared more recently, more and more renter households are competing for an increasingly limited supply of rental housing in Holly Springs. By increasing the amount of multifamily housing in Holly Springs, the Town can move towards its targets of reducing the number of cost-burdened households and increase the amount of long-term affordable housing. Both of these metrics contribute to reducing the supply gap.

⁴ ACS 2010-2019 5-year Estimates, U.S. Census, CoStar 2020-2022, Town of Holly Springs

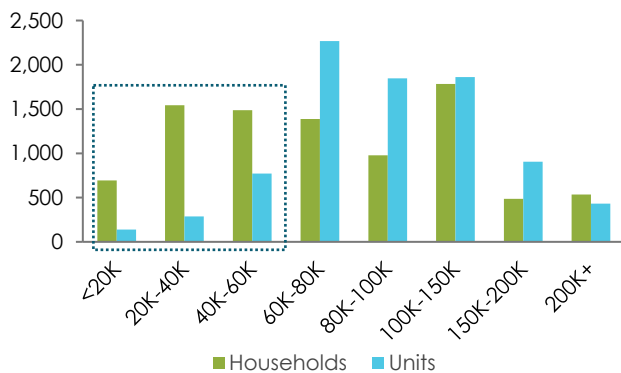
⁵ ACS 2010-2020 5-year Estimates

Figure 22: Existing Housing Stock by Number of Units in Structure, 2022



Source: ACS 2010-2019 5-year Estimates, U.S. Census, CoStar, Town of Holly Springs

Figure 23: Rental Supply Gap, 2019



Source: ACS 2019 5-year Estimates, U.S. Census

What are the barriers?

A significant portion of land in the town is zoned for detached dwelling homes. Creating more zoned areas for attached housing requires an amendment to zoning regulations and the zoning map.

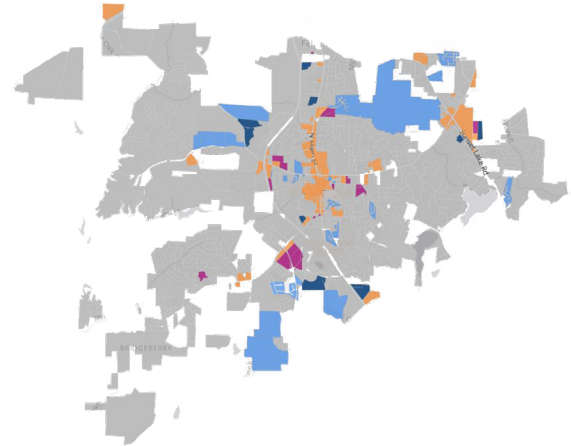
The development approvals process in Holly Springs requires Council approval, which increases time and uncertainty for developers. As the development approvals process lengthens, holding costs for developers increase, increasing the total cost of development. Higher development costs translate into higher rents or sale prices. When the approvals process is unpredictable, developers are also less incentivized to propose interesting or unique development projects.

The Town's utility meter connection requirements increases the cost of development by requiring each housing unit to have its own utility meter, even for large multifamily developments. This

significantly increases the cost of development, discouraging Developers from pursuing new housing projects in Holly Springs.

Lastly, while most survey respondents believe the Town should take steps to support housing affordability, some respondents stated they did not support the creation of new neighborhoods. This is a common barrier for small and large towns alike, particularly in growing towns.

Figure 24: Holly Springs Zoning Map



Key

- Other Zoning
- Apartments/Attached Housing Allowed
- Attached Housing Allowed
- Attached Housing Allowed, Apartments Conditional
- Attached Housing Conditional, Apartments Allowed with Additional Standards

Access to Homeownership

Homeownership is a key wealth building tool, enabling families to save for retirement, save for college, or start a business. When homeownership is unaffordable and ownership rates decrease, households struggle to prosper.

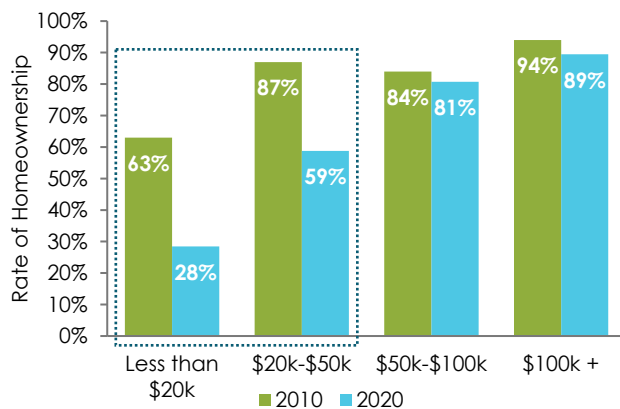
Holly Springs has historically been affordable to first-time homebuyers, but over time prices have increased while renter incomes have stayed stagnant, making it more difficult for renters to become homeowners.

Who does it impact?

In line with regional trends, Holly Springs has a high share of homeowners. However, homeownership is increasingly out of reach for households with incomes lower than \$75,000 and elderly populations.

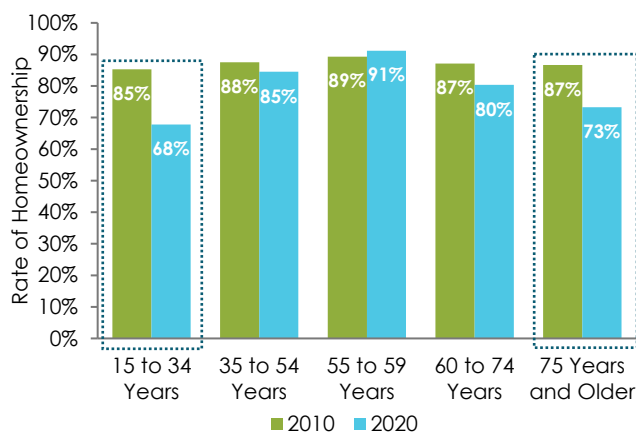
In line with national trends, the homeownership rate in Holly Springs has decreased to 82 percent in 2020, but is still notably higher than Cary, 67%, and the United States, 64%, overall. The rate of homeownership in the Town has declined across all racial and ethnic groups, and most sharply for lower income households making less than \$50,000 per year (Figure 26), elderly households 75 years and older, and households age 15 to 34 (Figure 25).

Figure 25: Homeownership by Income Level, 2010 and 2020



Source: ACS 2010 and 2020 5-year Estimates, U.S. Census

Figure 264: Homeownership Rate by Age, 2010 and 2020



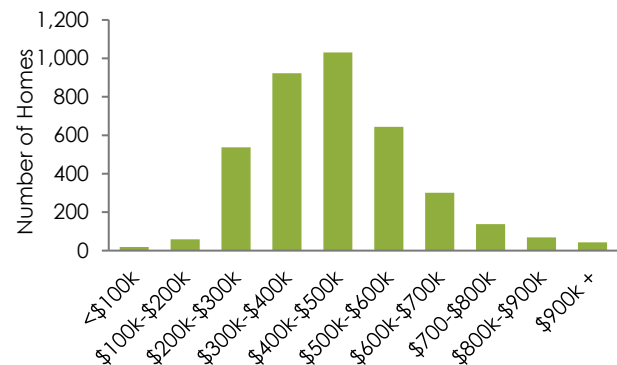
Source: ACS 2010 and 2020 5-year Estimates, U.S. Census

What is the scale of need?

The median renter in Holly Springs can afford to purchase a \$340,000 home. Only 978, or 26% of total, homes were sold within the last two years at a price point affordable to the median renter. Only 81 homes, or 2% of total homes sold, were 1-

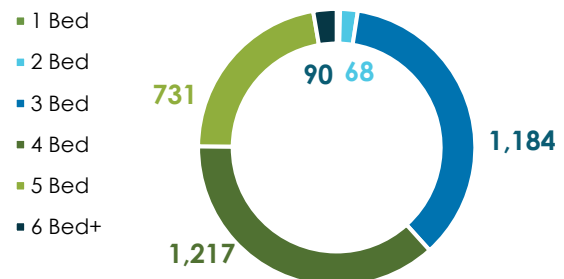
or 2-bedrooms, which are most desired by first-time homebuyers (Zillow, Figure 27, Figure 28).

Figure 27: Homes Sold by Price, 2020-2022



Source: Zillow, Last 2 Years; National Association of Home Builders, Characteristics of New and First-Time Home Buyers

Figure 28: Units Sold by Unit Size, 2020-2022



Source: Zillow, Last 2 Years; National Association of Home Builders, Characteristics of New and First-Time Home Buyers

What are the barriers?

Barriers to accessible homeownership include lack of funding, constraining design standards, and housing types. The Town is lacking direct assistance programs for homeownership, which help bridge the gap between what renters can afford to pay, and the high purchase price of homes. Design standards can also increase the cost of constructing new homes, which causes sale prices to increase. The Town can consider efforts to adjust design standards, such as changing rear-alley and site dimension requirements, to reduce the cost of construction. The current housing stock is mostly 3-bedrooms, 4-bedrooms, and 5-bedroom homes, which are larger than the typical home first-time homebuyers are looking to purchase.

Emerging Displacement Pressure

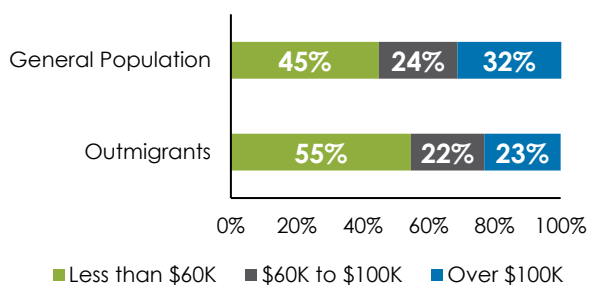
Displacement is generally referred to as a forced or involuntary movement from a household's place of residence and can take several different forms, including forced displacement, such as eviction, and pressured displacement caused by factors such as unaffordable rents or poor or unsafe living conditions. Other examples of forced displacement include extreme rent increase, foreclosure, threats or malicious actions, or disaster. Examples of pressured displacement include housing cost burden, poor housing quality, or unsafe neighborhood conditions.

Who does it impact?

Pressured displacement is an emerging issue in Holly Springs, as cost burden continues to increase, and as long-term homeowners struggle to afford necessary improvements to their homes or to move to a different unit. During a community meeting, a longtime Holly Springs resident shared, *"In our area, all I can do is upkeep on my house. I cannot afford to move anywhere else."* Data suggests that there is not yet widespread displacement, but as higher income households continue to move to the Town, moderate and low-income and older residents will become vulnerable to displacement over time.

In Wake County as a whole, households making less than \$100,000, and particularly less than \$60,000, are moving out to other more affordable counties. Essential workers and Town employees typically fall into this category, meaning they are disproportionately impacted by emerging displacement pressures (Figure 29).

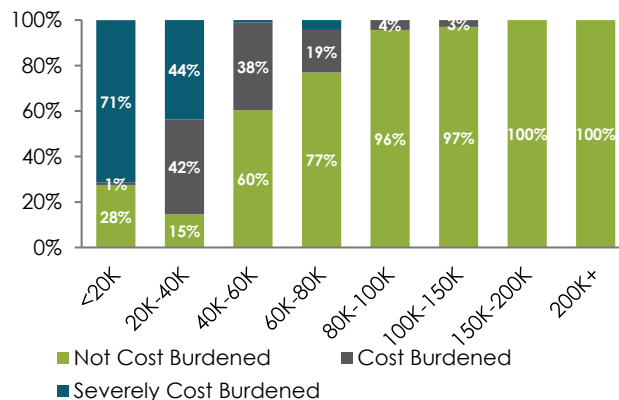
Figure 29: Households Moving Out of Wake County to Other NC Counties by Income, 2019



Source: ACS 2019 5-year Estimates, U.S. Census

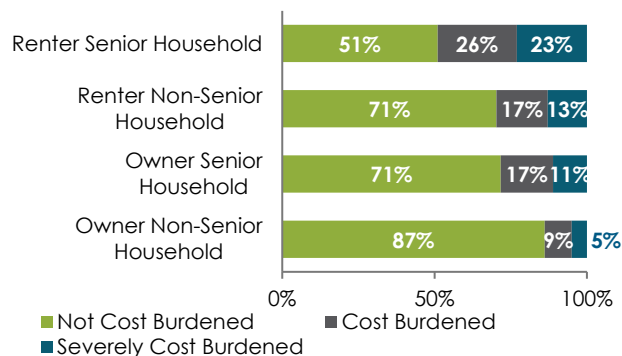
Renters and elderly households are increasingly cost-burdened and lack housing options that they can afford. Holly Springs has a high share of homeowners: 82% (ACS 2020 5-year Estimates), and a high share of owner-occupied units, meaning that renter households must compete for a smaller pool of units. Similarly, elderly households are competing for a limited supply of units to downsize and age in place (Figure 31).

Figure 30: Renter Cost Burden by Income, 2019



Source: ACS 2019 5-year Estimates, U.S. Census, HR&A Advisors.

Figure 31: Cost Burden for Seniors, 2019



Source: ACS 2019 5-year Estimates, U.S. Census, HR&A Advisors.

What is the scale of need?

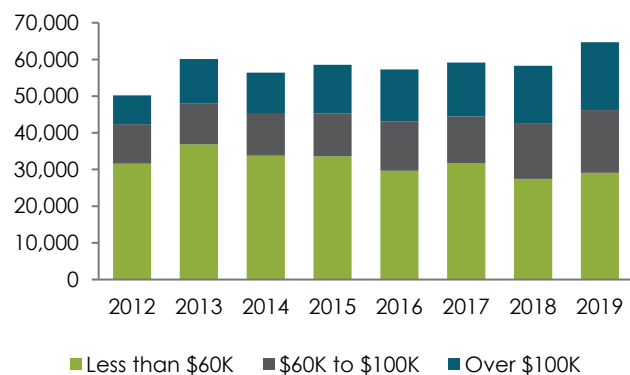
Thirty percent of renters in Holly Springs are cost burdened or severely cost burdened, which can lead to displacement. Sixty-four percent of renter households that make less than \$60,000 are cost burdened or severely cost burdened, making them particularly vulnerable (ACS 2019 5-year Estimates, U.S. Census).

Cost burden for households making less than \$60,000 is in part due to a significant rental unit supply gap. By 2019, there was already a 2,500-unit supply gap for renter households making less

than \$60,000 (see Figure 24 for more information on the rental supply gap).

Emerging displacement pressure is demonstrated in Wake County by significant outmigration since 2012 (Figure 32). On average since then, more than 58,000 households have moved to other counties in North Carolina (excluding Durham and Mecklenburg, other high-cost counties).

Figure 32: Outmigrant Households by Income, 2010-2019



The households described in this chart are households that moved out of Wake County to a different NC county, excluding Durham or Mecklenburg (other high-cost counties).

Source: 2019 5-year Public Use Microdata Sample (PUMS)

What are the barriers?

One barrier to curbing displacement pressure is a lack of affordable rental housing options for households making less than \$60,000. For this income group, there is a 2,500-unit supply gap, forcing renters into homes they cannot afford, and increasing cost burden.

Growth in the Town is expected to continue, particularly with recent new employers coming to Holly Springs, the construction of NC 540, and other economic development initiatives. The construction of the highway impacts both existing and future residents. Some existing residents have been forced to relocate to make way for the construction of the highway, while other existing residents will encounter indirect impacts as the highway attracts increased development interest. Additionally, as highway construction concludes, new housing development will bring more people to Holly Springs. The Town will need to identify strategies to accommodate those households to prevent significant traffic increases and infrastructure strain.

The Town of Holly Springs can implement housing strategies to adapt for future growth and limit displacement pressure going forward.

5. Housing Strategies

To begin to address the housing needs described in Section 3, **Holly Springs should focus on three housing goals:**

1. **Meet growing demand;**
2. **Preserve and expand access to homeownership; and,**
3. **Retain existing residents.**

Meet Growing Demand

Both the regional and local economy are growing, which increases demand for both housing and local services. To help reduce the price pressures of increased demand and to meet household needs for different types of housing, the Town can take a proactive approach to the development approval process that prioritizes housing developments that support affordability.

Preserve and Expand Access to Homeownership

Traditionally, Holly Springs has been a place that is affordable for first-time homebuyers in the region. Helping create affordable homeownership opportunities is an important tool to ensure that seniors can age in place, to reduce racial wealth disparities and racial segregation, and to ensure that those who work in Holly Springs can live in Holly Springs.

The Town can help preserve opportunities for first time homebuyers by providing down payment assistance and working with employers to support homeownership. Additionally, the Town can help increase the supply of smaller houses that are naturally affordable to first time homebuyers. Lastly, the Town can support owner-occupied rehabilitation to help existing homeowners remain in their home.

Retain Existing Residents

Pressured displacement is an emerging housing issue in Holly Springs. Creating permanently affordable rental and homeownership

opportunities, and providing support to residents at risk of displacement, can help to ensure that this issue doesn't grow in Holly Springs as it has in much of the region.

The Benefits and Challenges of Growth

Holly Springs has committed to economic growth and the benefits it can bring. The Town has secured Amgen and Fujifilm Diosynth Biotechnologies, bringing significant employment and population growth. Combined, these two companies will add approximately 1,500 new jobs. Additionally, Holly Springs expects a life sciences community that will bring an additional 6,000 jobs. These new jobs are expected to pay salaries ranging between \$113,000 and \$120,000. The new jobs will create additional, lower paying service jobs in the community, which will increase the demand for housing across all income groups.



Image: Amgen Groundbreaking

Growing the Town's economy requires that the Town continue to attract businesses to Holly Springs. When new businesses move to Holly Springs, it not only adds the jobs from those businesses, but also the jobs of other businesses that expand to support new businesses. The

service industry also grows, as new households create demand for retail, restaurants, and services.

When workers cannot afford to live in Holly Springs, service businesses may hesitate to move to Holly Springs as they struggle to find employees, which reduces the overall services available to existing residents. If service industries do decide to locate in Holly Springs, their workers may live outside the Town, increasing overall traffic. New companies can help alleviate these pressures by committing funding to support housing affordability or by helping employees purchasing houses. The Town also can support new housing for these households by allowing for smaller and more affordable housing types.

Additionally, as the Town grows, it will incur more fiscal costs to fund increased infrastructure needs, such as water and sewer, parks and open space, and transportation improvements. If the Town neglects these improvements, local roads, parks, and sewer systems may become overburdened. However, the increased tax revenue from new development can support intentional planning efforts that efficiently concentrate amenities to reduce the burden on infrastructure. For example, by encouraging mixed-use development and higher density zoning, the Town can encourage more walkability and concentrate infrastructure in targeted areas, lowering the relative cost of infrastructure improvements. An example of a successful mixed-use project is Main Street Square, a place where people can live, access health and

dental care, get a cup of coffee, and other services.



Image: Holly Springs Farmers Market

Additionally, the Town can work with companies moving to Holly Springs to have them contribute to necessary infrastructure upgrades and affordable housing. The Town has regularly negotiated development agreements in the past, such as the Village Gate development agreement, where the developer made improvements to roadways and sidewalks. The Town can deploy a strategy in which it uses the development agreement process to prioritize residential projects that have affordable components, either through below market rate units or through smaller housing types like one- and two-bedroom homes and attached houses that are less expensive to build.

The Role of the town

Many factors impact housing affordability. These include the cost of construction, interest rates, regional demand, and more. While the Town

cannot influence all these factors, it can influence some, including land costs, funding availability, hard costs, and soft development costs.

Figure 53: Drivers of Affordability
(see Figure 34 for definitions)

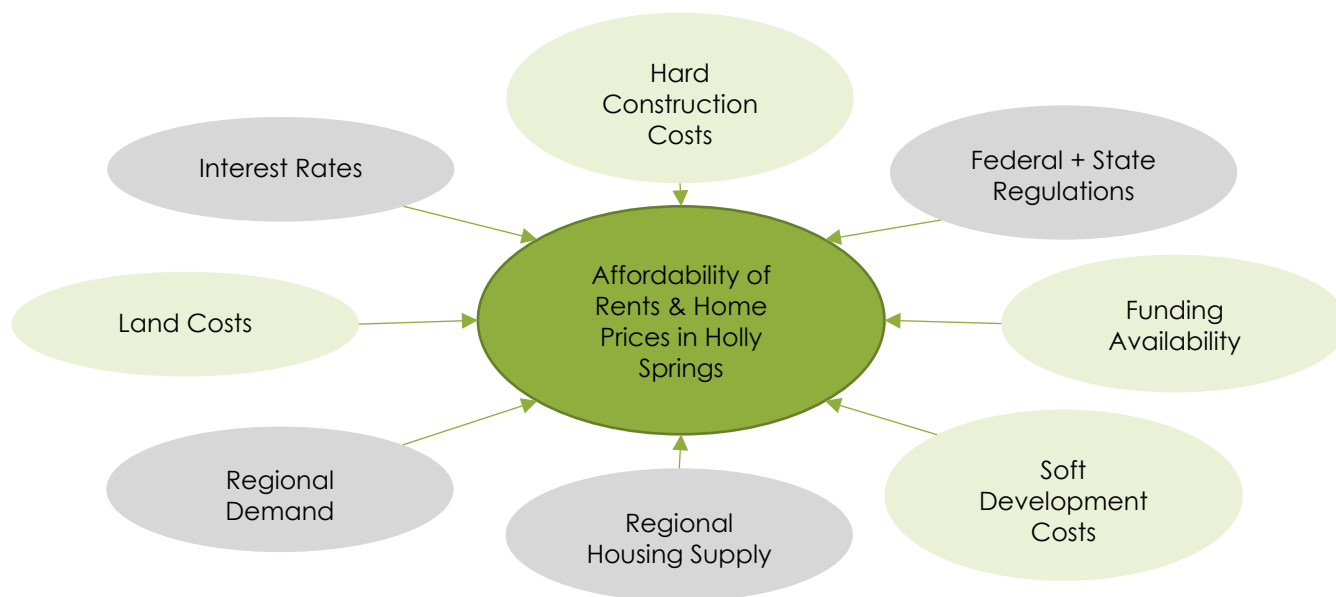


Figure 34: Defining Drivers of Affordability

Hard Construction Costs	Cost of construction materials and contractors. The Town can support reduced construction costs by allowing for diverse housing types.
Federal and State Regulations	Government regulations indirectly impact the cost of development as developers are required to meet certain requirements
Funding Availability	Includes availability of private financing from banks and public investment from local, state, and federal governments
Soft Development Costs	Construction costs that facilitate development, including architects, engineers, permitting fees, and lending fees
Regional Housing Supply	When overall supply is low, high-income households compete with lower income households to find housing. Large housing supply does not guarantee housing affordability
Regional Demand	As more people desire to live in a region, they will pay more for housing options
Land Costs	Many factors influence land costs. Proximity to desirable uses and the overall supply of land are two prominent factors
Interest Rates	Banks will raise or lower interest rates to account for the amount of risk they are willing to incur based on economic conditions. The Federal Reserve plays a significant role in influencing base interest rates

The Town has two primary pathways it can pursue. First, Holly Springs can prioritize leveraging land use standards to influence land and construction costs. By doing so, the Town can increase affordability for moderate income households. The tradeoff is that land use tools do not increase housing for the lowest income households. On the other hand, the Town can prioritize building support to dedicate funding for housing, which would support more funding for the most vulnerable households but would utilize taxpayer dollars. In the short-term, the Town can pilot subsidy tools and pursue partnerships to start supporting low-income households.

Development Approval Process

In Holly Springs, nearly every residential development requires Town Council approval, even if the proposal complies with the existing zoning regulations, lengthening the time of development. Many jurisdictions allow projects that comply with the zoning to be approved by staff instead of requiring Town Council approval. While maintaining the land use planning process, Holly Springs can shorten project approval times by condensing some parts of the development approvals process.

Additionally, unpredictable development approvals processes increase risk for developers, discouraging them from pursuing new projects. The Town can increase certainty by providing clear timeline standards and clarifying zoning regulations with clear language and illustrations.

Land Use Tools

Another important type of housing tool is land use and density rules. These regulations define and enforce what types and size of structures can be built in specific locations. When it comes to housing, density standards limit the number of units that can be built in a particular portion of land. Holly Springs is mostly detached dwelling only zoning but has allowed for more attached and multifamily in recent years. Allowing more duplexes, triplexes, and multifamily units decreases the relative cost of land and helps stabilize housing costs.

One general advantage to land use tools is that they can help support broad affordability without dedicated public investment. Land use tools are a means of allowing private developers to increase the stock of housing in the Town. However, land

use tools rely on market rate development. Because of this, housing production declines in weak markets and recessions. Additionally, even in healthy markets, market rate development typically does not produce very low-income units.

Figure 35: Land Use Tools Pros and Cons

Pros	Cons
• Do not require public investment to induce private development • Increases the overall supply of housing • Channels stakeholder input towards overall zoning regulations and away from individual development projects	• Typically, does not create housing for very low-income households • Community opposition to land use changes can limit the ability to enact meaningful change

Public Investment

To help meet the housing needs of low and very-low-income households, the Town can make investments to support housing affordability both directly to households and through non-profit partners who can administer programs in collaboration with the Town.

Local, county and state governments can provide direct assistance to households struggling to access rental or homeownership opportunities or those who already have housing but may be at risk of displacement due to rising costs or maintenance needs.



Image: [insert caption]

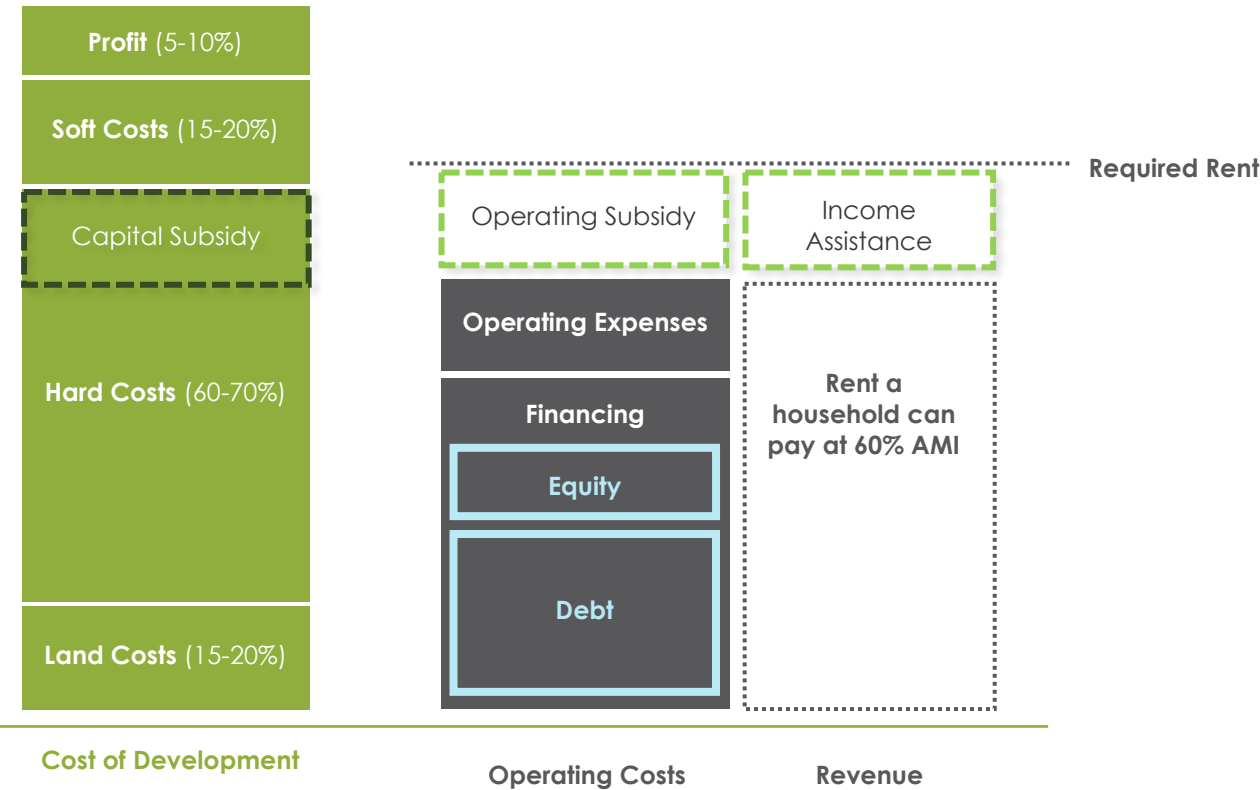
The Town can also provide funding to developers of affordable housing. There are two primary forms of funding for developers: capital subsidies and operating subsidies. **Capital subsidies** fill funding gaps for developers, allowing them to acquire the amount of funding necessary to develop, while requiring units to remain affordable. For example, providing low-interest loans can allow developers to prioritize more affordable housing. This type of financing gets paid back to the government over time. Additionally, the Town could reimburse certain development fees to reduce the cost of development. **Operating subsidies and income assistance** can also provide ongoing payments to the property owner or tenant to supplement lower, affordable rent. The most common form of operating subsidies are housing vouchers, which allow property owners to receive typical rental receive, while reducing the cost to individual households.

Figure 36: Public Investment Tools Pros and Cons

Pros	Cons
• Directly creates housing with affordability restrictions • Most effective type of tool to serve the lowest income households	• Identifying source of the funds • Often requires large amounts of capital from governments and philanthropies, or tax increases

In order to pursue the design and deployment of some of the housing tools described in this Study, the Town would need to build support for and dedicate local funding.

Figure 37: Economics of Rental Housing Development: Public Investment



Tenants' Rights

Tenants' rights tools seek to preserve existing affordable housing by protecting the occupants of affordable housing. Tenants' rights tools take two primary forms: Tools to enforce existing rights typically relate to the availability and affordability of legal services (e.g., right to counsel, mandatory mediation), and tools to expand tenants' rights help tenants stay in their homes by limiting the actions that landlords can take. (e.g., foreclosure intervention, just cause eviction).

Tenants' rights tools are highly limited in North Carolina and are primarily advanced by non-profit partners. The Housing Affordability Study recommends support funding for legal counsel as the primary way to address tenants' rights.

Figure 38: Tenants Rights Tools Pros and Cons

Pros	Cons
• Particularly important for housing stability and preventing displacement • May increase affordability for current tenants • Pressures exploitative landlords to act in current and future tenants' interests	• North Carolina laws limit potential • None of the tools create new affordable units or directly increase unit affordability • Laws and regulations only have impact if there is supporting enforcement mechanisms

6. The Role of Partnerships

Immediate Next Steps

1. Compile a reference list of companies and organizations that own land in the Town, including private firms such as Duke Energy, and government institutions such as Wake County and the State of NC.
2. Identify tools that the Town is most interested in pursuing and necessary staff capacity to advance those goals.

Partnerships are the foundational piece of successfully implementing the recommendations of the Housing Affordability Study. They are essential to both administer housing programs and leverage additional County, State, Federal, and Philanthropic funds. The tools outlined throughout the Housing Affordability Study should be viewed through the lens of the partnerships necessary to effectively implement the programs.

The Town can partner with local organizations in various ways, such as by providing operating funds or capital contributions to partner organizations, and by establishing regular channels of communication and coordination. There are several partner organizations within Wake County that meet substantial housing needs that the Town does not have the capacity or funding to address.

Key potential partners in Holly Springs include:

- **Wake County:** The County has [several programs](#) designed to support increased affordable housing options that the Town can participate in and partner with. Additionally, the Wake County Housing Authority provides funding to support housing and direct funding for low-income families. The Town can work with the County to stay up to date on their available programs and communicate that information to Holly Springs residents who could benefit from the County's offerings. For example, the County has an owner-occupied rehabilitation program for aging households that Holly Springs residents could qualify for.
- **Non-Profit Organizations:** There are several non-profit organizations in the region who provide a range of services to address housing affordability. Some non-profits are focused on supporting individual households such as Western Wake Crisis Ministry that provide meals

for low-income households. Other nonprofits, such as DHIC, specialize in affordable housing development. Habitat for Humanity does both, constructing new houses and identifying families who can afford to purchase those homes. The Town can proactively seek out relationships with these organizations and ensure they remove any barriers that prevent them from working in Holly Springs. If the Town is able to dedicate local funding, the Town can collaborate with partner organizations to pursue strategies described in this Study, such as down payment assistance and owner-occupied rehabilitation. The Town can also promote their work, pointing residents to services made available by non-profit organizations.

- **Developers:** While the Town wants to retain certain levers over development, Town leadership should continue working with developers to identify barriers to development and alleviate those pressures, particularly with nonprofit affordable partners such as DHIC, Habitat for Humanity, and CASA that specialize in affordable housing development. Additionally, the Town can incentivize developers to provide housing at lower price points through development agreements (see Tool #1 Create a Standardized Development Agreement Negotiation Strategy).
- **Residents:** Changes such as increased density and housing units at lower price points are often met with hesitancy from nearby residents concerned about the impact on their property values. Housing affordability is an issue that requires collaboration from all Holly Springs residents and ongoing engagement with the community. The Town should continue to engage residents by establishing a permanent housing affordability advisory committee that meets regularly to make recommendations on

policies to address housing affordability in Holly Springs. The committee would also support coordination with the County, non-profit organizations, developers, and local employers.

- **Local Employers:** New and existing Holly Springs businesses can support the implementation of the Housing Affordability Study by leveraging existing land they own or by contributing to programs that helps their

employees access housing. The Town will need to work with existing and new employers to identify strategies to support increased affordability.

In particular, the Town should pursue **land partnerships and employer assisted housing programs**. The Town will also need to assess existing staff capacity to facilitate these relationships

Figure 39: Local Housing Nonprofits and Developers

Habitat for Humanity of Wake County	DHIC
Raleigh Area Land Trust (RALT)	Wake County Housing Authority
Triangle Family Services	InterAct of Wake County
CASA	Passage Home
Families Together	Salvation Army of Wake County
Family Promise of Wake County	Urban Ministries of Wake County
Healing Transitions	Western Wake Crisis Ministry

Figure 40: The Role of Partnerships, Public Investment Required, Level of Impact

Potential Tools & Strategies	Public Investment Required	Return on Investment
Land Partnerships		
Economic Incentives for Employer-Assisted Housing Programs		
Staff Capacity		

Key

1. Land Partnerships

Overview

The Town can partner with existing landowners to leverage existing land for increased affordability. Once the Town has identified prominent landowners, they can coordinate partnerships between them and potential developers to advance the project. The Town can then provide support throughout the development approvals process, ensuring they advance in a timely manner and negotiating certain requirements and fees in-line with the Town's development agreement strategy.

Existing companies like Duke Energy own land in and near Holly Springs that could be leveraged for increased affordability. Particularly as new firms, such as Amgen and Fujifilm Diosynth Technologies, move to the region and acquire land, it will be important to build relationships to support strategies that increase affordability.

Because landowners are unlikely to sell land at below market prices, these types of land partnerships are most likely to happen during a zoning approval process where a landowner needs flexibility from the Town. That said, the Town should be ready to take advantage of these opportunities as they arise to address housing affordability.

Current Context

One of the largest barriers to development in Holly Springs is the cost of land. This drives up the cost of housing and prevents developers and the Town from acquiring new land. The Town has already worked with Wake County to provide land for DHIC to develop new apartments with affordable rents. Duke Energy is an example of a company that owns substantial land in Holly Springs, providing a potential partnership opportunity.

Next Steps

1. Compile a reference list of companies and organizations that own land in the Town, including private firms such as Duke Energy, and government institutions such as Wake County and the State of NC.
2. Assess which landowners the Town has existing relationships with and which are likely to engage in joint development strategies.
3. Develop a set of requests for land partnerships to guide discussions and negotiations. For example, the Town could request developers donate lots in new subdivisions to a non-profit. In exchange, the Town could reduce open space requirements, or allow the donated lots to not be counted against the density requirements.

Guidelines

Affordability Goals: Required density to allow for target number of units; waived requirements to required target level of affordability

Location: Proximity of existing land to jobs and services

Key Actors: Development Services, Town Council, local landowners

Case Study: Holly Springs

Holly Springs worked with Wake County and DHIC, a non-profit affordable housing developer based in Raleigh, to advance a new development on Main Street. This development came about after Wake County's Department of Housing Affability and Community Revitalization issued a request for proposals (RFP) to develop a parcel of County-owned land. Wake County selected DHIC to construct housing on the site. Following the Town's development review process and approval by the Holly Springs Town Council, The County then executed a memorandum of agreement (MOA) to sell the parcel to DHIC, allowing them to begin construction.

Source: Town of Holly Springs

2. Economic Incentives for Employer-Assisted Housing Programs

Overview

Large employers—such as universities, hospitals, and private corporations—have an interest in helping their employees live in safe and affordable housing close to work. Due to the high cost of land, an employer-assisted down payment assistance program would expand wealth-building and housing stability through homeownership for more Holly Springs residents.

There are two primary ways to structure employer-assisted housing programs. First, the Town can simply provide a scoring boost to companies that provide employer-assisted housing in their criteria for offering tax incentives. Under this scenario, the employer would be completely responsible for designing and managing the program. The Town would be responsible for monitoring the program to ensure compliance.

Alternatively, the Town could establish a pool of funding that provides “matching” funds to employer-assisted housing programs. Under such a program, an employer could opt-in to providing employer-assisted housing, and in return the Town would match the funding committed by that employer, up to a certain amount. The Town would also need to monitor the program to ensure Town funds were directly benefiting the employees.

These programs can be attractive to employers because they improve worker retention and community relations. The program could potentially match public and private investment, both amplifying the impact of public dollars (Wake County’s down payment assistance program) by leveraging private contributions and help employers better retain workers.

Current Context

Holly Springs has provided economic development incentives for companies making significant investments in the Town but has not previously asked companies to prioritize employer-assisted housing. Holly Springs is uniquely positioned to leverage private dollars through economic incentives for housing, due to its strong history of attracting private companies, most recently Amgen and Fujifilm Diosynth Biotechnologies.

Next Steps

1. The Town should decide if it wants employers to be solely responsible for establishing programs or if it wants to establish a fund for employers to make contributions
2. Encourage major employers to create or contribute to employer-assisted housing programs if offering economic incentives
3. The Town should identify large employers with the capacity and interest to support a down payment assistance program for employees, educate leaders about the costs and benefits of such programs
4. Work with the Economic Development Department to define objectives for the program
5. Establish a set of priorities as guidelines for negotiating with companies looking to locate in Holly Springs

Guidelines

Eligibility: Employees

Level of Assistance: Determine per household maximum

Key Actors: Economic Development, Town Council

Case Study: Yale Homebuyer Program

The Yale Homebuyer Program was established in 1994 to support Yale employees, including faculty and permanent staff, with \$30,000 to \$35,000 in (pre-tax) benefits over ten years, to be used towards a home purchase. Participants must commit to owning and residing in the home for at least two years from the date of closing, and the benefit ends when occupancy ends. Therefore, to receive the full \$30,000 to \$35,000, participants must reside in the home for ten years. Between 1994 and 2015, the Homebuyer Program supported 1,134 new homeowners.

Source: Yale University

3. Dedicate Staff Capacity

Overview

Fully implementing the recommendations included in the Housing Affordability Study requires dedicated staff time. In particular, staff capacity is necessary to support robust negotiations with developers through the Town's development agreement strategy. Additionally, the Town will rely on staff to build new and existing partnerships. Some of the tools described in the Study can be pursued using existing staff capacity, while others may require new staff capacity.

Current Context

The Development Services department is primarily responsible for the implementation of the Housing Affordability Study. Other departments, including Economic Development, Public Works, and Utilities and Infrastructure will need to be consulted as various tools are implemented.

Next Steps

1. Identify tools that the Town is most interested in pursuing.
2. Assess existing staff that are best positioned to implement selected tools, balancing with their other responsibilities
3. Assign staff new responsibilities to implement selected tools. Add new staff as necessary.

Guidelines

Target Tools: Required staff capacity depends on the tools selected to advance

Existing Staff Capacity: Do existing staff have the capacity to add additional responsibilities?

Case Study: Tax Rebate Partnership, Charlotte, NC

Tax rebate programs are an example of how local governments can partner with the private sector to advance housing affordability when there are limited tools to support the creation of deep affordability. Tax rebates are an efficient way to ensure the preservation of affordable housing serves households with the deepest need through public-private partnerships.

Under such partnerships, a local government partners with a housing developer that commits to support housing affordability. The housing developer dedicates 15-20% of units to the program and relies on a local nonprofit to connect tenants to the program. The local government assigns 100% of property-tax revenue generated at the apartment community to the nonprofit which funds the difference between market rents and 30% of a tenant's income, all without tapping into existing taxpayer dollars. The primary Town resource necessary to implement such a program is staff time to facilitate public-private partnerships and oversee the program.

Tax rebates are being used at the Lake Mist Apartments in Charlotte, NC. Ascent Housing, an owner of affordable housing focused on naturally occurring affordable housing (NOAH), is partnered with the City of Charlotte, Mecklenburg County, and Socialserve to provide 22 units (15.3%) to households between at 30% AMI with Synthetic Vouchers. During the 20-year contract at Lake Mist, Ascent Housing offers one of every five available units to Socialserve for the program until all 22 units are filled. Every month, Socialserve pays the difference between 30% of a tenant's income and Fair Market Rent to Ascent Housing. 61% of the cost of the program is covered by the County with 39% covered by the City, in line with the relative milage rates of each jurisdiction.

At Lake Mist, the agreement to provide housing at 30% AMI is funded with 20 years of projected property tax revenue by the County and City and requires Ascent Housing to enter into an agreement with Socialserve to provide refer tenants and serve as the City and County's fiscal agent.

Source: HR&A Advisors

7. Tools to Meet Growing Demand

Immediate Next Steps

1. Identify policy goals the Town wants to advance through development agreements, such as the types of residential units, the level of affordability or other public benefits like sidewalks or open space
2. Establish housing affordability requirement to earn points under the Town's utility allocation policy
3. Identify incentives the Town is willing to offer, such as having the Town construct infrastructure or reduce fees.
4. Assess which of those services the Town is willing to codify in the zoning ordinance to make available without a development agreement.
5. Identify existing or future residential nodes where multifamily development would increase walkability and consolidate development, particularly where the Town is focused on attracting new business campuses.

Challenge | There is substantial new demand for housing in Holly Springs, and the housing added is not sufficiently meeting diverse housing needs

Solution | Grow the supply of homes, increase the diversity of the types of homes that can be built and invest in infrastructure to support new households.

More people—a lot more people—are coming to Wake County and the region regardless of whether Holly Springs allows another home to be built there or not. The Town can help reduce the pressure created by these new residents on the quality of life through traffic, housing cost, and other impacts and instead have new residents increase the tax base, attract more interesting retail, and support local businesses if it is intentional in where and what type of housing it allows to be built. **The Town should focus on both increasing the total number of new houses built and diversifying the existing housing stock.**

By doing so, the Town can support increased quality of life and reduce the per-household impact on infrastructure services. For example, the Town can prioritize locating new housing near schools and employment centers, which will minimize traffic as fewer households have to drive to access education and workplaces. Second, adding soft density units creates more property tax revenue and requires less per unit infrastructure costs, because developers can consolidate infrastructure to serve more units in less space. Similarly, increasing housing stock diversity encourages more households without children to move to the area, increasing the number of

households contributing to the costs for school. Lastly, concentrating households in a small area can increase consumer spending as households have increased access to goods and services.



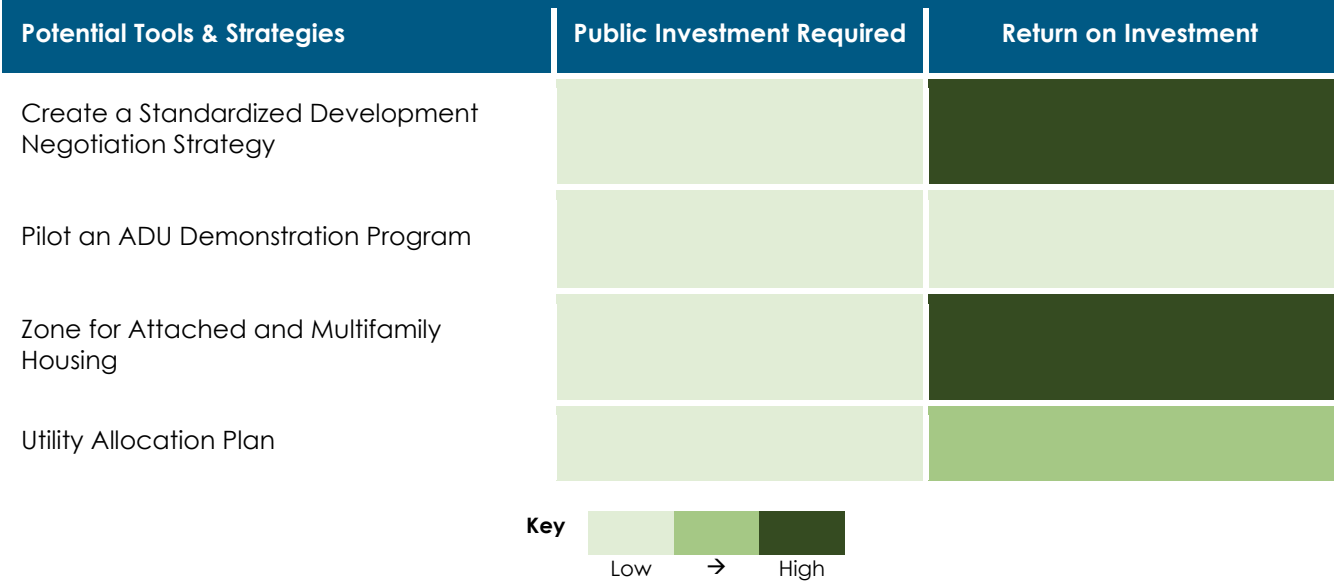
Image: The Block on Main, Holly Springs

The Town can **support affordability** by providing clear guidance on what types of development are favored, for example, setting a goal for a share of homes in new subdivisions to be less than 2,000 square feet or deed restricted. Having a clear understanding of what structure can be built allows developers to construct new housing more quickly. The Town can be willing to negotiate on requirements and costs that increase the cost to be built in exchange for affordability.

Additionally, the Town needs to **diversify the housing stock** by allowing for more increased soft density (attached units, duplexes, triplexes, and multiplexes) and multifamily units along commercial corridors and near employment centers throughout the Town. Doing so will align housing needs with economic development efforts by allowing for more dense development near employment campuses and commercial centers. Holly Springs has already done this by locating Holly Springs Place (a multifamily community) next to Holly Springs Towne Center. This supports the businesses in Holly Springs Town Center because residents and employees from the adjacent community can walk to restaurants and services in the Town Center. Additionally, it supports a thriving community where residents can easily access goods and services.

Lastly, as the Town grows, it needs to continue balancing the infrastructure needs associated with population growth. In particular, by adjusting land use standards to allow for soft density and multifamily development along commercial corridors, the Town can support improved walkability, which will ease the pressure on transportation facilities, and reduce the relative cost. Increasing mixed-use development and walkability alleviates the increased stress on roads and transportation systems, while providing new residents an attractive place to live. Furthermore, mixed-use development supports efficient use of utilities, as the Town can concentrate construction of new utilities in smaller locations, rather than developing miles of infrastructure outward as the Town sprawls.

Figure 641: Meet Growing Demand, Tools, Public Investment Required, Level of Impact



4. Create a Standardized Development Negotiation Strategy

Overview

The Town should clearly articulate and publicize affordability level and housing types preferred for new development in Holly Springs and prioritize those projects in the approvals process, both through a utility allocation ordinance and through the overall development review process.

This will create a “points-based” system in which the Town can prioritize approval for projects that score highest. Specific details such as preferred housing type (detached dwelling, soft density, or multifamily), affordability level (share and depth of affordability), infrastructure requirements, and mixes of uses will provide certainty to the development community, which will foster more development. The Town can then clearly communicate which incentives it will provide in exchange for these targets.

Development agreements provide one method to facilitate these incentives. Development agreements are legal agreements between developers and local governments that provide development flexibility not typically achievable through zoning ordinances. They allow for alterations to the zoning requirements of a specific parcel of land, typically in exchange for public benefits. For example, local governments may allow zoning concessions in exchange for infrastructure improvements from developers. Additionally, development agreements can be leveraged to incentivize housing affordability, economic benefits, and other public benefits.

The primary challenge with development agreements is that each new agreement starts a new negotiation, which can be time intensive and create uncertainty for developers. While there will always be a need for negotiations, a clear framework will streamline the process and provide clear guidance to developers on the types of projects desired by the Town.

By standardizing the priorities and strategies when using development agreements, the Town can clearly communicate expectations to developers and spend less time negotiating agreements, allowing them to spend more time conducting the work of local government. Without a standard strategy and set of priorities, development agreements can create

uncertainty for developers and increase burden on Town staff.

Current Context

Development agreements are allowed in the State of North Carolina and are a strategy the Town has employed, particularly with larger developments that have increased impacts. In particular, the Town negotiated a development agreement with DHIC where the Town agreed to construct sewer infrastructure to ensure DHIC could construct affordable units.

Next Steps

1. Identify policy goals the Town wants to advance through development agreements, such as the types of residential units, the level of affordability or other public benefits like sidewalks or open space
2. Establish housing affordability requirement to earn points under the Town's utility allocation policy
3. Identify incentives the Town is willing to offer, such as having the Town construct infrastructure or reduce fees.
4. Assess which of those services the Town is willing to codify in the zoning ordinance to make available without a development agreement
5. Create a utility allocation ordinance for the Town of Holly Springs.

Guidelines

Town priorities: Identify what types of concessions are favorable and meet Town needs and what benefits the Town wishes to gain from development agreements

Affordability requirements: Develop criteria to determine what affordability levels should be targeted when using development agreements

Infrastructure needs: Balance concessions with Town infrastructure needs

Staff Capacity: Development agreements require monitoring over time to ensure compliance. The Town should account for staff time to administer these agreements over time

The Town should ask for:	The Town can be willing to negotiate on:
• Mixed detached dwelling developments: a portion of subdivisions should be developed as attached housing or smaller detached dwelling units (less than 2,000 square feet) • Affordability: a portion of new detached dwelling or multifamily developments should be affordable for households making less than 80% of AMI • In North Carolina, the standard length of affordability for rental units is 30 years. • For-sale units often have a shorter requirement (10-15 years), enabling existing homeowners to build wealth	• Fees: parks and water/sewer fees can be deferred or reduced • Development approval: review can be expedited for plans that include affordability or mixed housing types • Increased density: when asking for affordability, the Town can offer increased density • Lot size decrease: when asking for smaller detached dwelling homes, the Town can offer smaller lot size requirements • Design standards: reduce expensive requirements like rear alleys, wall length, etc. • Utility allocation: incorporate housing affordability in scoring for projects to receive utility services under the Town's utility allocation policy.

Case Study: Asheville Hotel Overlay

The City of Asheville put a temporary pause on construction of hotels in 2019 after several years of significant hotel development. The moratorium provided the City time to assess its needs and planning approach for future hotel development.

After a two-year study in collaboration with the Urban Land Institute (ULI), the hotel moratorium was lifted and a new policy was implemented. Under this new policy, Asheville established a new hotel overlay district. The overlay district implemented a points system for developers who wanted to construct hotels. Developers can earn points by:

1. Pitching a hotel project that revamps and reuses a historic building
2. Donating to the city's affordable housing or reparations fund
3. Agreeing to pay workers a higher, livable wage
4. Contracting with women or minority-owned businesses

The city focused its scoring system on prioritizing projects that address affordable housing, requiring that at least half of the developer's points come from contributing to housing affordability. As reported in the Charlotte Observer, "A 100-room hotel in downtown Asheville would need to either contribute \$400,000 to either the Housing Trust Fund or a Reparations Fund, or build 10 affordable for sale housing units, plus choose from a menu of other benefits such as supporting a Business Inclusion Program or providing living wages in order to get approval at the staff level."

The overlay district has shown signs of success in meeting community needs. The Asheville Citizen-Times reported that the new hotel policy has raised over \$1 million for the City's reparations and affordable housing funds. Additionally, over half the approved projects provide a mix of uses, adding a total of 164 residential units.

Source: Charlotte Observer

5. Pilot an ADU Demonstration Program

Overview

Accessory Dwelling Units (ADUs) are secondary units on detached dwelling property lots, independent from the primary home. They can be attached to the primary structure or detached. The Town should dedicate funding for a demonstration program, which would create renderings and drawings of allowed ADU structures based on the zoning standards.

Towns and cities may allow for ADUs to increase the overall housing stock, but simply allowing for ADUs does not guarantee they will be built. In markets where ADUs have not traditionally been allowed, builders may not know what ADU design standards are allowed or feasible on certain sites.

As part of the ADU demonstration program, the Town may even create full development plans that a developer can take and immediately implement, knowing the construction will comply with existing zoning. By doing so, the Town can increase certainty for developers, which increases the over feasibility of development.

Current Context

The Town currently allows for ADUs in residential districts but has limited uptake of ADUs. For instance, homeowners may be hesitant to build an ADU because of uncertainty regarding cost and challenges navigating the design process. The Town does not have an ADU demonstration program

Next Steps

1. Develop a request for proposals (RFP) to solicit firms who can develop renderings of allowable ADU designs
2. Create diagrams of the ADU development process and timeline
3. Identify and remove additional zoning barriers to ADU development

Guidelines

Design Standards: What types of design standards should be prioritized in ADUs?

Program Administration: Determine whether Town staff should develop standard ADU plans or to work with an outside organization

Town Priorities: ADUs can take many forms, including attached or detached, and can range in number and size. The Town should account for their housing priorities when establishing ADU design standards



Case Study: Boston ADU Loan Program

In 2017, Boston launched their ADU pilot, with the intent of reducing barriers to entry for homeowners interested in building an ADU. To meet this goal, the city provided design clarifications, streamlined their permitting process and released an online ADU "Toolkit." The Boston Home Center offers loans that provide gap funding for qualified program participants, to make the construction process more affordable. The Home Center ADU loan is a zero percent interest deferred payment loan of up to \$30,000 for home renovations. These loans have no monthly payments and do not come due for repayment until the owner sells, transfers ownership, or undertakes a cash-out refinancing of the home. To qualify for a loan, applicants must be approved for an ADU Permit.

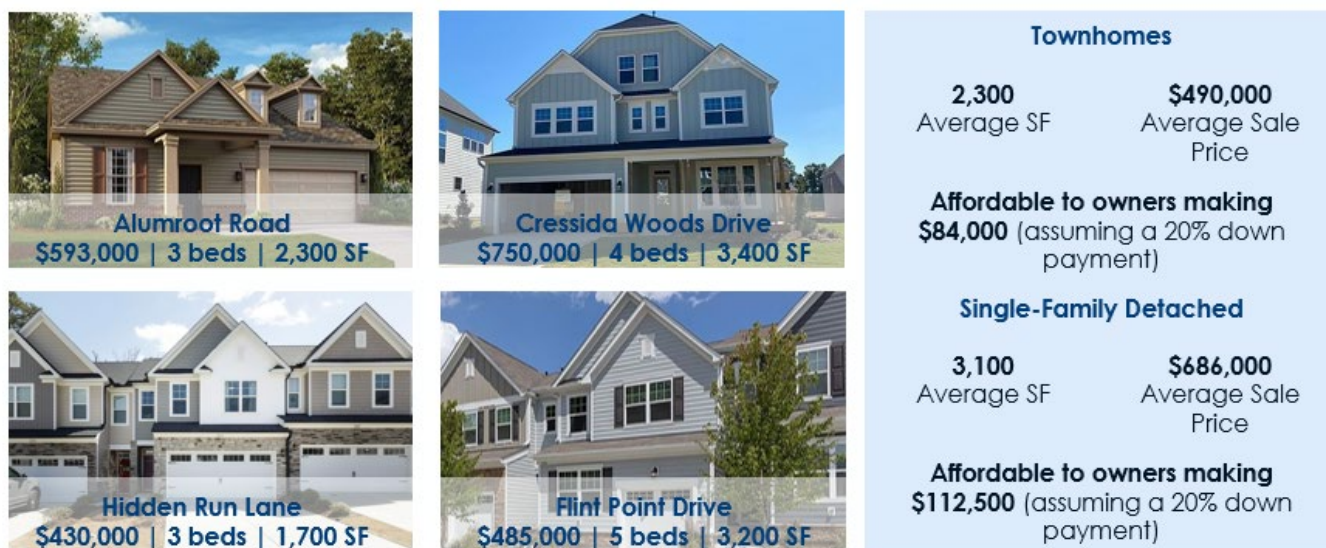
6. Zone for Attached and Multifamily Housing

Overview

Attached housing, or soft density, as well as multifamily housing can efficiently increase the supply and affordability of housing in Holly Springs.

Attached housing, such as townhomes, duplexes, and triplexes, can accommodate more households in smaller units, which can be built at a lower price point, without significantly changing the character of housing or neighborhoods. Multifamily housing (structures with at least five units) allows more housing units to be built on a site and serves more households at a lower price point than detached dwelling housing. It also expands the tax base and commercial vitality of an area, allows for more housing to be built in desirable areas with greater employment opportunities, and meets demand for rental housing, which otherwise might be met through the conversion of for-sale detached dwelling houses to rental units.

Figure 427: Townhome Purchase Prices in Holly Springs



Current Context

Detached dwelling homes and attached housing already exist in Holly Springs, but very few areas in Holly Springs permit them by right. Current zoning regulations limit the development of multifamily development and generally require Town Council approval. For instance, only nonresidential

buildings less than 40,000 square feet and subdivisions with four or fewer lots are allowed by-right. Parcels that are zoned for multifamily or attached housing can still be rejected in the development approvals process in Holly Springs. Increasing attached and multifamily housing can accommodate more households and provide smaller units, which are generally built at a lower price point than detached dwelling homes.

Currently, 86% of Holly Springs' housing stock is detached dwelling. The predominance of detached dwelling zoning limits the type and supply of new housing. Additionally, this style of housing creates higher sale prices compared to allowing for attached and two-to-four-unit structures on the same parcel. When developers can construct more units on a single parcel of land, it decreases the per unit cost of development, which allows them to decrease the sales price of each unit.

Similarly, allowing for more multifamily development reduces the cost of rents as developers can fit more units on the site.

Next Steps

1. Identify existing or future residential nodes where multifamily development would increase walkability and consolidate development, particularly where the Town is focused on attracting new business campuses
2. Publicize sites the Town is willing to rezone to attached and multifamily to provide certainty to potential developers
3. Identify parcels where attached and small multifamily sites, such as duplexes, triplexes, and multiplexes, are appropriate and rezone them
4. Update UDO to increase housing typologies and locations where allowed

Guidelines

Geographic targeting: Some or all detached dwelling neighborhoods, in particular those that are proximate to planned employment centers like The Yield and Friendship Innovation Park (Figure 42).

Systemic affordability: Reduce price pressures on new development by allowing increased density

Resource efficiency: High degree of local control, and no public investment required

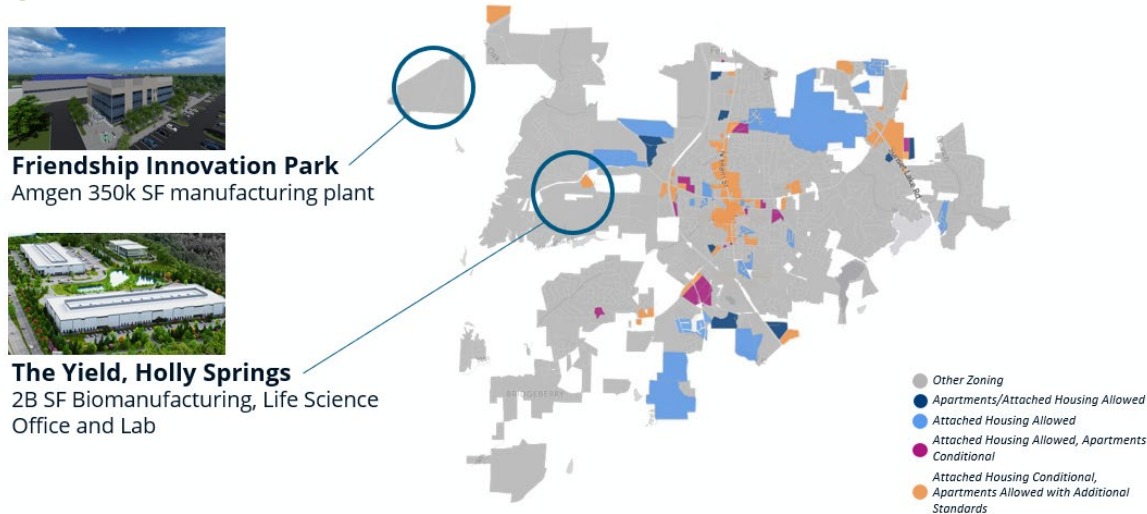
Political feasibility: E.g., resistance to zoning reform by existing homeowners in detached dwelling neighborhoods

Format: Regulations (increase by-right density in areas that allow multifamily, zone more areas for multifamily); processes (streamline entitlements & review processes)

Specifications: Evaluate target areas

Staff Capacity: Requires staff capacity to develop and analyze recommended changes

Figure 43: Friendship Innovation Park and The Yield



Case Study: Fairfax County, VA

Fairfax County, VA rezoned areas around transit stations and commercial corridors to allow housing supply to keep pace with population growth while avoiding contributing to increased traffic congestion. This nearly doubled the allowable housing, contributing to more efficient use of land and increased housing supply ([Local Housing Solutions](#)).

6. Utility Allocation Plan

Overview

Utility Allocation Plans allocate utility allowances to development projects according to the priorities set by the Town, to manage limited resources. Towns can consider allocation requests on a prioritized basis, for example, prioritizing affordable housing projects or housing projects located near job centers.

Utility allocation plans are often used to incentivize more commercial and industrial development. However, utility use can be one of several evaluation criteria in the allocation plan. Other criteria for utility allocation can include alignment with the Town's housing goal to meet the growing demand for housing.

Current Context

Holly Springs does not have a utility allocation plan in place, however, in recent years, other towns in North Carolina have adopted similar plans, including Beaufort, Concord, Fuquay Varina, Knightdale, and Zebulon.

Next Steps

1. Draft a utility allocation plan that prioritizes housing developments that include affordable housing as well as projects located near current and future jobs in Holly Springs.
2. Implement the utility allocation plan.

Guidelines

Town Priorities: Identify specific housing priorities and other priorities to include in the utility allocation plan.

Program Administration: The utility allocation process will be managed by the Development Services department as part of the project approval process.

Case Study: Town of Knightdale Municipal Water Allocation Policy

In 2008, the Town of Knightdale, NC implemented their first Water Allocation Policy, in an effort to conserve limited and valuable water resources and promote diversity of housing available in the Town. The goals of the policy are:

- Ensure a diversified tax base and housing supply
- Promote diversity of housing available to a wide cross section of citizens of diverse socio-economic backgrounds
- Promote economic viability and sustainability by providing for retail and other commercial development
- Achieve a tax base of 60% residential and 40% commercial/industrial
- Encourage construction of dwellings in Knightdale of an appraised tax value approaching averages found in other communities across Wake County

Proposed projects shall complete a water allocation worksheet, which determines a set of points based on the project use, infrastructure improvements, green development standards, gateway and transit improvements, and amenities for residential projects.

Evaluation and Monitoring

Increasing the supply and diversity of housing types to meet the broad range of housing needs in Holly Springs requires regular monitoring by Town staff. The following metrics are helpful indicators for tracking progress on this goal. The following

targets were developed in collaboration with Town staff and will need to be reassessed annually based on current demographic and housing market trends.

Figure 44: Meet Growing Demand, Evaluation Metrics

Metric	Current Metric	2032 Target
Average time to approve development	18+ months	<12 months
Share of housing stock that is detached dwelling homes	86% detached dwelling housing (share of total housing inventory)	80%
Ratio of new homes built to new jobs added, last 2 years	Not currently monitored	1:1

8. Tools to Preserve and Expand Access to Homeownership

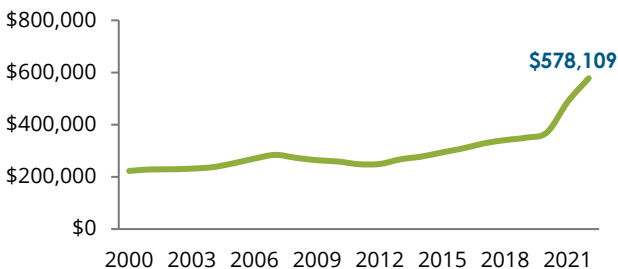
Immediate Next Steps

1. Identify potential funding sources for a pilot down-payment assistance and ADU demonstration program
2. Define the objectives of the down payment assistance program, including specific groups eligible for down payment assistance, financing structure, source of funds
3. Collaborate with Wake County to ensure that homeownership programs are complementary

Challenge | Holly Springs has traditionally been affordable to first-time homebuyers, but homeownership is becoming increasingly out of reach.

Since 2019, sale prices have spiked 65% in Holly Springs, making homeownership less attainable (Figure 44).

Figure 85: Average Sale Price, 2000-2021

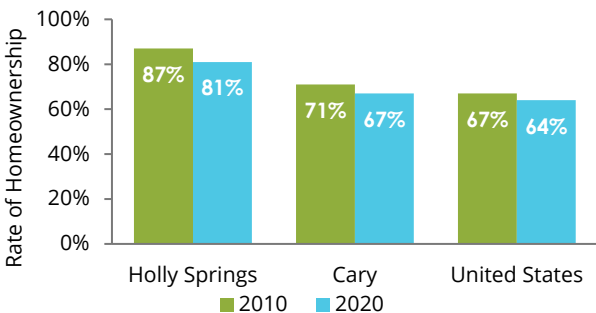


Source: Zillow

The median renter in Holly Springs can afford to purchase a home for \$340,000, where the median home sale price has increased to \$478,000 in July 2022, which is out of reach for most renters (45). Homeownership is a key wealth building tool, enabling families to save for retirement, save for college, or start a business. When homeownership is unaffordable and ownership rates decrease, households struggle to prosper.

Holly Springs' homeownership rate is 81% which is notably higher than the national average, and slightly higher than neighboring Towns in the Triangle region (Figure 46, ACS 2020 5-year Estimates, U.S. Census). Nonetheless, the Town should seek to preserve the current homeownership rate and expand access to homeownership to households currently priced out.

Figure 46: Rate of Homeownership, 2010 and 2020



Source: ACS 2020 5-year Estimates, U.S. Census

Solution | Create affordable homeownership opportunities through land use changes that reduce the cost of housing and direct assistance to households.

There are two primary methods the Town can use to help create affordable homeownership

opportunities in Holly Springs: land use tools and direct assistance tools.

The **land use** regulations in Holly Springs set the regulatory environment in which developers and property owners make investment decisions and influence housing affordability by impacting the amount, type, location, and cost of new development. There are two ways that land use and regulatory tools can support affordability:

1. Direct tools support the creation of affordable housing through incentives or requirements for the production of affordable units. (e.g., expedited review for affordable housing projects, inclusionary or incentive zoning).
2. Indirect tools increase the overall supply of housing and lower the cost of new housing. (e.g., multifamily by-right zoning, accessory dwelling units). In Holly Springs, indirect tools should be implemented to create more opportunities for homeownership. For example, permitting more attached housing, smaller lot sizes, or using development agreements to encourage a mix of uses within a single development can incentivize smaller unit types, which are generally more affordable to low-to-middle income households. During Community Meetings as part of the Study,

Holly Springs residents expressed a desire for more attached condo units, "There should be more condos because that is the only typology that sells for less than \$300k in the Town." Land use tools, such as attached housing or multifamily housing allows developers to build more, smaller units at a lower price point without significantly changing the character of housing or neighborhoods.

Direct assistance provides direct funding to households in order to support a purchase of a home the household otherwise could not afford.

Holly Springs can plan for and deploy the following tools to preserve and expand access to homeownership.

- Permit More Attached Housing and Smaller Houses
- Down Payment Assistance and Homeowner Counseling
- Economic Incentives for Employer-Assisted Housing Programs
- ADU Demonstration Program

Figure 47: Preserve and Expand Access to Homeownership, Tools, Public Investment Required, Level of Impact

Potential Tools & Strategies	Public Investment Required	Return on Investment
Zone for Attached Housing and Smaller Houses		
Down payment Assistance/Homeowner Counseling		
Economic Incentives for Employer-Assisted Housing Programs		
ADU Demonstration Program		

Key

Low

→

High

7. Offer Down Payment Assistance and Homeowner Counseling

Overview

Down Payment Assistance programs provide funding in the form of a grant or forgivable loan to reduce the up-front costs of purchasing a home. To increase impact, assistance programs can be paired with counseling for first-time homebuyers. Many first-time homebuyer households have incomes to support monthly mortgage payments but do not have the assets required for the upfront down payment and closing costs. Homeownership counseling helps existing or prospective homeowners to plan for the costs of homeownership.

Housing Counseling may include services such as:

- Identify affordable purchase prices and evaluate mortgage options
- How to choose a home, a real estate agent, insurance, etc.
- Navigating inspections, home purchase, and closing
- Planning for full costs of homeownership including maintenance needs
- How to avoid discrimination & predatory lenders
- Financial planning assistance
- Foreclosure prevention

Typically, down payment assistance programs contribute \$35,000-\$40,000 per household, primarily benefitting low- and moderate-income homebuyers (50%-80% AMI, equivalent to incomes of approximately \$48,000-\$77,000 for a family of four).

Current Context

Holly Springs does not have a down payment assistance program or partner with an organization to provide homeownership counseling. Wake County launched the Affordable Homeownership Program in 2021 to provide down payment assistance to households. Their program provides up to \$20,000

in assistance per households. HUD limits the purchase price of homeowners using this program to \$308,000 in the Raleigh MSA. A household making 60% AMI can afford a home between \$272,000 and \$379,000, depending on the down payment. If a household can only offer a 3% to 5% down payment, they still have a \$5,000 to \$15,000 gap after accounting for the \$20,000 received from Wake County. This \$5,000 to \$15,000 gap can be met by the Town if it dedicates funding to a down payment assistance program.

Next Steps

1. Define the objectives of the program, including specific groups eligible for down payment assistance, financing structure, source of funds
2. Collaborate with Wake County to ensure the programs are complementary

Guidelines

Program Scale: Extent of funding will directly correlate to the extent of impact

Eligibility: Determine target households (e.g., households at 80% AMI, older households, veterans, etc.)

Buyer Financing: Structure financing structure, considering loan forgiveness, reduced interest rates, etc.

Level of Assistance: Determine per household maximum

Price Cap: Consider max sales price eligibility

Key Actors: Development Services, Wake County, private lenders and funders, nonprofit partners.

Administration: The Town can contract with outside partners to support the program. Staff capacity will need to be dedicated to oversee partner organizations.

Case Studies:

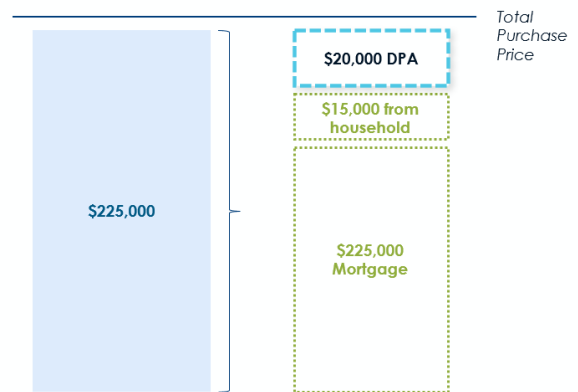
Raleigh's Homebuyer Assistance program

offers zero-interest loans up to \$20,000 to help with down payment and closing costs or a gap in financing. Loan payments are not due until the home is sold or the owner no longer lives there. Qualified homeowners must make less than the specified household income limit, which varies by household size. Applicants are required to attend homebuyer counseling courses with DHIC.

Durham's Down Payment Assistance Program

aids low-income residents for the purchase of a home. The program also provides homebuyer education and counseling along with financial assistance, to help households acquire and sustain homeownership. Eligible applicants must be first-time homebuyers with household income less than 80% of AML.

Figure 48: Example Down Payment Assistance



Evaluation and Monitoring

Preserving and expanding homeownership access in Holly Springs requires regular monitoring by Town staff. The following metrics are helpful indicators for tracking progress on this goal. The following

targets were developed in collaboration with Town staff and will need to be reassessed annually based on current demographic and housing market trends.

Figure 49: Preserve and Expand Access to Homeownership, Evaluation Metrics

Metric	Current Metric	2032 Target
Homeownership rate for households with seniors present (75+)	67%, with a 20% decline since 2010	Stabilize the decline in homeownership for this demographic group.
Number of units in new construction affordable to the median renter or first-time homebuyers.	26% of homes sold in the last 2 years were affordable to the median renter, 2% were 1-2 bedroom units.	30% affordable to median renter, 5% 1-2 bedroom units.

9. Tools to Retain Existing Residents

Immediate Next Steps

1. Build support for and dedicate a stable funding stream for the housing affordability programs
2. Identify qualified private and nonprofit housing providers and pre-approve contractors to implement an owner-occupied rehabilitation program
3. Identify town-owned land to sell at a discount to a Community Land Trust

The Town can deploy public investment tools to combat growing displacement pressure and help existing residents remain in their homes. However, in order to use these types of tools and strategies, the Town would first need to build support to dedicate local funding to address housing issues. In the meantime, the Town can focus on **piloting subsidy-based programs** at a small scale.

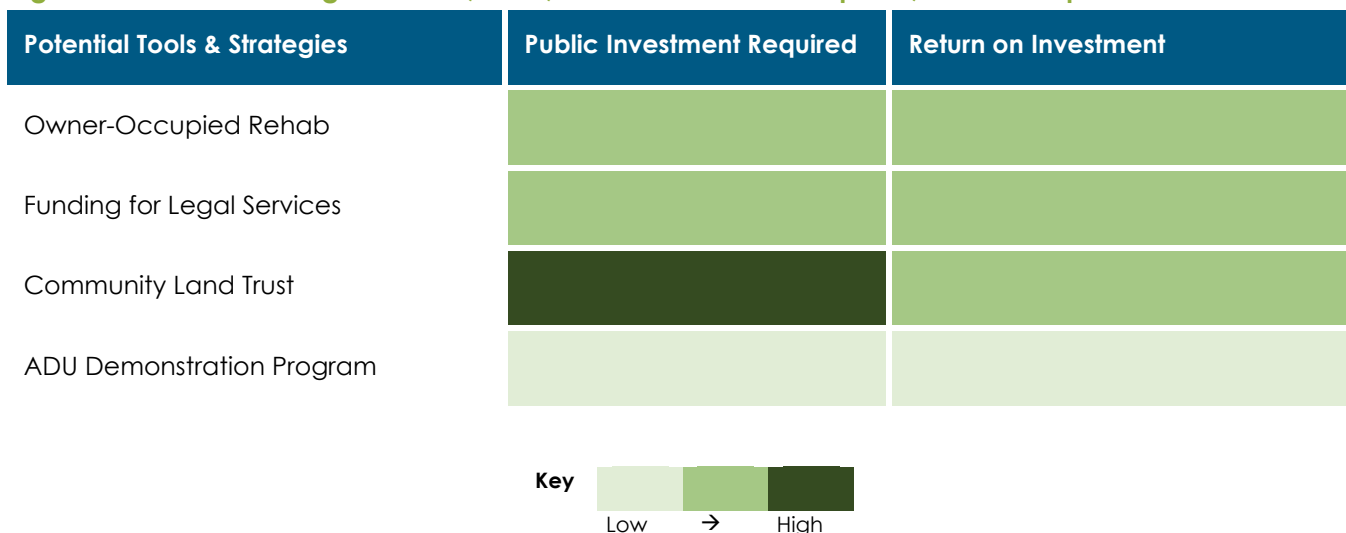
Public investment in the form of capital subsidies and operating subsidies are critical for meeting the housing needs of low-and very low-income households. **Capital subsidies** are low- or no-interest debt and grants to reduce the cost to develop or acquire housing. Capital subsidies are crucial for creating permanent affordable housing in an expensive housing market like Holly Springs. Examples of capital subsidies include gap

financing, down payment assistance, and public land disposition.

Operating subsidies and income assistance are ongoing payments to the property owner or tenant to supplement lower, affordable rent. Operating subsidies and income assistance are the primary way to make rent affordable for households that do not make enough to pay local housing costs, for example, housing vouchers.

Tenants' rights tools help low-income renters hold power over their housing and counter predatory and unjust practices. These tools serve to cushion market pressures on existing tenants to increase housing stability. For example, legal counsel or funding for legal services helps existing residents stay in their homes when faced with pressures that often lead to displacement.

Figure 509: Retain Existing Residents, Tools, Public Investment Required, Level of Impact



8. Pilot an Owner-Occupied Rehab Program

Overview

Owner-Occupied Rehabilitation programs help maintain the affordability of homeownership by ensuring that income-qualifying homeowners can make necessary repairs to make their homes safe and age in place. Owner-occupied rehabilitation works to repair existing naturally occurring affordable housing (NOAH) stock. Rather than targeting multifamily homes, owner-occupied rehab typically targets detached dwelling homes. Qualifying repairs often include structural repairs, modernization, repairs to heating and plumbing systems, weatherization, and accessibility improvements to help seniors age in place. Cosmetic improvements are typically not eligible costs.

Owner-occupied rehab typically benefits low- and moderate-income homeowners and particularly senior homeowners who have lived in Holly Springs for a long time. Programs are typically structured such that homeowners can receive owner-occupied rehab funds through grants, loans, or tax abatements.

4. Engage non-profit partners to coordinate with Wake County's program managers so that participants can layer the program with the County's when appropriate.
5. Coordinate with partner organizations to ensure that Holly Springs residents know about and can apply for Wake County funding.
6. Reevaluate the program on an ongoing basis to set terms that are complementary to Wake County's programs.

Guidelines

Eligibility: Determine target households (e.g., detached dwelling homeowner households at 80% AMI, older households, veterans, etc.)

Key Actors: Wake County, Development Services, non-profit partners

Administration: The Town can contract with outside partners to support the program. Staff capacity will need to be dedicated to oversee partner organizations.

Current Context

Holly Springs does not have an owner-occupied rehabilitation program. Wake County offers grants for home repairs for homeowners making 50% or less of Area Median Income. Holly Springs can create its own pilot program, and layer funding on top of the County's to make the programs more feasible in high-cost areas.

Next Steps

1. Build support for and dedicate a stable funding stream for the program
2. Identify qualified private and nonprofit housing providers and pre-approve contractors to make repairs
3. Periodically evaluate annual allocation of owner-occupied program funds.

Case Studies:

Wake County offers several owner-occupied rehabilitation programs to support residents with home repairs. These programs are applicable to specific homeowner groups (see Figure 51).

Raleigh offers two different owner-occupied rehabilitation programs, which layer on top of Wake County's programs. The Homeowner Rehabilitation Program helps elderly or disabled homeowners finance the cost of major repairs to homes when a threat to life, safety, or health of the occupants is present. The Limited Repair Program helps with specific repairs when the resident's life, safety, or health is threatened (see Figure 51).

Figure 51: Owner Occupied Rehab Program Case Studies

Program	Funding or Financing Mechanism	Description	Population Served
Wake County Elderly and Disabled Homeowner Grants	Grants	Modest home repairs to assist with mobility or retrofits.	Elderly and disabled homeowners making up to 50% of Area Median Income (AMI).
Wake County Emergency Grant Program	Grants	Home repairs including heating, well/septic, roof, and electrical hazards.	Homeowners earning up to 40% of AMI.
Raleigh Homeowner Rehabilitation Program	0% interest loan, forgiven after 5 years	Major repairs to home that address issues presenting a threat to the life, safety, or health of the occupants.	Elderly (62 years) or disabled owner-residents for at least 5 years. Eligible applicants must not exceed the specified income limits, which vary by household size.
Raleigh Limited Repair Program	Loans, discounted 20% every year and forgiven after 5 years	Repairs for roof, heating and cooling systems, electrical, plumbing, or structural problems threatening the life, safety, or health of occupants.	Homeowners with incomes below the specified limits, which vary by household size.

9. Provide Funding for Legal Counsel and Services

Overview

Legal counsel or funding for legal services provides counsel for low-income renters without adequate representation for legal disputes, including those involving housing, such as evictions or landlord/tenant disputes. Funding for nonprofits and other agencies that provide legal services to tenants facing eviction, landlord disputes, and other housing problems makes efforts towards mitigating the negative consequences of displacement for low-income families facing increasing rent burdens.

Current Context

North Carolina state law prevents the Town from mandating a right to counsel in eviction cases. However, the Town can provide funding for tenants facing eviction to access legal services such as mediation or representation in court.

Next Steps

Key Next Steps:

1. Create a fund to support counsel for eviction cases.
2. Identify pro bono representation to supplement City-funded support.
3. Design a suite of supporting services that help tenants stay in housing and out of court long-term, such as funding for mediation or court appearances.

Guidelines

Program Scale: Town-wide

Eligibility: Determine target households (e.g., households at 80% AMI)

Key Actors: Development Services, Planning Board, Town

Case Study: Durham Eviction Diversion Program

In response to the COVID-19 pandemic, Durham County provided funding to support a partnership between the Durham Department of Social Services, Legal Aid of North Carolina, and Duke Law's Civil Justice Clinic to support households at risk of eviction. The program provides a mixture of education, legal advocacy, and rental assistance to prevent evictions for low-income renters in Durham.

To be eligible, households must meet the following criteria:

- Client's household income must be below 125% of the Federal Poverty Threshold;
- Client must have received a late rent notice; or
- Client must have fallen significantly behind in rent; or
- Client has been served with an eviction court proceeding (Summary Ejectment)

Source: Legal Aid of North Carolina, Durham Evictions Mapping Project

10. Invest in a Community Land Trust

Overview

Community Land Trusts (CLTs) preserve long-term affordability of homes and provide access to wealth creation for low- and moderate-income residents. CLTs create opportunities for perpetual, affordable homeownership for low-income households by selling homes at a reduced cost to income-qualified buyers. Restrictions are also placed on the resale price of the properties. A CLT is an alternative to a public-private land bank.

A community-based organization, such as a local housing nonprofit or community development corporation, makes an upfront investment of funds to "buy" the affordability of homes in perpetuity for low- to moderate-income residents. CLTs operate under a shared equity model, whereby the CLT retains ownership of the land and households purchase the structure. After the property is purchased, the community-based organization will build or rehabilitate the home and sell to an income-qualified household. Because the homeowner only purchases the home and not the land it sits on, this purchase price is typically more affordable.

The Town and partner organizations can layer down payment assistance to help increase affordability. If the owner chooses to sell the home, they must sell it at a specified price, to maintain affordability in perpetuity.

Next Steps

1. Build support for funding and create a budget for an annual CLT allocation program
2. Identify town-owned land to sell at a discount
3. Determine objectives for the CLT including level of subsidy and affordability level
4. Release a Request for Proposals to existing CLTs to apply for land in Holly Springs

Guidelines

Key Actors: Raleigh Area Land Trust or newly established land trusts, Development Services

Current Context

Home prices in Holly Springs have increased 65% since 2019 to \$578,100 on average (Zillow). The median renter in the Town can afford a home for only \$360,000 (ACS 2010-2019 5-year Estimates, HR&A). As costs continue to rise, homeownership becomes increasingly out of reach for renters in the Town.

The typical cost per home in Wake County, after Town Contribution through a CLT, is \$40,000-\$65,000. Primary beneficiaries of a CLT structure are low- and moderate-income potential homeowners.

There is not currently a CLT in Holly Springs, but the Raleigh Area Land Trust (RALT) is a new CLT looking to expand community ownership in the region.

Case Study: Community Home Trust, Chapel Hill, NC

Community land trusts can be an effective tool in neighborhoods with high displacement risk. Community Home Trust (CHT) is a community land trust that already exists in Chapel Hill. CHT was created to support affordable homeownership in Chapel Hill, with over 330 permanently affordable homes in their existing inventory. Their portfolio includes a mixture of rental and for-sale properties that serve households making 60% area median income (AMI) and below. As of 2021, the average income of CHT homeowners at the time of purchase was \$41,820. Additionally, the average purchase price of a CHT home was \$120,500 compared to a median price of \$475,000 in Chapel Hill overall. Additionally, CHT provides homebuyer counseling, including courses on home maintenance. They also accept housing vouchers for tenants of their rental units.

Source: Community Home Trust



Image: Detached dwelling home sold by CHT

Figure 52: Community Land Trust Structure

Traditional Purchase



In traditional Real Estate Transactions, the homeowner owns the house and the land it sits on

CLT Purchase



A CLT structure separates ownership of land from the buildings that sit on it. The CLT maintains ownership of the land, and leases it to the homeowner.

Evaluation and Monitoring

Preventing displacement in Holly Springs requires regular monitoring by Town staff. The following metrics are helpful indicators for tracking progress on this goal. The following targets were developed

in collaboration with Town staff and will need to be reassessed annually based on current demographic and housing market trends.

Figure 53: Retain Existing Residents, Evaluation Metrics

Metric	Current Metric	2032 Target
Households paying at least 30% of their income on housing by income level: - Renters making \$20K to \$40K - Renters making \$40K to \$60K	86% of renters making between \$20k and \$40k are cost burdened. 38% of renters making between \$40k and \$60k are cost burdened.	<60% of renter households making between \$20k and \$40k. <20% of renter households making between \$40k and \$60k.
Decline in households making less than 60% of Area Median Income	-4% from 2010 to 2019	Stabilize the decline in households in this demographic groups.
Number of long-term affordable units created and preserved	128 units since 2010	20% of new rental and homeownership units affordable to 80% AMI or less, 10% of new rental units affordable to 60% AMI or less.

APPENDIX

Study Preparation

HR&A Advisors, Inc. (HR&A) helps create more equitable, resilient, and dynamic communities. Our work turns vision into action through rigorous analysis, strategy development, and implementation planning.

We have offices in New York, Atlanta, Dallas, Los Angeles, Raleigh, and Washington DC; a presence that allows us to serve clients all over the world. Through its 40 years of history, HR&A has advised local governments, developers, philanthropies,

advocates, and community stakeholders on how to develop and implement effective housing policies and development projects.

Holly Springs Town Staff played an integral and advisory role in this Study by offering input on housing analysis and draft strategies and facilitating portions of the community engagement effort. Departments involved include Development Services and Economic Development.

Acknowledgements

This Study is the result of a 10-month planning process led by Town of Holly Springs and conducted in collaboration with a broad group of local stakeholders, including residents, elected leaders, Town staff members, Advisory Committee members, and members of the public who were instrumental to this process and provided invaluable insight and feedback.

Holly Springs Housing Advisory Committee

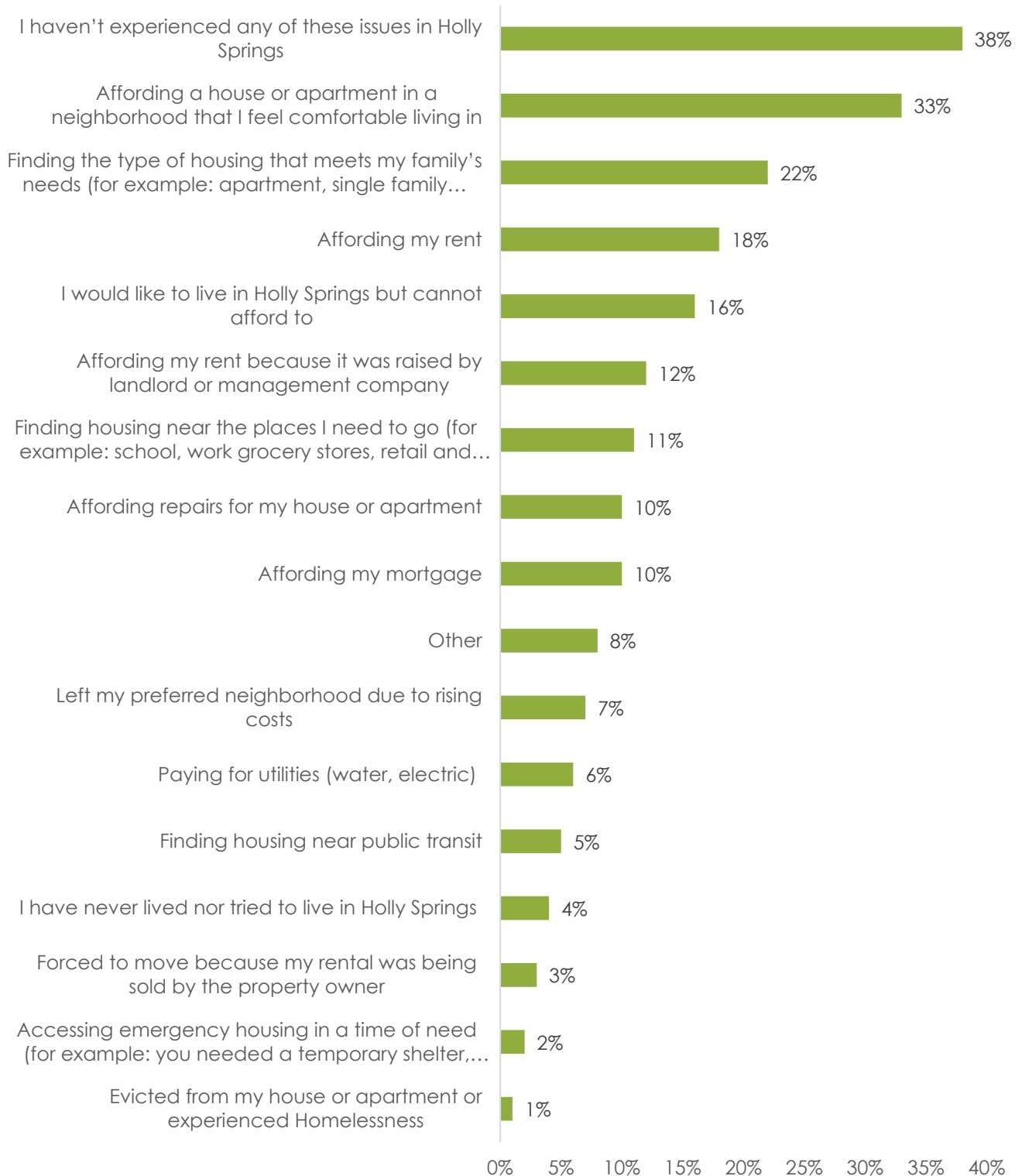
Jeremiah Casewell, Western Wake Crisis Ministry
Devin Cofield, Holly Springs Resident
Chris Deshazor, Planning Board Alternate
Tim Forrest, Town Council Alternate
Joel Geniesse, Holly Springs Homeowner
Joanna Holder, Planning Board
Brooke Little, Holly Springs Resident
Frances Perkins, One Wake
Sherry Presnall, Western Wake Crisis Ministry
Jacob Rogers, Home Builders Association
Kimberly Sanchez, Holly Springs Homeowner
Sandra Stanislaus, Holly Springs Homeowner
Phaedra Watkins, Realty One Group Promise
Aaron Wolff, Town Council

Holly Springs Town Council

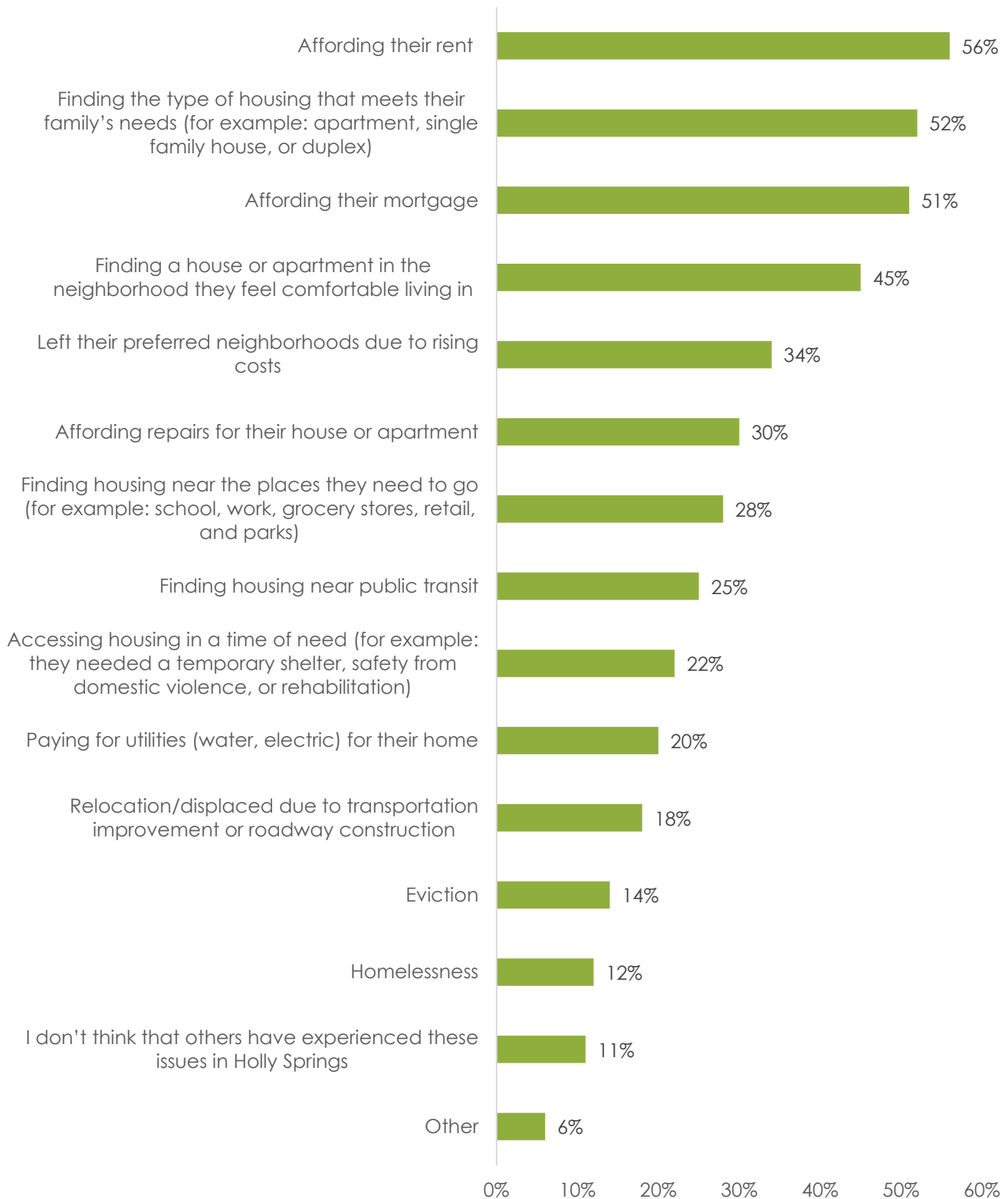
Sean Mayefskie, Mayor
Daniel H. Berry, Mayor Pro Tempore
Kristia Bennett
Timothy Forrest
Shaun McGrath
Aaron Wolff

Community Survey Results

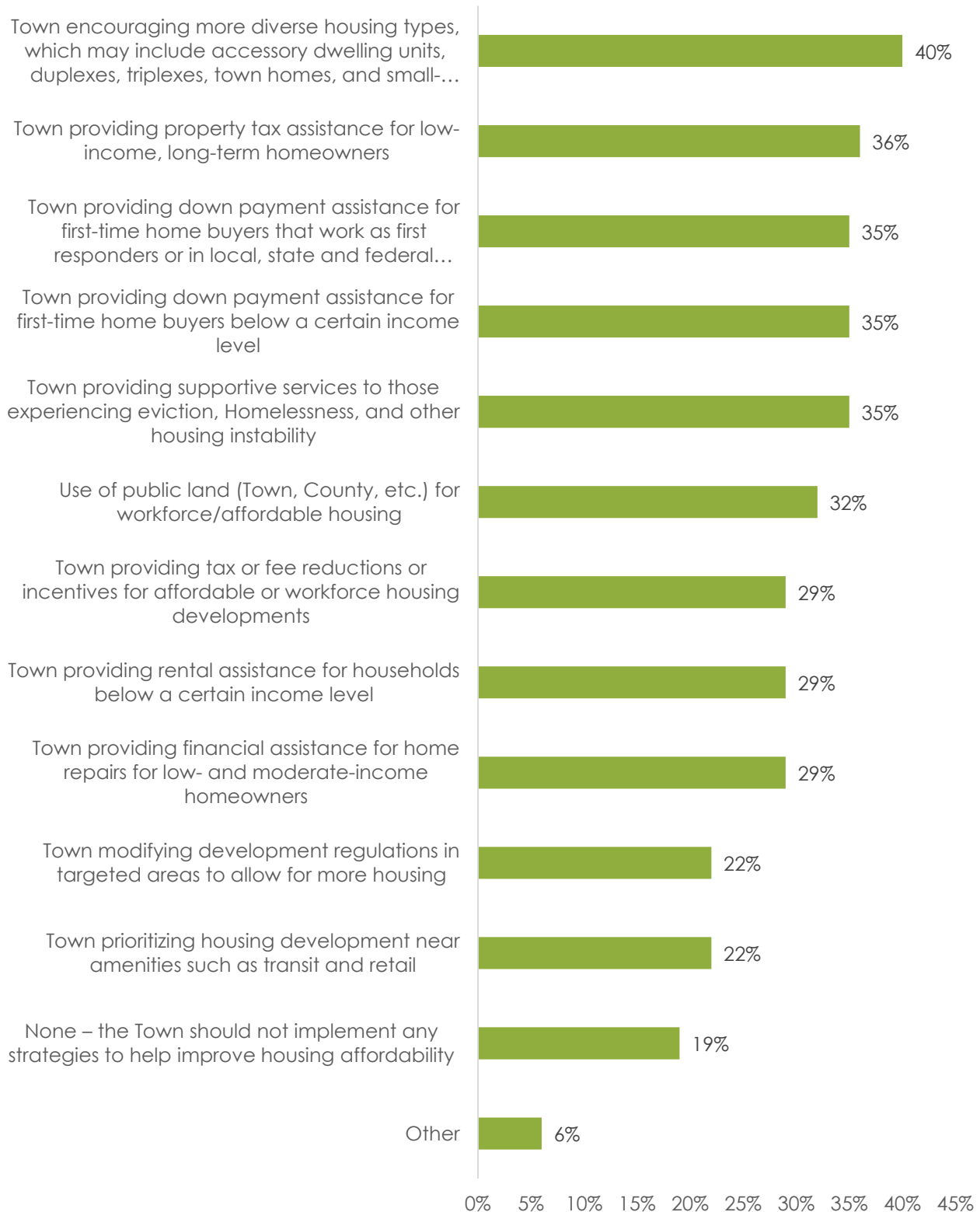
What housing challenges, if any, have you experienced in Holly Springs? Select all that apply.



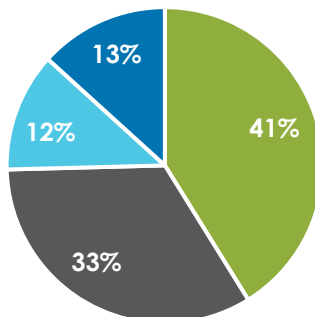
What housing challenges do you think others experience in Holly Springs? Select all that apply.



Using the list below, select the strategies you would support the Town using taxpayer dollars to address housing affordability within Holly Springs.

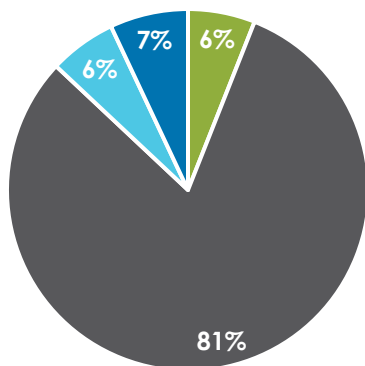


To what extent should the Town be involved in ensuring there are affordable or workforce housing opportunities in Holly Springs?



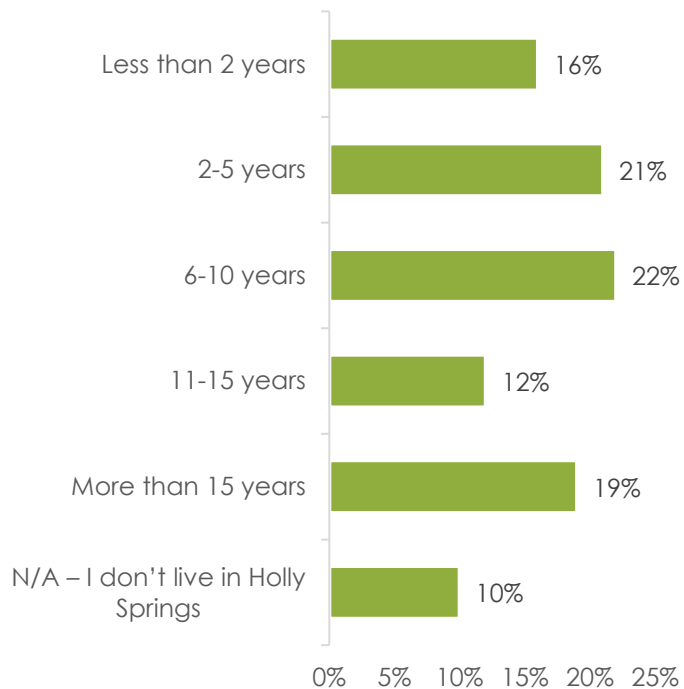
■ Very involved ■ Somewhat involved ■ Not very involved ■ Not involved at all

What zip code do you live in within Holly Springs?

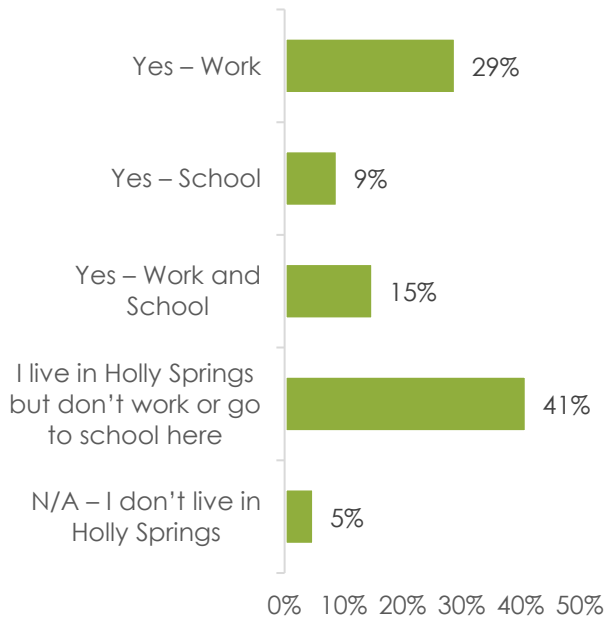


■ 27539
 ■ 27540
 ■ I used to live in Holly Springs but don't now
 ■ I have never lived in Holly Springs

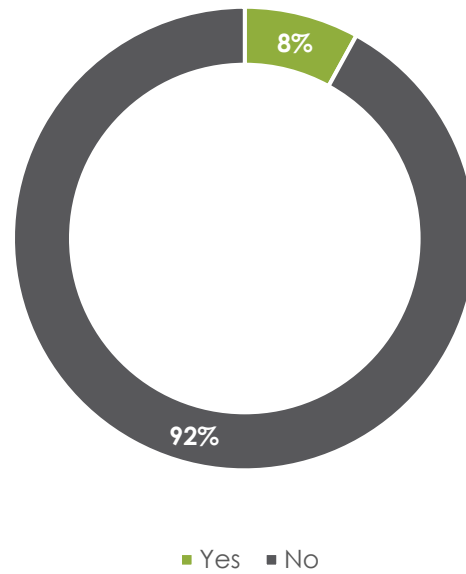
How long have you lived in Holly Springs?



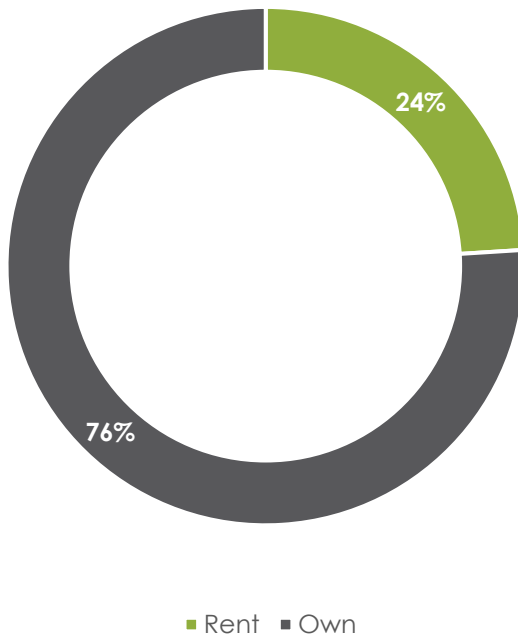
Do you work and/or go to school in Holly Springs?



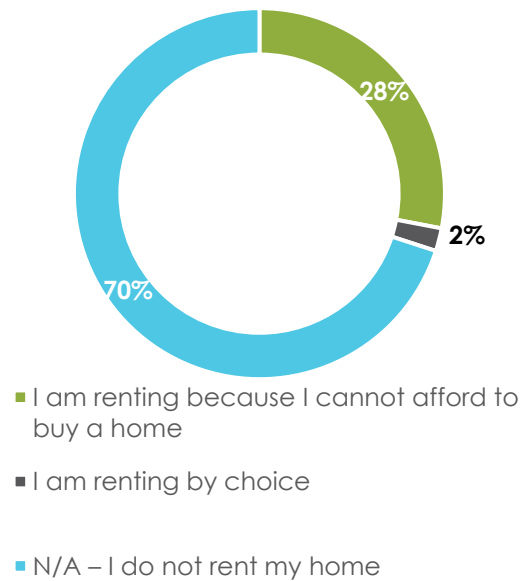
Are you a Town of Holly Springs employee?



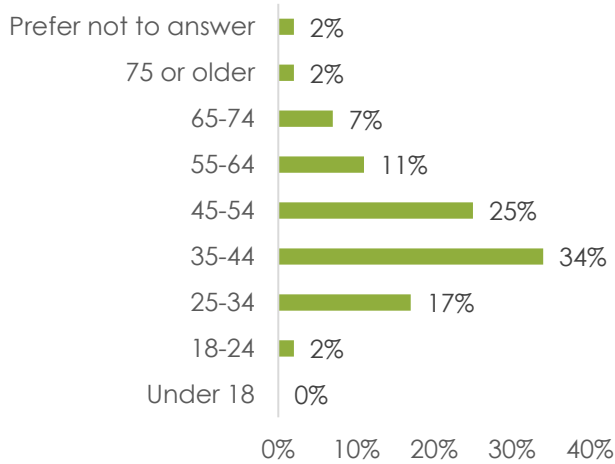
Do you rent or own your home?



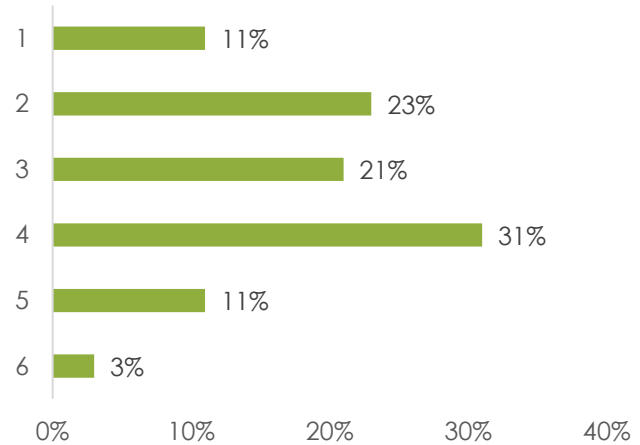
If you selected "Rent", why do you rent your home?



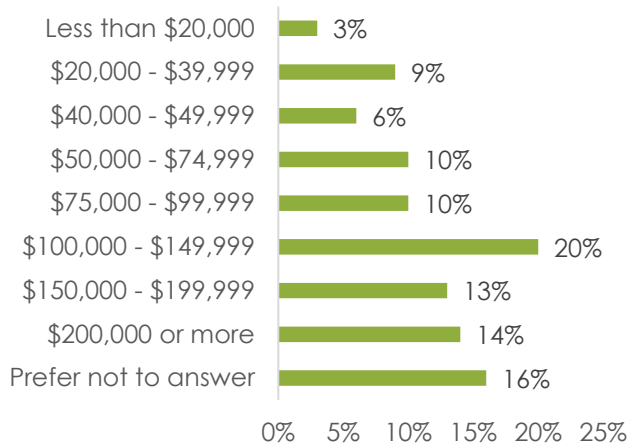
How old are you?



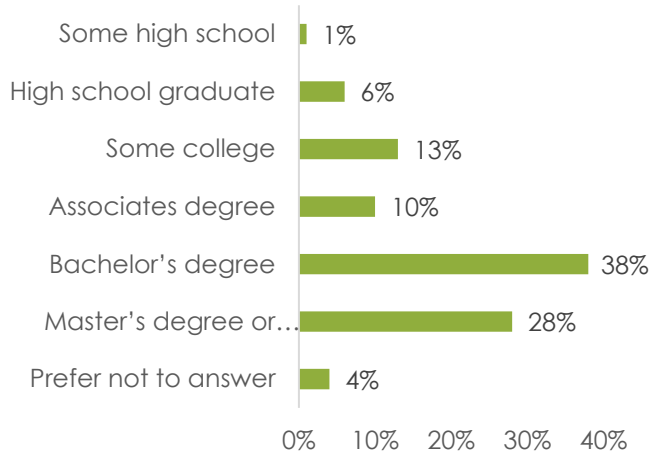
How many people live in your household, including you?



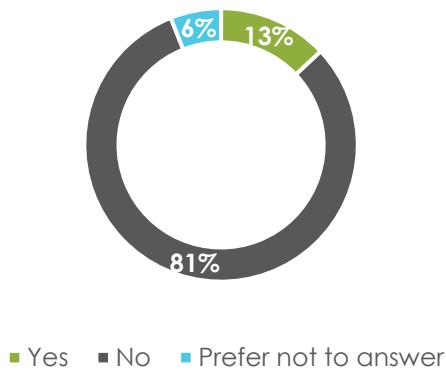
What is your approximate annual household income?



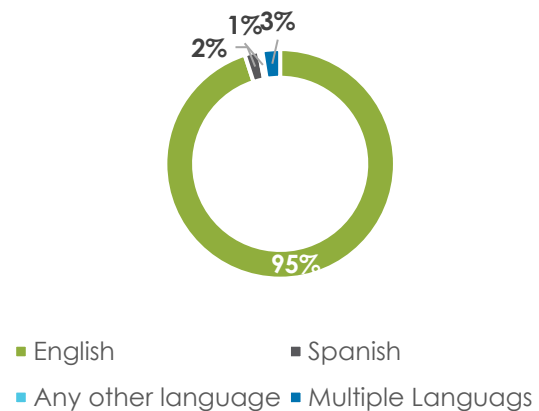
What is your highest level of education?



Do you or anyone in your household have a disability?



Which language(s) do you speak at home?



Which categor(y)(ies) best describes you? Select all that apply.

