



Town of Holly Springs Land Use Advisory Committee

Minutes: *April 5, 2022*

Agenda Item 1: ROLL CALL

The Land Use Advisory Committee (LUAC) met on Tuesday, April 5, 2022 in the Holleman Room of Town Hall at 3:00 p.m. when quorum was established.

Members Present: Randy Harrington
Scott Chase
Daniel Weeks
Chris Hills
Irena Krstanovic
LeeAnn Plumer
Kendra Parrish
Dan Berry (Town Council Representative)
Chris Deshazor (Planning Board Alternate)

Members Absent: Ernie Carpico, Planning Board Representative
Kristi Bennett (Town Council Alternate)

Elected Official
Present: Mayor Sean Mayefskie

Staff Members
Present: Elizabeth Goodson
Sean Ryan
Rachel Jones
Matt Beard
Kathy White (recording the minutes)

As this was the first official meeting of the Land Use Advisory Committee, Mr. Hills suggested Board members and staff introduce themselves.

Agenda Item 2: AGENDA ADJUSTMENT

No agenda adjustment was made.

Agenda Item 3: APPROVAL OF MINUTES

Motion to approve minutes of November 2, 2021 (formerly TRC) as submitted.

Motion: Scott Chase
Second: Dan Berry
Vote: Unanimous

Agenda Item 5: Development Petition(s)

a. 4801 Sunset Lake Rd., JACO Acquisitions

In attendance for this item was: Matthew Carpenter, Parker Poe, Jamie Schwedler, Parker Poe, Ryan Fisher, WithersRavenel, Josh Karrick, Cline Design, Michael Latthner, Cline Design, Bill Edwards, Kettler, Tucker McKenzie, WithersRavenel, and Duncan Jones, Akridge.

Sean Ryan presented the Committee with an overview of the request as presented in the staff report.

Overview

The applicant has requested to meet with the Land Use Advisory Committee to discuss the potential development of ~ 79 acres of land located north NC 540 between Sunset Lake Road and Kildaire Farm Road. The proposal consists mix of commercial uses (that could include restaurants, retail, and entertainment), townhomes, and apartments. He then turned the presentation over to Jamie Schwedler.

Ms. Schredler gave an overview the team members involved and prior projects they've worked on. She showed some conceptual drawings of what the development could look like, with a regional center surrounded by residential and mixed use. She explained how they believe this project ties well into the NE Gateway Project. They held a neighborhood meeting and received a lot of positive feedback from residents, who were very interested in the possible commercial and amenities that would be offered. They were also very interested in the what the transition from this development to the existing neighborhoods would look like.

She continued by describing the topographical challenges of the project, the project assemblage and conceptual layout. She stressed the importance of tying their project into what Holly Springs has already created, what the Town is envisioning, as well as maximizing the Northeast Gateway Master Plan. The three parcels are owned by three separate families, who, by right, could go forward with a modified form of commercial or residential, but it would bring the same amount of excitement. The applicant's preference is to use this rezoning and make this area a place in keeping with Holly Springs' vision.

Randy Harrington asked for clarification on where the proposed plaza would be located. She explained that the plaza would be located on the east side of the project, with smaller respite areas scattered through the townhome areas. But there's a lot of flexibility in the design and it can be adjusted.

Chris Hills said the Northeast Gateway is an new front doorway into the community, and he's not sure if this mixture is the right mixture. Is this the right economic development opportunity? He also feels the Town might be on a different timeline than the applicants. Ms. Schwedler says the topographical features of the area poses challenges for commercial development. Also, it's a big risk to build a major commercial building without having tenants set up in advance. They feel it's better build the residential and smaller commercial first, that gives people a reason to come and stay in the area, and then build a larger office building.

Chris Deshazor asked how the current residents feel about seeing such a large development going up, since when they bought their homes years ago, they thought it would be a quiet place to live. He was told that the buildings would make a better buffer for the noise on 540 than a retaining wall would be. They also said many people who attended the meetings said this was on the right track, and they were curious as to what kind of amenities and retail properties would be going in. They discussed road connectivity and public safety response time as well.

Daniel Weeks asked for clarification of the topography of the project, specifically what the vantage point would be from coming from Holly Springs Road, and was told you'd always be looking up into the development. Randy Harrington asked for market analysis results on the commercial property aspect of the project. He was told by Duncan Jones that they will only commit to the amount of commercial and retail development that they can do well. Building and rental costs are very much of a concern. They don't just build empty office space, hoping they get renters. He sees it as being built in phases. You build the first phase of residential and commercial; when it becomes "sticky" where people come to the area to drop off someone or pick someone up, and they stick around for some of the amenities. Once that happens, and people get used to staying in the area, you build the next phase.

Chris Deshazor expressed concerns about what this large number of apartments and houses will do to the existing roads. He feels that it's important to build residential areas where people can walk to work and quickly see their kids after school. Mr. Jones said the challenge in that idea is that you can't dictate where people work. Also, large vertical office buildings usually creates more trips rather than fewer, as it brings people from outside the development to work.

Kendra Parrish said that the Edwards Drive concept plan was included in the 540 plan, and explained the benefits of this. Ms. Schwedler explained that they are currently doing a TIA, but they don't have the results yet. Mr. Deshazor also explained the importance of EV charging stations, and asked if they were going to be incorporated into this project. He was told that these are a high priority of the project.

Mr. Jones explained that they often use the term "sticky" for the project. They're interested in developing small nooks for families to go and hang out, instead of being a quick stop for coffee.

Irena Krstanovic said it's a balance of quality of life for residents. It used to be "if you build it, people will come". Now it's important to get people there, and bring things for the people who are already there. She gets a lot of phone calls from partners on what is going to come to the Gateway. There's significant interest in this area. She asked for clarification on what people would see when they drive on Holly Springs Road – will it be a single story build? Mr. Jones said it would primarily be one story, but there could be some 1 ½ story buildings. We're not talking grand buildings. Mr. Jones said from 540, you'd see a retaining wall. Even after you turn onto Holly Springs Road, you'd see a wall, then a buffer, then commercial. He believes that the best commercial development would be single story retail, rather than vertical, because typically, vertical are the lower cost renters.

MPT Berry said the Gateway Project is very important, and he feels the Master Plan should be approved before any rezoning is considered. He said he's spoken with residents in the area, and they'd prefer single family housing rather than multi-residential buildings in the Francis tract. He believes that the 60-90,000sq ft. commercial is woefully inadequate for the area, he says he's looking for 200,000 sq ft. Also, up to 1,100 units is probably way too much from a residential standpoint. It's contrary to what the RMX-CD was designed for. This interchange will have a huge impact on Holly Springs, and we have to take advantage of it. Mr. Jones said they're doing a fiscal

impact analysis, because these days, a market study becomes obsolete the moment it's completed, because the market is changing so quickly. Ms. Schwedler said she appreciates the Town's vision, but the challenge is that this isn't one single land owner that wants to retire in 10 years and can wait around. We have three land owners who want to move on this now. It's up to the Council if they want to wait and have something built by right that might not be as consistent with the Plan.

Randy Harrington said that they've created a unique situation with an 80 acre parcel, but this area is unique to the Town as well, and this doesn't jump out at him as what the Land Use Plan has intended. He understands how the rapidly changing market presents a challenge for the applicant, but we have to be careful to stay with the vision the Town has for this area, particularly on the commercial side.

Duncan Jones asked for clarification on the zoning process. Can the Town be flexible on the phasing of the rezoning, especially on the commercial side? MTP Berry explained that they want to make sure they have the right balance of residential and future commercial development, so we don't get stuck with 1,000 residential units built and a large commercial area that doesn't get developed.

Matt Beard talked about the concerns the Parks and Rec department has with the project, pointing out the various connections that should be made. He also talked about the Park search area and how it plays into the I-540 interchange. He said that this 540 interchange puts this area in almost an island from a bike and pedestrian perspective, so the development must provide walkability for residents in that area. He also thinks the topography should be embraced in laying out some of the open spaces, rather than just closed up within a retaining wall.

Mayor Mayefskie said this is a great yet scary spot to develop when trying to put this all together. This is going to be the grand entrance into the Town, so we need to get it right. It's a desitnation point.

Kendra Parrish said that staff has met with Parker Poe, and there's not enough waste water infrastructure downstream to support this project. Mr. Jones said that they are working with staff on getting sewer capacity information to them. He concluded by saying he believes the takeaway from today's meeting is that they need to gather more architectural design ideas, transportation details, market analysis information and sewer capacity information. He realizes that they need to gather all of this quickly, and hopes that they can come back to present the information soon.

Rachel Jones said that typically at the rezoning phase, they see the sewer evaluation report along with it, and she advised them to keep the Town in the loop with that information.

Chris Hills asked if there were any other questions or comments. There were none.

Motion/Action Requested: None Required

Agenda Item 6: OTHER BUSINESS

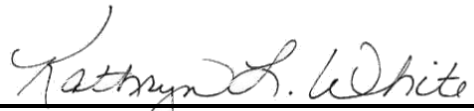
None

Agenda Item 7: ADJOURNMENT

The meeting adjourned at 4:18pm

Motion: Scott Chase

Second: Kendra Parrish

A handwritten signature in cursive script that reads "Kathryn L. White". The signature is written in black ink and is positioned above a horizontal line.

Kathryn L. White
LUAC Clerk