



Town of Holly Springs Land Use Advisory Committee

Minutes: *June 4, 2024*

Agenda Item 1: ROLL CALL

The Land Use Advisory Committee (LUAC) met on Tuesday, June 4, 2024 in the Holleman Room at 3:00 p.m. when a quorum was established.

Members Present: Randy Harrington
Daniel Weeks
Scott Chase
Chris Hills
LeeAnn Plumer
Roger Bess, Planning Board Representative
Josh Prizer, Planning Board Alternate
Mayor Sean Mayefskie
CM Chris Deshazor

Members Absent: Kendra Parrish
Irena Krstanovic

Staff Members

Present: Grayson Taylor
Elliot Blonshine
Sean Ryan
Elizabeth Goodson
Seann Byrd
Will Cooper
Ryan Smith
Rachel Jones
Matt Beard
Catherine Jacobs
Cheryl Caines
Chris Garcia
Kathy White (recording the minutes)

Agenda Item 2: AGENDA ADJUSTMENT

None

Agenda Item 3: APPROVAL OF MINUTES

Motion to approve minutes of March 5, 2024 as submitted.

Motion: Chris Deshazor
Second: Randy Harrington
Vote: Unanimous

Agenda Item 4: REQUESTS AND COMMUNICATIONS

a. Overlook at Main – 1220 N Main Street Rezoning

In attendance for this item was: Wes Cook – Mackenan Property Group
Matt Honeycutt – CBC Real Estate
Jason Barron – Morningstar Law Group
Laura Holloman - McAdams
James Teza - CBC Real Estate
Leticia Shapiro – Morningstar Law Group

Mr. Cook has requested to meet with the Land Use Advisory Committee to discuss the potential development of ~ 9.86 acres of land located on 3 parcels at 1220 N. Main Street. The proposal consists of around 200 multifamily units with 10,000 – 12,000 sq.ft. of commercial space on the ground floor of the building. The applicant has requested specific guidance on the Rezoning and Concept Plan.

Grayson Taylor, Development Services, gave an overview of the project, as described in the Agenda Packet. The applicant previously submitted a development plan in 2023 that was agreed upon by staff but was withdrawn. The current zoning is Neighborhood Mixed-Use, and the applicant is proposing a rezoning to CB-CD Community Business Conditional Zoning District.

Elliot Blonshine, Development Services explained that water and sewer are available to the site. The project is subject to the Water Resource Management Policy at a Priority Level 2. The proposed development would be subject to a sewer study. He continued by describing the existing transportation conditions, and that a Traffic Study would be required, and all improvements are required to be designed and constructed by the developer.

Matt Beard spoke about the existing and future greenway improvements. The proposal would extend the sidepath along the N Main Street frontage as shown in the Comprehensive Plan, including an off-site extension of the 10' sidepath to tie into the end of the existing sidewalk at Steedmont Drive.

Jason Barron, Morningstar opened the Applicant Statement by saying Capitol Broadcasting and Mackenan are interested in working together to bring something highly complementary to Ting Park. Matt Honeycutt, Capitol Broadcasting gave some company history. He said the theme of all the developments they've created is bringing something exciting to the communities, and they want to continue with the assets the Town already has invested in at Ting.

Laura Hollman, McAdams spoke about the concept plan for the parcel south of Anchor Creek Way. They are proposing multi-use buildings. They are also proposing a Main Street corridor that connects the site. She continued by saying there will be some sort of connection between the buildings along Main Street and showed some precedent imagery. The existing zoning doesn't allow for this type of development, so they've gone through a lot of variances to get to this point.

Chris Hills discussed the questions the committee must consider:

- Is the proposed project consistent with the goals of the Future Land Use designation?
- Does the proposed concept plan meet Town goals and objectives for the site, as supported by the Town's plans and policies?
- Does the arrangement of uses within the proposed building meet expectations for integrated mixed-use to allow for density greater than 15 units per acre?
- Are there any considerations for the proposal if the applicant plans to move forward?

He said Ting Park is a very important gem to the Town, and we need to make sure we get this right.

Randy Harrington asked for clarification on the concept plan that was in the packet and was told the rendering the committee was being shown was received after the packet was published. He asked how the commercial would tie together when it's across the street from Ting. Matt Honeycutt explained that it was a conscious decision to flip the commercial to the south side, so you will be able to see the commercial corridor becoming a thing, coming from Steedmont, and heading across the street.

Daniel Weeks asked how the opening of NC540 might impact this project. Mr. Honeycutt said it will obviously allow quicker access to the site, He thinks with all the future job openings coming, it makes the project even more exciting. Mr. Cook said that Holly Springs has the best possible options – Ting Park on the north side, the hospital on the south, and a burgeoning area in between.

Mr. Weeks asked about the buffer /easement area. Mr. Cook said he considers it more of a tree saving area rather than a tree buffering area. Laura Holloman said the Arbor Creek sign will remain. In the neighborhood meetings, the residents liked the idea of having the sign and buffer between the project and the Bridgewater Townhomes.

Mr. Harrington asked about the neighborhood connection to the project. Mr. Cook said the red outlined areas are reserved by Duke Energy, and has an SCM already. Mr. Harrington said they might want to consider the open corner of the buffer area a place making opportunity.

Scott Chase asked about the unit make up, would they be 1, 2, or 3 units? He was told that they are still working on that decision, but it will most likely be a mix. He asked if any of the units would be affordably rated and was told that they would not, they would be at market rate.

Sean Ryan asked for clarity on how the uses are integrated, as that will be one thing the Council is asking about. Mr. Cook said he wants to make sure they're speaking the same language on design and integration with what the Town expects for this area. Mr. Barron said they don't want something that will take away from the seating area. They want something that will fit seamlessly between the two buildings.

Chris Hills agreed with Sean Ryan in that they're looking at bringing the two sides together, understanding that there are some challenges. Will the retail building be one-story, or multi-story? Mr. Cook said they're looking for a one-story building with something like a viewing platform. Mr. Hills asked if the balance of the site will be 4 stories? The zoning proposal is exactly what they're

looking for and he believes that it's obtainable. This is the north end of downtown, and that's critical. It's important to fit the right architecture in this area. This is a gateway to downtown as you come south on Main Street.

Elizabeth Goodson said her questions have already been answered. Mr. Hills stated it's important to include street trees, etc. Jason Barron said if it was one large building it would be boring. They are intentionally creating one large building, but with various levels to allow for something more vibrant. They are working diligently on their design so that there's no question on compliance with the ordinance. Sean Ryan said a pergola isn't really going to make a difference, but having some sort of canopy structure that allows the cross connection from the residential building to the roof top amenities might get this closer to what they're looking for.

Wes Cook said Mr. Russo was a former planning board member, and he's anxious to get this project moving forward. Jason Barron said he understands what Sean Ryan is stating, and that they're working to bring something to the table.

Grayson Taylor spoke about the required stub connection to the south, is there any way to line that up to the commercial area? Mr. Cook said he can get it closer. He continued by saying they've already submitted a TIA and downstream sewer study. Elliot Blonshine said they might be able to use the previous sewer study, as long as they keep the numbers the same. Laura Holloman said we should be hearing from the TIA analyst soon.

Matt Beard spoke about the corner piece of the project, stating that it could be a useable public space. Perhaps a designed wetland that could be a bit of respite from the hustle and bustle of the commercial vibe they're trying to create.

Mr. Blonshine said they might want to consider making some allocations in order to move up the Water Resource Management scale.

LeAnn Plumer said this is a very exciting project. She says creating a safe yet interesting pedestrian crossing is crucial.

Catherine Jacobs spoke about wetlands and green stormwater containment.

Seann Byrd said he'll be interested in seeing the downstream sewer impact report when it comes in.

Roger Bess said this is a really cool plan. He's looking for a vibrant place. He asked who asked for the higher density, the Town or the applicant? Mr. Barron said it's an economic decision. You have to pack all the usable density into that area. You want to pack in as many amenities as you can. Mr. Bess asked if there has been consideration of bringing any workforce housing in this project. Mr. Barron said not at this time, and all the residential properties are rentals.

Josh Prizer deferred to Council member Deshazor, who spoke about the walkability of this project. He doesn't like the idea of using the older TIA. He asked what traffic improvements on NC 55 they are willing to make. Mr. Cook said the TIA is only 8 months old, the data would show the same growth. Council member Deshazor asked what could entice them to consider making some of the units affordable housing. Matt Honeycutt said they haven't considered it at this point. Council member Deshazor asked what type of retail are they considering? Mr. Honeycutt said they call it

Neighborhood Retail, non-chain, locally owned food and beverage businesses. Council member Deshazor said the reason he's asking is that Trellis Apartments residents now have to exit right, turn around to come back to Main Street. At what point do we say that's too much density? Mr. Barron asked if he would prefer to see it with the current zoning. Council member Deshazor says he is concerned with adding more density to that area. What is best for this area? You talk about walkability to a game at Ting, but they only play 31 games a year. What happens on the rest of the days of the year?

Mayor Mayefskie said he has a different outlook on this situation. He believes this is creating a destination. He believes this proposal creates the "mom and pop" shop, coffee shop vibe that people look for. He continued by saying if they created workforce or affordable housing, it would still add traffic to the area. Wes Cook asked how do they get comfort to proceed after this feedback? Council member Deshazor says Holly Springs has done a great job of making this a walkable area, and he wants to see that continued. He's not against the project as a stand-alone, but he has to look at it from a macro standpoint. Mr. Barron said they need to know where they're headed. Mr. Cook said he feels like they're right back where they started with the first proposal, which was strictly commercial.

Mr. Weeks asked for clarification on what the original by-right concept was. Ms. Holloman said they had two commercial buildings side by side on Main Street, a series of commercial buildings behind it and a parking lot between them. Mr. Cook said nobody would invest in that type of development today, but then he met Matt Honeycutt, and they realized they should join forces for this project.

Mr. Harrington asked what the previous TIA required. Ms. Jacobs said that on North Main they had to widen the frontage, do a new southbound lane, a couple of turn lanes, the two site drives, signal re-timing and restriping. There wasn't anything required on Sportsmanship Drive.

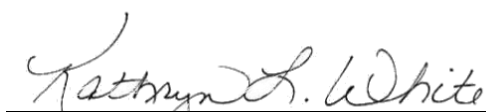
Mr. Chase asked if the residential building or commercial building would be built first, and as told they would go up at the same time.

Chris Hills thanked the applicants for coming for the discussion. He said there are so many different levels involved in a project like this, and he encourages the Development Team and applicants to keep talking.

Agenda Item 5: OTHER BUSINESS
None

Agenda Item 6: ADJOURNMENT

The meeting adjourned at 4:23
Motion: Randy Harrington
Second: Scott Chase



Kathryn L. White
LUAC Clerk