



Town of Holly Springs
Land Use Advisory Committee
3:00 PM **Tuesday, October 1, 2024**

Regular Meeting
Holly Springs Town Hall
Holleman Room

Agenda

1. Call to Order

2. Agenda Adjustment

3. Approval of Minutes

- a. September 3, 2024 Land Use Advisory Committee Minutes

4. Requests and Communications

- a. Meridian at Sunset Lake Commons Rezoning

5. Other Business

6. 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:

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Town of Holly Springs
Land Use Advisory Committee

Minutes: *October 1, 2024*

Agenda Item 1: ROLL CALL

The Land Use Advisory Committee (LUAC) met on Tuesday, October 1, 2024 in the Holleman Room at 3:00 p.m. when a quorum was established.

Members Present: Scott Chase
Randy Harrington
Chris Hills
LeeAnn Plumer
Irena Krstanovic
Chris Deshazor, Council member
Roger Bess, Planning Board Representative

Members Absent: Kendra Parrish
Daniel Weeks
Dan Berry
Josh Prizer

Staff Members

Present: Brett Gosney
Matt Beard
Elliot Blonshine
Elizabeth Goodson
Sean Ryan
Matt Beard
Chris Garcia
Rachel Jones
Catherine Jacobs
Cheryl Caines
Nate Leshar
JJ Smith
Kathy White (recording the minutes)

Agenda Item 2: AGENDA ADJUSTMENT

None

Agenda Item 3: APPROVAL OF MINUTES

Motion to approve minutes of September 3, 2024 as submitted.

Motion: Chris Deshazor
Second: Roger Bess
Vote: Unanimous

Agenda Item 4: REQUESTS AND COMMUNICATIONS

a. 4950 Optimist Farm Road

In attendance for this item was: Jason Barron – Morningstar Law Group
Leticia Shapiro – Morningstar Law Group
Mark Barker – Northview Properties
Taylor Malbon – Northview Properties
George Jordan – Property Owner

Jason Barron with Morningstar Law Group has requested to meet with the Land Use Advisory Committee to discuss a proposed rezoning for a multi-family development located at 4950 Optimist Farm Road, north of the Sunset Lake Commons shopping center. Cheryl Caines, Development Services, gave an overview of the proposed project as stated in the Agenda Packet. She showed an overhead map of the location, which is on the northeast side of the Town's jurisdiction. She gave an overview of the current zoning (Neighborhood Mixed Use), as well as explained the proposed zoning for a portion of the parcel (Neighborhood Center Residential Conditional Zoning) I and the difference between the two.

A Rezoning application with proposed conditions was submitted in February 2022 for this project under the 2002 Unified Development Ordinance (UDO) and is still under review. This submittal was prior to the adoption of the 2022 Unified Development Ordinance (March 2022) that introduced Conditional Zoning Districts and the Northeast Gateway Master Plan (December 2022), which gave direction on land uses, design, and improvements for future development in the project vicinity. And then in July of 2023, the Water Resource management Policy when into effect.

Under permit choice rules, the applicant has chosen to modify the submittal to a Conditional Zoning District, with a conceptual Master Plan and modified 2022 UDO standards with additional conditions. The Master Plan shows most of the site being rezoned to MXR-CD with the portion adjacent to Optimist Farm Road maintaining the NMX zoning.

Ms. Caines continued by describing the area's Land Use and Character Plan as well as the Future Land Use Plan. This project is in the Northeast Gateway Master Plan, and she spoke about the key elements of the plan, such as having a gateway into the Town, preserving natural areas, and having a mix of uses, housing types and public gathering spaces. She then showed the land use patterns of subarea 4 (the commercial center) and subarea 5 (the residential center). She concluded her presentation by describing the Design Goals and Guidelines of the NE Gateway master plan.

Elliot Blonshine then gave the public utilities staff report. There is water and sewer directly available to the project. Since the original proposal was submitted prior to the adoption of the Water Resources Policy, they are not subject to this policy. He continued by stating the applicant

would be responsible for construction of ½ of the ultimate cross section along the property frontage of Sunset Lake Rd and Optimist Farm, construction of a new CTP roadway across the project. A traffic study is required. The Northeast Gateway improvements include improving pedestrian crossing ability at Lassiter & Holly Springs Rd., Construction of Lassiter Road and realignment of Wooded Acres was completed by the NCDOT project.

Matt Beard, Parks and Recreation said that there's a proposed greenway extension from the current Sunset Lake Commons greenway ultimate extension to Optimist Farm Road and Wescott Greenway. It's in Park Search Area #3, which includes pocket parks, neighborhood parks for residential neighborhoods and a special use park – something that has a higher intensity for the Town. While they're not specifically requesting parkland dedication from this project, they are suggesting consideration of these things.

Staff Analysis Points of Discussion were:

- Viable sewer infrastructure

- Consistent with Mixed Use Center in the following ways:

 - Various housing types near commercial

 - Preservation of natural areas and greenway construction

 - Construction of Lassiter Road

- Residential concept supported if additional standards

 - Unifying elements between residential and commercial

 - Integrated and connected public open space

 - Parking location modifications

 - Building orientation and architectural features

 - Multi-modal connectivity

Jason Barron began the applicant statement by discussing the history of the project. They have been working with Town Management and staff to ensure that this is a viable project to work on.

Mark Parker with Northview Partners said that he and George Jordan have been working together for several years. They've constructed projects in Fuquay-Varina, Cary, Raleigh, and Wake Forest. He presented the committee with a handout of various projects they've developed. They are long-term owners of these projects, unlike many commercial development projects in the Triangle. They put a significant effort into building "community" into their properties. The tenants who leave their multi-family units tend to buy within 3-4 miles away from where they were living.

Mr. Barron said he wanted to go back to the use of this project. He said the opening of 540 is an exciting opportunity for Holly Springs. And there's additional opportunity for expansion of commercial in the Harris Teeter retail area. The extension of Lassiter Road is also the "why" of this project. This development will provide this extension.

The topography of the frontage on Holly Springs Road makes it unusable, which is why they designed the building orientation of the site the way they did. The primary buildings will be 4-5 stories, carriage units with garages below and residential above that would front Lassiter Road. They are still a work in progress, but wanted to give staff an update on the progress of the proposed development. But the wetlands give this a well buffered transition between residential and commercial.

Chris Hills then asked the committee for questions and comments. He started by explaining that site design is key. Architecture is very important. He liked the phrasing of a mixture of uses, instead of mixed use, and he understands the difference. He would like to see more information about their carriage houses. He also said that utility expansion is an important issue that needs to be solved. They discussed what options were for on-street parking, and how the developers and staff need to work together a bit more to come up with a solution that works with the topography. Mr. Hills also said gateway elements are important, and they should look for something to fit that need. Parking is also an important consideration – the more residential units they have, the fewer parking spaces they want to see.

Elizabeth Goodson said that Mr. Hills brought up the two most important concerns - the sewer agreement and transportation elements are crucial to this project.

LeeAnn Plumer said she was glad to see the greenway connectivity, but there needs to be more pocket parks and gathering spaces. Matt Beard said there should be more public use parks, rather than just neighborhood use spaces. Mr. Barron asked if there is a minimum size to the pocket parks? Matt Beard said this isn't one of the developments where they're asking for a large tract. This is an area that they're concerned about it being more walkable. They're open to more discussion, as long as what's being presented is in line with the Comprehensive Plan.

Sean Ryan said he while he likes the J-shaped building, he believes they might be missing a unique opportunity with the carriage houses. He's concerned about the carriage houses facing the frontage – it might look like looking into a garage.

Irena Krstanovic said she liked the idea of them building a community in their residential community. We are lacking housing for younger people coming to the Town. Elements like amenities, greenspaces, walkability etc., are needed. We need To fulfil the needs of the housing market and and consider the 3-5,000 people who will be coming to Holly Springs for the jobs that are being created.

Scott Chase asked if there could be a second entrance into the neighborhood. Right now, there's one entrance, and if we add more residential /commercial to that area with only one entrance, it could pose some challenges for the pedestrians as well as vehicles. He asked for clarification on how many residential are being proposed. The committee then discussed the current and proposed zoning. Sean Ryan suggested that commercial use doesn't have to mean retail, it could also be offices or other less traffic causing areas.

Roger Bess said he appreciates the staff's comments. He said at first, he was concerned that this area was originally planned to be commercial, but now that they're planning residential, he's concerned with the density of this development. He likes the greenway connectivity of the project.

Chris Deshazor said he's pleased with the sewer improvement discussion, but he's concerned with the single entrance/exit to this area. He thinks the idea of a parking garage is interesting. He likes the transitional aspect of this development, but wants to make sure they're considerate of the other development that's already there. Mr. Barron said the neighborhood meetings have already begun. They've been lightly attended, but they'll continue to have them and get their input on what people want in the area. He said it's also very important to have some of these units to be affordable housing for the younger people coming to Holly Springs for the new jobs, as well as

having residential properties designed for older residents. He realizes that traffic is going to be an issue, but he knows that staff will work with the developer to come up with an idea.

The applicants thanked the committee for their time and assistance with this project.

Agenda Item 5: OTHER BUSINESS

None

Chris Hills stated there was no other business to be discussed and asked for a motion to adjourn.

Agenda Item 6: ADJOURNMENT

The meeting adjourned at 4:23pm

Motion: Chris Deshazor

Second: Scott Chase



Kathryn L. White
LUAC Clerk