

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Agenda Item #1, 2, 3 & 4:

The Planning Board of the Town of Holly Springs met for their regularly scheduled meeting on **May 27, 2025**. At 7:00 p.m. after determining a quorum was present, Chair Madoni called the meeting to order.

Staff Members Present: Sean Ryan, Planning Division Manager
Cheryl Caines, Senior Planner
Brett Gosney, Planner II
Catherine Jacobs, Engineering Manager
Elliot Blonshine, Development Review Engineer
Jay Osbourne, Asst. Town Attorney
Mackenzie Fretz, Board Clerk

The Board completed roll call.

Members Present: Rick Madoni, *Chair*
Thomas Urquhart, *Vice-Chair*
Roger Bess, *ETJ*
Van Crandall
Joseph Cuccurullo
Joanna Holder
Sara Kempin
Craig Kessler
Josh Prizer

Members Absent:

The Board recited the Pledge of Allegiance, and the meeting opened with an invocation by Mr. Cuccurullo

Agenda Item #5: Agenda Adjustment

1. 24-REZ-07 Mira Ridge Rezoning

Motion:

Motion to adopt a modified agenda to remove 24-REZ-07 Mira Ridge from the May 27, 2025 Planning Board Agenda for consideration at a later date to be determined.

Motion by: Mr. Urquhart

Second by: Ms. Madoni

Action: The Planning Board vote in favor of the motion (9-0)

Agenda Item #6: Minutes

a. *March 25, 2025, Minutes*

Motion:

Motion to approve March 25, 2025, Minutes.

Motion by: Mr. Prizer

Second by: Ms. Holder

Action: The Planning Board vote in favor of the motion (9-0)

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Agenda Item #7: Town Council Representative

- a. Planning Board Representation for Town Council
 - June 17: Craig Kessler
 - July 15: Joe Cuccurullo

Agenda Item #8: Public Comment Period

There were none.

Agenda Item #9: Zone Map Change Petition

- a. **1220 N Main (Overlook) (25-REZ-01) – Rezoning**
Conditional Zoning District for 9.54 acres from Neighborhood Mixed Use to Community Business Conditional Zoning District at 1220 N Main Street.

Ms. Caines presents the Staff report to the Board.

Mr. Blonshine continues to present the Staff report to the Board, focusing on Public Utilities and Transportation.

Applicant / Speaker:

Jason Barron
Morningstar Law Group
434 Fayetteville Street Suite 2200
Raleigh, NC 27601

Matt Honeycutt
CBC Real Estate
2619 Western Blvd.
Raleigh, NC 27606

Laura Holloman
McAdams
621 Hillsborough St. Suite 500
Raleigh, NC 27603

Mr. Barron introduces himself and presents the applicants report to the Board.

Chair Madoni asks if the Board has any questions for the applicant.

Ms. Kempin asks about crosswalks, parking spaces and the targeted age group of the proposed plan.

Mr. Barron states that the crosswalks are standard crosswalks and then proceeds to explain their plan for future parking. Mr. Barron stated he would guess the age group would be around thirty-five and under.

Mr. Kessler asks about the types of units and if any will be workforce housing, ensuring safety within the area for both traffic and pedestrians, and the rooftop retail area.

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Mr. Barron states that the units will not be workforce housing and they will vary and be more of a studio style living. There are currently no enchantments to safety currently, but they are aware as the project moves forward. The rooftop area will be twenty-five hundred square feet closed, and the remainder will be outdoors.

Mr. Bess states that this project appears to be mostly residential and not a lot of retail and that he does not see any difference between the feedback received in LUAC to today's presentation.

The amount of non-residential was increased from nine thousand to thirteen thousand square feet between LUAC and now. Some of the feedback received was unable to be accommodated.

Mr. Crandall mentions that there is a heavy emphasis in connecting the area to the ballpark and is curious about pedestrian's crosswalk to the ballpark and whether the Holly Springs Police Department has taken a look at the plans as he is concerned with pedestrians crossing multiple lanes.

Ms. Caines addresses Mr. Crandall stating that staff shared plans with the police chief.

Mr. Barron states there is an experience in this market that have pedestrians cross multiple lanes.

Mr. Crandall raises concerns about the impacts from the commercial area and additional pedestrian activity, as well as what the signage of the building will be.

Mr. Honeycutt answers signage will likely be the name of the project.

Mr. Crandall addresses Mr. Barron and asks if four stories instead of five was ever considered for the two hundred- and thirty-seven-unit residential portion.

Mr. Barron states this would not be feasible within the economy and to get to two hundred- and thirty-seven, five stories are necessary.

Mr. Crandall raises concerns about the size of the commercial area being only thirteen thousand and the types of retail that would go in.

Mr. Barron states he would think something similar to a restaurant and retail similar to what is seen on Main Street.

Mr. Urquhart states that at the public hearing Council stated that the residential to commercial was disproportionate and that more commercial/retail and open space was desired; has the open space issue been addressed?

Ms. Holloman states there is an existing pond, and they have added a dog park but due to the easements within property, open space options are limited. We have extended the streetscape in front of the buildings to help supplement open space where we can. The look will be similar to N Main Street. We want to look connected to the surrounding areas and have an inviting, fresh, and modern look.

Ms. Holder asks what the distance from the property to the bus stop is on the Ting Park side.

Mr. Barron states that it is about a quarter of a mile from the property to the bus stop.

Ms. Holder follows up and states the distance to the bus stop would be attractive for this project.

Ms. Holder then states that the Public and Council mentioned the desire for rent controlled units and is interested in their response from that feedback.

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Mr. Barron states that it is tough to execute this where the market is currently. It is tough to get any money lent to use towards affordable housing at this time. I would like to say that we could add the condition and finance this, but we don't.

Mr. Prizer states that they have done a terrific job with this property and have a couple of points for clarification. You are just asking for one sign. Mr. Barron states correct. Mr. Prizer says he was at the LUAC and at that time there were approximately two hundred units at that time and would like clarification on how the units changed.

Mr. Barron answers that they now have a better placement understanding of the site than at the time of the LUAC meeting.

Mr. Prizer mentions that he would really like to see more retail within the property.

Mr. Cuccurullo says he has a few concerns and points out there are currently a large number of units already under construction within the surrounding area. We have 277 units at Main Street Vista, 43 units at 120 N Main and 124 at Sportsmanship Crossing this project would add an additional 237 units within a one-mile stretch. Density within the area is a huge concern. This project's unit number is higher than what was presented at LUAC and increased units offsets possible retail that Council and community has asked for.

Mr. Barron clarifies this is a mixed-use development; the Towns Comprehensive Plan talks about placing density on properties that make sense, and this is a place where density makes sense. This will feed current businesses that are already downtown, it feeds businesses that want to come downtown. Retail will look to build around density.

Mr. Cuccurullo states this is more density than is allowed in the area because we must rezone the property to add additional density.

Mr. Barron answers this is because we are not compliant with the zoning of the property, but it is compliant with the comprehensive plan.

Mr. Cuccurullo then expresses concerns that we don't know the full impact of traffic within that area that already has issues with traffic. Additionally, why are we going primarily residential with apartments adjacent to what is already an entertainment center. We have an opportunity to do something different for the community and currently I don't see how this is adding to the community; it's only adding more apartments. What do you think this is adding to our community?

Mr. Barron answers that this project is adding a million dollars on sewer improvements to the Town. This is a million dollars of improvements that are not connected with this project at all. You will be getting completion of N Main Street that was not done when the park was built. There are also improvements to the storm/sewer regardless of this site those are being fixed. There are a lot of things unseen that are a part of this proposal that are very important aspects that improve what the public must spend their money on. What you are providing is a future home for a lot of people to be able to live in a place that everybody loves.

Mr. Cuccurullo says I understand and personally think that it's a low amount of commercial that does not allow for greater use of commercial that the Town desires and will bring greater density to the area. This seems to highly favor the developer and will not come at zero cost to the taxpayer.

Mr. Bess clarifies that Mr. Barrons interpretation of the project location on a high-density property is in fact a mixed-use property use and not necessarily meant for high density within this area.

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Mr. Prizer asks if there is any flexibility in taking down some units to add additional retail.

Mr. Barron states at this point no, there is no flexibility.

Chair Madoni asks If the building that runs across Main Street went away, how many units would be lost being that we are adding 237 units; does this cut it down to 100 closer to what the current zoning is for?

Mr. Barron and team state they would guess there would essentially be a 35 to 40% residential loss but would make the project more compliant with the in-line zoning as it is today. Loss of units will cause financial loss.

Chair Madoni asks about the traffic study.

Mr. Blonshine shares that the daily traffic is just under 2,000 trips; the traffic study took existing approved projects into account. One of the project improvements is road widening; they will add a lane extension and turn lane, modify traffic signals to new lanes, have a dedicated right turn into their site and add the Acre Creek Way dedicated turn lane on to the site.

Chair Madoni states that with the added trips and residential, he does not see how this benefits the public based on the traffic study.

Mr. Cuccurullo stresses that there are currently traffic concerns from the approved surrounding projects under construction. We already have frustrated residents from the existing traffic currently within Main Street today.

Mr. Crandall asks about public art within the project.

Ms. Holloman says they are open to public art to look for opportunities.

There were no further questions to the applicant or staff from the Board.

In Board discussion:

Mr. Prizer states that this project has good potential but that it is maybe not there yet. It needs more commercial, but I do appreciate the efforts the project intends to make.

The Board talks about changing the entire first floor of building one to commercial and if this would change the traffic flow enough but that it would reduce the residential.

Mr. Bess says I think the town would gain a lot more by adding additional commercial to that area.

Chair Madoni brings up not only is the Salamander's field there but there are also soccer fields that hold tournaments as well. It would be nice to have commercial around the area so they don't have to go all the way up to the Target area.

Mr. Cuccurullo agrees and states that is what he means by missing the mark on them feeding into one another between this property and the Salamanders along with Wake FC.

Ms. Holder says she thinks we are experiencing a life cycle of a growing town and with that comes jobs and a need for housing and naturally traffic. This complex offers a trendy attractive lifestyle not offered by other apartment complexes within the area. This adds a positive characteristic to the town. There is a positive of

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

being close to a bus route that can assist with commuting. We should look at this project a bit differently. You can say I am in favor of this development.

Mr. Kessler follows Ms. Holder, stating that it seems you would have to add the residential piece first in order to bring good commercial to the area and the project is clear about that.

Chair Madoini then says that we always say that we need to have enough housing for those who plan to come and work here; surrounding areas commute such as the RTP area; not everyone who works in Holly Springs will live in Holly Springs they may go a town over where it is more affordable and more for their money.

The Board discusses other vacant properties and possibilities surrounding this project and the stadium.

The Board decides to move forward with a motion.

Motion:

Staff Recommended Plan Consistency Statement

The requested Zoning Map Amendment from NMX Neighborhood Mixed Use to CB-CD Community Business Conditional Zoning District is consistent with the Vision Holly Springs Comprehensive Plan since the Future Land Use Plan Map indicates this property as Mixed Use Center and the Community Business District includes a mix of commercial uses and apartments which guide the Center's transformation and build upon the existing parks, entertainment uses, and residential development. The requested rezoning is reasonable and in the public interest because the mix of residential and commercial uses, density, pedestrian connectivity to the surrounding area, transportation and utility infrastructure enhancements, and variety of open spaces will bring more activity, housing choices, and services to the Mixed-Use Center.

Motion by: Ms. Holder

Second by: Mr. Kessler

Action: The Planning Board voted in favor of the motion (6-3).

Motion Approved.

Those in favor: Ms. Holder, Mr. Cuccurullo, Mr. Prizer, Mr. Kessler, Ms. Kempin, Mr. Urquhart

Those against: Chair Madoni, Mr. Bess, Mr. Crandall

Motion:

Motion to recommend that the Town Council approve Zoning Map Amendment Petition #25-REZ-01 to change the zoning of 9.84 acres of acres of Wake County PINs# 0649981185, 0649984283, and 0649985564 from NMX: Neighborhood Mixed Use to CB-CD: Community Business Conditional Zoning District as submitted by McAdams, and to forward the Planning Board Action Report, to include the adopted Plan Consistency Statement and Recommendation, to the Town Council.

Motion by: Ms. Holder

Second by: Mr. Kessler

Action: The Planning Board voted against the motion (2-7).

Motion denied

Those in favor: Ms. Holder & Mr. Kessler

Those against: Mr. Cuccurullo, Mr. Prizer, Mr. Urquhart, Chair Madoni, Mr. Crandall, Mr. Bess, & Ms. Kempin

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

Motion:

Motion to dismiss Mr. Prizer from the remainder of the May 27th, 2025 Planning Board meeting due to a personal matter.

*Motion by: Chair Madoni
Second by: Mr. Cuccurullo*

Agenda Item #10: Major Subdivision Plans

- a. Cass Holt Crossing Major Subdivision Plan (24-MAS-01)**
Major subdivision plan for a 46.15 acre 56 lot detached dwelling and 50 lot attached dwelling subdivision plan located at 5608 Cass Holt Road.

Mr. Gosney presents the Staff report to the Board

Ms. Jacobs continues to present the Staff report to the Board, focusing on Public Utilities and Transportation.

Applicant / Speaker:

Jason Barron
Morningstar Law Group
434 Fayetteville Street Suite 2200
Raleigh, NC 27601

Mr. Barron introduces himself and presents the applicants report to the Board.

Mr. Cuccurullo asks how this road widening with improvements that are currently going on.

Mr. Barron answers that the projects have coordinated in relation to the Cass Holt North and South of the site.

Mr. Urquhart asks about the approximate lot sizes.

Mr. Barron states the lot sizes vary.

Mr. Kessler asks if there will be any affordable housing.

Mr. Barron: No

Ms. Kempin asks about the size of detached units and if there is a crosswalk provided at the intersection of Cass Holt and Honeycutt.

Mr. Barron answers the size of units will be around 5,000 square feet and there is a crosswalk for walkability tying into the schools and sidewalks.

Chair Madoni asks about traffic signalization and greenway connection.

Mr. Barron states that there is no signalization currently but is monitoring for it. There is a connection to the sidewalk connection that leads to the park.

There was no Board discussion.

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

The Board moved to motions.

Motion:

Motion that the Planning Board recommend the Town Council approve Major Subdivision Plan 24-MAS-01 for Cass Holt Crossing, as submitted by William Daniel, dated revised 4/11/2025, with staff recommended conditions, and to forward the Planning Board Action Report with the Recommendation, to Town Council.

Motion by: Mr. Bess

Second by: Ms. Kempin

Action: The Planning Board voted in favor of the motion (9-0)

Agenda Item #11: Other Business

a. Town Council Official Action Overviews

25-UDO-01 2024 Semi-Annual UDO Updates – Approved
24-REZ-02 4500 Old Holly Springs Apex – Continued to June

b. Committee Reports

LUAC (Joseph Cuccurullo / Josh Prizer)

- i. Last meeting: Canceled
- Next meeting: Canceled

Tree Advisory Committee (Joanna Holder / Sara Kempin)

- Wild About Nature – Highlights from May 17
- Last Meeting: April 14
- Next Meeting: July 14

c. Development Services Report

none

d. Other Business

The Board discusses the public hearing process.

Agenda Item #12: Adjournment

Motion:

Motion to adjourn.

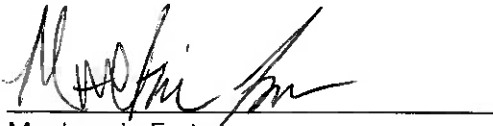
Motion by: Mr. Urquahrt

Second by: Ms. Holder

Action: The Planning Board voted in favor of the motion (9-0)

Time: 9:20pm

Town of Holly Springs
PLANNING BOARD MEETING MINUTES
Tuesday May 27, 2025 - 7:00 p.m.

A handwritten signature in black ink, appearing to read 'Mackenzie Fretz', written over a horizontal line.

Mackenzie Fretz
Planning Board Clerk

