# VILLAGE COUNCIL
# AGENDA FOR REGULAR MEETING OF JULY 26, 2022
# ASSEMBLY HALL
# 395 MAGNOLIA ROAD
# PINEHURST, NORTH CAROLINA
# 4:30 PM

1. Call to Order.

2. Invocation by Pastor Jabe Largen, Pinehurst United Methodist Church and Pledge of Allegiance led by Mayor Strickland

3. Reports:

   Manager

   Council

4. Motion to Approve Consent Agenda.

   All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.

   A. Approval of Village Council Meeting Minutes

      July 12, 2022 Council Regular
      July 12, 2022 Council Work Session

   End of Consent Agenda.

5. Motion to Recess Regular Meeting and Enter Public Hearing 1

6. Public Hearing No.1 - Resorts of Pinehurst Lodge Parking Terrace

   *The purpose of this public hearing is to consider an Official Zoning Map Amendment for approximately 6.85 acres of Moore County PID# 00025800. The proposal would zone the property H-CD (Hotel – Conditional District) from RD (Recreation Development District). The proposed rezoning and associated General Concept Plan would allow for development of a two-level parking structure and approved uses from the previously approved Resort Lodge. The applicant and the property owner is the Resorts of Pinehurst Inc*

7. Motion to Adjourn Public Hearing and Re-Enter Regular Meeting

8. Discuss and Consider Ordinance #22-09

9. Motion to Recess Regular Meeting and Enter Public Hearing 2

10. Public Hearing No. 2 - Consider a Proposed Change to the USGA Economic Development Incentive Agreement

11. Motion to adjourn Public Hearing No. 2 and Re-Enter Regular Meeting

12. Consider a Proposed Change to the USGA Economic Development Incentive Agreement
13. Discuss and Consider Pinehurst South Small Area Plan
14. Other Business.
15. Comments from Attendees.
16. Motion to Adjourn.

*Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.*
*Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.*
*Values: Service, Initiative,Teamwork, and Improvement.*

# COUNCIL
## ADDITIONAL AGENDA DETAILS:

**ATTACHMENTS:**

| | Description |
|---|---|
| 🗋 | 2022 Village Council Key Partners & Collaborators |

| Council Member to Report | Partners & Collaborators |
|---|---|
| **John Strickland** | Convention and Visitors Bureau |
| | FirstHealth |
| | *Moore County, NC - Rotating |
| | Moore County Transportation Committee |
| | NCDOT/TARPO |
| | *Neighborhood Advisory Committee - Rotating |
| | *North Carolina - Rotating |
| | Partners in Progress |
| | Pinehurst Resort |
| **Patrick Pizzella** | *Moore County, NC - Rotating |
| | NCDOT/TARPO |
| | *Neighborhood Advisory Committee - Rotating |
| | *North Carolina - Rotating |
| | Partners in Progress |
| | Tri-Cities Work Group (Pinehurst, So. Pines, Aberdeen) |
| **Jane Hogeman** | Beautification Committee |
| | Chamber of Commerce |
| | *Moore County, NC - Rotating |
| | *Neighborhood Advisory Committee - Rotating |
| | *North Carolina - Rotating |
| | Pinehurst Business Partners |
| | Tri-Cities Work Group (Pinehurst, So. Pines, Aberdeen) |
| **Lydia Boesch** | Bicycle and Pedestrian Advisory Committee |
| | Convention and Visitors Bureau |
| | *Moore County, NC - Rotating |
| | *Neighborhood Advisory Committee - Rotating |
| | *North Carolina - Rotating |
| **Jeff Morgan** | FirstHealth |
| | *Moore County, NC - Rotating |
| | Moore County Schools |
| | *Neighborhood Advisory Committee - Rotating |
| | *North Carolina - Rotating |
| | Triangle J. COG |

# APPROVAL OF VILLAGE COUNCIL MEETING MINUTES

## ADDITIONAL AGENDA DETAILS:

July 12, 2022 Council Regular
July 12, 2022 Council Work Session

## FROM:

Shannon Konstantinou

## CC:

Jeff Sanborn

## DATE OF MEMO:

7/20/2022

## MEMO DETAILS:

Attached are the July 12, 2022 Council Regular minutes and Council Work Session minutes for Council consideration and approval.

**ATTACHMENTS:**

| | Description |
|---|---|
| 🗋 | July 12, 2022 Regular Council Meeting Minutes |
| 🗋 | July 12, 2022 Council Work Session Minutes |

# VILLAGE COUNCIL
# MINUTES FOR REGULAR MEETING OF JULY 12, 2022
# ASSEMBLY HALL
# 395 MAGNOLIA ROAD
# PINEHURST, NORTH CAROLINA
# 4:30 PM

The Pinehurst Village Council held a Regular Meeting at 4:30 p.m., Tuesday July 12, 2022 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina.

The following were in attendance in Assembly Hall:
Mr. John C. Strickland, Mayor
Mr. Patrick Pizzella, Mayor Pro Tem
Ms. Lydia Boesch, Councilmember
Mr. Jeff Morgan, Councilmember
Ms. Jane Hogeman, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Kelly Chance, Village Clerk

And approximately 18 attendees, including 6 staff and 1 press

**1. Call to Order.**

Mayor Strickland called the Village Council meeting to order.

**2. Reports:**

**Village Manager**

- Mr. Jeff Sanborn had nothing to report.

**Village Council**

- Mayor Strickland reported golf activities continue this week as the Women's North and South Amateur occur as well as a high school tournament at the resort. He noted the first USGA adaptive open will be at course number 6 over the weekend. He thanked Marty McKenzie for reaching out to our state representatives about an allocation for improvements to the harness track to be included in the state budget. Mayor Strickland reported the passing of eight-year veteran of the Village Council, John Cashion's death.
- Councilmember Morgan had nothing to report.
- Councilmember Hogeman had nothing to report.
- Mayor Pro Tem Pizzella reported he attended the Planning and Zoning Board meeting this past week where the Pinehurst Resort and Country Club presented the addition of a parking facility on their campus which would be partially subterranean.
- Councilmember Boesch reported the Women's North and South Amateur has been played in Pinehurst for more than 100 years and is being played on number 2 and number 4 with match play beginning on Wednesday. She reported the Bicycle and Pedestrian Committee met yesterday and discussed the walkways on McKenzie and Pine Vista and are discussing a proposal for the next batch of sidewalks they would like to see placed on the list.

**3. Motion to Approve Consent Agenda.**

**All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.**

A. Approval of Village Council Meeting Minutes
   - June 28, 2022, Council Regular Meeting
   - June 28, 2022, Council Work Session

B. Budget Amendments Report

**End of Consent Agenda.**
Upon a motion by Mayor Pro Tem Pizzella, seconded by Councilmember Hogeman, Council unanimously approved the Consent agenda by a vote of 5-0.

**4. Discuss and Consider Resolution #22-20 Re-Appointment to the Bicycle and Pedestrian Advisory Committee.**
Jeff Sanborn, Village Manager, reported the current term of Ms. Melody Jensen on the Bicycle and Pedestrian Advisory Committee expires on August 31, 2022, but Ms. Jensen wishes to serve another term. He noted, this term, if approved, would be effective September 1, 2022 and expire August 31, 2024.

Mark Wagner stated she has been a good addition to BPAC, and he would welcome her back for another term. Mayor Pro Tem Pizzella asked if we had her biography to which Mr. Wagner stated her application was sent out earlier to the Council. He reported she is a local real estate agent and she and her husband are retired Air Force members. He noted she has been a valuable asset to BPAC.

Upon a motion by Councilmember Boesch, seconded by Councilmember Morgan, Council unanimously approved Resolution 22-20, reappointing Melody Jensen to the Bicycle and Pedestrian Advisory Committee for a 2-year term beginning September 1, 2022 and expiring on August 31, 2024, by a vote of 5-0.

**5. Discuss and Consider Resolution #22-21 Appointment to the Bicycle and Pedestrian Advisory Committee.**
Jeff Sanborn reported there is a vacancy on the Bicycle and Pedestrian Advisory Committee and staff is recommending the appointment of Mr. Paul Ackermann for a term beginning July 12, 2022 and expiring August 31, 2022 to fill the vacancy.

Mark Wagner stated Mr. Ackermann has attended the last three meetings and is a resident of Number 6. He noted he is an avid bicyclist and is a former Mayor and Economics High School Teacher in Taft. Mr. Ackermann stated he was part of a County Bicycle Organization in California and is excited about joining this organization.

Upon a motion by Councilmember Boesch, seconded by Mayor Pro Tem Pizzella, Council unanimously approved Resolution 22-21, appointing Paul Ackermann to the Bicycle and Pedestrian Advisory Committee for a 2-year term beginning July 12, 2022 and expiring on August 31, 2024, by a vote of 5-0.

**6. Discuss and Consider Contract Approval for Janitorial Services at the Fair Barn.**
Mark Wagner, Parks and Recreation Director, presented a contract for approval to Council, to provide janitorial services at the Fair Barn for Fiscal Year 2022-2023. He stated the cleaning contract was advertised for bid with only one vendor responding, which was Sandhills Services. He reported they have been providing these services at the Fair Barn for a number of years and staff is very satisfied with the quality of their work.

Mr. Wagner stated the total cost of the contract is estimated to be $52,272 and is based on the number of post event cleanings anticipated, along with bi-monthly costs to wax floors and provide a deep clean of the facility. He noted post-event cleanings are done at a cost of $295 per occurrence (120 estimated), while floor wax and deep cleans are $1,012 and $1,800 respectively per occurrence (6 each estimated).

Councilmember Boesch asked if the fees we charge at the Fair Barn are sufficient to cover this cost, to which Mr. Wagner stated our fees cover the cost of set-up, break-down, and clean up of the facility and are at about 90% recovery.

Upon a motion by Councilmember Boesch, seconded by Mayor Pro Tem Pizzella, Council unanimously voted to authorize the mayor or his designee to execute a 1-year contract with Sandhills Services beginning on July 15, 2022 and extending through June 30, 2023 for an amount estimated to be $52,272, by a vote of 5-0.

**7. Discuss and Adopt Rights-of-Way Use Policy.**

Assistant Village Manager, Doug Willardson, reported Council recently reviewed the proposed Rights-of-Way Use Policy. He stated Council requested comments from members of some of the Village's Volunteer Committees. Mr. Willardson stated the draft policy was distributed to the Beautification Committee, the Neighborhood Advisory Committee, and the Bicycle and Pedestrian Advisory Committee. He reported after reviewing their comments, two changes were made; a line was included to clarify that damage to personal property in the ROW is not the responsibility of the Village even if it was due to maintenance being performed by the Village. He noted a second addition was to the municipal code reference; the municipal code reference was updated in regard to obstructing the ROW.

Mr. Willardson stated the Village has a Sidewalk Policy dating back to June 1992, which is intended to assure pedestrian access to and use of the public rights of way along the streets of Old Town and immediately adjacent areas. He noted the Village has a Significant Alterations to the Public Right-Of-Way and Certain Public Spaces Policy that states the Village Council has the final determination on matters affecting the Village rights-of-way. He stated the proposed Rights-of-Way (ROW) Use Policy will supersede both existing policies.

Mr. Willardson reported the Rights-of-Way Use Policy, like the Sidewalk Policy, clarifies that the Village owns the ROW and retains all rights to use and maintain these areas. He noted it delineates the responsibilities of the Village and abutting owners when it comes to maintaining the ROW. He further noted the Village reserves the right to modify private landscaping to enable pedestrian access and use or other roadway improvements and it maintains that the Village Council will have the final determination on implementation of Village projects within the public ROW.

Councilmember Hogeman stated she understands this policy is really meant to explain the relationship between the village and the adjacent property owner more than it is to try and explain what exactly we're going to do within the right of way, to which Mr. Willardson replied that is correct.

Upon a motion by Councilmember Hogeman, seconded by Mayor Pro Tem Pizzella, Council unanimously approved the Rights-of-Way Policy for the Village of Pinehurst as presented, by a vote of 5-0.

**8. Discuss Rescinding Previously Adopted Council Policies.**

Doug Willardson reported, at the June 28, 2022 Council meeting, Council reviewed several policies that were no applicable. After reviewing, Council agreed to rescind the following policies:

- Tree Preservation Policy (adopted by Resolution 03-47 on 11/11/2003): This policy has been superseded by the recently adopted Tree Buffer Ordinance.
- Lot Donation Policy (adopted by motion on 12/08/03): Previously the Village was proactively seeking real estate lot donations for storm water, open space and other public purposes. This program has not been active for an extended period of time. If any donations are offered to the Village, the Village will evaluate them on a case-by-case basis.
- Significant Negotiations (adopted by Resolution 13-17 on 09/04/2013): Council can determine if and when they want to be a part of negotiations with or without a written policy.
- Significant Vertical Construction on Village Property (adopted by Resolution 14-29 on 5/27/2014): Council provides input on vertical construction projects through the strategic planning process.

Mr. Willardson stated, the Warren H. Manning Beautification Award Program was another policy Council reviewed on June 28th, and this award program will be evaluated by the Beautification Committee at their next meeting on August 1st. He noted they will consider whether or not they can administer the award program with some modifications.

Upon a motion by Councilmember Hogeman, seconded by Mayor Pro Tem Pizzella, Council unanimously approved rescinding the previously adopted Council Policies for the Village of Pinehurst as presented, by a vote of 5-0.

**9. Recategorize Existing Policy as Administrative Rather than Council Policy.**

Doug Willardson stated, as previously discussed by Council, the following two policies were written and intended to be Administrative Policies, but they were categorized with the Village Council Policies.

- Meeting Room Use (Motion on 10/09/2013)
- Public Right-of-Way Beautification Fund Policy (Resolution 08-16 and motion 8/29/17)

Mr. Willardson stated staff recommends that these policies be recategorized as Administrative Policies according to their original intent. Councilmember Hogeman stated her preference was to keep the Beautification Fund Policy under the Council, but the Councilmembers Boesch and Morgan stated they were comfortable placing it on the staff level.

Upon a motion by Councilmember Boesch, seconded by Councilmember Morgan, Council unanimously approved to recategorize the Meeting Room Use Policy and the Public Right-of-Way Beautification Fund Policy from Council Policies to Administrative Policies for the Village of Pinehurst, by a vote of 3-2 with Mayor Pro Tem Pizzella and Councilmember Hogeman voting no.

**10. Other Business.**

No other business was discussed.

**11. Comments from Attendees.**

- Teresa Johnes, 50 Glen Abbey, addressed Council about the NCDOT Traffic Circle proposed options presented at the previous Council meeting. She agreed with Councilmember Morgan that doing nothing is not an option and noted her disagreement with Mayor Pro Tem Pizzellas previous stated claims that traffic was not a concern and that residents use other avenues to circumvent the traffic circle.
- Bruce Geddes, Pinehurst ETJ resident, addressed Council about growth projections and encouraged Council to consider the data when they consider zoning in the ETJ.
- David Peterson, 30 Beaver Lane, addressed Council about the Traffic Circle. He stated he lives near the Traffic Circle and does not want to see it destroyed. He stated most of the time traffic is fine, and delays are experienced and expressed his support of leaving it the way it is.
- Collette Kolinsky, 25 Queens Court, addressed Council about the Traffic Circle. She stated the solutions the NCDOT have not been acceptable to date. She noted that traffic circles work in other cities and countries and there are ways to make them work.
- Phillip Sounia, 29 Bedford Circle, addressed Council about communicating among communities. He stated that Council allows 3 minutes to monologue with the community which never gets us anywhere. He stated a group meeting that is mediated and that allows individuals to express their ideas in an open format is needed. He noted he wants to work with his neighbors and collaborate and come up with a cooperative solution on short-term rentals.

**12. Motion to Adjourn.**

Upon a motion by Councilmember Hogeman, seconded by Mayor Pro Tem Pizzella, Council unanimously approved to adjourn the regular meeting by a vote of 5-0 at 5:20 p.m.

Respectfully Submitted,

Kelly Chance,
Village Clerk



DRAFT

# VILLAGE COUNCIL
# MINUTES FOR WORK SESSION OF JULY 12, 2022
# ASSEMBLY HALL
# 395 MAGNOLIA ROAD
# PINEHURST, NORTH CAROLINA

## IMMEDIATELY FOLLOWING THE REGULAR MEETING

The Pinehurst Village Council held a work session at 5:29 p.m., Tuesday, July 12, 2022, in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina.

The following were in attendance:

Mr. John C. Strickland, Mayor
Mr. Patrick Pizzella, Mayor Pro Tem
Ms. Lydia Boesch, Councilmember
Mr. Jeffrey Morgan, Councilmember
Ms. Jane Hogeman, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Kelly Chance, Village Clerk

And approximately 17 attendees, including 4 staff and 1 press.

1. **Call to Order.**
   Mayor John Strickland, called the Council work session to order.

2. **Discuss Neighborhood QOL Survey Results.**
   Jeff Sanborn, Village Manager, and Matthew McKirahan, Organizational Performance Director, presented Council with the Neighborhood QOL Survey results. Mr. Sanborn stated the survey was based on Neighborhood quality of life questions and not centered completely on short-term rentals. He stated the survey was sent to residents through a post-card notification and everything we are contemplating with short-term rentals appears to follow the general statutes, yet as the Village Attorney, Mike Newman advised, there is still the possibility of a constitutional property rights, legal challenge to a zoning related decision that might come with this.

   Mr. Sanborn stated a major concern surrounding any kind of surveying effort and maintaining statistical validity is to try to control biases and keeping those biases out of the process. He stated in all surveys there are varying degrees of different types of biases that have to be dealt with and you can never completely inoculate the process. He noted with this particular survey we were most concerned about the fact that short-term rentals are a hot-button issue in our community and people are lining up on one side or the other, having strong opinions about it. He stated, understanding this was important to how we devised our survey, surveying strategy and methodology. He stated first, we didn't label it as a short-term rental survey and instead titled it as a neighborhood quality of life survey. He noted secondly, we tried to advertise this effort so when people received the postcard in their mailbox, they wouldn't assume it was some sort of fraud or something. Mr. Sanborn stated, third, with regard to the construction of the survey, it was all about questions related to quality-of-life issues in our neighborhoods.

   Mr. McKirahan reported ETC. Institute was contracted to conduct the Village's QOL Survey, which provided a link to 4000 residents (50% residences) to an online survey. He noted we received 401 responses that were verified and 4.8% is the margin of error as a result. Random sampling occurred which allowed equal opportunities to all residences. He noted that of the 372 single family residences that responded, 48% responded they were aware of 1, 2, or three or more short-term rentals close by. He noted 94% of residents rated their overall quality of life in Pinehurst as good or excellent. He further noted that of those who were in proximity of

short-term rentals rated their quality of life as 76% excellent, and 24% as good. He stated the numbers slightly shifted lower as the number of short-term rentals increased to 2 or more.

Mr. McKirahan stated some of the questions centered around placement of waste receptacles, noise levels, RV and boat storage, and parking in the right-of-way. He noted other categories where drug use, public intoxication, trespassing and prostitution, with all showing low levels of frequency of noted occurrence. He stated he will continue to evaluate and summarize the data received and present the final results to Council at the next work session.

**3. Discuss NCDOT Traffic Circle Report.**

Jeff Sanborn stated we placed this item on the agenda to allow for some follow up conversation on the presentation from the NCDOT on the traffic circle. He noted he spoke to Patrick Norman at Division Eight for some follow-up information pertaining to how they did their business, and how they did their modeling, focusing on the traffic projections. He stated, in reviewing the reports provided by the NCDOT, it appears the start point for collecting data was the Moore County Travel Demand Model that has been in place for quite some time, and they also relied on input from all the local jurisdiction planning departments with regard to what the current state of plans and zoning are. He stated they have relied on the state demographer's office and population growth trends and also land use information. He noted that if he is interpreting the data correctly, the count has increased coming to and from to 211 West End and to and from NC2.

Councilmember Morgan stated the traffic circle is 24 hours a day and we have high traffic periods in which we discussed. He noted there was an argument that was made in one of the emails that we received that stated, in low traffic times, it would actually increase the weights by using the methods that they were recommending, and such a tradeoff, that we're looking at that, and we should be cognizant of that. He stated we need to consider what is the best plan for overall utilization, not simply just at peak hours.

Councilmember Hogeman stated she feels they are using the traffic demand model, base year of 2010, which is the one which a couple years later got added in 2013. She stated it was anticipated that our western ETJ would be growing at the rate of one house per acre when it has actually zoned one house per five acres, and so she is concerned about that issue.

Council requested they would still like to receive more information on cost, data collection avenues, and a review on past options that may now be better options. Mayor Pro Tem Pizzella stated he prefers doing nothing rather than choosing one of the models proposed by NCDOT. Councilmember Morgan stressed that doing nothing is not the answer and he would rather come up with a solution that works.

**4. Discuss Amendments to the Pinehurst Development Ordinance (PDO) to Address Short Term Rentals and Neighborhood Quality of Life Improvements.**

Jeff Sanborn, Village Manager, and Darryn Burich, Planning and Inspections Director, presented council with some potential revisions to the Pinehurst Development Ordinance (PDO) for discussion regarding short-term rentals as well as residential neighborhood quality of life improvements. The areas of the PDO addressed in the presentation included provisions for permit revocation, table of permitted uses, special requirements for permitted uses, and definitions.

Mr. Burich presented council with a revised table of permitted uses where short-term rentals were added as a lodging type of use. He noted homestay was added as well. He reviewed the standards that should be focused on in order to potentially issue a development permit. He listed some of these as only 2 adults per bedroom; issues on front yard parking; the requirement of one carbon monoxide detector; minimum light and ventilation requirements; minimum bedroom size requirements; ceiling heights; cooking facility rules; and what permit revoking would entail.

Mr. Burich stated that for non-conforming units, they would look at requiring full compliance by July 1, 2023, and he noted this is just a suggested date. Councilmember Morgan stated that before we begin deciding on what zones short-term rentals will be banned from, we look at the survey results and wait until we have all the conclusions on data. He stated it is worthwhile to have Mike Newman review the survey data and information and receive feedback from him before making decisions.

Mayor Pro Tem Pizzella stated he wants short term rentals because it is a legitimate business and should be regulated as a business and not be in residential neighborhoods. Councilmember Boesch expressed her concern that the wrong choices will lead to legal issues and constitutional violations, as well as a detrimental affect on the golf industry.

Council discussed amortization, number of tenants per room, and dealing with non-conformities. Mr. Burich stated he will continue to work to refine the amendments based on Council suggestions.

**5. Other Work Session Business**

No other work session business was discussed.

**6. Potential Future Agenda Items**

No potential future agenda items were discussed.

**7. Motion to Adjourn.**

Upon a motion by Councilmember Morgan, seconded by Councilmember Boesch Council unanimously approved to adjourn the work session, by a vote 5-0, at 9:06 p.m.

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Respectfully Submitted,

Kelly Chance,
Village Clerk

*A videotape of this meeting is located on the Village website:* www.vopnc.org

*Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.*
*Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.*
*Values: Service, Initiative, Teamwork, and Improvement*

DRAFT

# PUBLIC HEARING NO.1 - RESORTS OF PINEHURST LODGE PARKING TERRACE

## ADDITIONAL AGENDA DETAILS:

*The purpose of this public hearing is to consider an Official Zoning Map Amendment for approximately 6.85 acres of Moore County PID# 00025800. The proposal would zone the property H-CD (Hotel – Conditional District) from RD (Recreation Development District). The proposed rezoning and associated General Concept Plan would allow for development of a two-level parking structure and approved uses from the previously approved Resort Lodge. The applicant and the property owner is the Resorts of Pinehurst Inc*

## FROM:

Darryn Burich and Alex Cameron

## CC:

Jeff Sanborn

## MEMO DETAILS:

Please see the attached staff memo and additional background materials related to this public hearing agenda item.

**ATTACHMENTS:**

Description

- Council Staff Report
- P&Z Staff Report
- P&Z Signed Statement of Consistency
- Draft 7-7-22 P&Z Minutes
- Zoning Map Amendment Application
- Project Narrative
- General Concept Plan
- Parking Terrace Elevation, Renderings and Floor Plan
- Neighborhood Meeting Summary
- RCW Habitat Biological Assessment
- Ordinance 21-07 with Approved General Concept Plan

## PLANNING AND INSPECTIONS DEPARTMENT STAFF MEMO

**To:** Mayor Strickland and Village Council
**From:** Alex Cameron, Planning Supervisor
Darryn Burich, Planning & Inspections Director
**Date:** July 20, 2022
**Subject:** Proposed Conditional District Rezoning Amendment for a portion of Parcel ID# 00025800 address TBD Carolina Vista.

*This staff memo supplements the Department's staff report and analysis by Planning Supervisor Alex Cameron dated June 30, 2022 to the Planning and Zoning Board. A copy of that report is included in NovusAgenda for this public hearing agenda item.*

| | |
|---|---|
| **Applicant:** | Bob Koontz, PLA<br>Principal**,** Koontz Jones Design |
| **Owner:** | The Resorts of Pinehurst, Inc. |
| **Current Zoning** | RD (Recreation Development District) is established as a district in which the primary use of the land is predominantly reserved for privately owned recreation, clubhouses and support structures, natural or man-made bodies of water, resort complexes and other similar uses. This district is intended to preserve and protect environmentally sensitive lands (e.g. floodways, wetlands) and/or properties otherwise restricted for private recreational use. |
| **Proposed Zoning:** | H-CD (Hotel – Conditional District) is established as a district in which the principal use of land is for hotels and their associated villas or cottages. This district is intended to provide lodging facilities for visitors while minimizing any adverse impact on neighboring residential areas. |
| **Current Land Use:** | Privately owned surface parking to accommodate recreational facilities (golfing, tennis, pool complex, etc.) and clubhouse. |
| **Proposed Land Use:** | Addition of a two-level parking structure. |

**Request**

The applicant is seeking to amend the previously approved conditional district zoning boundary of the area associated with the Resort Lodge H-CD (Hotel – Conditional District). This amendment would change an area, approximately 4.2 acres, from RD (Recreation Development District) to H-CD (Hotel – Conditional District) thus bringing a total area of approximately 6.87 acres into that zoning classification.

The proposed use of the newly added area would allow for the development of a two-level, partially subterranean parking structure as depicted on the General Concept Plan (GCP). A GCP is required as part of a conditional district rezoning application and if approved, the GCP then becomes a site-specific zoning plan and a condition of the rezoning. Subsequent development will be reviewed through the TRC and site plan review process as required by the Pinehurst Development Ordinance (PDO).

Further, the applicant is seeking to add a condition to the entire H-CD zoned area to preserve the uses that were approved with Resort Lodge rezoning without any intensity or increase in those uses allowed. For example, the total number of rooms for a lodging use would not be permitted to be increased from what was approved, total number of seats for a bar/tavern could not be increased. Also, a new use may not be introduced. Additionally, the requested condition would allow for the potential for impervious surface to be increased up to 15% and open space to not be reduced by more than 15%. All impervious coverage is indicated to be managed per previously approved condition #5 which mandates stormwater management will be designed to accommodate a 25-year storm event.

For more information related to the previously approved rezoning and General Concept Plan, see the items labeled “Ordinance 21-07 with General Concept Plan”.

The main goal for this proposal as indicated by the applicant on the provided material, is to both provide a new parking structure to help address parking needs on the site as well as maintain the uses with the previous Lodge rezoning approval as part of the agreement between the owner (Pinehurst Resort) and the United States Golf Association (USGA) to bring additional USGA championships to the area, allow for the USGA to establish a second headquarter and provide a stimulus to the local economy.

The proposed conditional district map amendment would still allow accommodation of all the existing uses on the property but apply the proposed zoning classification to this specific area along the west side of Carolina Vista connecting to the boundary of the USGA’s Golf House Pinehurst site zoned VMU-CD (Village Mixed Use – Conditional District).

**Background & Review**

**TRC Review**

The applicant initially made a submission to the Village for the request to the Technical Review Committee (TRC). The application was distributed to the Technical Review Committee and subsequently went through a couple of reviews and comments by the TRC. Some revisions and additional material were required and made by the applicant prior to the request being scheduled for a public hearing during the July 7, 2022 regular meeting of the Planning and Zoning Board. If the rezoning request and GCP are approved by Village Council, the future site plan and construction drawings will be reviewed again by the TRC for compliance with development regulations through an administrative review process.

**Historic Preservation Review**
The applicant was granted a Major Certificate of Appropriateness (COA) Historic Preservation Commission (HPC) on 2/25/21 for the previously approved Resort Lodge structure. Any changes or deviations from the approval will need to follow the process for another review for a COA based on the adopted Historic District Standards.

**Planning and Zoning Board Review**
The Planning and Zoning Board (P&Z) held the required public hearing on 7/7/2022 and recommended approval of the request as submitted by a vote of 5 to 2. The P&Z also found the request to be consistent with the 2019 Village of Pinehurst Comprehensive Long Range Plan (CLRP). Included with this Novus Agenda item are the draft minutes from the 7/7/2022 meeting along with a signed statement of consistency with the Comprehensive Plan.

Some members of the P&Z discussed a need for a comprehensive parking study for the entire campus as it relates to the varying uses on-site. Concerns were brought up with recommending such a condition included enforceability, timing, who would complete the study and need. Additionally, it was thought that this item could be addressed as a public policy item between the Village and the Resorts of Pinehurst. After discussing with staff, the applicant and deliberating amongst itself, no condition was recommended by the Board for Council to consider. Other comments made during the meeting were items that are mainly related to on-site management by the Resort of guests and members (designated membership spaces and drop off, traffic circulation during events, etc.) and not necessarily related to land-use.

**Comprehensive Plan Consistency**
The proposed zoning district is consistent with the recommended land use for the subject area as identified on the Conservation and Growth Map on page 62 of the 2019 Comprehensive Plan which identifies the area as “Private Open Space”. Even though the base zoning would change and allow for a use not permitted within the existing zoning, the overall use and designation of the property as depicted on the Conservation and Growth Map in the 2019 Comprehensive Plan would remain as a privately owned recreation area supporting the golf and tourism industry.

Guiding Principle #5 states that that the Village should support the golf, tourism and healthcare industries that make up the economic backbone of the community by encouraging entrepreneurship, supporting diverse and innovative businesses, and developing a thriving arts, culture, and entertainment market. Page 176 states that golf and tourism are two of the most important industries in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst’s identity as a premiere golf and hospitality destination. Further, there are opportunities to diversify the types of attractions, businesses and amenities available to golf enthusiasts and in or order to stay attractive to the industry, Pinehurst will need to adapt to meet the needs and desires of players and fans of golf.

The proposal is part of a commitment of Pinehurst Resort to the Village of Pinehurst to address parking impacts as well as a commitment to the United States Golf Association (USGA) to bring future USGA championship events to Pinehurst. This request would allow Pinehurst Resort to adapt to meet the changing desires of players and fans of golf and support the industry to help maintain Pinehurst’s identity as a premiere golf and hospitality destination.

**Staff Recommendation**

The applicant has requested a condition relative to the previously approved lodge project (see previously approved GCP with Ordinance 21-07) to permit or preserve the previously approved uses within the Lodge's approved footprint (i.e. lodging use, bar, locker room, etc.) at the same or lesser intensity (i.e. square footage, number of units, etc.) The reason for the request is that the Resort has not yet determined what future development would be placed within the footprint beyond the approved uses and intensities. For example, it is thought that there remains a strong desire to construct a locker room facility in the footprint area as part of the commitment to the USGA but the Resort does not currently have fully developed plans. The proposed condition would allow for that as long as it does not exceed the previously approved square footage, units or intensity. The Resort may also want to construct a bar/tavern/pub facility and the condition once again would permit at the same intensity (area, number of seats, etc.).

The proposed boundary amendment would allow for the addition of the parking structure and provide additional parking to the site while taking advantage of existing grade and utilizing a smaller footprint to gain the 123 additional spaces.

Staff is somewhat concerned with not having a better conceptualized site plan, elevations and rendering of the future uses and would recommend that the applicant provide additional conceptual plans for consideration as part of this zoning map amendment and be included as a part of the general concept plan. Staff has no concerns with the proposed parking structure.

**Village Council Action**

Village Council must conduct a legislative public hearing and consider the recommendation of the Planning and Zoning Board, the report and recommendation of staff and comments made at the public hearing. After holding the public hearing on the proposed zoning map amendment, the Village Council may adopt the proposed conditional rezoning amendment by Ordinance or reject the proposed amendment. Additional conditions or revisions to the proposed condition may also be considered by the Village Council but any conditions must be agreed to by the applicant and must be reasonably related to the request. Also, the Village Council may refer the matter back to the P&Z Board for additional consideration or may continue the hearing or item for consideration to a future meeting. If the hearing is to be continued, the specific date, time and place must be announced.

In approving or denying any such map amendments, the Village Council must also adopt a statement of consistency with the Comprehensive Plan. Such statement could be one that the proposed amendment is or is not consistent with the Comprehensive Plan. A draft statement of consistency is provided below.

> *The proposed amendment **is/is not** consistent with the Conservation and Growth Map on page 62 and Guiding Principle #5 as stated on page 176 of the 2019 Comprehensive Plan. Achieving goals in accordance with the Comprehensive Plan and other planning documents of the Village **is/is not** considered reasonable and in the best interest of the public.*

# PLANNING AND INSPECTIONS DEPARTMENT STAFF REPORT

**To:** Planning and Zoning Board
**From:** Alex Cameron, Planning Supervisor
Darryn Burich, Planning & Inspections Director
**Date:** June 30, 2022
**Subject:** Proposed Conditional District Rezoning Amendment for a portion of Parcel ID# 00025800 address TBD Carolina Vista.

| | |
|---|---|
| **Applicant:** | Bob Koontz, PLA<br>Principal**,** Koontz Jones Design |
| **Owner:** | The Resorts of Pinehurst, Inc. |
| **Current Zoning** | RD (Recreation Development District) is established as a district in which the primary use of the land is predominantly reserved for privately owned recreation, clubhouses and support structures, natural or man-made bodies of water, resort complexes and other similar uses. This district is intended to preserve and protect environmentally sensitive lands (e.g. floodways, wetlands) and/or properties otherwise restricted for private recreational use. |
| **Proposed Zoning:** | H-CD (Hotel – Conditional District) is established as a district in which the principal use of land is for hotels and their associated villas or cottages. This district is intended to provide lodging facilities for visitors while minimizing any adverse impact on neighboring residential areas. |
| **Current Land Use:** | Privately owned surface parking to accommodate recreational facilities (golfing, tennis, pool complex, etc.) and clubhouse. |
| **Proposed Land Use:** | Addition of a two-level parking structure. |

**Request:**

The applicant requests a zoning map amendment to extend the conditional district zoning of a portion of a parcel of land currently zoned RD (Recreation Development District) to H-CD (Hotel – Conditional District). The proposed boundary would move the H-CD zoning district to encompass the existing surface parking and meet with the VMU-CD (Village Mixed Use – Conditional District) zoning boundary which is the site of Golf House Pinehurst. The proposed use of the area would include the addition of a two-level, partially subterranean parking structure. In addition, the applicant is requesting a new condition be added to the previously approved rezoning request for the Lodge at Pinehurst rezoning (Ordinance 21-07). A General Concept Plan is required as part of a Conditional District rezoning application and if approved, the plan then becomes a site-specific zoning plan and a condition of the rezoning. Any substantial changes to an approved General Concept Plan as stated in Section 6.2.3 (B) of the Pinehurst Development Ordinance (PDO) shall be reviewed by the Planning and Zoning Board and approved or denied by the Village Council. All other changes to an approved General Concept Plan that are not substantial and do not alter the basic development concept may be approved by the Village Planner.

The main goal for this proposal as indicated on the provided material, is to both provide a new parking structure to help address parking needs on the site as well as maintain the uses with the previous Lodge rezoning approval as part of the agreement between the owner (Pinehurst Resort) and the United States Golf Association (USGA) to bring additional USGA championships to the area, allow for the USGA to establish a second headquarter and provide a stimulus to the local economy.

The proposed conditional district map amendment would still allow accommodation of all the existing uses on the property but apply the proposed zoning classification to this specific area along the west side of Carolina Vista.

Included with this conditional district rezoning request are an application, project narrative, general concept plan, elevations, renderings, assessment for red-cockaded woodpecker habitat and neighborhood meeting summary.

The applicant is asking for the following condition to be added to the previous approval:

| Applicant Conditions Table | | |
|---|---|---|
| | **Type** | **Requested Condition** |
| 12 | Uses | Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic Preservation Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5. |

**Analysis:**

**Background/Location**
The subject property is located within the Village's corporate limits and defined as being Moore County Parcel ID# 00025800 and contains many buildings, structures and features including club house, pro shop, restaurant, pool complex, tennis, lawn bowling, croquet and golf courses. The property totals approximately 67 acres in size and has three current zoning designations, Recreational Development (RD), Office Professional Development District (OP) and Hotel District (H). The property is also located within the Local Historic Preservation Overlay District (LHD) and the National Historic Landmark District. This proposal would rezone approximately 2.68 acres of the property to Hotel – Conditional District (H – CD).

The original clubhouse was built in 1922 has had many large additions through the years including the octagonal pro shop and the Members' Club wing. The clubhouse is a one and two-story structure with sweeping views of the golf courses.

Surrounding properties contain multiple zoning designations and land uses. See the table below and attached "Area Zoning Map". The northern portion of the property borders Cherokee Road with single family residential areas and near the Village Green and Marshall Park. The western portion of the property borders the ACWR railroad right-of-way that runs along NC Hwy 5. Areas to the east of the subject property all include additional golf courses and a driving range. The area to the south adjoins Morganton Road and the site of Pinehurst Resort's maintenance facilities.

| Adjacent Land Uses and Zoning | | | |
|---|---|---|---|
| **Area** | **Existing Uses** | **Zoning** | **Overlay Zoning** |
| North | **Adjacent On Property:** USGA Golf House Pinehurst (under construction)<br><br>**Across Right-of-Way & Off Subject Property:** Single Family Residential, Village Owned Recreation, Sandhills Women's Exchange Office & Professional (Bank) | VMU-CD, R-10, R-20, RD & OP | Local Historic Preservation Overlay |
| South | Pinehurst Resort (golf course) | RD | Local Historic Preservation Overlay |
| East | Pinehurst Resort (golf course) | RD | Local Historic Preservation Overlay |
| West | Pinehurst Resort (golf course & maintenance facility), Railroad right-of-way & multi-family residential | OP, RD & RMF | Local Historic Preservation Overlay |
| **Comprehensive Plan Land Use Designation** | | | |
| Parcel ID # 00025800 | Private Open Space | | |

A neighborhood meeting was required of the applicant prior to submitting the conditional rezoning request. The applicant notified adjacent property owners to invite them to the meeting. According to the submitted sign in sheet, a total of eight residents attended the neighborhood meeting. Topics or items discussed included stormwater management, sequencing and timing of construction, temporary parking during construction, total number of parking spaces to be gained and the architectural design of the structure. Please find the results of that meeting as reported by the applicant including the invitation, sign in sheet and summary.

**Elevations and Rendering**
The applicant has provided elevations and renderings of the proposed parking structure. The lower level of structure is shown to have a proposed finished floor elevation of approximately 510' while the second level will have a finished floor elevation of approximately 524'. The proposed brick parapet wall along the perimeter will add another +/- three feet to the total height.

Due to the proposed project site being located within the Historic District Overlay, all new construction requires a Certificate of Appropriateness (COA) to be reviewed and issued by the Historic Preservation Commission (HPC). A COA will have to be issued before any final approvals are given by the Village and construction could begin.

**Environmental**
This site contains no floodplains or wetlands. A very small portion of the area closest to the proximity of the Golf House Pinehurst project contains an area indicated as a cluster for red-cockaded woodpeckers (RCW). The applicant has provided a biological assessment from a wildlife biologist that states the cluster has been abandoned for over 30 years. The site is located within the WS-II Watershed Protection District which limits non-residential development to 12% built-upon area unless a Special Intensity Allocation (SIA) is granted by Village Council. Existing development prior to June 21, 1993 is not required to be calculated for overall density or built-upon area. A Special Intensity Allocation (SIA) was approved for the balance of this entire parcel with the approval of the conditional district rezoning last year associated with the Lodge project.

**Access**
The proposed access to the site will remain largely as-is coming off Carolina Vista Drive entering the main clubhouse site. The northern access will be widened and will lead to the entrance of the lower level. The existing surface parking area adjacent to the railway will be access around the structure curving to the east and be an ingress and egress for the upper level. A hard surface "courtyard" is shown in the vicinity of the existing croquet lawns and be a means of egress for emergency service vehicles only. Pedestrian connectivity is provided to connect the structure with the rest of the existing brick walkways on site. See Sheet L-2.1 for the provided circulation and parking plan.

**Parking**
A net gain of 123 spaces is indicated to be provided with this project. The lower level is indicated to have 156 spaces and the upper level having 148 spaces. Previously approved condition #8 of Ordinance 21-07 required the applicant to provide 125 additional standard sized spaces on the main campus and that the number shall be adjusted for any changes to the buildings indicated on the previously approved general concept plan. The requirement to provide 125 additional spaces was

partially based on the PDO's required parking for the uses and density associated with the proposed Lodge facility.

**Signage**
The applicant indicates that signage will follow the approved condition (#3) in Ordinance 21-07.

**Landscaping**
The applicant indicates that all applicable landscaping requirements will be met. This would include planted buffers and parking lot landscaping standards in the PDO. The applicant indicates that the plantings will follow the recommended plantings from Manning's list and those included in the Village's Planting Guide.

**Lighting**
The applicant indicates that all exterior lighting will meet the standards of Section 9.8 of the PDO. A lighting plan will be required during the construction drawing review to ensure compliance.

**Stormwater Management**
The applicant is proposing a condition to allow for an increase in post-development impervious from what was previously approved, along with this project for up to 15%. Due to the project being sited largely over existing impervious area (parking lot), there will be only a very slight increase in impervious surface. Due to a SIA being required, Best Management Practices (BMP's) will be required to treat the stormwater runoff. The applicant indicates with the new proposed condition that any increase (up to 15%) in the post-development runoff will not exceed the pre-development runoff rate for a 25-year storm event in accordance with the previously approved condition #5. If the rezoning and General Concept Plan are ultimately approved, calculations and supplemental documentation demonstrating this requirement will be required during construction drawing review and prior to final approval.

**Sewer and Water**
Public water and sewer are available and will be provided by Moore County Public Utilities (MCPU). A conceptual utilities plan is included and shown on Sheet L-2.2.

**TRC Review**

The Technical Review Committee (TRC) has reviewed the application and General Concept Plan and have issued comments to the applicant. These few items will need to be addressed during review of and prior to approval of construction documents. The TRC is comfortable with the General Concept Plan moving forward to review and consideration of the Planning and Zoning Board.

**Planning and Zoning Board Action and Conditional District Rezoning Process:**

After holding a public hearing on the proposed zoning map amendment, the Planning and Zoning Board must adopt a consistency statement describing how the proposed amendment is or is not consistent with the Comprehensive Plan and may recommend approval or denial of the proposed map amendment to Village Council. If the board recommends approval of the proposed amendment but adopts a statement of inconsistency with the Long Range Comprehensive Plan, then the plan is deemed to be amended.

The Planning and Zoning Board can ask to impose more restrictive conditions that are not included with proposal but the applicant must consider and agree to any additional or different conditions. However, no changes can be made to the proposed conditions that are less restrictive than those stipulated in the proposal.

If there are more questions or concerns that need to be addressed, the Planning and Zoning Board can continue the public hearing to a specific date, place and time but a recommendation to Village Council must be made within 30 days of the first scheduled public hearing of this Board or Village Council can decide to take the request up for their consideration without a recommendation from this Board.

**Comprehensive Plan Consistency**:

Guiding Principle #5: Taking Care of Business in the 2019 Comprehensive Plan states that that the Village should support the golf, tourism and healthcare industries that make up the economic backbone of the community by encouraging entrepreneurship, supporting diverse and innovative businesses, and developing a thriving arts, culture, and entertainment market. It also states that the Village should encourage a variety of shopping, dining, and cultural opportunities for residents and visitors alike.

Page 176 of the 2019 Comprehensive Plan states that golf and tourism are two of the most important industries in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst's identity as a premiere golf and hospitality destination. Further, there are opportunities to diversify the types of attractions, businesses and amenities available to golf enthusiasts and in or order to stay attractive to the industry, Pinehurst will need to adapt to meet the needs and desires of players and fans of golf.

The proposed zoning district is consistent with the recommended land use for the subject area as identified on the Conservation and Growth Map on page 62 of the 2019 Comprehensive Plan which identifies the area as "Private Open Space". Even though the base zoning would change and allow for a use not permitted within the existing zoning, the overall use and designation of the property as depicted on the Conservation and Growth Map in the 2019 Comprehensive Plan would remain as a privately owned recreation area supporting the golf and tourism industry.

The proposal is part of a commitment of Pinehurst Resort to the Village of Pinehurst to address parking impacts as well as a commitment to the United States Golf Association (USGA) to bring future USGA championship events to Pinehurst. This request would allow Pinehurst Resort to adapt to meet the changing desires of players and fans of golf and support the industry to help maintain Pinehurst's identity as a premiere golf and hospitality destination.

**Staff Recommendation:**

The applicant has requested a condition relative to the previously approved lodge project (see previously approved GCP with Ordinance 21-07) to permit or preserve the previously approved uses within the Lodge's approved footprint (i.e. lodging use, bar, locker room, etc.) at the same or lesser intensity (i.e. square footage, number of units, etc.) with any changes in intensity or land use requiring another amendment (rezoning). Any buildings to be constructed in the proposed footprint would require approval by the Historic Preservation Commission. The reason for the request is that the Resort has not yet determined what future development would be placed within the footprint beyond the approved uses and intensities. For example, it is thought that there remains a strong desire to construct a locker room facility in the footprint area as part of the commitment to the USGA but the Resort does not currently have fully developed plans. The proposed condition would allow for that as long as it does not exceed the previously approved square footage, units or intensity. The Resort may also want to construct a bar/tavern/pub facility and the condition once again would permit at the same intensity (area, number of seats, etc.). The same principles would apply to the lodging use in terms of units or bedrooms.

Staff is somewhat concerned with not having a better conceptualized site plan, elevations and rendering of the future uses and would recommend that the applicant provide additional conceptual plans for consideration as part of this zoning map amendment and be included as a part of the general concept plan.

**Comprehensive Plan Consistency Statement:**

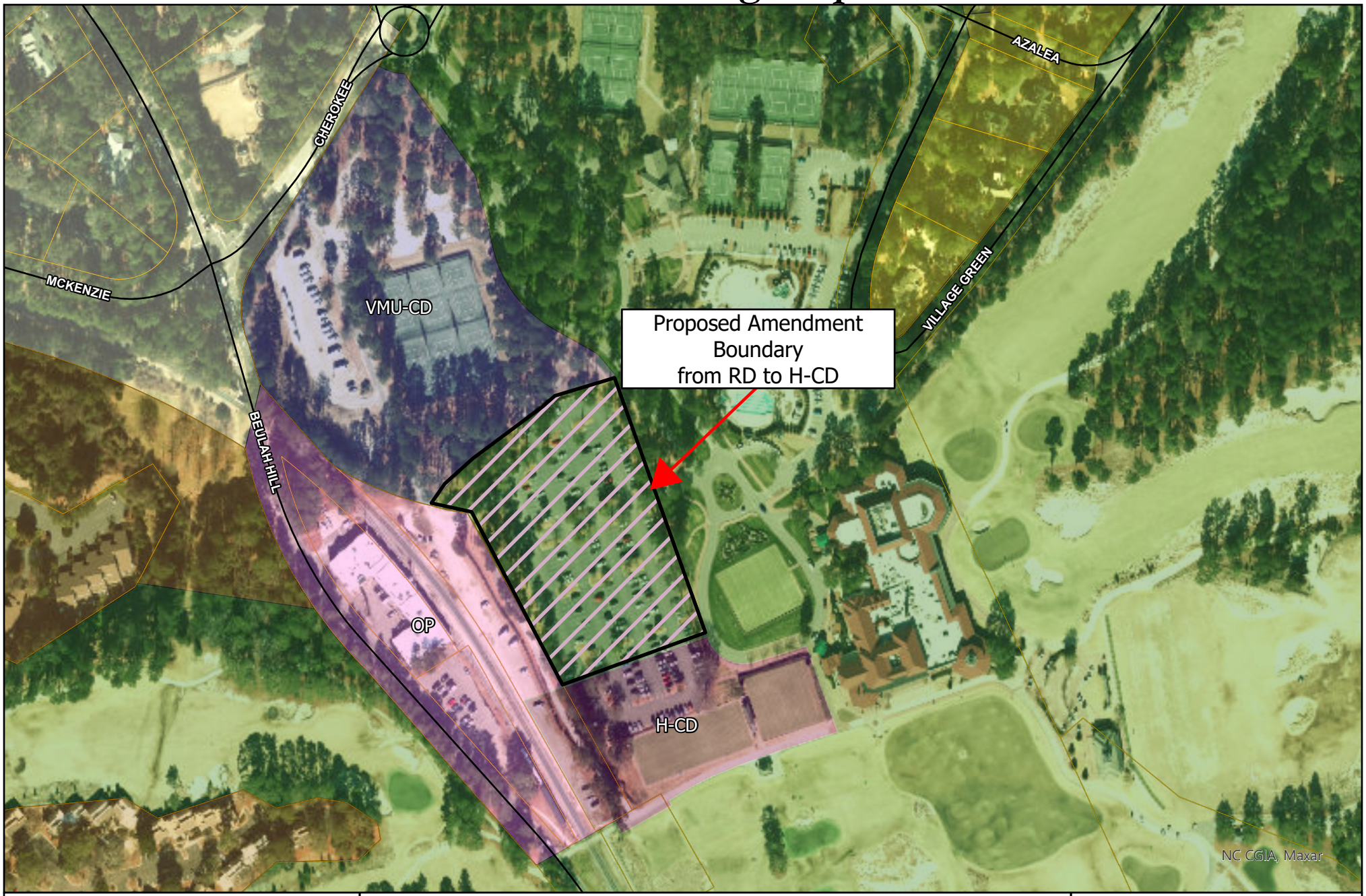
The proposed rezoning is consistent with the Conservation and Growth Map on page 62 of the 2019 Comprehensive Plan which identifies the area as "Private Open Space". Even though the base zoning would change and allow for a use not permitted within the existing zoning, the overall use and designation of the property as depicted on the Conservation and Growth Map in the 2019 Comprehensive Plan would remain as a privately owned recreation area supporting the golf and tourism industry. Additionally, the proposed rezoning is consistent with Guiding Principle #5: Taking Care of Business by supporting golf and tourism which help to make up the backbone of the economy and are two of the most important industries in Pinehurst in terms of employment, land use and reputation and essential to maintain Pinehurst's identity as a premiere golf and hospitality destination.

Therefore, this amendment is consistent with the goals of the 2019 Comprehensive Plan and achieving goals in accordance with the Comprehensive Plan and other planning documents of the Village is considered reasonable and in the best interest of the public.

**Attachments:**

- Aerial Zoning Map
- Adjacent Property Owner Notification Packet
- Draft Comprehensive Plan Consistency Statement

# Aerial Zoning Map




0 355 710 Feet

Village of Pinehurst Disclaimer: It is understood that the data contained herein is subject to constant change and that its accuracy cannot be guaranteed.
The maps have been created from information provided by various government and private sources at various levels of accuracy.
The data is provided to you "as is" with no warranty, representation or guaranty
as to the content, sequence, accuracy, timeliness or completeness of any of the information provided herein.
It is the responsibility of the user of the data to be aware of the data's limitations and to utilize the data in an appropriate manner.
Any resale of this data is strictly prohibited in accordance with North Carolina General Statutes 132-10.
Grid is based on North Carolina State Plane Coordinate System NAD83 (feet).

7/1/2022

**July 7, 2022**
**Planning and Zoning Board**
**Conditional Zoning Map Amendment**
**Resort Lodge Parking Terrace**

1895 Village of Pinehurst

N W E S

**NOTICE OF PUBLIC HEARING**
**VILLAGE OF PINEHURST**

**Dear Property Owner:**

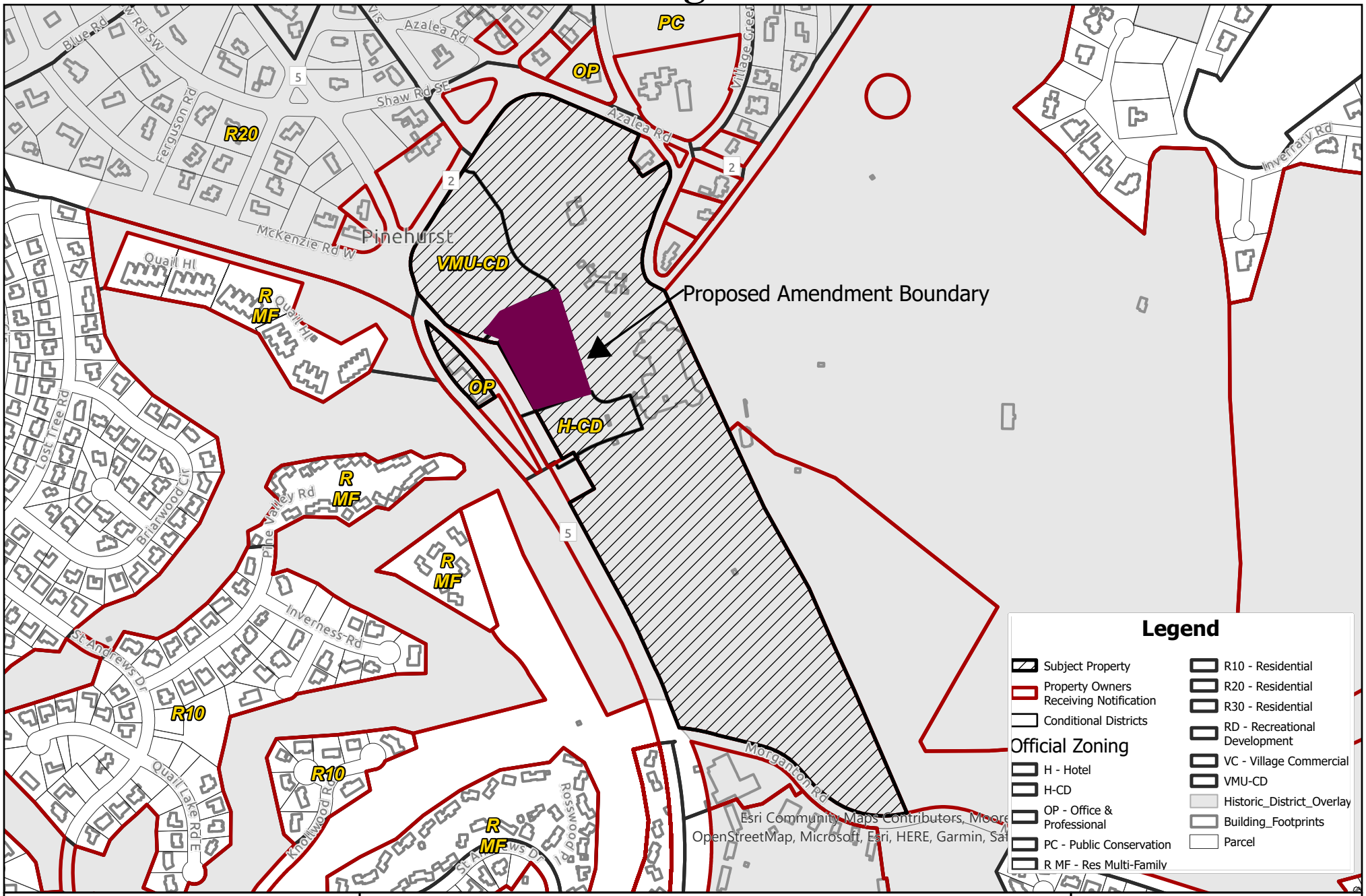
The Village of Pinehurst Planning and Zoning Board will be holding a Public Hearing at 4:00 p.m. on Thursday, July 07, 2022 in the Village Assembly Hall, 395 Magnolia Road, Pinehurst, N.C., and livestreamed via www.vopnc.org/live for the following request:

> To consider an Official Zoning Map Amendment for approximately 6.85 acres of Moore County PID# 00025800. The proposal would zone the property H-CD (Hotel – Conditional District) from RD (Recreation Development District). The proposed rezoning and associated General Concept Plan would allow for development of a two-level parking structure and approved uses from the previously approved Resort Lodge. The applicant and the property owner is the Resorts of Pinehurst Inc.

Additional information on the above item is available for public review at the Planning and Inspections Department, Village Hall, 395 Magnolia Road, Pinehurst, North Carolina, Monday through Friday from 8:30 AM to 5:00 PM. Information on this request will also be made available the week of the meeting on the Village of Pinehurst's Novus Agenda website at https://pinehurst.novusagenda.com/agendapublic/.

All persons wishing to be heard or comment on this proposal can attend this meeting during the public hearing at Village Hall.

# Public Hearing Notification




0 500 1,000 Feet

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The maps have been created from information provided by various government and private sources at various levels of accuracy.
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Grid is based on North Carolina State Plane Coordinate System NAD83 (feet).

6/23/2022

**July 7, 2022**
**Planning and Zoning Board**
**Zoning Map Amendment Public Hearing**
**Resort Parking Terrace 1 Carolina Vista**

1895 Village of Pinehurst

N W E S

ELLIS, CRAIG ALLEN TRUSTEE ELLIS, MARGARET ANN TRUSTEE
15 BEULAH HILL ROAD NORTH
PINEHURST NC 28374

FLATTERY, JEFFREY FLATTERY, PATRICIA
2874 CHESTNUT GROVE CHURCH ROAD
SPARTA NC 28675

PRITCHARD, GILBERT JR & PRITCHARD, CHRISTINE TRUSTEES
PO BOX 931
PINEHURST NC 28370-0931

VILLAGE REAL ESTATE PARTNERS LLC
2075 JUNIPER LAKE ROAD
WEST END NC 27376

EVANS, JOHN D EVANS, JENNIFER A
1350 E TARTAN DR
NORTH LIBERTY IA 52317

MARKS, JAIME
46 JUNIPER CREEK BLVD
PINEHURST NC 28374

KINGSTON, RICHARD T & MARY L
2414 SCHOENERSVILLE RD
BETHLEHEM PA 18017

MARSH, ALLISON
PO BOX 4011
PINEHURST NC 28374

NORIEGA, JOHN NORIEGA, TAYLOR
807 FESTIVAL LN
KNOXVILLE TN 37923

EICK, ANGELA GALE
830 MAXWELL ST
ORLANDO FL 32804

VILLAGE GREEN EAST LLC
352 COURTYARD LN
FAYETTEVILLE NC 28303

SMITH, WESLEY M SMITH, ANNA F
60 E CHEROKEE ROAD
PINEHURST NC 28374

FINSBURY PARK ADVISORY, LLC
11 HILLCREST DR
PELHAM NY 10803

HAYNES, JEREMY NICHOLS, ELISABETH
27 HARDWOOD RD
PALMYRA VA 22963

MANLEY, SHELLY DEMPSEY, CHRISTIAN
4239 SWEET LEAF LANE
EDGEWATER MD 21037

MCCABE, ANDREW SEID, MICHAEL
5 PINE TREE ROAD, UNIT 211B
PINEHURST NC 28374

ESSICK, MATTHEW C
P O BOX 3111
PINEHURST NC 28374-3111

SCHMITT, TERRY J SCHMITT, STEPHANIE K
5 PINE TREE ROAD, UNIT # 217
PINEHURST NC 28374

WALSH, MICHAEL J
40 PINE MEADOWS ROAD
PINEHURST NC 28374

BROWN, GEORGE T BROWN, KATHLEEN
33 HEATHER HILL RD
CRESSKILL NJ 07626

FEDDER, DAVID P FEDDER, JUDY
55 CHEROKEE RD
PINEHURST NC 28374

GRIMSHAW, GREGORY R GRIMSHAW, AMANDA K
30 VILLAGE GREEN ROAD
PINEHURST NC 28374

PINEHURST RESORTS CO CLUBCORP-RICHARD HIGGINBOTHAM
PO BOX 4000
PINEHURST NC 28374

EGAN, ROBERT EGAN, AMBER M
5307 SHANNAMARA DR
MATTHEWS NC 28104

WALIZER, JOHN & KAREN
1017 GREENBRIER DR
STATE COLLEGE PA 16801

MCCABE, ANDREW D & SEID, MICHAEL L
6005 HIDDEN VALLEY RD
CARLSBAD CA 92011-4226

HAMERNICK, JAMES L & BANKE-HAMERNICK, MARGARET A
20 THUNDERBIRD CIR
PINEHURST NC 28374-8623

BIRON, EVE-LYNE
660 RABASTALIERE E

DROZEK, ARTHUR MICHAEL DROZEK, KRYSTYNA Z
357 BRIARWOOD LANE
PALATINE IL 60067

PRINCE MANOR PROPERTY OWNERS ASSOCIATION
C/O CAS PINEHURST HOA
PINEHURST NC 28374

MYSTICO ENTERPRISES, LLC
1845 LAKE ROAD
SILVER CREEK NY 14136

KEENER, GAITHER MCDONALD KEENER, BEVERLY B
5500 BIRCHFIELD CIRCLE
WAXHAW NC 28173

MURRAY, CHARLOTTE
425 BRIGHTWOOD DR
FAYETTEVILLE NC 28303-5107

ANTONICELLO, MICHAEL
518 GREGORY AVENUE, A305
WEEHAWKEN NJ 07086

METZGER, WALSON METZGER, LEAH KING
2909 SKYE DR
FAYETTEVILLE NC 28303-5928

SCHORN, KAREN
95 HEARTHSTONE ROAD
PINEHURST NC 28374

HIGASHIDE, NAOKO
508 JEFFERSON ST #101
RALEIGH NC 27605

TYMANN, WILLIAM P & KAYE L
816 ORCHID ST
LADY LAKE FL 32159

WILSON, LARRY THOMAS & JUDITH WILLARD, CHRISTOPHER & GAIL G
10920 BRIDLE LANE
RALEIGH NC 27614

PINEHURST, INC CLUBCORP
PO BOX 4000
PINEHURST NC 28374-4000

WILSON, LARRY THOMAS
10920 BRIDLE LN
RALEIGH NC 27614

EVANS, JOHN D EVANS, JENNIFER A
1350 E TARTAN DR
NORTH LIBERTY IA 52317

LIVENSPIRE, BRIAN LIVENSPIRE, JANET
425 COLLIER RD
MERCER PA 16137

ALPENFELS, ERIC ALPENFELS, ANITA
170 QUAIL RUN
PINEHURST NC 28374

SUGG, JAMES SUGG, DAWN
PO BOX 395
CARTHAGE NC 28327

CATERINO, NICHOLAS
46 KNOLL ROAD
SOUTHERN PINES NC 28387

DESMOND, CORNELIUS J
25 RIVIERA DRIVE
PINEHURST NC 28374

BROWN, GEORGE T JR & KATHLEEN O'GRADY
33 HEATHER HILL RD
CRESSKILL NJ 07626

EASTERN REHAB PRODUCTS, LLC
679 BLOOMFIELD AVE
BLOOMFIELD CT 06002

RESORTS OF PINEHURST INC ATTN: RICHARD HIGGINBOTHAM
PO BOX 4000
PINEHURST NC 28374

WEGNER, PATRICIA VICERE TRSTEE
3622 REDFIELD DR
GREENSBORO NC 27410-2830

DAVIS, KELLY DAVIS, TESSA
187 MAGNOLIA HILL DR
CARTHAGE NC 28327

BEACON MANAGEMENT CORP
408 BATTLEGROUND AVE
GREENSBORO NC 27401

MCCABE, ANDREW MCCABE, TIMOTHY
6427 VICKERY BLVD
DALLAS TX 75214

REX OIL CO
1000 LEXINGTON AVE
THOMASVILLE NC 27360-3541

PARKER AND PARKER PARTNERSHIP C/O W P PARKER
1046 BURNING TREE DR
CHAPEL HILL NC 27517

SHERMAR PROPERTIES, LTD
5055 PEBBLEVALLEY DR
CINCINNATI OH 45252

GAVIN, NORMA I & GAVIN, MICHAEL J
1311 PULITZER LN
DURHAM NC 27703-8393

GOMMER, HINDRIK VAN DEVENTERLAAN 32
2271 TX VOORBURG

PINEHURST, INC CLUBCORP
PO BOX 4000
PINEHURST NC 28374-4000

RESORTS OF PINEHURST INC ATTN: RICHARD HIGGINBOTHAM

PO BOX 4000

PINEHURST NC 28374

RESORTS OF PINEHURST INC ATTN: RICHARD HIGGINBOTHAM

PO BOX 4000

PINEHURST NC 28374

RESORTS OF PINEHURST INC ATTN: RICHARD HIGGINBOTHAM

PO BOX 4000

PINEHURST NC 28374

CHRODITOAN, LLC C/O ANDERSON & REED, LLP ATTN: MIKE BELL

1515 FRANKLIN ROAD SW

ROANOKE VA 24016

SANDHILLS WOMAN'S EXCHANGE

PO BOX 215

PINEHURST NC 28370

VILLAGE OF PINEHURST

395 MAGNOLIA RD

PINEHURST NC 28374

VILLAGE CHAPEL INC

10 AZALEA RD

PINEHURST NC 28374

VILLAGE OF PINEHURST

395 MAGNOLIA RD

PINEHURST NC 28374

VILLAGE OF PINEHURST

395 MAGNOLIA RD

PINEHURST NC 28374

PINEHURST, LLC

PO BOX 4000

PINEHURST NC 28374

**PLANNING AND ZONING BOARD STATEMENT OF CONSISTENCY**
**WITH THE 2019 COMPREHENSIVE PLAN**
**July 07, 2022 REGULAR MEETING**

**Conditional District Rezoning Request**
**RD (Recreation Development District) to H-CD (Hotel Conditional District)**

**Property Location:** **1 Carolina Vista**
**Parcel ID#:** **00025800**

The Village of Pinehurst Planning and Zoning Board finds that:

The proposed conditional rezoning **IS/IS NOT** consistent with the 2019 Comprehensive Plan:

The proposed rezoning is consistent with the Conservation and Growth Map on page 62 of the 2019 Comprehensive Plan which identifies the area as "Private Open Space". Even though the base zoning would change and allow for a use not permitted within the existing zoning, the overall use and designation of the property as depicted on the Conservation and Growth Map in the 2019 Comprehensive Plan would remain as a privately owned recreation area supporting the golf and tourism industry. Additionally, the proposed rezoning is consistent with Guiding Principle #5: Taking Care of Business by supporting golf and tourism which help to make up the backbone of the economy and are two of the most important industries in Pinehurst in terms of employment, land use and reputation and essential to maintain Pinehurst's identity as a premiere golf and hospitality destination.

Therefore, this amendment is consistent with the goals of the 2019 Comprehensive Plan and achieving goals in accordance with the Comprehensive Plan and other planning documents of the Village is considered reasonable and in the best interest of the public.

Page 176 of the 2019 Comprehensive Plan under Guiding Principle #5 states that golf and tourism are two of the most important industries in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst's identity as a premiere golf and hospitality destination.

Therefore, the Village of Pinehurst Planning and Zoning Board recommends **APPROVAL/DENIAL** of the conditional rezoning from RD (Recreation Development District), H-CD (Hotel Conditional District) with conditions.

DRAFT

This is the _____ day of _____ , 20____

_____

**Chair of the Planning and Zoning Board**

**Ruling filed with the Village of Pinehurst:**

_____
**DATE**

_____
**Shannon Konstantinou**
**Clerk to the Planning and Zoning Board**

Cc: Darryn Burich
Alex Cameron
Shannon Konstantinou

DRAFT

1895
VILLAGE OF
PINEHURST

## CERTIFICATION OF DELIVERY OF DECISION DOCUMENT

Board:
- ☒ Planning and Zoning Board
- ☐ Historic Preservation Commission
- ☐ Board of Adjustment

Meeting Date: **July 07, 2022**
Record #: **PLN-2022-00102**
Application Address: **1 Carolina Vista**
PID#: **00025800**

I certify that the below decision was filed with the Clerk to the Board on the **07th** day of **July 2022** and delivered to the petitioner, property owner, and each person making a written request for a copy of the decision prior to the date the decision becomes effective by means of electronic mail, first-class mail and/or personal delivery on the **08th** day of **July 2022**. When first-class mail is used to deliver notice, three (3) days shall be added to the time to file the petition per Section 5.3.7 of the Pinehurst Development Ordinance.

Shannon Konstantinou
Clerk to the Board of Adjustment,
Planning & Zoning Board,
Historic Preservation Commission.

**PLANNING AND ZONING BOARD STATEMENT OF CONSISTENCY**
**WITH THE 2019 COMPREHENSIVE PLAN**
**July 07, 2022 REGULAR MEETING**

**Conditional District Rezoning Request**
**RD (Recreation Development District) to H-CD (Hotel Conditional District)**

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The Village of Pinehurst Planning and Zoning Board finds that:

The proposed conditional rezoning **IS** consistent with the 2019 Comprehensive Plan:

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Page 176 of the 2019 Comprehensive Plan under Guiding Principle #5 states that golf and tourism are two of the most important industries in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst's identity as a premiere golf and hospitality destination.

Therefore, the Village of Pinehurst Planning and Zoning Board recommends **APPROVAL** of the conditional rezoning from RD (Recreation Development District), H-CD (Hotel Conditional District) with conditions.

This is the 07th day of July , 2022

**Chair of the Planning and Zoning Board**

**Ruling filed with the Village of Pinehurst:**

July 07, 2022
**DATE**

Shannon Konstantinou
**Shannon Konstantinou**
**Clerk to the Planning and Zoning Board**

Cc: Darryn Burich
Alex Cameron
Shannon Konstantinou

**PLANNING AND ZONING BOARD**
**REGULAR MEETING**
**THURSDAY, JULY 07TH, 2022**
**ASSEMBLY HALL**
**395 MAGNOLIA ROAD**
**PINEHURST, NORTH CAROLINA**
**4:00 PM**

| **Board Members Present**: | **Board Members Absent:** | **Staff Present:** |
|---|---|---|
| Jeramy Hooper, Chair | Louise Mercuro | Darryn Burich, Planning Director |
| Jack Farrell, 1st Vice-Chair | | Alfred Cassidy, Senior Planner |
| Julia Latham, 2nd Vice-Chair | | Maria Carpenter, Planner |
| Matt Jones | | Shannon Konstantinou, Clerk to the Board |
| David Alzamora | | |
| Phillip Shumaker | | |
| Sonja Rothstein | | |
| Paul Roberts | | |

Approximately 13 member(s) of the public in attendance.

**I. Call to Order**

Mr. Hooper called the meeting to order at 04:00 PM, confirmed a quorum was present, and explained the purpose of this meeting. The Board introduced themselves and Mr. Hooper introduced Mr. Burich. Mr. Hooper noted the absence of Ms. Mercuro and Mr. Alex Cameron, Planning Supervisor.

**II. Approval of Minutes**

**A. 06-02-2022 Regular Meeting Minutes**

Ms. Rothstein moved to approve the minutes of the June 02nd, 2022 Regular Meeting. Seconded by Mr. Alzamora. Approved by a vote of 7-0.

Mr. Alzamora moved to recess the Regular Meeting and enter into the Public Hearing. Seconded by Ms. Rothstein. Approved by a vote of 7-0.

**III. Public Hearing**

**A.** *The purpose of this public hearing is to consider an Official Zoning Map Amendment for approximately 6.85 acres of Moore County PID# 00025800. The proposal would zone the property H-CD (Hotel – Conditional District) from RD (Recreation Development District). The proposed rezoning and associated General Concept Plan would allow for development of a two-level parking structure and approved uses from the previously approved Resort Lodge. The applicant and the property owner is the Resorts of Pinehurst Inc.*

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Mr. Burich introduced the proposed conditional rezoning and reviewed a PowerPoint presentation prepared by Staff outlining details of the proposal. In addition, Mr. Burich reviewed a proposed condition to be added to the previously approved conditions listed in Ordinance 21-07 regarding Use.

Mr. Farrell asked for clarification on item #12 relating to the impervious surface and open space. Mr. Burich deferred to the Applicant for clarification to Mr. Farrell's question.

Mr. Farrell asked for clarification on the acreage proposed for conditional re-zoning.

Mr. Bob Koontz provided clarification on item #12 regarding impervious surface and open space (meant to provide a degree of flexibility due to code requiring absolute numbers for approval) and the acreage proposed for conditional re-zoning (total acreage of 6.85 acres, original 2.65 acres and additional 4.2 acres).

Mr. Hooper thanked Mr. Koontz for his responses and asked Mr. Koontz to introduce the other members of his team. Mr. Koontz stated Mr. Dick Higginbotham, of Pinehurst Resort, would first give a statement.

Mr. Higginbotham provided a statement from the Resort of Pinehurst on the proposed conditional rezoning and proposed parking terrace outlining the need for seeking the conditional rezoning and intentions behind the proposed projects for the property, with the proposed parking terrace primarily being done to meet the required additional 125 parking spaces as set forth by Village Council.

Mr. Koontz introduced the other members of his team: Mr. Jay Hugo, architect from Three North, and, Mr. Tim Carpenter, from LKC engineering.

Mr. Koontz reviewed a PowerPoint presentation outlining the proposed conditional rezoning and the proposed parking terrace structure and location in relation to the proposed Lodge project and the existing Carolina Vista Drive access. Mr. Koontz stated the entire area to be zoned H-CD will be +/- 6.8 acres. Mr. Koontz reviewed the parking requirements to be met as part of the previous approval for the proposed Lodge project and the different types of parking solutions discussed as a means of meeting those requirements. Mr. Koontz reviewed proposed condition #12, which would preserve the previously approved Uses listed in Ordinance 21-07.

Mr. Hooper moved discussion forward to questions from the Board.

Mr. Roberts asked for clarification on the impact and criteria to have additional parking spaces being tied to the Lodge, which is on hold. Mr. Higginbotham reviewed the reason for the Lodge being on hold and the Lodge plans being adjusted to more accurately reflect the needs and desires of the residents of the Village. The additional parking terrace is a solution to future parking requirements. Mr. Higginbotham stated the interest in protecting the Uses as outlined in Condition #12 is to ensure the

possibility of building a locker room for use by the USGA remains. Mr. Koontz reviewed the location of the proposed parking terrace in relation to the proposed Lodge and the intention behind the parking terrace being to meet the required additional parking spaces over and above what is required for the Lodge.

Mr. Roberts questioned access for the Lodge construction if parking terrace is constructed first. Mr. Koontz and Mr. Higginbotham stated access to the Lodge may need to be adjusted once construction of the parking terrace is complete, but the parking terrace is being designed in a way to prevent encroachment of the parking terrace onto the Lodge footprint.

Ms. Rothstein expressed concerns over approving the conditional rezoning without further details being given about the potential future uses or development. Ms. Rothstein further expressed concerns over storm water mitigation measures being taken and the amount of trees / landscaping being removed for development.

Mr. Shumaker and Mr. Hooper asked for clarification on lighting both above and below the structure. Mr. Koontz stated there have been many advancements in lighting, the fixtures used would allow for directional lighting that would minimize light spill either up or out from the structure helping to meet dark sky requirements, and the fixtures would be similar to what is already in use at the Resort. Mr. Hugo further elaborated on the lighting design and fixtures being soft / warm LED lighting with fixtures that will largely not be visible from the exterior of the structure.

Mr. Shumaker asked for clarification on the impervious surface increase as a result of the proposed parking terrace. Mr. Koontz reviewed the impervious surface percentages and storm water mitigation measures being used to meet a 25 year storm requirement.

Mr. Farrell expressed concern over the structure not mimicking the clubhouse, potentially land locking the construction site for the Lodge, the various potential uses proposed impacting design based on what use for the property is chosen, the change in the number of parking spaces proposed, storm water runoff management, ADA access from both deck levels, notification / indication system for parking availability, golf cart access to the parking structure, the size of parking stalls, the current location of golf cart parking along the railroad, and the use of the lower structure access road for parking. Mr. Koontz and Mr. Higginbotham stated there will be alternative points of access to the Lodge construction site, the number of parking spaces changed as a result of the reviews done by Village Council, storm water would largely be managed by underground systems on the property, and ADA access is accommodated by parking spaces on both levels with the lower level spaces exiting the structure on grade with the surrounding walkway.

Mr. Alzamora expressed approval of a private entity being willing to address a repeated public problem (parking) and of maintaining the potential future uses for the property, which will update and improve the possibilities for the site.

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Ms. Latham agreed with many of the prior comments made, expressed approval of the proposed parking terrace design and concern over ADA accessibility (specifically guardrails on stairs or lift alternatives to stairs) and golf cart traffic.

Mr. Jones asked for clarification on the underground storm water management system, the right of way for the railroad, the retaining wall depicted along the lower / southern side of the proposed parking structure being necessary for the buildout, and the façade of the proposed parking structure not using elements such as windows to conceal the structure by making it mimic nearby buildings. Mr. Koontz reviewed where the storm water management system would be placed, stated the right of way for the railroad varies along different points of the structure with Mr. Burich stating encroachment and easement agreements are in the works with the railroad, and reviewed how the retaining wall is necessary for development of the ramp access to the upper level with Mr. Hugo reviewing how the façade of the structure pulls elements of the surrounding brick walkways into the design and uses landscaping / grading to soften the edges of the structure in an attempt to conceal the structure and mimic surrounding design elements.

Mr. Higginbotham reviewed a rendering demonstrating ADA access and pathways.

The Board and Mr. Koontz reviewed depictions of the retaining wall as would be seen from Highway 5 and discussed wall height of both the retaining wall and parking structure (retaining wall maximum height of 10' and parking structure wall maximum height of 14') with much of the structure being obscured from view on Highway 5.

Mr. Jones asked for clarification on the width and position of the access stairs from the lower elevation, and verified with Staff the need for Condition #12 in order to preserve the potential future uses for the property. Mr. Koontz stated the location of the stairs did shift from the middle to along the side of the retaining wall to allow for a more open exit from the lower level and to provide handrails.

Mr. Hooper asked for clarification on the current grade of the site compared to what the grade of the site will be after construction of the parking structure, and expressed concern over airflow within the structure, parking availability for larger vehicles, emergency vehicle access, golf cart safety amongst vehicles within the parking structure area, only having one point of entry / egress, and the need for a parking structure given the Lodge project is in question.

Mr. Koontz stated the current grade is roughly 10-12', which will be cut flat / level with the entry drive up to the point of the upper level access where the grade will go up to 14' allowing for a significant portion of the parking structure to be kept underground. Mr. Hugo reviewed the open space design elements of the parking structure, which will allow for airflow within and around the structure. Mr. Higginbotham stated most of the Resort shuttles will not have access to the parking structure area and will be stored at the greenhouse facility or parked in the sand area between the proposed parking structure and the railroad as is the case currently. Mr. Koontz stated wayfinding signage will be used to help direct general traffic in the

parking structure area, emergency vehicles will have access through the courtyard area of the site with Mr. Higginbotham adding that a lot of the issues seen with golf carts and vehicle traffic during the holidays was caused due to confusion over the secondary exit being blocked by the USGA construction, once construction of the USGA site is complete an additional point of entry / egress will be available through the USGA parking area, and the Lodge project has been placed on hold, not eliminated, but was approved in good faith that additional parking would be provided and now the Resort is asking the Board to allow for the additional parking to be approved in good faith prior to the Lodge project being started.

The Board, Mr. Koontz, Mr. Higginbotham, and Mr. Burich discussed whether a parking analysis / study would be beneficial in making a decision and whether making a parking analysis / study a condition of rezoning approval would be within the Board's power.

Ms. Rothstein expressed concern over construction traffic within surrounding residential areas. Mr. Koontz, Mr. Higginbotham, and Mr. Burich verified construction traffic is directed by wayfinding signs and contractors provide instructions to crews as to what routes they may follow in and out of work sites.

Mr. Hooper asked if any member of the public wished to speak as no one had signed up. One member of the public asked to speak.

Ms. Collette Kolinski spoke in support of the proposed parking structure project, which will provide much needed additional parking and is designed in an unobtrusive way.

Mr. Hooper left the public hearing open and asked the Board to begin deliberation.

Mr. Jones stated agreement with approval of Condition #12 as outlined in the proposal, asked for clarification on the acreage calculation, and stated disagreement with applying a condition requiring a parking study to the approval of the proposed conditional rezoning. Mr. Burich stated acreage could be calculated both ways, either with the conditional rezoning proposal separate from (4.2) or combined with (6.85) the original conditional rezoning parcel as approved in Ordinance #21-07.

Ms. Latham stated agreement with Mr. Jones and she had no further comments to add.

Mr. Alzamora stated agreement with Mr. Jones, the proposal takes into consideration the issues presented by the Village as much as possible, and agreement with approval of Condition #12.

Mr. Farrell stated the parking terrace is a good solution and well designed. Mr. Farrell re-iterated the desire to have a parking analysis / study done and the possibility of applying a condition to approval requiring a parking analysis / study be done within a certain timeframe.

DRAFT

Mr. Shumaker stated he had no further comments to add.

Ms. Rothstein stated agreement with Mr. Farrell.

Mr. Roberts stated taking the proposed project into consideration separate from the Lodge project the parking structure is an adequate solution to the parking issues and expressed approval of the parking structure design.

The Board, Mr. Koontz, Mr. Higginbotham, and Mr. Burich again discussed whether a parking analysis / study would be beneficial in making a decision and whether making a parking analysis / study a condition of rezoning approval would be within the Board's power. It was determined the Applicant would not agree to such a condition and imposing such a condition would be outside the scope of the Board's power.

Mr. Alzamora moved to adjourn the Public Hearing and re-enter the Regular Meeting. Seconded by Mr. Jones. Approved by a vote of 7-0.

Mr. Jones asked whether a parking analysis / study is relevant to the proposed conditional rezoning. Mr. Burich stated, in the future a parking analysis / study could be useful, however, a parking analysis / study in relation to the proposed conditional rezoning before the Board would not be useful in making a determination as the parking requirements are built into the PDO.

***Consistency Statement: Mr. Jones moved the Planning and Zoning Board adopt the Statement of Consistency and authorize its Chair to execute the document as the proposed zoning map amendment is consistent with the Village of Pinehurst 2019 Comprehensive Long Range Plan, as described in the Staff Report prepared by Alex Cameron dated June 30, 2022. Achieving goals in accordance with the Comprehensive Plan is considered reasonable and is in the best interest of the public. Seconded by Mr. Alzamora. Approved by a vote of 7-0.***

Ms. Latham?

***Council Recommendation: Mr. Jones moved the Planning and Zoning Board recommend approval with conditions to the Pinehurst Village Council of the conditional rezoning of approximately 6.85 acres of Parcel ID # 00025800 from RD (Recreation Development District) to H-CD (Hotel-Conditional District). Condition: #12 as listed in the Staff Report (Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic Preservation Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5). Seconded by Shumaker. Approved by a vote of 5-2, with Mr. Farrell and Ms. Rothstein voting "Nay".***

## IV. General Business

### A. Discuss Availability and Schedule for Future Work Sessions

Mr. Burich and the Board reviewed an "Implementation Matrix" for the Small Area Plans provided by Staff and agreed to meet Thursdays at 04:00 PM every other week starting July 21, 2022.

## V. Next Meeting Date

### A. 08-04-2022 Regular Meeting

## VI. Motion to Adjourn

Mr. Farrell moved to adjourn the Regular Meeting. Seconded by Mr. Rothstein. Approved by a vote of 7-0 at 06:45 PM.

Respectfully Submitted,

Shannon Konstantinou
Clerk to the Board &
Planning Administrative Specialist
Village of Pinehurst

*A videotape of this meeting is located on the Village website: www.vopnc.org.*

The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.
Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.
Values: Service, Initiative, Teamwork, and Improvement.

DRAFT

# Rezoning/Rezoning – Conditional

Fee: $1300 - Rezoning
Fee: $5000 – Conditional Rezoning
(Revised 09/2019)

## Permit Information

Section 6.1 of the Pinehurst Development Ordinance (PDO) describes the process and requirements to amend the Official Zoning Map, or re-zone property. Applications for rezoning to a conditional district may only be initiated by the owner(s) of the property (or their representatives) and includes proposed conditions and/or use limitations that are more restrictive than would otherwise be allowed in the corresponding general use district.

This application must be completed in full and submitted with the associated fee listed in the Village's Fees and Charges Schedule, which can be accessed at www.vopnc.org/Home/ShowDocument?id=10100.

## Intake Information

| Property Address | |
|---|---|
| Street Address | 1 CAROLINA VISTA |
| City, State, Zip Code | Village of Pinehurst, NC 28374 |
| Parcel ID # | 00024972 |

| Owner Information | |
|---|---|
| Name | Pinehurst Resort & Country Club |
| Street Address | 80 Carolina Vista |
| City, State, Zip Code | Village of Pinehurst, NC 28374 |
| Mobile Phone # | |
| Business Phone # | 910-235-8409 |
| Other Phone # | |
| Email | dick.higginbotham@pinehurst.com |

| Applicant | |
|---|---|
| Name | Robert Koontz - Koontz Jones Design |
| Street Address | 150 S Page St |
| City, State, Zip Code | Southern Pines, NC 28387 |
| Mobile Phone # | |
| Other Phone # | 910-684-8487 |
| Email | bkoontz@koontzjones.com |

# Rezoning/Rezoning – Conditional

Fee: $1300 - Rezoning
Fee: $5000 – Conditional Rezoning
(Revised 09/2019)

## General Information

| | | | |
|---|---|---|---|
| ☐ Rezoning ☒ Conditional District Rezoning | | | |
| Project Description | This Conditional District request is intended to add a parking terrace for 125 additional parking spaces to address village council conditions for the Lodge at Pinehurst | | |
| Current Zoning District | RD | | |
| Proposed Zoning District | H-CD | | |
| Reason for Rezoning Request | To allow for the parking terrace | | |
| Legal Basis for Application | ☒ Property Owner in Village Planning Jurisdiction (Required for Conditional Rezoning)<br>☐ Agent, Lessee, or Contract Purchaser Authorized by Property Owner(s)<br>☐ Owner of a Legal Equitable Interest in Property in Village Planning Jurisdiction | | |
| Number of Parcels to be Rezoned | 3 | Number of Acres to be Rezoned | 6.87 AC |

| Existing Use | Proposed Use |
|---|---|
| ☐ Vacant | ☐ Vacant |
| ☐ Single Family Low Density | ☐ Single Family Low Density |
| ☐ Single Family Medium Density | ☐ Single Family Medium Density |
| ☐ Single Family High Density | ☐ Single Family High Density |
| ☐ Multi-Family Development | ☐ Multi-Family Development |
| ☐ Office | ☐ Office |
| ☐ Retail | ☐ Retail |
| ☐ Lodging | ☒ Lodging |
| ☒ Recreational | ☐ Recreational |
| ☐ Institutional | ☐ Institutional |
| ☐ Medical | ☐ Medical |
| ☐ Industrial | ☐ Industrial |
| ☐ Services | ☐ Services |

| | | | |
|---|---|---|---|
| Conditions of Rezoning - Requested (If Any) | See narrative | | |
| Rezoning Results in an Increase in Density or Intensity of Uses | ☐ Yes ☒ No | Date of Adjacent Property Owner Meeting (If Increased Density/Intensity of Uses) | 5/27/22 |
| Other Information | | | |

# Rezoning/Rezoning – Conditional

Fee: $1300 - Rezoning
Fee: $5000 – Conditional Rezoning
(Revised 09/2019)

## Location Information

| | |
|---|---|
| Overlay District | ☒ Historic Preservation Overlay District ☐ N/A<br>☐ Pinehurst South Overlay District |
| Roads | ☐ Public ☒ Private |
| Water Provider | Moore County Public Utilities |
| Sewer Provider | Moore County Public Utilities |

## Required Documents

☒ Summary Report of Meeting with Adjacent Property Owners (If Increased Density/Intensity of Uses)
☒ General Concept Plan Application, with Required Documents (If a Conditional District Rezoning)
☒ Written authorization of property owner (If submitted by an owner's representative)

## Certification

I hereby certify that the information contained in this application is accurate and complete. I also confirm that I have read and understand the requirements that must be met in order to obtain approval for a rezoning.

Applicant Signature: _____ Date: 06-30-22

**PINEHURST RESORT AND COUNTRY CLUB – PARKING TERRACE**
**CONDITIONAL DISTRICT NARRATIVE AND CONDITIONS**

The Pinehurst Resort and Country Club (PRCC) is seeking to expand their available parking area to meet the Conditions of Approval that were set forth in the approval of the Hotel – Conditional District (H-CD) zoning for the property in June of 2021. This new parking terrace would be constructed to meet condition number 8 of the previous H-CD approval and the preference of the Village Council for a leveled parking structure versus additional surface parking. The facility could be used as additional parking for the PRCC campus and used as event space during United States Golf Association (USGA) events.

While not indicating a specific site plan for the hotel area in this application, the expansion of the Hotel – Conditional District area would maintain the uses approved with the previous approval including locker rooms, meeting space, bar, lodging and any other uses previously described. All future structures in this area will require approval by the Historic District Commission and be subject to the quasi-judicial public hearing process. This process will ensure the Village that any structures will be in character with the Pinehurst Resort and Country Club facilities and the Village of Pinehurst Historic District. Uses within the expanded H-CD area are limited to those in the previous approval and the parking terrace.

The parking terrace would be a modification to the existing Hotel – Conditional District (H-CD) zoning that would expand the area to allow for a parking structure on the property, which is not currently permitted under Recreational Development (RD). Current zoning on the property is comprised of three (3) zoning classifications. Recreational Development (RD), Office & Professional (OP) and H-CD uses exist on the site but are confined to specific areas of the property. The proposed expansion will enlarge the H-CD area from approximate 2.68-acre site to 6.85 acres, specifically to allow for the parking terrace. No additional modifications to the existing H-CD are requested. Development of the parking terrace may occur in advance of any other development in the H-CD area and may be constructed in multiple phases.

This application would add the following condition to the list of approved conditions as condition 12:

> 12. Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic District Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5.

The following narrative describes the many aspects of the property and the intended development.

**EXISTING CONDITIONS**

Current PRRCC parking, amenities and buildings are located on the property. These buildings include the existing golf clubhouse, the Member's Club, tennis clubhouse and courts, and the swimming pool

complex. Parking to serve these facilities is also provided throughout the property. Railroad tracks and Highway 5 border the western edge of the property. The north side of the property is bordered by Cherokee Road and connects to the Village residential properties and the area of Marshall Park. Golf courses and a driving range border the eastern portion of the property. To the south the property adjoins Morganton Road at the PRCC Grounds Maintenance facilities and Village horse barns.

Surrounding properties include properties zoned in single-family residential districts (R-10 and R-20), Residential Multi-family (RMF), Office/Professional (OP), Recreational Development (RD), and Public Conservation (PC).

Topography on the site is generally rolling to flat with existing facilities and golf areas located throughout. Longleaf pine trees are scattered throughout the property. Red Cockaded Woodpecker habitat has been identified on the property and a project impact letter from the United States Fish and Wildlife Service regarding the original parking terrace project has been included with this application.

Existing Conditions maps showing the sites existing features have been included on sheets L-1.0 an L-1.1.

**PROJECT DESIGN AND CONDITIONS**

A. **Pedestrian Connectivity**
   1) Pedestrian connectivity will be provided to connect the parking terrace to the rest of the resort property. Brick sidewalks leading to all entrances of the terrace will tie to existing and proposed walks to connect to the greater resort pedestrian circulation system and implement the same or similar materials as the existing sidewalk areas.
   2) Pedestrian circulation routes are included in the Circulation Plan on sheet L-2.1.
   3) All sidewalks within the property will remain private and be maintained by the PRCC.

**B. Parking Areas**
   1) Existing parking is provided for the current resort club facilities and the proposed parking terrace will be added to the overall parking totals. Parking on the property, including the parking terrace, will be shared throughout the entire campus.
   2) Parking tabulations per the PDO and approved conditions for the previous approval have been included on the General Concept Plan on sheet L-2.1 related to required, existing, and proposed parking.
   3) PRCC has undertaken measures in other locations to improve parking across all facilities. This commitment is being demonstrated with the current effort to improve parking at the Carolina Hotel and provide the conditioned lot on Highway 5 at the greenhouse location.

C. **Streets and Access**
   1) Existing roadways and parking areas on the property will utilized for access to the parking terrace. Access throughout the site will be provided through connected parking areas and shared driveways throughout the development.
   2) A Trip Generation Study, as required by the PDO, has been provided by Kimley- Horn Associates and is submitted with this application. A full Traffic Impact Analysis, not required by the PDO, is underway and will be provided as additional study of traffic in the area near the proposed conditional district.
   3) Vehicular circulation routes are included in the Circulation Plan on sheet L-2.1 and includes emergency vehicle circulation routes.

**D. Landscaping**

1) Landscaping will meet the requirements of Section 9.5.1 of the PDO.
2) Planting buffers and screening will be provided for the parking terrace as required. Much of the parking structure will be below grade/subterranean and hidden from view. Where exposed, plantings will be provided to screen the parking terrace and integrate the facility into the campus.
3) It is intended that plantings will follow the recommended plantings from Manning's original list of plants as described in Section 9.5.1.2(d)(1) of the PDO and included in the Village Planting Guide to the extent possible.
4) No state champion trees are located on the site.

**E. Buffers/Setbacks**

1) Setbacks are shown on the General Concept Plan on sheet L-2.0 of the submittal package.
2) Buffers and setbacks will follow the approved setbacks for the approved H-CD.

**F. Stormwater**

1) Stormwater management best practices will be applied as necessary and required to control and treat stormwater runoff for the project, including the 25-year storm included as condition 5 of the previous approval conditions. No additional impervious surface would be added with the construction of the parking terrace.
2) It is proposed that stormwater runoff be controlled on-site utilizing underground stormwater control devices located on the southwestern side of the property. See General Concept Plan Sheet L-2.0 for proposed location.
3) PRCC will obtain permits required by all state and local agencies for stormwater management on the site.
4) A Special Non-residential Intensity Allocation (SNIA) was granted as part of the existing H-CD and would apply to the expansion of the H-CD area.

**G. Utility Service**

1) As this is an infill location, water and sewer service can be provided by the Moore County Public Utilities to service this development. Utilities are currently within close proximity of the new building and is an 8" water main owned by MCPU this water main crosses the PRCC site on the north side of the new building crossing the railroad track and NC HWY 5 connecting to an existing 12-inch diameter water main along the west side of Hwy 5. The water utilities on the PRCC campus are owned and operated by MCPU. A new domestic service line will be connected to the existing 8-inch main on the north side of building. Additionally, the fire main into the building will also connect to the existing 8-inch main. From MCPU information provided there is an existing 6-inch water main that will be relocated west subject to MCPU's need to keep this main in service.
2) Sewer for the project will include the construction of a "private" sewer pump station on the western side of the building and pumped through a new force main north along the western property line to an existing manhole that discharges into a MCPU sewer main on the west side of NC Hwy 5. The new pump station and force main are intended to be a private service line.
3) Power is readily available for the property.
4) See sheet L-2.2 for a conceptual plan of the utilities.

**H. Signage**

1) Signage as approved in the previous H-CD approval would apply. In addition to the approved signage from the previous approval, small directional and wayfinding signage will be provided for the parking terrace.
2) All additional direction and wayfinding signage will be designed to meet the requirements of Section 9.7 of the PDO.

**I. Lighting**

1) All street lighting and parking lot lighting will meet the standards of Section 9.8 of the PDO.
2) Lighting may be provided along pathways and outdoor spaces for safety and visibility. This lighting will be designed to regulate spillover of light and glare on roadways, pedestrian areas, and adjacent uses.
3) Any signs located on the property will be lit through external lighting and may include up lighting, backlighting, or other methods lighting.

**J. Soil Erosion and Sediment Control**

1) Soil erosion and sediment control during construction will be provided per Section 9.12 of the PDO and all state standards.
2) The developer will obtain an erosion control permit from NCDWQ for the project as required.

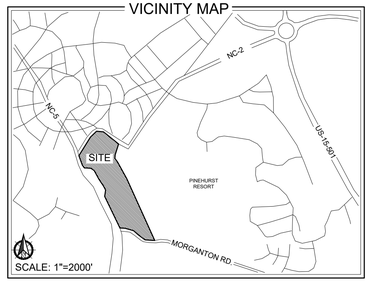
**K. Fences, Walls and Columns**

1) All fences, walls and columns will meet the requirements of Section 9.13 of the PDO.

The descriptions and conditions described above will apply to the entire project as indicated in the Conditional District General Concept Plan document.

Should the PDO be modified later, all standards referenced above as meeting PDO standards will be based on the PDO standards in effect at the date of approval of this application.

## VICINITY MAP




## ZONING INFORMATION

**PROPOSED ZONING CLASSIFICATION:**

- RD - RECREATION DEVELOPMENT
- H - HOTEL
- OP - OFFICE & PROFESSIONAL
- VMU-CD - VILLAGE MIXED USE CONDITIONAL DISTRICT
- H-CD - HOTEL CONDITIONAL DISTRICT

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL ACREAGE:** 67.31 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- ROW = EXISTING RIGHT-OF-WAY
- SS = EXISTING SANITARY SEWER LINE
- OE = EXISTING OVERHEAD POWER LINE
- W = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

WESLEY M. SMITH
PARCEL ID: 00022043
PIN: 855212956743
DB: 4819 PG: 190

ORION VENTURE
BOA, LLC
PARCEL ID: 00025426
PIN: 855212958627
DB: 4755 PG: 322

AZALEA RD

VILLAGE CHAPEL, INC.
PARCEL ID: 00029674
PIN: 856209053600
DB: 494 PG: 126

CAROLINA VISTA DR.

PALMETTO RD. (HWY 2)

EXISTING PARKING AREA

VILLAGE OF PINEHURST
PARCEL ID: 00029679
PIN: 855212952593
DB: 498 PG: 609

PARCEL BOUNDARY

EXISTING TENNIS COMPLEX

EXISTING TENNIS COURTS

SANDHILLS WOMAN'S EXCHANGE
PARCEL ID: 00026417
PIN: 856209051226
DB: 494 PG: 99

GILBERT PRITCHARD JR.
PARCEL ID: 00023540
PIN: 855212950261
DB: 3185 PG: 68

CHEROKEE RD.

VILLAGE GREEN RD

DION J. ARTHUR
PARCEL ID: 00024527
PIN: 856209054123
DB: 1560 PG: 387

CRAIG ALLEN ELLIS TRUSTEE
PARCEL ID: 00015557
PIN: 855212857072
DB: 4550 PG: 277

EXISTING PARKING AREA

CHRODITOAN, LLC
PARCEL ID: 00026332
PIN: 856213043958
DB: 4471 PG: 479

JEFFREY FLATTERY
PARCEL ID: 00021965
PIN: 855216847839
DB: 4820 PG: 315

EXISTING POOL COMPLEX

GREGORY R. GRIMSHAW
PARCEL ID: 00022283
PIN: 856213042853
DB: 4311 PG: 366

EXISTING PARKING AREA

PARCEL 1
00025800; 8556213032663
DG: 1418 PG: 402

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

PARCEL 1
00025800; 8556213032663
DB: 1418 PG: 402

EXISTING CLUBHOUSE

PINEHURST, INC.
PARCEL ID: 00025799
PIN: 856200147379
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025800
PIN: 856213032663
DB: 1418 PG: 402

PARCEL 3
00024972; 855216944167
DB: 573 PG: 200

PRACTICE RANGE

EXISTING GRAVEL DRIVE/PARKING

PINEHURST RESORTS COMPANY
PARCEL ID: 00024972
PIN: 855216944167
DB: 573 PG: 200

SEE ENLARGEMENT SHEET L-1.1 & L-2.0

EXISTING PARKING AREA

PINEHURST NO. 2 & NO. 4 GOLF COURSES

EXISTING CROQUET LAWNS

PARCEL 2
87000262; 855216937756
DB: 4102 PG: 285

THE CRADLE GOLF COURSE

PARCEL BOUNDARY

EXISTING RAILWAY

BEULAH HILL RD S. - HWY 5

GOLF TERRACE PROPERTY OWNERS ASSOCIATION
PARCEL ID: 00018929
PIN: 855216931371
DB: 361 PG: 42

PINEHURST NO. 3 & NO. 5 GOLF COURSES

PINEHURST, INC.
PARCEL ID: 00025802
PIN: 856200332275
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

EXISTING PARKING AREA

RESORTS OF PINEHURST INC.
PARCEL ID: 00025804
PIN: 855200706712
DB: 2000 PG: 457

PINEHURST NO. 1 GOLF COURSE

MORGANTON RD.

RESORTS OF PINEHURST INC.
PARCEL ID: 00025807
PIN: 856217025353
DB: 529 PG: 409

PRINCE MANOR PROPERTY OWNER'S ASSOCIATION
PARCEL ID: 00025474
PIN: 856217011831
DB: 1703 PG: 69

VILLAGE OF PINEHURST
PARCEL ID: 00029515
PIN: 856100099792
DB: 810 PG: 454

RESORTS OF PINEHURST INC.
PARCEL ID: 00025805
PIN: 856217204102
DB: 529 PG: 409

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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100' 0' 100' 200' 400'
SCALE: 1" = 200'-0"

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SOUTHERN PINES, NC 28387
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REVISIONS:

# PRCC - PARKING TERRACE

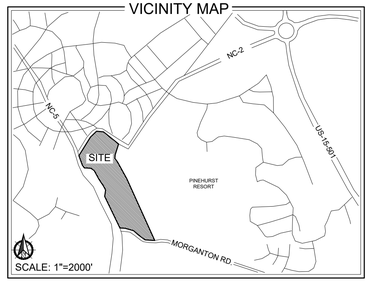
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 200'-0"
PROJECT #: KJO21004

SHEET NUMBER#:
L-1.0

## VICINITY MAP




SCALE: 1"=2000'

## ZONING INFORMATION

**PROPOSED ZONING CLASSIFICATION:**

RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL
VMU-CD - VILLAGE MIXED USE CONDITIONAL DISTRICT
H-CD - HOTEL CONDITIONAL DISTRICT

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

= PROPERTY BOUNDARY
= EXISTING RIGHT-OF-WAY
= EXISTING SANITARY SEWER LINE
= EXISTING OVERHEAD POWER LINE
= EXISTING WATER LINE
= EXISTING STORM DRAIN PIPE

AZALEA RD
CAROLINA VISTA DR
CHEROKEE RD.
PALMETTO RD. (HWY 2)
VILLAGE GREEN RD
EXISTING PARKING AREA
EXISTING POOL COMPLEX
EXISTING PARKING AREA
VILLAGE MIXED-USE CONDITIONAL DISTRICT (VMU-CD)
EXISTING CLUBHOUSE
PRACTICE RANGE
EXISTING GRAVEL DRIVE/PARKING
HOTEL CONDITIONAL DISTRICT (H-CD)
EXISTING PARKING AREA
EXISTING CROQUET LAWNS
PINEHURST NO. 2 & NO. 4 GOLF COURSES
THE CRADLE GOLF COURSE
PARCEL BOUNDARY
EXISTING RAILWAY
BEULAH HILL RD S. - HWY 5
PINEHURST NO. 3 & NO. 5 GOLF COURSES
EXISTING PARKING AREA
PINEHURST NO. 1 GOLF COURSE
MORGANTON RD.

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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100' 0' 100' 200' 400'

SCALE: 1" = 200'-0"

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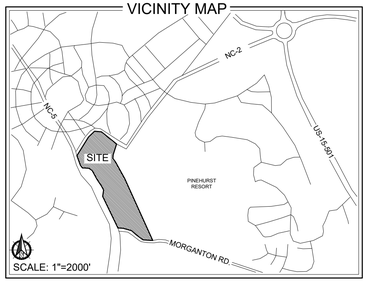
# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

PROPOSED ZONING

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 200'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-1.1

## VICINITY MAP




## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 855213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = H-CD BOUNDARY
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
- = EXISTING FIRE HYDRANT
- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB

EXISTING PARKING
EXISTING DRIVE AISLE
EXISTING PARKING
EXISTING PARKING
EXISTING PARKING
EXISTING ASPHALT DRIVE
PROPOSED HOTEL ZONING BOUNDARY
PROPOSED HOTEL CONDITIONAL DISTRICT (H-CD) ZONING BOUNDARY
EXISTING BRICK SIDEWALK
EXISTING SPORT LAWN
EXISTING GRAVEL PATH/PARKING
EXISTING RAILWAY
EXISTING RAILWAY
EXISTING GRAVEL PATH/PARKING
EXISTING CART PATH
EXISTING BRICK SIDEWALK
CAROLINA VISTA DR.
(PRIVATE)
PINEHURST CLUBHOUSE
EXISTING CROQUET LAWN
EXISTING CROQUET LAWN
EXISTING CROQUET STRUCTURE
EXISTING BRICK PATH
CLUBHOUSE ENTRANCE
EXISTING CART PATH
EXISTING GOLF TEE
EXISTING GOLF TEE
EXISTING GOLF STARTER STRUCTURE
EXISTING PUTTING GREEN
BEULAH HILL RD S.
EXISTING 60' R/W (PUBLIC)
EXISTING DIRT PATH

SURVEY PROVIDED BY:
LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:
RESORTS OF PINEHURST, INC.
MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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15' 0' 15' 30' 60'
SCALE: 1" = 30'-0"


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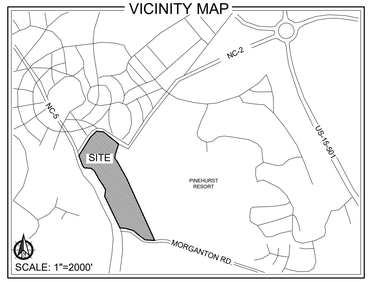
# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS (ENLARGEMENT)

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-1.2

## VICINITY MAP




## ZONING INFORMATION

**EXISTING ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL
H-CD - HOTEL - CONDITIONAL DISTRICT

**SETBACKS (EXISTING AND PROPOSED H-CD):**
FRONT: 40'
INTERIOR SIDE: 20'
STREET YARD SIDE: 30'
REAR: 0'
MAX BUILDING HEIGHT: 55'

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC
**PROPOSED BUILDING SF:**
UPPER TERRACE: ±51,180 SF
LOWER LEVEL: ±51,180 SF
TOTAL: ±102,360 SF

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

**IMPERVIOUS SURFACE:** NO NEW IMPERVIOUS SURFACE ADDED (SEE CONDITIONS)

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = H-CD BOUNDARY
- = H-CD SETBACK LINE
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
- = EXISTING FIRE HYDRANT
- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB
- = PROPOSED WALL
- PB = PLANTING BED *AREA TO BE PLANTED PER VOP STANDARDS

PHASE 1
EXISTING PARKING (TO REMAIN)
LOWER LEVEL ENTRANCE
WIDEN EXISTING DRIVE AISLE
PROPOSED BRICK SIDEWALK
26.0'
18.0'
0.6'
24.0'
**PROPOSED PARKING TERRACE**
LOWER LEVEL FFE: ±510.0
SECOND LEVEL FFE: ±524.0
(TO BE 16' TO TOP OF PARAPET)
INTERIOR SIDE SETBACK 20'
EXISTING ASPHALT DRIVE
CAROLINA VISTA DR. (PRIVATE)
RE-ALIGNED PARKING
EXISTING GRAVEL PATH/PARKING
EXISTING BRICK SIDEWALK
EXISTING SPORT LAWN
CONCRETE CART PATH (TIE INTO EXISTING)
RETAINING WALL
TIE INTO EXISTING BRICK SIDEWALK
STAIRS TO LOWER LEVEL
EMERGENCY ACCESS (TO BE DESIGNED INTO COURTYARD AND DESIGNED TO ACCOMODATE FIRE TRUCKS)
UPPER LEVEL ENTRANCE
21.57'
ADA PARKING
COURTYARD
6' BRICK SIDEWALK
PINEHURST CLUBHOUSE
STREET YARD SETBACK 30'
BEULAH HILL RD S.
EXISTING 60' R/W (PUBLIC)
PHASE 1
EXISTING BRICK PATH (TO REMAIN)
CLUBHOUSE ENTRANCE
**BUILDING ENVELOPE**
**APPROVED AREA FOR STRUCTURE(S)**
**(SEE CONDITIONS ON SHEET L-2.3**
PROPOSED GOLF CART PARKING
EXISTING RAILWAY CROSSING
H-CD ZONING BOUNDARY
FIRE TRUCK ACCESS
EXISTING GOLF TEE (TO REMAIN)
FUTURE CROQUET LAWN
FIRE TRUCK TURNAROUND
UNDERGROUND STORMWATER MANAGEMENT DEVICE
EXISTING PUTTING GREEN

SCALE: 1" = 30'-0"

811 Know what's below. Call before you dig.

SURVEY PROVIDED BY:

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140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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PRELIMINARY PLANS - NOT RELEASED FOR CONSTRUCTION (FOR REVIEW ONLY)


KOONTZJONESDesign
LAND PLANNING | LANDSCAPE ARCHITECTURE
150 S PAGE STREET
SOUTHERN PINES, NC 28387
P: (910) 884-8487
W: www.koontzjonesdesign.com


REVISIONS:

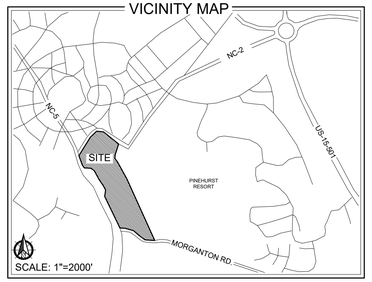
# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

## GENERAL CONCEPT PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KDZ21004

SHEET NUMBER#:
L-2.0

## VICINITY MAP

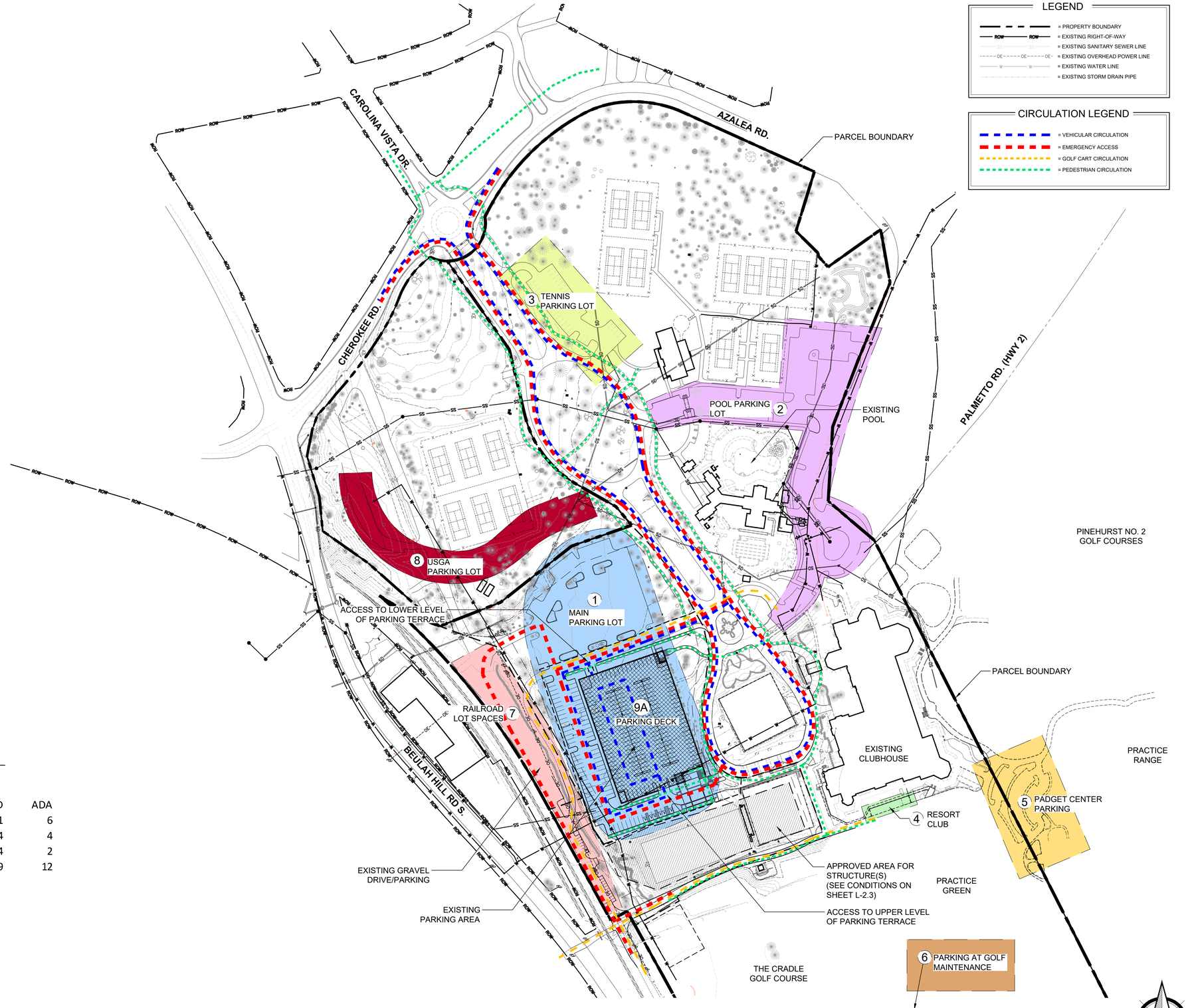



## LEGEND

- = PROPERTY BOUNDARY
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

## CIRCULATION LEGEND

- = VEHICULAR CIRCULATION
- = EMERGENCY ACCESS
- = GOLF CART CIRCULATION
- = PEDESTRIAN CIRCULATION




## PARKING TERRACE CALCULATIONS

| | |
|---|---|
| Exsiting Surface Parking | 381 spaces |
| Surface Parking Removed | -258 spaces |
| | 123 spaces remaining |

| | TOTAL | STD | ADA |
|---|---|---|---|
| Site Parking Added Back | 77 | 71 | 6 |
| Upper Level Terrace | 148 | 144 | 4 |
| Lower Level Terrace | 156 | 154 | 2 |
| | 381 | 369 | 12 |
| Total Parking: Site & Terrace | 504 | | |
| **Net Gain in Parking** | **123** | | |
| Accessible Required (Total) | 11 | | |
| Van | 2 | | |

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REVISIONS:

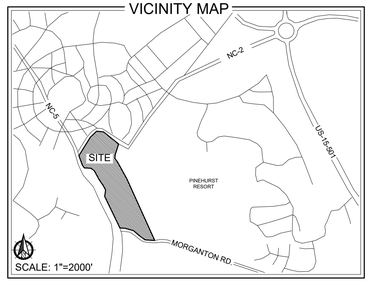
# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

CIRCULATION & PARKING PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.1

## VICINITY MAP




SCALE: 1"=2000'




## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

## UTILITIES LEGEND

- = PROPOSED SEWER FORCE MAIN
- = PROPOSED WATER LINE

*FIRE HYDRANTS WILL BE INSTALLED PER VILLAGE OF PINEHURST STANDARDS FOR FIRE PROTECTION


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REVISIONS:

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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50' 0' 50' 100' 200'

SCALE: 1" = 100'-0"

# PRCC - PARKING TERRACE

PINEHURST, NORTH CAROLINA

CONCEPTUAL UTILITIES PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.2

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## EXISTING CONDITIONS

CURRENT PRRCC PARKING, AMENITIES AND BUILDINGS ARE LOCATED ON THE PROPERTY. THESE BUILDINGS INCLUDE THE EXISTING GOLF CLUBHOUSE, THE MEMBER'S CLUB, TENNIS CLUBHOUSE AND COURTS, AND THE SWIMMING POOL COMPLEX. PARKING TO SERVE THESE FACILITIES IS ALSO PROVIDED THROUGHOUT THE PROPERTY. RAILROAD TRACKS AND HIGHWAY 5 BORDER THE WESTERN EDGE OF THE PROPERTY. THE NORTH SIDE OF THE PROPERTY IS BORDERED BY CHEROKEE ROAD AND CONNECTS TO THE VILLAGE RESIDENTIAL PROPERTIES AND THE AREA OF MARSHALL PARK. GOLF COURSES AND A DRIVING RANGE BORDER THE EASTERN PORTION OF THE PROPERTY. TO THE SOUTH THE PROPERTY ADJOINS MORGANTON ROAD AT THE PRCC GROUNDS MAINTENANCE FACILITIES AND VILLAGE HORSE BARNS.

SURROUNDING PROPERTIES INCLUDE PROPERTIES ZONED IN SINGLE-FAMILY RESIDENTIAL DISTRICTS (R-10 AND R-20), RESIDENTIAL MULTI-FAMILY (RMF), OFFICE/PROFESSIONAL (OP), RECREATIONAL DEVELOPMENT (RD), AND PUBLIC CONSERVATION (PC).

TOPOGRAPHY ON THE SITE IS GENERALLY ROLLING TO FLAT WITH EXISTING FACILITIES AND GOLF AREAS LOCATED THROUGHOUT. LONGLEAF PINE TREES ARE SCATTERED THROUGHOUT THE PROPERTY. RED COCKADED WOODPECKER HABITAT HAS BEEN IDENTIFIED ON THE PROPERTY AND A WOODPECKER REPORT HAS BEEN INCLUDED WITH THIS APPLICATION.

EXISTING CONDITIONS MAPS SHOWING THE SITES EXISTING FEATURES HAVE BEEN INCLUDED ON SHEETS L-1.0 AN L-1.1.

| Approved Conditions | Condition Type |
|---|---|
| 1. | Maximum building height of 55 feet, for a maximum length of 50 feet of roof ridge from east elevation. |
| 2. | Front yard setback of 40 (forty) foot minimum; east side yard setback of 20 (twenty) foot minimum; west side yard setback of 30 (thirty) foot minimum; rear yard setback of 0 (zero) foot minimum. |
| 3. | Increase in allowed signage and size and amount by 50% of the north and east side of the building only |
| 4. | The Player Dining / Flex Space is removed from the plans as reviewed and approved by the Pinehurst Historic Preservation Commission and Planning & Zoning Board. |
| 5. | All stormwater management will be designed to accommodate 25-year storm events. |
| 6. | Efforts will be made to preserve the two specimen trees on either side of the proposed emergency fire access along the west property line. |
| 7. | PRCC and Village of Pinehurst will enter into a development agreement to provide the required parking spaces per conditions 8, 9, & 10. A Letter of Intent (LOI) defining the general terms of the development agreement will be required to be approved by the Village Council prior to issuance of building and development permits for the Lodge, with the final Development Agreement to be approved by the Village one year after issuance of the building permit. |
| 8. | PRCC shall provide 125 additional standard size parking spaces on the PRCC main campus. This number shall be adjusted for seating for a main lobby bar and for changes to the Lodge building from plans submitted as of June 8, 2021. These 125 new spaces may be accommodated with surface parking, parking deck(s) or other means on the subject property, to be determined by the Applicant. The Village of Pinehurst prefers a leveled (above or below ground) parking structure in front of the Lodge versus additional surface parking. Parking improvements shall be completed within 1 year of issuance of a Certificate of Occupancy for the Lodge unless said timeframe is extended by the Village Council pursuant to the terms of the Development Agreement. |
| 9. | PRCC to provide a minimum of 100 parking spaces to replace the shuttle, employee, and contractor parking spaces displaced by the USGA project. These parking spaces are to be provided at the "greenhouse" property (PIN # 856217002045) subject to approval by the Village of Pinehurst. Parking spaces shall be constructed prior to July 1, 2022. |
| 10. | Pursuant to the November 10, 2020, Incentive Agreement and to address parking demands generated by the construction and operation of the Lodge, PRCC to add parking capacity at the Carolina Hotel property to create a minimum of 86 additional parking spaces as follows:<br>a) 28 rear lot<br>b) b) 20 rear pool<br>c) c) 35 east parking lot<br>d) d) 3 valet parking<br>Improvements are subject to compliance with the Village's PDO and ESSM and shall be constructed prior to July 1, 2022. |
| 11. | Prior to July 1, 2022, PRCC shall provide the Village of Pinehurst with a plan for providing and managing on-site temporary parking, and internal overflow parking for special events. |
| | |
| **Proposed Condition** | |
| **12.** | **Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic District Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5.** |
| | |
| | |
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| | |
| | |
| | |

A. SNIA TO ALLOW IMPERVIOUS SURFACE EXCEEDING 24% IS APPROVED. IMPERVIOUS SURFACE FOR ENTIRE PARCEL WILL EXCEED 24% WITH EXISTING CONSTRUCTION, CONSTRUCTION OF THE LODGE, ASSOCIATED PARKING, AND PARKING TERRACE

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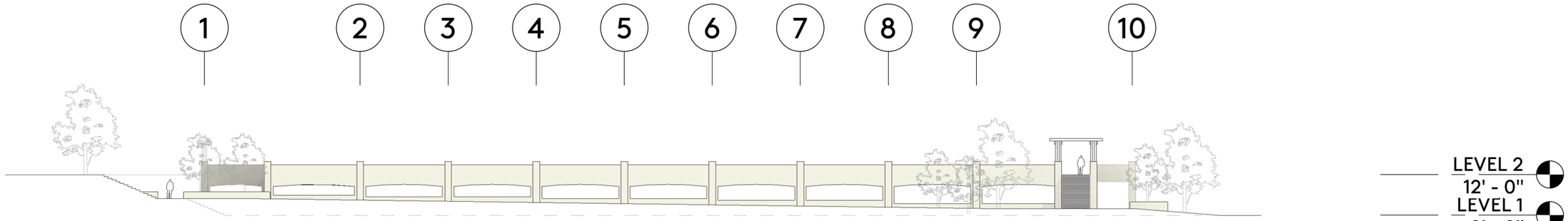
REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

PROJECT DESIGN AND CONDITIONS

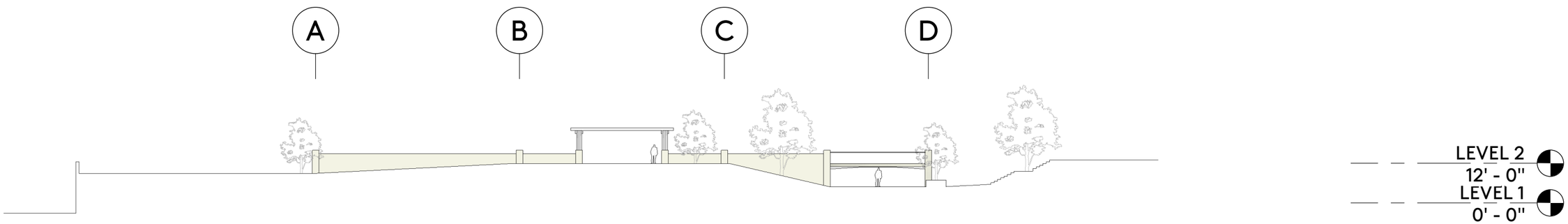
DATE: 05-26-2022
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PROJECT #: KID21004

SHEET NUMBER#:
L-2.3




**EAST ELEVATION** 1

1/32" = 1'-0"




**SOUTH ELEVATION** 2

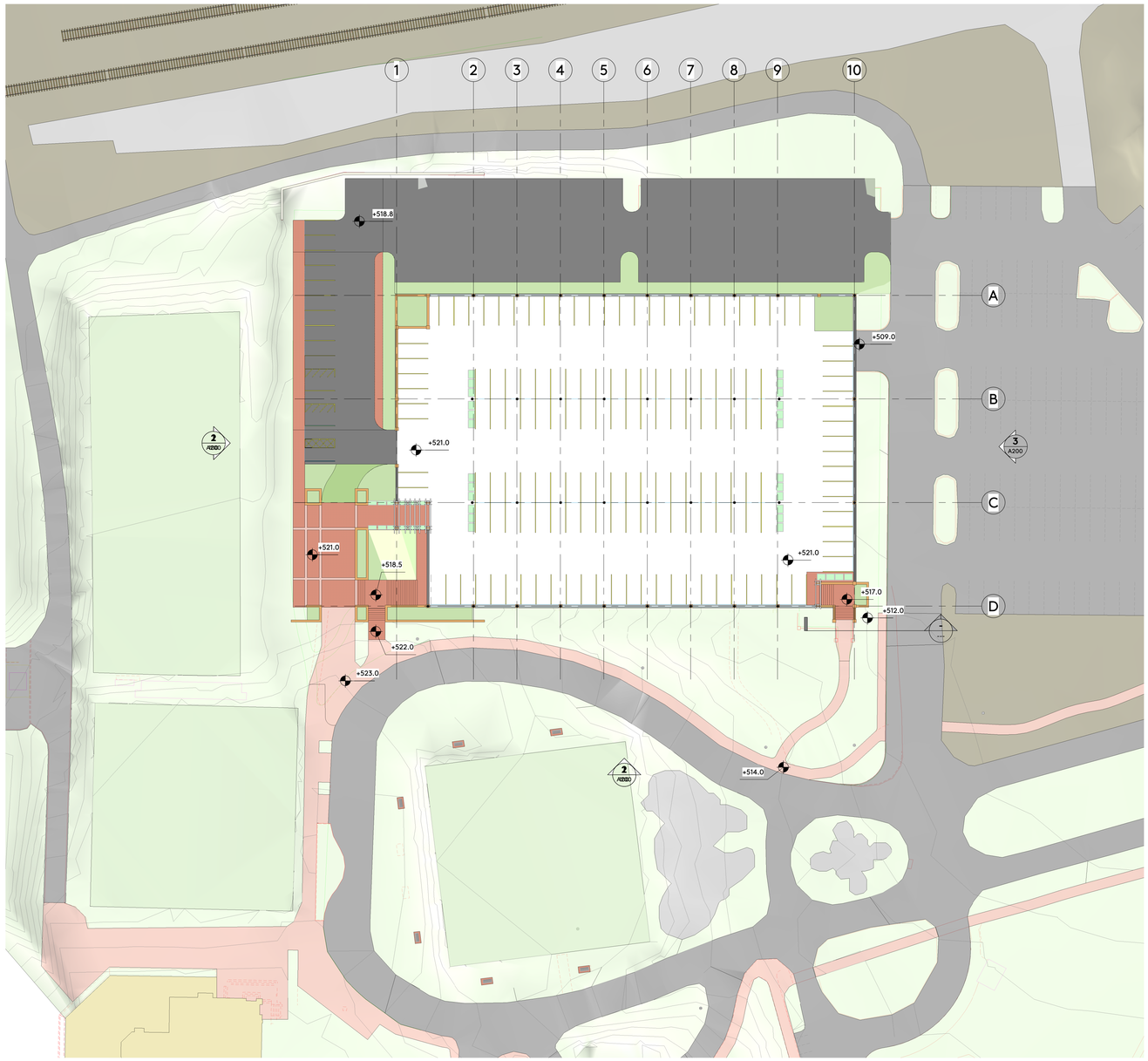
1/32" = 1'-0"

3 NORTH

# CONCEPTUAL ELEVATIONS

PINEHURST PARKING TERRACE

05/10/22




LEVEL 2 FLOOR PLAN
1/32" = 1'-0"

## PHASING LEGEND

NEW CONSTRUCTION

EXISTING TO REMAIN

## GENERAL NOTES - FLOOR PLAN

1. REFER TO WALL PARTITION LEGEND FOR ASSEMBLY DETAILS
2. DIMENSIONS SHOWN ARE TO FACE OF STUD, FACE OF MASONRY, FACE OF STOREFRONT SILL / HEAD, OR GRIDLINE, U.O.N.
3. GENERAL CONTRACTOR IS TO COORDINATE ALL DIMENSIONS PRIOR TO INSTALLATION AND VERIFY ANY DISCREPANCIES WITH THE ARCHITECT PRIOR TO INSTALLATION.
4. REFER TO STRUCTURAL, MECHANICAL, ELECTRICAL, PLUMBING AND CIVIL DRAWINGS FOR ITEMS BELOW GRADE.
5. GENERAL CONTRACTOR SHALL PROVIDE ALL BLOCKING NECESSARY FOR ALL WALL MOUNTED ITEMS, INCLUDING, BUT NOT LIMITED TO, MILLWORK, TOILET ACCESSORIES, DOORSTOPS, DOOR CLOSERS, AND MECHANICAL OR ELECTRICAL DEVICES.
6. ALL FIXTURES TO BE INSTALLED COMPLIANT WITH ANSI STANDARDS WHERE REQUIRED BY CODE.
7. FIRE AND SMOKE SEPARATION ASSEMBLIES AND RATINGS INDICATED ON LIFE SAFETY PLAN.

## PLAN NOTES

## KEYNOTES

## TYPICAL ASSEMBLIES

## WALL FINISH LEGEND

## FINISH NOTES

**CONC-1** CAST IN PLACE CONCRETE

REVISIONS

NOT FOR CONSTRUCTION

CONCEPTUAL DESIGN

# PINEHURST PARKING TERRACE

PINEHURST, NORTH CAROLINA

MAY 2022

# A100
FLOOR PLAN

3 NORTH

©2022

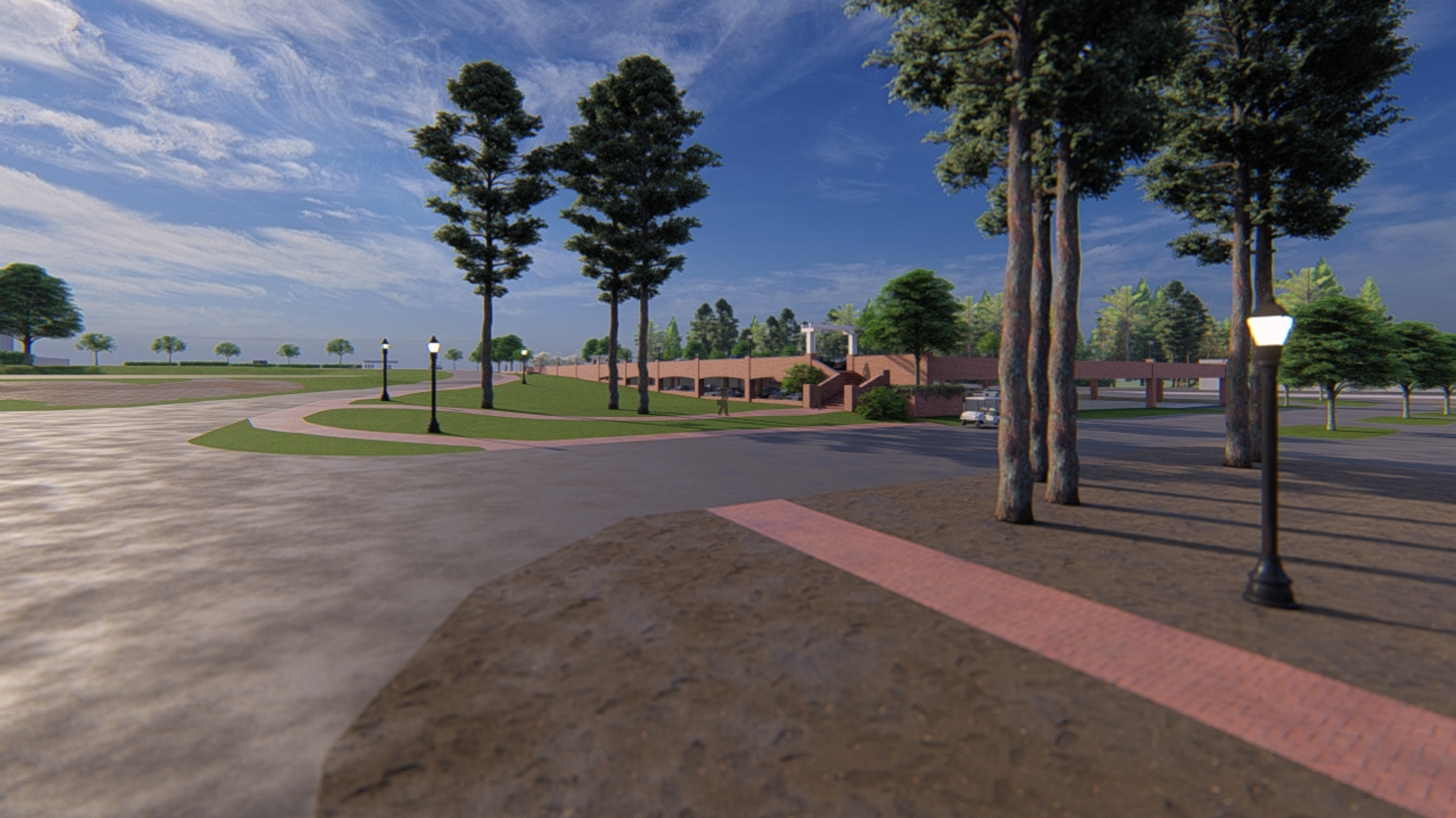
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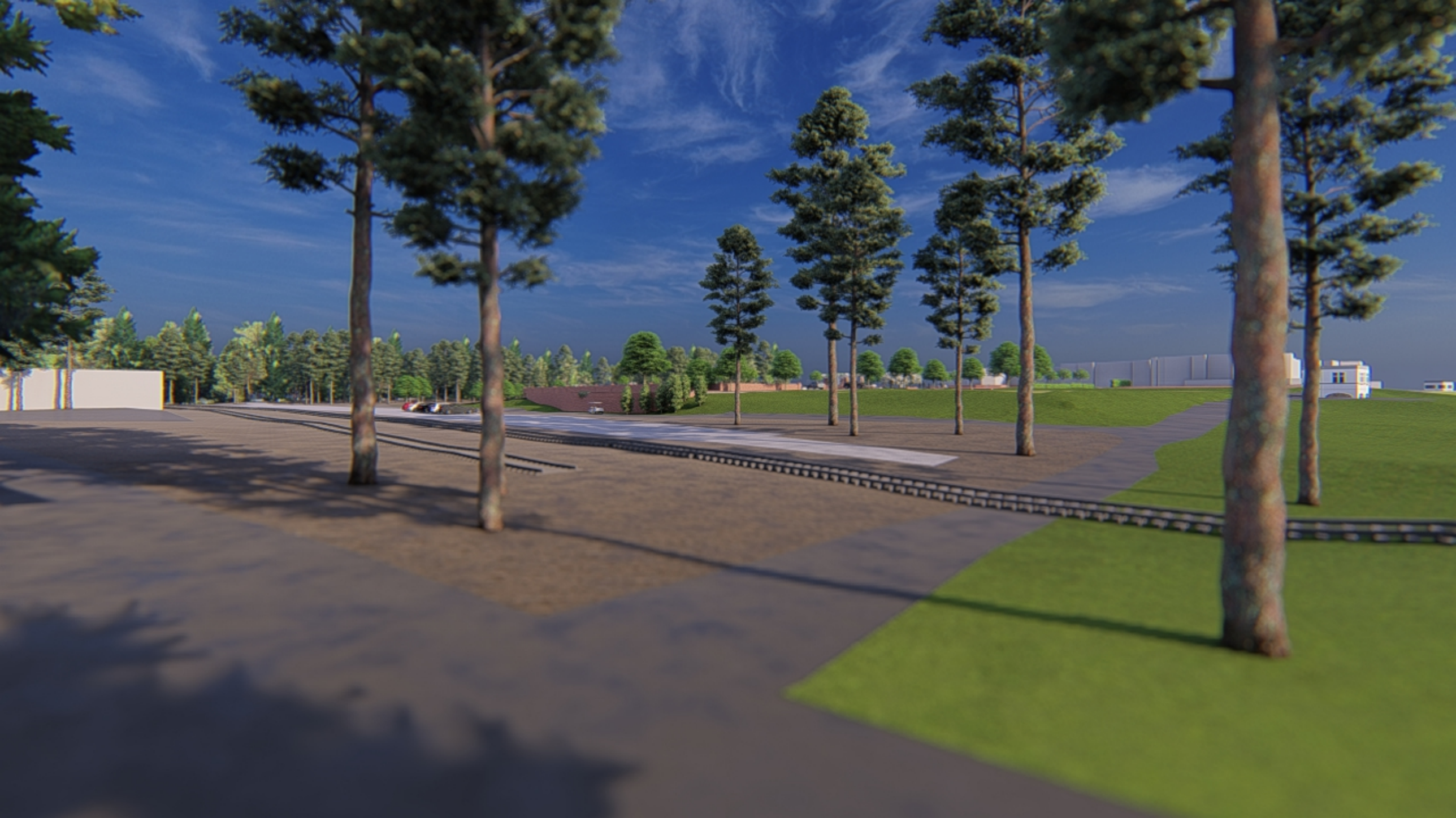


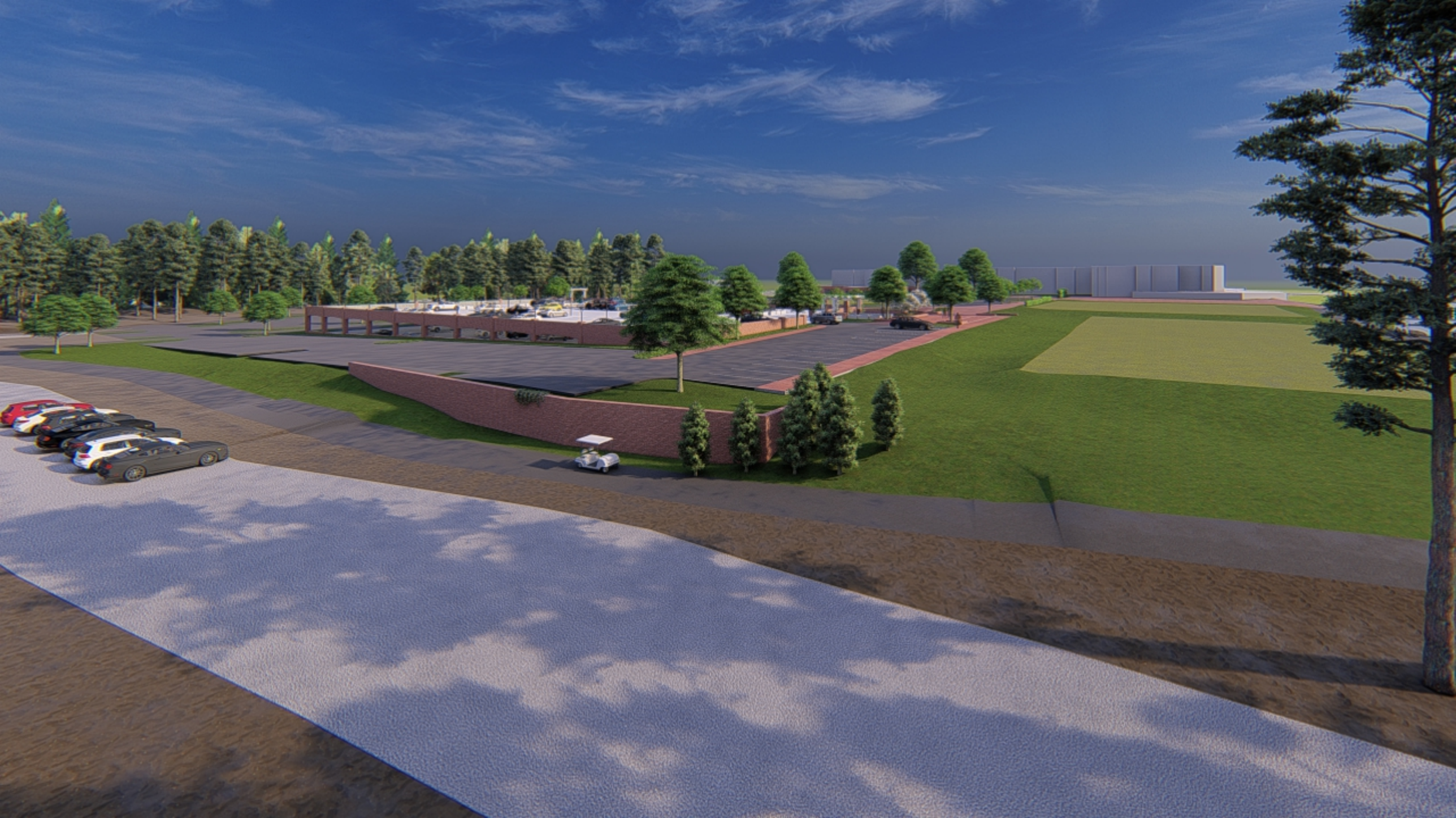












KOONTZJONESDesign
LAND PLANNING | LANDSCAPE ARCHITECTURE

May 20, 2022

Dear adjoining property owner,

A Neighborhood Meeting will be held to discuss the rezoning of the Pinehurst Resort Property to expand the existing Hotel – Conditional District (H-CD) area. The property is currently zoned H-CD, RD (Recreational Development), H (Hotel), and OP (Office Professional). The applicant, Pinehurst Resort and Country Club, is seeking to expand the H-CD to allow for the construction of a new Parking Terrace on the property, near the existing clubhouse.

This is not a public hearing. The purpose of this meeting is to inform adjoining property owners of the proposal and to seek comments. The drop-in meeting will be held on May 27, 2022, between the hours of 4:00 pm and 6:00 pm at the Pinehurst Resort Clubhouse in the St. Andrews Room. The address of the clubhouse is 1 Carolina Vista in Pinehurst, North Carolina. This meeting will be informal, with no scheduled presentation, so feel free to come by at your convenience during the designated hours. Conceptual plans will be made available for review and discussion with members of the project team. Anyone seeking additional information regarding the rezoning application may call (910) 684-8487.

Best Regards,



Robert Koontz, PLA

150 SOUTH PAGE STREET
SOUTHERN PINES, NC 28387
P: 910.684.8487

# NEIGHBORHOOD MEETING REPORT

DATE: May 27, 2022

PROJECT: Pinehurst Resort and Country Club Parking Terrace

LOCATION: St. Andrews Room at Pinehurst Resort and Country Club
1 Carolina Vista
Pinehurst, NC 28374

SUBMITTED BY: Bob Koontz

ATTENDEES: Bob Koontz, Koontz Jones Design, PLLC
Dick Higginbotham, Pinehurst Resort and Country Club
Calvin Burkley, Pinehurst Resort and Country Club

An informal Neighborhood Meeting was held on Friday May 27, 2022, from 4:00 pm to 6:00 pm in the St. Andrews Room at the Pinehurst Resort and Country Club (PRCC). This meeting is required by the Village of Pinehurst for rezoning applications. The owner and project team held this meeting with the adjoining property owners to present the project and solicit feedback on the preliminary plans and concepts for the proposed parking terrace to be located on the PRCC property. All adjoining parcel owners were notified by letter (see attached copy of the letter).

The meeting was informal in nature to allow adjoining property owners the opportunity to drop by at their convenience to review preliminary plans and ask questions of the development team. No formal presentation was provided. Drawings of the conceptual site plan, site location map, and proposed architectural renderings were provided for review by the property owners (see renderings attached to this document). Owner's representatives and the project planner were available to answer questions regarding the proposed project.

Several of the adjoining property owners, members of PRCC, and other interested residents of the surrounding area took the opportunity to review the plans and discuss the project with the development team. A sign-in sheet was kept and is attached to this document.

The development team reviewed the plans with attendees. Questions relating to many aspects of the proposed parking terrace were raised and responded to by the development team. The following is a list of the questions posed:

- Where will storm water be directed and maintained? - The development team advised that the entirety of the stormwater for the new parking terrace will be directed toward the Cradle Golf Course and held in underground storage facilities. It was explained that the proposed parking terrace will not increase the amount of impervious surface on the property from the previous H-CD approval as the terrace will be constructed within the footprint of the existing parking area.

- Questions related to the sequencing of construction and temporary parking during the construction of the parking deck were discussed. It was discussed that PRCC is working on developing a temporary parking solution for the Parking Terrace construction which could include shuttles, off-site parking, and other on-site parking solutions. PRCC wants to provide a solution that is convenient for guests and members, while construction is ongoing.
- What is the timing of the Parking Terrace construction? It was explained that the proposed schedule would be to start as soon as possible on the Parking Terrace, with the goal having construction complete prior to the 2024 US Open. Construction of the Parking Terrace would also coincide with the construction of the USGA Golf House project, which is set to begin construction in June.
- How many spaces will be included in the new Parking Terrace? It was explained that the Parking Terrace was the Village Council's preferred parking solution for the PRCC property and was indicated as such in the Conditions for the original H-CD approval for the property. 125 additional parking spaces were required on the PRCC property as a condition of the H-CD approval. The Parking Terrace will provide an additional 123 parking spaces on the PRCC property. This number takes in to account the number of spaces displaced by the Parking Terrace and those replaced on the lower and upper levels of the terrace. It was also discussed that other parking commitments included in the H-CD approval (Carolina hotel and greenhouse parking) are working through the approval process and construction is set to begin as soon as possible.
- Renderings of the Parking Terrace were presented and reviewed. The design team presented several renderings of the Parking Terrace to the attendees. The location, general site plan, materials and grading were described and discussed with the attendees. Access to the deck from the upper and lower levels was reviewed with attendees. Overall, it appeared as though the proposed design was well received by most attendees.



Robert Koontz, RLA

These notes reflect the author's interpretation of the events during the referenced meeting. Any additions or modifications required should be submitted to the author in writing.

| Parcel ID Short | PIN | Deed Book | Deed Page | Owner's Name | Owner's Name 2 | Mailing Address | City | STATE | Zip Code |
|---|---|---|---|---|---|---|---|---|---|
| 00022043 | 855212956743 | 4819 | 190 | SMITH, WESLEY M | SMITH, ANNA F | 60 E CHEROKEE ROAD | PINEHURST | NC | 28374 |
| 00022283 | 856213042853 | 4311 | 366 | GRIMSHAW, GREGORY R | GRIMSHAW, AMANDA K | 30 VILLAGE GREEN ROAD | PINEHURST | NC | 28374 |
| 00023540 | 855212950261 | 3185 | 68 | PRITCHARD, GILBERT JR & | PRITCHARD, CHRISTINE TRUSTEES | PO BOX 931 | PINEHURST | NC | 28370-0931 |
| 00024527 | 856209054123 | 1560 | 387 | ARTHUR, DION J | | 15 HERON ST | WRIGHTSVILLE BEACH | NC | 28480 |
| 00024972 | 855216944167 | 573 | 200 | PINEHURST RESORTS CO | CLUBCORP-RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00025426 | 855212958627 | 4755 | 322 | ORION VENTURE BOA, LLC | C/O BANK OF AMERICA | NC1-001-03-81 | CHARLOTTE | NC | 28255 |
| 00025799 | 856200147379 | 2000 | 457 | PINEHURST, INC | CLUBCORP | PO BOX 4000 | PINEHURST | NC | 28374-4000 |
| 00025800 | 856213032663 | 1418 | 402 | RESORTS OF PINEHURST INC | ATTN: RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00025802 | 856200332275 | 2000 | 457 | PINEHURST, INC | CLUBCORP | PO BOX 4000 | PINEHURST | NC | 28374-4000 |
| 00025803 | 855200727702 | 529 | 409 | RESORTS OF PINEHURST INC | ATTN: RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00025804 | 855200706712 | 2000 | 457 | RESORTS OF PINEHURST INC | ATTN: RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00025805 | 856217204102 | 529 | 409 | RESORTS OF PINEHURST INC | ATTN: RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00025807 | 856217025353 | 529 | 409 | RESORTS OF PINEHURST INC | ATTN: RICHARD HIGGINBOTHAM | PO BOX 4000 | PINEHURST | NC | 28374 |
| 00026332 | 856213043958 | 4471 | 479 | CHRODITOAN, LLC | C/O ANDERSON & REED, LLP ATTN: MIKE BELL | 1515 FRANKLIN ROAD SW | ROANOKE | VA | 24016 |
| 00026417 | 856209051226 | 494 | 99 | SANDHILLS WOMAN'S EXCHANGE | | PO BOX 215 | PINEHURST | NC | 28370 |
| 00029515 | 856100099792 | 810 | 454 | VILLAGE OF PINEHURST | | 395 MAGNOLIA RD | PINEHURST | NC | 28374 |
| 00029674 | 856209053600 | 494 | 126 | VILLAGE CHAPEL INC | | 10 AZALEA RD | PINEHURST | NC | 28374 |
| 00029679 | 855212952593 | 498 | 609 | VILLAGE OF PINEHURST | | 395 MAGNOLIA RD | PINEHURST | NC | 28374 |
| 87000260 | 856209052287 | 498 | 609 | VILLAGE OF PINEHURST | | 395 MAGNOLIA RD | PINEHURST | NC | 28374 |
| 87000262 | 855216937756 | 4102 | 285 | PINEHURST, LLC | | PO BOX 4000 | PINEHURST | NC | 28374 |

# PRICE PARKING TERRACE 5/27/2022

| Name | Address | Email Address |
|---|---|---|
| Marie Carbrey | Sandhills Womans Exchange | MCarbrey@aol.com |
| Judie Wiggins | 11 | judiewiggins@nc.rr.com |
| Jeff Heintz | 225 Lake Forest Dr SW | |
| BOB COATES | 21 EDINBURGH LN | RCOATES777@GMAIL.COM |
| Meghann Ellis | 15 BALLANTRAE LN | megannellis@aol.com |
| Debbie Lalor | 80 Azalea Rd | dcblal@aol.com |
| Julie + Van Mitchell | 120 Short Rd. | juliemitchell120@gmail.com |
| Christine/Gil Putchard | 5 CAROLINA VISTA | Christine@CMAPgroup.com |

**Dr. J.H. CARTER III & ASSOCIATES, Inc.**
Environmental Consultants
515-F Midland Road
Southern Pines, N.C. 28388
910-695-1043 / 910-695-3317 (fax)

**6 June 2022**

**TO:** Mr. Perry Harrison
LKC Engineering, PLLC
140 Aqua Shed Ct.
Aberdeen, NC 28315

**FROM:** William Mullin, Wetland-Wildlife Biologist
Dr. J.H. Carter III & Associates, Inc.

**SUBJECT:** Summary of red-cockaded woodpecker survey for the Golf House and Lodge improvement project in Pinehurst, Moore County, North Carolina.

**CC:** John Hammond
US Fish and Wildlife Service
P.O. Box 33726
Raleigh, NC 27636-3726

Bob Koontz
Koontz Jones Design
150 S. Page Street
Southern Pines, NC 28387

The US Golf Association (USGA) plans to construct a Golf House and the Pinehurst Resort plans to construct a lodge and parking deck near the Cradle Short Course in Pinehurst, Moore County, NC (Figures 1). This memorandum evaluates the impacts of this project on the Federally-endangered red-cockaded woodpecker (*Dryobates borealis*) (RCW) pursuant to Section 9 of the Endangered Species Act (ESA), as amended.

The project site is located on the Pinehurst Resort grounds, south of NC Highway (Hwy.) 2 (Cherokee Road (Rd.)) and east of NC Hwy. 5 (Beulah Hill Rd.), north of The Cradle 9-hole short course and west of Carolina Vista Drive (Figures 1). The project site currently includes access roads, parking lots, croquet lawns and tennis courts. The northern portion of the project site was forested with moderately dense, second-growth longleaf pine (*Pinus palustris*), a sparse 10-30 foot (ft.) tall midstory dominated by bluejack oak (*Quercus incana*), flowering dogwood (*Benthamidia florida*), southern magnolia (*Magnolia grandiflora*) and American holly, (*Ilex opaca*), and no herbaceous

ground cover. The eastern, western and southern boundaries of the project site and edge of the tennis courts are bordered with moderately dense loblolly (*P. taeda*) and longleaf pines. The lodge and parking deck sites are mostly non-forested. There are a few scattered trees and planted shrubs.

The proposed Golf House, lodge and parking deck project will encompass approximately 14.0 acres with two 2-story buildings, associated access roads and walkways (Figure 2).

The project site does not occur within an RCW foraging habitat partition, however, there are 2 abandoned RCW clusters SOPI 70R and SOPI 52 within one-half mile of the proposed project area. A wildlife biologist with Dr. J. H. Carter III & Associates, Inc. (JCA) surveyed RCW habitat on the project site on 28 May 2022 (Table 1). SOPI Cluster 52 has 4 trees with relic or healed over starts and cavities (Table 1). This cluster has been abandoned for over 30 years. No new RCW cavity trees were found.

Table 1. Location and status of red-cockaded woodpecker (*Dryobates borealis*) cavity trees in SOPI Cluster 52, Pinehurst, Moore County, North Carolina. (Tree status were updated in 2021 by the Sandhills Ecological Institute)

| Cluster | Tree Number | Activity | Shape and Stage | Easting* | Northing |
|---|---|---|---|---|---|
| SOPI 52 | 1725 | Relic | Healed Over Start | 639270 | 3895426 |
| SOPI 52 | 1726 | Relic | Healed Over Start | 639264 | 3895448 |
| SOPI 52 | 1731 | Relic | Enlarged Cavity | 639354 | 3895276 |
| SOPI 52 | 1732 | Relic | Healed Over Cavity | 639297 | 3895339 |

The nearest cavity trees are located 94 ft. east (#1731) and 122 ft. east (#1732) of the project site. This project will have no effect on the RCW. No habitat for other listed species was present.

FOR REGISTRATION REGISTER OF DEEDS
Judy D. Martin
Moore County, NC
August 19, 2021 08:56:32 AM
Book 5683 Page 310-313
FEE: $26.00
INSTRUMENT # 2021018608



INSTRUMENT # 2021018608

Mail to: Kelly Chance
395 Magnolia Rd
Pinehurst, NC
28374

# VILLAGE OF PINEHURST
# CERTIFICATION OF DOCUMENTS

I, Kelly Chance, Village Clerk for the Village of Pinehurst, do hereby certify that the attached is a true and original copy of Ordinance #21-07 entitled "An Ordinance Amending the Official Pinehurst Zoning Map as it Pertains to the Rezoning of One Parcel of Land Consisting of Approximately 2.68 Acres Further Identified as Parts of Moore County PIDS #00025800; #87000262; and #00024972 00025800," which was unanimously adopted by the Council of the Village of Pinehurst at their regular meeting held on June 22, 2021.

IN WITNESS THEREOF, I have hereunto set my hand and have caused the official corporate seal of the Village of Pinehurst to be affixed this 23rd day of June, 2021.

Kelly Chance
Kelly Chance
Village Clerk




(Municipal seal)

**ORDINANCE #21-07:**

**AN ORDINANCE AMENDING THE OFFICIAL PINEHURST ZONING MAP AS IT PERTAINS TO THE REZONING OF ONE PARCEL OF LAND CONSISTING OF APPROXIMATLEY 2.68 ACRES FURTHER IDENTIFIED AS PARTS OF MOORE COUNTY PIDS # 00025800; # 87000262; AND # 00024972**

**THAT WHEREAS,** the Village Council of the Village of Pinehurst adopted a new Pinehurst Development Ordinance and Map on the 8th day of October, 2014, for the purpose of regulating planning and development in the Village of Pinehurst and the extraterritorial area over which it has jurisdiction; and

**WHEREAS,** said Ordinance and Map may be amended from time to time as circumstances and the best interests of the community have required; and

**WHEREAS,** a public hearing was held at 4:30 p.m. on May 11, 2021 in the Assembly Hall of the Pinehurst Village Hall, Pinehurst, North Carolina after due notice in the Pilot, a newspaper in Southern Pines, North Carolina, with general circulation in the Village of Pinehurst, and its extraterritorial jurisdiction, for the purpose of considering rezoning of approximately 2.68 acres and further identified as Moore County PIDS # 00025800; # 87000262; and # 00024972 from RD (Recreation Development District) and OP (Office Professional Development District) to H-CD (Hotel – Conditional District) at which time all interested citizens, residents and property owners in the Village of Pinehurst and its extraterritorial jurisdiction were given an opportunity to be heard as to whether they favored or opposed the proposed rezoning; and

**WHEREAS,** the proposed use of the property is a development of a 34-room lodge with meeting space and associated site features in conjunction with the establishment of Golfhouse Pinehurst by the United States Golf Association and to improve the player experience for U.S. Opens in 2024 and thereafter every five to seven years; and

**WHEREAS**, the Planning and Zoning Board has recommended the zoning map be amended and the general concept plan be approved; and

**WHEREAS,** the applicant has agreed upon the following condition(s):

1. **Maximum building height of 55 (fifty-five) feet for a maximum length of 50 feet of roof ridge from east elevation; and**
2. **Front yard setback of 40 (forty) foot minimum; east side yard setback of 20 (twenty) foot minimum; west side yard setback of 30 (thirty) foot minimum; rear yard setback of 0 (zero) foot minimum; and**
3. **Increase in allowed signage and size and amount by 50% of the north and east side of the building only; and**
4. **The Player Dining / Flex Space is removed from the plans as reviewed and approved by the Pinehurst Historic Preservation Commission and Planning & Zoning Board; and**

5. **All stormwater management will be designed to accommodate 25-year storm events; and**
6. **Efforts will be made to preserve the two specimen trees on either side of the proposed emergency fire access along the west property line; and**
7. **PRCC and Village of Pinehurst will enter into a development agreement to provide the required parking spaces per conditions 8, 9, & 10. A Letter of Intent (LOI) defining the general terms of the development agreement will be required to be approved by the Village Council prior to issuance of building and development permits for the Lodge, with the final Development Agreement to be approved by the Village one year after issuance of the building permit; and**
8. **PRCC shall provide 125 additional standard size parking spaces on the PRCC main campus. This number shall be adjusted for seating for a main lobby bar and for changes to the Lodge building from plans submitted as of June 8, 2021. These 125 new spaces may be accommodated with surface parking, parking deck(s) or other means on the subject property, to be determined by the Applicant. The Village of Pinehurst prefers a leveled (above or below ground) parking structure in front of the Lodge versus additional surface parking. Parking improvements shall be completed within 1 year of issuance of a Certificate of Occupancy for the Lodge unless said timeframe is extended by the Village Council pursuant to the terms of the Development Agreement; and**
9. **PRCC to provide a minimum of 100 parking spaces to replace the shuttle, employee, and contractor parking spaces displaced by the USGA project. These parking spaces are to be provided at the "greenhouse" property (PIN # 856217002045) subject to approval by the Village of Pinehurst. Parking spaces shall be constructed prior to July 1, 2022; and**
10. **Pursuant to the November 10, 2020 Incentive Agreement and to address parking demands generated by the construction and operation of the Lodge, PRCC to add parking capacity at the Carolina Hotel property to create a minimum of 86 additional parking spaces as follows:**
    **a) 28 rear lot b) 20 rear pool c) 35 east parking lot d) 3 valet parking**
    **Improvements are subject to compliance with the Village's PDO and ESSM and shall be constructed prior to July 1, 2022; and**
11. **Prior to July 1, 2022, PRCC shall provide the Village of Pinehurst with a plan for providing and managing on-site temporary parking, and internal overflow parking for special events; and**

**WHEREAS,** the Village Council, after considering all of the facts and circumstances surrounding the proposed rezoning, have determined that it is in the best interests of the Village of Pinehurst and the extraterritorial jurisdiction that the Development Ordinance and Zoning Map be amended.

**NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED** by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting assembled on this 22nd day of June 2021, as follows:

**SECTION 1**. The proposed conditional rezoning is consistent with Guiding Principle # 5 of the 2019 Comprehensive Plan stating, "golf and tourism are two of the most important industries in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst's identity as a premiere golf and hospitality destination (page 176, 2019 VOP LRCP).

**SECTION 2**. That the Pinehurst Zoning Map of the Village of Pinehurst and its extraterritorial zoning jurisdiction hereby is amended by rezoning of approximately 2.68 acres and further identified as Moore County PIDS # 00025800; # 87000262; and # 00024972, from RD (Recreation Development District) and OP (Office Professional Development District) to H-CD (Hotel – Conditional District) by the Village of Pinehurst effective June 22, 2021.

**SECTION 3**. The rezoning map as attached hereto as Exhibit A, and made part of hereof, the same as if included verbatim.

**SECTION 4**. The Concept Plan as attached hereto as Exhibit B, and made part of hereof, the same as if included verbatim.

**SECTION 5**. The legal description as attached hereto as Exhibit C, and made part of hereof the same as if included verbatim.

**SECTION 6**. This Ordinance shall be and remain in full force and effect from and after June 22, 2021.

Adopted this 22nd day of June 2021.

(Municipal Seal) VILLAGE OF PINEHURST CORPORATE SEAL NORTH CAROLINA

VILLAGE OF PINEHURST
VILLAGE COUNCIL

By: _____
John C. Strickland, Mayor

Attest:

_____
Kelly Chance, Village Clerk

Approved as to Form:

_____
Michael J. Newman, Village Attorney

Applicant/Owner Agreed to as Conditions:

_____
Richard Higginbotham, Resorts of Pinehurst Inc.

Exhibit A

Ordinance # 21-07




N

W E

S

# Resort Lodge Conditional Rezoning Request

0 225 450 900 1,350 1,800

Feet

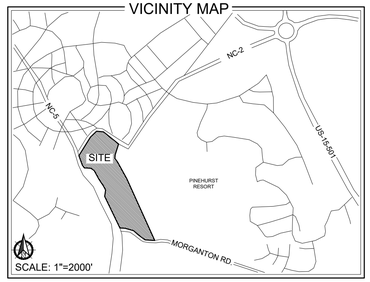
05/2021

Coordinate System: WGS 1984 Web Mercator Auxiliary Sphere

1895 Village of Pinehurst

Exhibit B Ordinance # 21-07

## VICINITY MAP




## ZONING INFORMATION

**EXISTING ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL ACREAGE:** 67.31 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

WESLEY M. SMITH
PARCEL ID: 00022043
PIN: 855212956743
DB: 4819 PG: 190

ORION VENTURE BOA, LLC
PARCEL ID: 00025426
PIN: 855212958627
DB: 4755 PG: 322

AZALEA RD

VILLAGE CHAPEL, INC.
PARCEL ID: 00029674
PIN: 856209053600
DB: 494 PG: 126

CAROLINA VISTA DR.

PALMETTO RD. (HWY 2)

EXISTING PARKING AREA

PARCEL BOUNDARY

VILLAGE OF PINEHURST
PARCEL ID: 00029679
PIN: 855212952593
DB: 498 PG: 609

EXISTING TENNIS COMPLEX

EXISTING TENNIS COURTS

SANDHILLS WOMAN'S EXCHANGE
PARCEL ID: 00026417
PIN: 856209051226
DB: 494 PG: 99

GILBERT PRITCHARD JR.
PARCEL ID: 00023540
PIN: 855212950261
DB: 3185 PG: 68

VILLAGE GREEN RD

CHEROKEE RD.

DION J. ARTHUR
PARCEL ID: 00024527
PIN: 856209054123
DB: 1560 PG: 387

CRAIG ALLEN ELLIS TRUSTEE
PARCEL ID: 00015557
PIN: 855212857072
DB: 4550 PG: 277

EXISTING PARKING AREA

CHRODITOAN, LLC
PARCEL ID: 00026332
PIN: 856213043958
DB: 4471 PG: 479

EXISTING POOL COMPLEX

JEFFREY FLATTERY
PARCEL ID: 00021965
PIN: 855216847839
DB: 4820 PG: 315

GREGORY R. GRIMSHAW
PARCEL ID: 00022283
PIN: 856213042853
DB: 4311 PG: 366

EXISTING PARKING AREA

PARCEL 1
00025800; 8556213032663
DG: 1418 PG: 402

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

PARCEL 1
00025800; 8556213032663
DB: 1418 PG: 402

EXISTING CLUBHOUSE

PINEHURST, INC.
PARCEL ID: 00025799
PIN: 856200147379
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025800
PIN: 856213032663
DB: 1418 PG: 402

PARCEL 3
00024972; 855216944167
DB: 573 PG: 200

PRACTICE RANGE

EXISTING GRAVEL DRIVE/PARKING

PINEHURST RESORTS COMPANY
PARCEL ID: 00024972
PIN: 855216944167
DB: 573 PG: 200

EXISTING PARKING AREA

SEE ENLARGEMENT SHEET L-1.1 & L-2.0

PINEHURST NO. 2 & NO. 4 GOLF COURSES

EXISTING CROQUET LAWNS

PARCEL 2
87000262; 855216937756
DB: 4102 PG: 285

THE CRADLE GOLF COURSE

PARCEL BOUNDARY

EXISTING RAILWAY

BEULAH HILL RD S. - HWY 5

GOLF TERRACE PROPERTY OWNERS ASSOCIATION
PARCEL ID: 00018929
PIN: 855216931371
DB: 361 PG: 42

PINEHURST NO. 3 & NO. 5 GOLF COURSES

PINEHURST, INC.
PARCEL ID: 00025802
PIN: 856200332275
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

EXISTING PARKING AREA

PINEHURST NO. 1 GOLF COURSE

RESORTS OF PINEHURST INC.
PARCEL ID: 00025804
PIN: 855200706712
DB: 2000 PG: 457

MORGANTON RD.

RESORTS OF PINEHURST INC.
PARCEL ID: 00025807
PIN: 856217025353
DB: 529 PG: 409

PRINCE MANOR PROPERTY OWNER'S ASSOCIATION
PARCEL ID: 00025474
PIN: 856217011831
DB: 1703 PG: 69

VILLAGE OF PINEHURST
PARCEL ID: 00029515
PIN: 856100099792
DB: 810 PG: 454

RESORTS OF PINEHURST INC.
PARCEL ID: 00025805
PIN: 856217024102
DB: 529 PG: 409

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

= PROPERTY BOUNDARY
= EXISTING RIGHT-OF-WAY
= EXISTING SANITARY SEWER LINE
= EXISTING MANHOLE
= EXISTING OVERHEAD POWER LINE
= EXISTING UTILITY POLE
= EXISTING WATER LINE
= EXISTING FIRE HYDRANT
= EXISTING STORM DRAIN PIPE
= EXISTING STORM DRAIN
= EXISTING RAILWAY
= EXISTING LIGHT POLE
= EXISTING PINE TREE
= EXISTING HARDWOOD TREE

811 Know what's below. Call before you dig.

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

**THE UTILITIES SHOWN HEREON ARE FOR THE CONTRACTOR'S CONVENIENCE ONLY. THERE MAY BE OTHER UTILITIES NOT DEPICTED ON THESE PLANS. THE LANDSCAPE ARCHITECT AND ENGINEER ASSUMES NO RESPONSIBILITY FOR THE LOCATIONS SHOWN AND IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO VERIFY THE LOCATIONS OF ALL UTILITIES WITHIN THE PROJECT LIMITS. ALL DAMAGE MADE TO THE EXISTING UTILITIES BY THE CONTRACTOR SHALL BE THE SOLE RESPONSIBILITY BY THE CONTRACTOR.**

100' 0' 100' 200' 400'
SCALE: 1" = 200'-0"


KOONTZJONESDesign
LAND PLANNING | LANDSCAPE ARCHITECTURE
150 S PAGE STREET
SOUTHERN PINES, NC 28387
P: (910) 884-8487
W: www.koontzjonesdesign.com


REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
GRAPHIC SCALE: 1" = 200'-0"
PROJECT #: KOO21004

SHEET NUMBER#:
L-1.0

Exhibit B Ordinance # 21-07

## VICINITY MAP




## ZONING INFORMATION

**PROPOSED ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL
H-CD - HOTEL CONDITIONAL DISTRICT

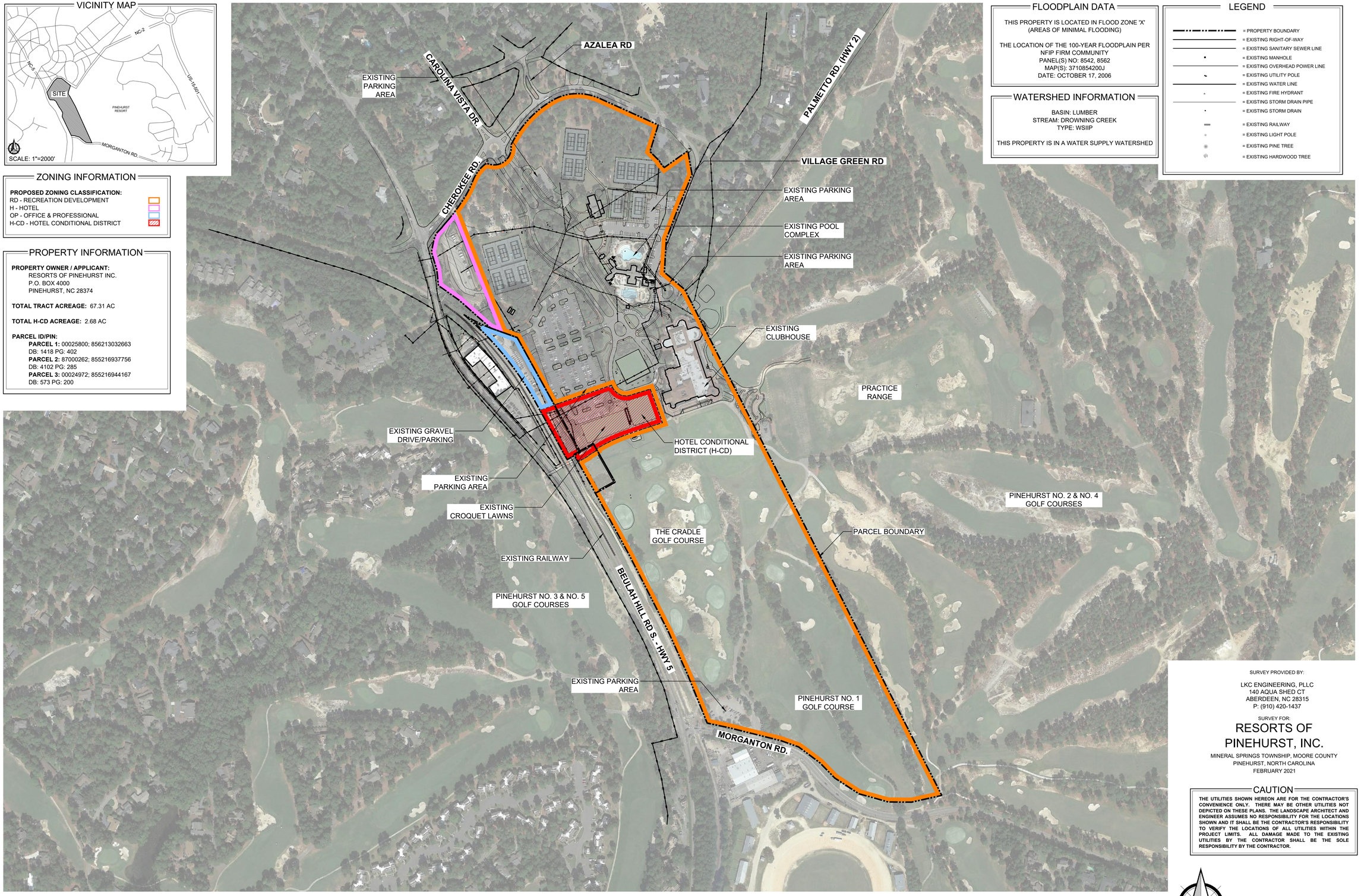
## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** 2.68 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200




## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

= PROPERTY BOUNDARY
= EXISTING RIGHT-OF-WAY
= EXISTING SANITARY SEWER LINE
= EXISTING MANHOLE
= EXISTING OVERHEAD POWER LINE
= EXISTING UTILITY POLE
= EXISTING WATER LINE
= EXISTING FIRE HYDRANT
= EXISTING STORM DRAIN PIPE
= EXISTING STORM DRAIN
= EXISTING RAILWAY
= EXISTING LIGHT POLE
= EXISTING PINE TREE
= EXISTING HARDWOOD TREE


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150 S PAGE STREET
SOUTHERN PINES, NC 28387
P: (910) 884-8487
W: www.koontzjonesdesign.com


REVISIONS:

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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N

100' 0' 100' 200' 400'
SCALE: 1" = 200'-0"

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# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

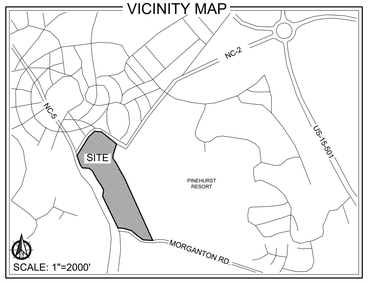
PROPOSED ZONING

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 200'-0"
PROJECT #: KOD21004

SHEET NUMBER#:
L-1.1

Exhibit B Ordinance # 21-07

## VICINITY MAP




SCALE: 1"=2000'

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** 2.68 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = H-CD BOUNDARY
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
- = EXISTING FIRE HYDRANT
- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB

EXISTING PARKING
EXISTING ASPHALT DRIVE
EXISTING BRICK SIDEWALK
EXISTING SPORT LAWN
EXISTING PARKING
CAROLINA VISTA DR. (PRIVATE)
PROPOSED HOTEL ZONING BOUNDARY
EXISTING PARKING
EXISTING BRICK SIDEWALK
PINEHURST CLUBHOUSE
CLUBHOUSE ENTRANCE
EXISTING BRICK PATH
EXISTING CROQUET LAWN
EXISTING CROQUET STRUCTURE
EXISTING PARKING
EXISTING GRAVEL PATH/PARKING
EXISTING RAILWAY
EXISTING RAILWAY
EXISTING CART PATH
EXISTING CROQUET LAWN
EXISTING PUTTING GREEN
PROPOSED HOTEL CONDITIONAL DISTRICT (H-CD) ZONING BOUNDARY
EXISTING GRAVEL PATH/PARKING
EXISTING CART PATH
EXISTING GOLF TEE
EXISTING GOLF STARTER STRUCTURE
EXISTING GOLF TEE
EXISTING DIRT PATH
EXISTING GOLF COURSE
BEULAH HILL RD S.
EXISTING 60' R/W (PUBLIC)

811 Know what's below. Call before you dig!

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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15' 0' 15' 30' 60'
SCALE: 1" = 30'-0"


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REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS (ENLARGEMENT)

DATE: 04-14-2021
DESIGN BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KOD21004

SHEET NUMBER#:
L-1.2

Exhibit B Ordinance # 21-07

## VICINITY MAP




## ZONING INFORMATION

**EXISTING ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL

**PROPOSED ZONING CLASSIFICATION:**
H-CD - HOTEL - CONDITIONAL DISTRICT

**SETBACKS (H-CD):**
FRONT: 40'
INTERIOR SIDE: 20'
STREET YARD SIDE: 30'
REAR: 0'
MAX BUILDING HEIGHT: 50'

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** 2.68 AC
PROPOSED BUILDING SF: ±64,000 SF

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

**IMPERVIOUS SURFACE:** ±675,140 SF
(25.4% ON OVERALL PARCEL
- EXISTING AND PROPOSED)

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

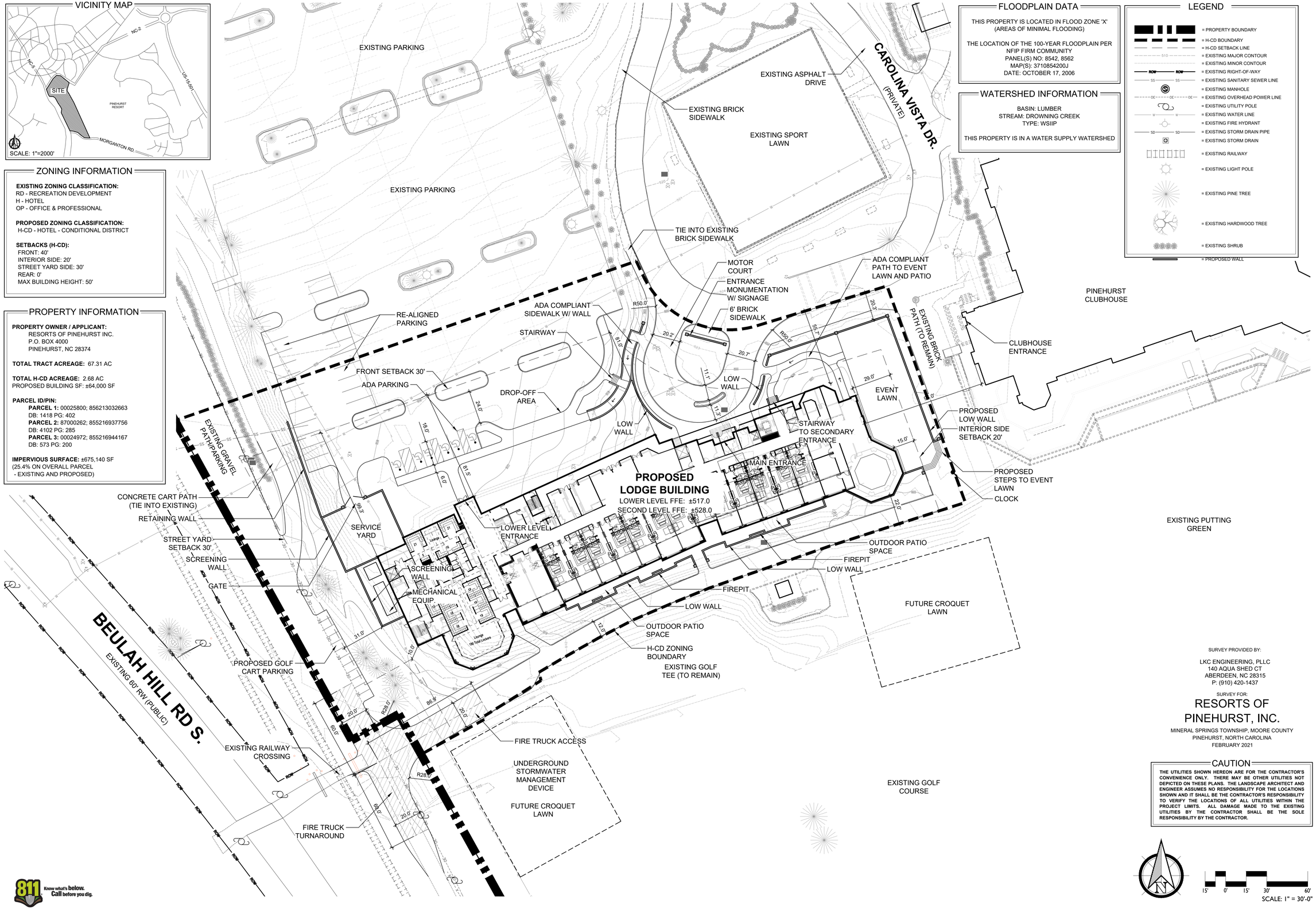
## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = H-CD BOUNDARY
- = H-CD SETBACK LINE
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
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- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB
- = PROPOSED WALL




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SURVEY PROVIDED BY:

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140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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N

15' 0' 15' 30' 60'
SCALE: 1" = 30'-0"


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REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

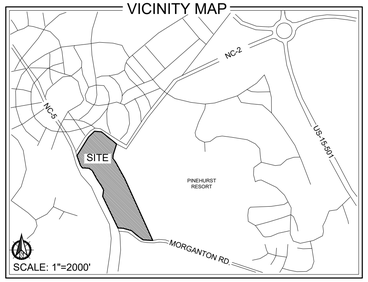
GENERAL CONCEPT PLAN

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.0

Exhibit B Ordinance # 21-07

## VICINITY MAP




## ZONING INFORMATION

**EXISTING ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL

**PROPOSED ZONING CLASSIFICATION:**
H-CD - HOTEL - CONDITIONAL DISTRICT

**SETBACKS (H-CD):**
FRONT: 40'
INTERIOR SIDE: 20'
STREET YARD SIDE: 30'
REAR: 0'
MAX BUILDING HEIGHT: 50'

## PROPERTY INFORMATION

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PINEHURST, NC 28374

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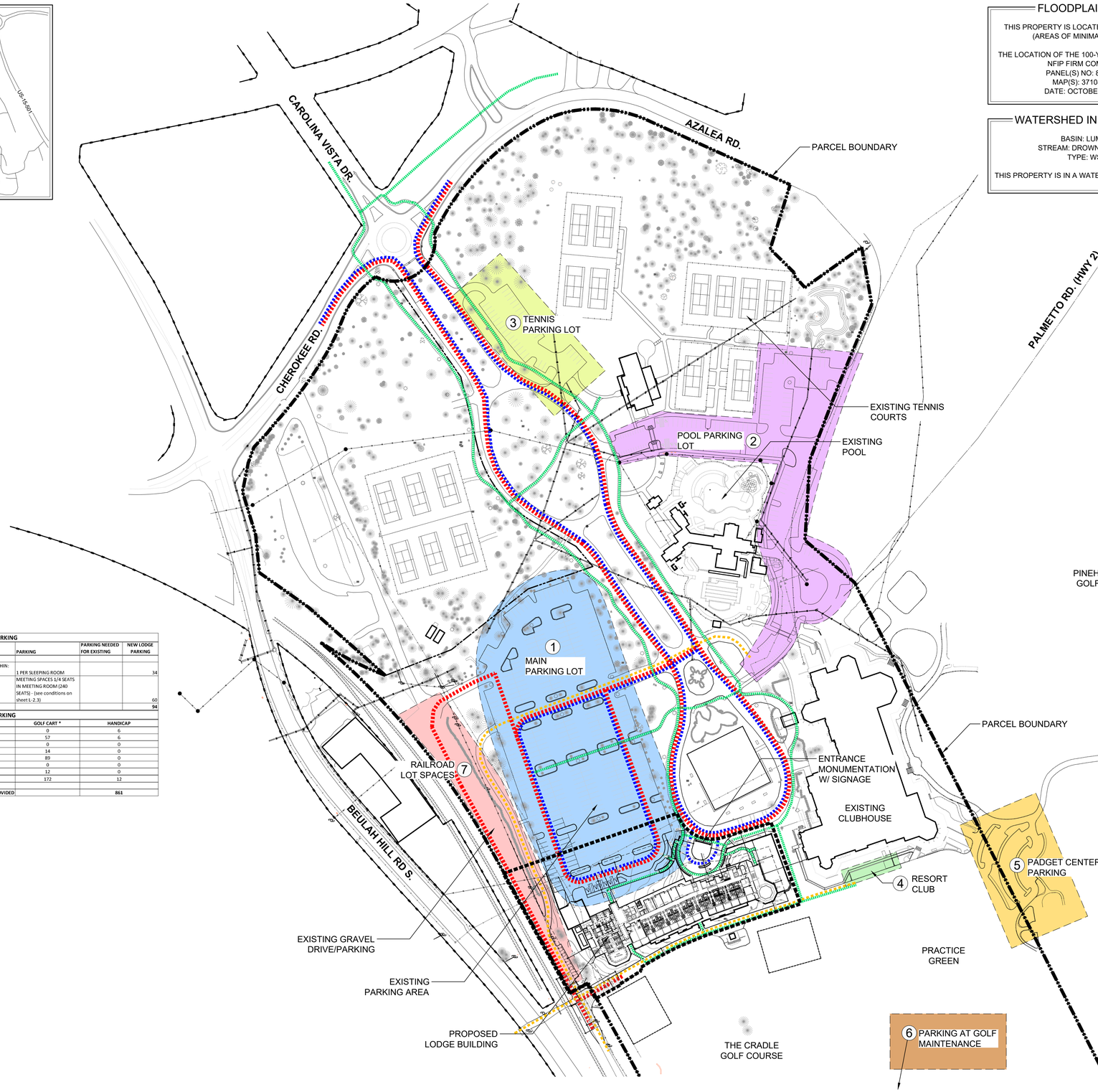
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DB: 573 PG: 200

**IMPERVIOUS SURFACE:** ±675,140 SF
(25.4% ON OVERALL PARCEL
- EXISTING AND PROPOSED)

## PARKING TABULATIONS

| REQUIRED PARKING | | | | |
|---|---|---|---|---|
| USE | NOTES | PARKING | PARKING NEEDED FOR EXISTING | NEW LODGE PARKING |
| NEW USE | | | | |
| HOTEL (NEW LODGE) | ACCESSORY USES ALLOWED WITHIN: MEETING ROOM, BAR, ETC... | 1 PER SLEEPING ROOM | | 34 |
| | | MEETING SPACES 1/4 SEATS IN MEETING ROOM (240 SEATS) - (see conditions on sheet L-2.3) | | 60 |
| TOTAL | | | | 94 |

| EXISTING PARKING | | | | |
|---|---|---|---|---|
| | LOCATION | TOTAL | GOLF CART * | HANDICAP |
| 1. | MAIN PARKING LOT | 364 | 0 | 6 |
| 2. | POOL PARKING LOT | 136 | 57 | 6 |
| 3. | TENNIS PARKING LOT | 38 | 0 | 0 |
| 4. | RESORT CLUB | 0 | 14 | 0 |
| 5. | PADGET CENTER | 0 | 89 | 0 |
| 6. | GOLF MAINTENANCE | 94 | 0 | 0 |
| 7. | RAILROAD LOT SPACES | 45 | 12 | 0 |
| | SUBTOTALS | 677 | 172 | 12 |
| | | | | |
| | EXISTING TOTAL PROVIDED | | | 861 |




## FLOODPLAIN DATA

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(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = H-CD BOUNDARY
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
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- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE

## CIRCULATION LEGEND

- = VEHICULAR CIRCULATION
- = EMERGENCY ACCESS
- = GOLF CART CIRCULATION
- = PEDESTRIAN CIRCULATION

SURVEY PROVIDED BY:

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140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

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50' 0' 50' 100' 200'
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REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

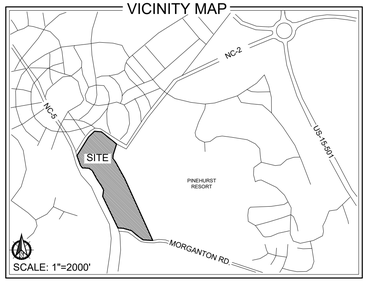
CIRCULATION & PARKING PLAN

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
O.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.1

Exhibit B Ordinance # 21-07

## VICINITY MAP




## ZONING INFORMATION

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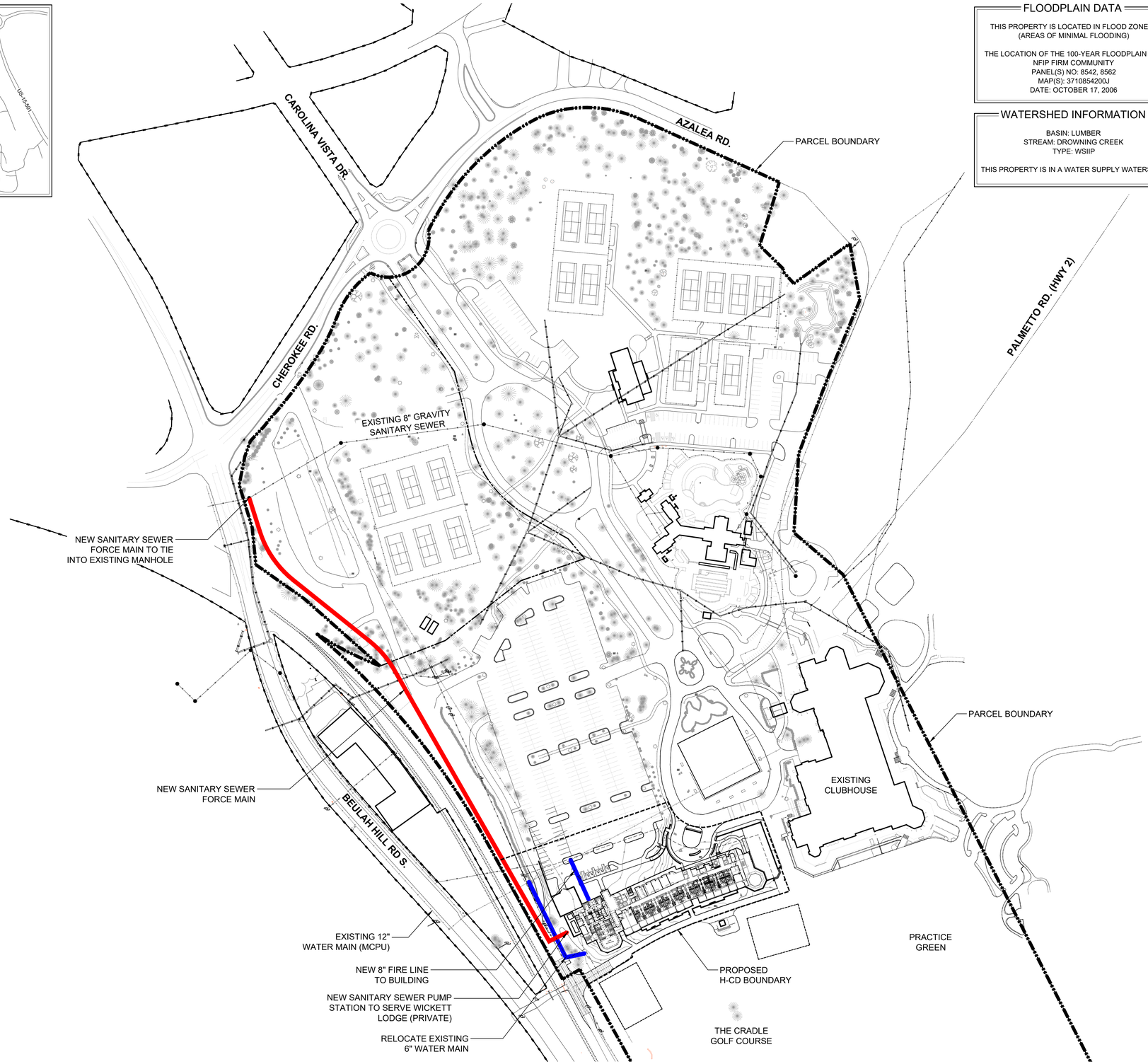
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= EXISTING PINE TREE
= EXISTING HARDWOOD TREE

## UTILITIES LEGEND

= PROPOSED SEWER FORCE MAIN
= PROPOSED WATER LINE

SURVEY PROVIDED BY:

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140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF
PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

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REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

CONCEPTUAL UTILITIES PLAN

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.2

## ZONING INFORMATION

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DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

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STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

**EXISTING CONDITIONS**

CURRENT PRRCC PARKING, AMENITIES AND BUILDINGS ARE LOCATED ON THE PROPERTY. THESE BUILDINGS INCLUDE THE EXISTING GOLF CLUBHOUSE, THE MEMBER'S CLUB, TENNIS CLUBHOUSE AND COURTS, AND THE SWIMMING POOL COMPLEX. PARKING TO SERVE THESE FACILITIES IS ALSO PROVIDED THROUGHOUT THE PROPERTY. RAILROAD TRACKS AND HIGHWAY 5 BORDER THE WESTERN EDGE OF THE PROPERTY. THE NORTH SIDE OF THE PROPERTY IS BORDERED BY CHEROKEE ROAD AND CONNECTS TO THE VILLAGE RESIDENTIAL PROPERTIES AND THE AREA OF MARSHALL PARK. GOLF COURSES AND A DRIVING RANGE BORDER THE EASTERN PORTION OF THE PROPERTY. TO THE SOUTH THE PROPERTY ADJOINS MORGANTON ROAD AT THE PRCC GROUNDS MAINTENANCE FACILITIES AND VILLAGE HORSE BARNS.

SURROUNDING PROPERTIES INCLUDE PROPERTIES ZONED IN SINGLE-FAMILY RESIDENTIAL DISTRICTS (R-10 AND R-20), RESIDENTIAL MULTI-FAMILY (RMF), OFFICE/PROFESSIONAL (OP), RECREATIONAL DEVELOPMENT (RD), AND PUBLIC CONSERVATION (PC).

TOPOGRAPHY ON THE SITE IS GENERALLY ROLLING TO FLAT WITH EXISTING FACILITIES AND GOLF AREAS LOCATED THROUGHOUT. LONGLEAF PINE TREES ARE SCATTERED THROUGHOUT THE PROPERTY. RED COCKADED WOODPECKER HABITAT HAS BEEN IDENTIFIED ON THE PROPERTY AND A WOODPECKER REPORT HAS BEEN INCLUDED WITH THIS APPLICATION.

EXISTING CONDITIONS MAPS SHOWING THE SITES EXISTING FEATURES HAVE BEEN INCLUDED ON SHEETS L-1.0 AN L-1.1.

## CONDITIONS MATRIX

| | TYPE | REQUESTED CONDITION | PDO REQUIREMENT | PDO SECTION NO. |
|---|---|---|---|---|
| 1 | Building Height | Maximum Building Height: 55' | Maximum Building Height: 50' | 9.2 |
| 2 | Setbacks | Front Yard: 40' min.<br>Side Yard: 20' min.<br>Side Street Yard: 20' min.<br>Rear Yard: 0' min. | Hotel (H)<br>Front Yard: 40' min.<br>Side yard: 20' min.<br>Side Street yard: 20' min.<br>Rear Yard: 30' | 9.2 |
| 3 | Signage | Increase in Allowed Signage Size and Amount by 50% | Sign size and type standards for the area are included | 6.2.4(B) allows for an increase in signage up to 50%, 9.7.1 and 9.7.1.4(C) |
| 4 | Parking | Provide additional parking as calculated in parking tabulation on sheet L-2.1 for the Lodge building. See Proposed Parking Conditions below. Defer timing of parking completion due to construction timing and sequencing. See item B. below. | See PDO Section 9.4(a). | 9.4.1.1 and Table 9.4(a) |

A. REQUIRED SNIA TO ALLOW IMPERVIOUS SURFACE EXCEEDING 24% IS REQUESTED. IMPERVIOUS SURFACE FOR ENTIRE PARCEL WILL EXCEED 24% WITH CONSTRUCTION OF THE LODGE AND ASSOCIATED PARKING.

B. PROPOSED PARKING CONDITIONS FOR THE LODGE AT PINEHURST

**1. PARKING AREAS**

a) EXISTING PARKING IS PROVIDED FOR THE CURRENT RESORT CLUB FACILITIES. PARKING ON THE PROPERTY IS SHARED THROUGHOUT THE ENTIRE CAMPUS.

b) PARKING TABULATIONS PER THE PDO FOR THE PROPOSED LODGE HAVE BEEN INCLUDED ON THE GENERAL CONCEPT PLAN ON SHEET L-2.1 RELATED TO REQUIRED, EXISTING, AND PROPOSED PARKING.

c) SECTION 9.4.1.1 OF THE PDO DEFINES THE REQUIRED PARKING FOR INDIVIDUAL FACILITIES. THE NEW LODGE BUILDING REQUIRED PARKING COUNT ASSUMES MEETING SPACE WITHIN THE BUILDING WILL BE PARKED AT THE FULL LEVEL OF REQUIRED PARKING, PER THE PDO, AS IT IS A SINGLE ROOM/USE WITHIN THE LODGE. THE LODGE BAR IS NOT BEING COUNTED AS IT IS AN ACCESSORY USE TO THE LODGE AND WILL ACCOMMODATE GUEST OF THE LODGE ONLY. PARKING DEMAND IS BEING CALCULATED AT THE RATE PRESCRIBED IN THE PARKING ANALYSIS PREPARED BY KIMLEY HORN DATED APRIL 8, 2021, WHICH IS ATTACHED TO THIS APPLICATION. SEVENTY-THREE (73) PARKING SPACES WILL BE PROVIDED AS DEFINED FOR THE NEW LODGE FACILITY.

d) PRCC OPERATES SHUTTLES TO VARIOUS HOTELS AND ACCOMMODATIONS THROUGHOUT THE VILLAGE. SHUTTLES OPERATE THROUGHOUT THE DAY AND EVENING AND REDUCE THE REQUIRED PARKING DEMAND BY SHUTTLING GUESTS BACK AND FORTH TO VARIOUS LOCATIONS. THESE SHUTTLES ARE ALSO UTILIZED TO TRANSPORT EMPLOYEES OF THE RESORT BETWEEN FACILITIES WHICH REDUCES EMPLOYEE PARKING DEMAND. MANY OF THE EMPLOYEES WORKING IN THE LODGE WILL WORK AT OTHER FACILITIES WITHIN THE RESORT AND ARE SHUTTLED BETWEEN LOCATIONS.

e) PRCC WILL PROVIDE FOR THE ADDITIONAL PARKING REQUIRED FOR THE LODGE FACILITY ON THE CAMPUS. THIS PARKING MAY BE ACCOMMODATED WITH SURFACE PARKING, PARKING DECK(S), OR OTHER MEANS ON THE PROPERTY, TO BE DETERMINED. THIS PARKING WILL BE DESIGNED, AND PLANS SUBMITTED TO THE VILLAGE OF PINEHURST WITHIN THREE (3) MONTHS AFTER THE 2024 US OPEN GOLF TOURNAMENT TO BE HELD AT PRCC COURSE #2 FROM JUNE 13-16, 2024. ONCE PLANS ARE APPROVED BY ALL VILLAGE BOARDS AND ADMINISTRATION, PRCC WILL BEGIN IMPLEMENTATION OF THE NEW PARKING AREA(S).

f) PRCC, AS STATED ABOVE, WILL CONSIDER CONSTRUCTION OF A PARKING STRUCTURE ON THE PROPERTY AND/OR ADDITIONAL SURFACE PARKING AREAS, BRINGING PLANS FORWARD TO THE VILLAGE AT THE SPECIFIED DATE. IF EXISTING FACILITIES, REQUIRING PARKING BY THE PDO, WITHIN THE EXISTING CAMPUS ARE REMOVED/RELOCATED FROM THE CAMPUS, THE REQUIRED LODGE PARKING, QUANTIFIED ABOVE, WILL BE REDUCED BY THE AMOUNT DEFINED IN THE PDO FOR THE REMOVED/RELOCATED FACILITIES. THE NEW PARKING AREA TO ACCOMMODATE THE LODGE WILL BE REDUCED FROM NINETY-FOUR (94) SPACES BY THE AMOUNT NO LONGER REQUIRED.

g) PRCC IS COMMITTED TO WORKING IN GOOD FAITH WITH THE VILLAGE TO PROVIDE ADEQUATE PARKING FOR ALL ITS FACILITIES THROUGHOUT THE VILLAGE AND HAS UNDERTAKEN MEASURES IN OTHER LOCATIONS. THIS COMMITMENT IS BEING DEMONSTRATED WITH THE CURRENT EFFORT TO IMPROVE PARKING AT THE CAROLINA HOTEL, WHICH IS UNDER REVIEW BY VILLAGE STAFF.

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REVISIONS:

# LODGE AT PINEHURST
PINEHURST, NORTH CAROLINA

PROJECT DESIGN AND CONDITIONS

DATE: 04-14-2021
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: N/A
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.3

# DISCUSS AND CONSIDER ORDINANCE #22-09
## ADDITIONAL AGENDA DETAILS:

**FROM:**
Darryn Burich and Alex Cameron

**CC:**
Jeff Sanborn

**DATE OF MEMO:**
7/20/2022

**MEMO DETAILS:**
The purpose of this agenda item is to consider Ordinance #22-09 for a Conditional District Zoning Map Amendment for approximately 4.2 acres of Moore County PID# 00025800. The proposal would zone the property H-CD (Hotel – Conditional District) from RD (Recreation Development District) to include this portion within the area amended with Ordinance #21-07. The amendment and associated General Concept Plan would allow for development of a two-level parking structure and approved uses from the previously approved Resort Lodge with Ordinance #21-07 within approximately 6.87 acres of Moore County PID# 00025800.

**ATTACHMENTS:**

| | Description |
|---|---|
| 🗋 | Ordinance #22-09 Lodge Parking Terrace |
| 🗋 | Exhibit A - Proposed Zoning Map |
| 🗋 | Exhibit B - General Concept Plan |

**ORDINANCE #22-09:**

**AN ORDINANCE AMENDING THE OFFICIAL PINEHURST ZONING MAP AND A CONDITION OF ORDINANCE #21-07 AS IT PERTAINS TO THE REZONING OF APPROXIMATELY 4.2 ACRES OF MOORE COUNTY PID # 00025800 TO BE INCLUDED WITH THE AREA REZONED AS PART OF ORDINANCE #21-07 TO CONSIST OF A TOTAL OF 6.87 ACRES OF MOORE COUNTY PID # 00025800.**

**THAT WHEREAS,** the Village Council of the Village of Pinehurst adopted a new Pinehurst Development Ordinance and Map on the 8th day of October, 2014 for the purpose of regulating planning and development in the Village of Pinehurst and the extraterritorial area over which it has jurisdiction; and

**WHEREAS,** said Ordinance and Map may be amended from time to time as circumstances and the best interests of the community have required; and

**WHEREAS,** a public hearing was held at 4:30 p.m. on July 26, 2021 in the Assembly Hall of the Pinehurst Village Hall, Pinehurst, North Carolina after due notice in the Pilot, a newspaper in Southern Pines, North Carolina, with general circulation in the Village of Pinehurst, and its extraterritorial jurisdiction, for the purpose of considering rezoning of approximately 4.2 acres further identified as Moore County PID # 00025800, from RD (Recreation Development District) to H-CD (Hotel – Conditional District) and amend Ordinance #21-07, at which time all interested citizens, residents and property owners in the Village of Pinehurst and its extraterritorial jurisdiction were provided an opportunity to comment on the proposed rezoning and General Concept Plan; and

**WHEREAS,** on June 22, 2021 the Village Council of the Village of Pinehurst approved the zoning map amendment and General Concept Plan with Ordinance #21-07.

**WHEREAS,** the proposed use of the property is a development of a parking structure and uses allowed at the same or lesser intensity with Ordinance #21-07.

**WHEREAS**, the Planning and Zoning Board has recommended the zoning map be amended and the General Concept Plan be approved; and

**WHEREAS,** the applicant has agreed upon the following condition:

1. **Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic Preservation Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5.**

DRAFT

**WHEREAS,** the Village Council, after considering all of the facts and circumstances surrounding the proposed rezoning, have determined that it is in the best interests of the Village of Pinehurst and the extraterritorial jurisdiction that the Development Ordinance and Zoning Map be amended.

**NOW, THEREFORE, BE IT ORDAINED AND ESTABLISHED** by the Village Council of the Village of Pinehurst, North Carolina in a regular meeting assembled on this 26th day of July, 2022 as follows:

**SECTION 1**. The proposed conditional rezoning is consistent with Guiding Principle # 5 of the 2019 Comprehensive Plan stating that "golf and tourism are two of the most important industry in Pinehurst in terms of employment, land use and reputation. It is important to support the Resort and other businesses that cater to these industries in order to maintain Pinehurst's identity as a premiere golf and hospitality destination (page 176, 2019 VOP LRCP).

**SECTION 2**. That the Pinehurst Zoning Map of the Village of Pinehurst and its extraterritorial zoning jurisdiction hereby is amended by rezoning of approximately 4.2 acres of Moore County PID # 00025800, from RD (Recreation Development District) to H-CD (Hotel – Conditional District) by the Village of Pinehurst effective July 26, 2022.

**SECTION 3**. The rezoning map as attached hereto as Exhibit A, and made part of hereof, the same as if included verbatim.

**SECTION 4**. The Concept Plan as attached hereto as Exhibit B, and made part of hereof, the same as if included verbatim.

**SECTION 5**. This Ordinance shall be and remain in full force and effect from and after July 26, 2022.

Adopted this 26th day of July, 2022.

VILLAGE OF PINEHURST
VILLAGE COUNCIL

(Municipal Seal)

By: _____
John C. Strickland, Mayor

Attest:

_____
Kelly Chance, Village Clerk

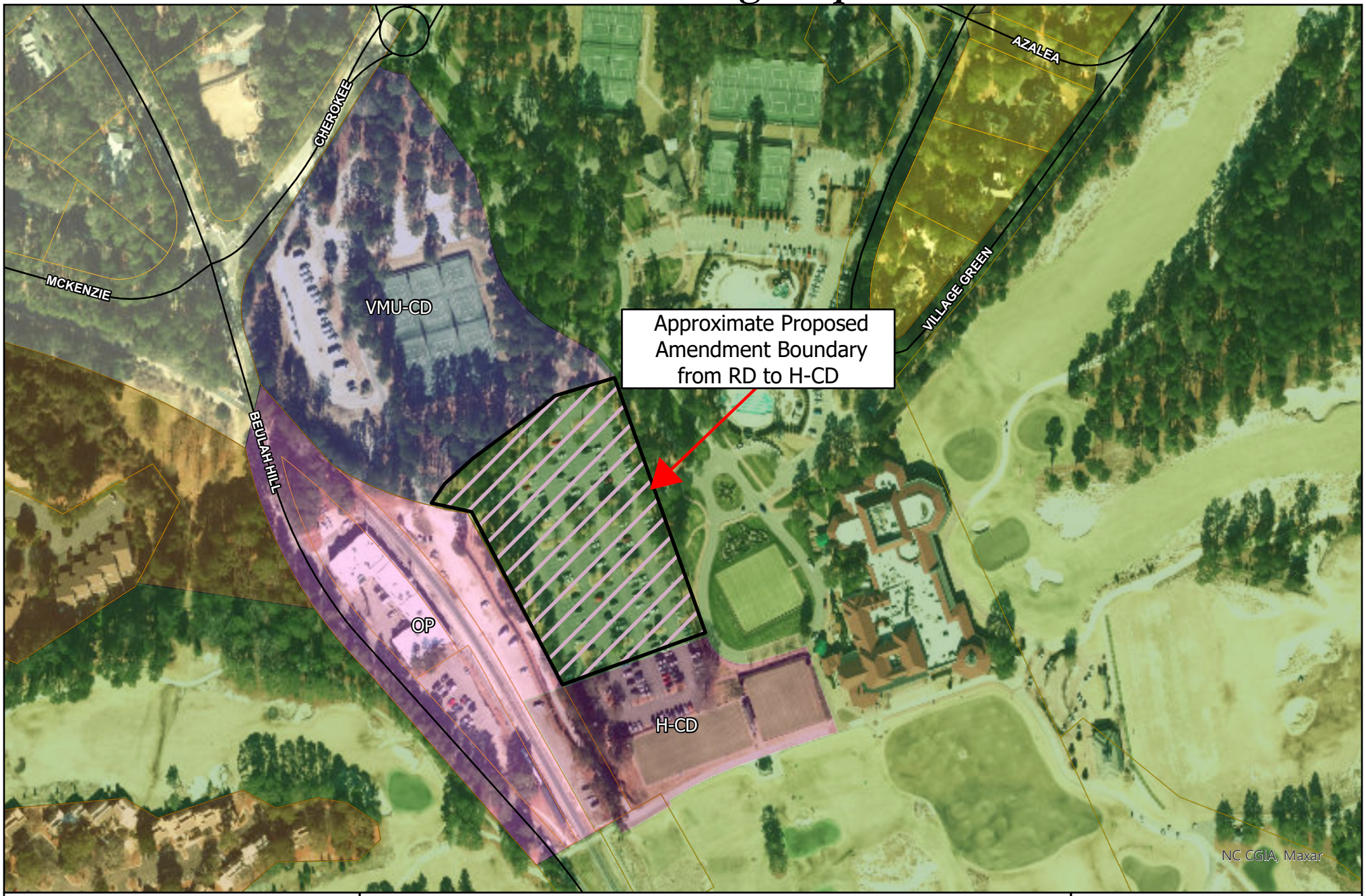
Approved as to Form:

_____
Michael J. Newman, Village Attorney

DRAFT

# Aerial Zoning Map

EXHIBIT A ORDINANCE #22-09




0 355 710 Feet

Village of Pinehurst Disclaimer: It is understood that the data contained herein is subject to constant change and that its accuracy cannot be guaranteed.
The maps have been created from information provided by various government and private sources at various levels of accuracy.
The data is provided to you "as is" with no warranty, representation or guaranty as to the content, sequence, accuracy, timeliness or completeness of any of the information provided herein.
It is the responsibility of the user of the data to be aware of the data's limitations and to utilize the data in an appropriate manner.
Any resale of this data is strictly prohibited in accordance with North Carolina General Statutes 132-10.
Grid is based on North Carolina State Plane Coordinate System NAD83 (feet).

7/1/2022

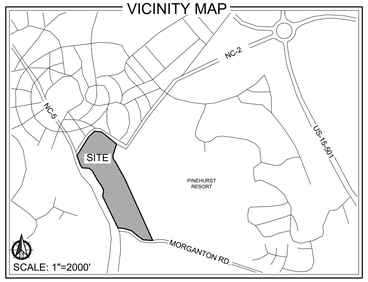
## July 26, 2022
## Village Council
## Conditional Zoning Map Amendment
## Resort Lodge Parking Terrace

1895 Village of PINEHURST

N W E S

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP




## ZONING INFORMATION

**PROPOSED ZONING CLASSIFICATION:**

- RD - RECREATION DEVELOPMENT
- H - HOTEL
- OP - OFFICE & PROFESSIONAL
- VMU-CD - VILLAGE MIXED USE CONDITIONAL DISTRICT
- H-CD - HOTEL CONDITIONAL DISTRICT

## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL ACREAGE:** 67.31 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

WESLEY M. SMITH
PARCEL ID: 00022043
PIN: 855212956743
DB: 4819 PG: 190

ORION VENTURE BOA, LLC
PARCEL ID: 00025426
PIN: 855212958627
DB: 4755 PG: 322

AZALEA RD

VILLAGE CHAPEL, INC.
PARCEL ID: 00029674
PIN: 856209053600
DB: 494 PG: 126

CAROLINA VISTA DR.

EXISTING PARKING AREA

VILLAGE OF PINEHURST
PARCEL ID: 00029679
PIN: 855212952593
DB: 498 PG: 609

PARCEL BOUNDARY

EXISTING TENNIS COMPLEX

EXISTING TENNIS COURTS

PALMETTO RD. (HWY 2)

SANDHILLS WOMAN'S EXCHANGE
PARCEL ID: 00026417
PIN: 856209051226
DB: 494 PG: 99

GILBERT PRITCHARD JR.
PARCEL ID: 00023540
PIN: 855212950261
DB: 3185 PG: 68

CHEROKEE RD.

VILLAGE GREEN RD

DION J. ARTHUR
PARCEL ID: 00024527
PIN: 856209054123
DB: 1560 PG: 387

CRAIG ALLEN ELLIS TRUSTEE
PARCEL ID: 00015557
PIN: 855212857072
DB: 4550 PG: 277

EXISTING PARKING AREA

CHRODITOAN, LLC
PARCEL ID: 00026332
PIN: 856213043958
DB: 4471 PG: 479

JEFFREY FLATTERY
PARCEL ID: 00021965
PIN: 855216847839
DB: 4820 PG: 315

EXISTING POOL COMPLEX

GREGORY R. GRIMSHAW
PARCEL ID: 00022283
PIN: 856213042853
DB: 4311 PG: 366

EXISTING PARKING AREA

PARCEL 1
00025800; 8556213032663
DG: 1418 PG: 402

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

PARCEL 1
00025800; 8556213032663
DB: 1418 PG: 402

EXISTING CLUBHOUSE

PINEHURST, INC.
PARCEL ID: 00025799
PIN: 856200147379
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025800
PIN: 856213032663
DB: 1418 PG: 402

PARCEL 3
00024972; 855216944167
DB: 573 PG: 200

PRACTICE RANGE

EXISTING GRAVEL DRIVE/PARKING

PINEHURST RESORTS COMPANY
PARCEL ID: 00024972
PIN: 855216944167
DB: 573 PG: 200

SEE ENLARGEMENT SHEET L-1.1 & L-2.0

EXISTING PARKING AREA

PINEHURST NO. 2 & NO. 4 GOLF COURSES

EXISTING CROQUET LAWNS

PARCEL 2
87000262; 855216937756
DB: 4102 PG: 285

THE CRADLE GOLF COURSE

PARCEL BOUNDARY

EXISTING RAILWAY

BEULAH HILL RD S. - HWY 5

GOLF TERRACE PROPERTY OWNERS ASSOCIATION
PARCEL ID: 00018929
PIN: 855216931371
DB: 361 PG: 42

PINEHURST NO. 3 & NO. 5 GOLF COURSES

PINEHURST, INC.
PARCEL ID: 00025802
PIN: 856200332275
DB: 2000 PG: 457

RESORTS OF PINEHURST INC.
PARCEL ID: 00025803
PIN: 855200727702
DB: 529 PG: 409

EXISTING PARKING AREA

RESORTS OF PINEHURST INC.
PARCEL ID: 00025804
PIN: 855200706712
DB: 2000 PG: 457

PINEHURST NO. 1 GOLF COURSE

MORGANTON RD.

RESORTS OF PINEHURST INC.
PARCEL ID: 00025807
PIN: 856217025353
DB: 529 PG: 409

PRINCE MANOR PROPERTY OWNER'S ASSOCIATION
PARCEL ID: 00025474
PIN: 856217011831
DB: 1703 PG: 69

VILLAGE OF PINEHURST
PARCEL ID: 00029515
PIN: 856100099792
DB: 810 PG: 454

RESORTS OF PINEHURST INC.
PARCEL ID: 00025805
PIN: 856217204102
DB: 529 PG: 409

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- ROW = EXISTING RIGHT-OF-WAY
- SS = EXISTING SANITARY SEWER LINE
- OE = EXISTING OVERHEAD POWER LINE
- W = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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100' 0' 100' 200' 400'
SCALE: 1" = 200'-0"

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SOUTHERN PINES, NC 28387
P: (910) 684-8487
W: www.koontzjonesdesign.com


REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 200'-0"
PROJECT #: KJO21004

SHEET NUMBER#:
L-1.0

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP




## ZONING INFORMATION

**PROPOSED ZONING CLASSIFICATION:**

RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL
VMU-CD - VILLAGE MIXED USE CONDITIONAL DISTRICT
H-CD - HOTEL CONDITIONAL DISTRICT

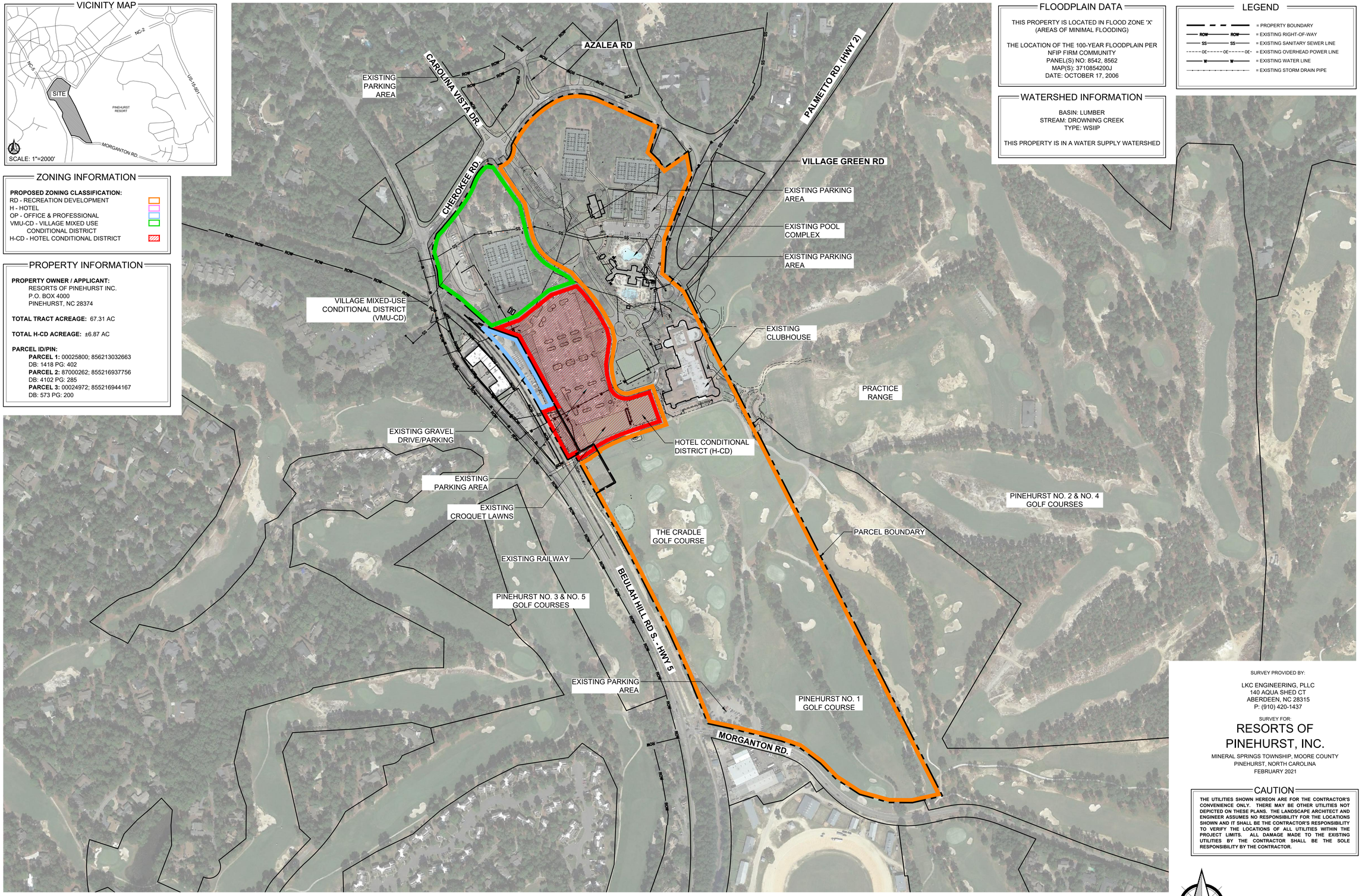
## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200




## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

= PROPERTY BOUNDARY
= EXISTING RIGHT-OF-WAY
= EXISTING SANITARY SEWER LINE
= EXISTING OVERHEAD POWER LINE
= EXISTING WATER LINE
= EXISTING STORM DRAIN PIPE

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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100' 0' 100' 200' 400'
SCALE: 1" = 200'-0"


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REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

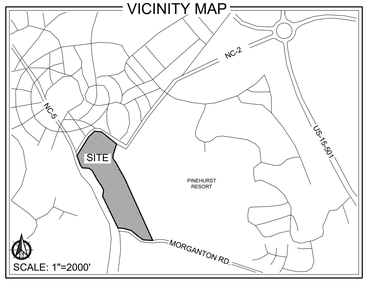
PROPOSED ZONING

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 200'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-1.1

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP




## PROPERTY INFORMATION

**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = H-CD BOUNDARY
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
- = EXISTING FIRE HYDRANT
- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB

EXISTING PARKING
EXISTING DRIVE AISLE
EXISTING PARKING
EXISTING PARKING
EXISTING PARKING
EXISTING ASPHALT DRIVE
PROPOSED HOTEL ZONING BOUNDARY
PROPOSED HOTEL CONDITIONAL DISTRICT (H-CD) ZONING BOUNDARY
EXISTING BRICK SIDEWALK
EXISTING SPORT LAWN
EXISTING GRAVEL PATH/PARKING
EXISTING RAILWAY
EXISTING RAILWAY
EXISTING GRAVEL PATH/PARKING
EXISTING CART PATH
EXISTING BRICK SIDEWALK
CAROLINA VISTA DR.
(PRIVATE)
PINEHURST CLUBHOUSE
EXISTING CROQUET LAWN
EXISTING CROQUET LAWN
EXISTING CROQUET STRUCTURE
EXISTING BRICK PATH
CLUBHOUSE ENTRANCE
EXISTING CART PATH
EXISTING GOLF TEE
EXISTING GOLF TEE
EXISTING GOLF STARTER STRUCTURE
EXISTING PUTTING GREEN
EXISTING DIRT PATH
BEULAH HILL RD S.
EXISTING 60' R/W (PUBLIC)

SURVEY PROVIDED BY:
LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:
RESORTS OF PINEHURST, INC.
MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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15' 0' 15' 30' 60'
SCALE: 1" = 30'-0"


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SOUTHERN PINES, NC 28387
P: (910) 684-8487
W: www.koontzjonesdesign.com


REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

EXISTING CONDITIONS (ENLARGEMENT)

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-1.2

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP




## ZONING INFORMATION

**EXISTING ZONING CLASSIFICATION:**
RD - RECREATION DEVELOPMENT
H - HOTEL
OP - OFFICE & PROFESSIONAL
H-CD - HOTEL - CONDITIONAL DISTRICT

**SETBACKS (EXISTING AND PROPOSED H-CD):**
FRONT: 40'
INTERIOR SIDE: 20'
STREET YARD SIDE: 30'
REAR: 0'
MAX BUILDING HEIGHT: 55'

## PROPERTY INFORMATION

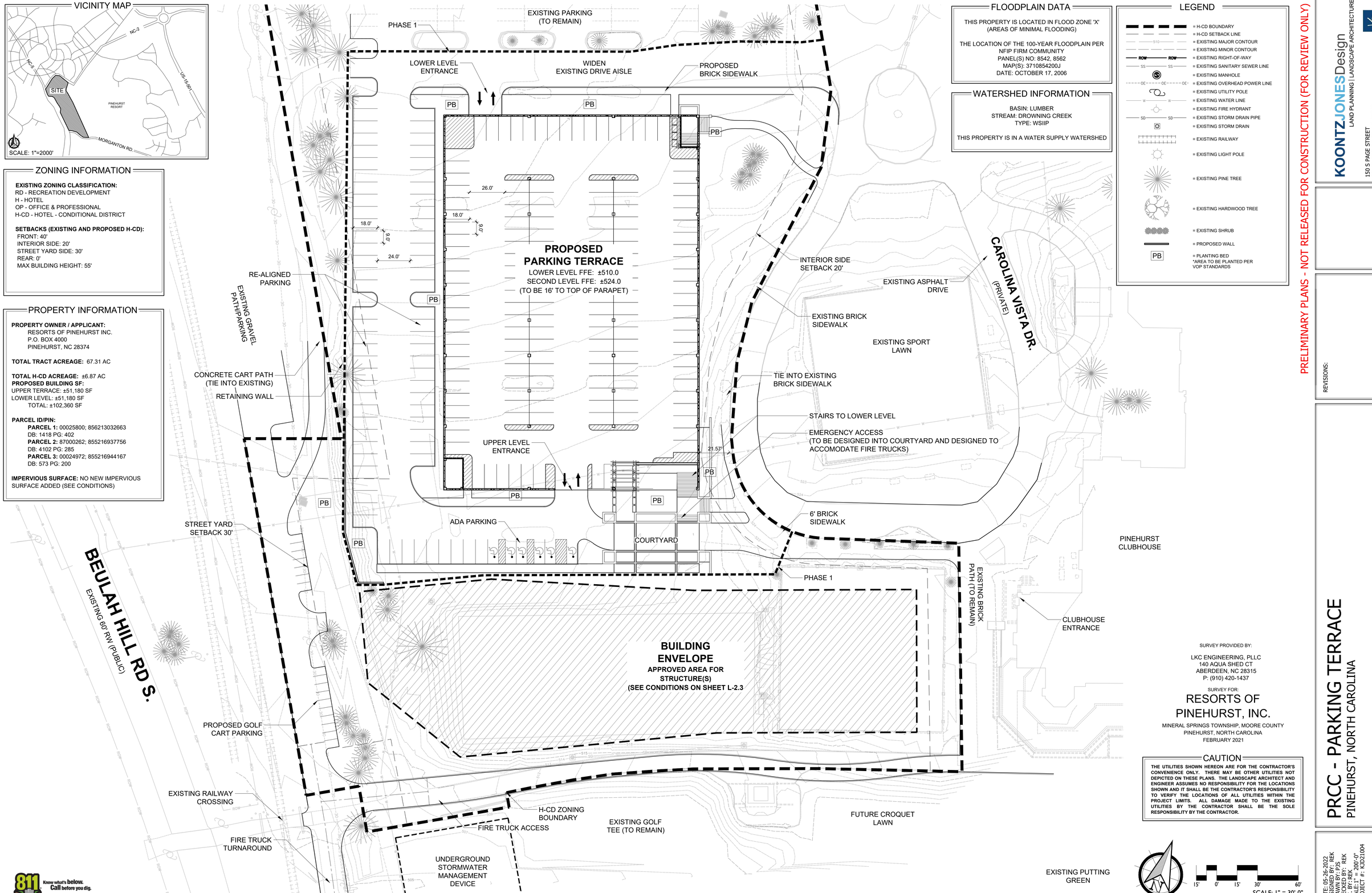
**PROPERTY OWNER / APPLICANT:**
RESORTS OF PINEHURST INC.
P.O. BOX 4000
PINEHURST, NC 28374

**TOTAL TRACT ACREAGE:** 67.31 AC

**TOTAL H-CD ACREAGE:** ±6.87 AC
**PROPOSED BUILDING SF:**
UPPER TERRACE: ±51,180 SF
LOWER LEVEL: ±51,180 SF
TOTAL: ±102,360 SF

**PARCEL ID/PIN:**
**PARCEL 1:** 00025800; 856213032663
DB: 1418 PG: 402
**PARCEL 2:** 87000262; 855216937756
DB: 4102 PG: 285
**PARCEL 3:** 00024972; 855216944167
DB: 573 PG: 200

**IMPERVIOUS SURFACE:** NO NEW IMPERVIOUS SURFACE ADDED (SEE CONDITIONS)




## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = H-CD BOUNDARY
- = H-CD SETBACK LINE
- = EXISTING MAJOR CONTOUR
- = EXISTING MINOR CONTOUR
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING MANHOLE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING UTILITY POLE
- = EXISTING WATER LINE
- = EXISTING FIRE HYDRANT
- = EXISTING STORM DRAIN PIPE
- = EXISTING STORM DRAIN
- = EXISTING RAILWAY
- = EXISTING LIGHT POLE
- = EXISTING PINE TREE
- = EXISTING HARDWOOD TREE
- = EXISTING SHRUB
- = PROPOSED WALL
- PB = PLANTING BED *AREA TO BE PLANTED PER VOP STANDARDS

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

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SCALE: 1" = 30'-0"

PRELIMINARY PLANS - NOT RELEASED FOR CONSTRUCTION (FOR REVIEW ONLY)


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REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

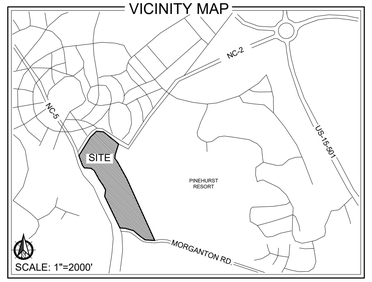
GENERAL CONCEPT PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 30'-0"
PROJECT #: KDZ21004

SHEET NUMBER#:
L-2.0

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP

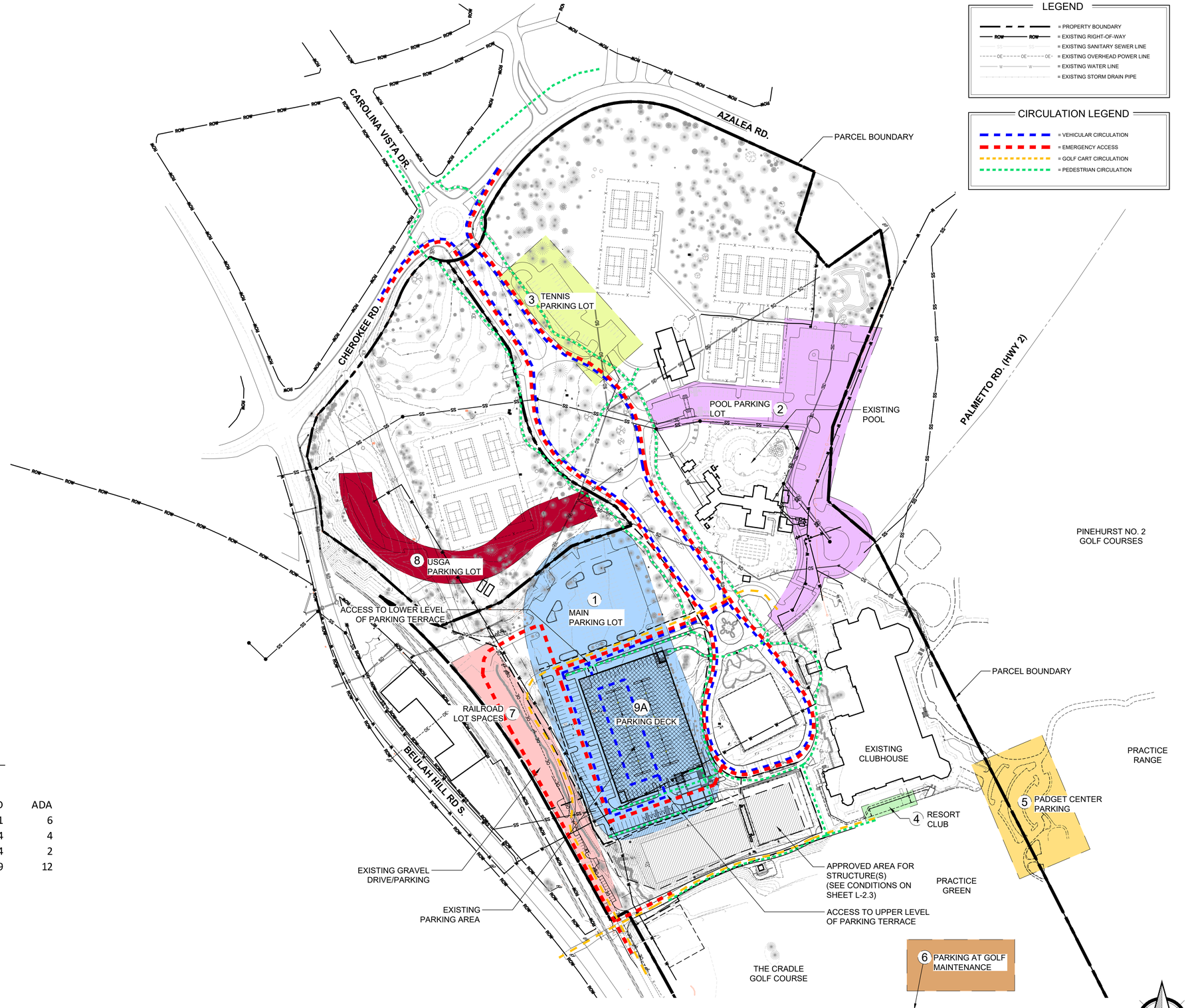



## LEGEND

- = PROPERTY BOUNDARY
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

## CIRCULATION LEGEND

- = VEHICULAR CIRCULATION
- = EMERGENCY ACCESS
- = GOLF CART CIRCULATION
- = PEDESTRIAN CIRCULATION




## PARKING TERRACE CALCULATIONS

| | |
|---|---|
| Exsiting Surface Parking | 381 spaces |
| Surface Parking Removed | -258 spaces |
| | 123 spaces remaining |

| | TOTAL | STD | ADA |
|---|---|---|---|
| Site Parking Added Back | 77 | 71 | 6 |
| Upper Level Terrace | 148 | 144 | 4 |
| Lower Level Terrace | 156 | 154 | 2 |
| | 381 | 369 | 12 |
| Total Parking: Site & Terrace | 504 | | |
| **Net Gain in Parking** | **123** | | |
| Accessible Required (Total) | 11 | | |
| Van | 2 | | |

811 Know what's below. Call before you dig.


KOONTZJONESDesign
LAND PLANNING | LANDSCAPE ARCHITECTURE
150 S PAGE STREET
SOUTHERN PINES, NC 28387
P: (910) 684-8487
W: www.koontzjonesdesign.com


REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

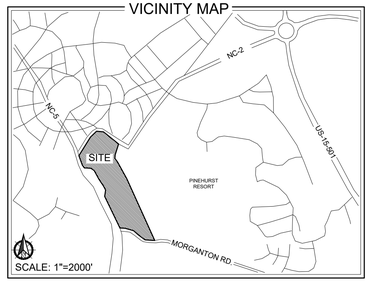
CIRCULATION & PARKING PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.1

EXHIBIT B ORDINANCE #22-09

## VICINITY MAP




SCALE: 1"=2000'




## FLOODPLAIN DATA

THIS PROPERTY IS LOCATED IN FLOOD ZONE 'X'
(AREAS OF MINIMAL FLOODING)

THE LOCATION OF THE 100-YEAR FLOODPLAIN PER
NFIP FIRM COMMUNITY
PANEL(S) NO: 8542, 8562
MAP(S): 3710854200J
DATE: OCTOBER 17, 2006

## WATERSHED INFORMATION

BASIN: LUMBER
STREAM: DROWNING CREEK
TYPE: WSIIP

THIS PROPERTY IS IN A WATER SUPPLY WATERSHED

## LEGEND

- = PROPERTY BOUNDARY
- = EXISTING RIGHT-OF-WAY
- = EXISTING SANITARY SEWER LINE
- = EXISTING OVERHEAD POWER LINE
- = EXISTING WATER LINE
- = EXISTING STORM DRAIN PIPE

## UTILITIES LEGEND

- = PROPOSED SEWER FORCE MAIN
- = PROPOSED WATER LINE

*FIRE HYDRANTS WILL BE INSTALLED PER VILLAGE OF PINEHURST STANDARDS FOR FIRE PROTECTION


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REVISIONS:

SURVEY PROVIDED BY:

LKC ENGINEERING, PLLC
140 AQUA SHED CT
ABERDEEN, NC 28315
P: (910) 420-1437

SURVEY FOR:

RESORTS OF PINEHURST, INC.

MINERAL SPRINGS TOWNSHIP, MOORE COUNTY
PINEHURST, NORTH CAROLINA
FEBRUARY 2021

## CAUTION

**THE UTILITIES SHOWN HEREON ARE FOR THE CONTRACTOR'S CONVENIENCE ONLY. THERE MAY BE OTHER UTILITIES NOT DEPICTED ON THESE PLANS. THE LANDSCAPE ARCHITECT AND ENGINEER ASSUMES NO RESPONSIBILITY FOR THE LOCATIONS SHOWN AND IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO VERIFY THE LOCATIONS OF ALL UTILITIES WITHIN THE PROJECT LIMITS. ALL DAMAGE MADE TO THE EXISTING UTILITIES BY THE CONTRACTOR SHALL BE THE SOLE RESPONSIBILITY BY THE CONTRACTOR.**

SCALE: 1" = 100'-0"

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

CONCEPTUAL UTILITIES PLAN

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
CALE: 1" = 100'-0"
PROJECT #: KJ021004

SHEET NUMBER#:
L-2.2

811 Know what's below. Call before you dig.

EXHIBIT B ORDINANCE #22-09

## EXISTING CONDITIONS

CURRENT PRRCC PARKING, AMENITIES AND BUILDINGS ARE LOCATED ON THE PROPERTY. THESE BUILDINGS INCLUDE THE EXISTING GOLF CLUBHOUSE, THE MEMBER'S CLUB, TENNIS CLUBHOUSE AND COURTS, AND THE SWIMMING POOL COMPLEX. PARKING TO SERVE THESE FACILITIES IS ALSO PROVIDED THROUGHOUT THE PROPERTY. RAILROAD TRACKS AND HIGHWAY 5 BORDER THE WESTERN EDGE OF THE PROPERTY. THE NORTH SIDE OF THE PROPERTY IS BORDERED BY CHEROKEE ROAD AND CONNECTS TO THE VILLAGE RESIDENTIAL PROPERTIES AND THE AREA OF MARSHALL PARK. GOLF COURSES AND A DRIVING RANGE BORDER THE EASTERN PORTION OF THE PROPERTY. TO THE SOUTH THE PROPERTY ADJOINS MORGANTON ROAD AT THE PRCC GROUNDS MAINTENANCE FACILITIES AND VILLAGE HORSE BARNS.

SURROUNDING PROPERTIES INCLUDE PROPERTIES ZONED IN SINGLE-FAMILY RESIDENTIAL DISTRICTS (R-10 AND R-20), RESIDENTIAL MULTI-FAMILY (RMF), OFFICE/PROFESSIONAL (OP), RECREATIONAL DEVELOPMENT (RD), AND PUBLIC CONSERVATION (PC).

TOPOGRAPHY ON THE SITE IS GENERALLY ROLLING TO FLAT WITH EXISTING FACILITIES AND GOLF AREAS LOCATED THROUGHOUT. LONGLEAF PINE TREES ARE SCATTERED THROUGHOUT THE PROPERTY. RED COCKADED WOODPECKER HABITAT HAS BEEN IDENTIFIED ON THE PROPERTY AND A WOODPECKER REPORT HAS BEEN INCLUDED WITH THIS APPLICATION.

EXISTING CONDITIONS MAPS SHOWING THE SITES EXISTING FEATURES HAVE BEEN INCLUDED ON SHEETS L-1.0 AN L-1.1.

| Approved Conditions | Condition Type |
|---|---|
| 1. | Maximum building height of 55 feet, for a maximum length of 50 feet of roof ridge from east elevation. |
| 2. | Front yard setback of 40 (forty) foot minimum; east side yard setback of 20 (twenty) foot minimum; west side yard setback of 30 (thirty) foot minimum; rear yard setback of 0 (zero) foot minimum. |
| 3. | Increase in allowed signage and size and amount by 50% of the north and east side of the building only |
| 4. | The Player Dining / Flex Space is removed from the plans as reviewed and approved by the Pinehurst Historic Preservation Commission and Planning & Zoning Board. |
| 5. | All stormwater management will be designed to accommodate 25-year storm events. |
| 6. | Efforts will be made to preserve the two specimen trees on either side of the proposed emergency fire access along the west property line. |
| 7. | PRCC and Village of Pinehurst will enter into a development agreement to provide the required parking spaces per conditions 8, 9, & 10. A Letter of Intent (LOI) defining the general terms of the development agreement will be required to be approved by the Village Council prior to issuance of building and development permits for the Lodge, with the final Development Agreement to be approved by the Village one year after issuance of the building permit. |
| 8. | PRCC shall provide 125 additional standard size parking spaces on the PRCC main campus. This number shall be adjusted for seating for a main lobby bar and for changes to the Lodge building from plans submitted as of June 8, 2021. These 125 new spaces may be accommodated with surface parking, parking deck(s) or other means on the subject property, to be determined by the Applicant. The Village of Pinehurst prefers a leveled (above or below ground) parking structure in front of the Lodge versus additional surface parking. Parking improvements shall be completed within 1 year of issuance of a Certificate of Occupancy for the Lodge unless said timeframe is extended by the Village Council pursuant to the terms of the Development Agreement. |
| 9. | PRCC to provide a minimum of 100 parking spaces to replace the shuttle, employee, and contractor parking spaces displaced by the USGA project. These parking spaces are to be provided at the "greenhouse" property (PIN # 856217002045) subject to approval by the Village of Pinehurst. Parking spaces shall be constructed prior to July 1, 2022. |
| 10. | Pursuant to the November 10, 2020, Incentive Agreement and to address parking demands generated by the construction and operation of the Lodge, PRCC to add parking capacity at the Carolina Hotel property to create a minimum of 86 additional parking spaces as follows:<br>a) 28 rear lot<br>b) b) 20 rear pool<br>c) c) 35 east parking lot<br>d) d) 3 valet parking<br>Improvements are subject to compliance with the Village's PDO and ESSM and shall be constructed prior to July 1, 2022. |
| 11. | Prior to July 1, 2022, PRCC shall provide the Village of Pinehurst with a plan for providing and managing on-site temporary parking, and internal overflow parking for special events. |
| | |
| **Proposed Condition** | |
| **12.** | **Previously approved uses and conditions will be maintained within the general building envelope. Design standards will be maintained for the structure(s) within the building envelope indicated. Any modification to the structure(s) will be required to obtain a Certificate of Appropriateness from the Village of Pinehurst Historic District Commission. Modifications to the overall open space may not be reduced by more than fifteen (15%). Impervious surface may not be increased by more than fifteen (15%). Any increase in impervious surface will be managed per Condition number 5.** |
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A. SNIA TO ALLOW IMPERVIOUS SURFACE EXCEEDING 24% IS APPROVED. IMPERVIOUS SURFACE FOR ENTIRE PARCEL WILL EXCEED 24% WITH EXISTING CONSTRUCTION, CONSTRUCTION OF THE LODGE, ASSOCIATED PARKING, AND PARKING TERRACE

811 Know what's below. Call before you dig.

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REVISIONS:

# PRCC - PARKING TERRACE
PINEHURST, NORTH CAROLINA

PROJECT DESIGN AND CONDITIONS

DATE: 05-26-2022
DESIGNED BY: REK
DRAWN BY: PJS
CHECKED BY: REK
Q.C. BY: REK
SCALE: 1" = 100'-0"
PROJECT #: KJD21004

SHEET NUMBER#:
L-2.3

# PUBLIC HEARING NO. 2 - CONSIDER A PROPOSED CHANGE TO THE USGA ECONOMIC DEVELOPMENT INCENTIVE AGREEMENT

## ADDITIONAL AGENDA DETAILS:

**FROM:**
Shannon Konstantinou

**CC:**
Jeff Sanborn

**DATE OF MEMO:**
7/20/2022

**MEMO DETAILS:**
Please, see attached items relating to this Public Hearing.

**ATTACHMENTS:**

| | Description |
|---|---|
| 🗋 | Village Incentive Agreement |
| 🗋 | Redline - Village Incentive Agreement |

**UNITED STATES GOLF ASSOCIATION**

**and**

**VILLAGE OF PINEHURST, NORTH CAROLINA**

**----------**

# INCENTIVE AGREEMENT

**----------**

**Dated as of July 26, 2022**

# INCENTIVE AGREEMENT

**THIS INCENTIVE AGREEMENT** is dated as of September 9, 2020 (as supplemented or amended, the "Agreement"), and is between the **UNITED STATES GOLF ASSOCIATION**, a Delaware non-profit corporation (the "USGA"), and the **VILLAGE OF PINEHURST, NORTH CAROLINA**, a public body politic and a political subdivision of the State of North Carolina (the "Village").

## R E C I T A L S:

The purpose of this Agreement is to describe certain incentives to be provided by the Village to the USGA in connection with the USGA's relocation of facilities and making of commitments to the Village.

**WHEREAS**, the USGA is the United States' national association of golf courses, clubs, and facilities; the governing body of golf for the United States, and is the entity that organizes the Men's and Women's U.S. Open Championships, U.S. Senior Open Championships, and Amateur U.S. Open Championships, and other golf championships and tournaments;

**WHEREAS**, the USGA is considering relocating portions of the USGA's operations that may include a golf equipment research and test center, museum and visitor center, offices for the USGA's foundation and greens section (the "Relocation"). The USGA anticipates housing the relocated and retained operations in two buildings in a campus-like setting, all, if located in the Village, designed and built in a style consistent with the special aesthetic qualities of the Village. One of the buildings will be occupied by the USGA's golf equipment research and test center and supporting staff, as well as various USGA departments, including its Championship operations. The other building will include a visitors center and the World Golf Hall of Fame. The two buildings combined are anticipated to be no less than thirty thousand (30,000) square feet (the "Facilities"), and will involve Direct Investments of at least twenty-five million dollars ($25,000,000). The USGA anticipates employing fifty (50) people at the Facilities at an average wage of eighty thousand dollars ($80,000.00) per year;

**WHEREAS**, the USGA is prepared to commit to hosting five Men's U.S. Open Championships in the Village of Pinehurst area, beginning in 2024, with one every five (5) to seven (7) years thereafter;

**WHEREAS**, the total positive economic impact of hosting the U.S. Open Championships per year, taking into account all direct, indirect, and induced impacts is estimated to be in excess of five hundred eighty five million three hundred sixty-six thousand nine hundred thirty dollars ($585,366,930), with a fiscal impact estimated to be in excess of thirty five million three hundred fifty-six thousand three hundred seventy dollars ($35,356,370);

**WHEREAS**, the initial economic impact of relocating the Facilities to the Village of Pinehurst, taking into account all direct, indirect, and induced impacts, is estimated to be in excess of thirty one million eight hundred eighty-five thousand nine hundred sixty-two dollars ($31,885,962), with a total ongoing estimated economic impact to be in excess of fifteen million six hundred eighty-nine thousand two hundred seventy-seven dollars ($15,689,277), and an annual estimated fiscal impact in excess of seven hundred nineteen thousand seven hundred twenty-two dollars ($719,722);

**WHEREAS**, the relocation of the USGA's green operations is likely to provide substantial opportunities for collaboration with, and benefit to, the agronomy programs at North Carolina State University, and North Carolina A&T, and the golf course maintenance and management curricula at Sandhills Community College;

**WHEREAS**, USGA's consideration of the Relocation and construction of the Facilities and holding repetitive U.S. Open Championships remains competitive with other states;

**WHEREAS**, as an alternative to relocating to North Carolina, USGA is considering an expansion and renovation at its current operations in New Jersey. There is a competitive disadvantage for the USGA to relocate various operations from New Jersey to North Carolina. The incentives contemplated herein help to mitigate this disadvantage;

**WHEREAS**, the provisions of the Local Development Act, North Carolina General Statute § 158-7.1 authorize the Village to provide incentives to support the Relocation and construction of the Facilities; and

**WHEREAS**, at public hearing on September 8, 2020 the Village Council in recognition of the substantial benefits offered by the Relocation and construction of the Facilities, including increases in tax revenue to the Village, increased employment opportunities, economic impact from the USGA's operations and the U.S. Open Championships, and the increase in national and international awareness of the Village that will support property values and future opportunities, voted to approve the incentives as provided for in this Agreement.

**NOW, THEREFORE**, for and in consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

## ARTICLE I
## DEFINITIONS; RULES OF CONSTRUCTION

**1.01. Definitions**. For all purposes of this Agreement, unless the context requires otherwise, the following terms shall have the following meanings:

"Applicable Tax Bill" has the meaning assigned in Section 4.02.

"Business Day" means any day that is not a Saturday or a Sunday, or a day on which banks in the State are required by law to be closed.

"Closing Date" means the date on which this Agreement is first executed and delivered by the parties and if the Agreement is not executed by the parties and exchanged on the same date, the date on which the final signature is received by the party who signed and delivered first.

"County" means Moore County, North Carolina.

"Direct Investment" means the capital investments of all land, infrastructure, buildings, furniture, fixtures, and equipment placed by or on behalf of the USGA on the ad valorem tax rolls, regardless of the funding sources for said property and regardless of any determination by the County regarding the tax exempt status of said property or the owner of such property.

"Facilities" has the meaning assigned in the second recital.

"Full Time Employees" means persons employed at the Facilities who are paid for at least thirty five (35) hours of work per week, and whose wages are subject to withholding for North Carolina income taxes.

"Grant Period" means the period beginning on the date the USGA submits its first application for an Incentive Payment as provided in Section 4.02 below and ending one hundred and twenty four (124) moths thereafter, so as to afford the USGA the opportunity to receive ten (10) Incentive Payments.

"Incentive Payments" means the incentive payments from the Village to the USGA as described in Article IV.

"Incentive Year" refers to the twelve (12) month period beginning January 1 and ending December 31.

"Initial Incentive Year" means the year in which, as determined solely by the USGA, in its sole discretion, Incentive Payments begin. USGA shall communicate to the Village its election of the Initial Incentive Year no later than December 31, 2024.

"Performance Commitments" has the meaning assigned in Article II of this Agreement.

"Relocation" has the meaning assigned in the second recital.

"Site" means the real property in the Village upon which the Facilities is to be constructed, as more specifically described in Exhibit A and Exhibit A-1, which description is subject to adjustments prior to conveyance of the Site, based upon engineering analyses by the USGA.

"State" means the State of North Carolina.

"Support Commitments" has the meaning assigned in Section 5.01.

**1.02 Rules of Construction**. Unless the context otherwise indicates:

(a) Words importing the singular shall include the plural and vice versa, and words importing the masculine gender shall include the feminine and neuter genders as well;

(b) All references to articles, sections or exhibits are references to articles, sections and exhibits of this Agreement;

(c) All references to officers are references to Village officers; and

(d) The headings of articles, sections, and sub-sections are solely for convenience of reference and shall not constitute a part of this Agreement nor shall they affect its meanings, construction or effect.

(e) This Agreement shall be construed without regard to any presumption or other rule requiring construction against the party causing this Agreement to be drafted.

## ARTICLE II

## USGA'S COMMITMENTS

In return for the Incentive Payments and Support Commitments set forth herein, which are a competitive necessity for the USGA to select the Village as the site for the Relocation, construction of the Facilities, and holding five repetitive U.S. Open events, the USGA commits to certain Performance Commitments (defined below).

**2.01 Performance Commitments**. The USGA agrees to meet or exceed the following (collectively the "Performance Commitments"):

(a) On or before December 31, 2023 the USGA shall cause fifty (50) Full Time Employees to be employed at the Facilities. After December 31, 2023 the USGA will continue to employ a minimum annual average of fifty (50) Full Time Employees for the duration of the Grant Period.

(b) The USGA agrees that the average wage of all Full Time Employees shall be no less than eighty thousand dollars ($80,000) per year. The USGA will provide benefits to Full Time Employees, which benefits will include, but not be limited to, health insurance coverage, with the USGA paying at least fifty percent (50%) of the cost for such coverage.

(c) On or before December 31, 2023 the USGA shall cause to be made an initial Direct Investments equal to at least twenty five-million dollars ($25,000,000). It is understood that Direct Investments will be made over a period of time from the Closing Date to December 31, 2023 on a phased basis. The Direct Investments in the Facilities will be maintained during the Grant Period.

(d) The USGA cause construction of the Facilities to be completed no later than December 31, 2023.

(e) The USGA will bring five (5) Men's U.S. Open Championships to the Village area, beginning in 2024, with one occurring every five (5) to seven (7) years thereafter.

**2.02 Performance Commitment Confirmation.** Confirmations of the USGA's attainment as to Performance Commitments shall be determined by the Village based on the USGA's application for an Incentive Payment in the manner described in Article IV below.

## ARTICLE III

## CONSTRUCTION OF FACILITIES

The parties agree that the Village shall have no obligation to construct the Facilities. The USGA shall cause the construction to be carried on in accordance with all applicable State and local laws and regulations. The USGA shall cause the Facilities to be constructed on the Site and shall insure (1) that the Facilities does not impermissibly encroach upon nor overhang any easement or right-of-way and (2) that the Facilities, when erected, will be wholly within any applicable building set-back lines, and will not violate applicable use or other restrictions contained in prior conveyances or applicable protective covenants or restrictions. The USGA shall cause all utility lines and streets serving the Site, which are located within the Site, to be completed in accordance with applicable regulations of any governmental agency having jurisdiction.

The USGA shall pay all taxes and all charges for utility services furnished to or used on or in connection with the Site and the Facilities. The USGA shall bear all risk of loss to and condemnation of the Site and the Facilities.

The USGA shall observe and comply promptly with all current and future orders of all courts and regulatory bodies having jurisdiction over the Facilities or any portion thereof (or be

diligently and in good faith contesting such orders), and all current and future requirements of all insurance companies writing policies covering the Facilities or any portion thereof.

## ARTICLE IV

## INCENTIVE PAYMENTS

**4.01 Amount of Incentive Payments**. Subject to the possible reduction contemplated in Section 4.02 below, the Village commits to pay to the USGA Incentive Payments equal to ninety percent (90%) of the property taxes paid by the USGA to the Village each year as shown on the Applicable Tax Bill (each an "Incentive Payment") for the Site, the Facilities, and the personal property located in the Facilities or at the Site. This calculation is for ease of determination of the amounts of the Incentive Payments. Such Incentive Payments may be paid by the Village from any fund source available to the Village, which is not restricted as to the use of such funds. The Incentive Payments will be paid for ten (10) years, which will be the term of this Agreement.

**4.02 Application for Incentive Payments**. In each Incentive Year during the term of this Agreement the USGA may make application to the Village for an Incentive Payment, which application shall include (a) for the Site, the Facilities, and the personal property located in the Facilities or at the Site, the ad valorem tax bill that is due for payment no later than the following January (for each year the "Applicable Tax Bill") and (b) completed North Carolina Department of Commerce, Division of Employment Security forms NCUI-101 (employee names and social security numbers may be redacted) for the fourth quarter of the calendar year preceding its application. It is understood and agreed that for measuring entitlement to the full amount of any Incentive Payment, the USGA shall be deemed to have complied with the job creation and retention requirements if it creates or retains ninety percent (90%) or more of the jobs described above. If the number of Full Time Employees falls below such ninety percent (90%) amount, the Incentive Payment due to the USGA shall be reduced to equal the product of the Incentive Payment otherwise due multiplied by a percentage determined by dividing the number of Full Time Employees (calculated as provided above) by forty five (45). For example, if for the Incentive Year January 1, 2027 to December 31, 2027 an incentive of $100,000 was otherwise due to the USGA, but the USGA employed only 40 Full Time Employees during that year, the Incentive Payment due the USGA would be $88,888.88 ($100,000 x (40/45) = $88,888.88). Notwithstanding anything to the contrary in this Agreement, the number of Full Time Employees as reported on the form NCUI-101 is the only element in the Performance Commitments that the Village may assess in determining whether the USGA receives all or a portion of an Incentive Payment in any given Incentive Year; it being understood that the value of the Direct Investment is reflected in the amount of each Applicable Tax Bill.

**4.03 Timing of Incentive Payments**. The Village shall make each Incentive Payment to the USGA no later than thirty (30) days after the later of (a) the date USGA submits a request

to the Village or (b) the date on which the USGA pays the taxes invoiced in the Applicable Tax Bill.

**4.04 Clawback of Incentive Payments**. Notwithstanding anything in this Agreement to the contrary, and supported by the survival provisions in Section 7.04 of this Agreement, if the USGA ceases operations in the Facility in any Incentive Year after having received an Incentive Payment for such Incentive year, the Village shall have the right to demand the return of the Incentive Payment paid to the USGA pursuant to Article IV of this Agreement for such Incentive Year, and the USGA agrees to return to the Village such Incentive Payment within ninety (90) days of its receipt of Notice from the Village demanding repayment pursuant to this Section 4.04. As provided in Section 2.01(e), the USGA shall bring five (5) Men's U.S. Open Championships to the Village area beginning in 2024, with one occurring every five (5) to seven (7) years thereafter. The first U.S. Men's Open will occur in 2024. The second U.S. Men's Open will occur not later than 2031. The third U.S. Men's Open will occur not later than seven (7) years after the second. The fourth U.S. Men's Open will occur not later than seven (7) years after the third. The fifth U.S. Men's Open will occur not later than seven (7) years after the fourth. If any of those maximum allowable seven (7) year increments is violated, the Village shall have the right to demand a return or partial return a of the Incentive Payments paid to the USGA pursuant to Article IV of this Agreement, and the USGA agrees to return to the Village such portion of Incentive Payment within ninety (90) days of its receipt of Notice from the Village demanding repayment pursuant to this Section 4.04. The right to demand a return of incentive payments shall arise on December 31 of the year corresponding to the maximum allowable seven (7) year outside dates specified above, and the portion of the Incentive Payments previously paid to the USGA that is subject to the clawback provided in this Section 4.04 shall be an amount equal to sixty-five percent (65%) of the Incentive Payments paid to the USGA (the balance of the Incentive Payments (35%)) being attributed to job creation and investment created through the Relocation) multiplied by: one-hundred percent (100%) for the first Championship that must have occurred by 2024, one-hundred percent (100%) for the second Championship that must have occurred by 2031; sixty-five percent (65%) for the third Championship that must have occurred by 2038; thirty-five percent (35%) for the fourth Championship that must have occurred by 2045, and ten percent (10%) for the fifth Championship that must have occurred by 2052. It is expressly agreed by all parties that the clawback rights of the Village, and clawback obligations of the USGA, as set forth in this paragraph shall survive termination of this Agreement as provided in Section 7.04.

## ARTICLE V

## VILLAGE SUPPORT COMMITMENTS

**5.01 Village Support Commitments**. In addition to the commitment to make the Incentive Payments, the Village makes the following commitments to the USGA in connection with the USGA's construction of the Facilities and U.S. Open Championship operations ("Support Commitments"):

(a) The Village will support the development of the Facilities on the Site, consistent with applicable ordinances, statutes, and governing law.

(b) The Village shall designate a primary contact with the Village to serve as the USGA's primary coordinating contact for all matters related to zoning, site plan approval, permitting, inspections, and any other matter related development of the Site or construction of the Facilities that arises out of, or relates to, requirements imposed by statutes, rules, regulations, ordinances, procedures, guidelines, or similar matters of the State, County, Village, or any of their agencies, boards, departments, divisions, commissions, or instrumentalities. The contact shall be appointed by the Village Manager and shall report directly to the Village Manager on all matters related to the USGA.

(c) The Village agrees to hold off-cycle meetings and/or hearings and to direct staff to act as promptly as allowed by applicable ordinances, statutes, and governing law all in an effort to expedite where possible the handling of all applications submitted by or on behalf of the USGA for zoning, site plan approval, land disturbance permits, building permits, inspections, and all similar matters related to the development of the Site or the construction of the Facilities. The Village acknowledges that construction of the facility is estimated to require not less than eighteen (18) months and that avoiding delays and expediting applications submitted by the USGA is critical to meeting the required Facility completion date.

(d) For each U.S. Open Championship after the men's U.S. Open Championship scheduled for 2024, the Village shall waive fees for the USGA's use of the harness track and Fair Barn grounds for parking at an estimated value of eighty to one-hundred thousand dollars ($80,000-100,000). Licensing agreements for those future U.S. Open events will be negotiated in good faith by both parties, allowing for the uncompensated use of the harness track and Fair Barn grounds for parking, shuttle transportation, storage, and event use consistent with past practices.

(e) For every U.S. Open Championship beyond 2024, the Village shall provide direct services to the Championship including emergency, fire, inspections, public services, recreation and management to the USGA at rates consistent with standard wages of the employees providing such services as part of negotiated licensing agreements that are consistent with the licensing agreement for the 2024 U.S. Open.

**5.02 Limitation on Support Commitments**. Nothing contained in this Agreement shall be deemed or construed so as to in any way estop, limit, or impair the Village from exercising or performing any regulatory, policing, legislative, governmental, or other powers or functions. The Village Support Commitments in Sections 5.01(a) – (c) are intended to enhance communication, prevent delays, and support achievement of an occupancy date prior to December 31, 2023. The Village Support Commitments in Sections 5.01(d) – (e) are intended to provide

support for U.S. Open Championships consistent with the Village's past practice (excluding certain rental charges previously imposed).

## ARTICLE VI

## INDEMNIFICATION

The USGA hereby agrees to indemnify, protect and save the Village and its officers, directors and employees harmless from all liability, obligations, losses, claims, damages, actions, suits, proceedings, costs and expenses, including reasonable attorneys' fees, arising out of, connected with, or resulting directly or indirectly from the Site or the Facilities or the transactions contemplated by or relating to this Agreement, including without limitation, the possession, condition, construction or use thereof, insofar as such matters relate to events subject to the control of the USGA and not the Village.

## ARTICLE VII

## TERMINATION OF AGREEMENT

**7.01. Termination by USGA.** Upon the occurrence of any of the following events, the USGA shall have the option of terminating this Agreement by giving written notice to the Village:

(a) Failure of the Village to make Incentive Payments, as provided in Article IV of this Agreement; or

(b) Failure of the Village to fulfill its Support Commitments, as provided in Article V of this Agreement.

**7.02. Termination by the Village of Pinehurst.** Upon the occurrence of any of the following events, the Village shall have the option of terminating this Agreement by giving written notice to the USGA:

(a) The USGA ceases to conduct any operations in the Facilities for a period of greater than ninety (90) days; or

(b) The USGA's failure to host at least one Men's U.S. Open Championship in the seven years after the 2024 U.S. Open.

**7.03. Automatic Termination.** If not sooner terminated pursuant to Section 7.01 or Section 7.02 above, this Agreement shall terminate at the end of the Grant Period after the USGA's receipt of the tenth ($10^{th}$) Incentive Payment.

**7.04. Survival.** Except for (a) the Open Championship obligations of the USGA in Section 2.01(e); (b) the clawback right of the Village and repayment obligation of the USGA contained in Section 4.04, and (c) the support obligations of the Village in Sections 5.01(d) and (e), and, no obligations under this Agreement shall survive upon the termination of this Agreement. The obligations of the USGA contained in Section 2.01(e) shall survive until the earlier of a termination pursuant to Section 7.01(b) or December 31, 2052; the rights and responsibilities of the parties in Sections 5.01(d) and (e) shall survive until December 31, 2052, and the rights and responsibilities of the parties in Section 4.04 shall survive until the earlier of a termination pursuant to Section 7.01(b) or June 30, 2053.

## ARTICLE VIII

## TEMPORARY REDUCTIONS IN PERFORMANCE COMMITMENTS

Notwithstanding anything herein to the contrary, if the USGA shall be prevented or delayed from fulfilling, or continuing to fulfill the Performance Commitments as set forth herein, by reason of a:

(a) Government moratorium;

(b) Delay in obtaining any governmental or quasi-governmental approvals, permits, or certificates, despite reasonable efforts by the USGA to obtain same;

(c) Enemy or hostile governmental or terrorist action;

(d) Act of God, including but not limited to hurricane, tornado, snowstorm, windstorm, earthquake or flood, fire or other extreme weather conditions or other casualty;

(e) Strike, lockout or a labor dispute involving entities other than the USGA which causes the USGA an inability to obtain labor or materials;

(f) Delay in funding from any state or local government incentive to or for the benefit of the USGA; or

(g) Any other event, other than normal business exigencies, which is beyond the reasonable control of the USGA;

in the occurrence of any of the above events, the Performance Commitments for the year(s) in which such event occurred shall be equitably reduced or the time for performance extended, or both to reflect the effect of such event.

The parties shall negotiate in good faith to make an equitable adjustment in the Performance Commitments for an affected year(s). However, if the parties cannot in good faith reach an agreement as to such adjustment, all parties agree to submit this issue to binding arbitration on an expedited basis.

## ARTICLE IX

## ASSIGNMENTS

No party shall sell or assign any interest in or obligation under this Agreement without the prior express written consent of all the parties. Provided, however, that this Agreement may be assigned by the USGA to a wholly owned subsidiary of the USGA, without the consent of the Village, provided that the USGA will guarantee the performance by the subsidiary of the obligations due under this Agreement.

## ARTICLE X

## CONTINUING CONTRACT

It is understood and agreed to by the parties that this Agreement is a continuing contract as defined by North Carolina General Statute § 160A-17, and is a legal, valid and binding agreement of the USGA and the Village, enforceable against the USGA and the Village in accordance with its terms.

## ARTICLE XI

## MISCELLANEOUS

**11.01 Governing Law**. The parties intend that this Agreement shall be governed by the law of the State of North Carolina.

**11.02 Notices.**

(a) Any communication required or permitted by this Agreement must be in writing except as expressly provided otherwise in this Agreement.

(b) Any communication shall be sufficiently given and deemed given when delivered by hand or five days after being mailed by first-class mail, postage prepaid, and addressed as follows:

(1) If to the USGA, to:

Chris Fraser,
Chief Legal Officer
77 Liberty Corner Road
Liberty Corner, NJ 07938

With a copy to:

Ernest Pearson
Nexsen Pruet PLLC
4141 Parklake Ave, Suite 200
Raleigh, NC 27612

(2) If to the Village, to:

Village Manager
Village of Pinehurst
395 Magnolia Rd
Pinehurst, NC 28374

(c) Any communications hereunder may be sent by the attorney for the party making the communication.

(d) Any addressee may designate additional or different addresses for communications by notice given under this Section to each of the others.

**11.03 Non-Business Days**. If the date for making any payment or the last day for performance of any act or the exercising of any right shall not be a Business Day, such payment shall be made or act performed or right exercised on or before the next preceding Business Day.

**11.04 Severability.** If any provision of this Agreement shall be determined to be unenforceable, that shall not affect any other provision of this Agreement.

**11.05. Entire Agreement; Amendments.** This Agreement, including Exhibit A and Exhibit A-1 attached, which are incorporated herein and made a part hereof, constitutes the entire contract between the parties, and this Agreement shall not be changed except in writing signed by all the parties.

**11.06. Binding Effect.** Subject to the specific provisions of this Agreement, this Agreement shall be binding upon and inure to the benefit of and be enforceable by the parties and their respective successors and assigns.

**11.07. Time.** Time is of the essence in this Agreement and each and all of its provisions.

**11.08. Liability of Officers and Agents.** No officer, agent or employee of the Village or the USGA shall be subject to any personal liability or accountability by reason of the execution of this Agreement or any other documents related to the transactions contemplated hereby. Such officers, agents, or employees shall be deemed to execute such documents in their official capacities only, and not in their individual capacities. This Section shall not relieve any such officer, agent or employee from the performance of any official duty provided by law.

**11.09. Amendments and Waivers**. No amendment of any provision of this Agreement shall be valid unless the amendment is in writing, signed by each party and expressly states it is amending of this Agreement. No waiver of any provision of this Agreement shall be valid unless the waiver is in writing, signed by the party granting the waiver and expressly identifies the provision of this Agreement to which the waiver applies. A failure by a party to enforce any provision of this Agreement in any particular circumstance for any period of time shall not constitute a waiver of (i) such provision in any other circumstance or at any future time, or (ii) any other right of such party under any other provision of this Agreement. Without limiting the generality of the foregoing, the USGA's delay in making application for an Incentive Payment shall not waive or diminish the USGA's right to receive any such payment.

**11.10. Counterparts.** This Agreement may be executed in several counterparts, including separate counterparts. Each shall be an original, but all of them together constitute the same instrument.

**IN WITNESS WHEREOF**, the parties have caused this Agreement to be executed in their corporate names by their duly authorized officers, all as of the date first above written.

[SEAL]

**UNITED STATES GOLF ASSOCIATION**
a Delaware non-profit corporation

By_____
Mike Davis, Chief Executive Officer

**ATTEST:**

_____
Christopher A. Fraser, Secretary

[SEAL]

**VILLAGE OF PINEHURST, NORTH CAROLINA**

**ATTEST:**

By_____
John C. Strickland, Mayor

_____
Secretary

This instrument has been pre-audited
in the manner required by The Local
Government Budget and Fiscal Control Act

_____
Name:
Finance Officer, Village of Pinehurst,
North Carolina

**EXHIBIT A**

**SITE DESCRIPTION**

The Site is bounded to west by a service road that runs generally parallel and to the east to Beulah Hill Rd., bounded to the east by Carolina Vista Dr., to the north by Cherokee Rd and to the south by a line to be created just north of the existing tennis courts. The Site is generally depicted on Exhibit A-1. The Site is approximately 2 acres and is subject to adjustment during the site planning and subdivision process.

The Site is a portion of, and will be subdivided from, a larger tract owned by Resorts of Pinehurst, Inc., being more particularly described as follows:

That certain tract or parcel of land containing 69.73 acres more or less bounded by N.C. Highway #5 on the east Morganton Road on the South, Cherokee Road on the North and Village Green Road and portion of Golf Course #2 and #4 on the East and being more particularly described as follows:

> BEGINNING at the intersection of the southern right of way of Cherokee Road with the eastern right of way of N.C. Highway #5; running thence as the eastern right of way of N.C. Highway #5 in a southerly direction to its intersection with the northern right of way of Morganton Road; thence in an easterly direction with the northern right of way of Morganton Road to the golf cart crossing for Hole Numbers 1 and 2 and Hole Numbers 16 and 17 of Course Number 1; thence in a northerly direction a straight line to the southeastern right of way of Village Green Road; thence in a northeastern direction as the northwestern right of way of Village Green Road to its intersection with the southwestern right of way of Cherokee Road; thence as the right of way of Cherokee Road to the beginning.

The deed conveying the above property was recorded in the Moore County Register of Deeds at Book 1418, Page 403.

**EXHIBIT A-1**

**SITE DESCRIPTION**

# INCENTIVE AGREEMENT

**THIS INCENTIVE AGREEMENT** is dated as of September 9, 2020 (as supplemented or amended, the "Agreement"), and is between the **UNITED STATES GOLF ASSOCIATION**, a Delaware non-profit corporation (the "USGA"), and the **VILLAGE OF PINEHURST, NORTH CAROLINA**, a public body politic and a political subdivision of the State of North Carolina (the "Village").

## R E C I T A L S:

The purpose of this Agreement is to describe certain incentives to be provided by the Village to the USGA in connection with the USGA's relocation of facilities and making of commitments to the Village.

**WHEREAS**, the USGA is the United States' national association of golf courses, clubs, and facilities; the governing body of golf for the United States, and is the entity that organizes the Men's and Women's U.S. Open Championships, U.S. Senior Open Championships, and Amateur U.S. Open Championships, and other golf championships and tournaments;

**WHEREAS**, the USGA is considering relocating portions of the USGA's operations that may include a golf equipment research and test center, museum and visitor center, offices for the USGA's foundation and greens section (the "Relocation"). The USGA anticipates housing the relocated and retained operations in two buildings in a campus-like setting, all, if located in the Village, designed and built in a style consistent with the special aesthetic qualities of the Village. One of the buildings will be occupied by the USGA's golf equipment research and test center and supporting staff~~. The other building will house~~, as well as various USGA departments, including its Championship operations~~, and~~. The other building will include a ~~museum and~~ visitors center~~.~~ and the World Golf Hall of Fame. The two buildings combined are anticipated to be no less than thirty thousand (30,000) square feet (the "Facilities"), and will involve Direct Investments of at least twenty-five million dollars ($25,000,000). The USGA anticipates employing fifty (50) people at the Facilities at an average wage of eighty thousand dollars ($80,000.00) per year;

**WHEREAS**, the USGA is prepared to commit to hosting five Men's U.S. Open Championships in the Village of Pinehurst area, beginning in 2024, with one every five (5) to seven (7) years thereafter;

**WHEREAS**, the total positive economic impact of hosting the U.S. Open Championships per year, taking into account all direct, indirect, and induced impacts is estimated to be in excess of five hundred eighty five million three hundred sixty-six thousand nine hundred thirty dollars ($585,366,930), with a fiscal impact estimated to be in excess of thirty five million three hundred fifty-six thousand three hundred seventy dollars ($35,356,370);

# DISCUSS AND CONSIDER PINEHURST SOUTH SMALL AREA PLAN
## ADDITIONAL AGENDA DETAILS:

**FROM:**
Darryn Burich and Alex Cameron

**CC:**
Jeff Sanborn

**DATE OF MEMO:**
7/21/2022

**MEMO DETAILS:**
The purpose of this item is for the Village Council to discuss and take action on the Pinehurst South Small Area Plan. On May 5, 2022, the Planning and Zoning Board discussed and provided a recommendation on the Plan. Please see attached memo and supporting materials in Novus for additional information.

**ATTACHMENTS:**

Description

- Staff Memo
- SAP Pinehurst South
- P&Z Minutes from 5.5.22 Meeting
- P&Z Rec Land Use Plans
- Market Analysis
- 2019 Comp Plan Focus Area Recommendation
- Pinehurst South Drone Pics

**PLANNING AND INSPECTIONS DEPARTMENT STAFF REPORT**

**To:** Mayor Strickland and Village Council
**From:** Darryn Burich, Planning & Inspections Director
Alex Cameron, Planning Supervisor
**Date:** July 21, 2022
**Subject:** Staff Report on the Pinehurst South Small Area Plan

*Note, at its 5/5/22 meeting to consider the Pinehurst South and Village Place Small Area Plans, the Planning and Zoning Board recommended a land use change (residential to nonresidential south of Blake Boulevard) to the proposed land use plans on pages 72 and 73 of the Plan. Staff has noted that recommendation on the corresponding pages in the Plan and separately excerpted those pages and placed in Novus. Should Council concur with the Planning and Zoning Board's recommendation, staff will adjust the Plan's maps accordingly.*

Council is being asked to consider the Pinehurst South Small Area Plan (SAP). At its May 5, 2022 meeting, the Planning and Zoning Board, received public comments, discussed, and provided a recommendation to Council on the Plan (please see 5/5/22 P&Z minutes for more information).

In contrast with Village Place, Pinehurst South has a significant amount of vacant land available for development at approximately 80 acres with an estimated 40 acres currently being marketed or consideration for development.. With the large amount of land available for development, having appropriate plans in place to establish a vision for future development and the appropriate regulatory controls (which occur after plan approval) to help prescribe the vision through architectural controls, build-to lines, street design etc.

As Council reviews the plans, and especially the renderings and illustrations, keep in mind that all the illustrations and renderings are "illustrative and subject to change" as is generally noted on the corresponding pages in the Plan. The illustrations show potential development patterns and will guide subsequent zoning changes and potentially direct public investments. Another note regarding the illustrations, is that they show the long term build out of the areas over the next decades based on current market absorption, which is subject to change based market fluctuation and demand.

## Pinehurst South

Located almost directly south of the Village Center along NC 5, Pinehurst South encompasses approximately 290 acres with almost 47% of the area in a natural or undeveloped state. A portion of this planning area is unincorporated and is in the Village's Extraterritorial Zoning Jurisdiction (ETJ). The planning area also includes and abuts the historically African American neighborhood of Jackson Hamlet.

The Village of Pinehurst Harness Track abuts the area on the northeast, the Lake Pinehurst neighborhood on the west, and CCNC on the east. The area contains a mix of uses ranging from single family homes, to attached housing, multiple family, older auto oriented commercial uses (generally adjacent to NC-5), newer office uses, retirement homes and an office park (Trotter Hills). The 41 lot Pinehurst South Cottages subdivision was recently approved and is currently under administrative review.

The current zoning ranges from Neighborhood Commercial (NC), Office and Professional (OP), Multiple Family (RMF) and high density single family (R-5). Much of the current undeveloped lands are in NC, OP, and RMF zoning.

The 2019 Comprehensive Plan recommends redevelopment with office, medical, life-science, and research facilities supported with small-scale retail services and residential uses. The Comprehensive Plan also proposed the idea of an "Innovation Hub" on the west side of NC 5 below Blake Boulevard. An innovation hub serves as a district or campus where businesses and people are located to work in a collaborative environment to conduct research and grow related businesses. Anchor institutions, renovated spaces, various industries, startups, business accelerators, business incubators, and support services are key aspects of an innovation hub. Innovation hubs are commonly seen with medical, life-sciences, and educational institutions and generally require a large anchor such as an educational or medical institution to flourish.

Differing from the Village Place Plan, the Pinehurst South Plan does not have one "preferred build-out scenario" in favoring of showing low and high intensity scenarios with the high density scenario including more office square footage and attached single family homes (townhouses) versus single family detached. The Plans also include a mix of open space types including an approximate 6 acre central green park on the east side of NC 5 as shown on pages 72-73 of the plan and shown in detail on page 62 of the Plan. Most of the developable land on the west side of NC-5 is proposed to be in some form of residential use and to note most of those areas are currently zoned for multiple family use.

As part of the planning process, a market analysis was conducted and specifically examined the innovation hub concept recommendation (see page 15-16 of the market analysis). What the analysis found was that while there is ample land to create an innovation hub, "most of the ingredients of successful Innovation Districts are not present in Pinehurst South." Instead the analysis recommended developing a "modified Innovation Hub" planned to attract and facilitate companies and technologies related to the golf industry or golf cluster. The analysis specifically stated that "the creation of a walkable area with a strong sense of place would be attractive to a variety of users, residents, and visitors. The Pinehurst South Plan attempts to do this by creating a mixed-use environment east of NC-5 and south of Blake Boulevard by including commercial, retail, a 6-acre park, and single family residential (detached or attached).

The single family residential and park are the most significant deviations from the 2019 Comprehensive Plan recommendations for the Innovation Hub. The Comprehensive Plan did recommend housing in the form of 186 stacked residential units not single family attached or detached. Mixed-use can still occur but residential units have been proposed at the southern portion of the Innovation Hub area. This was done in part to create a more compatible land use scenario adjacent to Jackson Hamlet and because the plan was already identifying approximately 250,000 - 300,000 square feet of commercial/retail in the intensity plans. The central green helps to tie the mixed use area together and attempts to connect to other green an open spaces in the planning area. *Note, the Planning and Zoning Board has recommended a nonresidential land use pattern in this area in keeping with the 2019 Comprehensive Plan recommendation.*

A proposed "core" area shown on the intensity plans shown on pages 72 and 73 of the Plan and shown in detail on pages 57 and 58 of the Plan. This core area could contain a restaurant, coffee shop, and

market/incubator to focus retail and pedestrian activity. As a side note, staff has had positive discussions with property owners regarding the proposed core area concepts.

The Plan also identified the potential realignment of Monticello Drive to the south to create additional space on the Harness Track *should* the Village consider relocating all or some of Public Services operations. While some or all of those operations could likely locate within the current land use configuration, the additional space would allow additional landscape buffers to be created around the area if needed. Realignment of Monticello Drive would require property acquisition to the south of the current alignment. This could also create additional buildable parcels that could be sold by the Village for private development as shown on page 58 of the Plan as "proposed commercial".

The Plan also identifies various new streets and street extensions to better connect the neighborhood. A significant Plan recommendation involves identifying the potential of a shared use path to create a "Rails with Trails" network within the Aberdeen Carolina and Western Railway (ACWR) right-of-way running along NC-5. This would be a significant improvement to pedestrian and bicycle network and help to create a regional ped/bike connection. The shared-use path is only a concept, no design has been undertaken, and the ACWR has not approved anything other than being open to the "concept" and would have to be allayed of several concerns before allowing such a path to be located within their right-of-way. Rails with Trails networks operate successfully across the nation including places within North Carolina (Charlotte, Carrboro, Lincolnton, Cumberland County).

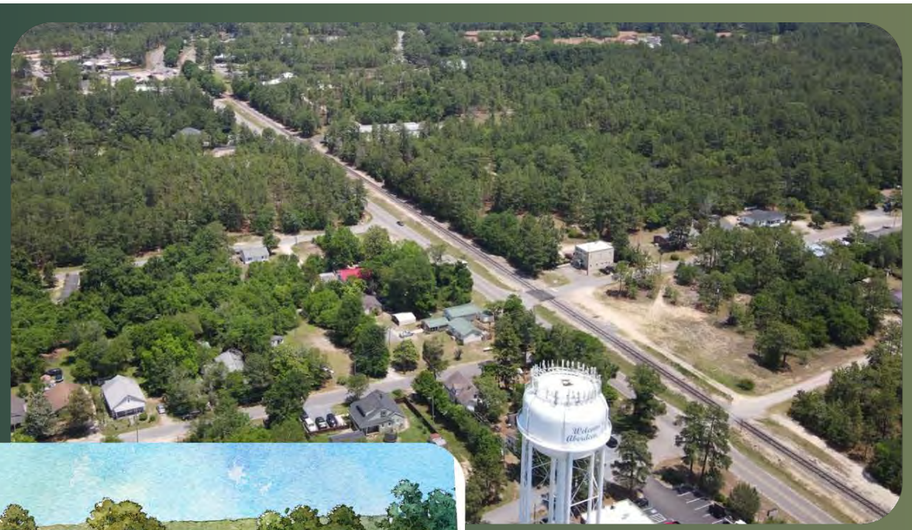
## Recommendation

The Pinehurst South Small Area Plan is before Village Council for consideration for approval. Based on previous discussions regarding the Plan, staff presented the two options below that were considered by the Planning and Zoning Board at its 5/5/22 meeting. The two options focus specifically on the proposed residential land use pattern south of Blake Boulevard which would be a deviation from the 2019 Comprehensive Plan recommendation. No other significant changes were proposed to the Plan.

As part of its deliberations, staff is requesting Council take into consideration the recommendation made by the Planning and Zoning Board at is 5/5/22 meeting to support the Comprehensive Plan's nonresidential land use recommendation as reflected in Option 2 below, in addition to any other modifications Council would like to incorporate into the Plan.

Option 1: Support the deviation from the Comprehensive Plan and addition of the residential uses south of Blake Boulevard as identified on pages 72 and 73 of the Plan.

**Option 2:** **Recommend changing the proposed residential land use pattern south of Blake Boulevard as identified on pages 72 and 73 of the Plan to non-residential land use pattern** (P&Z recommended option).






# VILLAGE OF PINEHURST SMALL AREA PLAN

## PINEHURST SOUTH

**COUNCIL ADOPTION (TBD)**

PLANNING AND ZONING BOARD ACTION: 5/5/22

Design Collective

DUGGAL REAL ESTATE ADVISORS

Moving forward. RKA RAMEY KEMP ASSOCIATES

1895 VILLAGE OF PINEHURST

# ACKNOWLEDGMENTS

## ELECTED & APPOINTED OFFICIALS

JOHN C. STRICKLAND
*Mayor*

PATRICK PIZELLA
*Mayor Pro Tempore*

LYDIA BOESCH
*Treasurer*

JEFF MORGAN
*Council Member*

JANE HOGEMAN
*Council Member*

JUDY DAVIS
*Former Council Member*

KEVIN DRUM
*Former Council Member*

## VILLAGE STAFF

JEFF SANBORN
*Village Manager*

DARRYN BURICH
*Planning & Inspections Director*

ALEX CAMERON
*Planning Supervisor*

# DESIGN TEAM

## DESIGN COLLECTIVE

### Baltimore, Maryland

*Urban Design/ Planning*
Matt D'Amico, PLA
*Principal-in-Charge, Facilitator*
Cecily Bedwell, AICP, LEED-AP BD+C, NCARB
*Project Manager, Lead Planner, Facilitator*
MacKenzie Twardus, PLA
*Planner, Landscape Architect, Facilitator*
Mayte Ortgea-Webbert
*Planner, Facilitator*
Brian Reetz, PLA, ASLA
*Facilitator*
Anna Owen Dennis, PLA, ASLA, LEED Green Assoc.
*Facilitator*
Jennifer Heinz-Zahner
*Landscape Architect*
Michael Pullano, Associate ASLA
*Landscape Designer, Facilitator*

## RAMEY KEMP ASSOCIATES

### Raleigh, NC

*Transportation*
Adam Fischer, PE
*Transportation Planner, Facilitator*
Jessica McClure, PE
*Traffic Engineering Lead, Facilitator*

## DUGGAL REAL ESTATE ADVISORS

### McLean, Virginia

*Market & Economic*
Melina Duggal, AICP
*Market Analyst, Facilitator*

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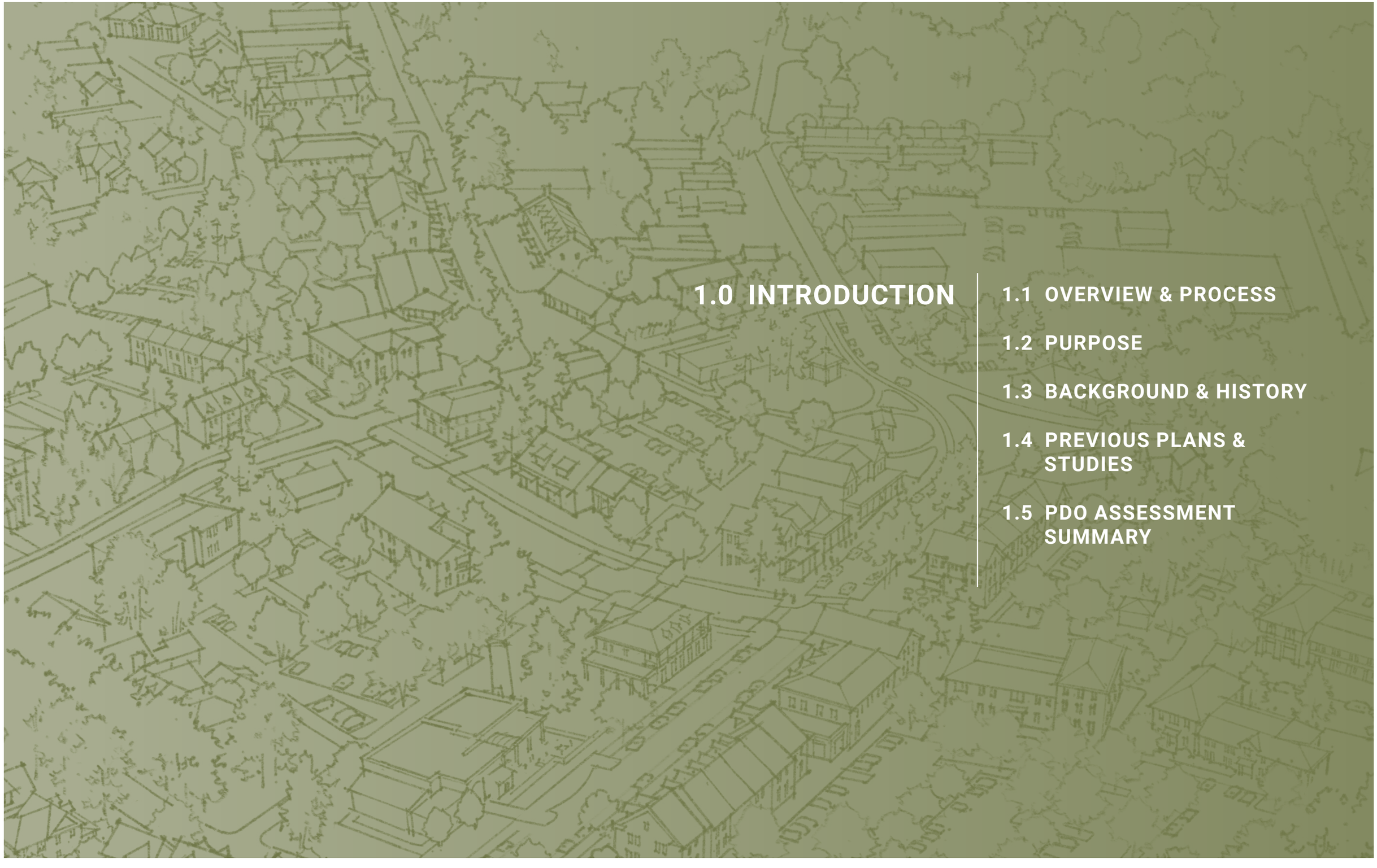
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# 1.0 INTRODUCTION


1.1 OVERVIEW & PROCESS

1.2 PURPOSE

1.3 BACKGROUND & HISTORY

1.4 PREVIOUS PLANS & STUDIES

1.5 PDO ASSESSMENT SUMMARY

## 1.1 OVERVIEW & PROCESS

### Overview

The Village of Pinehurst identified Pinehurst South, as areas well-suited to accommodate growth, advance economic development goals, increase revenues and the tax base, and to support the many quality-of-life needs of existing residents, businesses, and visitors.

In an effort to advance these opportunities and create a set of Small Area Plans that respond to the Village's 2019 Comprehensive Plan and guide future development initiatives, the Village of Pinehurst hired Design Collective, Duggal Real Estate Advisors, and Ramey Kemp & Associates. These plans will guide decision making on new development and redevelopment, public and private investments, policy and zoning, and many other important topics that will have a long-term impact on the Village.

The focus of this document is on the Pinehurst South Small Area Plan. For recommendations pertaining to Village Place, please see the *Village Place Small Area Plan*.

The scope for the Pinehurst South Small Area Plan (SAP) project included planning, streetscape, and landscape design; market/economic analysis; and transportation planning. The consultant team, led by Design Collective, worked on behalf of the Village and prepared plan recommendations, zoning regulations, and development standards specific to Pinehurst South that, once adopted by the Village, will guide future private development as well as public capital improvement projects.

### Process

The Small Area Plans effort occurred in the three following phases, with stakeholder involvement in all phases. Work began in November 2020 with adoption projected in late 2021. For additional information on stakeholder input and public feedback, refer to Section 3.0 of this document.

#### PHASE 1: DATA COLLECTION; EXISTING CONDITIONS INVENTORY AND ANALYSIS

The first step in the process was to fully assess and understand existing conditions; historic, cultural, and environmental assets; neighborhood goals and objectives; realistic market-driven development opportunities; resident and stakeholder concerns and input; constraints and opportunities; and other factors that would inform the Small Area Plan.

Throughout December 2020 and January 2021, the consultant team conducted over 20 key stakeholder interviews, discussing the two plan areas with Village staff, appointed and/or elected officials, agency representatives, committee chairs, residents, local businesses and merchants, golf and tourist industry representatives, major employers, property owners, developers, brokers, and others to further understand their viewpoints. Phase 1 concluded with Public Workshop 1 in February 2021 with approximately 100 attendees.

#### PHASE 2: PLANNING AND DESIGN

In Phase 2, from March to June 2021, based on the analysis conducted and feedback received during Phase 1, the consultant team designed and compiled Concept Plan Options, Street Sections, Open Space and Street Network Plan Diagrams, Renderings, Precedent Images, and similar for Pinehurst South. During this time frame, the consultant team discussed the two plan areas and concepts with Village staff, appointed and/or elected officials, and key stakeholders and, based on input received, refined the concepts. These concepts were shared in early June 2021 in Public Workshop 2 to solicit further feedback; approximately 59 attendees participated.

#### PHASE 3: MASTER PLAN REPORT

During Phase Three, the design team presented the final draft plan to the community at a public input event in February 2022. This event provided an opportunity for the public to review and comment on the final draft prior to adoption. The design team then prepared this final master plan report, an illustrated, guiding document that outlines the preferred plan options and supported recommendations for the Pinehurst South Small Area Plan.

### Project Goals

The following project goals were identified in the project RFP, issued by the Village:

- Create a small area plan to facilitate redevelopment as an "Innovation Hub" with office, medical, life science, and research facilities with small-scale retail services and residential uses;
- Create an implementable plan to make the community's vision for the area a reality in keeping with previous planning efforts and the newly adopted Comprehensive Plan;
- Economic feasibility, urban design, and improving the public realm (e.g., roadways, sidewalks, parks, plazas, open spaces) are key aspects of this plan that must include specific and achievable actions;
- Extend the vision of Tufts, Olmsted, and Manning from the Village Center to NC-5 and throughout the Pinehurst South study area;
- The Plan should recognize (but not require) the foundational principles set forth in the National Historic District Nomination (Nomination) submitted to the National Park Service in 1994. The area should feature:
  - Abundant landscaping, walking paths and open spaces while
  - Minimizing traffic and maintaining the human scale of buildings.
- Guiding Principles 1, 2, 5 and 7 of the 2019 Comprehensive Plan are especially important to the development of the Small Area Plans;
- Explore traffic relief measures pertaining to NC-5;
- Buffering and mitigating the impact of new development will be an important part of this planning effort;
- Care must be taken to consider the interaction of any proposed new use with existing uses in the area, and to consider the impact of any proposed new use on the surrounding neighborhoods; and
- Provide sufficient and discrete parking for any proposed use will be an important consideration.

### Planning Goals

The following planning goals were identified through the development of the *Pinehurst South Small Area Plan*, based on analysis and stakeholder feedback:

- Provide a connected street network that will help disperse and alleviate traffic congestion on NC-5
- Explore placemaking and creating a center east of NC-5, between Monticello and Blake Boulevard, building off the nexus of the Post Office, Pharmacy, ABC, Dowd Cabin, and the new Girls & Boys Club;
- Incorporate a variety of new Open Spaces, to serve surrounding office and residential users and a Shared-Use Path (SUP) adjacent to the Railroad to connect Pinehurst South to the Village Center;
- Explore an alternative approach from the Innovation Center suggested in the 2019 Comprehensive Plan which is likely better suited to Focus Area 3, anchored by an institution;
- Explore variety of residential types (including cottages, townhouses, live-work, and missing middle res.) and infill commercial; and
- Explore the realignment of Monticello Drive to accommodate the relocation of the Village's Public Service Facility from Village Place to the property south of the Harness Track.

## Locator Map

The Village of Pinehurst boundary encompasses approximately 17.3 square miles of land area. The two focus areas, Village Place and Pinehurst South, are located to the north and south of the Village Center, the historic hub of the community. Connecting these two focus areas is a range of housing, lodging accommodations, retail, and recreational amenities, including golf courses, lakes, and walking and bike trails.




KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARIES

## 1.2 PURPOSE

The purpose of this plan is to define the characteristics of future development that are supportable and appropriate for Pinehurst, to guide change towards a predictable and agreed upon outcome. This plan addresses land use; street types; open space; pedestrian and bicycle facilities and connectivity; and numerous other considerations. Recommendations will consider impacts and benefits, traffic, revenues and costs, phasing, zoning, development standards, Pinehurst Development Ordinance (PDO) updates, and other implementation strategies.

The document includes the following components:



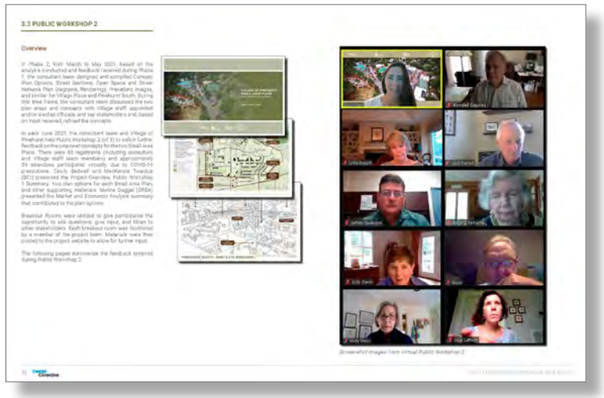

### SECTION 1.0: INTRODUCTION

Provides a brief overview of the project location, the objectives and process, and a general description of the document's content.




### SECTION 2.0: EXISTING CONDITIONS

Examines the physical and market conditions of Pinehurst South through photo documentation, analysis of data, stakeholder interviews, and community feedback.




### SECTION 3.0: PUBLIC OUTREACH

Provides a brief overview of the stakeholder interviews and public workshops that were implemented as part of the public outreach process.




### SECTION 4.0: RECOMMENDATIONS

Provides a brief overview of the approach, concept planning, and feedback that the consultant team used as guidance towards the final recommendations.

Highlights development opportunities; describes street systems; and provides illustrative and photographic examples of open spaces and streetscape design elements.




### SECTION 5.0: IMPLEMENTATION

Summarizes fiscal analysis data as it relates to the implementation of the proposed concept design and approach for Pinehurst South.

*This document does not cover development standards required for construction review within the Pinehurst South Small Area Plan, including Site Design, Street Design, Landscape Design, Architectural Design, and Sign Design criteria. For more information on the on the criteria and the submission and review process, please refer to the Pinehurst South Form-Based Code and the Pinehurst Development Ordinance.*

## Existing Conditions

### Site Aerial

The aerial image shows the Pinehurst South Small Area Plan (SAP) boundary as a brown dashed line. The Village of Pinehurst

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST



## Background and History

The Village of Pinehurst is a small, traditional town located in North Carolina, approximately 70 miles from Raleigh and 100 miles from Charlotte. Located equidistant to these two major cities, the Village is accessed by Yadkin Road - NC 211 and US 15 as the two major thoroughfares that bisect its boundary.

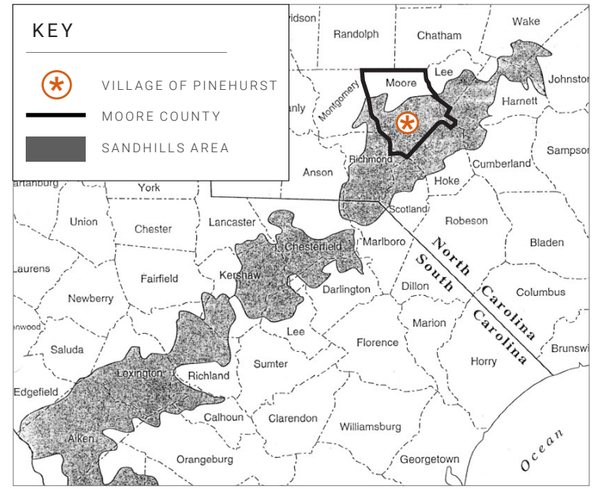
One of two National Historic Landmark Districts in North Carolina, the Village is deeply rooted in its setting and history. The area is nestled in “the Sandhills” of Moore County, characterized by rolling hills, covered by deep coarse sands and forested areas. Longleaf pines, in particular, were a major resource for the region and harvested to produce turpentine for the naval industry and lumber. By the late 1800s, the growth of the Raleigh and Augusta Railroad became a catalyst for industry and development.

By 1895, James Walter Tufts purchased the original lands of the Village, approximately 5,980 acres, to create a health resort and wellness community centered around pulmonary issues. He hired one of the country’s most prestigious landscape architecture firm at the time, Olmsted, Olmsted, and Eliot to plan and design the Village.

The Village of Pinehurst was first opened in January 1896 with the Holly Inn and several guest cottages as the initial phases of development. Since then, the Village has grown to become an iconic golf destination and anchor site of the U.S. Open, supported by the Pinehurst Resort, a variety of hotels, boutique shops and restaurants, and a wide range of trails, natural amenities, and historic sites for visitors to enjoy.



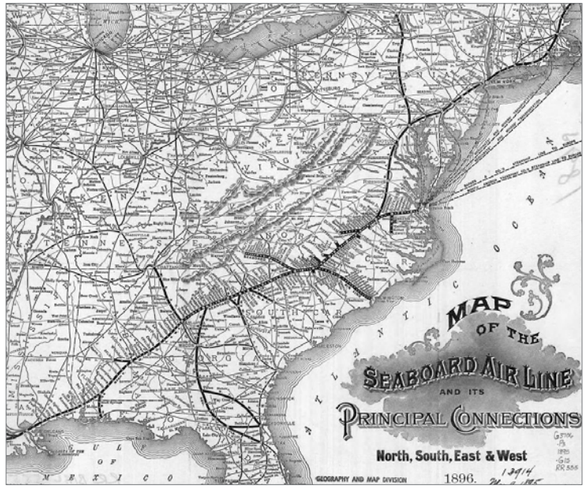

*Regional map*




*Map of the Sandhills Area*



*Longleaf pine is a pine species native to the area. Pine resin was extracted and collected into barrels for distilling into turpentine used to make oil paint for ships and buildings.*



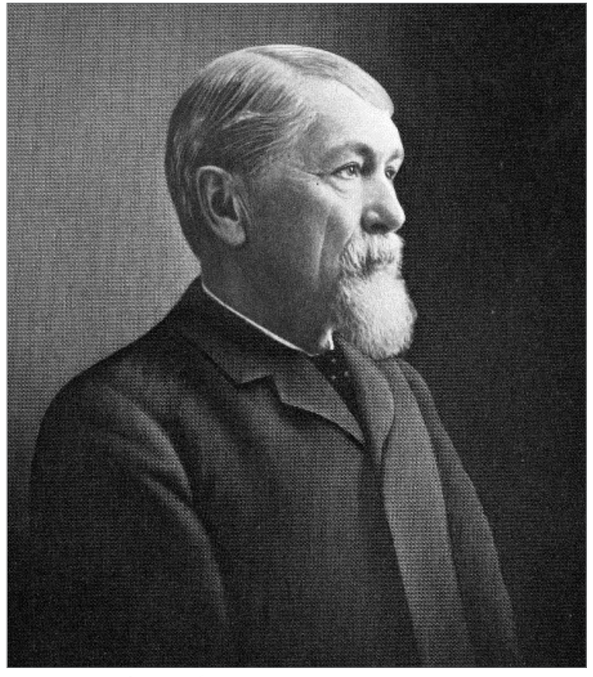




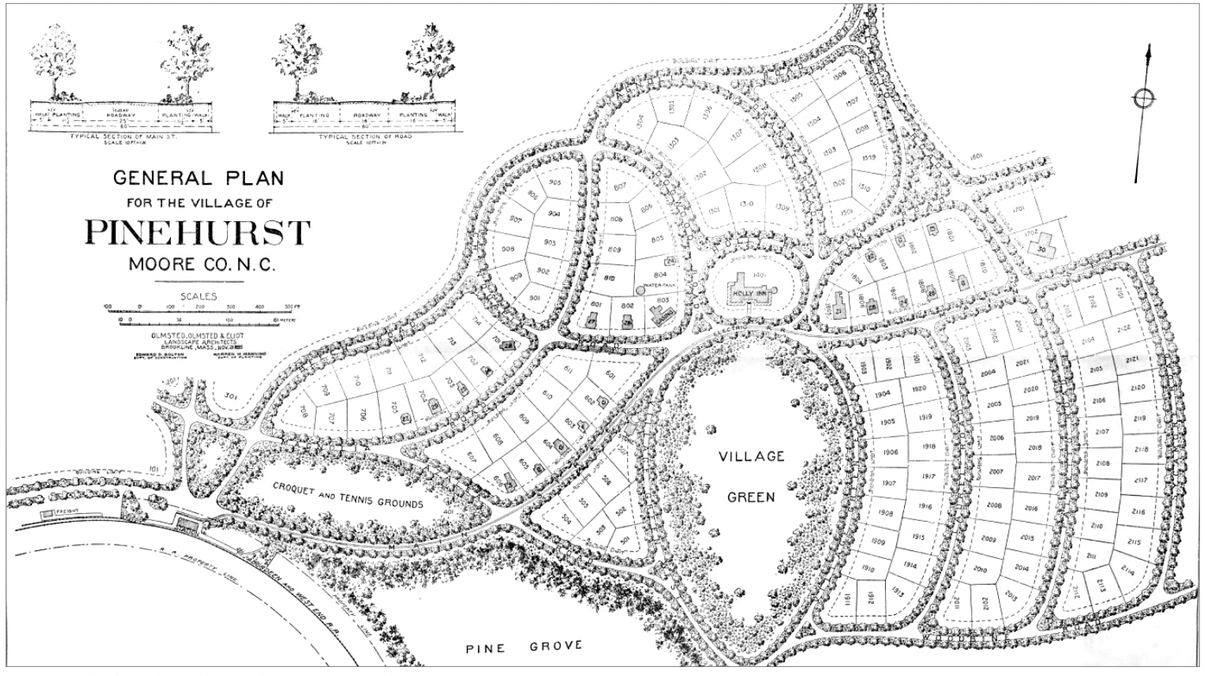





*In the 1800s, pollution in cities and the expansion of rail lines to the south provided the catalyst for people to retreat to warmer and healthier environments, contributing to the growth and development of parts of North Carolina.*



*James Walter Tufts*




*General Plan for the Village of Pinehurst - 1895*

## 1.4 PREVIOUS PLANS AND STUDIES

Since becoming a municipality in the 1980s, at least eight plans have been completed, either encompassing the full area of the Village, or focusing on a particular neighborhood. A summary of each relevant study can be found below.

### 2020 STRATEGIC OPERATING PLAN

As the most recent previous planning effort untaken by the Village, this plan identified growth in population and increased development as the primary issues facing the Village. The plan established the following priorities and areas of focus:

1. Safeguard the community;
2. Promote high quality development and appearance;
3. Promote a thriving business community;
4. Promote transportation mobility and connectivity;
5. Protect the environment;
6. Promote active living and cultural opportunities;
7. Professionally manage a high performing organization;
8. Attract and retain an engaged workforce; and
9. Maintain a healthy financial condition.

### 2019 COMPREHENSIVE PLAN

The Village completed the *2019 Comprehensive Plan* as a guide to manage growth for the next 15-20 years. The planning effort included a significant level of public participation including numerous public forums and online engagement. The Plan outlined the following seven guiding principles:

1. Retain the small-town charm, scale, and character of the community to ensure a high quality of life. Celebrate and preserve the historic Village and traditions that make Pinehurst desirable and unique.
2. Balance the need to conserve land while allowing purposeful, quality development in strategic locations to meet the needs of residents, businesses, and visitors. Ensure high quality development that reflects the character of the community and maintain high quality gateways and corridors to ensure the built environment is in keeping with the character of Pinehurst.
3. Protect and enhance the quality and character of existing residential neighborhoods. Seek opportunities to offer a variety of housing types that appeal to a wide range of households and enable residents to live in Pinehurst throughout all stages of life. Ensure neighborhoods are connected to walkable destinations such as parks, open spaces, recreational facilities, and other activity centers.
4. Provide a safe, reliable and efficient transportation system that promotes and enhances mobility and connectivity between neighborhoods and destinations through a multi-modal network of complete and walkable streets, sidewalks and paths for vehicles, golf carts, pedestrians, and cyclists.
5. Support the golf, tourism and healthcare industries that make up the economic backbone of the community by encouraging entrepreneurship, supporting diverse and innovative businesses, and developing a thriving arts, culture, and entertainment market. Encourage a variety of shopping, dining, and cultural opportunities for residents and visitors alike.
6. Ensure supporting infrastructure and community facilities exist to meet the needs of existing and future Pinehurst residents, businesses, and visitors. Partner with other providers to plan for and expand infrastructure as necessary to ensure a high quality of life.
7. Preserve, conserve, and feature Pinehurst's natural resources with expanded parks, open spaces, and events that enhance the health and well-being of the community and the environment.




*2019 Envision the Village Concept Renderings*



### 2015 COMPREHENSIVE BIKE PLAN

The *2015 Comprehensive Pedestrian Plan* was completed to evaluate the needs of current and future residents and visitors in the Village. The efforts included input from a Steering Committee, several Community Workshops/ Events and a Pedestrian/Bicycle Survey. The following Goals and Objectives were established:

- Increase the options for bicycling as an alternate form of transportation within the Village
- Provide attractive, yet safe, bicycling connections from Village residential areas to nearby destinations
- Promote bicycling as a healthy exercise
- Create a bicycle environment that is friendly to all users - including seniors, disabled persons and children
- Improve connections between disparate parts of the Village
- Promote bicycle safety

### 2015 COMPREHENSIVE PEDESTRIAN PLAN

The *2015 Comprehensive Pedestrian Plan* was completed at the same time as the *2015 Comprehensive Bike Plan* to evaluate the needs of current and future residents and visitors in the Village. The efforts included input from a Steering Committee, several Community Workshops/ Events and a Pedestrian/Bicycle Survey. The following Goals and Objectives were established:

- Increase "walkability" in the Village of Pinehurst
- Create a pedestrian network that is an important part

of the urban structure

» Promote walking as healthy exercise

» Create a pedestrian environment that is friendly to all users – including seniors, disabled persons and children.

» Improve connections between disparate parts of the Village.

## 2011 VILLAGE OF PINEHURST THOROUGHFARE PLAN

The *2011 Village of Pinehurst Thoroughfare Plan* was completed as an update to the original Thoroughfare Plan completed 20 years prior by the North Carolina Department of Transportation. The intent was to ensure a dynamic and strategic road network for the Village of Pinehurst for future travel and development needs. As stated in the report, the intent was to create a local consensus of the vision for Pinehurst's future transportation system. The plan included a designation of roadways as Major Thoroughfares, Minor Thoroughfares, and Collector Streets, as well as a Thoroughfare Map identifying each road classification. The plan recommended the following principles for the Village's local road improvements:

» Advocate for context sensitive design in all transportation planning and design efforts

» Continue to prefer roundabouts over signalized intersection and other traffic control devices when considering intersection improvements.

» Assure appropriate landscaping as a high priority on road projects in our jurisdiction

» Preserve the tree canopy on local and regional projects to maintain our community character

» Preserve and enhance landscaping at gateway intersections

» Maintain and enhance landscape along road corridors

» Maintain strong design controls in the transportation planning review process

» Continue to investigate methods to minimize the overall costs of future pavement maintenance

» Continue to monitor traffic speeds

» Continue efforts to minimize the number of curb cuts and other possible disruptions to traffic flow, capacity, and safety on major roads.

» Continue to plan for additional sidewalks and trails to be integrated with local streets and NCDOT projects

## 2010 COMPREHENSIVE LONG RANGE PLAN

The *2010 Comprehensive Long Range Plan* was a two part document including a Strategic Element and an Implementation Element. The Strategic Element guided the overall strategic direction of the Village to preserve and enhance the overall sense of place. The Implementation Element included a detailed compilation of tasks and programs to be completed. The plan outlined four thematic elements: Enhance, Preserve, Guide and Support. With the plan, the Village intended to:

» Preserve and enhance the unique character and ambience of the entire community, especially the historic Village Center

» Enhance the quality of life for present and future residents

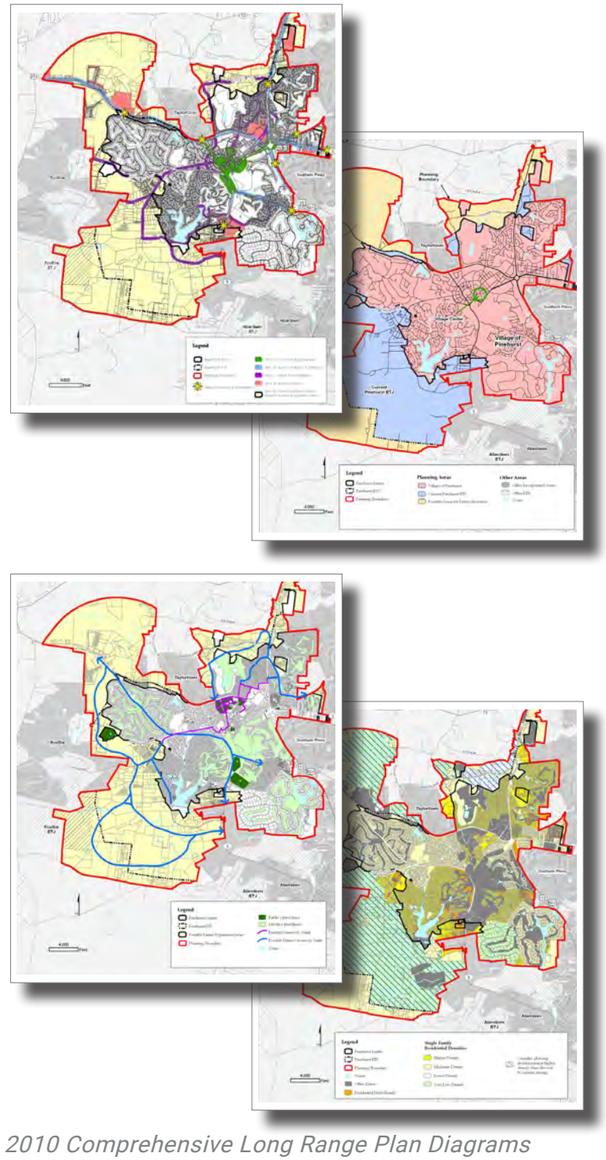
» Guide growth or change in ways that complement the unique character and ambience of the community

» Address community needs in the most efficient and cost-effective manner

» Maintain the legacy of Pinehurst for future residents and visitors to enjoy.

## 2008 NEW CORE MASTER PLAN

The *2008 New Core Master Plan* focused on an area of approximately 19 acres in the Village Center as an opportunity for redevelopment. The study included participation of a Steering Committee as well as extensive public participation, including a three-day charrette. The Key Concepts and Principles for the Plan included:



*2010 Comprehensive Long Range Plan Diagrams*

» Continuation of the scale, design, architectural character and "walkability" of the Village Center

» A mix of uses – retail, office, residential and open spaces

» Addition of roads and sidewalks to provide access to the interior of the plan area and to continue the Village's interconnecting street pattern

» Clustering retail uses on the southern portion of the plan area, where they would be in close proximity to the Village Center and enhance its strength as a specialty retail location

» Adding a variety of residential uses – cluster homes including single-family residential, townhouses, live-work units, and other market-supported residential forms

» Adaptive reuse and/or relocation of historic structures

» Pedestrian emphasis

» Providing at least as much parking as needed for development in the New Core

## 1994 NATIONAL HISTORIC LANDMARK NOMINATION

The *1994 National Historic Landmark Nomination* highlights the history and making of Pinehurst by Frederick Law Olmsted, Warren H. Manning, and James Tufts. The document highlights the intentions of the Olmsted plan to ensure the "overlay of an evergreen landscape on a curvilinear pattern of Village streets" as the heart of the design for the recreational resort and details many aspects of the original plan and development.

A companion to the 1994 National Historic Landmark Nomination was the creation of the Village of Pinehurst Historic District Standards and Guidelines, created in 2006 and updated through September of 2013.

## 1.5 PDO ASSESSMENT SUMMARY

The development ordinance for the Village, known as the *Pinehurst Development Ordinance (PDO),* includes regulations for all development (whether new, or modifications to existing, development) and became effective October 2014.

As part of the analysis of the Small Area Plan (SAP) Existing Conditions, the consultant team completed a comprehensive review of the PDO, looking for items of concern, compiled in this summary, that may inhibit achieving the envisioned future of Village Place and Pinehurst South.

The PDO regulations were adopted in accordance with the then current, *2010 Comprehensive Long Range Village Plan,* as well as all other then current Village plans and policies, in order to accomplish the following goals:

- Preserve and enhance the unique character and ambience of the entire community, especially the historic Village Center;
- Enhance the quality of life for present and future residents;
- Guide growth or change in ways that complement the unique character and ambience of the community
- Address community needs in the most efficient and cost-effective manner; and
- Maintain the legacy of Pinehurst for future residents and visitors to enjoy.

While these goals remain valid, since the adoption of the PDO, several additional planning efforts have been undertaken, including the *2019 Comprehensive Plan*. Along with many other key strategies and recommendations, the new comprehensive plan called for a full update to the PDO, specifically to include corridor standards, conservation subdivision standards, and character-based zoning concepts. The Small Area Plan (SAP) effort, and the following summary, builds off of this *2019 Comprehensive Plan* key recommendation.

For the SAP, the consultant team focused on the following sections of the PDO.

### SECTION 8.2 GENERAL USE ZONING DISTRICTS

The General Use Zoning Districts section of the PDO provides land use regulations for nineteen (19) districts allowing for a variety of uses appropriate to the character of each individual district. The following items were noted as concerns for this section, relative to the SAP effort:

- Section 8.2.5 defines R-10, R-8 and R-5 as High-Density Residential Zones, however, high-density uses (such as Multi-family and Townhouse Dwellings) are not permitted by the Section 8.5 Table of Permitted Uses. Only Single-Family Dwellings are permitted and are not considered a high-density type.
- In addition to the specific item listed above, generally, the Euclidian or used-based zoning districts are counter to the recommendation in the *2019 Comprehensive Plan* for character-based zoning. The Form-Based Codes (FBC), to be developed as part of this SAP effort, in contrast, align with the comprehensive plan's recommendation and will shift the focus from use-based zoning to building form and character. The FBC are intended to supplant the current PDO for Village Pace and Pinehurst South areas only.

### SECTION 8.5 & 8.6 TABLE OF PERMITTED USES & SPECIAL USES

Section 8.5 of the PDO contains a list of uses which may be permitted in one or more of the various General Use Zoning Districts established by the Ordinance. While Section 8.6 defines the Special Requirements as called for in Section 8.5. The following items were noted as concerns for these sections, relative to the SAP effort:

- There are several terms used in the Table of Permitted Uses & Special Uses which are inconsistent or in conflict with Section 10.2 Definitions. These terms may be limiting or unintentionally promote certain uses in areas that are not intended by the PDO. In particular, the following items were noted:
  - The terms "Industry, Heavy" and "Heavy" while used in Section 10.2, are not included in the Section 8.5. It is unclear where uses in this category would be classified in Section 8.5.
  - In regard to Senior Housing, Section 8.5 lists the categories "Residential Care Facilities (More than 6 Residents)" and "Child/Adult Daycare Center". These terms do not address the additional uses listed in Section 10.2 as defined under "Nursing Home: Adult Care Home , Assisted Living Residence, Continuing Care Retirement Community, and Hospice". Therefore, it is unclear whether these additional uses were intentionally omitted and, if so, why.
  - Section 8.5 does not include "Office", as defined in Section 10.2 as "general business office, government offices, insurance offices, law office and real estate and management offices". The specificity of the uses listed in the table may be problematic for certain types of office that may be desirable.
  - The term "Dwelling - Mixed Use" is used in Section 8.5, however, it is unclear whether the term "Live-Work Unit" (as defined in Section 10.2) is included as a Dwelling-Mixed Use. This may potentially limit the ability for development of Live-Work units.
- SR-3 Dwelling, Multi-Family:
  - The minimum size for a multi-family dwelling is one thousand five hundred (1,500) heated square feet. This size is well outside the typical unit size and may preclude new development from occurring and/or providing a range of unit sizes to meet market demand.

### SECTIONS 9.1 & 9.2 TABLE OF DIMENSIONAL REQUIREMENTS

Section 9.1 of the PDO defines the minimum design and development standards for all buildings, sites, and infrastructure. While Section 9.2 defines the dimensional requirements for all uses and structures in the General Use Zoning Districts.

The following items were noted as concerns for these sections, relative to the SAP effort:

- Minimum Front Yard Setback: The minimum front yard setback for the majority of districts is greater than or equal to 20'. This may be problematic for smaller infill lots and/or to allow for a street frontage that relates to a pedestrian scale where building frontage is desirable and helps to create an engaging streetscape.
- The Minimum Rear Yard Setback in most districts is a minimum of 20' or more. This may preclude the redevelopment of small infill lots or lots that do not require on-lot parking and/or are rear-loaded.
- As written, the principal building as well as other structures including decks, landings, terraces, porches, and patios (with minimal exclusions) shall not be located within setbacks (*see 9.1.E.2*). This standard may unintentionally eliminate desirable building elements (such as deep front porches and bay windows).
- Building Height: While "Dwelling - Multifamily" is a permitted use in the VCP and VR districts, the building height is limited to 35', thereby limiting these buildings to 2 stories with a sloped roof (unless placed in an off-hill site condition or designed with a flat roof). As noted under Section 10.2 below, Building Height is measured to the highest point of the roofline, which precludes a 3-story building with a properly sloped roof and may unintentionally force a flat roof or a truncated sloped roof with a well.

### SECTION 9.14 DESIGN STANDARDS FOR SINGLE FAMILY DWELLINGS & 9.3 VILLAGE DISTRICT DESIGN STANDARDS

Section 9.14 of the PDO defines design standards for Single-Family Dwelling development to ensure it is compatible with existing development and consistent with its site and surroundings. While Section 9.3 defines

design standards for the Village Districts to promote development that is functionally and structurally compatible with the existing Village Center and pedestrian area.

The following items were noted as concerns for these sections, relative to the SAP effort:

- While the landscape design standards in Section 9.14 go into some detail and specify minimum quantities, the Exterior Building Materials portion is very limited (perhaps due to the restrictions placed on one- and two-family dwelling design standards by the state). The majority of this section is focused on process rather than design standards.
- The Village District Design Standards are applicable only to the following districts: Village Mixed Use, Village Cottage Professional, and Village Residential. Therefore, the following residential districts, R-5, R-8, R-10, R-15, R-20, R-30, R-210, and R-MF, as well as Office Professional (OP) district do not have design standards, limiting the design oversight of these areas.
- Certain standards are vague or impractical; e.g., shake is limited to 15% per block, requiring the architect or builder to calculate every facade on the block in lieu of their proposed building only and allowing the first buildings to consume a full block's allotment of shake; facade lighting standards address glare, but do not address light trespass, full cut-off fixtures to protect the night sky, light temperature, or energy-conserving lamps; public spaces shall be incorporated in the Village Mixed-Use District, but no other districts and there is mention of minimum size, frequency, appropriate types, amenities, and similar.

### SECTION 10.2 DEFINITIONS

Section 10.2 of the PDO contains definitions of words used within the ordinance. The following items of concern were noted for this section:

- Building Height is defined as "the vertical distance measured from the average elevation of the proposed finished grade at the front of the building to the highest point of the roof". The preferred method requires building height to be measured to the eave or to the midpoint of the roof, allowing properly pitched roof slopes and tall floor-to-ceiling heights reflective of the Village's architectural character.
- Live-Work Units are defined as "variations of either the detached house building type or the townhome building type". It is recommended to also include Dwelling - Mixed Use to coordinate with the Table of Permitted Uses & Special Uses in Section 8.6.
- The use of the phrase "detached house" should match "Dwelling, Single Family".
- "General Retail" is a term used in Section 8.5, however is not defined in Section 10.2.

To see current zoning districts and permitted uses that exist within the Small Area Plan boundaries, see pages 22-23 of this document.

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# 2.0 EXISTING CONDITIONS


2.1 OVERVIEW

2.2 EXISTING CONDITIONS

2.3 MARKET ANALYSIS SUMMARY

## 2.1 OVERVIEW

### Existing Conditions

Located south of the Village Center along NC-5, Pinehurst South encompasses approximately 290 acres with almost 47% of the area undeveloped. A portion of this area is in the unincorporated area of the Village of Pinehurst known as the Village's Extraterritorial Zoning Jurisdiction (ETJ). Some of the development in this study area is older, more auto-centric, and may be considered out of character with the Village.

The *2019 Comprehensive Plan* recommends redevelopment with office, medical, life science, and research facilities supported with small-scale retail services and residential uses. Given the availability of undeveloped land, Pinehurst South offers the unique opportunity to expand the character of Pinehurst and create a new gateway for the Village to the south.

To ensure the small area plans support the Village's vision, the design team conducted a thorough assessment and inventory of existing conditions to understand the historic, cultural, environmental, social, market, and economic assets of Pinehurst.

The plan builds on the strengths of the existing conditions; upholds the planning principles of the original Tufts, Olmsted, and Manning vision and plan; and extends the Village's small-town scale, architectural character, and walkability outward rather than allowing auto-oriented commercial development to creep inward over time.

This section includes the photographs, diagrams, and conclusions of this documentation and analysis phase, which was then used, along with stakeholder input, as the groundwork for the concept planning phase (Phase 2).

The Existing Conditions and Analysis diagrams include:

- Existing Illustrative Plan
- Figure Ground Plan Diagram
- Historic District Plan Diagram
- Street Network Plan Diagram
- Posted Speed and Traffic Control Plan Diagram
- Land Use Plan Diagram
- Zoning Plan Diagram
- Topography Plan Diagram
- Open Space + Trails + Sidewalk Plan Diagram
- Market Analysis Summary

The following observations were made as part of the Existing Conditions study:

- Forest cover is abundant in Pinehurst South; however, the area lacks meaningful and organized open spaces for the community's use.
- There is a grouping of existing and planned commercial and civic uses in the area between Monticello Drive and Blake Boulevard, including the Post Office, Pinehurst Fire Station No. 2, American Legion, the soon-to-be-relocated Boys & Girls Club, and a new headquarters building for NAHB.
- Multi-family and Single-Family Detached (SFD) residential are the primary uses west of NC-5. This area is poorly connected for pedestrian, bicycle, golf cart, and vehicle circulation as well as to other surrounding streets and trails.
- Trotters Hill Office Park is an enclave of separate professional office buildings. Several lots have been developed, including several in recent years, particularly those adjacent to and with visibility from NC-5. With the recent construction, few undeveloped parcels within the office park remian.
- There is a range of residential architecture in Pinehurst South, some of which is in keeping with the historic character of Pinehurst and some that appears quite out of place or in disrepair.
- Similarly, there is a range of commercial architecture in Pinehurst South, some of which is in keeping with the historic character of Pinehurst and some that appears quite out of place as ubiquitous, auto-centric development.
- Overall, the area remains largely undeveloped and, thus, presents an opportunity for development that responds to the market demand but additionally upholds the Village's character.



Monticello Drive
*Source: Design Collective*



Blake Blvd & NC-5
*Source: Design Collective*



Multi-Family Residential - Abingdon Square
*Source: Design Collective*




United States Post Office - Blake Blvd
*Credit: Google*



Blake Blvd Railroad Crossing
*Source: Design Collective*



Commercial - Pinehurst Dental/Trotters Hill Office Park
*Credit: Google*



Commercial - Trotters Hill Office Park
*Source: Design Collective*




Commercial - Pinehurst Coins
*Credit: Google Images*



Flooring Gallery
*Credit: Google*

## 2.2 EXISTING CONDITIONS

### Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.




KEY

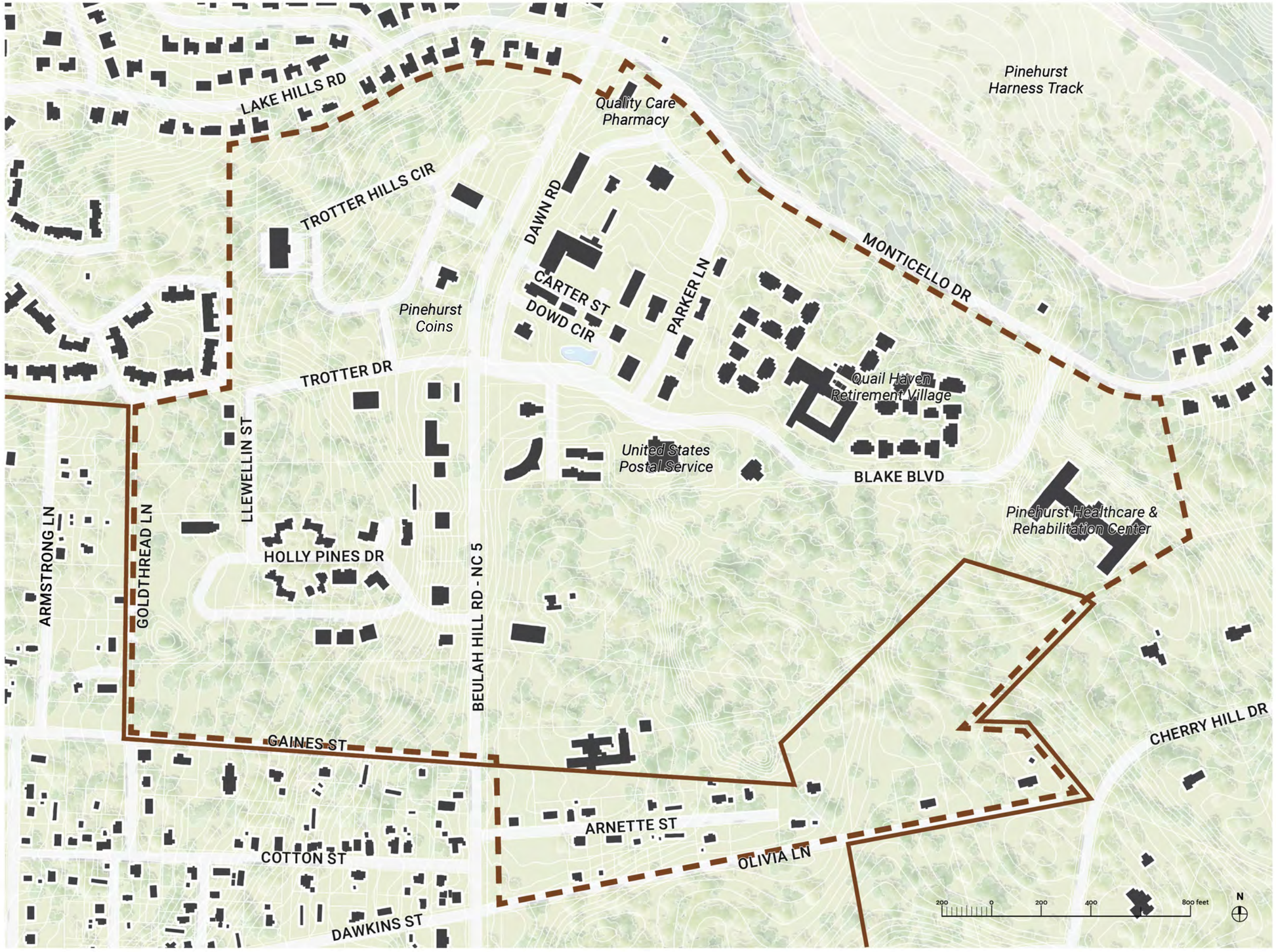
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE

## Figure Ground

The Existing Figure Ground plan shows the relationship of built and unbuilt space in Pinehurst South.The development patterns in the study area are characterized by commercial uses accessed off of Beulah Hill Road - NC-5 with a mix of residential building types interspersed to the west and east. Undeveloped parcels exist in Trotter Hills, a planned office development located in the northwest corner of the study area. The development consists of 17 parcels with approximately 1/3 of the lots either developed, permitted, or under review. Larger underutilized land with no projected development exists in the southeast corner of the study area.

KEY

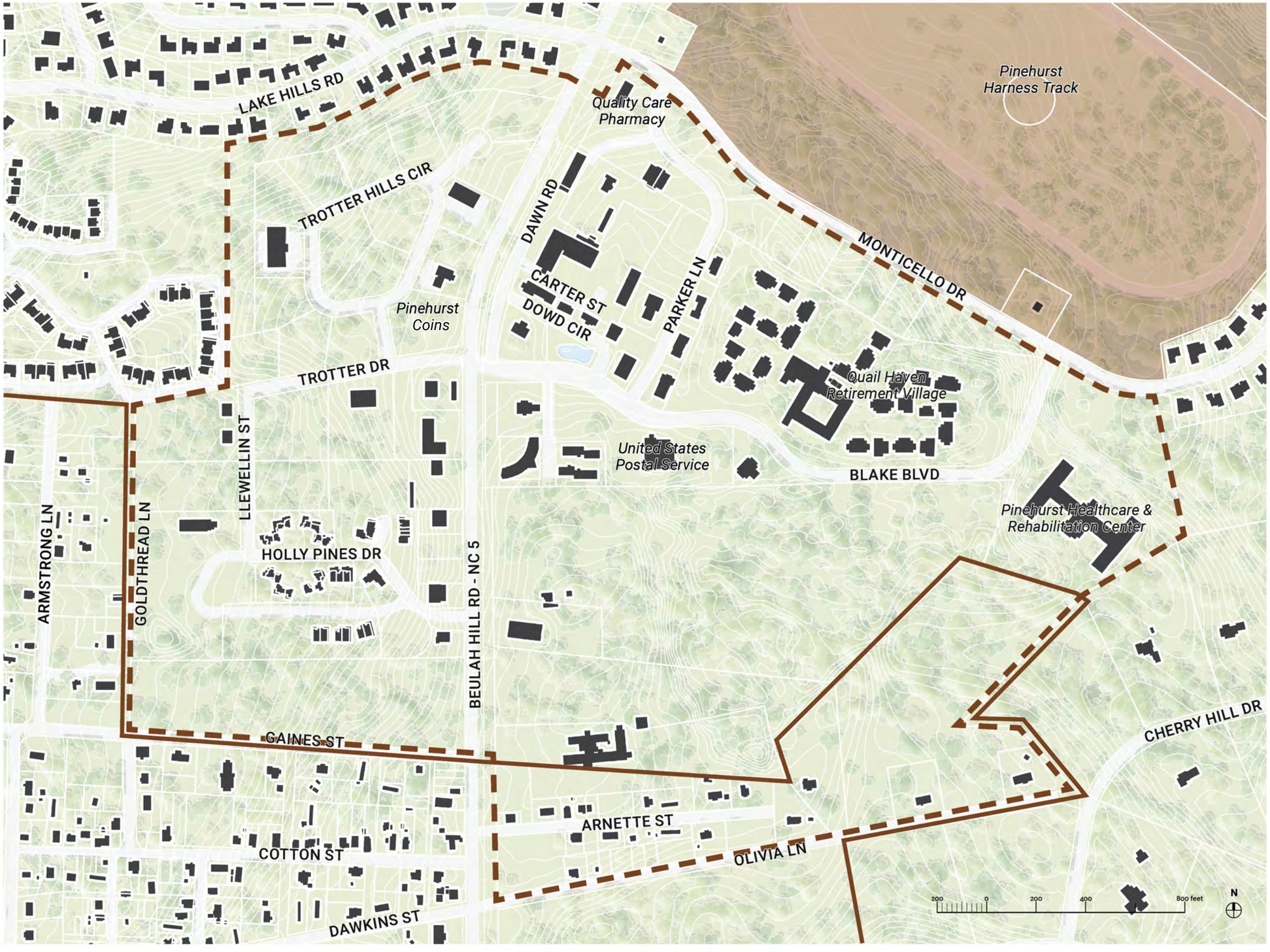
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS



## Historic District

The Historic District is comprised of properties that fall within the National Historic Landmark district or that were surveyed and identified as important fixtures within the community. These properties are subject to additional review by the Historic Preservation Commission and the Historic District Standards to ensure the history and charm of the Village of Pinehurst is preserved.

No portion of the Historic District expands into the Pinehurst South study area, however, the Pinehurst Harness Track lies directly to the north and is within the District.

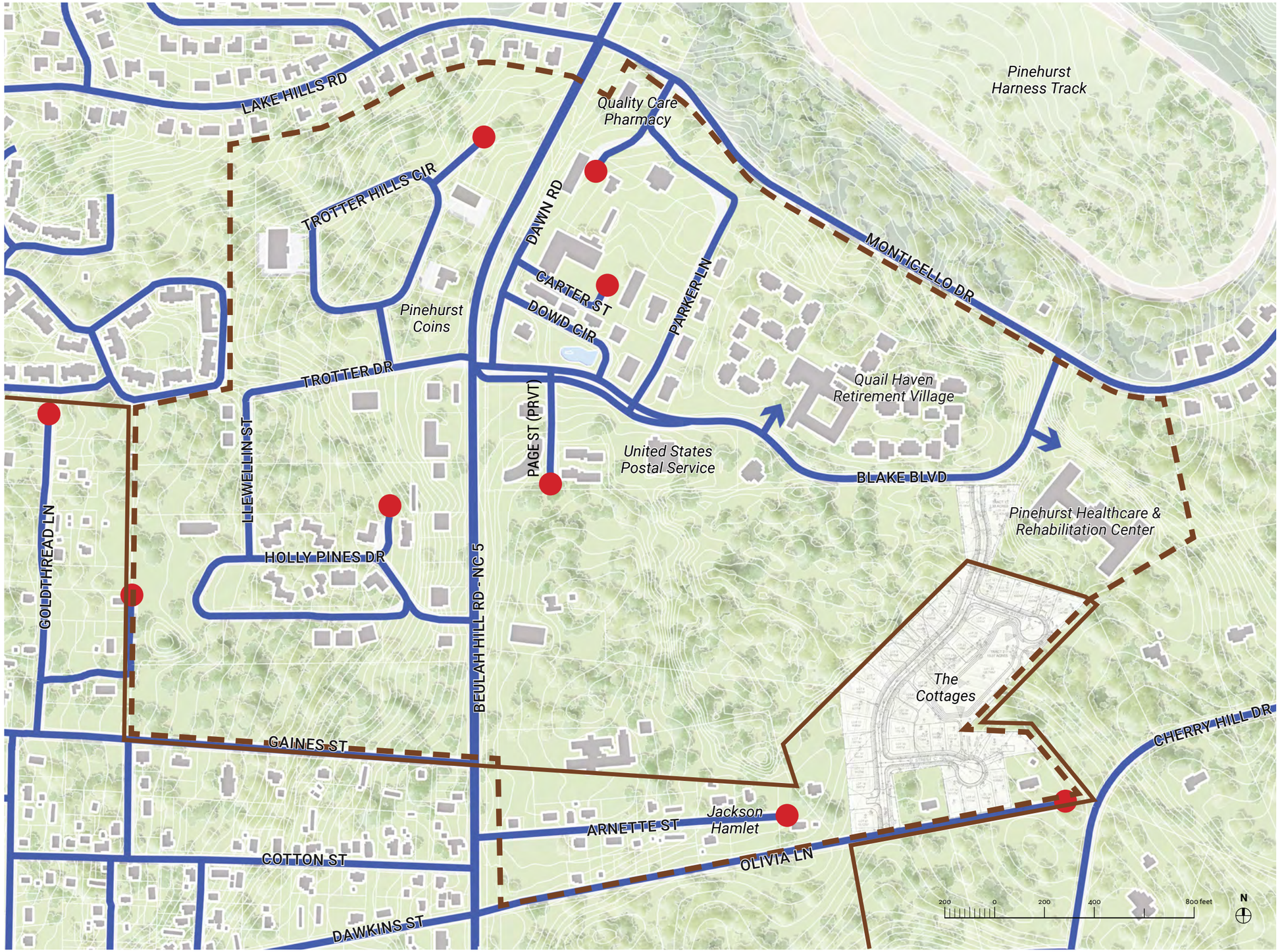


## Street Network

The Pinehurst South study area spans Beulah Hill Road - NC-5, a major connector street that provides direct access to the Village Center to the north and US 501 to the south. Neighborhood streets are organic and disconnected with many dead-end conditions throughout the study area.

KEY

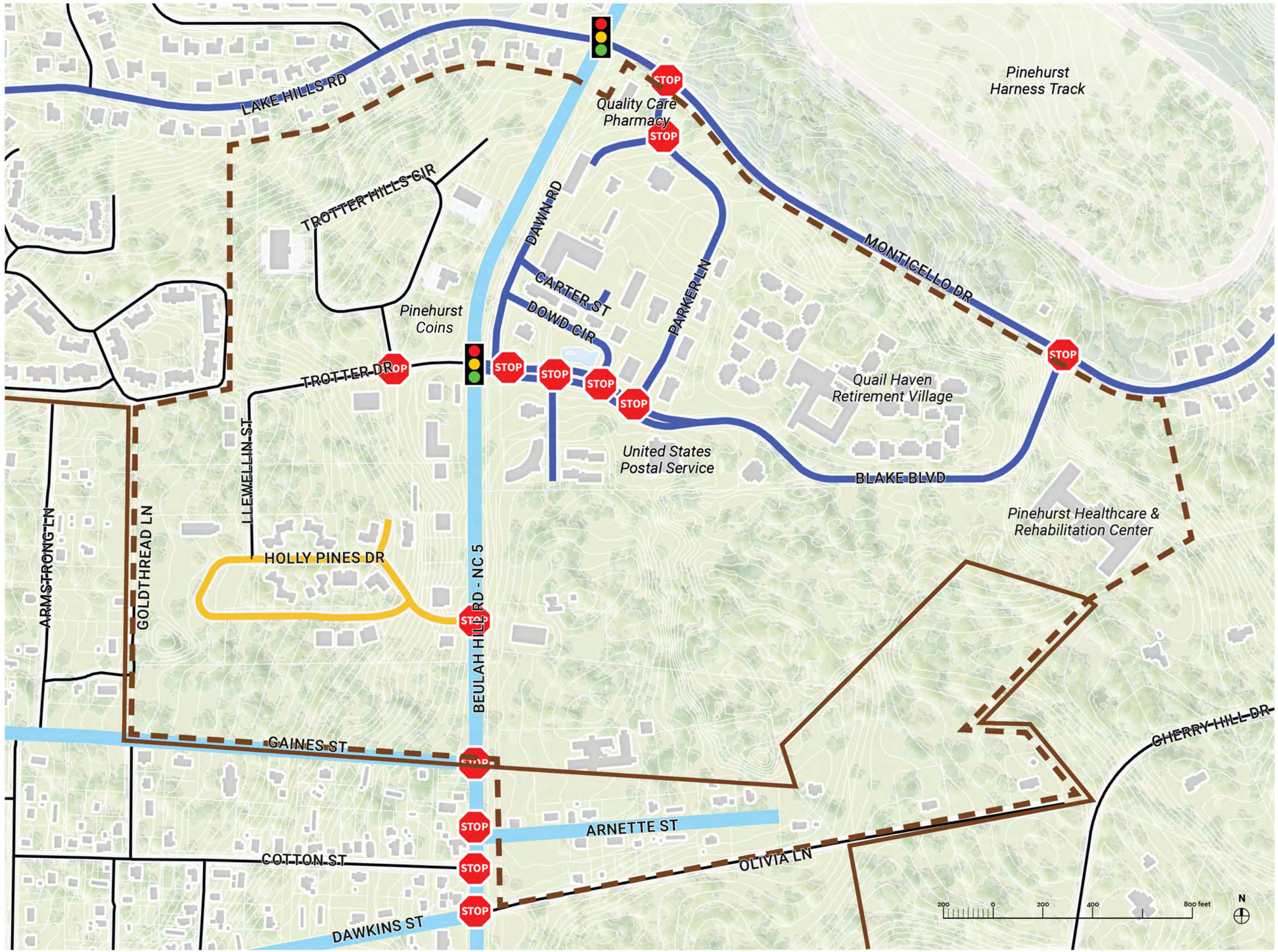
- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- EXISTING DEAD END



## Posted Speed and Traffic Control

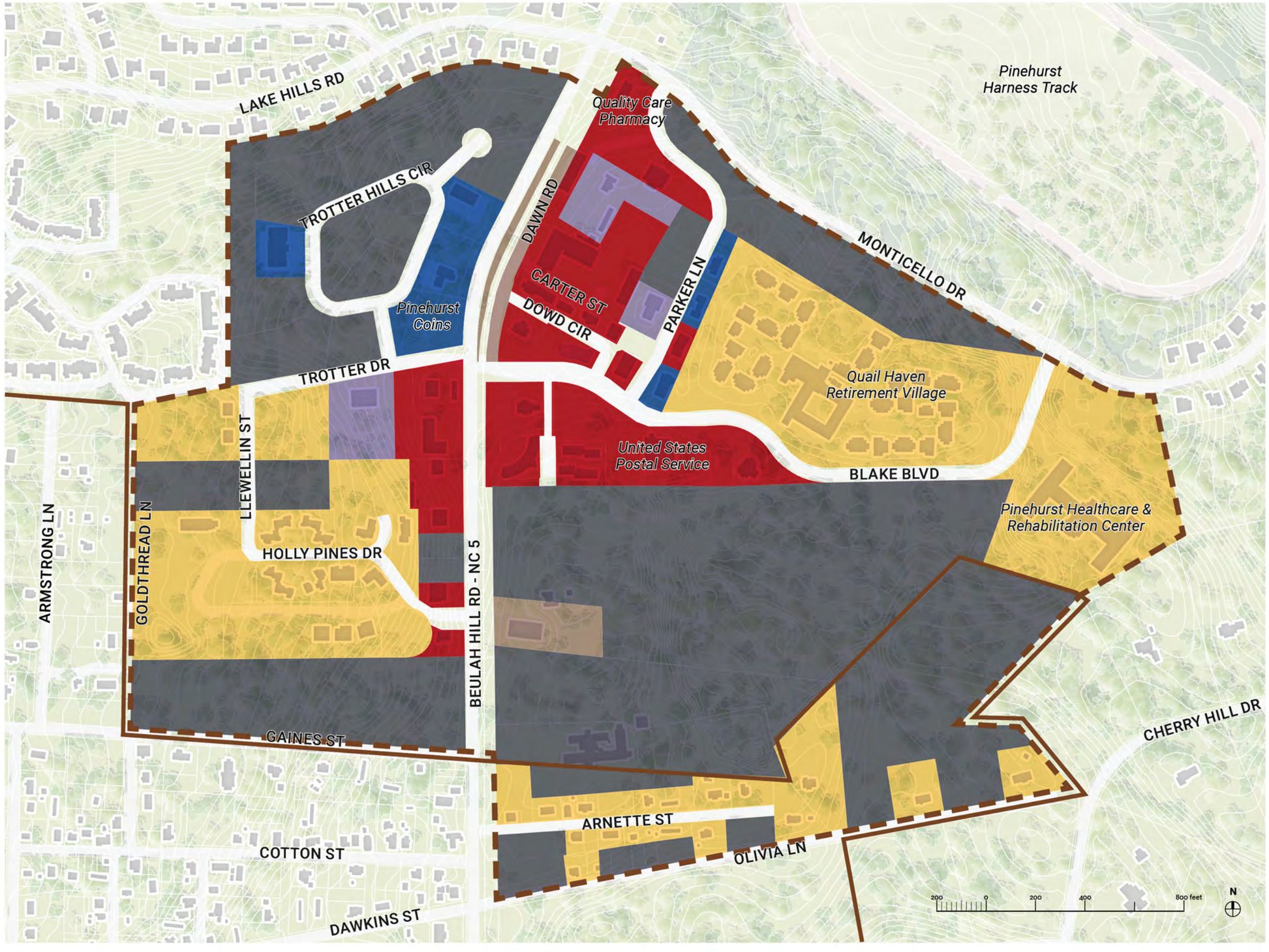
The streets within the study area boundary have a range of posted speeds. Beulah Hill Road - NC-5 is 35 mph. A majority of the neighborhood streets are 25 mph with the exception of Holly Pines Drive which is 10 mph. Stop signs are located at all Beulah Hill Road - NC 5, Blake Boulevard, and Monticello Drive intersections. For added control and safety, traffic signals have been placed along Beulah Hill Road - NC 5 at the intersections of Blake Blvd and Monticello Drive.



## Land Use

The study area includes a mix of land uses. A majority of the commercial uses are centered along Beulah Hill Road - NC-5 with residential uses and large vacant properties surrounding the commercial core. A large percentage of the study area is vacant or underutilized.

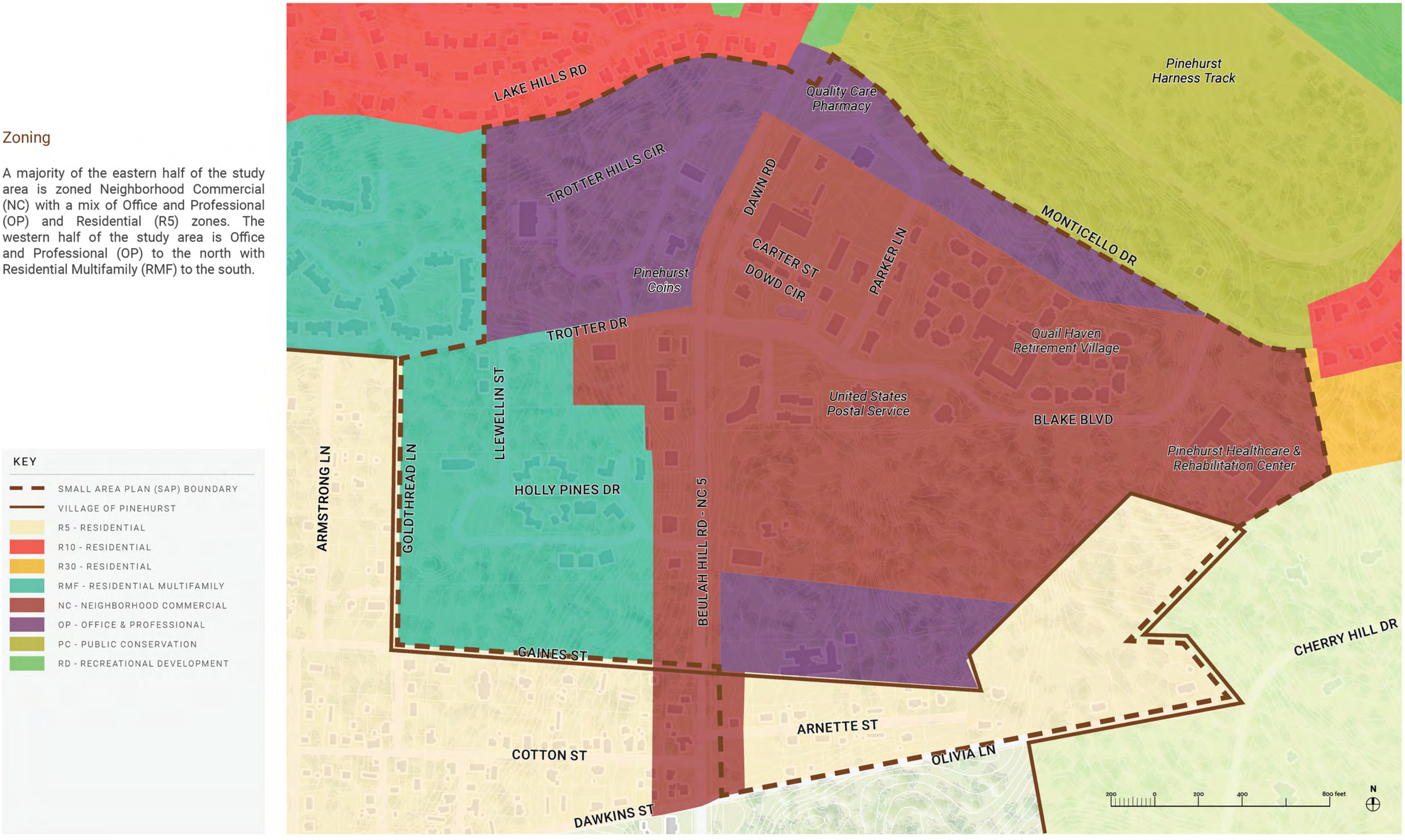



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- CIVIC
- RETAIL
- OFFICE
- RESIDENTIAL
- INDUSTRIAL
- VACANT
- PARKS/ OPEN SPACE

## Zoning

A majority of the eastern half of the study area is zoned Neighborhood Commercial (NC) with a mix of Office and Professional (OP) and Residential (R5) zones. The western half of the study area is Office and Professional (OP) to the north with Residential Multifamily (RMF) to the south.



## Existing Zoning and Permitted Uses

The following zoning districts exist within the Pinehurst South Small Area Plan boundary. For a full matrix of all zoning districts and permitted land uses, reference Section 8.5 of the *Pinehurst Development Ordinance* (PDO).

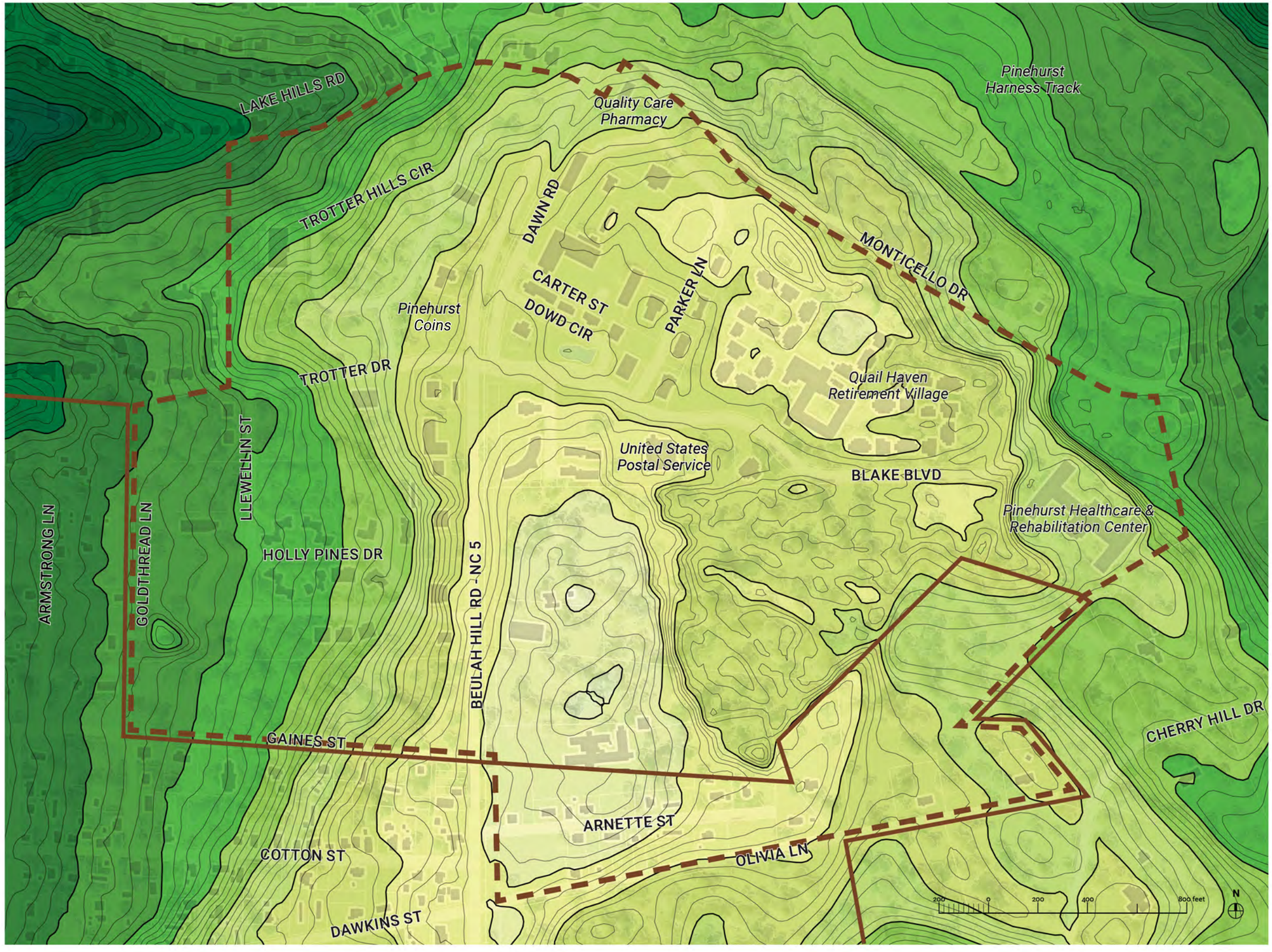
**KEY**

- ✓ PERMITTED USES
- **SR** SPECIAL REQUIREMENTS, SEE SECTION 8.6
- **SU** SPECIAL USE PERMIT REQUIRED, SEE SECTION 4.5
- ✗ PROHIBITED USES

| | USES | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | DWELLING - SINGLE FAMILY | DWELLING - TWO FAMILY | DWELLING - MULTIFAMILY | DWELLING - TOWNHOUSE/ CLUSTERED DWELLINGS | DWELLING - MIXED USE | BED AND BREAKFAST HOMES | HOTEL | MEDICAL CLINIC | PERSONAL SERVICES | PROFESSIONAL SERVICES | GENERAL RETAIL | RESTAURANT | CIVIC/CULTURAL FACILITIES | RESIDENTIAL CARE FACILITIES (> 6 RESIDENTS) | PARKING STRUCTURE | Maximum Building Height | NOTES |
| R5 - RESIDENTIAL | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | SU | ✗ | 35' | *Intended principal use of land is high-density residential uses, intended to discourage any use detrimental to the residential nature.* |
| RMF - RESIDENTIAL MULTIFAMILY | ✓ | ✓ | SR | SR | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | 35' | *Intended principal use of land is multi-family and/or single family dwellings, intended to discourage any use that would be detrimental to the residential nature.* |
| NC - NEIGHBORHOOD COMMERCIAL | ✗ | ✗ | ✗ | ✗ | SR | ✗ | ✗ | ✓ | ✓ | ✓ | SR | SR | ✓ | ✓ | ✗ | 35' | *Intended principal use of land is small scale commercial, retail, office and service to residential districts* |
| OP - OFFICE & PROFESSIONAL | ✗ | ✗ | ✗ | ✗ | SR | ✗ | ✓ | ✓ | ✓ | ✓ | ✗ | SU | ✗ | ✓ | SR | 35' | *Intended to provide for limited office and retail development, as a transition between business districts and residential land uses* |

## Topography

The topography of the study area is characterized by a natural ridge line along Beulah Hill Road - NC-5. The study area sits at a plateau along the eastern side with grades sloping downward towards Pinehurst Lake.

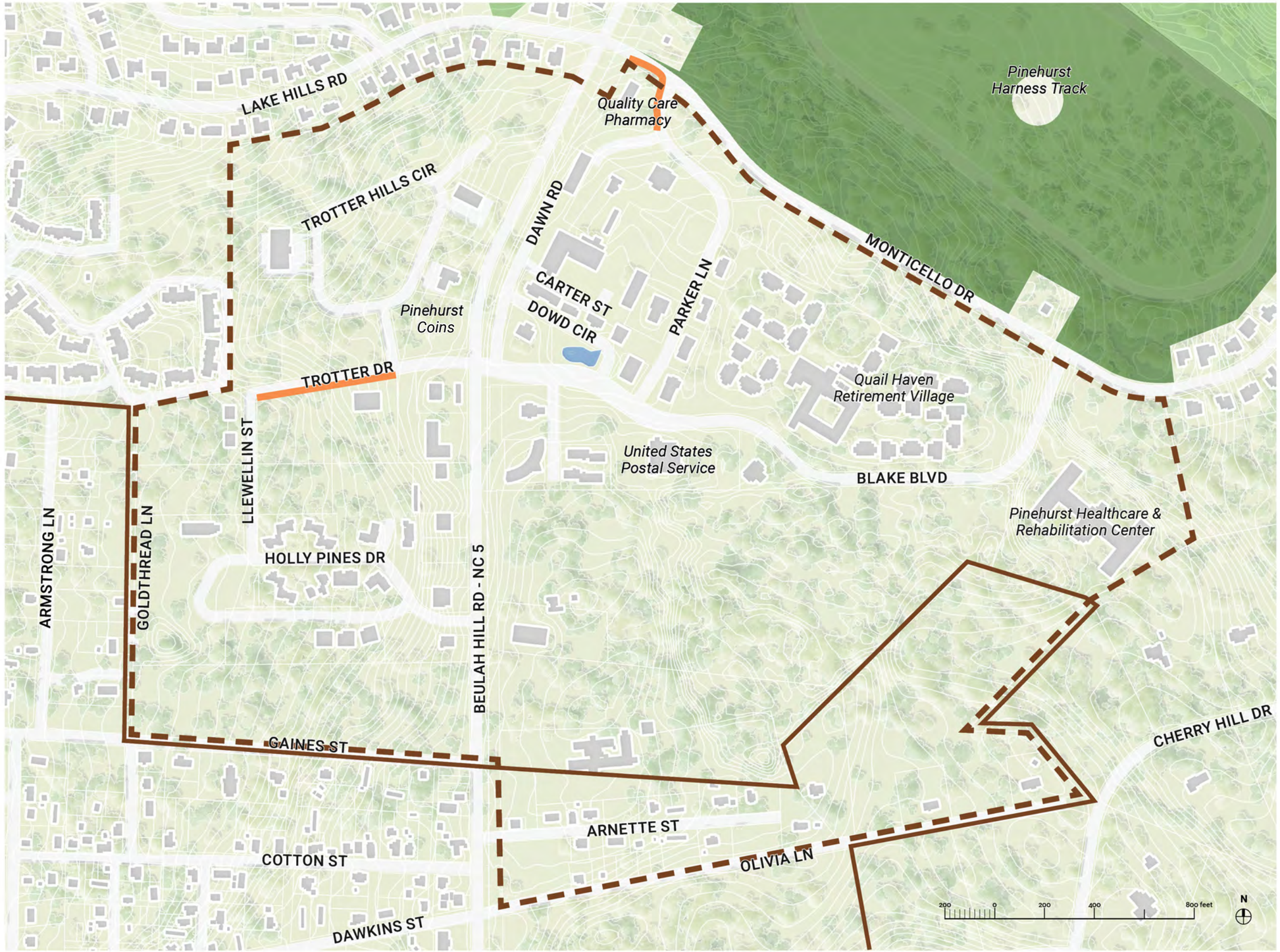



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- +550
- +450

## Open Space + Trails + Sidewalks

The study area contains no dedicated public open space or trails within its boundary. There are only two segments of sidewalks that currently exist on parker Lane and a portion of Trotter Drive. Just north of the study area is the Pinehurst Harness Track, one of the oldest continuously operating equine sports facilities in the state.




KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- GREENWAY TRAILS
- WALKWAY TRAILS
- SIDEWALKS
- PARKS/ OPEN SPACE

## 2.3 MARKET ANALYSIS SUMMARY

### Background and Objectives

A Market Analysis report was prepared by Duggal Real Estate Advisors, LLC (DREA); the following pages provide a summary; the full report can be found on the project website: https://engage.vopnc.org/smallareaplans. The data was collected in November and December 2020 and January 2021.

The market analysis is one step in the process to determine the feasibility of land uses within the Village of Pinehurst and the plan areas. It ascertains the quantitative and qualitative aspects of demand for land uses that might be appropriate for future development in the plan areas and quantifies the potential scale and timing of these uses.

Also known as the Highway 5 Commercial Area, Pinehurst South is an approximate 290 acre limited growth and redevelopment area on the Village's south side containing approximately 145 parcels.

### Summary of Market Opportunity

For the market analysis, DREA examined six different land uses: for-sale residential, for-rent residential, retail, office, hospitality, and golf. The following is a summary of the opportunity for each of the land uses in the Pinehurst South plan area.

The overall market opportunity takes into account the current and projected future market conditions, future demand potential, and the suitability for the land use within the Village.

### Summary of Demand

For each of the land uses, DREA completed a demand model to understand the future potential of the land use within the Village or Moore County, depending on the land use. To determine how much of each land use would likely locate within the plan areas, it was necessary to consider where else within the Village the land use could be located. For example, if there is demand for one rental project every three to eight years within the Village, it cannot be located in both planning areas, but in reality, it could be located in either one or another location in the Village, making it difficult to assign demand.

For many land uses, there has been and will be more demand for the product type within the Village than the amount of supply that has been or will be available (i.e., more houses would likely sell if they were available).

### Summary of Demand for Land Uses within Plan Areas

DREA then considered how much of the demand could be located within the plan areas if the area was zoned for it, landowners were interested in selling, and developers would build it. While the market analysis quantifies realistic development opportunities, actual land use allocation is guided by planning exercises, site constraints, the desired vision, and stakeholder input, in balance with market demand.

The potential for most of the land uses is present in both plan areas. Although there is some flexibility in these numbers as stated before, DREA put together guidelines based upon the market to help the planning team understand the magnitude of demand in each of the plan areas. Below is the demand summary for Pinehurst South.

### For-Sale Residential

- Likely a stand-alone residential community as opposed to mixed with other product.
- Given land availability, could have 1-2 projects. Each would be 30-50 units.
- However, the demand for this product is deep, and the planning area can support as much for-sale product as desired.
- Could be either single-family detached or attached product.
- Pricing would vary based upon product type and positioning, but would likely be in the range of $250,000 to $450,000.

### For-Rent Residential

- Could be either a stand-alone larger community (typically larger, 150-200 units) or integrated into a mixed-use area.
- Integrated into a mixed-use area, the apartments would still likely be horizontal mixed-use (e.g. the apartments are next to the retail and office, not above). This would likely be a smaller project (80-120 units).
- Rents would be similar to the newest apartments at the time of construction. At this point, the newest apartments in the market are The Greens at approximately $1.35/SF. At an average size of approximately 1,000 square feet, that would equate to a rent of approximately $1,350 per month.

### Retail

- Any retail would prefer to be located and accessed off of NC-5. If a project were created on the east side of NC-5, it would still be important to have NC-5 visibility.
- Could be a stand-alone shopping center on the west side of NC-5. This would depend on having an anchor within the project such as a grocery store or drug store. The size of the center would depend on what type of anchor, ranging from 50,000-80,000 SF in size total. This would likely not materialize for some time as the area continues to develop and mature.
- There is also demand for retail on the east side of NC-5. Due to access issues, it would be small-scale, and just to support local businesses and residents. There would likely be less than 10,000 SF total.
- If there was a shopping center on the west side of NC-5, the retail on the east side would be more limited, and vice versa.
- Any retail located within Pinehurst South would be locally serving.
- The maximum amount of retail in the area is likely to be 80,000 SF with a grocery store, and less than 40,000 SF without a grocery store at build-out.
- Rents would need to be $24-$30/SF to support new construction

### Office

- Office could either be like the product available at Turnberry (small format, 1-2 story) or integrated into a mixed-use center.
- Although there is not a lot of office demand annually, given the limited amount of office land available in other areas, this would be an appropriate location to save land for future office use.
- Even at 2,000 SF of office per year, in 50 years, the total amount would be 100,000 SF. Tenants and owner-occupied space would be a collection of medical, locally-serving professional services, and potentially related to the USGA.
- Rents for office would be in the $18-$22/SF range.
- Part of the area could be a modified Innovation Hub – meaning it could be planned to attract and facilitate companies and technologies related to golf, but be willing to accept other industries and users as well.

### Hospitality

- The planning area could support a hotel if it were part of a mixed-use area. If there were enough businesses, it could support the workers in the area. Otherwise, it would likely support tourists. Type of hotel depends on place creation.
- A new hotel would likely have around 100 rooms.



**Overall, Pinehurst South is best suited for residential and office uses. Hospitality could be an option as well. Large-scale retail would be challenging given the access issues, but locally-serving retail would be viable.**

### Strengths

- Land availability
- Direct access to Pinehurst Resort via NC 5
- New development in area
- Strong businesses in area (such as Quail Haven Retirement Village)

### Weaknesses

- No common theme to buildings
- Unrelated land uses
- Traffic issues

### Opportunities

- Capitalize on growth along NC 5
- Concentration of public and semi-public services (post office, fire station, VA services)
- Create a distinct identity for area
- Build off of USGA
- Infill development

### Threats/Challenges

- RR crossings & limited access
- Significant amount of vacant land south of the study area along NC Hwy 5 that could take demand potential away



Quail Haven Retirement Village



Fire station



Abingdon Square Townhomes



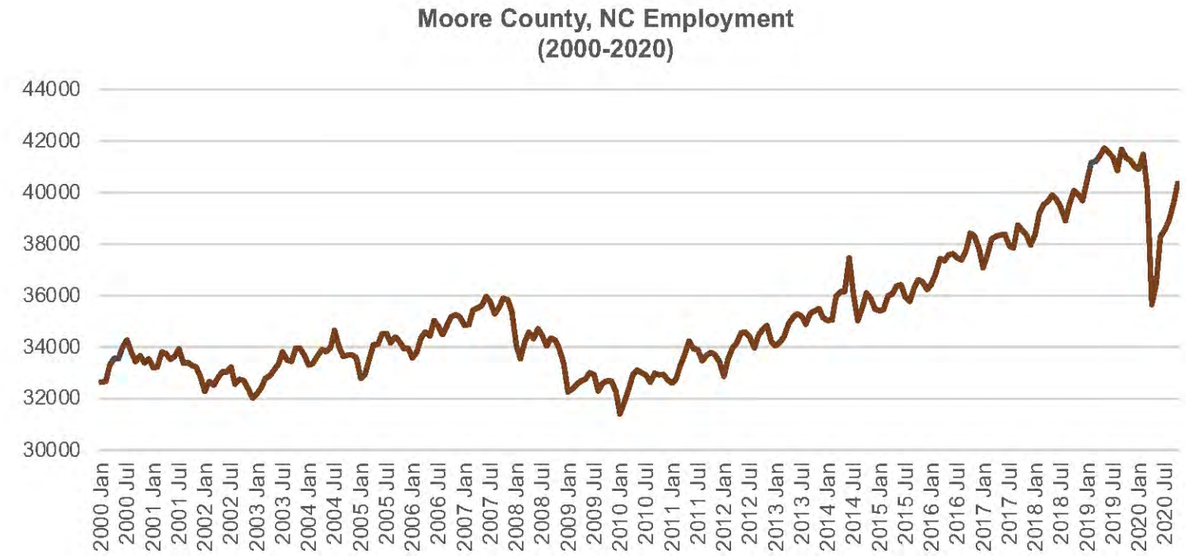
Retail



Veterans Guardian Claim Consulting

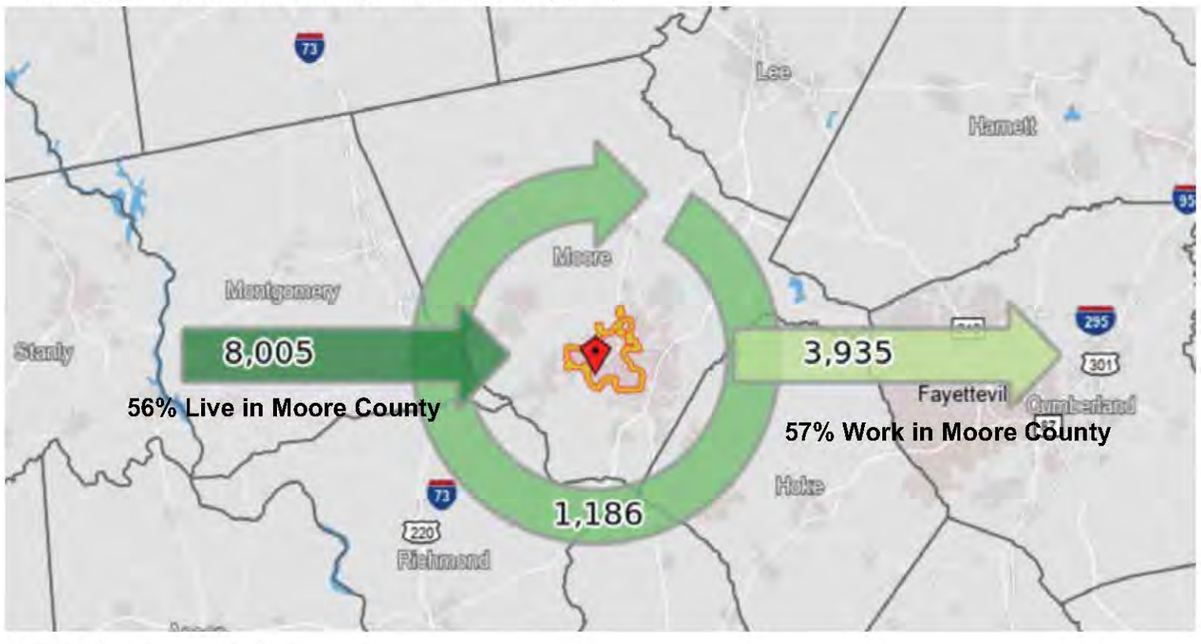


Open space along Blake Blvd.




*Source: BLS*

**Inflow and Outflow of Workers in Pinehurst (2017)**




*Source Census on the Map*

**Jobs by Industry in Pinehurst (2020)**

| Industry | Businesses | % | Employees | % |
|---|---|---|---|---|
| Health Care and Social Services | 575 | 54% | 5,880 | 52% |
| Accommodation and Food Services | 42 | 4% | 2,839 | 25% |
| Other Services - Repair, Personal Care, Laundry, Religious, etc. | 69 | 6% | 434 | 4% |
| Professional, Scientific, and Technical Services | 58 | 5% | 396 | 3% |
| Arts, Sports, Entertainment, and Recreation | 23 | 2% | 358 | 3% |
| Retail: Home, Food, Automobiles, Personal Care | 35 | 3% | 262 | 2% |
| Education | 11 | 1% | 257 | 2% |
| Real Estate and Rentals | 47 | 4% | 234 | 2% |
| Public Administration | 12 | 1% | 173 | 2% |
| Banking, Finance and Insurance | 56 | 5% | 145 | 1% |
| Construction | 25 | 2% | 89 | 1% |
| Information | 12 | 1% | 85 | 1% |
| Other | 108 | 10% | 248 | 2% |
| Total | 1,073 | 100% | 11,400 | 100% |

*Source: North Carolina Department of Commerce, Labor & Economic Analysis*

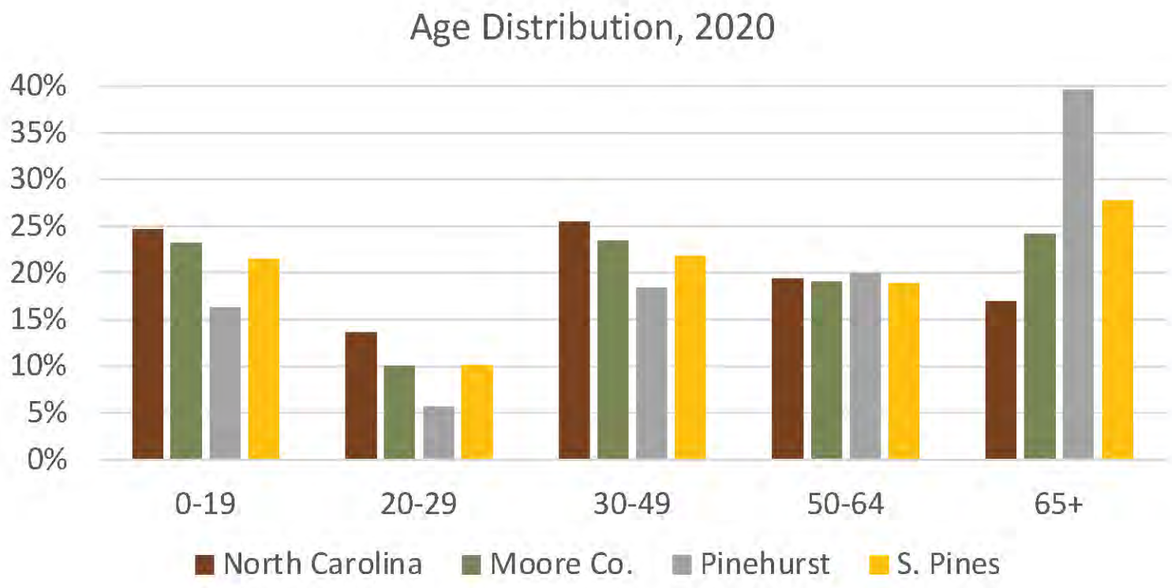
**People Who Work in Pinehurst (Where Workers in Pinehurst Live)**
Of the people that work in Pinehurst, approximately 50% of them are aged 30-54, while 32% are over the age of 55, and 18% are under the age of 29.

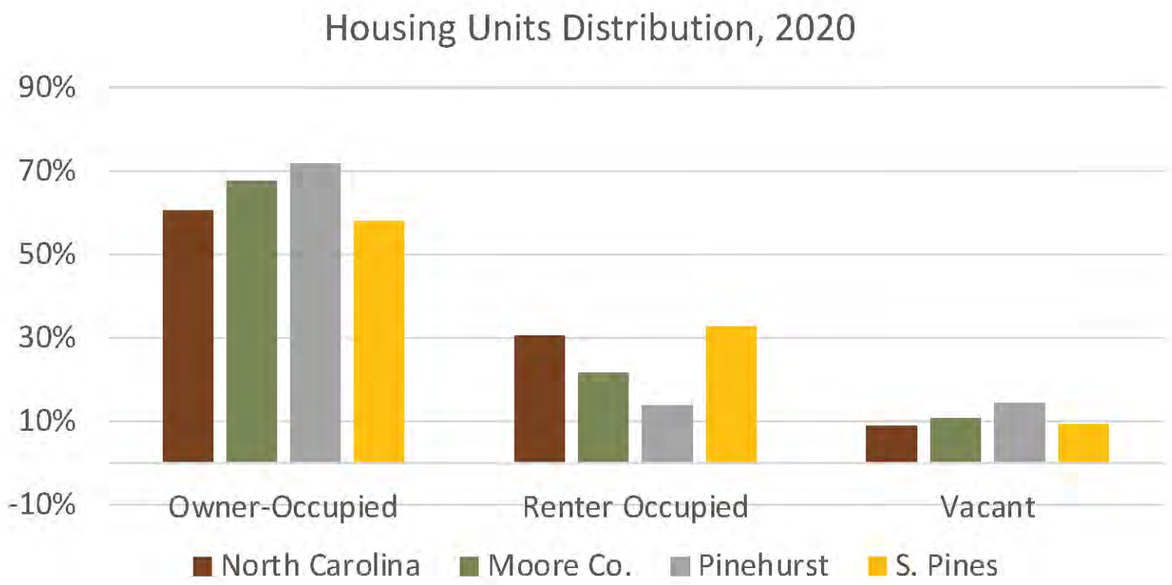
Almost half of the workers make more than $3,333 per month. Over 50% of the workforce has some college, an Associates degree, Bachelor's degree or higher.

**Household Data for NC, Moore County, Pinehurst, and Southern Pines (2020-2025)**

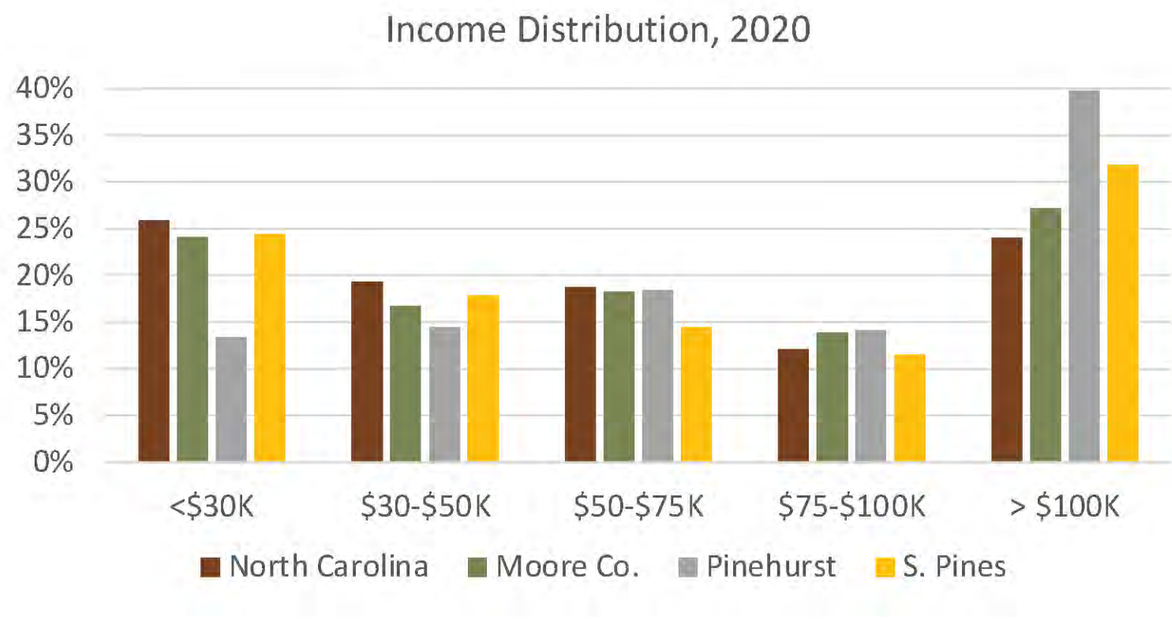
| Geography | 2020 | 2025 | Growth | Annual Growth Rate |
|---|---|---|---|---|
| North Carolina | 4,341,543 | 4,494,724 | 153,181 | 0.7% |
| Moore County | 43,651 | 45,169 | 1,518 | 0.7% |
| Moore Co. as % of NC | 1.0% | 1.0% | 1.0% | |
| Pinehurst Village | 7,885 | 8,100 | 215 | 0.5% |
| Pinehurst as % of Moore | 18.1% | 17.9% | 14.2% | |
| Southern Pines Town | 7,142 | 7,207 | 65 | 0.2% |
| Southern Pines as % of Moore | 16.4% | 16.0% | 4.3% | |

*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*



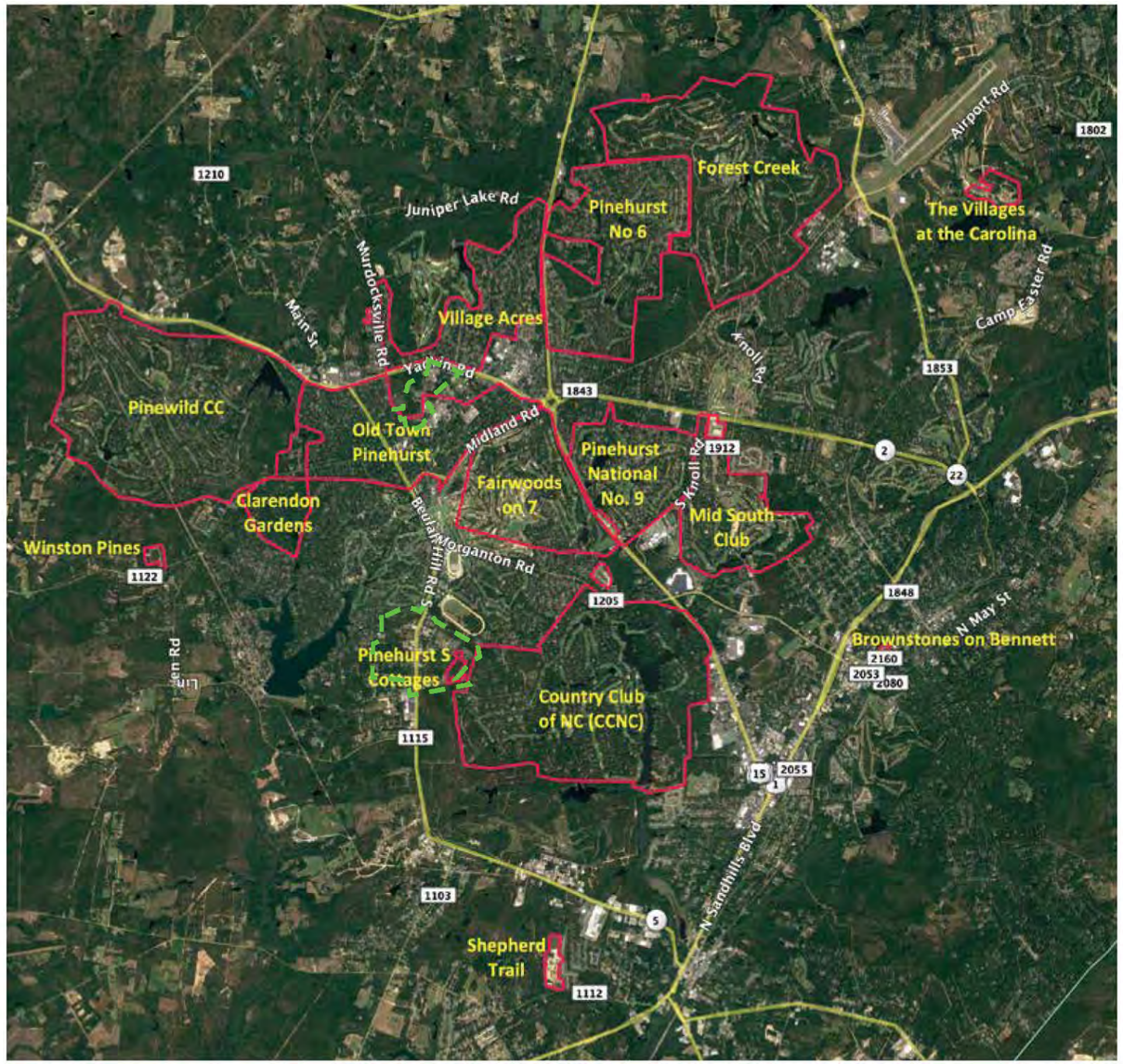




*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*




*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*

## For-Sale Residential




KEY

SMALL AREA PLAN (SAP) BOUNDARY

FOR-SALE COMMUNITY OUTLINE

Permits and sales continue to increase

**Healthy market with strong demand fundamentals**

For-sale in Pinehurst tends to be single-family detached

Demand is high

**Home prices continue to rise in Pinehurst** - still more attainable/affordable than similar housing in other parts of the country

New homes in non-golf oriented communities are $300,000 to $500,000 on average

New, infill housing in golf-oriented master-planned communities are $450,000 to $750,000

VP

Single-family homes selling in Village Place tend to be priced from $200,000 to $400,000. **Two new homes sold for approximately $300,000**

New product within the study area could be a combination of small lot single-family detached, townhome/attached, and possibly condominium product

The price point would likely be above existing homes within the study area

PS

There are very few for-sale houses within the Pinehurst South study area

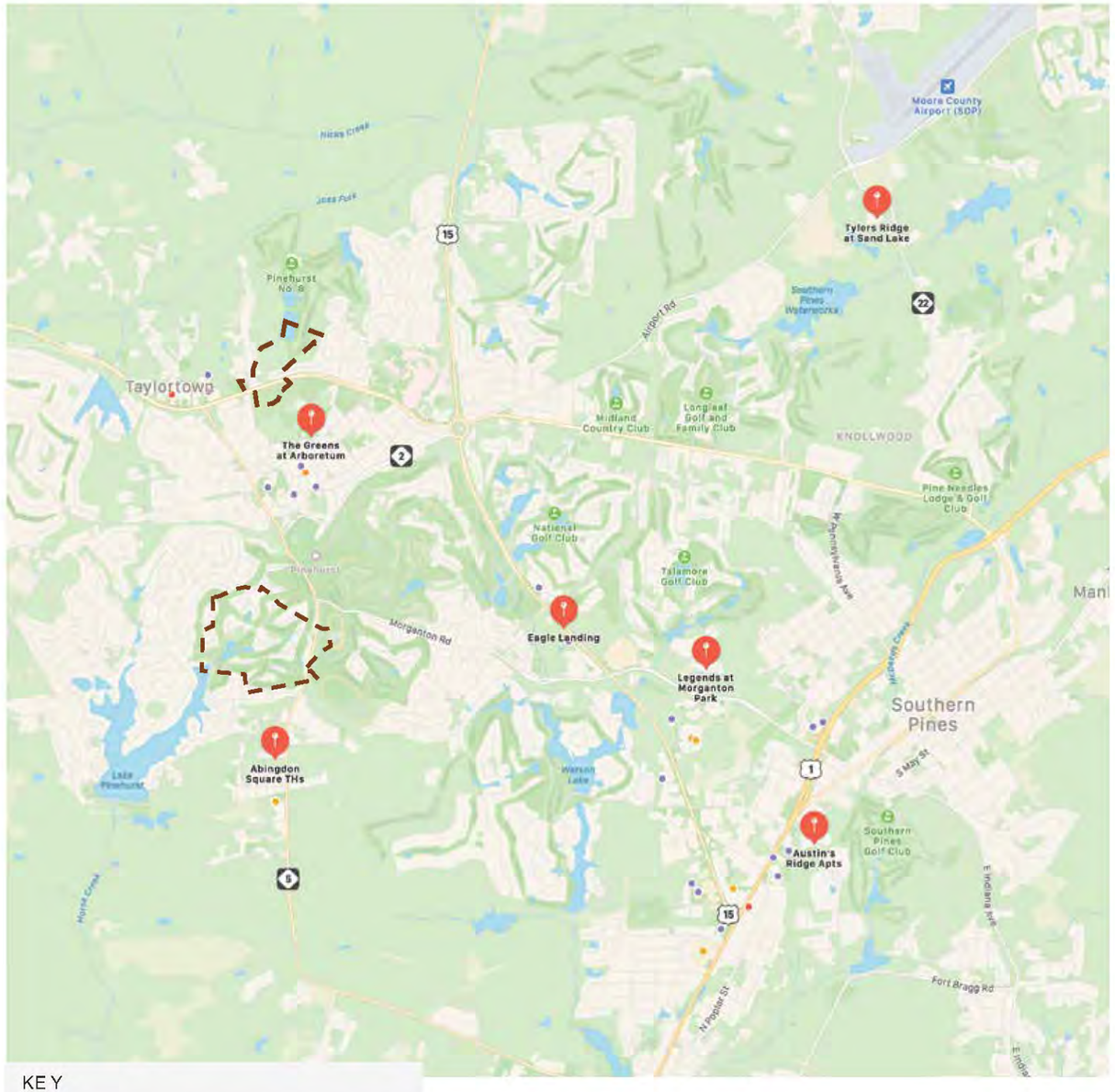
Nearby townhouse community built in the late 1980s sells for approximately $180,000 and $230,000

For-sale homes would be marketable in the study area. There could be a combination of small lot single-family detached and townhome/villa product

The pricing would be above the existing product, and likely within the middle band of new houses in the Pinehurst area

**Pinehurst is projected to see strong owner household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods**

## For-Rent Residential




Vacancy continues to remain low (3%) despite the addition of 180 apartment units since 2020

Most Pinehurst rental product is single-family detached homes

**Strong, in-balance apartment market**

Demand is moderate

Rental rates, although not overly high compared to more suburban areas, have continued to rise in recent years

New rental product in Pinehurst is likely to rent at the higher end of the market, similar to The Greens at Arboretum

One bedrooms range from $1.43 to $1.63 per square foot, two bedrooms range from $1.18 to $1.26 per square foot, and three bedrooms range from $1.25 to $1.55 per square foot

The Greens, a relatively new apartment complex, is located within Village Place

Additional new for-rent residential would be marketable within the study area

It is walkable to the Village Core, is close to services and amenities, and close to open space

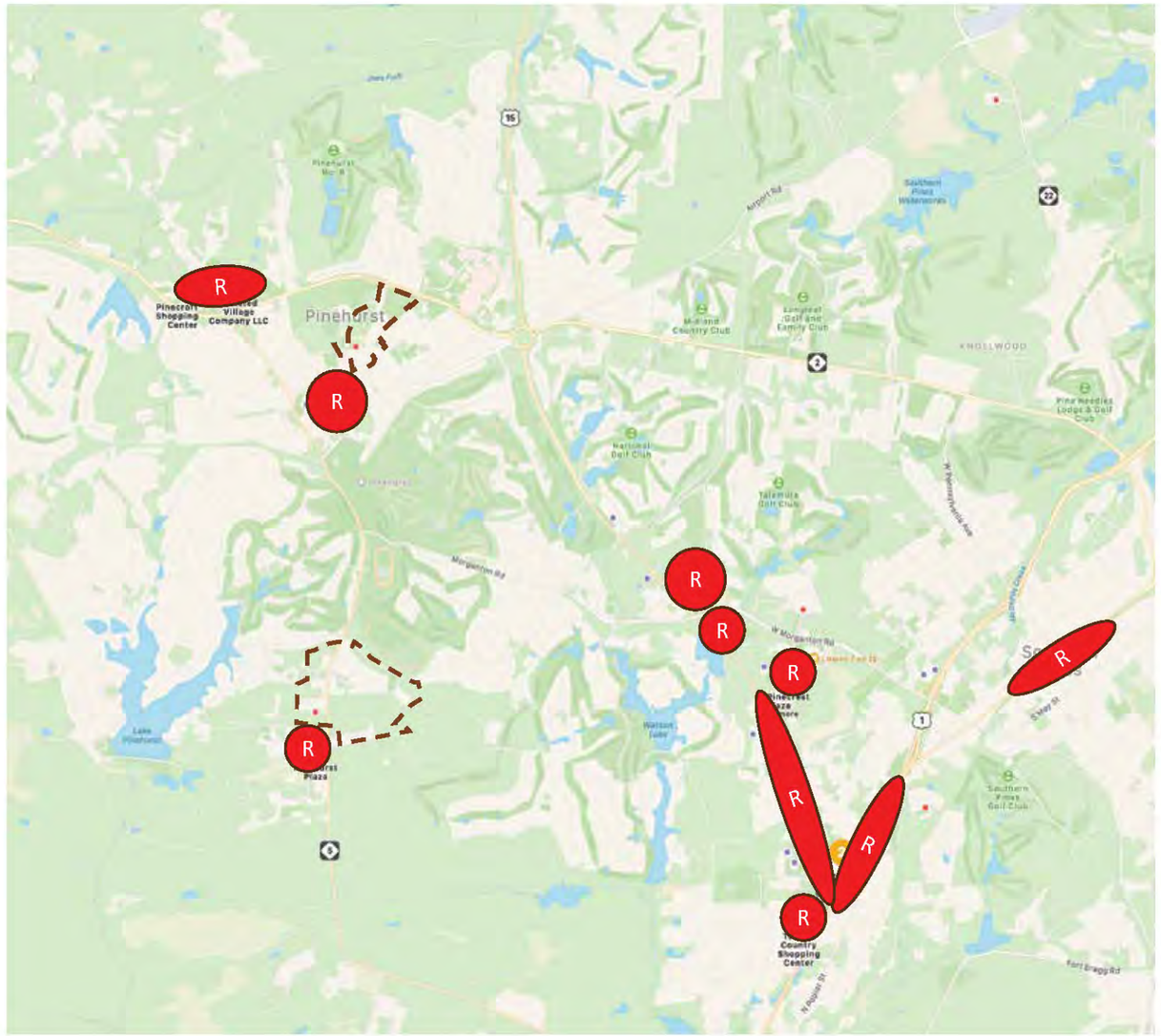
Pinehurst South currently has a rental townhome community, Abingdon Square Townhomes, and the Inn at Quail Haven Village, a senior continuing care retirement community (CCRC)

It would be a marketable location for a rental community

It would likley be positioned below new apartments in Village Place given it is not walkable and farther from services and amenities

**Pinehurst is projected to see modest rental household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods**

## Retail




KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- R — RETAIL SHOPPING

Retail occupancy is currently down due to Covid-19, but still performing relatively well compared to other similar parts of the state

Occupancy should increase after the pandemic is over

Demand is moderate, and tied to household growth

The average rental rate has been relatively stable

Rental rates are approaching the amount needed for new construction (roughly $24 to $30/SF)

**VP**

Village Place is adjacent to the Village Center

Small retail cluster along Rattlesnake Trail. This area could be built upon

Village Place would be an appropriate location for retail including restaurants, entertainment, tourist-oriented, and locally serving retail.

Larger format retail would prefer to be along NC 211, while smaller retail could be an extension of the Village Core, brewery, and retail along Rattlesnake Trail

**PS**

Pinehurst South is adjacent to some underperforming, older retail

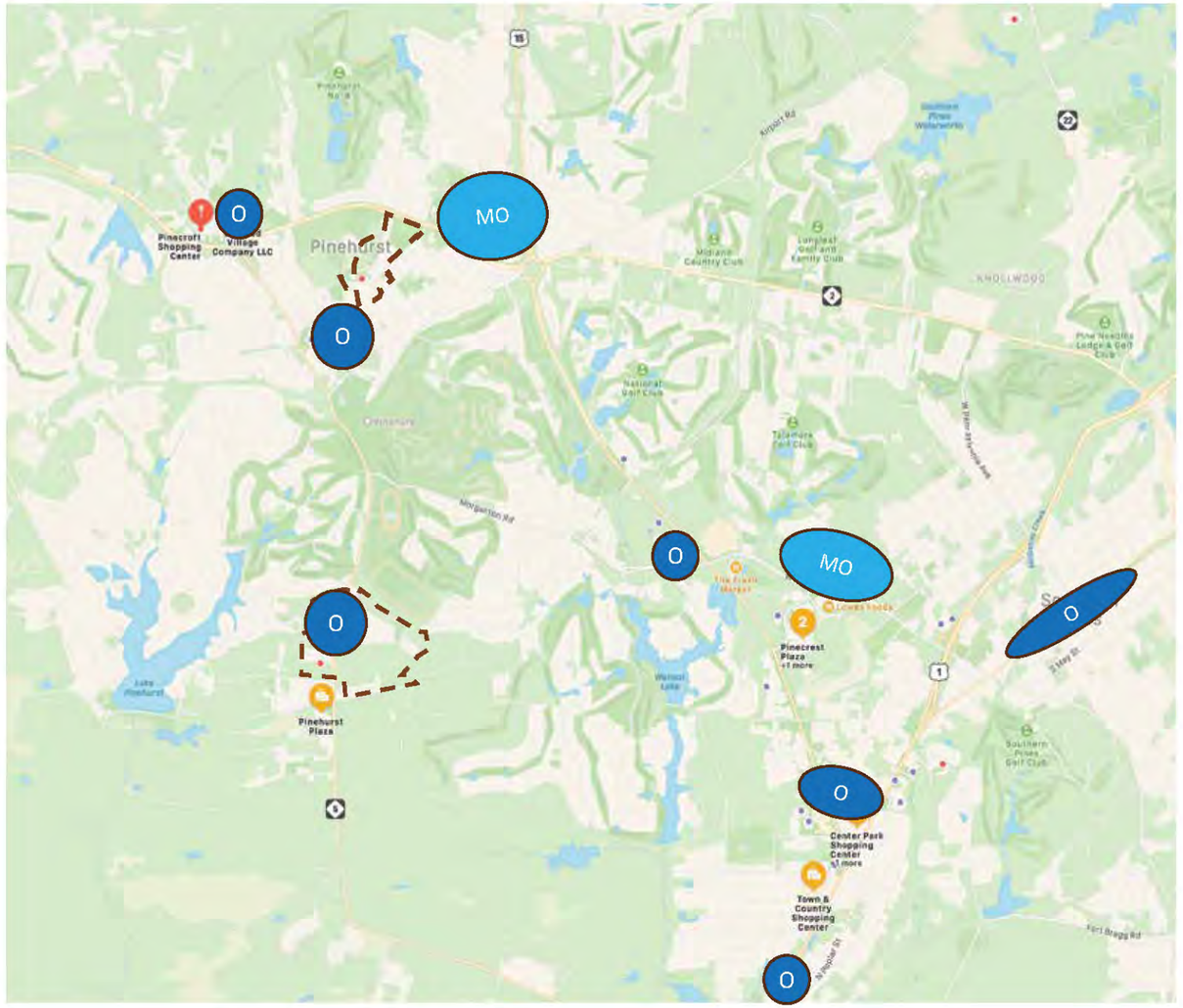
A few retail businesses in PS including the new ABC store, bank, and framing shop

Pinehurst South reasonable location for retail. Main challenge on eastern side of NC 5 is access – retail needs good access, and the rail road crossings make that difficult

Western side of NC 5 would be a good location for locally-serving retail and perhaps shopping center

**Pinehurst is projected to see modest retail growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

## Office




Occupancy continues to remain high and there has been turnover within buildings

New space has been constructed and slowly leased within the area

Pinehurst office is primarily medical and/or locally serving

Demand is relatively low

Rental rates for most tenants remains below the threshold to build new product

New office product can be built when leases reach $18-$22/SF

This is starting to happen through the Pinehurst area, so new office construction begins to be feasible

There is very little office currently located within Village Place

Location would be appropriate for small-scale office that is locally-serving and generated such as accountants and real estate professionals

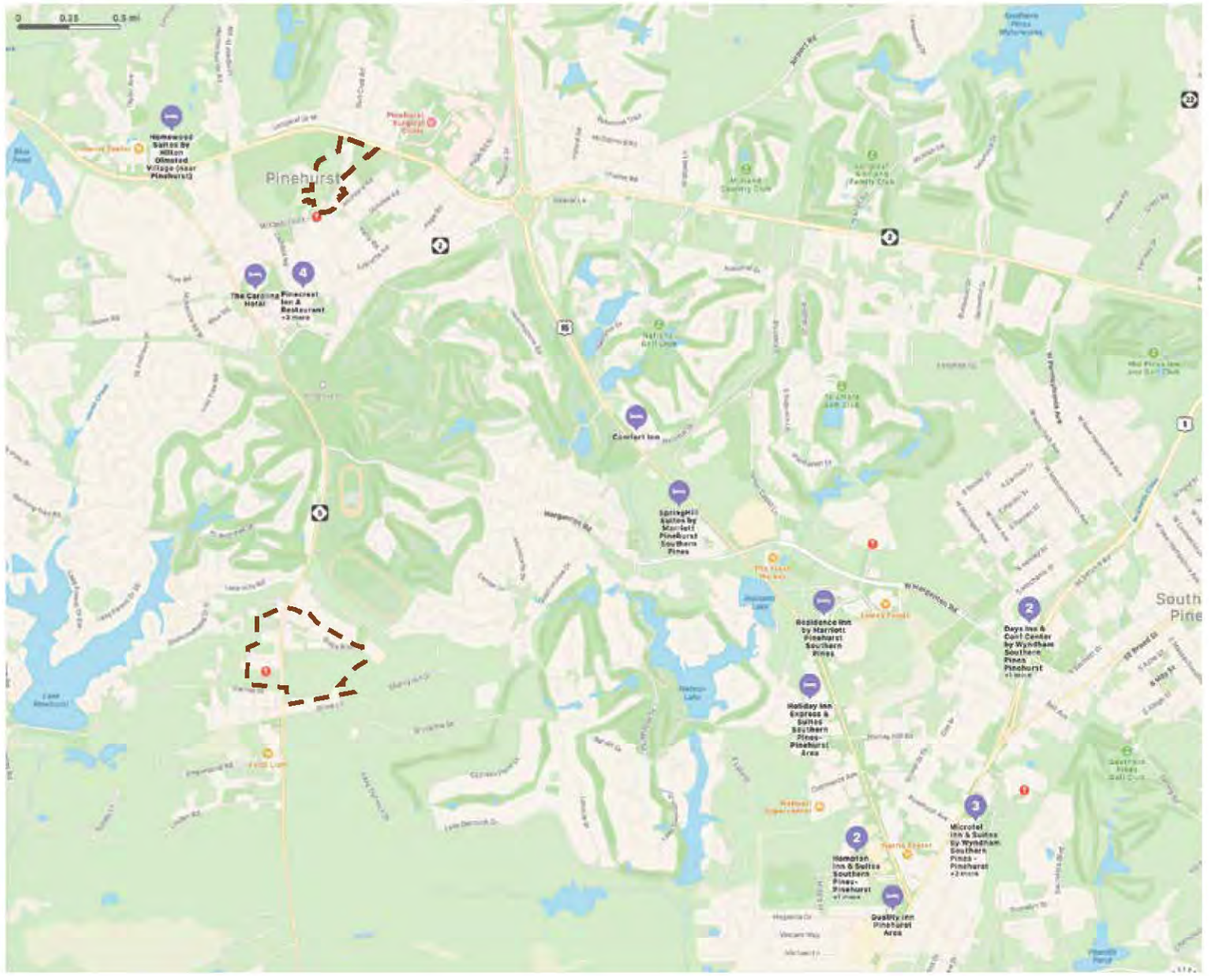
Pinehurst South has a fair amount of office

Some of it is medical office, such as dentists, and some is locally-serving such as financial planners

Location would be appropriate for both office mixed in with other uses as well as more stand-alone, larger office given land availability

**Pinehurst is projected to see limited office growth over the coming years; both Village Place and Pinehurst South could capture this growth. In VP it would be part of a walkable, mixed-use neighborhoods. In PS it could also be more office-park like space.**

## Hospitality




KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- HOTELS

Occupancy is currently down due to Covid-19

After the pandemic, market is likely to fully rebound to previous occupancy levels (65%)

Demand is low to moderate

The Average Daily Rate has remained strong despite Covid-19 at $131 for 2020

RevPAR is down to $61 for 2020, but should return to pre-Covid levels ($90 in 2019)

**VP**

The Manor is located within Village Place. 42 rooms and recently renovated. Higher-end hotel in the area

Village Place good location for additional hotel rooms. Close to downtown, NC 211, and could appeal to golf, medical, and business travelers

**PS**

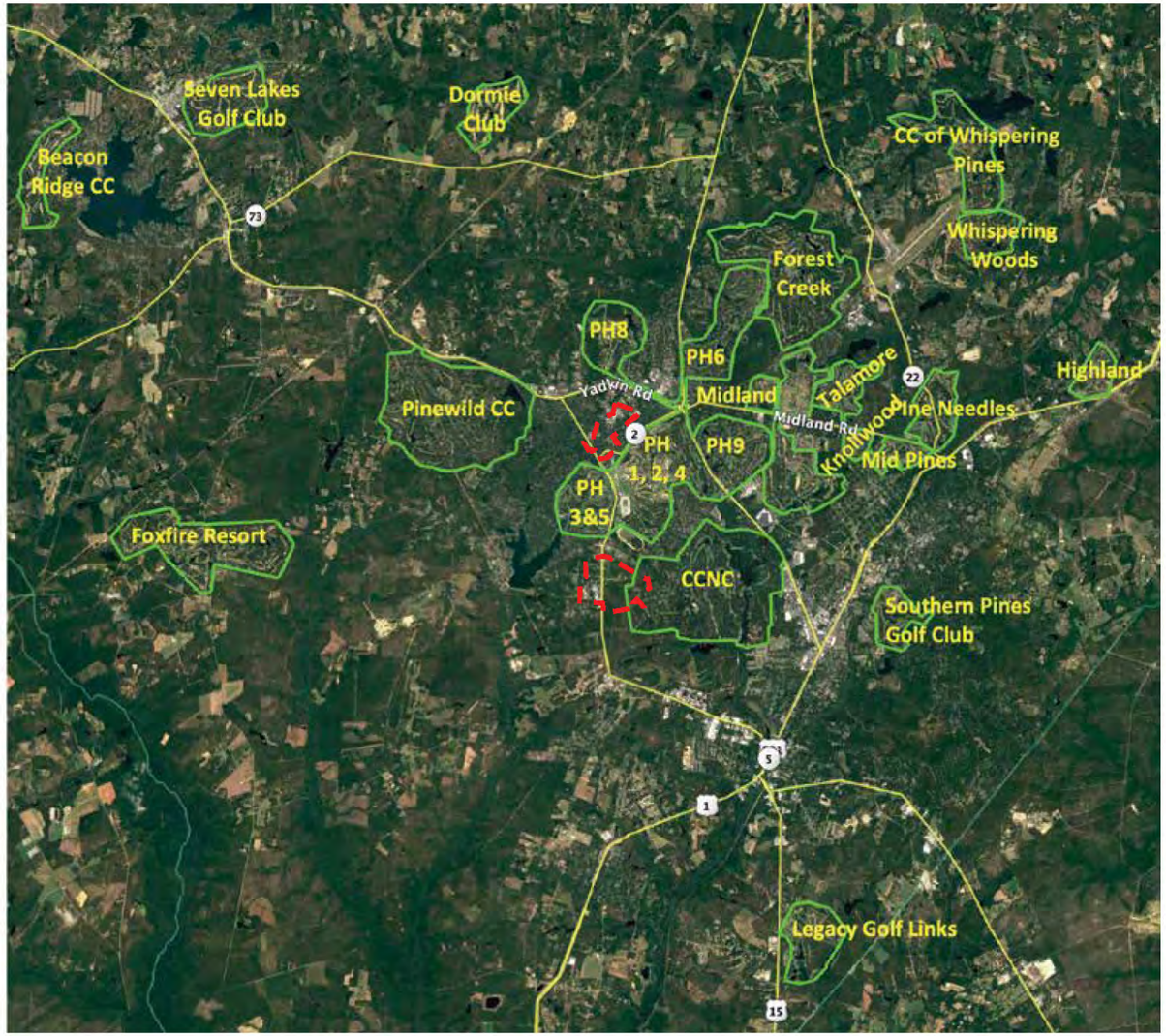
There are no hotels currently in or near Pinehurst South

Majority of hotels in the area are concentrated either close to Pinehurst Center or along the major highways including US 15-501 and US 1

Currently, Village Place would be a more attractive location for a hotel than Pinehurst South

**Pinehurst is projected to see modest hospitality growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

## Golf




Participation is currently up in the US for the first time in many years

Pinehurst has also seen an increase in the amount of golfers and rounds played this year

According to the National Golf Foundation, the average round in the US costs $61 in 2020

Pinehurst has rates far above the national average for golf

VP

Village Place cannot accommodate a new golf course

Given the nature of the other land uses, this is not as good of a location for other golf uses that might be appropriate in Pinehurst South

PS

Pinehurst South cannot accommodate a new golf course

It could be an appropriate location for golf operations facilities

**Pinehurst and the surrounding area are projected to see modest golf growth in the coming years; neither Village Place nor Pinehurst South could support a golf course. Pinehurst South could be a viable location of golf-support activities (maintenance, back of house, etc.).**

## Summary of Market Opportunity

| Land Use | Overall Market Opportunity | Village Place | Pinehurst South |
|---|---|---|---|
| **For-Sale Residential** | ✓✓✓✓✓ | ✓✓✓✓ | ✓✓✓✓ |
| **For-Rent Residential** | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Retail** | ✓✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Office** | ✓✓ | ✓✓ | ✓✓ |
| **Hospitality** | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Golf** | ✓✓ | O | ✓ |

*Key: XXXXX = best, X = worst, O = none*

## Summary of Demand

| Land Use | Demand Potential | Locations within Pinehurst |
|---|---|---|
| **For-Sale Residential** | 80-120 homes/year | Almost anywhere |
| **For-Rent Residential** | 15-25 units/year | Major roads, VP, PS, Village Cntr |
| **Retail** | 20-25,000 SF/ every 5 years | Major roads, VP, PS, Village Cntr |
| **Office** | Up to 5,000 SF/year | Medical area, VP, PS, Village Cntr |
| **Hospitality** | 25 rooms/yr. in Moore Co. | Resort, Village Cntr, PS, VP |
| **Golf** | 2-3 courses over the next 10 years in Moore Co. | Focus Area 1 is the only area with space |

## Summary of Demand for Land Uses within Planning Areas

| Land Use | Pinehurst South |
|---|---|
| **For-Sale Residential** | Unlimited<br>(up to build-out capacity)<br>1 project would sell approximately 15-25 homes per year |
| **For-Rent Residential** | 1-2 projects of up to 200 units each, depending on the location<br><br>Timing depends on where else apartments have been constructed |
| **Retail** | Up to 80,000 SF with grocery,<br>40,000 SF without grocery |
| **Office** | Up to 100,000 SF<br>Limited amount per year.<br>5,000 SF total in Village.<br>Pinehurst South could capture some of that. Could increase, depending on impact of USGA |
| **Hospitality** | 1 hotel with approximately 100 rooms |
| **Golf** | Possibly some support functions (although the land probably has a higher and better use than maintence for golf) |

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# 3.0 PUBLIC OUTREACH


3.1 OVERVIEW

3.2 PHASE 1 OUTREACH SUMMARY

3.3 PHASE 2 OUTREACH SUMMARY

## 3.1 OVERVIEW

Public participation helps ensure the plan addresses community concerns and ideas, foster an inclusive and transparent planning process, identify key opportunities and priority areas, and build momentum to move a planning process towards adoption and implementation. Stakeholder input and feedback were critical to creating a community-supported vision for Pinehurst South

A critical task throughout the planning effort was to gather stakeholder input on existing conditions and feedback on proposed concepts. This engagement was conducted through a variety of outreach methods.

### Stakeholder Interviews

Throughout December 2020 and January 2021, the consultant team conducted over 20 key stakeholder interviews, discussing the two plan areas with Village staff, appointed and/or elected officials, agency representatives, committee chairs, residents, local businesses and merchants, golf and tourist industry representatives, major employers, property owners, developers, brokers, and others to further understand their viewpoints.

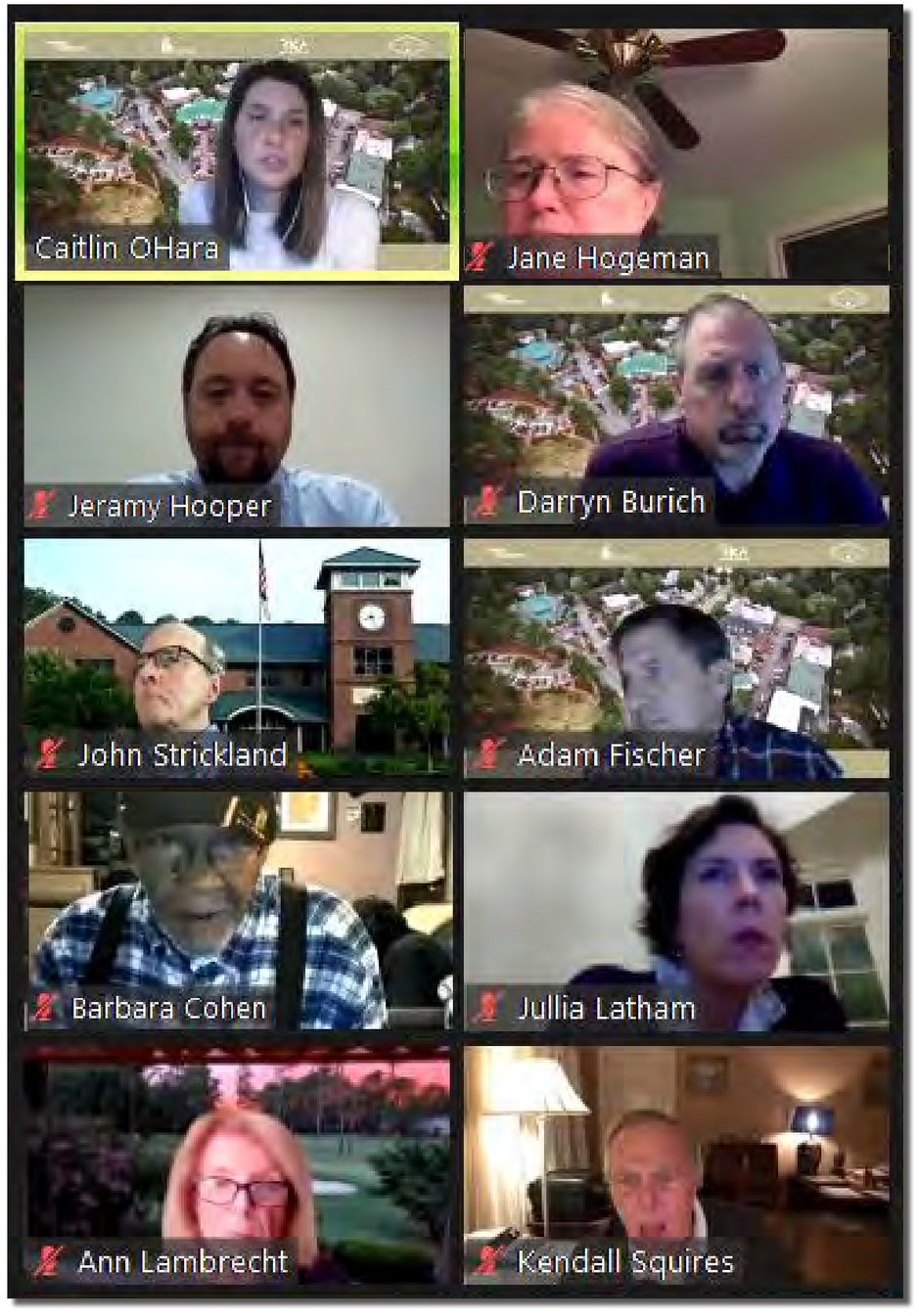
### Public Workshops

The consultant team and the Village of Pinehurst held three public workshops to elicit feedback and present work to stakeholders. The workshops were held as follows:

- In February 2021, Public Workshop 1 was held to outline a vision for the future of the two Small Area Plans with public input and guidance. There were 148 registrants (including consultant and Village staff team members), and approximately 100 attendees participated virtually, due to COVID-19 precautions.
- In early June 2021, Public Workshop 2 was held to solicit further feedback on the proposed concepts for the two Small Area Plans. There were 88 registrants (including consultant and Village staff team members) and approximately 59 attendees participated virtually, due to COVID-19 precautions.
- In February 2022, an open house was held to present the draft Pinehurst South Report. Approximately 108 attendees participated in person at the Fair Barn.




*Presentation images from Public Workshop 1*




*Screenshot images from Virtual Public Workshop 1*

## 3.2 PUBLIC WORKSHOP 1

### Overview

In February 2021, the consultant team and Village of Pinehurst held Public Workshop 1 (of 3) to outline a vision for the future of the two Small Area Plans with public input and guidance.

The Public Workshop was held virtually due to COVID-19. There were 148 registrants (including consultant and Village staff team members), and approximately 100 attendees participated. Darryn Burich (VOP) introduced the team and gave an overview of the project goals and objectives. Cecily Bedwell and Caitlin O'Hara (DCI) presented the project team, project introduction, project schedule and Existing Conditions. Melina Duggal (DREA) presented the Market and Economic Analysis.

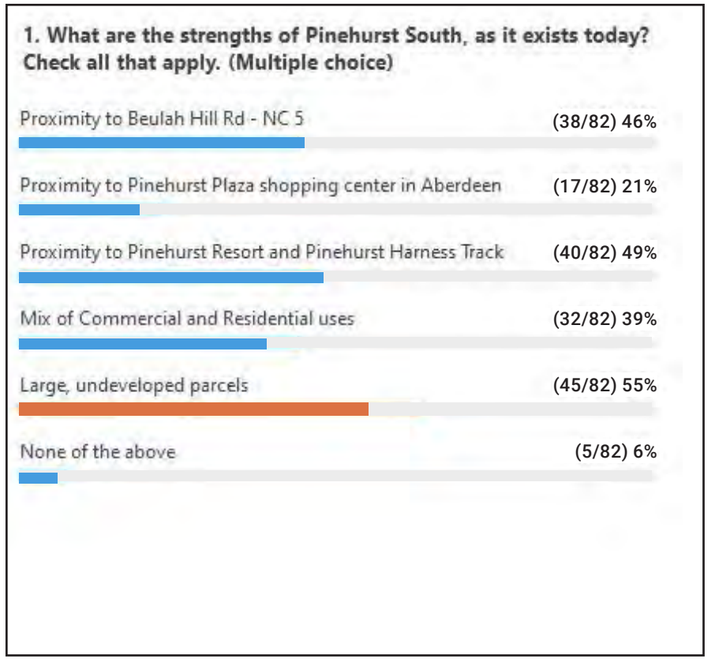
Breakout Rooms were utilized to give participants the opportunity to ask questions, give input, and listen to other stakeholders. Each breakout room was facilitated by a member of the project team. Additionally, the project website provided outreach materials as well as an online survey and a summary of the presentation.

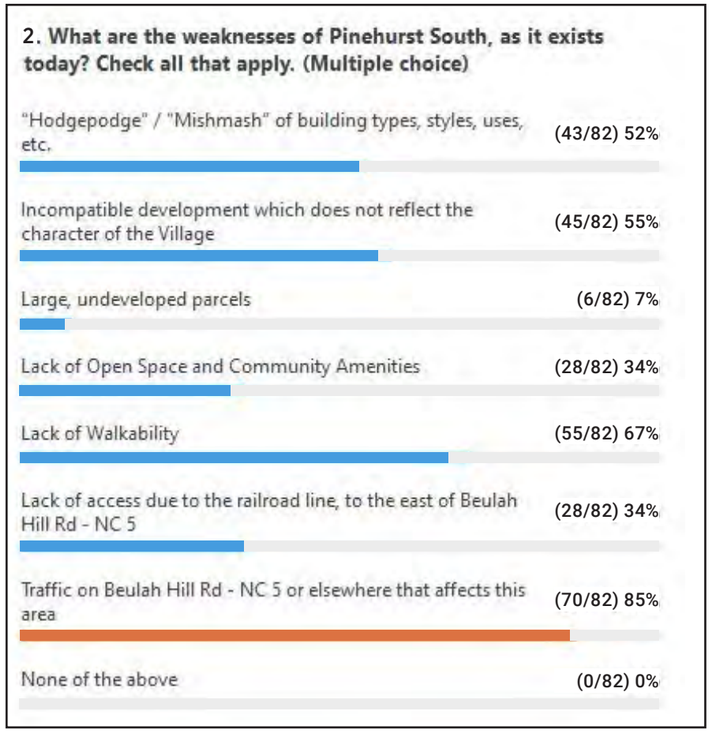
The following pages summarize the feedback received as a result of Public Workshop 1.

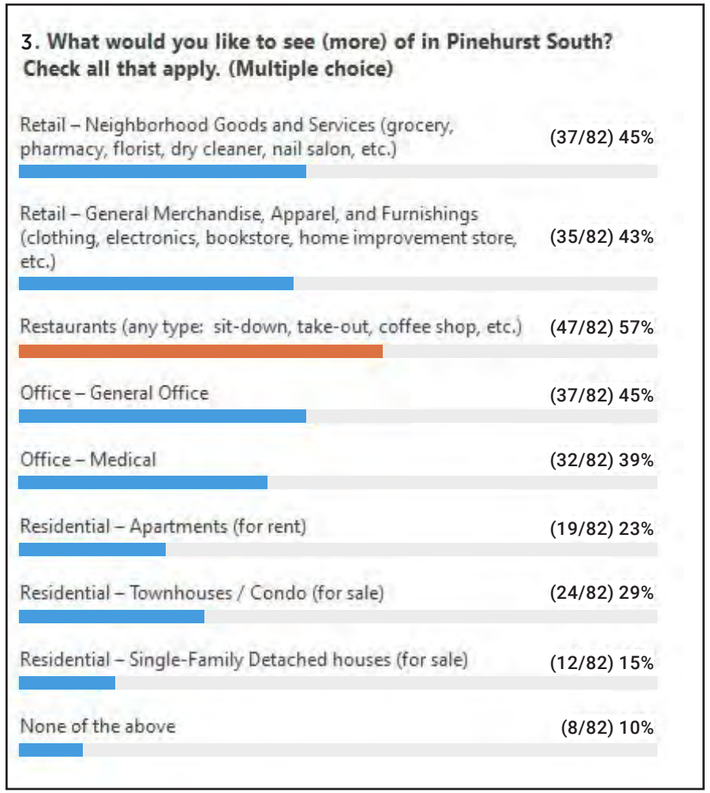
### Pinehurst South Polling Questions

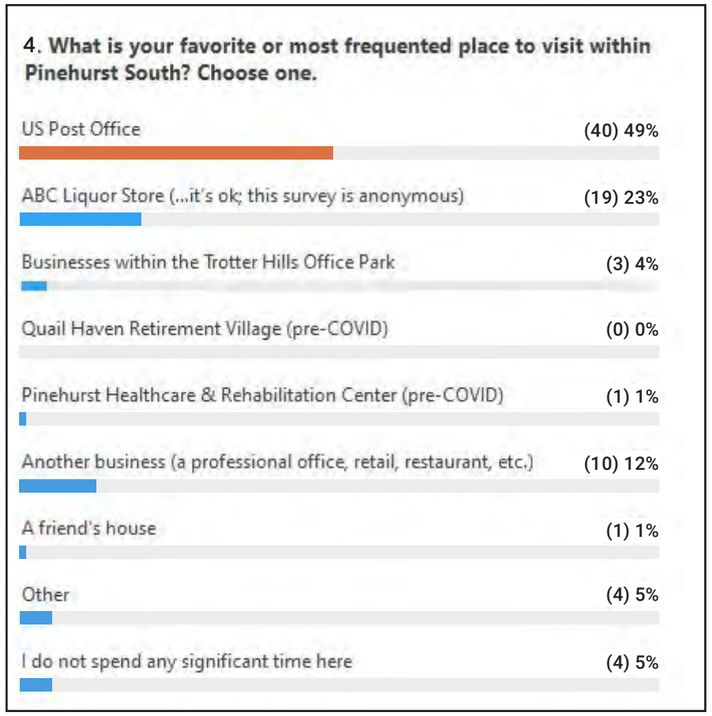
The Public Workshop included two rounds of Polling Questions, one for Village Place and one for Pinehurst South. The polls were available live during the Public Workshop and also on the Project website for 10 days following the event. Participants were encouraged to use the polling questions to express their views on the strengths, weaknesses, and opportunities relating to each Small Area Plan.

This page shows the cumulative results of the Polling Questions for Pinehurst South.



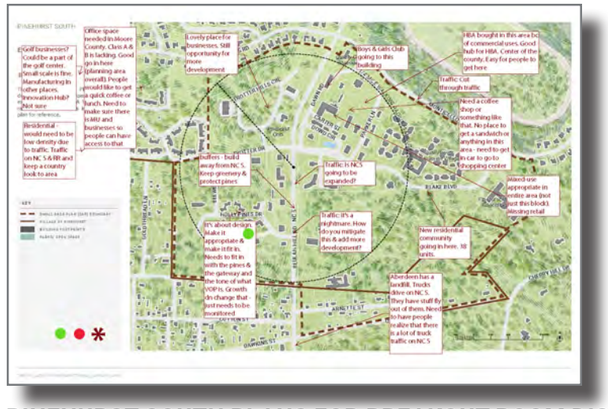



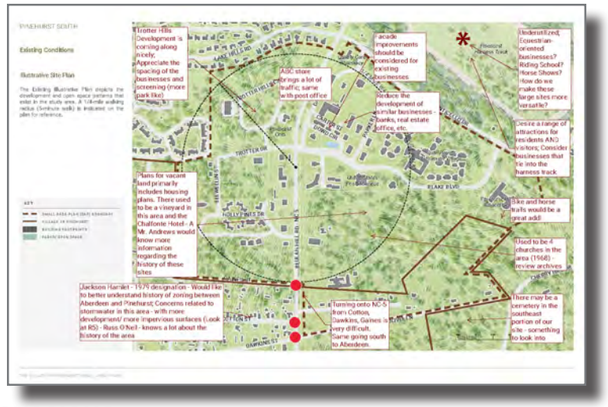
## Public Workshop 1 Summary

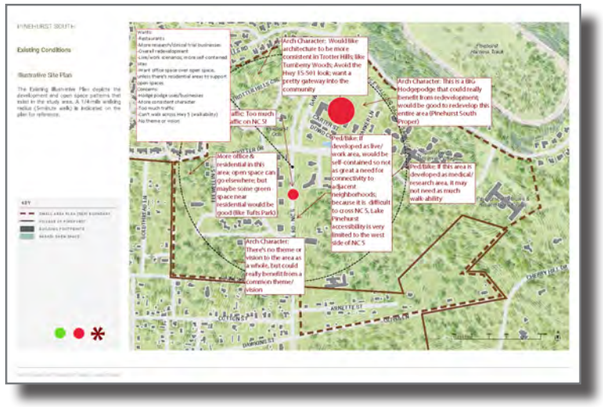
Public Workshop 1 offered the community an opportunity to voice their observations and concerns about the future of Village Place and Pinehurst South. The list below is a compilation of the comments received during the workshop, as well as additional comments received by staff post workshop, for Pinehurst South. For a full list of comments recorded during Public Workshop 1, please visit the project website: www.engage.vopnc.org/smallareaplans.

## Land Use

- Development right now is inconsistent
- Strong desire for a public open space in this area
  - Some stakeholders mentioned open space like Tufts Park
  - Build/extend recreational amenities for families in the area
- Low density residential desired by some stakeholders
- Desire for mixed-use:
  - Consider mixed use that disperses traffic, encourages internal circulation
  - This area is currently a bedroom community, needs businesses to help tax base
  - The area between Dawn Road and Parker Lane is seen as an opportunity for mixed-use; it is missing retail right now. A coffee shop or deli would be great – it is easily accessible
- Office space is needed in Moore County – Class A and B is lacking – which would fit this area. However, some stakeholders cautioned against too much office space as COVID has altered the need for it and the future of office is undetermined
- Given proximity to Aberdeen, Rt. 1, and the railroad, Light Industrial may be attracted to this area
- Opportunity for Retail:
  - Along Gaines street
  - Desire for retail uses along Monticello Drive
  - Some stakeholders would like to see a grocery store in this area, while others are happy to go elsewhere
  - Perhaps small-scale businesses, golf businesses, golf centers?
- Desire for office space – clinical/research businesses
- The Innovation HUB as planned in the 2019 Comp. Plan does not resonate with some stakeholders; they are confused by this concept and think it is too much development







**PINEHURST SOUTH PLANS FOR BREAKOUT ROOM DISCUSSIONS**

*The pages above are examples plans shown during the Breakout Rooms for Pinehurst South. For a full reference of these comments, please see the PW 1 Summary document on the project website.*

## Character

- Pinehurst has numerous neighborhoods that are unique; it is okay to keep them different, but connected to each other
- There is no cohesiveness to character in this area
- Keep country area look
- Trotter Hills coming along nicely, a great opportunity for more development; stakeholders like the park-like setting
- Desire for development like Turnberry Wood
- Landscape:
  - Consider buffers along NC-5 – keep greenery and protect the pines; set development back from the highway.
- Future development needs to fit in with the pines and the gateway and the tone of the Village – growth and change need to be monitored.
- Consider façade improvements for existing businesses near Carter Street; future businesses should vary, not be the same types of uses
- Concern about new vinyl-sided homes and large homes – not sure they match the Village character
- No chain restaurants; no strip centers
- Reuse existing buildings such as Elmore Furniture

## Transportation

- Need for an independent, professional traffic study
- Pedestrian:
  - Promote pedestrian circulation over vehicular; make more walkable
  - Walking from residences to retail is desired
  - Desire to cross NC-5 safely
- Vehicular:
  - Traffic on NC-5 is a nightmare and the corridor is littered with trash
  - Trucks on NC-5 from the Aberdeen landfill are a concern; there is a lot of truck traffic
  - NC-5 intersections at Cotton, Dawkins, and Gaines Streets have very difficult turns on both sides
  - Doral Woods exit onto Morganton Road has very traffic heavy
  - Monticello Drive is used as a cut through
  - Future development off Blake Blvd. for 38 homes raises traffic concerns for some stakeholders
  - Residential would need to be low density due to traffic concerns
  - ABC Store and Post Office bring lots of traffic
  - Concern for how to solve traffic; railroad limits widening the roadway.
  - Need for another entrance off Blake Blvd. past the new liquor store
- Need to connect back to Village Center to make this area feel like it is a part of the Village, not isolated/ disconnected
- Consider bike and horse trails near Pinehurst Rehab Center

## 3.3 PUBLIC WORKSHOP 2

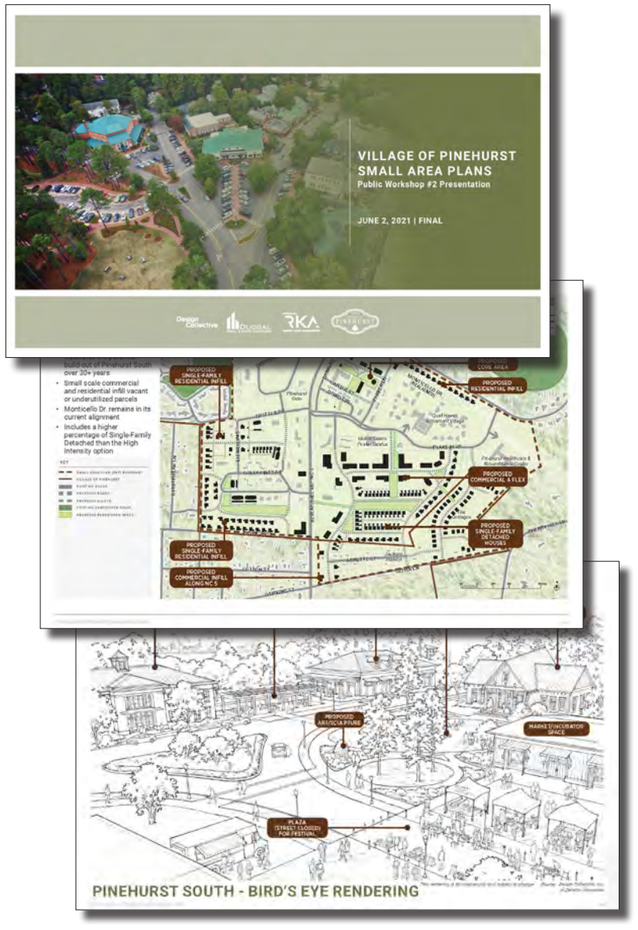
### Overview

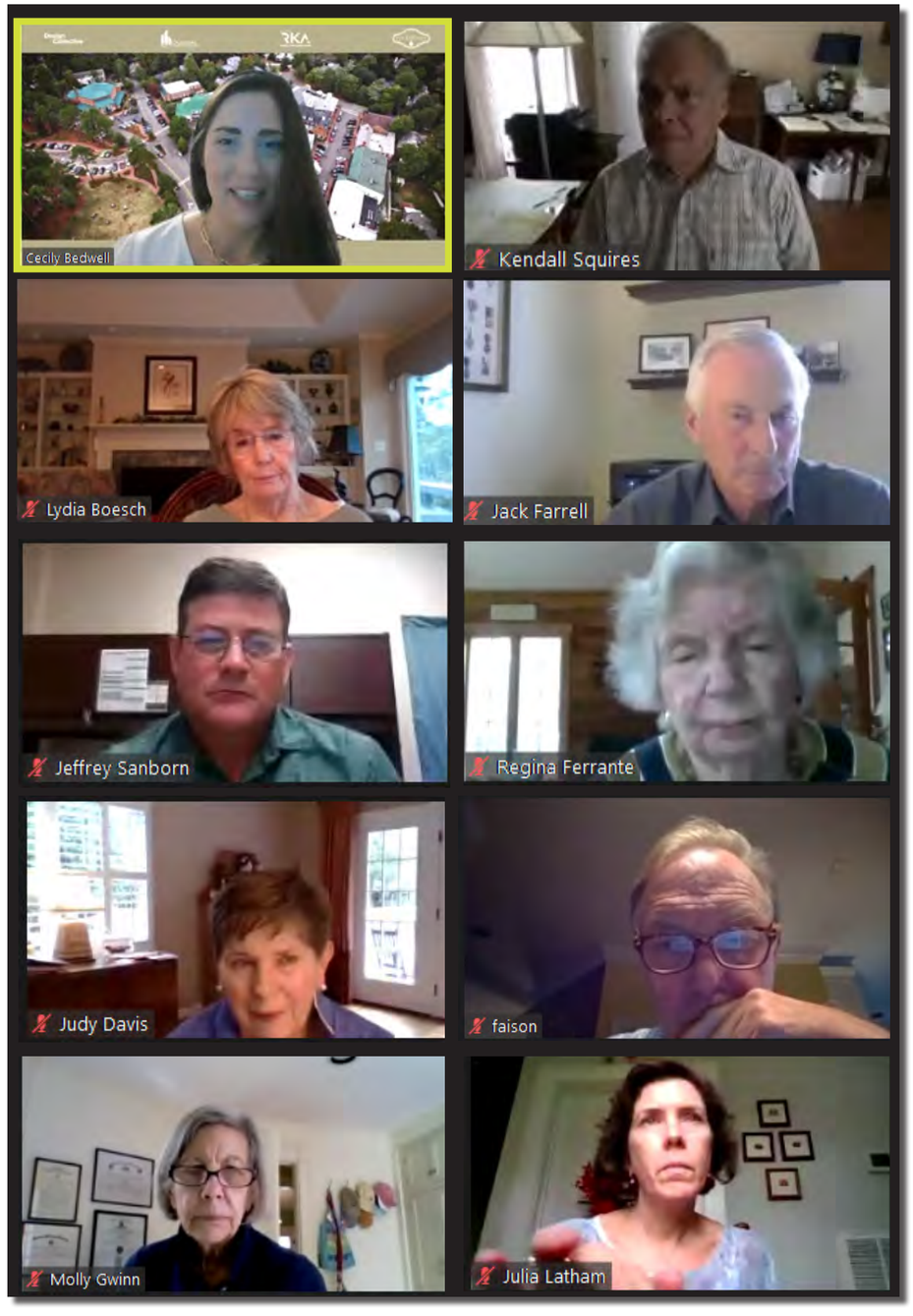
In Phase 2, from March to May 2021, based on the analysis conducted and feedback received during Phase 1, the consultant team designed and compiled Concept Plan Options, Street Sections, Open Space and Street Network Plan Diagrams, Renderings, Precedent Images, and similar for Village Place and Pinehurst South. During this time frame, the consultant team discussed the two plan areas and concepts with Village staff, appointed and/or elected officials, and key stakeholders and, based on input received, refined the concepts.

In early June 2021, the consultant team and Village of Pinehurst held Public Workshop 2 (of 3) to solicit further feedback on the proposed concepts for the two Small Area Plans. There were 88 registrants (including consultant and Village staff team members) and approximately 59 attendees participated virtually, due to COVID-19 precautions. Cecily Bedwell and MacKenzie Twardus (DCI) presented the Project Overview, Public Workshop 1 Summary, two plan options for each Small Area Plan, and other supporting materials. Melina Duggal (DREA) presented the Market and Economic Analysis summary that contributed to the plan options.

Breakout Rooms were utilized to give participants the opportunity to ask questions, give input, and listen to other stakeholders. Each breakout room was facilitated by a member of the project team. Materials were then posted to the project website to allow for further input.

The following pages summarize the feedback received during Public Workshop 2.

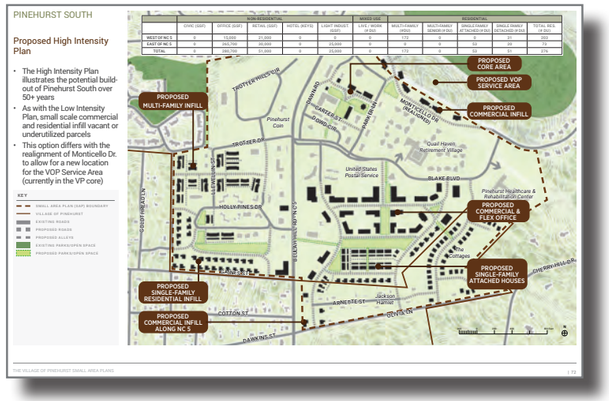


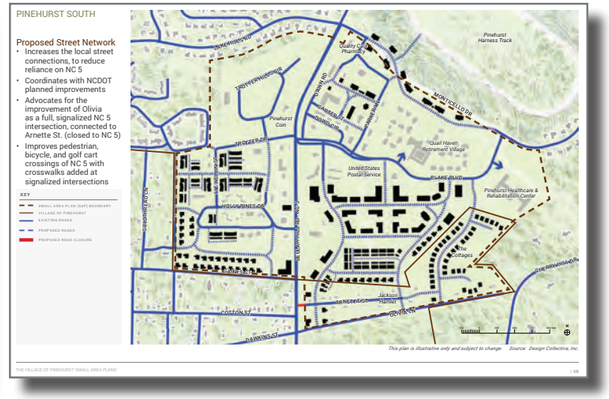



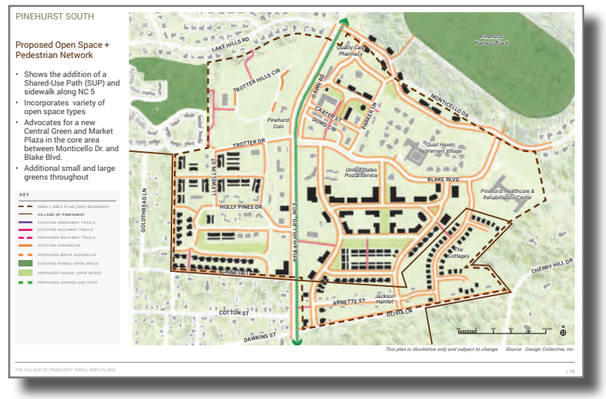

*Screenshot images from Virtual Public Workshop 2*

## Public Workshop 2 Summary

Public Workshop 2 offered the community an opportunity to voice their observations and concerns about the future of Village Place and Pinehurst South. The list below is a compilation of the comments received during the workshop for Pinehurst South, as well as additional comments received post workshop, via the project website survey (see www.engage.vopnc.org/smallareaplans for more information).




**PINEHURST SOUTH PLANS FOR BREAKOUT ROOM DISCUSSIONS**

*The pages above are examples plans shown during the Breakout Rooms for Pinehurst South. For a full reference of these comments, please see the PW 2 Summary document on the project website.*

### Low and High Intensity Plans

- Many stakeholders support the High Intensity Plan – although it is long term, it creates a good vision for this area.
  - VOP is running out of room so this area is critical to future development. More Multi-Family is needed here.
  - Prefer the idea of moving density here than taking Natural Areas and Green Spaces elsewhere
- However, some stakeholders prefer the Low Intensity Plan and Single-Family units as more in keeping with the Village of Pinehurst (VOP) theme.
  - Desire to make Single-Family lots larger to accommodate backyards and focus on low density with no Multi-Family
  - Some stakeholders are afraid that the High Intensity Plan would bring more traffic and add to the existing traffic problems. There is support for internal streets, but stakeholders do not believe this helps to alleviate traffic on NC-5 in the near term.
- Some stakeholders are in favor of Mixed Use. Mixed used and commercial buildings should still maintain appropriate heights, keeping VOP character.
- Many are against big box stores in the area, preferring smaller, locally-owned businesses
- Support for the Market/Incubator space for small businesses (proposed in the core, north of Blake Blvd.)
- Some stakeholders prefer research/medical businesses here (per Comp. Plan), believing those uses don't generate much traffic
- Concerns about the type of commercial development; needs to be thoughtful.
- Opposition to industrial use near residential area
- Some stakeholders think residential use on east side of NC-5 should be Multi-Family, not Single-Family Detached, as that area was meant to be commercial, Innovation Hub anchor.
- Moving the Pinehurst Public Service Facility from Village Place to Pinehurst South was a surprised to some stakeholders. Many agree that it needs to move, but think that there needs to be a better description of what it is and how will it look. There is also some concern that there may not be enough space for the Service Area.
- Pinehurst South's design should reflect / fit with VOP theme; it should not imitate Village Center, but the design should relate.

### Transportation / Circulation

- Sidewalks / Paths:
  - Some think brick sidewalks should be required
  - Walkability is key to growth. Currently nowhere to go
  - Overall support for pedestrian connections and walkability
  - There is an opportunity to connect to Harness Track and Clubhouse by foot.
  - Support for the shared-use path along NC-5 - it would be good to connect it north, to Village Center
  - The residents of the Jackson Hamlet community travel on foot - adding sidewalks/walkability helps underserved community.
  - There should be a shared-use path going west to Lake Hills Road.
  - Focus has been switched from innovation hub to health and wellness; plan needs to reflect this change - more trails to walk or ride.
  - Plan needs to encourage walking to services and increase walkability to ease traffic on NC-5
- Streets
  - Most stakeholders in support of Monticello realignment and relocation of Service Facility here. However, some noted that the Service Facility would fit without relocating Monticello if no commercial was located on the north side.
  - Emphasize connectivity to the Harness Track; this is an asset to the community and it can be enhanced by this adjacent development.
  - There are still many concerns about NC-5 traffic. Some stakeholders do not think this plan helps the traffic problem.
  - Some stakeholders expressed concern that existing parallel parking (in Southern Pines) isn't working well because residents do not like parallel parking
  - Stakeholders are concerned about truck traffic on Monticello, depending on what type of commercial development will be in the area. They would like to know what kind of vehicles would be coming in and out.
  - Community supports the idea of rerouting commercial traffic off NC-5.
  - Concern about street ownership.
  - Some stakeholders think the Railroad should be diverted to bypass all of Pinehurst, altogether. This area could be used to make a greenway to accommodate golf carts from Aberdeen to Pinehurst.
  - Open up area around USGA headquarters - multi modal movement from Aberdeen to Pinehurst - almost to Southern Pines area - connect three small towns
  - Like that this plan would alleviate traffic on local streets
  - Plan looks appropriately Olmstedian in street pattern

### Buildings:

- Preference for commercial/retail along the green space to encourage public use and engagement.
- Stakeholders would like to see a cohesion of architecture and landscape to blend everything together. FBC will be important.
  - Buildings (especially Multifamily, Mixed Used, and Commercial) need to have lots of open space, and breathing room around them, to avoid looking out of place.
  - Some stakeholders did not like the proposed 8-, 10-, 12-unit multi-family buildings

### Open Space:

- Some stakeholders think that there is not enough open space in this plan.
- This is an entry corridor; it is important to have landscape and Village character here to reflect the theme of VOP. People should know they are entering VOP. Some stakeholders think that more landscape is needed in this area.
- Some stakeholders desire access to more sports fields, recreation areas for families in this area - possibly a sports campus with soccer, baseball, tennis, etc.

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# 4.0 RECOMMENDATIONS


4.1 OVERVIEW

4.2 GUIDING PRINCIPLES

4.3 CONCEPT DESIGN

4.4 FINAL DESIGN

## 4.1 OVERVIEW

### Overview

The recommendations for Pinehurst South are broken down into three components: Guiding Principles, Concept Design, and Final Design. The material in this section takes into consideration the Phase 1 Existing Conditions analysis, the review of the previous plans and studies, and input received from stakeholders.

### Approach

**CHARACTER:**

- Gateway at NC-5 & Blake Blvd. is important
- Architecture does not need to emulate the Village Center (VC), but should reflect the overall character of the Village
- New streets should reflect the curvilinear character of the Olmsted plan where practical, in response to topography, etc.
- 1-2 stories is preferred
- Jackson Hamlet: respect this historically Black neighborhood and its residents' history
- Explore ways to tie in the history of the Chalfonte Hotel and Ambassador 's Club, two historic buildings in this area that no longer exist

**LAND USE:**

- Explore placemaking/center east of NC-5, between Monticello Drive and Blake Blvd., given the nexus of the Post Office, Pharmacy, ABC, Dowd Cabin, and the new Girls & Boys Club
- Explore variety of residential types (including cottages, townhouses, live-work, and missing middle residential) as well as infill commercial
- Departure from 2019 Comp. Plan; the Innovation District is better suited to Focus Area 3: Medical District as it requires an anchor institution: medical, university, etc. Alternatively, this area could be anchored by the Golf Industry
- Incorporate new Open Spaces

**TRANSPORTATION:**

- Help alleviate traffic congestion on NC-5 by providing network/expanding connectivity
- Explore "Rails with trails" Shared-Use Path (SUP) east of NC-5, between roadway and rail (no golf carts)
- Coordinate with NCDOT sidewalk and roadway improvements along the west side of NC-5
- Study golf cart connections (west to east) and NC-5 and railway crossings (2 existing)

### Guiding Principles

The Guiding Principles below informed the Concept and Final Designs found within this document and should carry through in future development and improvements within Pinehurst South. These defining planning principles help creating lively, walkable, desirable, and cohesive neighborhoods. The Guiding Principles employed for this planning effort are separated into universal Planning Principles and specific Olmsted and Manning Principles as follows.

**PLANNING PRINCIPLES:**

- Create a connected circulation network
- Incorporate Complete Streets
- Strengthen building frontage
- Provide a variety of public open spaces
- Design streets for flexible programming
- Promote health and wellness through neighborhood design

**OLMSTED & MANNING PRINCIPLES:**

- Design curvilinear street forms, following topography and continuously redirecting views
- Incorporate triangular parks at curvilinear street intersections
- Create an organic grid with short, walkable blocks (no cul-de-sacs)
- Maintain consistent building setbacks (except for civic uses)
- Encourage tree-lined streets
- Organic landscape design in Open Spaces

### Concept Design

Following the Public Outreach engagement and the Guiding Principles research, the consultant team began a concept design process to explore options for development in Pinehurst South. The purpose of this phase (Phase 2) was to explore options for the Pinehurst South Small Area Plan and elicit feedback from Village staff and representatives as well as stakeholders. The Concept Design was presented as part of Public Workshop 2. The feedback on these designs was critical to generating the Final Design, which can be found in *Section 4.4* of this document.

### Final Design

The Final Design (i.e., the preferred design solution) is a combination of text, perspective renderings, framework plans, streetscapes, and a potential build-out plan and absorption plan that represent the culmination of the feedback received through the project's Public Outreach process as well as the insight achieved from the existing conditions analysis, best practice and precedent research, and the concept design studies. The Final Design includes recommendations for planning and transportation elements throughout Pinehurst South. The Final Plan and its accompanying recommendations encompass the entire plan area and consider its surroundings and broader context. The Final Design helps to create an interconnected and coordinated approach for recommendations and inform the design the Detail Plan.

For Pinehurst South, two Build-out Plan Scenarios are shown due to the desire for flexibility. Build-out Plan - Scenario 1 shows a plan with a higher intensity program, including Single-Family Attached (SFA) residential east of NC-5, while Build-out Plan - Scenario 2 shows a plan with a lower intensity program, incorporating more Single-Family Detached (SFD) residential.



Village Center streetscape depicting the curving streets and irregular groupings of evergreen and deciduous planting that are the hallmark of the original Olmsted & Manning vision for Pinehurst
*Source: Design Collective*

### Form-Based Code (FBC)

The Form-Based Code (FBC) is a companion document to this Small Area Plan (SAP) report. While this document focuses on the existing conditions analysis, best practice and precedent research, Concept Design studies, the Final Design plan and recommendations, as well as stakeholder feedback, it should be seen as an account of the planning process and the intent and vision established collectively. The FBC, on the other hand, is a regulating document, taking the intent and vision established through this planning process and formulating precise development standards that help ensure the vision becomes reality. Property owners, whether from the public or private sector, and their design teams will be required to follow the criteria laid out in the FBC when designing and submitting their intended development or improvement. The Village will use the FBC to review submissions, to ensure they are in compliance.

## 4.2 GUIDING PRINCIPLES

### Planning Principles

The universal Guiding Principles below identify overarching design strategies for achieving an engaging, successful, and sustainable built environment. Additionally, on the following pages, the Olmsted and Manning Principles are design strategies specific to the historic design of the Village of Pinehurst which should be preserved and emulated in Pinehurst South. These principles have been identified as essential strategies for improving Pinehurst South and should be used to guide zoning modifications, streetscape and transportation improvements, and new development throughout the area.

#### 1. CREATE A CONNECTED CIRCULATION NETWORK

» Provides greater accessibility through more direct routes, compared to a branching system

» Increases overall network efficiency and reliability through added redundancy

» Improves multi-modal transportation and encourages walking and bicycling

» Improves safety and public health

» Improve and expand golf cart accessibility

#### 2. INCORPORATE COMPLETE STREETS STRATEGIES

» Incorporate bicycle and pedestrian facilities (e.g., accessible, passable sidewalks; curb ramps; bike racks; dark sky compliant, LED lighting; etc.)

» Integrate innovative stormwater management

» Improve the existing streetscapes to promote safe, comfortable, and convenient access for all users

» Require new development to design and improve streets to meet the Complete Streets principles and enhance and expand the pedestrian, bicycle, golf cart, and vehicular networks

#### 3. STRENGTHEN BUILDING FRONTAGE

» Define Frontage with Street Trees and Buildings

» Relegate parking to side or rear

» Encourage infill development that respects traditional frontage patterns, with buildings lining streets

» Locate building entrances along primary streets and provide easy access and wayfinding for all users

» Require new development in the core area to have buildings with active ground-floor uses along primary streets to create engaging streetscapes

#### 4. PROVIDE A VARIETY OF PUBLIC OPEN SPACES

» Incorporate a variety of passive and active open spaces to serve a broad base of users

» Promote an active lifestyle at all stages, by providing family-friendly outdoor activities and integrated accessible features and facilities

» Distribute open spaces to encourage daily use and access by walking and bicycling

» Require new development to provide a variety of appropriately-scaled open spaces and provide connections to the trail network. For proper village-scaled development, open space should equate to approximately 8% of the developable land area.

#### 5. DESIGN STREETS FOR FLEXIBLE PROGRAMMING

» Streets in core locations should be flexible and adaptable

» Able to carry pedestrians, bicycles, and vehicles on the typical day

» But on event days, or in unique circumstances like the pandemic, be able to close to vehicular traffic to host festivals, in-street dining, provide additional open space, etc.

» Explore parking ratio reductions

#### 6. PROMOTE HEALTH AND WELLNESS THROUGH NEIGHBORHOOD DESIGN

» Connect people with health, fitness, and wellness through daily engagement and activity

» Create places to Live-Work-Play-Eat-Shop in an enriched natural setting that promotes healthy lifestyles

» Promote walkable, mixed-use neighborhoods, lessening dependence on vehicles

» Celebrate Pinehurst's founding as a health resort village



1. CREATE A CONNECTED NETWORK



4. PROVIDE A VARIETY OF PUBLIC OPEN SPACES



2. INCORPORATE COMPLETE STREETS STRATEGIES



5. DESIGN STREETS FOR FLEXIBLE PROGRAMMING



3. STRENGTHEN BUILDING FRONTAGE

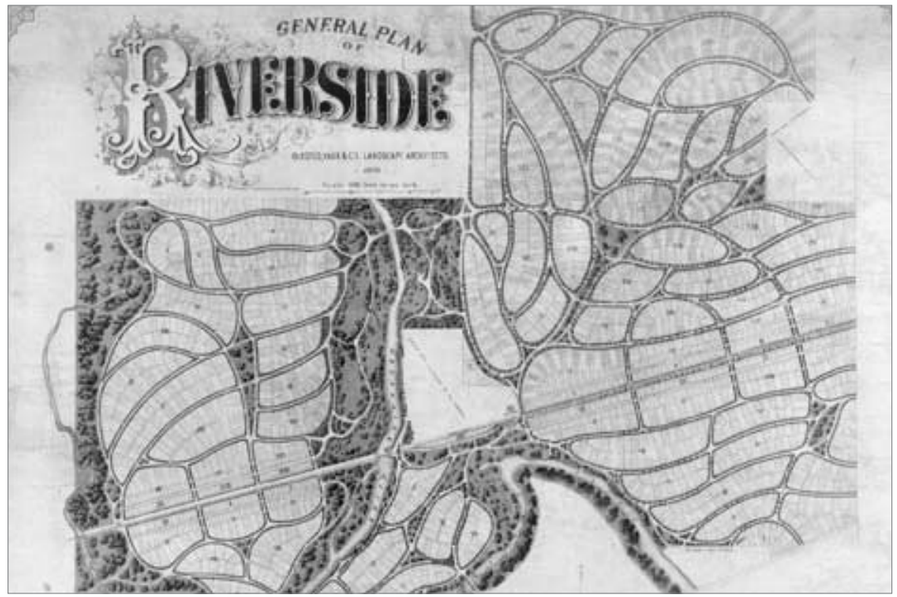


6. PROMOTE HEALTH AND WELLNESS ENVIRONMENTS

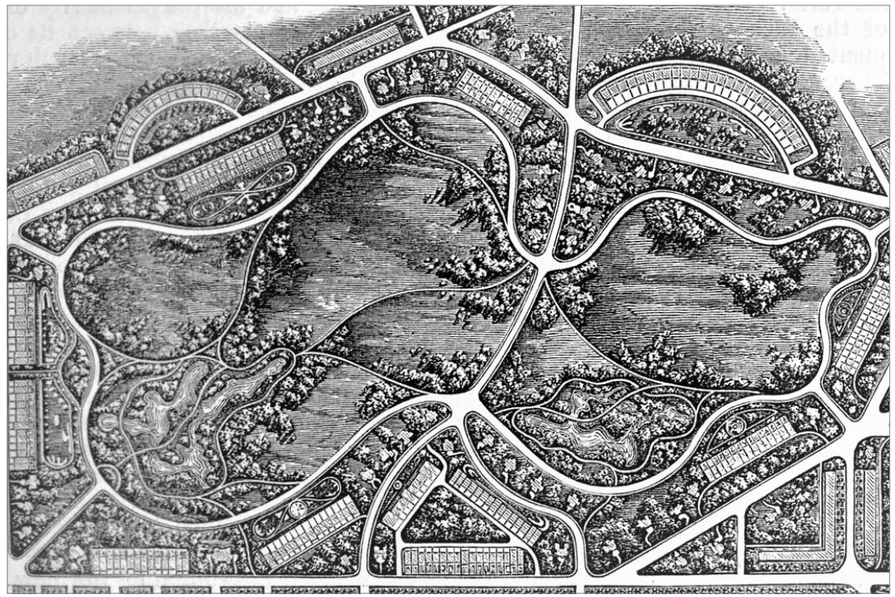
## Olmsted Planning Principles

In 1895, James Walker Tufts hired the landscape architecture firm Olmsted, Olmsted, and Eliot to design the Village of Pinehurst as a health-centered resort. Known as the "Founder of American Landscape Architecture", Frederick Law Olmsted brought his design philosophy and planning principles to bear on Pinehurst - an approach that can be seen in many of his designs for towns, cities, and parks. These "Olmstedian" Principles include the following design strategies:

- Design curvilinear street forms, following topography and continuously redirecting views
- Incorporate triangular parks at curvilinear street intersections
- Create an organic grid with short, walkable blocks (no cul-de-sacs)
- Maintain consistent building setbacks (except for Civic uses)
- Encourage tree-lined streets, typically with regularly-spaced shade trees
- Organic landscape design in Open Spaces




Olmsted Plan: Riverside, IL
*Credit: Enjoy Illinois*



Olmsted Plan: Birkenhead Park - United Kingdom
*Credit: The American Cyclopedia v. 13, 1879*




Olmsted Plan: Vandergrift - Westmoreland Co, PA
*Credit: Alamy Stock Photo*




Olmsted Plan: Sherwood - Richmond, VA
*Credit: National Park Service/Sherwood Land Co.*

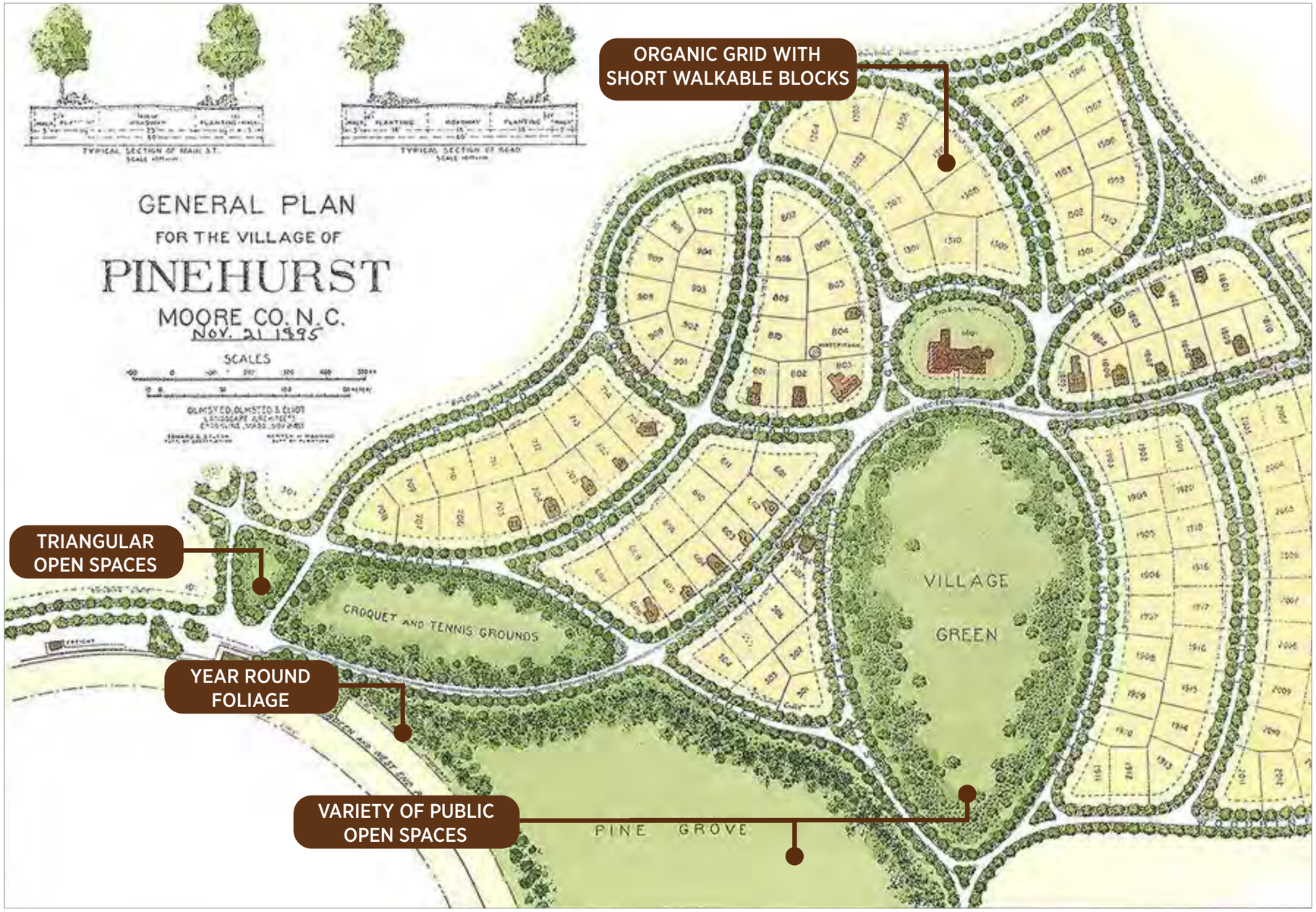
## Olmsted and Manning Principles and the Village

The General Plan for the Village of Pinehurst, shown to the right, exhibits many of the iconic "Olmstedian" characteristics of design. However, Olmsted's assistant Warren H. Manning also uniquely influenced the vision and execution of the plan, carrying out most of the major landscape design work and implementation. To view more detail, see the *Pinehurst National Historic Landmark Nomination Registration Form*.

- Design curvilinear street forms, providing a more relaxed approach to "getting there"
- Create an effect of a park-like oasis
- Encourage the use of native plants, primarily evergreens and plants with winter interest, to create a year-round green village. To note, while the plan to the right depicts a regular, linear spacing of deciduous street trees, the built landscape of Village Center represents an organic approach with irregular groupings of odd-numbered, mixed evergreen and deciduous plantings along the street edge)
- Accommodate new patrons and winter residents by providing additional recreational venues (this later became a focus on the golf industry with designer Donald James Ross)



Village Center
*Credit: Village of Pinehurst*

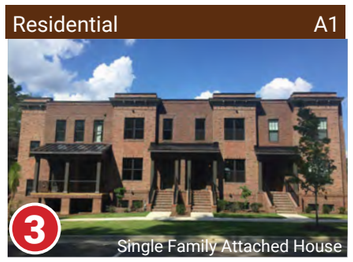


## Overview

Following the Public Outreach and Guiding Principles research, the consultant team led a Concept Design process to explore options for development in Pinehurst South. The purpose of the Concept Design phase (Phase 2) was to explore options for the Pinehurst South Small Area Plan and elicit feedback from stakeholders and continued input from Village staff and representatives. The following pages outline images, diagrams, and plan options that were developed and presented as a part of Public Workshop 2. The feedback on these concept designs and images was critical to generating the Final Design, which can be found in *Section 4.4* of this document.

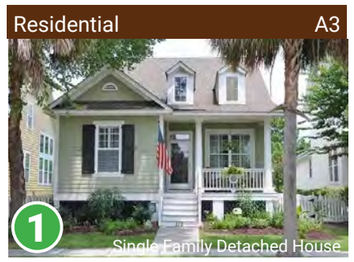
The images to the right show stakeholder preference feedback received in Public Workshop 2 Breakout Room Discussions. The images were shown as precedents for the architecture, streetscapes, parking, and parks/open spaces of Pinehurst South. Participants were encouraged to respond "like" (with green dots) or "dislike" (with red dots) to each photo; the numbers within the green and red dots indicate the number of stakeholder responses.

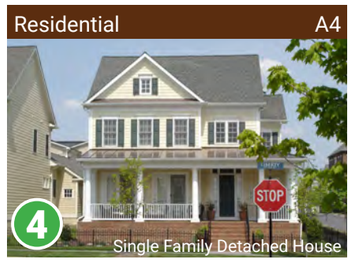
ARCHITECTURE







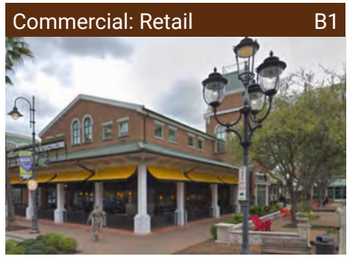


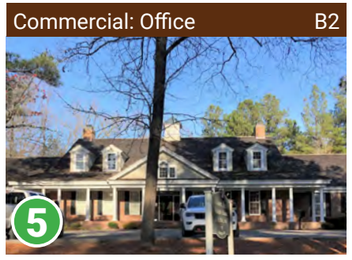







ARCHITECTURE







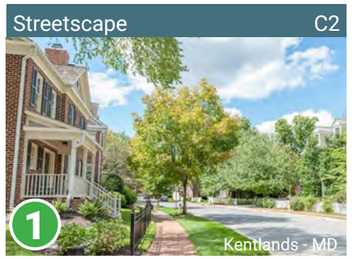






STREETSCAPE/ PARKING

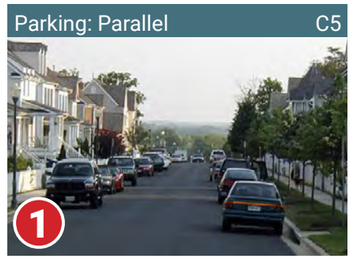




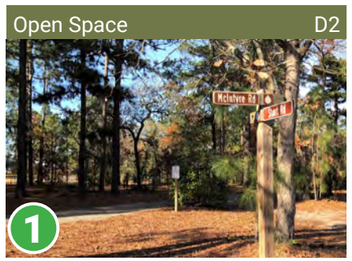





PARKS/ OPEN SPACE













**PUBLIC INPUT RECEIVED BASED ON BREAKOUT ROOM DISCUSSIONS**

*The feedback above is a summary of all Breakout Rooms. Participants were encouraged to respond to "like" (green) or "dislike" (red) for each photo.*

## Parti/Block Diagram

The Parti/Block Diagram was presented as part of Public Workshop 2. The purpose of this plan was to elicit feedback and conversation about development patterns and circulation in Pinehurst South. This plan should be considered a preliminary concept study and not the final recommended plan. To see the Final Plan (preferred design solution), please see *Section 4.4* of this document.

- The Parti diagram illustrates the Approach in plan form
- The diagram shows the proposed addition of new streets, forming new blocks and creating a more connected street network

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING ROADS
- PROPOSED ROADS
- EXISTING DEAD END
- EXISTING PARKS/ OPEN SPACE
- PROPOSED PARKS/ OPEN SPACE
- PROPOSED BLOCKS
- PROPOSED PROMINENT BUILDING LOCATION

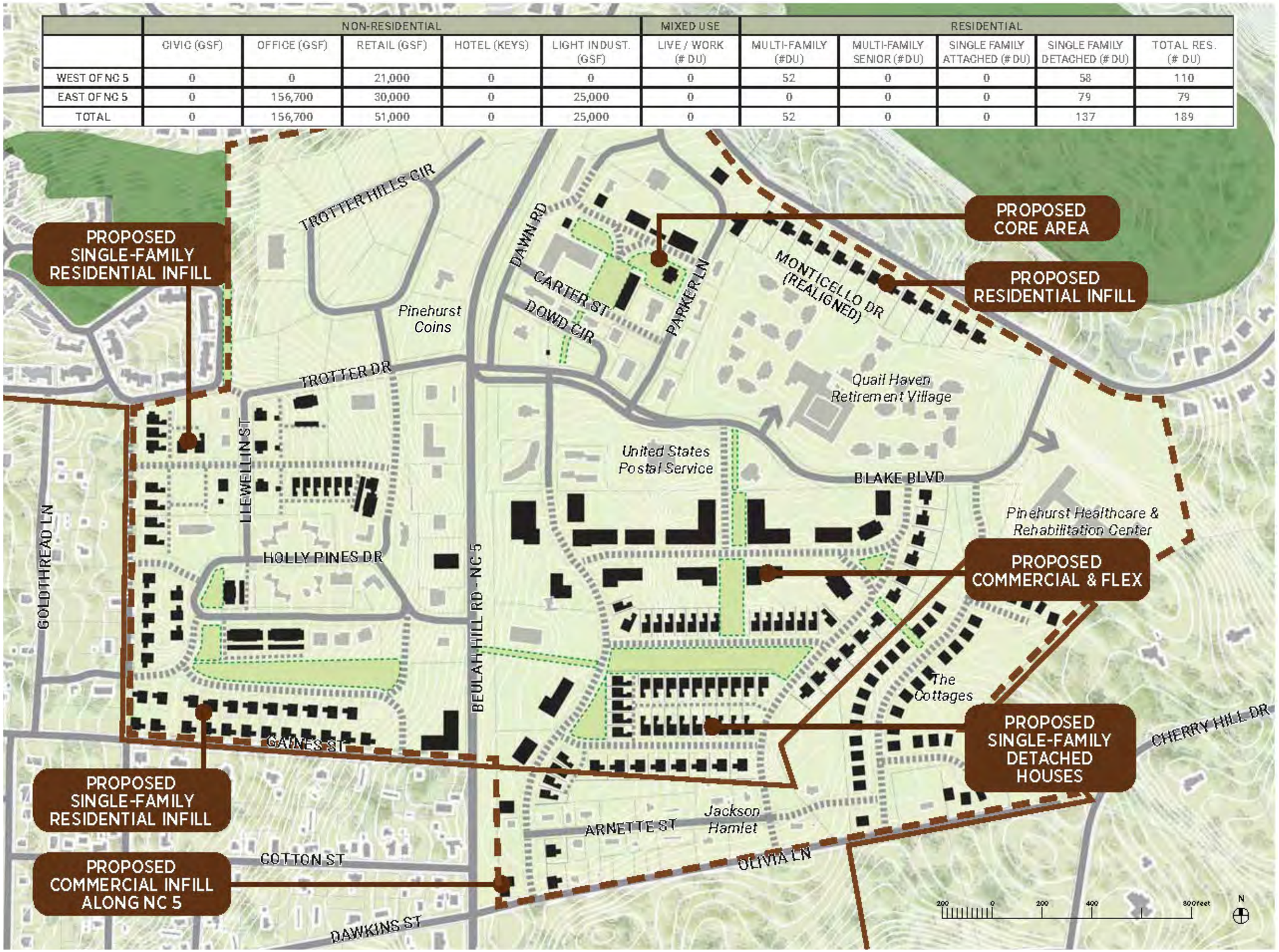


## Concept Design
## Low Intensity Plan Option

The Low Intensity Plan Option was presented as part of Public Workshop 2. The purpose of this plan was to test opportunity sites; see what building and parking configurations might fit on parcels; and elicit feedback and conversation about development patterns and intensity of new infill. This plan should be considered a preliminary concept study and not the final recommended plan. To see the Final Plan (i.e., the preferred design solution), please see *Section 4.4* of this document.

- The Low Intensity Plan illustrates the potential build-out of Pinehurst South over 30+ years. This plan includes a higher percentage of Single-Family Detached units
- Small scale commercial and residential infill vacant or under-utilized parcels
- Monticello Dr remains in its current alignment

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | HOTEL (KEYS) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (#DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC 5 | 0 | 0 | 21,000 | 0 | 0 | 0 | 52 | 0 | 0 | 58 | 110 |
| EAST OF NC 5 | 0 | 156,700 | 30,000 | 0 | 25,000 | 0 | 0 | 0 | 0 | 79 | 79 |
| TOTAL | 0 | 156,700 | 51,000 | 0 | 25,000 | 0 | 52 | 0 | 0 | 137 | 189 |



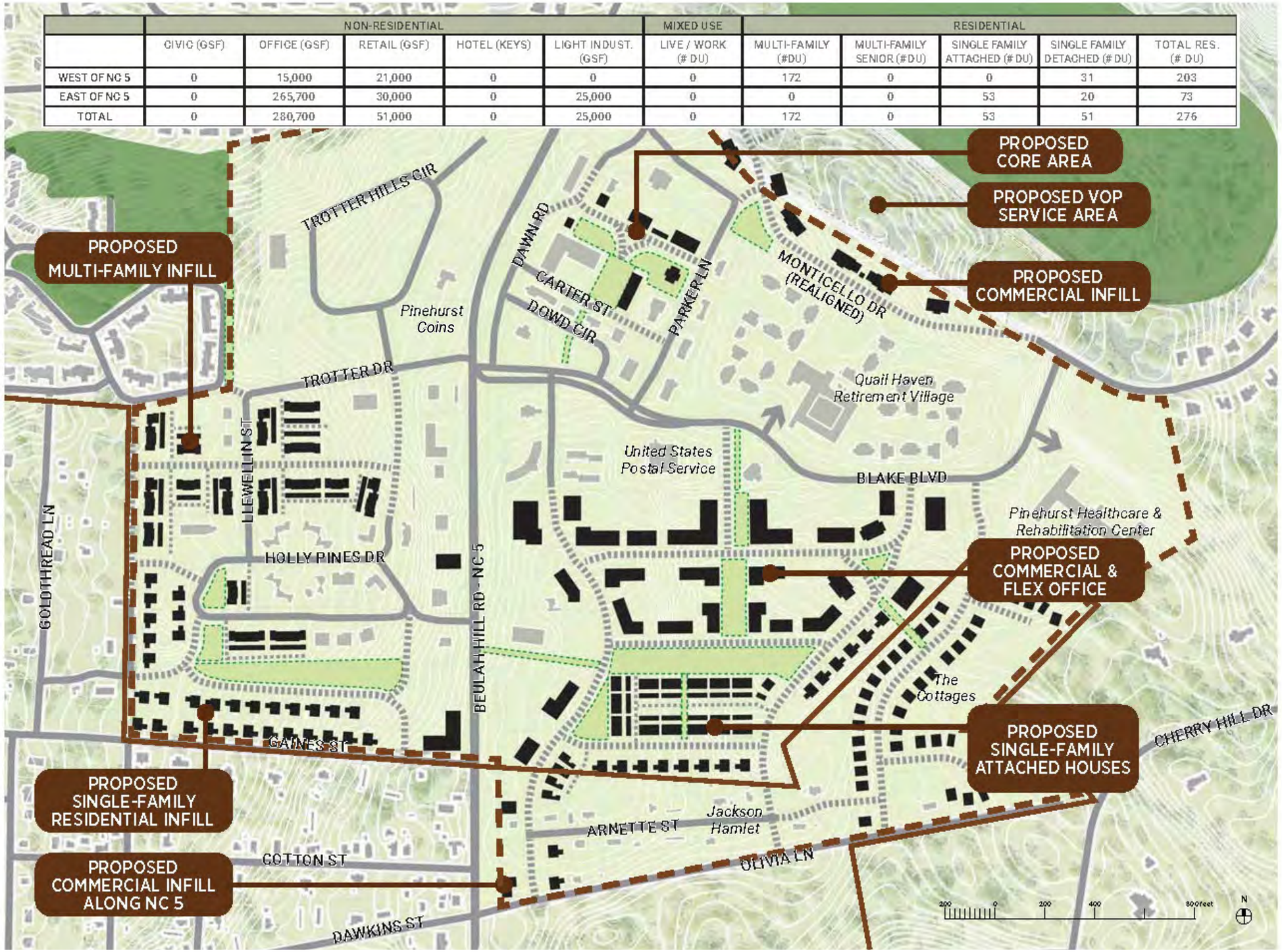

*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

## Concept Design
## High Intensity Plan Option

The High Intensity Plan Option was presented as part of Public Workshop 2. Similar to the Low Intensity Plan, the purpose of this plan was to test opportunity sites; see what building and parking configurations might fit on parcels; and elicit feedback and conversation about development patterns and intensity of new infill. This plan should be considered a preliminary concept study and not the final recommended plan. To see the Final Plan (i.e., the preferred design solution), please *Section 4.4* of this document.

- The plan illustrates the potential build-out of Pinehurst South over 50+ years.
- This plan includes a higher percentage of Single-Family Attached and Multi-Family residential units
- As with the Low Intensity Plan, small scale commercial and residential infill vacant or under-utilized parcels
- Monticello Dr. is realigned to allow for a new location of the Village's Public Service Area to the north

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | HOTEL (KEYS) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (#DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC 5 | 0 | 15,000 | 21,000 | 0 | 0 | 0 | 172 | 0 | 0 | 31 | 203 |
| EAST OF NC 5 | 0 | 265,700 | 30,000 | 0 | 25,000 | 0 | 0 | 0 | 53 | 20 | 73 |
| TOTAL | 0 | 280,700 | 51,000 | 0 | 25,000 | 0 | 172 | 0 | 53 | 51 | 276 |




*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

## 4.4 FINAL DESIGN

### Overview

The Final Design comprises renderings, framework plans, and street sections that represent the culmination of the planning process and feedback heard through the project's Public Outreach efforts. It also incorporates the Guiding Principles, discussed in Section 4.2 of this document. The Final Design includes recommendations for land use and transportation throughout Pinehurst South and illustrates the intent of the vision through graphics and text. It is important to note that the plans and renderings herein are illustrative only; development will occur as individual property owners come forward with development plans. The Form-Based Code (FBC), a companion document to this report, is the regulatory document that will ensure development plans (whether by the private or public sector) abide by the recommendations of this *Pinehurst South Small Area Plan*.

The Aerial Rendering to the right demonstrates how Pinehurst South may appear at full build-out. The rendering shows the following:

» Infill commercial adjacent to NC-5 for visibility and access. New office and flex-building uses infill the area south of Blake Blvd.

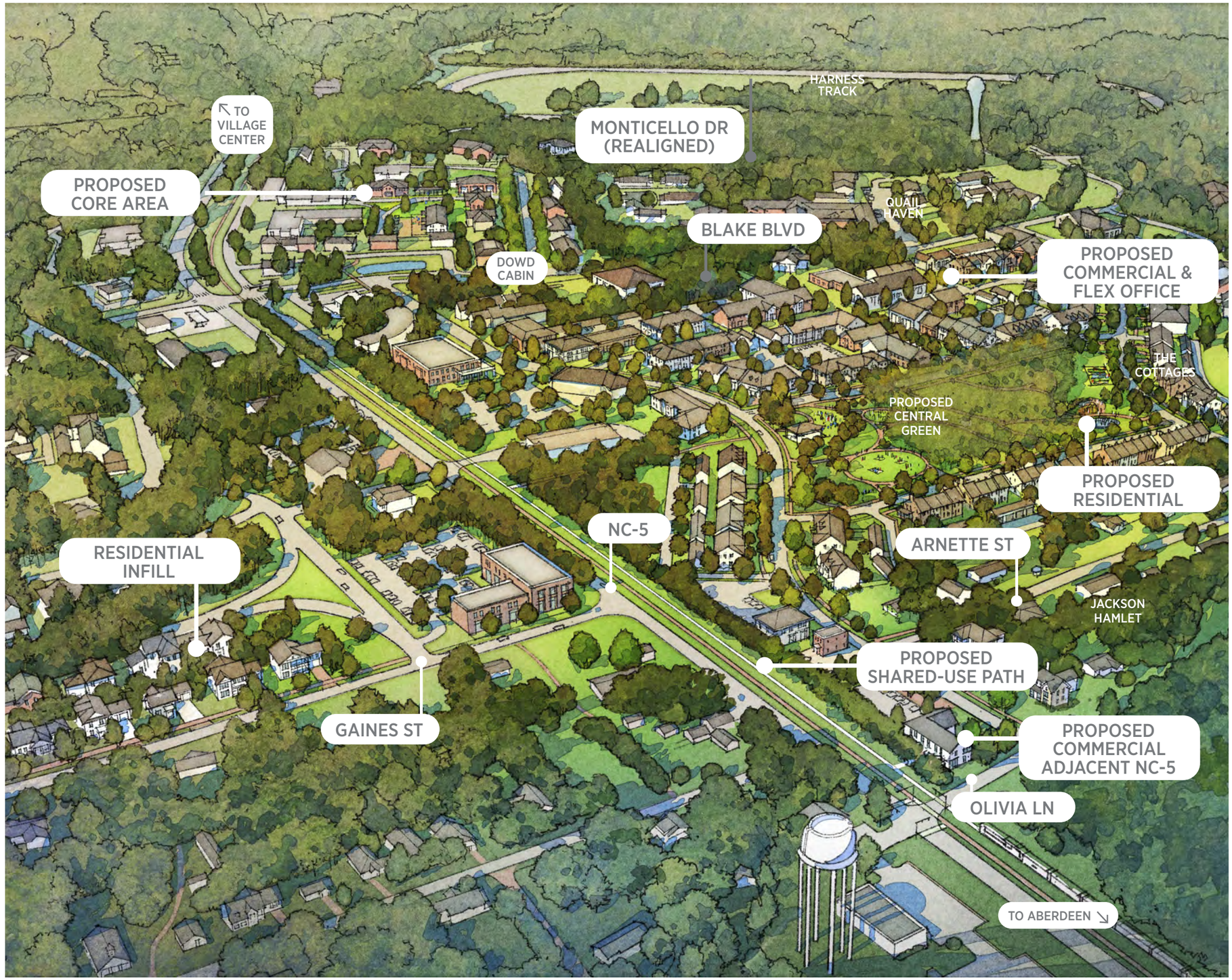
» A large Central Green between Blake Boulevard and Arnette Street will provide ample opportunity for residents and commercial users of this neighborhood to enjoy outdoor activities that are both active and passive. See page 62 of this document for more detail on this open space.

» Residential infill to the south helps to transition from new development to the existing historically Black neighborhood of Jackson Hamlet

» Residential development west of NC-5.

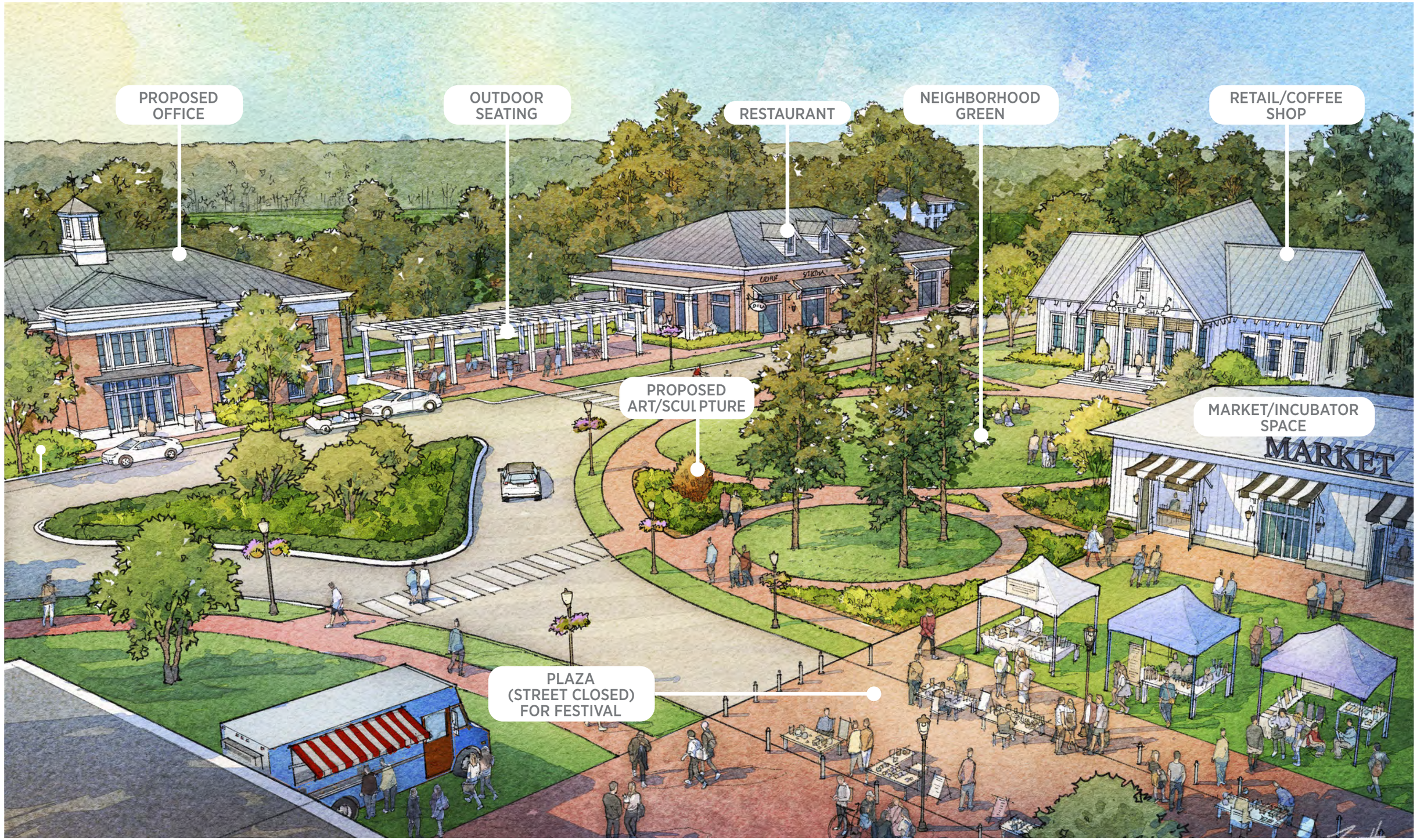
The Bird's Eye Rendering on the following page shows a conceptual view of the new core area between Monticello Drive and Blake Boulevard that will serve as a new destination for neighborhood retail and services, restaurants, an incubator space for new businesses and makerspace, and a plaza for markets and festivals.

The renderings are conceptual and represent one of many scenarios that could happen over the next 50+ years in Pinehurst South. Future development will depend on the interest of public and private property owners in developing or selling their property. The development will also be dependant on future changes to the market demand in the Village of Pinehurst.




**PINEHURST SOUTH - AERIAL RENDERING**

*This rendering is illustrative only and subject to change. Source: Design Collective, Inc. & Zanetta Illustration*




## CORE AREA - BIRD'S EYE RENDERING

*This rendering is illustrative only and subject to change. Source: Design Collective, Inc. & Zanetta Illustration*

## Core Area Detail Plan

The Detail Plan illustrates the potential build-out of the core area south of Monticello Dr. and north of Blake Blvd.

The development builds off the existing Post Office, Pharmacy, ABC, and Dowd Cabin as well as the planned Girls & Boys Club and National Association of Home Builders.

New open spaces include a Market Plaza, Central Green, playground, and path south to Dowd Cabin

A new Central Green anchors the new development, serving as a gathering place for community events.

KEY

- EXISTING BUILDINGS
- PROPOSED BUILDINGS
- PROPOSED BUILDINGS




*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*



Precedent - Office - Turnberry Wood
*Credit: Design Collective*



Precedent - Mixed Use - Mashpee Commons, MA
*Credit: PCA Design*



Precedent - Market Square - Baltimore, MD
*Source: Design Collective*



Precedent - Plaza - Summersville, SC
*Credit: LaQuatra Bonci*



Precedent - Playground - Portland, OR
*Credit: Greenworks SPC*



Precedent - North Village Market Pavilion, Prospect, Kentucky
*Credit: Google Maps*



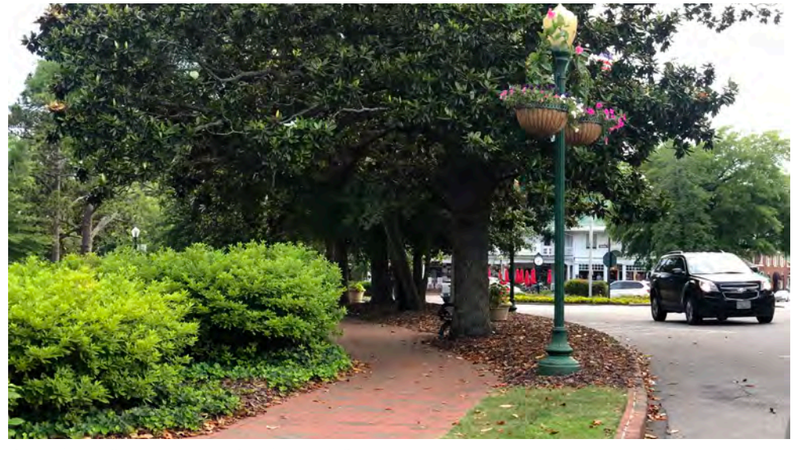
Precedent - Small Retail Shop - Summersville, SC
*Credit: CRBJ Bizwire*



Precedent - Farmers Market - Atlanta, GA
*Credit: Community Farmers Markets*



Precedent - Food Truck Event - Salem, MA
*Credit: North of Boston*



Precedent - Streetscape - Pinehurst, NC
*Source: Design Collective*

## Proposed Open Space + Pedestrian Network

The existing Pinehurst South plan area contains no dedicated public open space or trails within its boundary. The Pinehurst Harness Track lies just to the north.

All new development should add to the network, creating publicly-accessible greens, plazas, and trail connections to serve the surrounding office and residential uses.

A Market Plaza is shown in the core area between Monticello Drive and Blake Blvd. and a new, large Central Green is shown to the south, east of NC-5.

A new Shared-Use Path (SUP) and sidewalk are shown along NC-5.

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING SIDEWALKS
- PROPOSED SIDEWALKS*
- EXISTING PARKS/ OPEN SPACE
- PROPOSED PARKS/ OPEN SPACE
- PROPOSED SHARED-USE PATH

**Proposed sidewalks shall be brick in commercial areas*




*This plan is illustrative only and subject to change.* *Source: Design Collective, Inc.*




Pinehurst South Proposed Central Green
*Source: Design Collective*




Precedent - Attached Green - Maple Lawn, MD
*Credit: Design Collective*




Precedent - Attached, Linear Green - Maple Lawn, MD
*Source: Design Collective*




Precedent - Shared-Use Path
*Source: Village of Pinehurst*

## Open Space Detail Plan

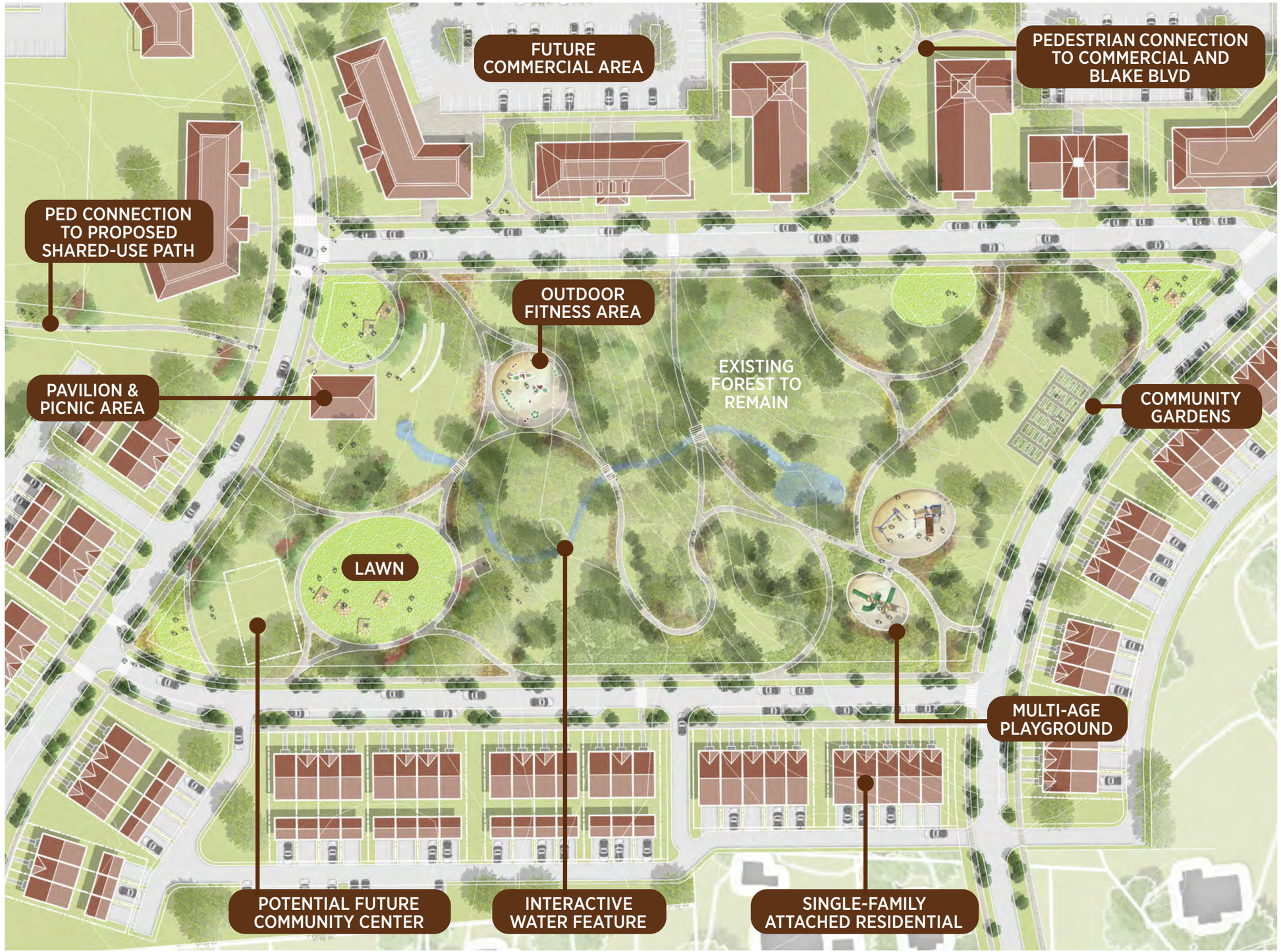
The Detail Plan illustrates a potential build-out of the area south of Blake Boulevard and north of Jackson Hamlet.

New mixed-use development surrounds a large Central Green that helps to preserve some of the existing topography and trees, This new open space serves both office tenants as well as neighborhood residents.

The new Central Green is shown with a pavilion, an interactive, meandering water feature fed by stormwater, community gardens, paths through a wooded area, disc golf, an exercise park, and a multi-age playground area. If desired, a community building could be built in the future in the lower southwest corner, where the historic Chalfonte Hotel used to stand.

KEY

- EXISTING BUILDINGS
- PROPOSED BUILDINGS
- PROPOSED BUILDINGS




*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*



Precedent - Pavilion
*Credit: Design Collective*



Precedent - Playground
*Source: Greenworks SPC*



Precedent - Disc Golf
*Credit: Reinhardt University*



Precedent - Community Garden
*Source: Eiber Community Garden*



Precedent - Intergenerational Fitness Park
*Credit: Phil Bourne/Goric*



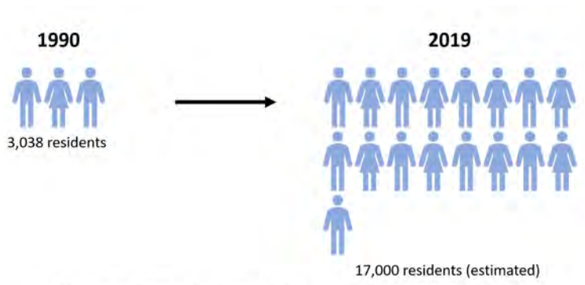
Precedent - Stormwater Management Water Feature
*Credit: The Plant Hunter*

## TRAFFIC & TRANSPORTATION

### Introduction

The Village of Pinehurst (Village) is a desirable community attracting new residents and businesses, and some Village residents are concerned about the impact of growth on the existing quality of life, particularly further vehicular traffic impacts.

In 2019, the Village of Pinehurst completed the "Envision the Village" community initiative to adopt the 2019 Comprehensive Plan. The 2019 Comprehensive Plan is an official guide for the future vision and policy framework for development in Pinehurst. The plan established five focus areas which represent the most important areas to influence, as development in these areas could have the most significant impact on shaping the future of Pinehurst. Two of the focus areas are being evaluated in deeper detail with this study: Village Place/Rattlesnake Trail Area and Pinehurst South/Highway 5 Commercial Area.




Source: Village of Pinehurst 2019 Comprehensive Plan. October 2019.

The Small Area Plan (SAP) effort recommends improvements to the Village Place/Rattlesnake Trail Area (hereafter referred to as Village Place) and Pinehurst South/Highway 5 Commercial Area (hereafter referred to as Pinehurst South) that will improve the transportation network while maintaining the future vision for the Village of Pinehurst. For Village Place, this study provides a plan to create a mixed-use, walkable area that connects Village Place/Rattlesnake Trail to the Village Center. For Pinehurst South, this study provides a plan to apply the planning principles of Tufts, Olmsted, and Manning to Pinehurst South while also providing connection to the Village Center via bicycle and pedestrian facilities to encourage reduced traffic on NC-5.

### Pinehurst South

The following are the existing transportation conditions within the Pinehurst South/Highway 5 Commercial Area (hereafter referred to as Pinehurst South), projected traffic impacts of the proposed 50-year build-out development plan, planned transportation improvements along with recommended long-range transportation improvements. Recommendations apply the planning principles of Tufts, Olmsted, and Manning to Pinehurst South while also providing connection to the Village Center via bicycle and pedestrian facilities as well as support of long-range transportation plans which will provide an alternate route to NC-5.

### Existing Transportation Infrastructure Conditions:

#### BEULAH HILL ROAD/HIGHWAY 5 (NC-5)

The dominant transportation feature in the Pinehurst South area is Beulah Hill Road/Highway 5 (NC-5). NC-5 is a major thoroughfare running north and south through the heart of the Village of Pinehurst, connecting NC 211 to the north with US 1 to the south through Aberdeen. The Aberdeen Carolina and Western Railway (ACWR) which runs parallel to NC-5, contributes to transportation access challenges, however; the ACWR is open to discussions about improvements within their right-of-way. Traffic congestion along NC-5 has long been a concern for the Village of Pinehurst community.

The NC-5 section running through the Pinehurst South study area is carrying over 20,000 vehicles per day (vpd) and operates as a class 2 arterial with a 35 MPH speed limit. Based on a planning level capacity analysis, NC-5 is operating at an average Level of Service (LOS) D during peak hours. Corridor Traffic Capacity is based on overall travel time/speed and is measured by levels of service ranging from LOS A (free-flowing, no delays) to LOS D (frequent stops and delays with overall travel speeds less than 10 MPH).

**2020 PINEHURST NC 5 CORRIDOR TRAFFIC UPDATE**

**LEVEL OF SERVICE COMPARISON**

***Stop Sign Controlled Intersections - AM Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB |
| NC 5 @ McDonald W/E | C-C | C-B | D-D | D-C | C-C | C-B | C-C | C-C |
| NC 5 @ McKenzie W/E | D-D | D-D | E-D | E-C | D-C | D-C | E-C | E-C |
| NC 5 @ Barrett/McCaskill | C-C | D-E | E-F | C-D | C-D | C-C | C-D | C-C |
| NC 5 @ Linden/McLean | - | - | - | - | - | - | - | C-D |
| NC 5 @ Shaw SW/SE | - | - | - | - | - | - | - | D-B |

***Stop Sign Controlled Intersections - Noon Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB |
| NC 5 @ McDonald W/E | C-C | C-B | D-D | D-C | C-C | C-B | C-C | C-C |

***Stop Sign Controlled Intersections - PM Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB | EB-WB |
| NC 5 @ McDonald W/E | C-C | C-B | D-D | D-C | C-C | C-B | C-C | C-C |
| NC 5 @ McKenzie W/E | D-D | D-D | E-D | E-C | D-C | D-C | F-E | F-E |
| NC 5 @ Barrett/McCaskill | C-C | D-E | E-F | C-D | C-D | C-C | C-D | C-C |
| NC 5 @ Linden/McLean | - | - | - | - | - | - | - | E-D |
| NC 5 @ Shaw SW/SE | - | - | - | - | - | - | - | C-C |

***Signalized Intersections - AM Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S |
| NC 5 @ McKenzie W/Cherokee (NC 2) | C-C | C-B | D-D | D-C | C-C | C-B | C-C | C-C |
| NC 5 @ Morganton | D-D | D-D | E-D | E-C | D-C | D-C | E-C | C-C |
| NC 5 @ Lake Hills/Monticello | C-C | D-E | E-F | C-D | C-D | C-C | C-D | C-A |
| NC 5 @ Trotter/Blake | C | B | B | C | B | B | C-A | B-A |

***Signalized Intersections -Noon Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S |
| NC 5 @ Morganton | D-D | D-D | E-D | E-C | D-C | D-C | E-C | C-C |
| NC 5 @ Trotter/Blake | C | B | B | C | B | B | D-A | B-A |

***Signalized Intersections - PM Peak Hour***

| | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|
| INTERSECTION | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S | E/W-N/S |
| NC 5 @ McKenzie W/Cherokee (NC 2) | C-C | C-B | D-D | D-C | C-C | C-B | C-C | C-C |
| NC 5 @ Morganton | D-D | D-D | E-D | E-C | D-C | D-C | E-C | C-C |
| NC 5 @ Lake Hills/Monticello | C-C | D-E | E-F | C-D | C-D | C-C | C-D | C-B |
| NC 5 @ Trotter/Blake | C | B | B | C | B | B | D-A | B-B |

Source: Village of Pinehurst NC-5 Corridor, 2020 Traffic Update.

Starting in 2005, the Village of Pinehurst has conducted a biannual review of the major intersections along NC-5 from Trotter Drive/Blake Boulevard to McDonald Road. The table on the previous page provides a summary of the traffic volumes and capacity analysis from the Village of Pinehurst NC-5 Traffic Update Report, focusing on the intersections within the study area. Traffic Volumes have increased steadily along the NC-5 corridor and the (LOS) at these critical intersections has declined as indicated in the table below. The most congested signalized intersection is NC-5 at Morganton Road with a 2018 LOS E in both the morning (AM) and afternoon (PM) peak hours. The most congested non-signalized intersection is NC-5 at McKenzie Road with a LOS F in both the AM and PM peak hours.

In summary, based on a corridor planning level capacity analysis for a 2-lane class 2 arterial roadway carrying 20,000 vpd and the capacity analysis of the individual intersections, NC-5 is operating below capacity (LOS D) during AM and PM peak travel times where motorists experience travel speeds below 10 MPH and vehicle delays at critical intersections in excess of 45 seconds/vehicle during AM and PM peak travel times.

**ABERDEEN CAROLINA AND WESTERN RAILWAY (ACWR)**

The ACWR runs parallel to, and east of, NC-5 through the study area and carried 102 trains in 2020. The inbound trains carry feed for chicken farms and typically carry 90 cars while the return trains carry lumber, wood chips, aggregate, and rebar. The ACWR would like to increase train lengths to 110 cars and subsequently would like to close the at-grade rail crossing on Arnette Street. This closure would allow the longer trains to stop between Olivia Lane and Blake Boulevard without blocking vehicular traffic. To accommodate this closure, Olivia Lane would be upgraded to an NCDOT facility and become a full, potentially signalized, intersection at NC-5 with a connection to Arnette Street via Olivia Lane.

The at-grade rail crossing on Blake Boulevard sometimes experiences motorist stopping on the railroad track despite fully functioning gates and signage. More signage and/or enhanced pavement markings are recommended to reinforce the proper stopping location for motorist at this rail crossing.

**GOLF CARTS**

Golf carts are not allowed on NC-5 nor would they be allowed on the shared-use path. Improved golf cart access to this area would need to be established along residential streets where golf carts are allowed and by enhancing golf cart crossings on NC-5.

**BICYCLE AND PEDESTRIAN**

Bicycle and Pedestrian accommodations are lacking in the Pinehurst South Area as NC-5 lacks accommodations for these modes of travel and the local streets have been built without sidewalks. Currently, there are two NCDOT projects for NC-5 that will include sidewalks on the west side of NC-5 through the study area.

There is an opportunity for a 8- or 10- foot wide shared-use path (SUP) to be built along the east side of NC-5, enhancing bicycle and pedestrian mobility along this corridor as well as connecting Pinehurst South with the Village Center and Pinehurst Resort. Representatives from the ACWR Company, who owns the property right-of-way (ROW) to the east of NC-5, indicated that they would be open to allowing a shared-use path (SUP) within the railroad right-of-way through a program called “Rails with Trails”. The ACWR will be involved with the planning and design of any SUP within their ROW. The ACWR has expressed concerns about keeping users of any SUP completely separated from the railroad through physical barriers (fencing); however, they are open to the concept of coexisting with a SUP. To see a section of the proposed SUP, see page 62 of this document. Other recommended pedestrian & bicycle improvements in the Pinehurst South study area include sidewalk connections between existing and planned neighborhoods to provide connectivity between communities in the study area. To see the proposed pedestrian network, see page 60 of this document.




Precedent - Shared-Use Path
*Source: Village of Pinehurst*

## Traffic Impacts of Pinehurst South Build-Out Plan

Based on the 50-year Build-Out Development Plan for the Pinehurst South Area, traffic was generated for the proposed new land uses based on the Institute of Transportation Engineers (ITE) trip generation manual, which is universally accepted by Traffic Engineers and Planners to project future traffic based on various land-uses. Traffic was generated for the two development options, Low Intensity and High Intensity, for the Pinehurst South study area. Also, traffic generation was split between proposed future development sites on the east side and the west side of NC-5.

### TRIP GENERATION

As development is phased in over the next 50 years, there will be a total of about 11,349 new trips per day created by the Low Intensity development scenario to about 12,905 new trips per day created by the High Intensity scenario. See tables below for a summary of the total trips generated for these options.

Because the proposed development is a mixture of uses (residential, retail, restaurant), not all of these trips will result in actual new vehicle trips. Some of these trips will be absorbed by internal capture as patrons of the new shops may also decide to dine at one of the new establishments, thus eliminating a new vehicle trip. (these are known as “internal capture” trips). Also, as NC-5 is a heavily traveled major thoroughfare carrying about 20,000 vehicles per day (vpd), some of the vehicles already traveling on NC-5 are likely to be attracted to the new development as they pass-by on their way to other destinations and will not increase the total number of new vehicle trips (these are known as pass-by trips).

Based on internal capture and the pass-by trips, the total new vehicle trips per day will be reduced by about 30% . This trip reduction due to internal capture and pass-by trips is an accepted practice by Transportation Engineers and Planners. Based on the ITE Trip generation rates and pass-by/internal capture reduction of 30%, it is estimated that there will be an additional 7,944 vpd to 9,033 vpd on the surrounding street network.

### TRIP DISTRIBUTION

It is estimated that about 80% of the new vehicle trips will originate from NC-5 and about 20% of the new vehicle trips will originate from the local street network which will be connected to the new development(s) in the Pinehurst South Area via new connections as illustrated in the future development plan. This will result in an increase of between 6,355 vpd to 7,266 vpd on NC-5 and an increase of 1,588 vpd to 1,806 vpd to the local street system, which will be split between the east side of NC-5 (60%) (953 to 1,084 vpd) and the west side of NC-5 (40%) (635 to 722 vpd)

### TRAFFIC IMPACTS

The section of NC-5 running through the Pinehurst South study area is currently carrying around 20,000 VPD and is estimated to be operating at a LOS D with overall travel speeds at or below 10 MPH during peak travel times (based on planning level capacity analysis) with several of the intersections operating at or below LOS E with delays in excess of 45 seconds per vehicle during peak travel times (based on capacity analysis conducted by the Village).

Without intevention, improved connectivity, or mobility choice, the projected increase of 6,355 VPD to 7,266 VPD on this section of NC-5 over the next 50 years due to planned development in the Pinehurst South study area will further increase traffic congestion along this section of NC-5. However, mitigation measures should coincide with development and increased traffic will be gradual as new development is phased-in over the next 50 years. There are some planned roadway improvements and long-range transportation plans which will also help to off-set the impacts of this traffic growth (see the following page for more information).

EASTBOUND DAILY AND PEAK HOUR TRIPS

| Pinehurst South (EAST) Opt A - Low Intensity Scheme | | | | |
|---|---|---|---|---|
| | | **Daily Trips (vpd)** | **AM Peak Hour Trips (vph)** | **PM Peak Hour Trips (vph)** |
| North of Blake Blvd | Subarea A | 2,974 | 179 | 248 |
| | Subarea B | 425 | 52 | 106 |
| **Subtotal** | | **3,399** | **231** | **354** |
| South of Blake Blvd | Subarea A | 242 | 43 | 89 |
| | Subarea B | 1,465 | 216 | 186 |
| | Subarea C | 1,220 | 206 | 165 |
| | Subarea D | 325 | 44 | 96 |
| | Subarea E | 286 | 41 | 93 |
| | Subarea F | 78 | 5 | 7 |
| | Subarea G | 206 | 38 | 86 |
| | Subarea H | 280 | 5 | 26 |
| | Subarea I | 78 | 5 | 7 |
| | Subarea J | 148 | 5 | 13 |
| **Subtotal** | | **4,328** | **608** | **768** |
| **TOTAL** | | **7,727** | **839** | **1,122** |

| Pinehurst South (EAST) Opt A - High Intensity Scheme | | | | |
|---|---|---|---|---|
| | | **Daily Trips (vpd)** | **AM Peak Hour Trips (vph)** | **PM Peak Hour Trips (vph)** |
| North of Blake Blvd | Subarea A | 2,974 | 179 | 248 |
| | Subarea B | 626 | 103 | 129 |
| **Subtotal** | | 3,600 | 282 | 377 |
| South of Blake Blvd | Subarea A | 402 | 69 | 106 |
| | Subarea B | 1,465 | 216 | 186 |
| | Subarea C | 1,220 | 206 | 165 |
| | Subarea D | 447 | 76 | 110 |
| | Subarea E | 399 | 68 | 106 |
| | Subarea F | 212 | 39 | 86 |
| | Subarea G | 206 | 38 | 86 |
| | Subarea H | 388 | 26 | 34 |
| | Subarea I | 78 | 5 | 7 |
| | Subarea J | 148 | 5 | 13 |
| **Subtotal** | | **4,965** | **748** | **899** |
| **TOTAL** | | **8,565** | **1,030** | **1,276** |

Note: To see the corresponding Low and High-Intensity Schemes, see pages 72-73 of this document.

## Transportation Improvements

NCDOT has plans to make the following improvements to NC-5 starting in 2025:

STIP Project U-5756 – Widen NC-5 to five-lane section from US 1 to north of Turning Leaf Way and to a three-lane section from north of Turning Leaf Way to Trotter Drive/ Blake Boulevard. This improvement project will include the installation of a sidewalk along the west side of NC-5 from US 1 to Trotter Drive/Blake Boulevard.. U-5756 is currently under design with right-of-way acquisition scheduled for State fiscal year 2023 and construction to start in State fiscal year 2025.

STIP Project R-5892 – Make operational improvements (add turn-lanes and improve traffic signals) on NC-5 from Blake Boulevard/Trotter Drive to NC 211. A feasibility study is currently underway. A construction date has not been established for R-5892 and the project is currently unfunded in the State Transportation Improvement Plan (STIP)

Beyond these two State Projects, no additional roadway improvements are recommended to NC-5. NC-5 is the main travel corridor in the study area and is constrained by the ACWR which runs parallel to NC-5 on the east side, at some points less than 30 feet from the edge of existing pavement. Any further roadway expansion, beyond what NCDOT currently has planned, would likely result in negative impacts and relocations to the homes and businesses to the west of NC-5.

### WESTERN CONNECTOR

The Village of Pinehurst Thoroughfare Plan and the Moore County Comprehensive Transportation Plan (CTP) include the "Western Connector" which could provide a new north-south highway around the Village Center. The western connector could provide an alternate route for through-trips(trucks) between US 1 and NC 211 and provide long term traffic relief which could liberate NC-5/ Beulah Hill Road for local travel. The "Western Connector" is on the long-range transportation plan and is conceptual at this stage, however; the benefits and costs need to be carefully evaluated for future prioritization.

### PEDESTRIAN/BICYCLE IMPROVEMENTS

There is an opportunity for a 10-foot wide shared-use path (SUP) to be built along the east side of NC-5 in the ACWR right of way. The SUP would greatly enhance bicycle and pedestrian mobility along this corridor as well providing a vital connection between Pinehurst South and The Village Center. The ACWR Company has indicated that they would be open to allowing a SUP. Other recommended pedestrian & bicycle improvements in the Pinehurst South study area include sidewalk connections between existing and planned neighborhoods which would provide safe pedestrian connectivity between communities in the study area.

### OTHER IMPROVEMENTS

- Recommended improvements to the SAP suggest providing better connections between existing and planned neighborhoods within the study area. Better local street connections can reduce traffic impacts to NC-5 by providing internal circulation and access to both existing and proposed developments.
- Enhanced cross-walks along NC-5 to delineate safe crossing locations and alert motorist to pedestrian, bicycle and golf cart crossings.
- Close the Arnette Street RR crossing and access to NC-5. To accommodate this closure, Olivia Lane would be upgraded to an NCDOT facility and become a full, potentially signalized, intersection at NC-5 with a connection to Arnette Street via Olivia Lane.
- More signage and/or enhanced pavement markings are recommended to reinforce the proper stopping location for motorist at this rail crossing.

WESTBOUND DAILY AND PEAK HOUR TRIPS

| Pinehurst South (WEST) Opt A - Low Intensity Scheme | | | | |
|---|---|---|---|---|
| | | **Daily Trips (vpd)** | **AM Peak Hour Trips (vph)** | **PM Peak Hour Trips (vph)** |
| | Subarea A | 159 | 5 | 14 |
| | Subarea B | 316 | 15 | 29 |
| | Subarea C | 102 | 5 | 9 |
| | Subarea D | 234 | 16 | 21 |
| | Subarea E | 887 | 155 | 68 |
| | Subarea F | 269 | 5 | 25 |
| | Subarea G | 1,655 | 159 | 133 |
| **TOTAL** | | **3,622** | **360** | **299** |

| Pinehurst South (WEST) Opt A - High Intensity Scheme | | | | |
|---|---|---|---|---|
| | | **Daily Trips (vpd)** | **AM Peak Hour Trips (vph)** | **PM Peak Hour Trips (vph)** |
| | Subarea A | 439 | 29 | 37 |
| | Subarea B | 586 | 39 | 48 |
| | Subarea C | 102 | 5 | 9 |
| | Subarea D | 234 | 16 | 21 |
| | Subarea E | 887 | 155 | 68 |
| | Subarea F | 269 | 5 | 25 |
| | Subarea G | 1,823 | 190 | 215 |
| **TOTAL** | | **4,340** | **439** | **423** |

Note: To see the corresponding Low and High-Intensity Schemes, see pages 72-73 of this document.

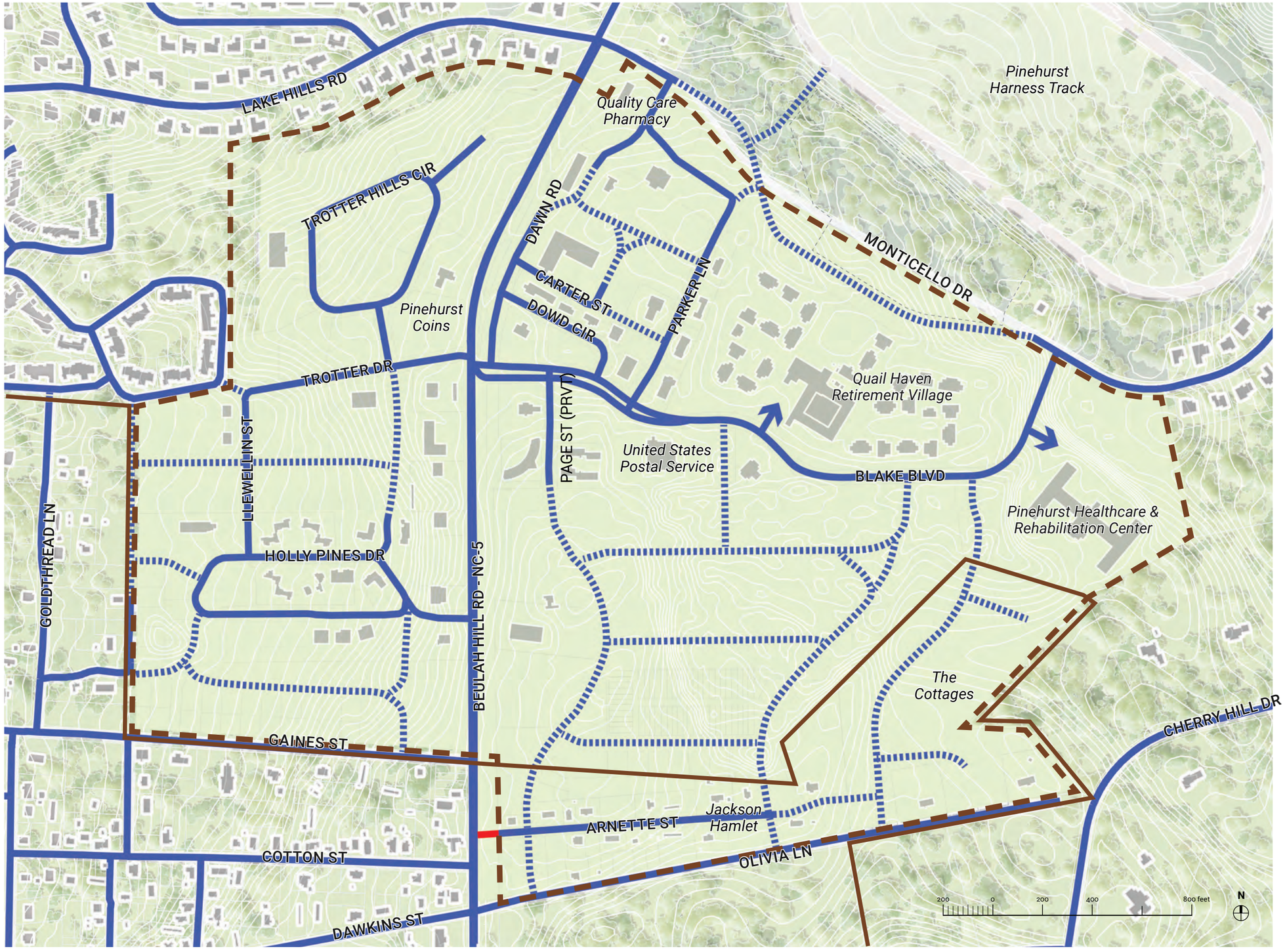
## Proposed Circulation Plan

The proposed Circulation Plan for Pinehurst South emphasizes an improved, connected network of streets. This system will provide additional routes for vehicles (as well as for pedestrians, bicycles, and golf carts), thereby reducing traffic stress on any single street. The circulation recommendations include:

- Three new street connections from Olivia Lane to Blake Boulevard
- Realignment of Monticello Drive to accommodate the the potential relocation of the Public Service Facility south of the Harness Track
- Coordination with NCDOT planned improvements along NC-5
- The improvement of Olivia Lane as a full, signalized NC-5 intersection, connected to Arnette St. (to be closed to NC-5)
- Improved pedestrian, bicycle, and golf cart crossings of NC-5 with crosswalks added at signalized intersections

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING STREETS
- PROPOSED STREETS
- PROPOSED ROAD CLOSURE




*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

## Proposed Street Section
## NC-5/Blake Boulevard

The proposed Street Section at the intersection of NC-5 and Blake Boulevard envisions improvements for pedestrians, bicycles, golf carts, and vehicles.

This proposed section coordinates with NCDOT planned improvements to add a sidewalk to the west side of NC-5. While a proposes Shared-Use Path (SUP) runs between the eastern edge of the roadway and ACWR rail line (suggested to be part of the Rails-to-Trail program). Where the path is close to the rail line, a physical barrier will be required. Motorized vehicles, including golf carts, should not be permitted on the path.

Crosswalks are added at signalized intersections to improve pedestrian, bicycle, and golf cart crossings of NC-5.

Buffers shall be provided along NC-5 where constraints allow, to provide a seamless "evergreen" landscape that is typical to Village of Pinehurst streetscapes.

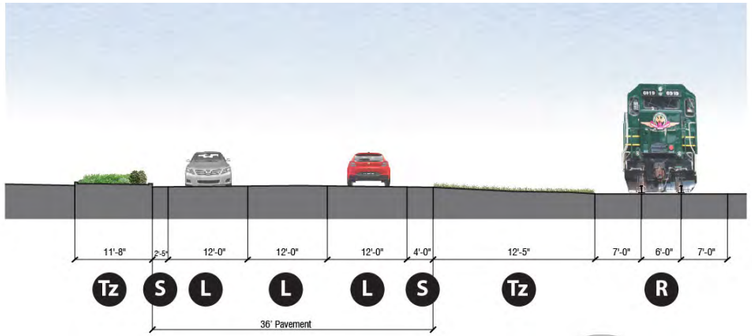
STREET SECTION KEY

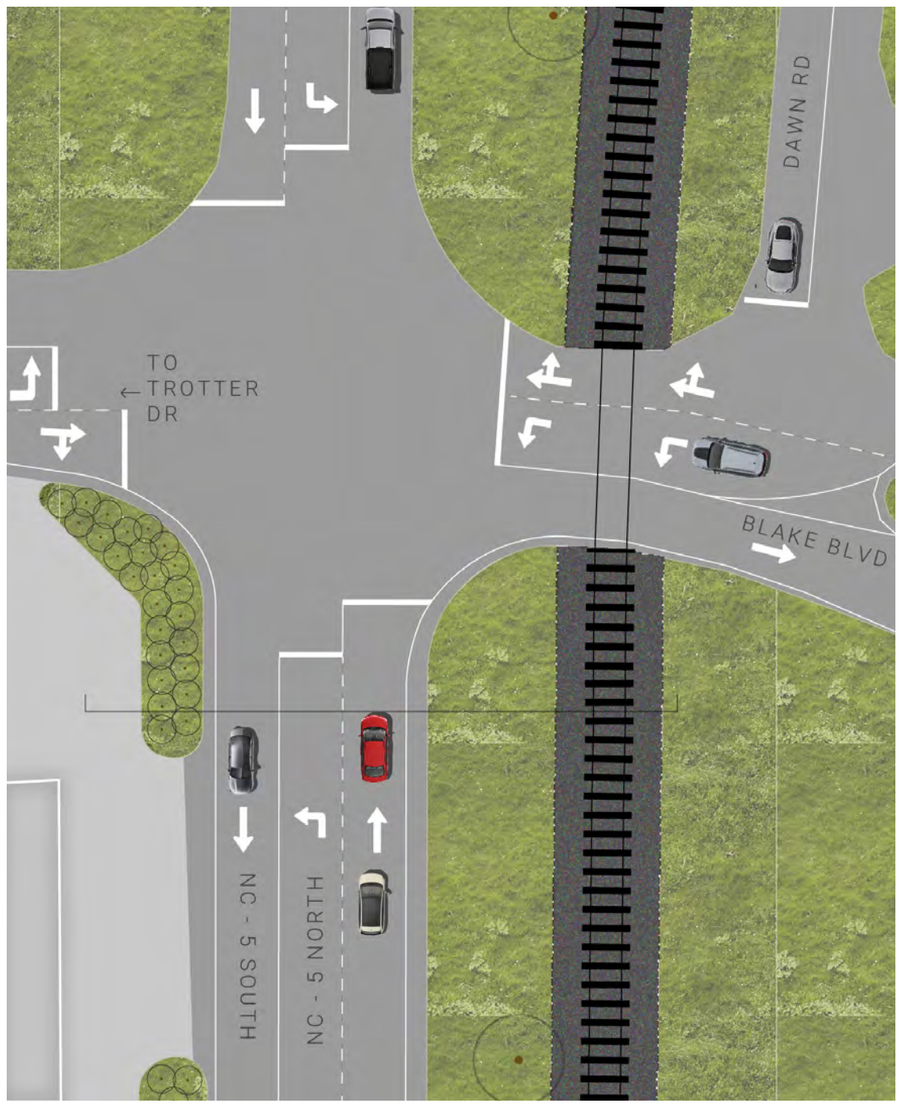
- **S** SHOULDER
- **PZ** PEDESTRIAN ZONE (SIDEWALK)
- **TZ** TREE ZONE (PLANTING STRIP)
- **SU** SHARED-USE PATH (BICYCLES & PEDESTRIANS)
- **L** TRAVEL LANES (VEHICULAR)
- **R** RAILROAD



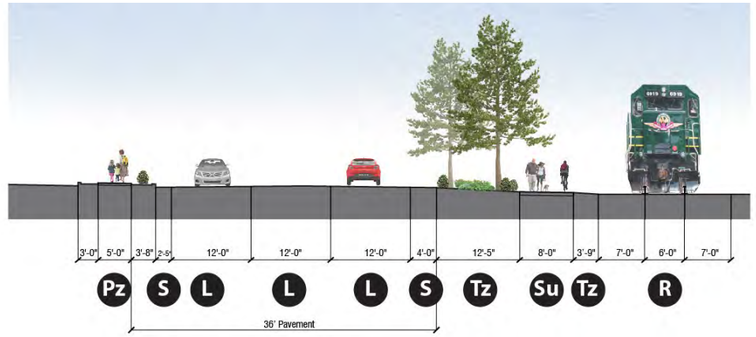
Precedent - Shared-Use Path
*Source: Village of Pinehurst*

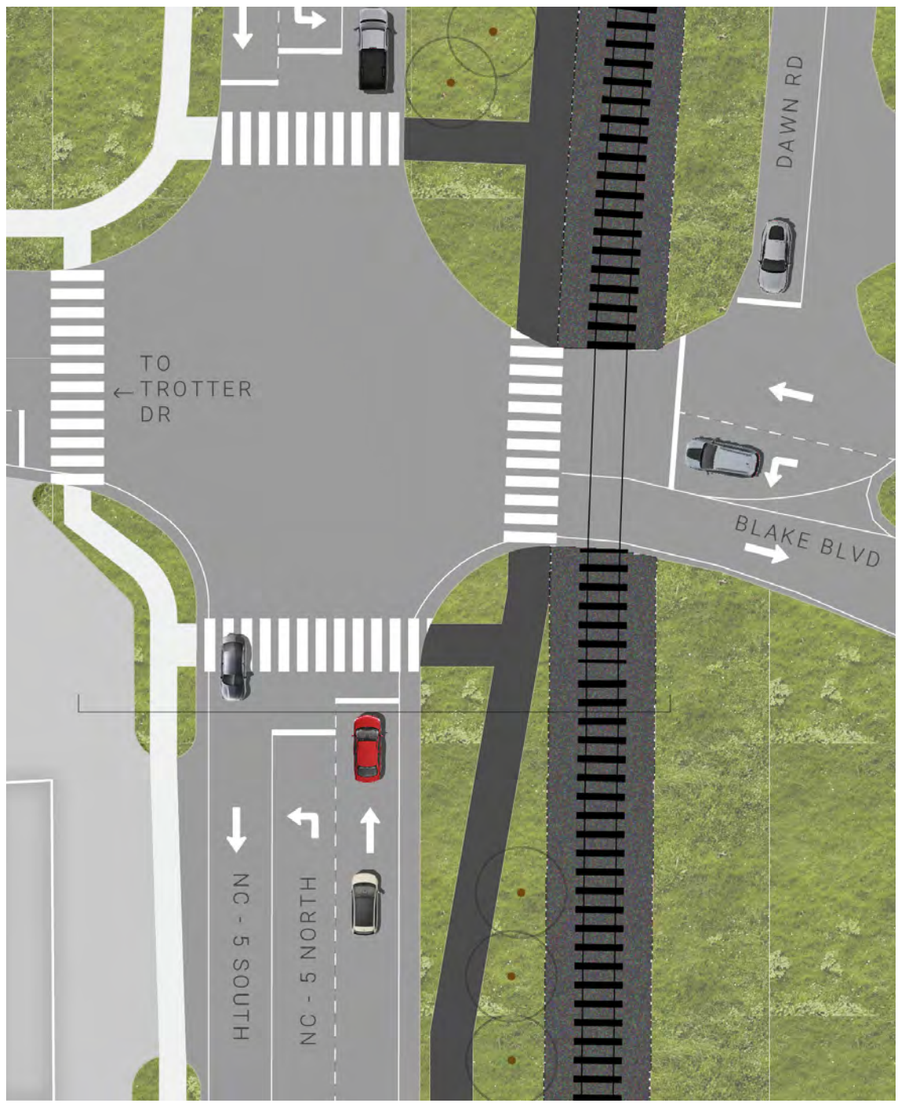
EXISTING




PROPOSED



## Proposed Street Section - Typical Commercial

The Typical Commercial Street Section is a two-way, two-lane street with parallel parking; street trees and groundcover in stormwater management planters or tree pits; a 5' min. clear pedestrian zone; and a storefront zone for tables, chairs, potted plants, and displays.

To reflect the character of Village Center, within the Pinehurst South area, brick sidewalks are required where buildings have commercial frontage.* The Village's standard benches and street lights shall also be incorporated.*

Parallel parking shall be incorporated on both sides of the street, where feasible, to provide additional parking spaces for patrons and visitors.*

* For additional criteria and more information on frontage and setback requirements, see the *Pinehurst South Form-Based Code*.

STREET SECTION KEY

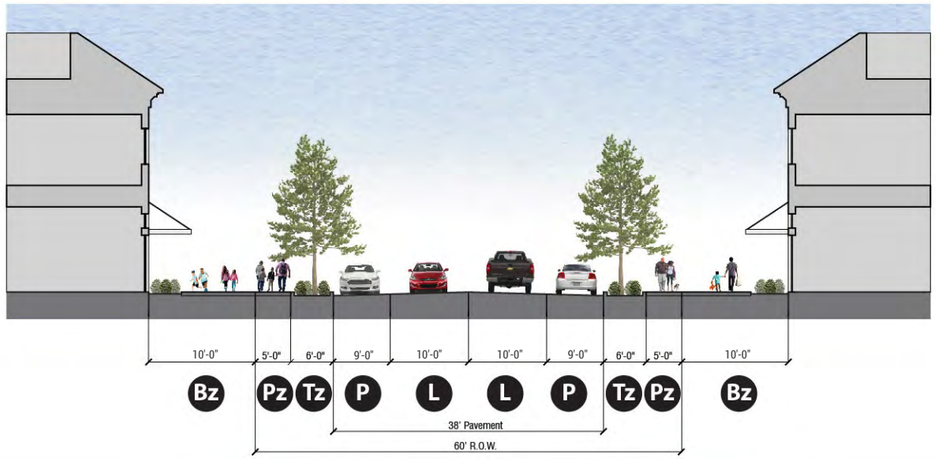
- BZ — BUILDING ZONE
- PZ — PEDESTRIAN ZONE (SIDEWALK)
- TZ — TREE ZONE (PLANTING STRIP)
- P — PARKING (PARALLEL)
- L — TRAVEL LANES (VEHICULAR)

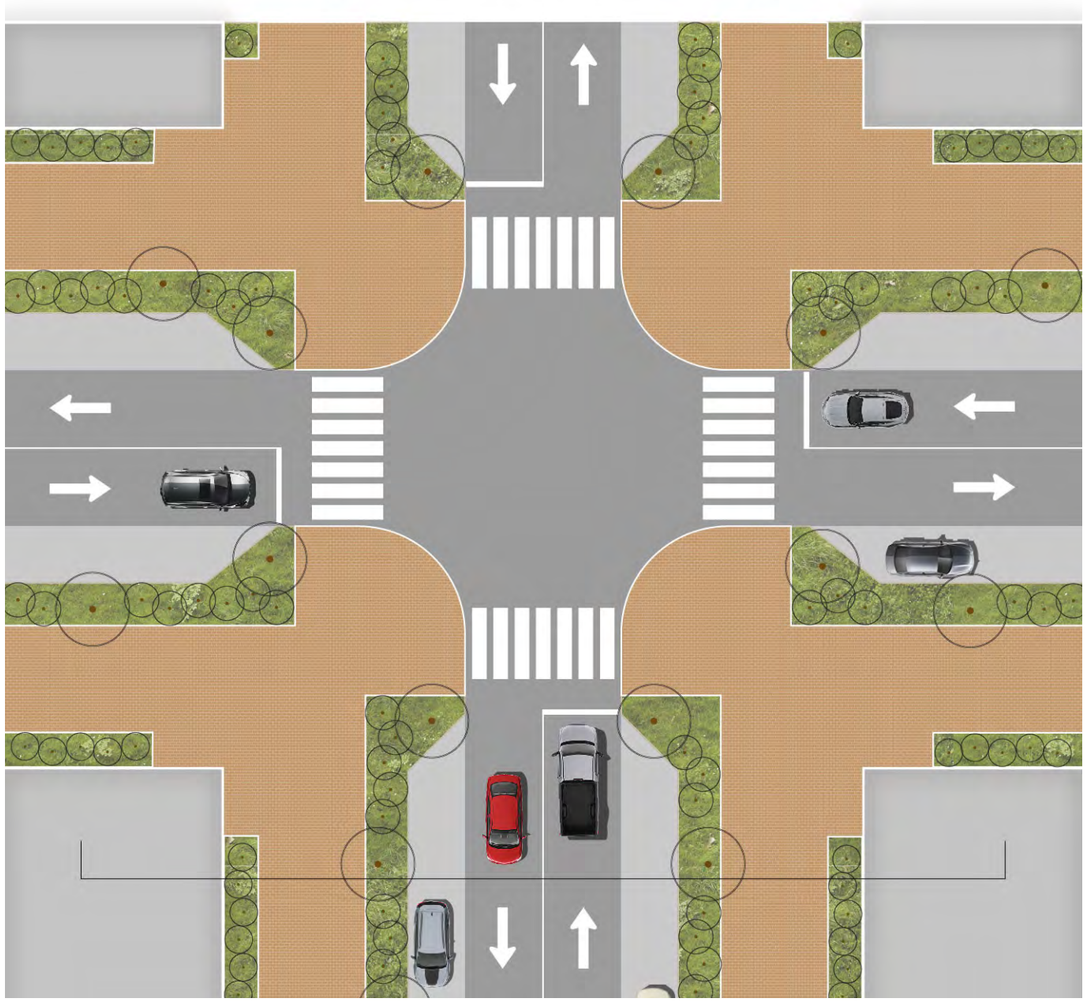



Mixed Use - Market Square, Pinehurst
*Credit: VOP Rentals*



Precedent - Mixed Use - Mashpee Commons, MA
*Credit: PCA Design, Mashpee Commons, MA*



## Proposed Street Section - Typical Residential

The Typical Residential Street Section is a two-way, two-lane street with parallel parking; street trees and groundcover in stormwater management planters or tree lawns; and a 5' min. clear pedestrian zone.

In non-commercial areas, sidewalk material shall be specified as sand/clay, or concrete, as appropriate to context*.

Parallel parking shall be incorporated on both sides of the street, where feasible, to provide additional parking spaces for homeowners and visitors.*

* For additional criteria and more information on frontage and setback requirements, see the *Pinehurst South Form-Based Code*.

STREET SECTION KEY

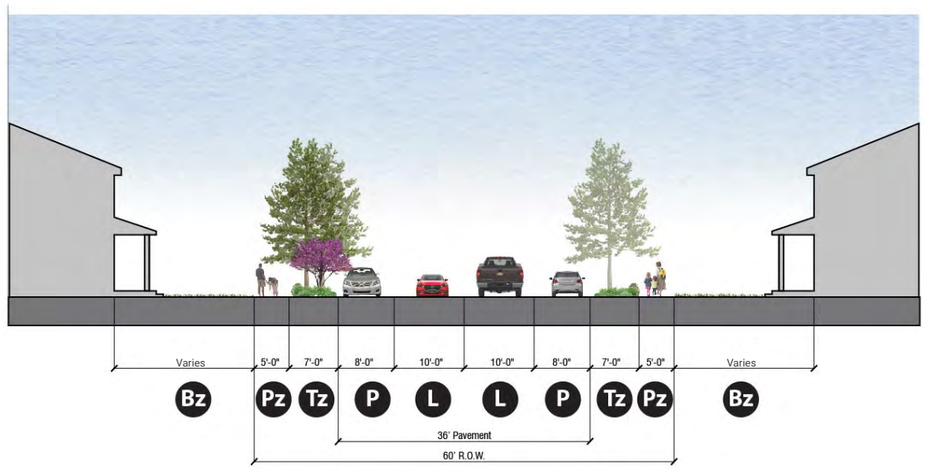
- **BZ** BUILDING ZONE
- **PZ** PEDESTRIAN ZONE (SIDEWALK)
- **TZ** TREE ZONE (PLANTING STRIP)
- **P** PARKING (PARALLEL)
- **L** TRAVEL LANES (VEHICULAR)

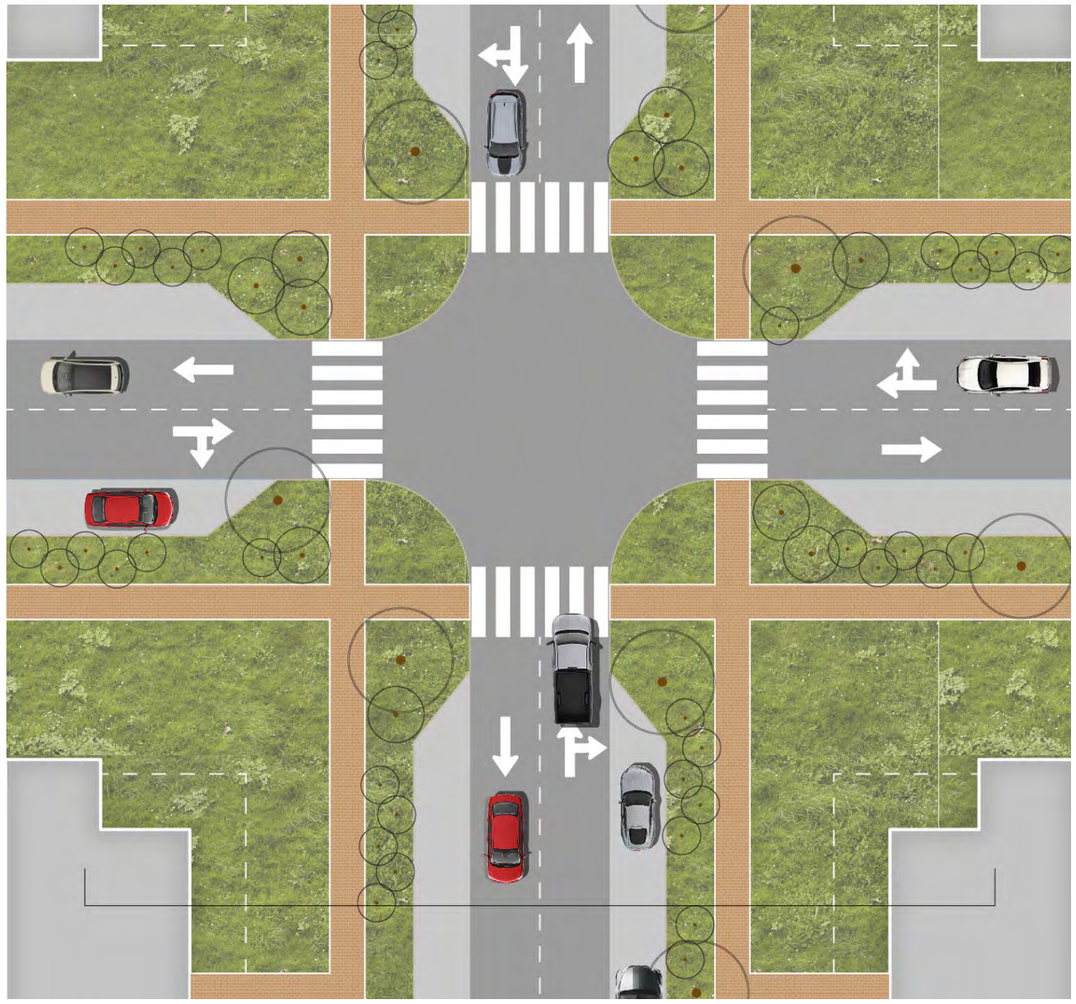


Precedent Residential Streetscape
*Source: shortforkfarms.com*



Precedent: Residential Streetscape - Kentlands, MD
*Source: www.longandfoster.com*



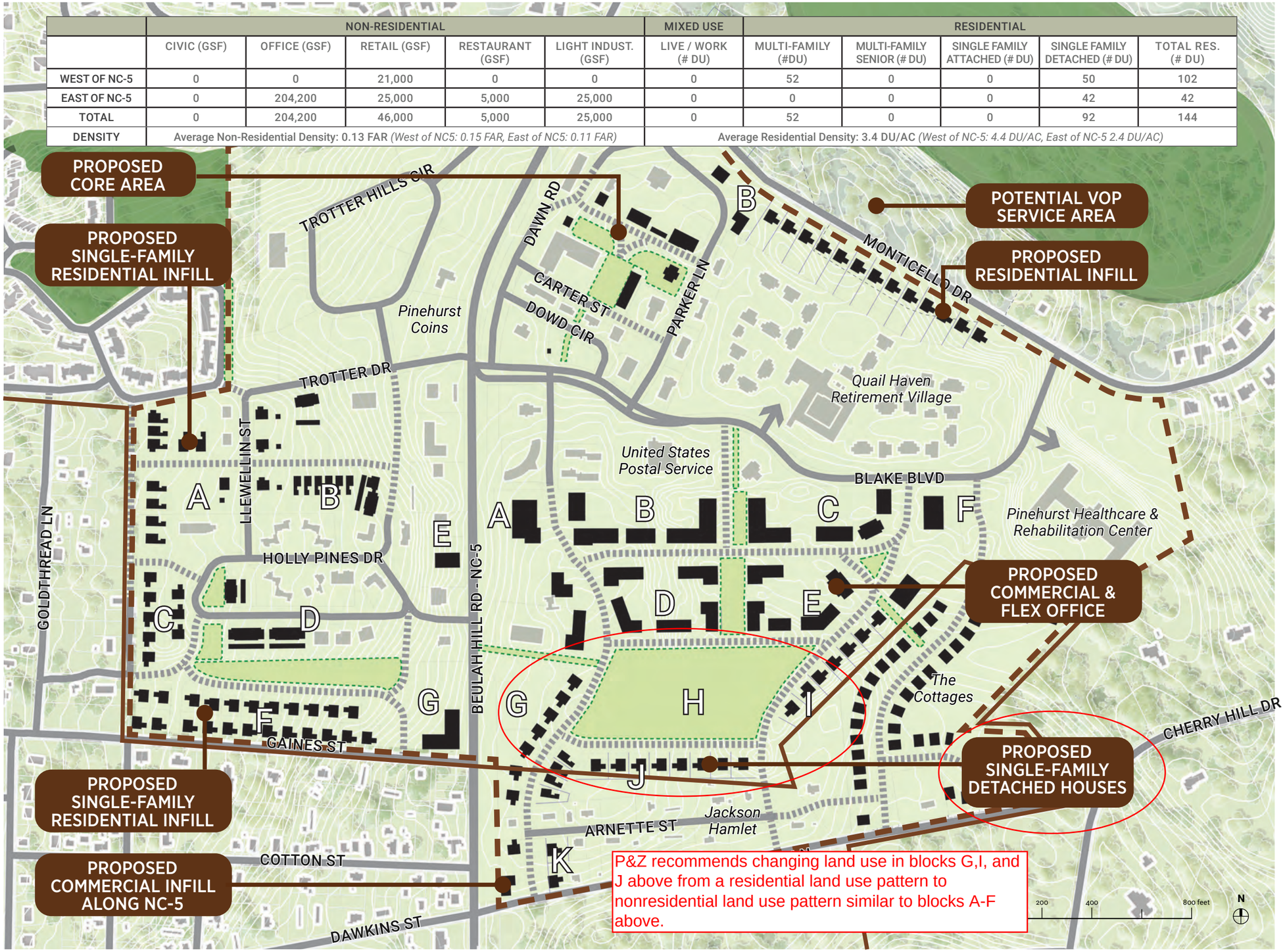
## Build-Out Plan - Scenario 1 (low)

The Build-out Plan - Scenario 1 represents the cumulative efforts of the consultant team to create one potential, low intensity scenario of how the build-out of Pinehurst South may occur over the next 50+ years. This scenario is illustrative only and should not be considered the only option for this area. This build-out plan is based on the market demand and absorption rates per use, as projected by Duggal Real Estate Advisors (DREA). The *Pinehurst South Form-Based Code* (FBC) will regulate the character of development, in dimension, material, and detail - see that document for additional information.

This scenario shows the following:

- A core area is established between Monticello Dr. and Blake Blvd., east of NC-5
- To the south of Blake Blvd., a large Central Green creates a focal point for new, mixed-use development, serving as a space for activities and gathering and a transition to nearby residential
- Single-Family Detached (SFD) fronts three sides of this Green.
- On the west side of NC-5, SFD, Multi-family (MF), and small open spaces infill the residential areas, while commercial infill fronts NC-5.

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | RESTAURANT (GSF) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (# DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC-5 | 0 | 0 | 21,000 | 0 | 0 | 0 | 52 | 0 | 0 | 50 | 102 |
| EAST OF NC-5 | 0 | 204,200 | 25,000 | 5,000 | 25,000 | 0 | 0 | 0 | 0 | 42 | 42 |
| TOTAL | 0 | 204,200 | 46,000 | 5,000 | 25,000 | 0 | 52 | 0 | 0 | 92 | 144 |
| DENSITY | Average Non-Residential Density: 0.13 FAR *(West of NC5: 0.15 FAR, East of NC5: 0.11 FAR)* | | | | | Average Residential Density: 3.4 DU/AC *(West of NC-5: 4.4 DU/AC, East of NC-5 2.4 DU/AC)* | | | | | |




KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- PROPOSED ROADS
- EXISTING PARKS/OPEN SPACE
- PROPOSED PARKS/OPEN SPACE
- A SUBAREA LABEL

*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

## Build-Out Plan - Scenario 2 (high)

The Build-out Plan - Scenario 2 represents the cumulative efforts of the consultant team to create an alternative, marginally higher intensity potential scenario of how the build-out of Pinehurst South may occur over the next 50+ years. As with the low intensity scenario, this scenario is illustrative only and should not be considered the only option for this area. This build-out plan is based on the market demand and absorption rates per use, as projected by Duggal Real Estate Advisors (DREA). The *Pinehurst South Form-Based Code* (FBC) will regulate the character of development, in dimension, material, and detail - see that document for additional information.

This scenario shows the following:

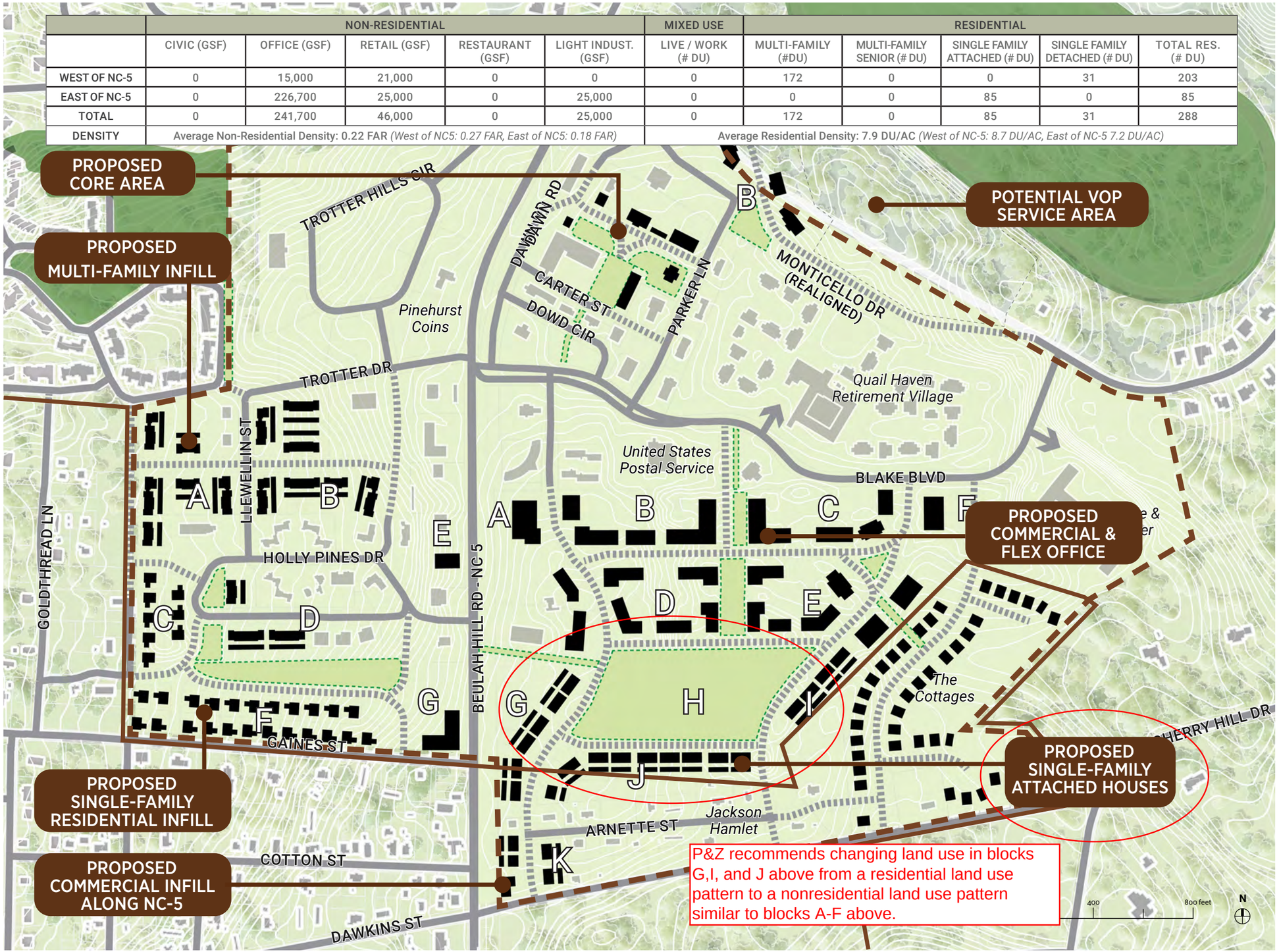
» A core area is established between Monticello Dr. and Blake Blvd., east of NC-5

» To the south of Blake Blvd., a large Central Green creates a focal point for new, mixed-use development, serving as a space for activities and gathering and a transition to nearby residential

» Single-Family Attached (SFA) fronts three sides of this Green.

» On the west side of NC-5, SFD, SFA, Multi-family (MF), and small open spaces infill the residential areas, while commercial infill fronts NC-5.

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | RESTAURANT (GSF) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (# DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC-5 | 0 | 15,000 | 21,000 | 0 | 0 | 0 | 172 | 0 | 0 | 31 | 203 |
| EAST OF NC-5 | 0 | 226,700 | 25,000 | 0 | 25,000 | 0 | 0 | 0 | 85 | 0 | 85 |
| TOTAL | 0 | 241,700 | 46,000 | 0 | 25,000 | 0 | 172 | 0 | 85 | 31 | 288 |
| DENSITY | Average Non-Residential Density: 0.22 FAR *(West of NC5: 0.27 FAR, East of NC5: 0.18 FAR)* | | | | | Average Residential Density: 7.9 DU/AC *(West of NC-5: 8.7 DU/AC, East of NC-5 7.2 DU/AC)* | | | | | |




KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- PROPOSED ROADS
- EXISTING PARKS/OPEN SPACE
- PROPOSED PARKS/OPEN SPACE
- A SUBAREA LABEL

## Proposed Concept Plan - Phasing

Using the Market Analysis demand summary (shown in the charts to the right), the consultant team projected the potential timeframes of the proposed Pinehurst South Build-Out plan. The resulting Absorption Plan (on the following page) illustrates these timeframes. As with the Build-Out Plans, this absorption scenario is illustrative only and should not be considered the only option for this area, particularly considering that it can only occur as private and public property owners express interest in redeveloping or selling their parcels.

### Civic

Civic uses were not analyzed as part of the Market Analysis and will be determined and developed as needed by the Village.

### Residential

The Market Analysis displayed a high demand for residential; therefore, the potential for residential building in Pinehurst South is likely to be as soon as the next 0-10 years. The amount of residential shown in the Build-Out Plans is much less than the demand, as a result of feedback to consultants by Village staff and representatives.

### Office

The amount of Office in the Build-Out Plans exceeds the current demand for this use in Pinehurst South. Therefore, while up to 5,000 SF/year is projected, it will take 50+ years to develop the program shown on these plans. Office north of Blake Boulevard should be prioritized over areas to the south in order to activate the proposed core area north of Blake.

### Retail/Hospitality

The amount of retail proposed in the Build-Out Plans represents the full build-out potential for Pinehurst South. The build-out of this plan would likely take 10+ years as the demand potential is currently 20-25,000 SF every five years. The demand for retail will likely be higher where access to NC-5 is more direct, therefore retail near the new mixed-use core should be prioritized. This plan does not include hospitality as this use was seen as more appropriate near the Village Center

Golf courses were not included as part of the proposed plan for Pinehurst South, however, golf-related retail and light industry were seen as viable and are included within those use categories.

## SUMMARY OF MARKET OPPORTUNITY

| Land Use | Overall Market Opportunity | Village Place | Pinehurst South |
|---|---|---|---|
| **For-Sale Residential** | ✓✓✓✓✓ | ✓✓✓✓ | ✓✓✓✓ |
| **For-Rent Residential** | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Retail** | ✓✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Office** | ✓✓ | ✓✓ | ✓✓ |
| **Hospitality** | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| **Golf** | ✓✓ | O | ✓ |

*Key: ✓✓✓✓✓ = best, ✓ = worst, O = none*

## SUMMARY OF DEMAND

| Land Use | Demand Potential | Locations within Pinehurst |
|---|---|---|
| **For-Sale Residential** | 80-120 homes/year | Almost anywhere |
| **For-Rent Residential** | 15-25 units/year | Major roads, VP, PS, Village Cntr |
| **Retail** | 20-25,000 SF/ every 5 years | Major roads, VP, PS, Village Cntr |
| **Office** | Up to 5,000 SF/year | Medical area, VP, PS, Village Cntr |
| **Hospitality** | 25 rooms/yr. in Moore Co. | Resort, Village Cntr, PS, VP |
| **Golf** | 2-3 courses over the next 10 years in Moore Co. | Focus Area 1 is the only area with space |

For additional information regarding the Market Analysis summary, see Section 2.3 of this document.

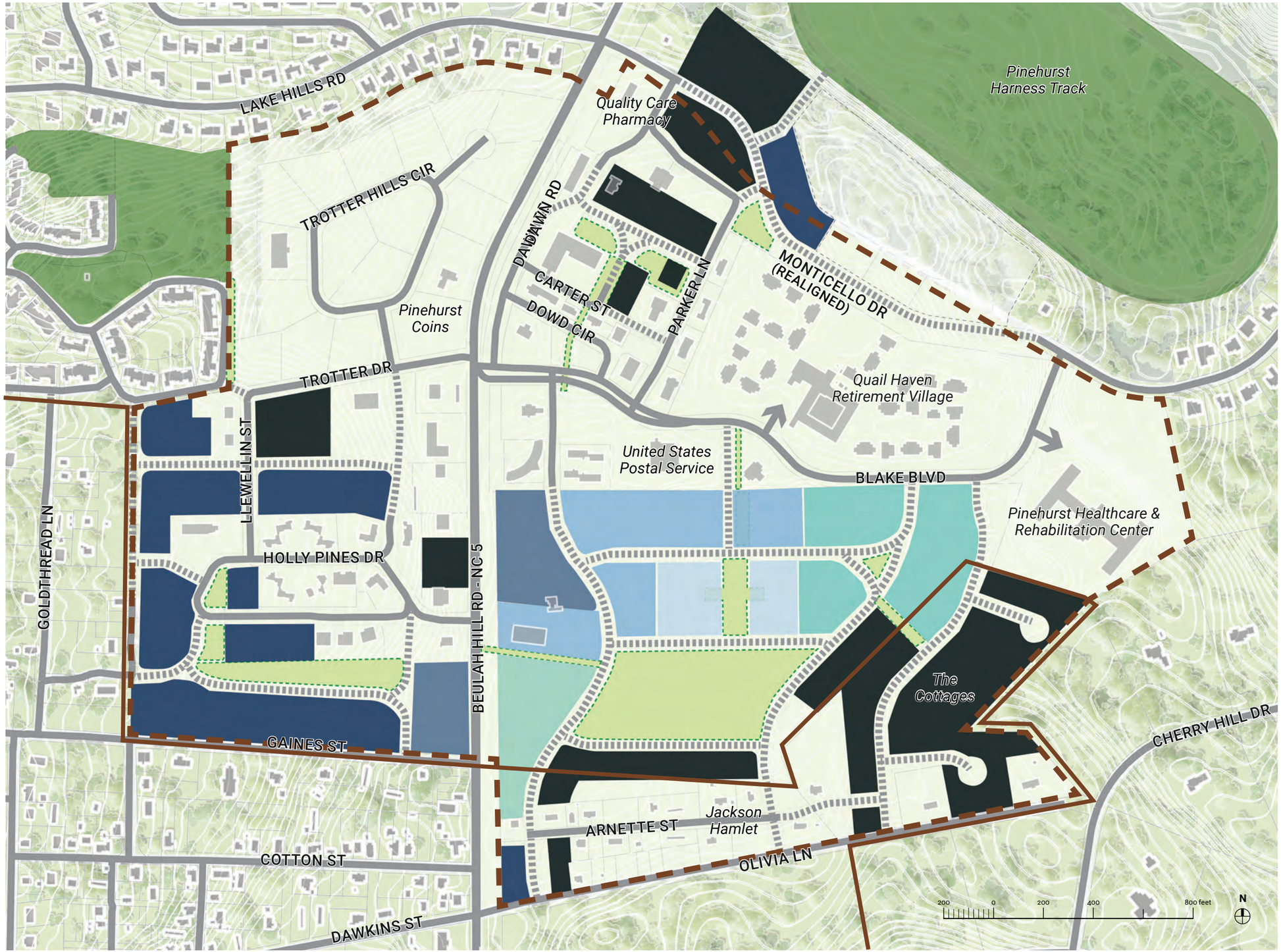
## SUMMARY OF DEMAND FOR LAND USE WITHIN PLANNING AREAS

| Land Use | Pinehurst South |
|---|---|
| **For-Sale Residential** | Unlimited<br>(up to build-out capacity)<br>1 project would sell approximately 15-25 homes per year |
| **For-Rent Residential** | 1-2 projects of up to 200 units each, depending on the location<br><br>Timing depends on where else apartments have been constructed |
| **Retail** | Up to 80,000 SF with grocery,<br>40,000 SF without grocery |
| **Office** | Up to 100,000 SF<br>Limited amount per year.<br>5,000 SF total in Village.<br>Pinehurst South could capture some of that. Could increase, depending on impact of USGA |
| **Hospitality** | 1 hotel with approximately 100 rooms |
| **Golf** | Possibly some support functions (although the land probably has a higher and better use than maintence for golf) |

## Phasing Absorption Plan

In coordination with the Market Analysis, the consultant team developed a potential Absorption Plan to demonstrate the absorption potential based on demand projections (see the previous page for more information).

The Absorption Plan is based on Build-out Plan - Scenario 2, which can be found on page 73 of this document. However, due to slow absorption rate of Office and Retail and the relatively fast absorption rate of Residential, the absorption durations of Scenario 1 and Scenario 2 would be anticipated to be similar.




KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- PROPOSED ROADS
- PROPOSED ALLEYS
- 0-5 YEARS
- 5-10 YEARS
- 10-20 YEARS
- 20-30 YEARS
- 30-40 YEARS
- 40-50 YEARS
- 50 + YEARS

*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

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# 5.0 IMPLEMENATION

5.1 OVERVIEW

5.2 FISCAL ANALYSIS

## 5.1 OVERVIEW

**Implementation summary to be included in final report.**

## 5.2 FISCAL ANALYSIS

### Introduction

When new development occurs within the Village of Pinehurst, it brings both new revenues to the Village (primarily in the form of new taxes) and new costs to the Village (in terms of services such as fire protection and police as well as new infrastructure such as roads or sewers). Therefore, an important component to understand the implications of the Small Area Plans (SAPs) is to understand the revenue and costs to the Village of added services and infrastructure based upon future potential plans. This analysis is called a Fiscal Impact Analysis.

To determine the revenue and the costs of added service and infrastructure on the Preferred Build-Out Plans for Village Place and Pinehurst South, the team utilized the **FY 2017 Land Use Fiscal Analysis** completed by the Village of Pinehurst in October 2017. This document provided a net fiscal impact of various types of development in the Village of Pinehurst. These are expressed either as a net surplus or net deficit per acre by land use type. Please see the callout box for important assumptions made in the original document. In addition, refer to the original **FY 2017 Land Use Fiscal Analysis** for the full explanation of methodology and assumptions used to determine the net fiscal impact of different land uses by acre.

One of the major findings for the Village was that the analysis indicated that residential land uses generate more net revenue for the Village than non-residential uses. This is due in large part to the fact that the majority of revenues in the Village are from property taxes and that retail sales tax distributions occur on a per capita basis (as opposed to retail square footage or number of businesses). WThey also noted that certain assumptions about gated communities had a significant impact on the Single Family – Medium Density land use since the communities have security and maintain their own roads. In addition, assumptions regarding vacancy (16% for single-family and 68% for multifamily) had a large impact on the results. Finally, some Multi-family developments do not use the Village's solid waste services and instead contract with a private hauler which impacts costs. It was noted that for future development, Village leaders should consider variables such as private security, private roads, and solid waste collection to determine the true cost of any future residential development.

### Results of Fiscal Impact Analysis

Based upon the results of the analysis, utilizing the assumptions as described herein, the Small Area Plans could have the following annual impact on the Village of Pinehurst at build-out (e.g. when the plan is completely built):

- Village Place Preferred Program: -$40,003 estimated total annual impact
- Pinehurst South Program Low: -$32,192 estimated total annual impact
- Pinehurst South Program High: -$18,313 estimated total annual impact

The commercial and the residential land uses in the plans balance each other out to help bring the net fiscal impact fairly close to zero. As noted above, residential land uses have a positive net fiscal impact on the VOP (e.g. more residential in the plans creates more revenue) and commercial land uses have a negative impact on the net fiscal impact (e.g. more commercial in the plans creates less revenue).

### Fiscal Impact Assumptions and Methodology

In order to complete the analysis, we utilized the following assumptions:

- We utilized the assumptions regarding surplus or deficit by acre without any changes from the 2017 report. As noted above, this could make some residential land uses appear more beneficial than they are since the SAPs do not contemplate gated communities and for the other various reasons noted above.
- We fit the land use categories from the current SAPs into those land use categories from the 2017 report.

Figure 2 on page 80 outlines how the current land use categories in the SAPs compare to the FY 2017 document.

The next step was to determine the likely acreage associated with the SAPs as the FY document reported the surplus and deficit by acreage. The proposed density is similar to the existing density in the Village Center. The calculations to determine density by land use were completed on a gross net basis, based on typical average lots, plus the minimum required open space at 8%, half the right-of-way, and half the alley, if applicable. The following Figure 3 includes the estimated density of the products by land use that were then used to determine acreage in the SAPs.

Figures 5 and 6 on page 81 are the calculations for each of the potential programs.

*Page 1, FY 2017 Land Use Fiscal Analysis*

*"The 2017 Village of Pinehurst Land Use Fiscal Analysis was prepared by Village staff to determine the approximate net revenues or net expenditures of various land uses within the Village of Pinehurst corporate limits. Properties included in the Village's extra-territorial jurisdiction (ETJ) were not included in this analysis. This land use fiscal analysis was prepared using FY 2017 data and represents an estimate of current revenues and expenditures by land use for that period of time.*

*This analysis provides revenue and expenditure allocation principals that can be applied to any proposed future development to estimate the financial impact. It is not a perfect predictor of the financial impacts of future development because the impacts of future land uses will vary on a case by case basis. The actual revenues and expenditures generated by one acre of land can vary within the same land use type due to many variables. Therefore, the information contained in this analysis should be used to provide an approximation of the estimated net revenue or cost of development, recognizing the actual revenue and costs associated with any one particular development will likely not be the exact amounts shown in this report."*

**Figure 1: Land Uses from FY 2017 Land Use Fiscal Analysis Report and Net Impact Per Acre**

| Land use | Description | Net Annual Surplus (Deficit) Per Acre |
|---|---|---|
| Single Family – Low Density | R210: 5 acre lot/ 2,000 SF min | $520 |
| Single Family – Medium Density | R-30: 30,000 SF lot/ 2,000 SF min<br>R-20: 20,000 SF lot/ 2,000 SF min<br>R-15: 15,000 SF lot/ 1,800 SF min | $1,054 |
| Single Family – High Density | R-10: 10,000 SF lot/ 1,800 SF min<br>R-8: 8,000 SF lot/ 1,500 SF min | $806 |
| Multi-family Development | Density varies by zoning jurisdiction | $1,597 |
| Office | General office, medical/dental office, government office, post office | ($3,109) |
| Retail | Retail, car dealership, drugstore | ($8,518) |
| Lodging | Hotel | ($2,110) |
| Recreational | Park, marina, golf course, harness track, tennis facility, fitness center | $52 |
| Institutional | School, church, library | ($6,622) |
| Medical | Hospital, nursing home, clinics | ($6,995) |
| Industrial | Utilities, manufacturing, warehousing | ($110) |
| Services | Bank, real estate office, restaurant, gas station | ($3,230) |

**Figure 2: Land Uses from SAPs Compared to FY 2017 Report**

| Land Use in SAP | Corresponding Land Use in FY 2017 Report |
|---|---|
| Civic | Institutional |
| Office | Office |
| Retail/Restaurant | 40% Retail, 60% Services |
| Hotel | Lodging |
| Light Industrial | Industrial |
| Live / Work | Multi-Family Dev. |
| Multi-Family | Multi-Family Dev. |
| Multi-Family Senior | Multi-Family Dev. |
| Single-Family Attached | Multi-Family Dev. |
| Single-Family Detached | Single-Family - High Density |

**Figure 3: Estimated Density by Land Use to Determine Acreage in SAPs**

| Land Use | FAR*/Dwelling Unit (DU)/Key Per Acre |
|---|---|
| Civic | 1.00 |
| Office | 0.50 |
| Retail/Restaurant | 0.33 |
| Hotel | 50 |
| Light Industrial | 0.25 |
| Live / Work | 12 |
| Multi-Family | 18 |
| Multi-Family Senior | 25 |
| Single-Family Attached | 10 |
| Single-Family Detached | 5.5 |

* Floor Area Ratio (FAR) is the measurement of a building's total amount of usable floor area in relation to the total area of the lot on which the building stands.

## Figure 5: Pinehurst South Low Program Calculations

| | Non-Residential | | | | | Mixed-Use | Residential | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Land Use in SAP** | **Civic (GSF)** | **Office (GSF)** | **Retail/ Restaurant (GSF)** | **Hotel (Keys)** | **Light Indust. (GSF)** | **Live / Work (# DU)** | **Multi-Family (#DU)** | **Multi-Family Senior (#DU)** | **Single-Family Attached (#DU)** | **Single-Family Detached (#DU)** | **Total Program** |
| **Pinehurst South Program Low** | | | | | | | | | | | |
| W of NC 5 | 0 | 0 | 21,000 | 0 | 0 | 0 | 52 | 0 | 0 | 50 | |
| E of NC 5 | 0 | 204,200 | 30,000 | 50 | 25,000 | 0 | 0 | 0 | 0 | 42 | |
| Total | 0 | 204,200 | 51,000 | 50 | 25,000 | 0 | 52 | 0 | 0 | 92 | |
| | | | | | | | | | | | |
| **Pinehurst South Program Low in Acres** | | | | | | | | | | | |
| W of NC 5 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 9.1 | 13.4 |
| E of NC 5 | 0.0 | 9.4 | 2.1 | 1.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 7.6 | 22.4 |
| Total | 0.0 | 9.4 | 3.5 | 1.0 | 2.3 | 0.0 | 2.9 | 0.0 | 0.0 | 16.7 | 35.8 |
| | | | | | | | | | | | |
| **Pinehurst South Low Annual Revenue (Deficit) By Land Use** | | | | | | | | | | | |
| W of NC 5 | $0 | $0 | -$7,732 | $0 | $0 | $0 | $4,614 | $0 | $0 | $7,327 | $4,209 |
| E of NC 5 | $0 | -$29,149 | -$11,045 | -$2,110 | -$253 | $0 | $0 | $0 | $0 | $6,155 | -$36,402 |
| Total | $0 | -$29,149 | -$18,777 | -$2,110 | -$253 | $0 | $4,614 | $0 | $0 | $13,482 | -$32,192 |

## Figure 6: Pinehurst South High Program Calculations`

| | Non-Residential | | | | | Mixed-Use | Residential | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Land Use in SAP** | **Civic (GSF)** | **Office (GSF)** | **Retail (GSF)** | **Hotel (Keys)** | **Light Indust. (GSF)** | **Live / Work (# DU)** | **Multi-Family (#DU)** | **Multi-Family Senior (#DU)** | **Single-Family Attached (#DU)** | **Single-Family Detached (#DU)** | **Total Program** |
| **Pinehurst South Program High** | | | | | | | | | | | |
| W of NC 5 | 0 | 15,000 | 21,000 | 0 | 0 | 0 | 172 | 0 | 0 | 31 | |
| E of NC 5 | 0 | 226,700 | 25,000 | 0 | 25,000 | 0 | 0 | 0 | 85 | 0 | |
| Total | 0 | 241,700 | 46,000 | 0 | 25,000 | 0 | 172 | 0 | 85 | 31 | |
| | | | | | | | | | | | |
| **Pinehurst South Program High in Acres** | | | | | | | | | | | |
| W of NC 5 | 0.0 | 0.7 | 1.4 | 0.0 | 0.0 | 0.0 | 9.6 | 0.0 | 0.0 | 5.6 | 17.3 |
| E of NC 5 | 0.0 | 10.4 | 1.7 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 8.5 | 0.0 | 22.9 |
| Total | 0.0 | 11.1 | 3.2 | 0.0 | 2.3 | 0.0 | 9.6 | 0.0 | 8.5 | 5.6 | 40.3 |
| | | | | | | | | | | | |
| **Pinehurst South High Annual Revenue (Deficit) By Land Use** | | | | | | | | | | | |
| W of NC 5 | $0 | -$2,141 | -$7,732 | $0 | $0 | $0 | $15,260 | $0 | $0 | $4,543 | $9,930 |
| E of NC 5 | $0 | -$32,360 | -$9,204 | $0 | -$253 | $0 | $0 | $0 | $13,575 | $0 | -$28,243 |
| Total | $0 | -$34,502 | -$16,936 | $0 | -$253 | $0 | $15,260 | $0 | $13,575 | $4,543 | -$18,313 |

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**PLANNING AND ZONING BOARD**
**REGULAR MEETING**
**THURSDAY, MAY 05TH, 2022**
**ASSEMBLY HALL**
**395 MAGNOLIA ROAD**
**PINEHURST, NORTH CAROLINA**
**4:00 PM**

| **Board Members Present:** | **Board Members Absent:** | **Staff Present:** |
|---|---|---|
| Jeramy Hooper, Chair | Julia Latham, 2nd Vice-Chair | Darryn Burich, Planning Director |
| Jack Farrell, 1st Vice-Chair | Paul Roberts | Alex Cameron, Planning Supervisor |
| Matt Jones | | Shannon Konstantinou, Clerk to the Board |
| David Alzamora | | |
| Phillip Shumaker | | |
| Louise Mercuro | | |
| Sonja Rothstein | | |

Approximately 19 member(s) of the public in attendance.

## I. Call to Order

Mr. Hooper called the meeting to order at 04:00 PM, confirmed a quorum was present, and explained the purpose of this meeting. Mr. Hooper noted the absence of Ms. Latham and Mr. Roberts, and noted the late arrival of Ms. Mercuro and Mr. Shumaker.

Ms. Mercuro joined the meeting at 04:04 PM.

Mr. Shumaker joined the meeting at 04:22 PM.

## II. Approval of Minutes

### A. 04-07-2022 Regular Meeting Minutes

Mr. Farrell moved to approve the minutes of the April 07th, 2022 Regular Meeting. Seconded by Ms. Rothstein. Approved by a vote of 5-0.

## III. New Business

### A. Consideration of Small Area Plans (Village Place and Pinehurst South)

*The purpose of this item is for the Planning and Zoning Board to discuss and provide a recommendation to the Village Council on the Village Place and Pinehurst South Small Area Plans.*

*The Board will take separate action on the Plans.*

The Board, Mr. Burich, and Mr. Cameron discussed the Village Place area of the Small Area Plans. Mr. Burich stated the goal for the meeting is to finalize a recommendation for the Small Area Plans to be forwarded to Village Council. Mr. Burich reviewed the

recommendation options available to the Board and the need for a majority vote in order to move forward with a recommendation to Council. Mr. Burich clarified the recommendation of the Plans is the first step in the process of implementing the Plans and further actions, such as developing a Form Based Code (FBC) and Zoning changes will be required.

Mr. Burich reviewed the documents provided to the Board, gave an overview of the Village Place area, and analyzed the Small Area Plan recommendations for this area.

Mr. Burich reviewed the four options for recommendations regarding Village Place as provided in the Staff Report and provided details on how the recommendations of each option would influence the Small Area Plans.

Mr. Hooper opened discussion to Public Comments from attendees.

Ms. Lynn Goldhammer, 11 Salem Ln.: questioned the ownership of potential attached houses. Mr. Burich stated the proposed attached houses would be townhouse style properties where ownership of one townhouse would be separate / different from ownership of the one next door. Ms. Goldhammer questioned maintenance responsibilities in relation to the attached houses. Mr. Burich stated maintenance responsibilities would depend on the structure of ownership. Ms. Goldhammer stated when two different owners own different sides there is a potential to get shabby really quickly due to different ownership, and questioned how many properties would be built in this area. Mr. Hooper stated the Board and / or Staff may not be able to answer all questions due to the fact that the Plans are meant to be an overall plan for the area not to provide specifics on future development.

Mr. Steve Saye, 5 McDonald Rd. E: stated he controls a 3.9 acre parcel in the area. Mr. Burich verified Mr. Saye owns the property at 20 McCaskill and asked Mr. Saye his thoughts on the Plans proposed for the Village Place area. Mr. Saye stated more flexibility is always good, he is worried about next 100 years not the next 10 days, and is fortunate to have that timeframe. The intent is to put a legacy property at this address that in 100 years will be looked upon as the right thing. Parking is a major issue, the Village does need to address parking and traffic (the #1 issue) but traffic doesn't preclude people from moving here. Come up with the best plan possible but this not a "Soviet" style Plan, how do we best fit what the community needs going forward, Pinehurst is going to grow, cannot put the gates up around Pinehurst, people are going to find places to put their product whether others like it or not, irrelevant and out of the town's area. Mr. Hooper asked if the Village and / or Board may call upon Mr. Saye as a property owner in the Village Place area should a direct question arise. Mr. Saye stated he would be happy to comment.

Mr. Ted Copper, 105 Rattlesnake Trail: doesn't notice a lot of change for his property, concern over the change of multi-family to single family and "gentrification" part of the Plans as it will push a lot of support staff for local businesses who rely on this type

of housing further and further from town increasing commute times, doesn't see who this change is helping.

Mr. Frank Maser, 45 Community Rd.: understands the intent is to look at the big picture, 20-30-40-50 year plan, but, when the recommendations come down to specific zoning, the Board should retain the diversity of uses and the flexibility for developers to create what they want to create. Likes the concept but there is a long way to go and continue it. Need diversity in zoning. Village mixed use is a very good zoning district to help create what the developers want to create. Asks for thoughtful consideration before changing zoning to some very specific single use zoning as mixed use zoning is what is needed.

Mr. Kevin Drum, 41 Shaw Rd.: thanked everyone, is impressed with work Staff has done by giving the Village a strategy for the future in Form Based Codes, whatever the use is it will be good looking, and hopes this is the beginning of the use of Form Based Code within Pinehurst. Mr. Drum gave a background of the ownership of the three undeveloped lots he owns with his wife, Ms. Jennifer Stoddard, on Magnolia Rd. Is concerned with the lack of flexibility for the future by zoning lots residential instead of mixed use. Gave a brief overview of the area surrounding his lots and the industrial history of this area within Village Place. Feels his properties have been singled out and is asking for the Board to have an open mind and listen to the professionals due to the market driven nature of the area and development. The luxury of Form Based Codes and the Historic Commission having to approve projects gives the Board a layer of protection. See the possibility of residential development for personal use but mixed use seems to be the best zoning for this area. Will do what the Village decides as always. Stated he is open to speaking with the Board should they wish.

Mr. John Webster, 140 McKenzie Rd. W: stated he sees very little change in the Plans, meeting after meeting the Public always has things to say but it doesn't seem to matter, go through the process but nothing changes as Staff has made a decision and that is what we are going to get again and again. The properties owned by Mr. Drum weren't originally included in the Plans, then they were, and are now potentially out of the Plans again. All of this is happening against residential property owners on Caddell Rd. and no one seems to worry about them. To take the Public Services facilities to Monticello at the cost of noise and smell seems very unfair to people who live there. Marketing plans should not drive Plans, it should be what we want of this place, don't have to cater to marketing. If people are saying over and over again they want low density, you should listen.

Mr. Hooper stated the list of speakers had concluded and invited any additional audience members who would like to speak to do so. None asked to speak.

Mr. Hooper asked the Board to provide general comments, as a Board there are many elements to consider and there is a lot of input, and the Board is responsible for funneling this down to a decision. If the Board has a concern or recommendation, please, have a solution to provide.

Mr. Shumaker apologized for his late arrival, noted items mentioned by attendees, such as quality over quantity, flexibility, no single family, preserve single family, form based code, and consistency. Have to get out in front of the issue, growth will happen. The Village must have some sort of plan, nothing that is concrete it will be fluid. Without plans something could get built that isn't what is wanted. The Village must have some sort of roadmap in place, growth is coming and is going to happen. There can be conversations around preservation or conservation, but must have a plan moving forward otherwise growth will take its own form.

Ms. Rothstein stated the Monticello facility was addressed at the previous meeting, and discussed Magnolia staying residential, especially the three lots owned by Mr. Drum, and should stay residential.

Mr. Alzamora thanked participants, a plan gives an opportunity to get in front of what is inevitable. The area has changed significantly in 30 years, perspective of a kid growing up here is different from someone who has moved here. The goal is for everyone to enjoy the resources and charm of the area. The area needs to serve all of us, not just those who live here (all the visitors / out of town workers / those who spend a day of their life here). The area will change over time and we need to consider how to make this beneficial for all. The flexibility provides housing / business /employment opportunities. A lot of people are getting stuck on details, plans give an opportunity to decide usage doesn't mean this is exactly how this area will look. Agree flexibility would be most favorable in this area, don't want to short side yourself. The concerns over prior uses doesn't mean something will get torn down while current uses are in place, they will be grandfathered in. Affordable housing is definitely an issue in area as a whole, like the flexibility of opening this to something other than Single Family Dwelling, would potentially alleviate some of these issues.

Mr. Farrell seconded prior comments and stated the plans as seen from the consultants show buildings in certain spots but these buildings are just filler blocks, this is not where / how building will exactly be, meant to give a feeling of how buildings / streets / blocks will look. The Small Area Plan is meant to give a vision of how the area could develop. Favorable to flexibility, it is a mistake to lock down to only Single Family Dwelling. The Board talked about road structure, traffic, spent quite a bit of time on these issues. There was less concern about Village Place design than Pinehurst South, overall the community feels good about this design. The expansion of commercial infill to the three empty lots along the west side of Magnolia is in conflict with the 2019 Comp Plan. Staff was involved in developing the 2019 Comp Plan. In addition, all Public Workshops and breakout rooms showed the borders excluding these lots. It is a mistake to change the Comprehensive Plan.

Ms. Mercuro stated generally agrees with everything said. This is a good, solid plan and is a comprehensive, long-range plan (not something that will happen tomorrow). Need to educate the public about Form Based Code. The plan is well thought out form

based code, which is the perfect type of code to use in the Village. In general, is a really good plan and serves as a guiding principle moving forward.

Mr. Jones reiterated Ms. Mercuro's comments on Form Based Code and stated Form Based Code gives flexibility, and re-iterated Mr. Alzamora's comments regarding implementation of the plans not altering use for current property owners. Mr. Burich stated Mr. Jones is correct, use will continue as is and does not change with the sale of property, only changes when use changes. Mr. Jones asked for clarification on how the four recommendation options to Council effect zoning for the underlying properties and how restrictive will the decision be on future development. Mr. Burich stated Form Based Code has to be implemented, uses will be included in the regulating plan, if a use is objectionable this can be addressed in the recommendations and changes made to the illustrations as the illustrations need to match up with the vision for the future. Mr. Jones asked for clarification on the zoning for the three lots in question on Magnolia along with the adjacent 3.9 acre lot, and whether the Board is being asked to make a decision on the use of these lots. Mr. Burich stated the three empty lots along Magnolia are zoned R10 (residential and VR), the four options provided are to help the Board move forward with a recommendation to Council, the statement by Mr. Farrell is correct regarding the Comp. Plan, whichever way the Board moves forward there needs to be a consensus or support for the determined use for the three lots. Mr. Burich reviewed the four options provided for the Board to use in determining a recommendation for Council.

Mr. Hooper clarified the four options provided by Staff are based on concerns or hot topics that had come up in prior meetings and Workshops, and Staff is providing the options as a tool for the Board to use in determining their recommendation to Council. Mr. Hooper further reminded the Board to recall concerns or hot topics from prior meetings that may not have been covered during the current meeting when making a determination on their recommendations to Council. Mr. Cameron stated the options are Staff's best attempt to paraphrase hot topics from Work Sessions, Staff laid out options the best way possible from prior comments made by Board members.

Mr. Farrell stated the Staff failed to mention in the Staff Report that this subject matter was discussed in meetings with a majority of Board members attending where it was decided to revert back to the original boundaries for Village Place. Mr. Cameron stated Staff painstakingly reviewed meeting videos, minutes, and notes; and it was not a clear consensus or majority on excluding the lots in question. Mr. Burich stated the opinion of the Board was pretty split, some for, some against, and a gray area in the middle.

Mr. Hooper stated this topic is going to be pretty well discussed by Council, the Board's job is to make recommendations as correct and in-line with zoning changes that will make the implementation of the Small Area Plans possible. If the Board ends up singling out any properties, the Board needs to be specific to any zoning changes that will need to be made in implementation of the plans.

Mr. Jones stated clarification on what the decision made today will do in terms of what it will prohibit and not prohibit the Village from doing in the future was given. In terms of flexibility for the future, option four seems to provide the most flexibility. Mr. Burich displayed the options for the Board to review. Mr. Hooper clarified that, should the Board not choose any option, the plans would move forward as is.

Mr. Jones stated he was in favor of the three lots in question remaining residential with the rest being mixed use or whatever is most flexible as mentioned in prior meetings.

Mr. Hooper asked the Board to begin formulating a motion and reviewed the motion template provided as a tool in formulating a motion.

Mr. Hooper asked Staff to outline the next steps to be taken in implementing the plan. Mr. Burich reviewed the process moving forward after the adoption of the Plan, and how Form Based Code does not control uses so implementing the plans will be a hybrid of zoning regulation and Form Based Code. When the regulating plan gets developed that is where any zoning changes would need to be considered and made in order for development to happen according to the plans. The Board clarified the zoning of areas could be changed in the future with zoning requests. Mr. Burich stated the process doesn't have to happen overnight can be done over time.

Mr. Farrell asked for clarification on what is being shown in the map for the area along McCaskill and Magnolia Roads. Mr. Burich stated this area of the map shows mixed use buildings.

Mr. Hooper asked for clarification on how zoning requests would affect use in this area. Mr. Burich stated the overlay will stay the same, FBC will determine the building types allowed in this area, and when the overlay is created the type of building will be determined by the regulating plan.

Mr. Farrell asked for clarification on how Form Based Code would be applied to Single Family Detached development. Mr. Cameron stated the Village Place area being located within the Historic District acts in the Village's favor, however, it depends on what portion of form based code is being considered, any design elements defined outside of the Historic District statutes the answer would be, "No".

Mr. Farrell asked for clarification on whether it is possible to apply a zoning requirement or prohibition to the overlay for the district that would prohibit the lease or rental of a residential structure for less than six months. Mr. Burich and Mr. Cameron both the answer to this question is yet to be determined.

Mr. Cameron stated the 3.9 acre "Traditions" parcel might be the best example of how the base zoning might need to change after the plan is adopted.

Mr. Farrell questioned whether, based on previous comments, it was better to allow for maximum flexibility then use form based code to get the best design. Mr. Burich stated

it depends on how flexible the Board wants to be, if there is a specific building type the Board does not want to see in the area then that building type is excluded from the plan, will want to have some limitations to that flexibility, it is important to get things right on the base plans because as the form based codes and zone changes are crafted things will have to line up.

Mr. Farrell asked for clarification on whether it makes sense to divide a parcel up by use, restricting commercial only on one side and residential only on the other side of the same parcel. Mr. Burich stated that should be possible to do, the overlay can be divided in this way.

Ms. Mercuro stated not all mixed use is the same, could be residential/commercial mixtures, height of buildings is more important to Form Based Code, but use inside might allow a mix of residential / commercial / office use, more about how the community sees the area, this is a village and want to remain a village.

Mr. Burich asked the Board to consider the pattern of use the Board wants for this area, from a planning standpoint try to align uses on each side of the street, if additional flexibility is desired that can be done as well, can be as limiting or as flexible as the Board wants but the process starts with this type of land use plan, and the details of how to implement the plans are up to Staff but the Board needs to tell Staff what the vision for the future of the area is.

Mr. Hooper asked for clarification on the next steps in the process and a timeline. Mr. Burich stated the next step will be to develop the Form Based Code and make updates to the PDO (concurrently), but before work can begin on Form Based Code and the PDO the Village Council has to give their approval.

Mr. Hooper asked that the Board ensure they have identified concerns so those concerns can be passed on to Council with a recommendation that gives insight and thought process, and that the Board be sure they are prepared to give a recommendation to Council (always the first question to themselves). If the Board is prepared to make a recommendation, what will that recommendation be / look like. A lot of hours were spent considering the plans and the public comments have been addressed by the Board in previous discussions. The plan is a guiding principle and illustrative of what could happen if the overall theory is adopted. The plan is not a new plan, per se, just a new direction. There is talk of market / outside pressures, what is important is whether the plan is driving towards what the community wants / desires as well as what the Village's capabilities are. In terms of the definition of community; Moore County is the community, a series of small towns, what one town does affects the other, and oftentimes there is duplication of uses (something for the Board to consider). Does this plan support the direction that the current residents want and the "retirement settler", understand the changing demographics but the area has always been a niche attractive to retirees, the Village needs to continue to ensure the community is attractive to retirees as this is something unique to this area.

Mr. Farrell clarified the Village Council will be comparing Form Based Code and regulating documents against these plans.

Mr. Hooper stated it is important the Village not be put in any future compromising positions based on unforeseen concerns, and questioned whether there was anything in the plans that could potentially make this happen. Mr. Hooper asked the Board to give feedback.

Mr. Jones stated he is leaning towards option four, which would allow residential or commercial along Magnolia. Mr. Burich stated this option would allow either / or and would build flexibility into the plans. Mr. Burich reviewed option four with the Board.

Mr. Farrell gave support for option four if revised to exclude the three empty lots in question along Magnolia Rd. and going back to the original boundary of the Focus Area.

Mr. Alzamora clarified the three lost in question for the boundary area are Mr. Drum's. Ms. Jennifer Stoddard asked to speak.

Ms. Stoddard stated she didn't realize the meeting would be about the three lots they own and cannot wrap her head around why their three lots are the subject of discussion. Mr. Alzamora stated the three lots are subject to discussion due to their location on the edge of the plan and weren't included in the 2019 Focus Area. Ms. Stoddard stated she is still confused as to why their properties are being singled out. Mr. Alzamora stated it is purely due to the difference between the two sets of plans, which resulted in the boundary line shifting to include their properties. Mr. Farrell stated the concern is over potential commercial development in the backyard of existing single family housing. Ms. Stoddard stated the three lots in question face a big brick industrial building (CenturyLink) and it was stated it is important to have continuity across the street, not backyard to backyard but across the street. Mr. Drum further stated should the two new roads not be added, the three lots in question remain in a state of quasi-residential.

Mr. Alzamora stated the owners of the three lots seem to be in agreement with the plans, and are part of the plan to allow the commercial development in this area.

Mr. Farrell stated the concern is the Public has been told for two years that the boundaries are such and it is a mistake to tell the Public one thing and do something else.

Mr. Shumaker stated the three lots in question were specifically called out by public comments in previous meetings, which is why the lots are being discussed.

Mr. Hooper stated the discussion of the three lots in question arose due to a consideration of where exactly to put the stopping point for commercial development in the plans. The concern for today's discussion is the impact of commercial development on the residential development along Caddell Rd., especially with parking

being in the rear of the commercial development along Magnolia Rd. as illustrated in the plans. Need to keep moving forward towards a recommendation to Council. Should any member of the Board have any reservations regarding the recommendation to Council, Mr. Hooper wishes to discuss those reservations and provide an alternate motion. As a Board, need to keep the decision to the basics of zoning and not involve politics.

***Mr. Alzamora moved that the Planning and Zoning Board recommend the Village Place Small Area Plan to the Pinehurst Village Council for adoption with revision(s) based on the following option: (Option 4) Support non-residential or single family attached or detached along the Magnolia Road frontage retaining the single family detached pattern to the west. Seconded by Ms. Mercuro.***

***Mr. Farrell moved to amend the motion to include the statement the boundary of the Small Area Plan will revert to the initial boundary as designed in the Focus Area and original Plan as shown to the Public in 2021. Seconded by Mr. Jones.***

Mr. Burich reviewed for the Board what the amendment would mean in terms of the plan boundaries.

***Amendment: Approved by a vote of 5 to 1. Mr. Alzamora voted "nay".***

***Motion as Amended: Approved by a vote of 5 to 1. Mr. Alzamora voted "nay".***

Mr. Hooper recessed the meeting at 05:35 PM and reconvened the meeting at 05:45 PM.

The Board, Mr. Burich, and Mr. Cameron discussed the Pinehurst South Small Area Plans. Mr. Burich reviewed the documents provided to the Board, gave an overview of the Pinehurst South area, and analyzed the Small Area Plans recommendations for this area.

Mr. Burich reviewed the two options for recommendations regarding Pinehurst South as provided in the Staff Report and provided details on how the recommendations of each option would influence the Small Area Plans. Mr. Burich further discussed the concerns of vested Property Owners shared with Staff and the Board regarding low density development, sidewalks cutting through properties, and Page Rd. becoming a public instead of private road (Mr. Burich stated from a circulation standpoint extending this road would be a good way to better connect this area, however, this doesn't have to happen to make the plan work, is not an official map of roads just shows the potential way this area could come together). Mr. Burich outlined the areas marked G and H of the plan stating these areas will be the primary focus of discussion in order to determine if the planned use remains the same or changes to a use similar to the areas marked B, C, D, and E of the plan.

Mr. Hooper opened discussion to Public Comments from attendees.

Ms. Lynn Goldhammer, 11 Salem Ln.: gave background as to why she almost always speaks against any kind of development at public meetings; cited her experience with overinflated housing markets in areas such as Seattle, Washington, which tend to create homelessness and tent cities, loss of business due to rent increases, development is an attempt to appeal to people from different parts of the country with much higher income levels, and stated the previous rendition of the Small Area Plans was marketed as being attractive to younger people who want a "walkable" downtown and older people who no longer drive as much, however, these types of developments are often very expensive and not affordable to these demographics; what does the Village want to be in the future; put commercial areas in but keep residential zoning the same; and once change is made cannot be changed back.

Mr. Blake Webb: work with landowner of the 27 acre tract within the Pinehurst South Small Area Plan area; has been involved in the process and watched the plans evolve; lives in Pinehurst ETJ, travels HWY 5 multiple times a day and is an area native; with regard to the 27 acre tract of land, Mr. Webb appreciates the two options presented, however, the landowners have been trying to sell the property since 2014, if greenspace is what the community wants the landowners are in favor of this option and would like to see the Village buy the property, if not, mixed use would best suit the property for both office / retail and residential alike, office use only would restrict the property and limit what the landowners could do with the property; asks that the Board consider the landowners' opinion.

Ms. Amy Damone, 25 Page Rd.: Vice President of Community Association Services (CAS) voiced concern over the plans showing inaccurate information regarding Page Street. Ms. Damone believes the area on the plans indicating Page Street as a Right-of-Way is a parking lot deeded to Courtyard Office Park Townhome Association and has concerns with the Small Area Plan showing the extension of Page Street to Olivia Lane. Ms. Damone stated copies of the documents reference are available for the Board and relayed information on previous conversations had with Staff during Public Workshop #4.

Mr. Drum was listed to speak next but was no longer present.

Mr. Kendall Squires, 8 Royal Dornoch Ln.: gave background on his personal experiences with Pinehurst and reasons for relocating to the area; stated he understand fully the desire of property owners to maximize their investments, however, the push for density may prove to be unfortunate; there is no question traffic will be worse than it is now; concerned more with infrastructure (for example, what is the depth of the water deposit for Pinehurst and what will Pinehurst do when there is a drought); has thought been given, in terms of density, to the impact of increased population on schools and other ancillary services, such as medical services; and recognizes the entire area is changing.

Mr. John Webster, 140 McKenzie Rd. W: stated looking at traffic numbers this is going to precipitate, given we are not making any new roads, this is going to fill HWY 5 with 15,000 trips a day; the area cannot afford this additional traffic; when considering options look to options that limit the additional trips.

Mr. Lorenzo Blackmon, 175 Olivia Ln.: gave background on his and his family's personal history with Pinehurst, stated not much has changed in the area where his family has lived despite the area now being part of the Pinehurst ETJ; owns four properties in the Jackson Hamlet area, which is an area that is very rundown, and nothing much is being done to improve the area; receives conflicting information on how to go about getting help for the area and to make improvements to dilapidated properties; would like to learn what is going on in his area and to know how business is done in the Village; mistakes of the past have not been corrected and need to start being corrected; residents of the area feel neglected, confused, and left out of the process; questioned annexation of the area; regulation requirements are a tax to lower income people of the area; want to come together to do something for everyone, to have the process be inclusive of everyone; the area needs amenities for the children and families; and action needs to be taken to help the people of the community and to improve the area for everyone.

Mr. Hooper thanked the audience members for their comments and moved the meeting forward to Board discussion.

Mr. Shumaker noted items mentioned by attendees, such as the connection of Page St. to Olivia Ln. and verified, should the Village be interested in this project, the Village would have to purchase the property (the property could not be taken involuntarily); that infrastructure is a valid concern; traffic is a concern and most of the traffic is local traffic; relayed the fact that annexation of ETJ areas is voluntary and must be applied for; stated it was good to hear from a longtime resident, especially from Olivia Ln., which is an important part of the discussion; stated he is in favor of low density and of non-residential development in areas G & H of the plan (just north of the proposed park area); and verified by low density means non-residential.

Ms. Rothstein stated non-residential development in areas G & H of the plan.

Mr. Alzamora verified the current plan is commercial, mixed use (allows for residential but must be stacked); stated commercial, mixed use would be favorable for the area, office use mixed in with restaurant / retail and open space would give people working and living in the area an outlet and variety of uses for the area, concern is always affordable housing and don't want to force people out of their homes or force migration out of the area, investment in the area should provide more opportunities and jobs, and no single family residential, like the idea of mixed use plan as it is currently.

Mr. Farrell stated extensive discussion has been done regarding the railroad crossing at Olivia Ln. and sooner or later the details of the crossing will need to be squared away, hopes the potential additional residential and / or commercial development in the area

will help spur improvement of existing dwellings in the area, plans for a shared use trail are interesting but a lot of negotiations still need to be done, most of the public is happy to see open space in the plans as there has been a lot of demand for a park or some type of open space whether that be commercial open space or residential open space, the appropriateness of moving the Public Services department and facilities to the area need not be a part of this discussion of the plans as that move is a long time coming with much discussion and planning still to be done before could happen; questioned the application of the plans and Form Based Code at the Trotter Hills office park due to that area largely being built out, however, the increased interest to buy and build in that area by local businesses shows some commercial interest for the area; main focus of discussion is whether residential development (of some type) should be allowed in the area previously designated as a commercial area; and is still of the opinion this area (G & H of the plan) is best left commercial for business to locate or relocate to the Pinehurst area and for the potential to have a golf hub (for companies like Golf Pride).

Mr. Shumaker added to Mr. Farrell's statement regarding business looking for commercial areas to relocate to within Pinehurst relaying information about a business that wanted commercial property in Pinehurst but ended up looking outside of the Village instead (a business that would have provided 100 jobs for the area).

Mr. Mercuro stated agreement with Mr. Farrell, believes there is opportunity for office in the area, there could be very nice office parks that join in some way, not for really high density residential development in the area (which doesn't seem likely to happen), believes the focus should be on office and service industry with some commercial should the area support it, and infrastructure is really horrible in the area and must be addressed before anything happens.

Mr. Jones asked for clarification on zoning uses proposed for the area, specifically the 27 acre property discussed by Mr. Webb, and the location of the proposed park / open space in relation to this property. Mr. Burich verified the current zoning for the area in question is neighborhood commercial / commercial / flex office, the location of the proposed park is mostly off the property in question, and stated there is an additional 8 acre property for sale (where the park is proposed), which is zoned OP. Mr. Jones proposed making a change to the Page St. extension depiction in the plan from a solid line to dotted line due to the extension being a proposal only. Mr. Burich stated a better solution might be labeling Page St. as private to cut down on confusion, and the rational for depicting the Page St. extension is the property having been originally designed to be a right of way through the area. The Board came to a consensus to make the change to the depiction of Page St. Mr. Jones proposed. Mr. Jones stated Moore County purchases water from Harnett County and various other municipalities in the area, growth will definitely tax utilities, however, the community is not isolated to our benefit. The Board and Mr. Burich reviewed zoning options for this area. Mr. Jones further stated, regarding the development of areas G & H of the plan, he is in favor of non-residential and sees the benefit of the plan in managing growth by affecting the density as much as possible.

Mr. Alzamora stated the plan for the space is what it is, referred to the "Cottages" (a high density development) being part of the plan area that had to be approved under the current zoning, and the Board needs to recommend a plan that will eliminate these types of incongruous development from happening in the area.

Mr. Hooper asked for information on the HWY 5 DOT timeline from Mr. Jones. Mr. Jones reviewed plans Mr. Farrell provided from the DOT regarding HWY 5, which outline the proposed work / widening of HWY 5 that will stop just short of Blake Blvd. and illustrate very little change to what already exists in the Pinehurst South area.

Mr. Hooper asked the Board to review the procedures and motion template provided by Staff in order to work towards formulating a motion on the Pinehurst South plan.

Mr. Hooper stated there will always be demand for multi-family development, especially in this area, which is something for the Board to take into consideration, a lot of reasoning and debate around multi-family development, and the pressure for this type of development will continue.

The Board and Mr. Burich reviewed the process moving forward regarding zoning and implementation of Form Based Code for the Pinehurst South area, and how much of the process for this area will overlap with the process for the Village Place area.

The Board and Mr. Burich discussed eliminating the innovation hub recommendation mentioned in the Comp. Plan in favor of a golf cluster recommendation based on lack of innovation interest and increased golf cluster interest resulting from the USGA opening Golf House Pinehurst.

Mr. Hooper stated support for connectivity in the area is needed in order promote movement within and outside of the communities in the area. The Board and Mr. Burich reviewed connectivity illustrations of the plan.

Mr. Shumaker recommended the Village discuss incorporating multi-functionality into the green / open space proposed in the plan as discussed in previous meetings (storm water retention ponds that serve as water features within the green space, etc.).

***Mr. Alzamora moved that the Planning and Zoning Board recommend the Village Place Small Area Plan to the Pinehurst Village Council for adoption with revision(s) based on the following option: (Option 2) Recommend changing the proposed residential land use pattern south of Blake Boulevard as identified on pages 72 and 73 of the Plan to non-residential land use pattern. Seconded by Ms. Rothstein. Approved by a vote of 6-0.***

**IV. Comments from Attendees**

None

## V. General Business

Mr. Cameron relayed there will be a Board of Adjustment in June and will share information on the meeting with the Chair and the Vice Chair.

Mr. Shumaker thanked the Board for sharing resources to help with the decision making process.

Mr. Hooper re-iterated the Village's Communication Policy regarding Board e-mails being a part of public record, even if sent / received on personal devices or in personal accounts, when those e-mails relate to Village business and the importance of the Board not crossing the line into conducting Board business in those communications.

Mr. Hooper recognized Mr. Burich's birthday today, 05-05-2022.

## VI. Next Meeting Date

**A. 06-02-2022 Regular Meeting**

## VII. Motion to Adjourn

Ms. Rothstein moved to adjourn the Regular Meeting. Seconded by Mr. Alzamora. Approved by a vote of 6-0 at 07:02 PM.

Respectfully Submitted,

Shannon Konstantinou

Shannon Konstantinou
Clerk to the Board &
Planning Administrative Specialist
Village of Pinehurst

*A videotape of this meeting is located on the Village website: www.vopnc.org.*

The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.
Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.
Values: Service, Initiative, Teamwork, and Improvement.

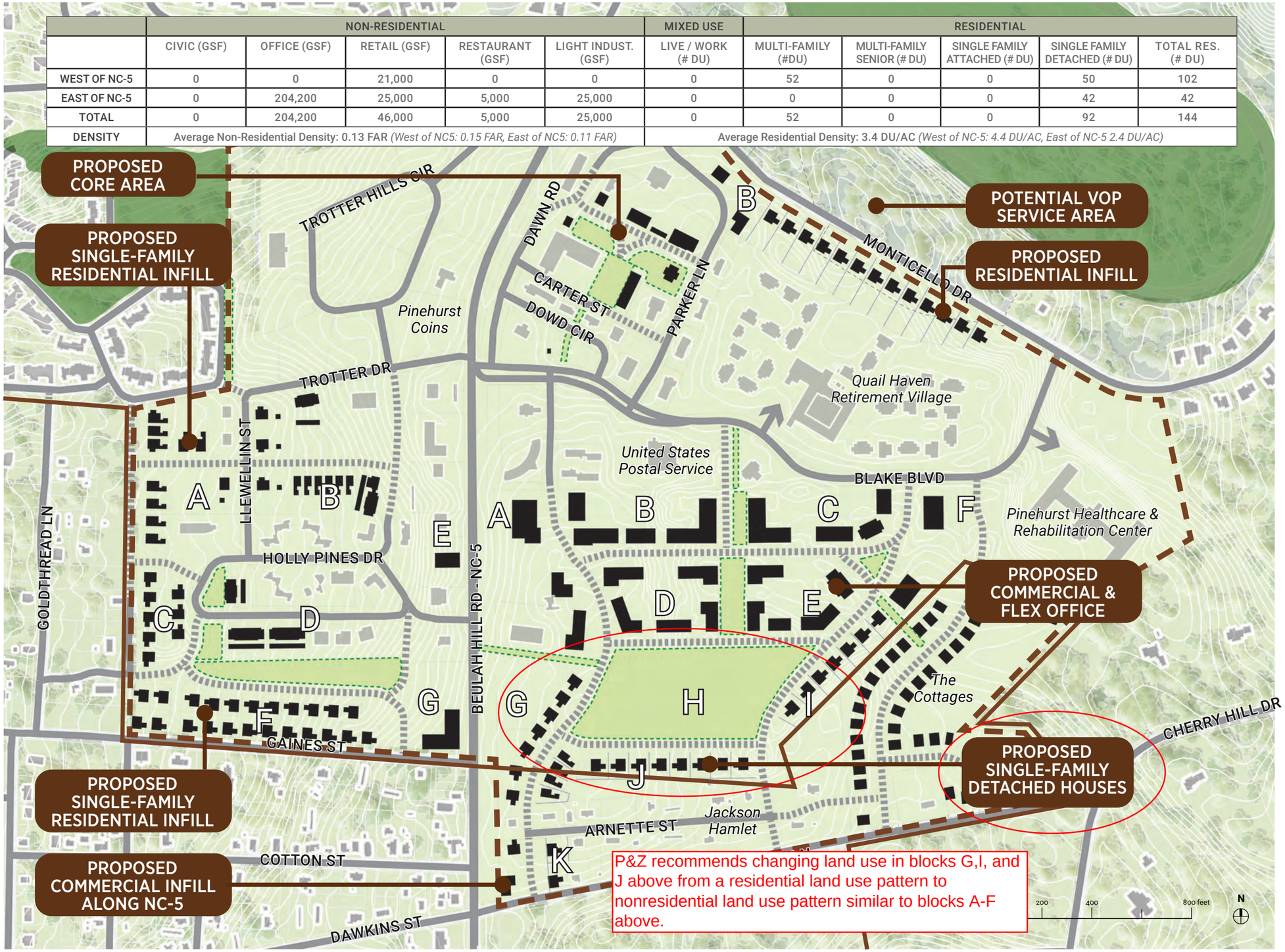
## Build-Out Plan - Scenario 1 (low)

The Build-out Plan - Scenario 1 represents the cumulative efforts of the consultant team to create one potential, low intensity scenario of how the build-out of Pinehurst South may occur over the next 50+ years. This scenario is illustrative only and should not be considered the only option for this area. This build-out plan is based on the market demand and absorption rates per use, as projected by Duggal Real Estate Advisors (DREA). The *Pinehurst South Form-Based Code* (FBC) will regulate the character of development, in dimension, material, and detail - see that document for additional information.

This scenario shows the following:

- A core area is established between Monticello Dr. and Blake Blvd., east of NC-5
- To the south of Blake Blvd., a large Central Green creates a focal point for new, mixed-use development, serving as a space for activities and gathering and a transition to nearby residential
- Single-Family Detached (SFD) fronts three sides of this Green.
- On the west side of NC-5, SFD, Multi-family (MF), and small open spaces infill the residential areas, while commercial infill fronts NC-5.

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | RESTAURANT (GSF) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (# DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC-5 | 0 | 0 | 21,000 | 0 | 0 | 0 | 52 | 0 | 0 | 50 | 102 |
| EAST OF NC-5 | 0 | 204,200 | 25,000 | 5,000 | 25,000 | 0 | 0 | 0 | 0 | 42 | 42 |
| TOTAL | 0 | 204,200 | 46,000 | 5,000 | 25,000 | 0 | 52 | 0 | 0 | 92 | 144 |
| DENSITY | Average Non-Residential Density: 0.13 FAR *(West of NC5: 0.15 FAR, East of NC5: 0.11 FAR)* | | | | | Average Residential Density: 3.4 DU/AC *(West of NC-5: 4.4 DU/AC, East of NC-5 2.4 DU/AC)* | | | | | |




KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- PROPOSED ROADS
- EXISTING PARKS/OPEN SPACE
- PROPOSED PARKS/OPEN SPACE
- A SUBAREA LABEL

*This plan is illustrative only and subject to change. Source: Design Collective, Inc.*

## Build-Out Plan - Scenario 2 (high)

The Build-out Plan - Scenario 2 represents the cumulative efforts of the consultant team to create an alternative, marginally higher intensity potential scenario of how the build-out of Pinehurst South may occur over the next 50+ years. As with the low intensity scenario, this scenario is illustrative only and should not be considered the only option for this area. This build-out plan is based on the market demand and absorption rates per use, as projected by Duggal Real Estate Advisors (DREA). The *Pinehurst South Form-Based Code* (FBC) will regulate the character of development, in dimension, material, and detail - see that document for additional information.

This scenario shows the following:

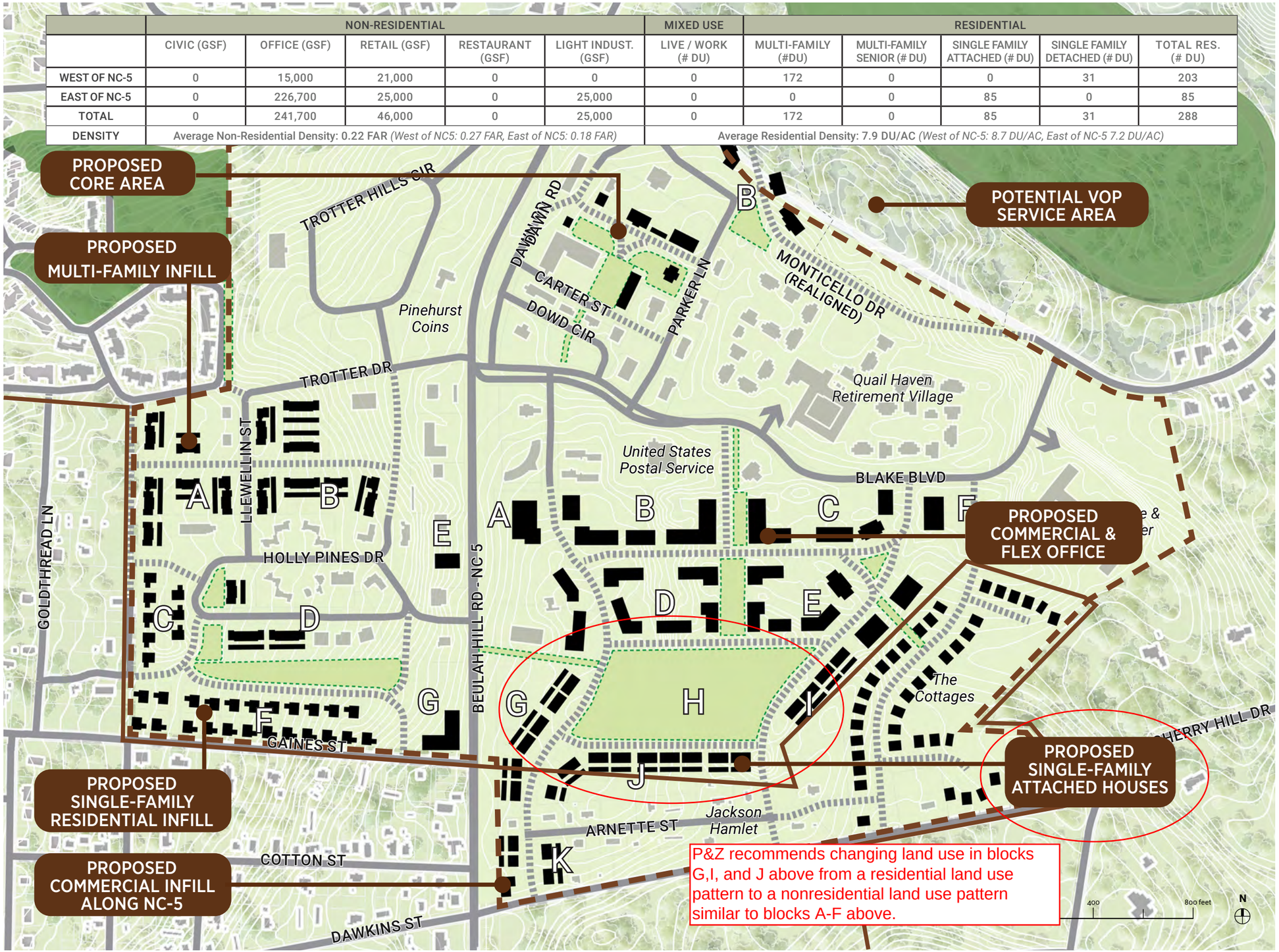
» A core area is established between Monticello Dr. and Blake Blvd., east of NC-5

» To the south of Blake Blvd., a large Central Green creates a focal point for new, mixed-use development, serving as a space for activities and gathering and a transition to nearby residential

» Single-Family Attached (SFA) fronts three sides of this Green.

» On the west side of NC-5, SFD, SFA, Multi-family (MF), and small open spaces infill the residential areas, while commercial infill fronts NC-5.

| | NON-RESIDENTIAL | | | | | MIXED USE | RESIDENTIAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIVIC (GSF) | OFFICE (GSF) | RETAIL (GSF) | RESTAURANT (GSF) | LIGHT INDUST. (GSF) | LIVE / WORK (# DU) | MULTI-FAMILY (#DU) | MULTI-FAMILY SENIOR (# DU) | SINGLE FAMILY ATTACHED (# DU) | SINGLE FAMILY DETACHED (# DU) | TOTAL RES. (# DU) |
| WEST OF NC-5 | 0 | 15,000 | 21,000 | 0 | 0 | 0 | 172 | 0 | 0 | 31 | 203 |
| EAST OF NC-5 | 0 | 226,700 | 25,000 | 0 | 25,000 | 0 | 0 | 0 | 85 | 0 | 85 |
| TOTAL | 0 | 241,700 | 46,000 | 0 | 25,000 | 0 | 172 | 0 | 85 | 31 | 288 |
| DENSITY | Average Non-Residential Density: 0.22 FAR *(West of NC5: 0.27 FAR, East of NC5: 0.18 FAR)* | | | | | Average Residential Density: 7.9 DU/AC *(West of NC-5: 8.7 DU/AC, East of NC-5 7.2 DU/AC)* | | | | | |




KEY

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- EXISTING PARKS/OPEN SPACE
- PROPOSED PARKS/OPEN SPACE
- A SUBAREA LABEL





# VILLAGE OF PINEHURST
# SMALL AREA PLAN
# MARKET ANALYSIS

**APRIL 2, 2021| VERSION FINAL**

Design Collective

DUGGAL REAL ESTATE ADVISORS

Moving forward. RKA RAMEY KEMP ASSOCIATES

1895 VILLAGE OF PINEHURST

# MARKET STUDY

## INTRODUCTION

### Background and Objectives

Duggal Real Estate Advisors, LLC is part of an interdisciplinary team led by Design Collective hired to complete Small Area Plans for two areas in the Village of Pinehurst. The Village of Pinehurst is located in Moore County, North Carolina southwest of Raleigh-Durham, east of Charlotte, and west of Fayetteville.

The market analysis is one step in the process to determine the feasibility of land uses within the Village of Pinehurst and the study areas. It ascertains the quantitative and qualitative aspects of demand for land uses that might be appropriate for future development in the study areas and quantifies the potential scale and timing of these uses.

The study areas include:

**Village Place/Rattlesnake Trail:** Approximately 100 acres in size and represented by 70 different parcels, this area is immediately north of the historic center of the community and stretches out to NC 211.

**Pinehurst South:** Also known as the Highway 5 Commercial Area, Pinehurst South is an approximate 290 acre limited growth and redevelopment area on the Village's south side containing approximately 145 parcels.

### Methodology

In order to assess the future opportunity in the Village and study areas, Duggal Real Estate Advisors completed the following tasks:

**Site Analysis:** Duggal Real Estate Advisors completed a review of the Village Place and Pinehurst South planning areas from a market perspective. We visited the subject areas and assessed them in terms of strengths, weaknesses, opportunities, and threats (SWOT) relative to location, site characteristics, surrounding land uses, access, planned redevelopment potential, and others.

**Economic and Demographic Analysis:** We analyzed local and regional demographic and economic data to understand the potential for each of the land uses in the study areas. The goal was to assess the growth potential of the overall market area that will drive demand for future land uses in the planning areas.

**Competitive Supply Analysis:** We completed an overview of the market for for-sale and for-rent residential, office, retail, hotel, and golf in order to make reasonable assumptions about the market. The competitive supply analysis is completed in order to understand how competitive and comparable properties and projects are performing in order to help understand the market potential in the subject areas.

**Demand Analysis:** We determined the likely demand for for-sale and for-rent residential, office, retail, hotel, and golf land uses. This portion of the market study is forward looking, and determines the demand for the subject areas based upon projected future growth in the area. The output of the demand analysis is a range of likely capture of the overall market demand that leads to absorption in the subject areas.

**Stakeholder Interviews:** Duggal Advisors participated in interviews with knowledgeable real estate and economic development professionals to understand the opportunity for various land uses in the market.

**Innovation Hub Analysis:** Envision the Village called for an Innovation Hub at Pinehurst South. At a high level, we analyzed the potential for an Innovation Hub for the Pinehurst Small Area Plan. We utilized information from the Brookings Institute and others to compare the "necessary ingredients" for an Innovation Hub relative to the Pinehurst area.

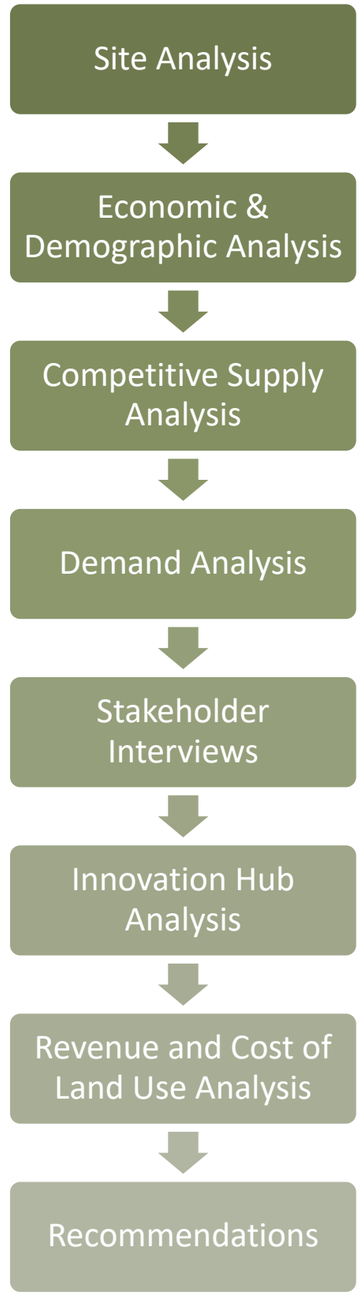
**Revenue and Costs of Land Uses Analysis:** A future step in the process is to determine the revenue and the costs of added service and infrastructure on the potential plans and market opportunities. We plan to use the FY 2017 Land Use Fiscal Analysis completed by the Village of Pinehurst.

**Recommendations:** We provided recommend-dations on the feasibility of land uses within the study areas. We provided a development strategy that takes into account a range of possible market scenarios. A future step is to help the Planning Team craft realistic plans for the planning areas.

We utilized projections and information supplied by others and gathered by ourselves. We assume this information is complete, correct, and reliable. Any projections regarding the future are the best estimate from the date they were prepared. Projections, by their nature, are best estimates of the future, and inevitably will be inaccurate to some degree.

We assume the economy and real estate markets will continue to grow as projected. Real estate markets are cyclical, so there are bound to be times within the planning timeframe that the market performs better (boom) or worse (downturn) than projected. Over the course of the study period, we assume the average annual growth projected will materialize.

This report was prepared by Melina Duggal, AICP of Duggal Real Estate Advisors, LLC. The data was collected in November and December 2020 and January 2021.



## VILLAGE PLACE SITE ANALYSIS

Duggal Real Estate Advisors completed a site analysis for the Village Place area based upon market issues. These strengths, weaknesses, opportunities, and threats (SWOT) are shown in the figure below.

**Overall, Village Place offers a strong opportunity to develop a variety of land uses. Drawing upon the Village Center as inspiration, Village Place can complement what is already part of the community.**

### Strengths

- Location close to Village Center provides a strong foundation
- Community Center, Cannon Park, Rassie Wicker Park & Village Arboretum
- Walkable to Village Center
- Large number of amenities
- Strong brand of Pinehurst
- Some redevelopment already occurring (Pinehurst Brewery)

### Weaknesses

- Some of the properties are older
- Parking challenges
- Limited amount of available land

### Opportunities

- Build off the success of historic Village Center
- Growth in nearby neighborhoods
- Redevelopment of Public Services and Moore County Utilities water tank sites
- Redevelopment of older properties
- Close to NC 211 – enhance character and attractiveness of intersection area

### Threats/Challenges

- Inability to create a strong direct link between Village Core and Village Place
- Challenge of moving the Moore County Utilities water tanks and Public Services
- Small developed parcels and multiple property owners could make site acquisition & redevelopment challenging



Pinehurst Brewing Company


Old Fire House


Community Center


The Village Quarters


The Greens at Arboretum


Single-family detached home

## PINEHURST SOUTH SITE ANALYSIS

Duggal Real Estate Advisors completed a site analysis for the Pinehurst South area based upon market issues. These strengths, weaknesses, opportunities, and threats (SWOT) are shown in the figure below.

**Overall, Pinehurst South is best suited for residential and office uses. Hospitality could be an option as well. Large-scale retail would be challenging given the access issues, but locally-serving retail would be viable.**

### Strengths

- Land availability
- Natural character and trees
- Direct access to Pinehurst Resort via NC 5
- New development in area including the new post office
- Strong businesses in area (such as Quail Haven Retirement Village)

### Weaknesses

- No common theme to buildings
- Unrelated land uses
- Traffic issues
- Lack of cohesion/consistent character within area

### Opportunities

- Capitalize on growth along NC 5
- Concentration of public and semi-public services (post office, fire station, VA services)
- Create a distinct identity for area
- Build off of USGA
- Infill development

### Threats/Challenges

- RR crossings & limited access
- Significant amount of vacant land south of the study area along NC Hwy 5 that could take demand potential away



Quail Haven Retirement Village



Fire station



Abingdon Square Townhomes



Retail



Veterans Guardian Claim Consulting



Open space along Blake Blvd.

# MARKET ANALYSIS

## RECOMMENDATIONS

### Summary of Market Opportunity

For the market analysis, we examined six different land uses: for-sale residential, for-rent residential, retail, office, hospitality, and golf. The following is a summary of the opportunity for each of the land uses in the Village of Pinehurst and the planning areas.

The overall market opportunity takes into account the current and projected future market conditions, future demand potential, and the suitability for the land use within the Village.

| Land Use | Overall Market Opportunity | Village Place | Pinehurst South |
|---|---|---|---|
| **For-Sale Residential** | XXXXX | XXXX | XXXX |
| **For-Rent Residential** | XXX | XXX | XXX |
| **Retail** | XXXX | XXX | XXX |
| **Office** | XX | XX | XX |
| **Hospitality** | XXX | XXX | XXX |
| **Golf** | XX | O | X |

*Key: XXXXX = best, X = worst, O = none*

### Summary of Demand

For each of the land uses, we completed a demand model to understand the future potential of the land use within the Village or Moore County, depending on the land use.

To determine how much of each land use would likely locate within the planning areas, it was necessary to consider where else within the Village the land use could be located. For example, if there is demand for one rental project every three to eight years within the Village, it can't be located in both planning areas, but in reality, it could be located in either one or another location in the Village, making it difficult to assign demand.

For many land uses, there has been and will be more demand for the product type within the Village than the amount of supply that has been or will be available (e.g. more houses would likely sell if they were available).

| Land Use | Demand Potential | Locations within Pinehurst |
|---|---|---|
| **For-Sale Residential** | 80-130 homes/year | Almost anywhere |
| **For-Rent Residential** | 15-25 units/year | Major roads, VP, PS, Village Cntr |
| **Retail** | 20-25,000 SF/ every 5 years | Major roads, VP, PS, Village Cntr |
| **Office** | Up to 5,000 SF/year | Medical area, VP, PS, Village Cntr |
| **Hospitality** | 25 rooms/yr. in Moore Co. | Resort, Village Cntr, PS, VP |
| **Golf** | 2-3 courses over the next 10 years in Moore Co. | Focus Area 1 is the only area with space |

### Summary of Demand for Land Uses within Planning Areas

We then considered how much of the demand could be located within the planning areas if the area was zoned for it, landowners were interested in selling, and developers would build it. While the market analysis quantifies realistic development opportunities, actual land use allocation will be guided by planning exercises, vision and community and stakeholder input in balance with market demand.

The potential for most of the land uses is present in both planning areas.

Although there is some flexibility in these numbers as stated before, we have put together guidelines based upon the market to help the planning team understand the magnitude of demand in each of the planning areas.

| Land Use | Village Place | Pinehurst South |
|---|---|---|
| **For-Sale Residential** | Unlimited at build-out*<br>1 project would sell approximately 15-25 homes per year | Unlimited at build-out*<br>1 project would sell approximately 15-25 homes per year |
| **For-Rent Residential** | At build-out*, 1-2 projects of 70-100 units each<br>Timing depends on where else apartments have been constructed (e.g. Village only has demand for 1 project every 3 -8 years) | At build-out*, 1-2 projects of up to 200 units each, depending on location<br>Timing depends on where else apartments have been constructed (e.g. Village only has demand for 1 project every 3-8 years) |
| **Retail** | 25,000-50,000 SF at build-out* | Up to 80,000 SF with grocery, 40,000 SF without grocery at build-out* |
| **Office** | 25,000 – 30,000 SF at build-out*<br>Limited amount per year. 5,000 SF total in Village. Village Place could capture some of that, but likely less than Pinehurst South | Up to 100,000 SF at build-out*<br>Limited amount per year. 5,000 SF total in Village. Pinehurst South could capture some of that. Could increase, depending on impact of USGA |
| **Hospitality** | At build-out*, 1 hotel with 75-100 rooms as well as bed and breakfasts | At build-out*, 1 hotel with approximately 100 rooms |
| **Golf** | None | Possibly some support functions (although the land probably has a higher and better use than maintenance for golf) |

** Build-out refers to when land availably within the study areas is gone. Given the large areas and nature of (re)development, we cannot determine when the areas will be "finished". The build-out provides the planning team and public an idea of what would likely be the maximum possible for each land use taking into account product demand, land availability, suitability of land use, planning, vision, etc.*

| Land Use | Summary of Market Conditions | Future Demand Potential | Product/Tenant Types | Preferred Location | Suitability for Village Place | Suitability for Pinehurst South |
|---|---|---|---|---|---|---|
| **For-Sale Residential** | • Building permits have been rising in Pinehurst, suggesting an uptick in the new for-sale housing market<br>• The resale market has remained relatively steady<br>• Many new homes are scattered throughout existing golf course communities<br>• New homes within non-golf smaller subdivisions tend to be less expensive and generally range from $250,000 to $400,000<br>• New homes within golf master-planned communities tend to be more expensive and range from $300,000 to over $1 million | • Strong demand potential from local buyers, military buyers, and second home buyers<br>• There is demand for approximately 80-130 new homes per year in the Village (which may or may not be realized). Some years will have more and some will have less, but are likely to average 100 new homes per year | • Approximately 12% of owner-occupied homes in Pinehurst have children in them<br>• The majority of owners in Pinehurst (almost 70%) are married couples without children, and of these, 65% are over the age of 65<br>• Buyers are reported to be a mix of military families from Fort Bragg, children of current owners, commuters, and retired and second home owners | • Owners like to be near services and amenities. Walkable locations are desired. Golf course communities are popular<br>• Depending on the age and make-up of owners, schools can be an important factor as well | **Strong**<br>Small lot SFD<br>Attached product<br>Mixed-use<br>**Medium**<br>Multifamily | **Strong**<br>Small lot SFD<br>Attached product<br>**Medium**<br>Mixed-use<br>Multifamily |
| **For-Rent Residential** | • The majority of rental product in Pinehurst is single-family detached<br>• Rents have been steadily rising in Pinehurst<br>• Apartment complexes are 95% occupied on average<br>• The majority of renters pay between $1,000 to $2,000 in rent | • The majority of households in Pinehurst own their homes (85%), so demand for rental product is lower<br>• There is demand for approximately 15-25 new units of rental housing per year in the Village | • Approximately 27% rental units in Pinehurst have children in them<br>• Rental apartments would likely appeal to a younger demographic without children. They are typically 1 and 2 person households<br>• Rental townhomes would likely appeal to family renters | • Renters like to be near services and amenities. Walkable locations are desired.<br>• Depending on the age and make-up of renters, schools can be important as well as nightlife | **Strong** | **Strong** |
| **Retail** | • Overall a strong retail market with low vacancy rates<br>• Currently some challenges due to Covid-19<br>• This is likely a short-term issue<br>• Almost half of the retail in the Village is restaurants. This includes a variety of sit down and fast casual establishments | • Strong demand potential tied to future household growth<br>• Much of the retail is outside of the Village limits. There is even leakage outside of Moore County for certain categories<br>• There is demand for 20-25,000 square feet of retail every five years in the Village – often this is captured by surrounding communities | • Retail most in demand includes auto parts and accessory stores, furniture stores, building material stores, health & personal care stores, gas stations, clothing stores, sporting good stores and restaurants | • Retailers want centralized, visible, accessible and appropriate locations<br>• Local retail (Neighborhood Goods & Services and Food & Beverages): near households<br>• Regional retail (General Merchandise, Apparel, Furnishings & Other): along US 15-501, NC 211, and US 1 | **Strong**<br>Small, locally-serving<br>Boutique<br>Restaurant<br>**Medium**<br>Convenience | **W of Hwy 5**<br>Future neighborhood-serving (drugstore, grocery possible)<br>Restaurant<br>**E of Hwy 5**<br>Limited to serving residents and workers (restaurant, café) |
| **Office** | • The market is currently doing fairly well. It is reported to be well-occupied, and lease rates are stable | • There is limited demand for future office space at up to 5,000 square feet per year | • Medical, professional service, locally serving | • Tenants enjoy areas with services and amenities and good access. Some enjoy being in walkable areas | **Strong**<br>Locally-serving, small | **Strong**<br>Locally-serving<br>Medical<br>Office park |
| **Hospitality** | • The current hospitality market is suffering due to Covid-19. Although leisure guests have remained and possibly even increased, the group business is completely gone<br>• This is likely a short-term issue<br>• Post Covid-19 should go back to a very healthy hospitality market | • Future demand potential is based upon the growth in tourism as well as business and medical travel<br>• We estimate the demand for approximately 25 new hotel rooms per year in the Pinehurst market area (Moore County). Some of this could locate in Pinehurst | • Hotels and bed and breakfast establishments | • Hotels vary in their location decision criteria. Hotels catering to tourists want to be near the attraction (ocean, theme park). In this case, the attraction is golf<br>• Hotels attracting businesses would like to be located near employment, amenities, and major highways | **Strong** | **Medium** |
| **Golf** | • Total on-course golf participation has remained relatively stable in the US<br>• There has been an uptick in golf rounds played in Pinehurst area since Covid restrictions have eased<br>• Market is currently performing well in the Pinehurst area | • Demand for golf should remain moderately strong in the area. There could be demand for up to 2-3 new golf courses in the overall area in the next 10 years<br>• The area is well-known for golf, and the addition of the USGA's Golf House Pinehurst and five US Open Championships, should increase future demand | • There appears to be an increase in the demand for 9 hole courses across the country | • In the Pinehurst, Aberdeen, Southern Pines area<br>• Near other courses | **Not Suitable** | **Possible**<br>Back of house operation |

## Village Place

For-Sale Residential

- Would likely be infill development or part of a small, mixed-use development.
- Most likely small lot single-family detached or attached product. Attached product would include both townhome style and condominium style product.
- The demand for this product is deep, and the planning area can support as much for-sale product as desired.
- Pricing would vary based upon product type and positioning, but would likely be in the range of $300,000 to $500,000.

For-Rent Residential

- Could either be stand-alone or within a mixed-use project. Would likely be horizontal mixed-use as opposed to vertical mixed-use (e.g. the apartments are next to the retail and office, not above) given the rent ranges possible to achieve and the cost of construction. If rents rise to support residential over commercial, that would be an appropriate land use here as well.
- Most likely size of an apartment complex would be similar to The Greens (70-100 units).
- Rents would be similar to the newest apartments at the time of construction. At this point, the newest apartments in the market are The Greens at approximately $1.35/SF. At an average size of approximately 1,000 square feet, that would equate to a rent of approximately $1,350 per month.

Retail

- The retail would not be in the form of a stand-alone shopping center, unless the retail was located along NC 211. Given the current uses, it is unlikely that there would be a shopping center in the planning area along NC 211.
- The retail would be part of a mixed-use area or more small retail shops like currently exist along Rattlesnake Trail.
- The demand for retail is more limited in this configuration, and would be limited to 25,000 to 50,000 SF total at build-out.
- Rents would need to be $24-$30/SF to support new construction.
- Tenants would include those that support local residents and tourists (such as flower shops, gift shops, pharmacies, home goods, salons, restaurants, shoe stores, boutiques, and others). The demand is strong for a variety of retail shops.

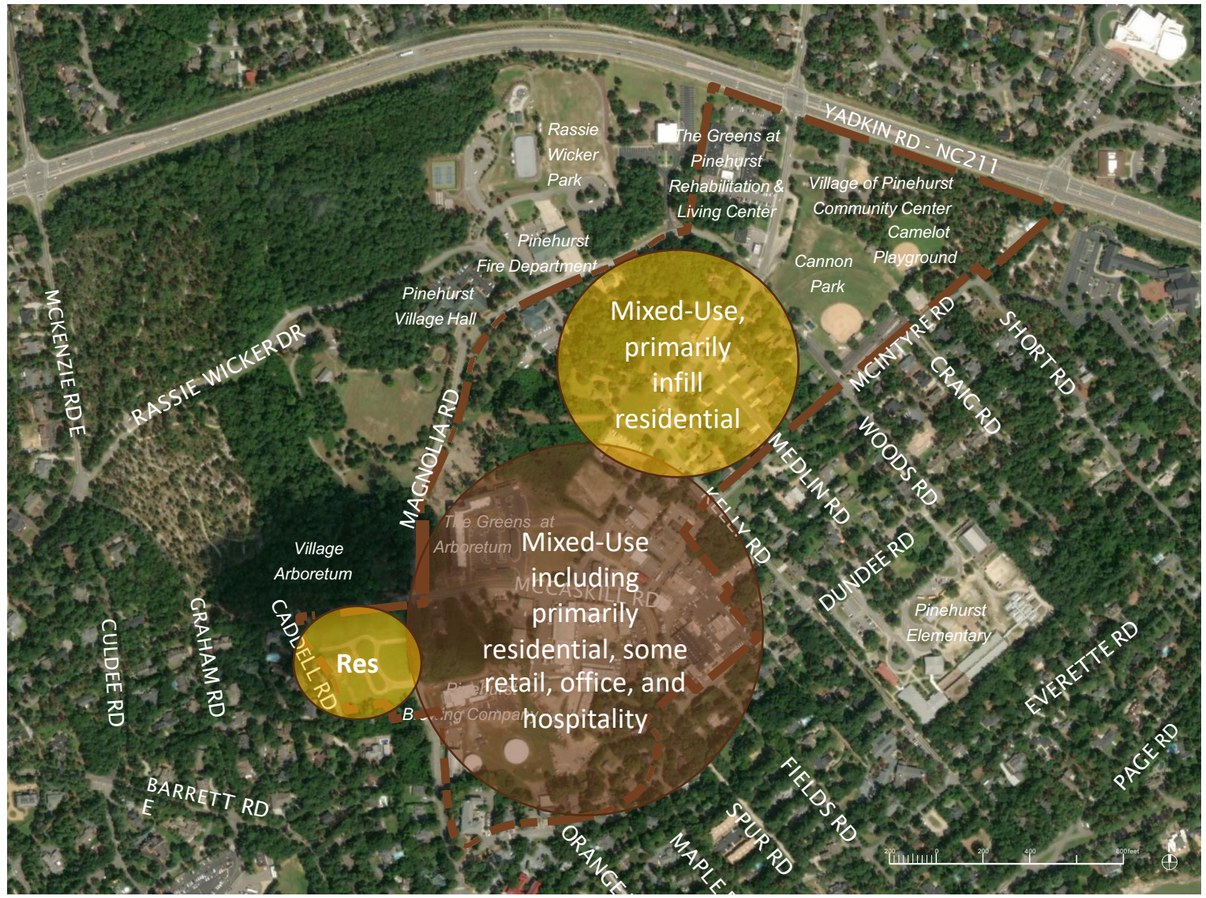
Office

- Office would be a supportive land use to the mixed-use area. It would be small offices, primarily locally-serving, including medical office.
- Given the amount of retail that could happen, we would anticipate the office to be less than or equal to the amount of retail, therefore, we would anticipate 25,000 to 30,000 SF of office at build-out.
- Rents would be in the $18-$22/SF range.

Hospitality

- Village Place could support a hotel as well as bed and breakfasts. They would likely support tourists, and potentially people visiting the hospital.
- Hospitality could also include rental product within homes.
- New hotels in the area tend to have 75-100 rooms. Bed and breakfasts and similar tend to have far fewer rooms, typically less than 10.

**Possible Generalized Location for Land Uses Based upon Market Study**




KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST

## Pinehurst South

For-Sale Residential

- Likely a stand-alone residential community as opposed to mixed with other product.
- Given land availability, could have 1-2 projects. Each would be 30-50 units. However, the demand for this product is deep, and the planning area can support as much for-sale product as desired.
- Could be either single-family detached or attached product.
- Pricing would vary based upon product type and positioning, but would likely be in the range of $250,000 to $450,000.

For-Rent Residential

- Could be either a stand-alone larger community (typically larger, 150-200 units) or integrated into a mixed-use area.
- Integrated into a mixed-use area, the apartments would still likely be horizontal mixed-use (e.g. the apartments are next to the retail and office, not above). This would likely be a smaller project (80-120 units).
- Rents would be similar to the newest apartments at the time of construction. At this point, the newest apartments in the market are The Greens at approximately $1.35/SF. At an average size of approximately 1,000 square feet, that would equate to a rent of approximately $1,350 per month.

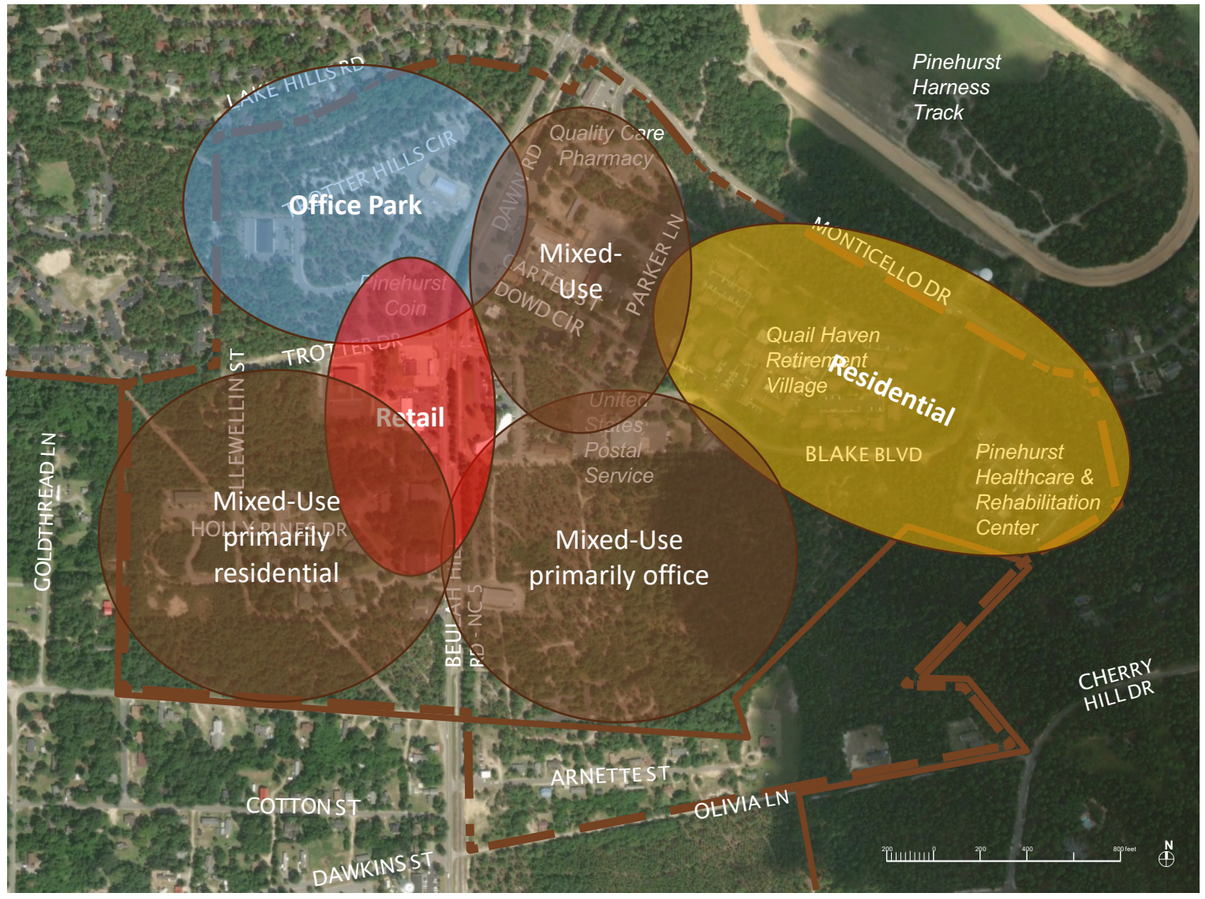
Retail

- Any retail would prefer to be located and accessed off of NC 5. If a project were created on the east side of NC 5, it would still be important to have NC 5 visibility.
- Could be a stand-alone shopping center on the west side of Hwy 5. This would depend on having an anchor within the project such as a grocery store or drug store. The size of the center would depend on what type of anchor, ranging from 50,000-80,000 SF in size total. This would likely not materialize for some time as the area continues to develop and mature.
- There is also demand for retail on the east side of NC 5. Due to access issues, it would be small-scale, and just to support local businesses and residents. There would likely be less than 10,000 SF total.
- If there was a shopping center on the west side of NC 5, the retail on the east side would be more limited, and vice versa.
- Any retail located within Pinehurst South would be locally serving.
- The maximum amount of retail in the area is likely to be 80,000 SF with a grocery store, and less than 40,000 SF without a grocery store at build-out.
- Rents would need to be $24-$30/SF to support new construction.

Office

- Office could either be like the product available at Turnberry (small format, 1-2 story) or integrated into a mixed-use center.
- Although there is not a lot of office demand annually, given the limited amount of office land available in other areas, this would be an appropriate location to save land for future office use.
- Even at 2,000 SF of office per year, in 50 years, the total amount would be 100,000 SF.
- Tenants and owner-occupied space would be a collection of medical, locally-serving professional services, and potentially related to the USGA.
- Rents for office would be in the $18-$22/SF range.
- Part of the area could be a modified Innovation Hub – meaning it could be planned to attract and facilitate companies and technologies related to golf, but be willing to accept other industries and users as well.

**Possible Generalized Location for Land Uses Based upon Market Study**




Hospitality

- The planning area could support a hotel if it were part of a mixed-use area. If there were enough businesses, it could support the workers in the area. Otherwise, it would likely support tourists. Type of hotel depends on place creation.
- A new hotel would likely have around 100 rooms.

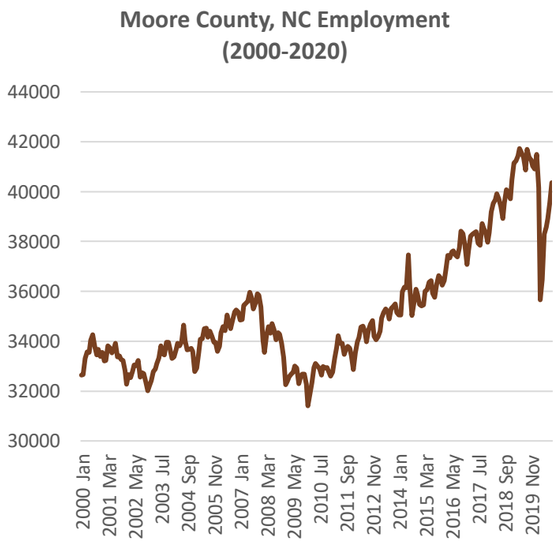
# MARKET STUDY

## ECONOMIC AND DEMOGRAPHIC ANALYSIS

### Economic Analysis

The United States officially started a recession in March 2020 due to the Covid-19 pandemic. This ended the expansion in the economy since the end of the Great Recession in June 2009. Moore County experienced significant and steady employment growth during this period of expansion, climbing from approximately 31,000 jobs in January 2010 to 42,000 jobs in June 2019. Just like the rest of the country, jobs dropped swiftly due to Covid-19 from 41,489 in February 2020 to a low of 35,661 in April 2020.

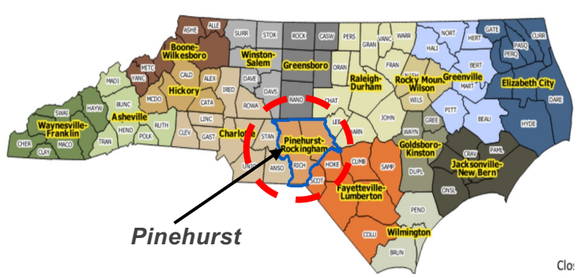
Since that time, jobs have recovered almost to pre-Covid levels to 40,352 jobs in October 2020. While the exact duration of the Covid-19 epidemic is unknown, vaccines, as of December 2020, are just beginning to role out to the country. The timing of the full recovery is unknown, but economists view the vaccination of the population as a good sign for recovery.




*Source: BLS*

Pinehurst Village and Moore County are part of the North Carolina Department of Commerce, Labor & Economic Analysis Pinehurst-Rockingham region which includes Moore, Montgomery, and Richmond Counties. Of these three counties, the majority of the employment is located within Moore County within the Pinehurst-Aberdeen-Southern Pines area. Employment projections are made by industry at this planning area level.

**Map of North Carolina by NC Department of Commerce Regions**




*Source: North Carolina Department of Commerce, Labor & Economic Analysis*

The outlook for employment is relatively strong overall with an average annual growth rate of approximately 0.6% or approximately 350 new jobs per year. Over the ten-year period from 2017 to 2026, the highest growth industries within the planning area are projected to be: Health Care and Social Assistance (avg. weekly salary of $937), Accommodation and Food Services (avg. weekly salary of $322), Retail Trade (avg. weekly salary of $480), and Construction (avg. weekly salary of $883).

Overall, the employment growth rate projected for the region (approximately 0.6% per year) is less than the overall employment growth rate projected for the state (approximately 0.9% per year). However, 350 new jobs are projected annually in the region. Given the concentration of health care within Pinehurst, it is likely much of this job growth will be located within the Village. The employment within the Village is not very diversified.

The largest concentrations of jobs in Pinehurst are Health Care and Social Services (52%) and Accommodation and Food Services (25%). These industries are expected to grow, thereby bringing additional jobs to the Village.

**Jobs by Industry in Pinehurst (2020)**

| Industry | Businesses | % | Employees | % |
|---|---|---|---|---|
| Health Care and Social Services | 575 | 54% | 5,880 | 52% |
| Accommodation and Food Services | 42 | 4% | 2,839 | 25% |
| Other Services - Repair, Personal Care, Laundry, Religious, etc. | 69 | 6% | 434 | 4% |
| Professional, Scientific, and Technical Services | 58 | 5% | 396 | 3% |
| Arts, Sports, Entertainment, and Recreation | 23 | 2% | 358 | 3% |
| Retail: Home, Food, Automobiles, Personal Care | 35 | 3% | 262 | 2% |
| Education | 11 | 1% | 257 | 2% |
| Real Estate and Rentals | 47 | 4% | 234 | 2% |
| Public Administration | 12 | 1% | 173 | 2% |
| Banking, Finance and Insurance | 56 | 5% | 145 | 1% |
| Construction | 25 | 2% | 89 | 1% |
| Information | 12 | 1% | 85 | 1% |
| Other | 108 | 10% | 248 | 2% |
| **Total** | **1,073** | **100%** | **11,400** | **100%** |

*Source: North Carolina Department of Commerce, Labor & Economic Analysis*

In order to create more office space, it would be important to try to diversify the jobs in Pinehurst. Jobs that typically lead to the demand for office space include: Health Care and Social Services; Professional, Scientific, and Technical Services; Other Services, Real Estate and Rentals, Banking, Finance and Insurance; and Information. As stated above, the likely job growth in the health care sector will lead to demand for medical office space. There is some job growth projected in the other industries that leads to the demand for standard office space.

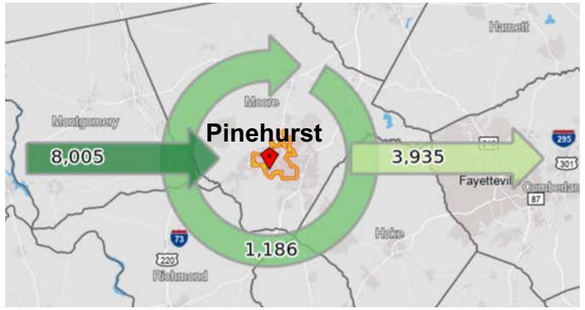
Additional economic (job) data is provided in the Appendix.

## Commuter Analysis

Commuting data is available for both where people work and where workers live. Approximately 8,000 people commute into Pinehurst to work, 1,200 both live and work in Pinehurst, and 4,000 leave Pinehurst to work somewhere else.

The 8,005 people that come into Pinehurst everyday for work and the 4,000 people that leave for work represent an opportunity to "capture" them in Pinehurst to help reduce traffic and create more mixed-use environments.

**Inflow and Outflow of Workers in Pinehurst (2017)**




*Source Census on the Map*

**People Who Work in Pinehurst (Where Workers in Pinehurst Live)**

Of the people that work in Pinehurst, approximately 50% of them are aged 30-54, while 32% are over the age of 55, and 18% are under the age of 29.

Almost half of the workers make more than $3,333 per month. Over 50% of the workforce has some college, an Associates degree, Bachelor's degree or higher.

People who work in Pinehurst come from the surrounding communities. Approximately 56% of workers in Pinehurst live in Moore County, followed by 9% from Richmond County, and 5% from Hoke County.

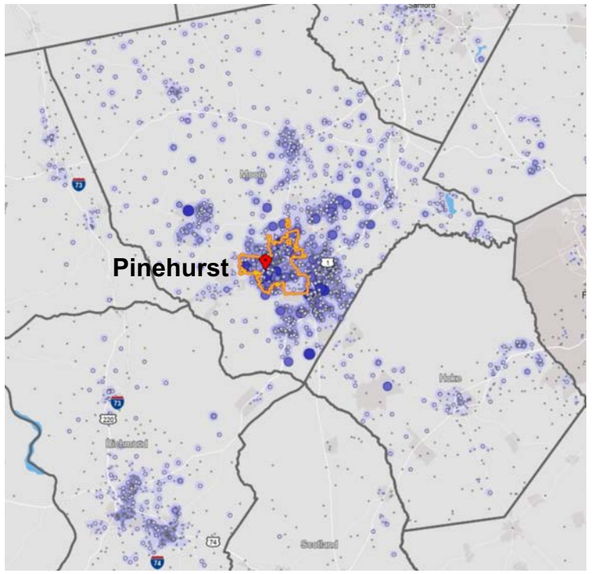
This is a fairly high capture of people who live and work in the same county. Moore County functions as the center of the economic region, so many people who live there also work there.

**Job Counts by Counties Where Workers Live – All Jobs (2017)**

| | Count | Share |
|---|---|---|
| Moore County, NC | 5,167 | 56% |
| Richmond County, NC | 832 | 9% |
| Hoke County, NC | 444 | 5% |
| Lee County, NC | 339 | 4% |
| Montgomery County, NC | 290 | 3% |
| Cumberland County, NC | 283 | 3% |
| Harnett County, NC | 249 | 3% |
| Scotland County, NC | 188 | 2% |
| Wake County, NC | 165 | 2% |
| Robeson County, NC | 80 | 1% |
| All Other Locations | 1,154 | 13% |
| All Counties | 9,191 | 100% |

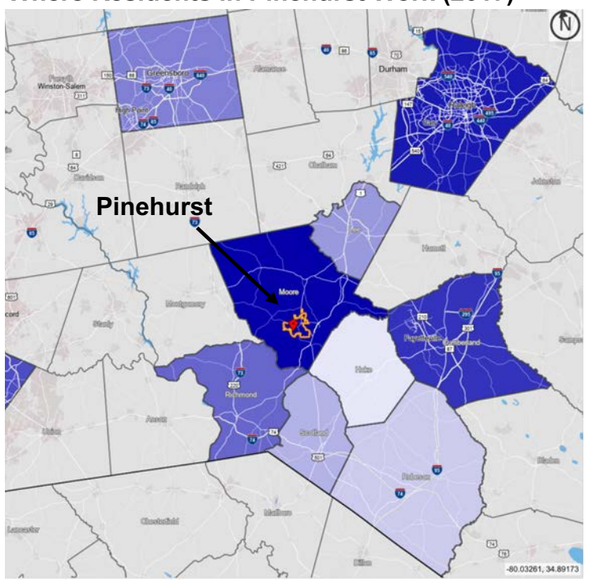
*Source Census on the Map*

**Where Workers in Pinehurst Live (2017)**




*Source Census on the Map*

**Where Residents in Pinehurst Work (2017)**




*Source Census on the Map*

**Where Residents of Pinehurst Work**

People who live in Pinehurst also tend to work in Moore County (57%). It is important to note that the Census on the Map data does not include uniformed military workers, and therefore would not include any potential workers at Fort Bragg in this analysis. The next largest group of residents work in Wake County/Raleigh area (6.8%), followed by Cumberland County/Fayetteville area (4.9%), and Mecklenburg County/Charlotte area (3.6%).

**Job Counts by Counties Where Workers Are Employed – All Jobs (2017)**

| | Count | Share |
|---|---|---|
| Moore County, NC | 2,897 | 57% |
| Wake County, NC | 347 | 7% |
| Cumberland County, NC | 253 | 5% |
| Mecklenburg County, NC | 183 | 4% |
| Richmond County, NC | 123 | 2% |
| Guilford County, NC | 102 | 2% |
| Lee County, NC | 77 | 2% |
| Scotland County, NC | 76 | 2% |
| Robeson County, NC | 71 | 1% |
| Hoke County, NC | 65 | 1% |
| All Other Locations | 927 | 18% |
| All Counties | 5,121 | 100% |

*Source Census on the Map*

## Demographic Analysis

As of 2020, Moore County has approximately 44,000 households or roughly 1% of the state households. Household growth is anticipated to grow at a pace of 300 households per year until 2025. This household growth will drive the demand for housing and retail in the county.

Pinehurst has approximately 7,900 households or 18% of Moore County households. The Village is expected to grow by approximately 43 households per year over the next five years. Pinehurst is expected to experience less than its "fair share" of growth over the next five years. Although Pinehurst represents 18% of the households now, it is projected to capture only 14% of the growth. Part of this is due to the lack of available land and the cost of new housing compared to other areas.

Driven by employment growth and the desirability of Pinehurst as a second home and retirement destination, household growth will bolster demand for housing as new households move to the area seeking jobs or a lifestyle choice.

A variety of demographic data were analyzed to understand the make-up of Pinehurst Village residents and how they compare to surrounding areas.

Pinehurst has a much larger percentage of people over the age of 65 than comparison areas. This is not surprising given the Village is made-up of a large number of golf courses, resort-style communities, and is a popular destination for retirement and second homes.

Pinehurst also has a higher percentage of households that make over $100,000. They have a relatively low percentage of households with incomes under $30,000. This is consistent with the housing prices and age of the households in the Village.

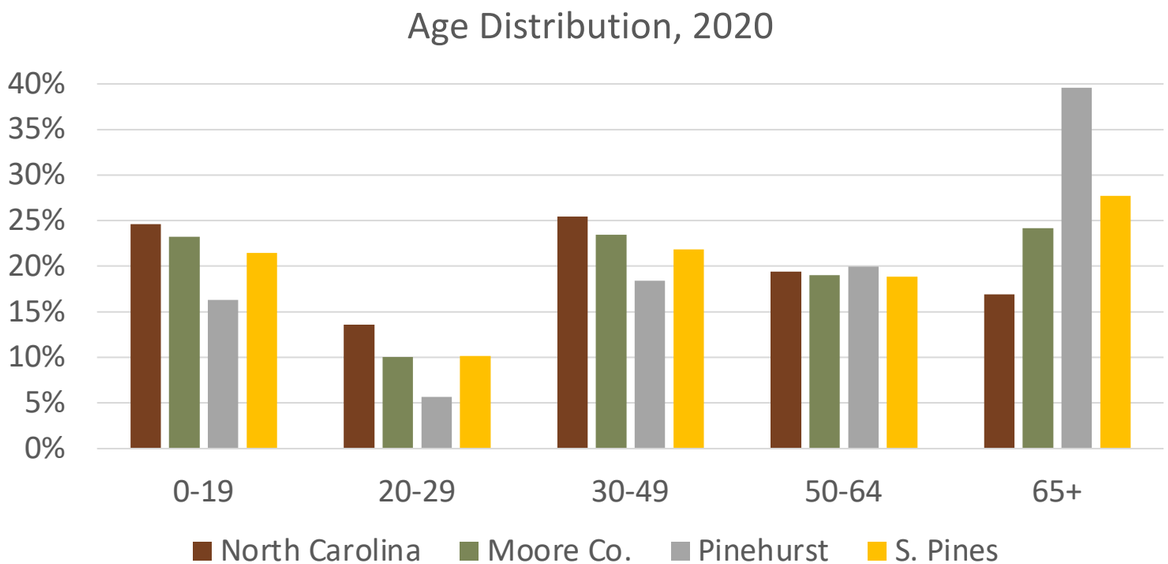
The vast majority (87%) of the households in Pinehurst are White (non-hispanic).

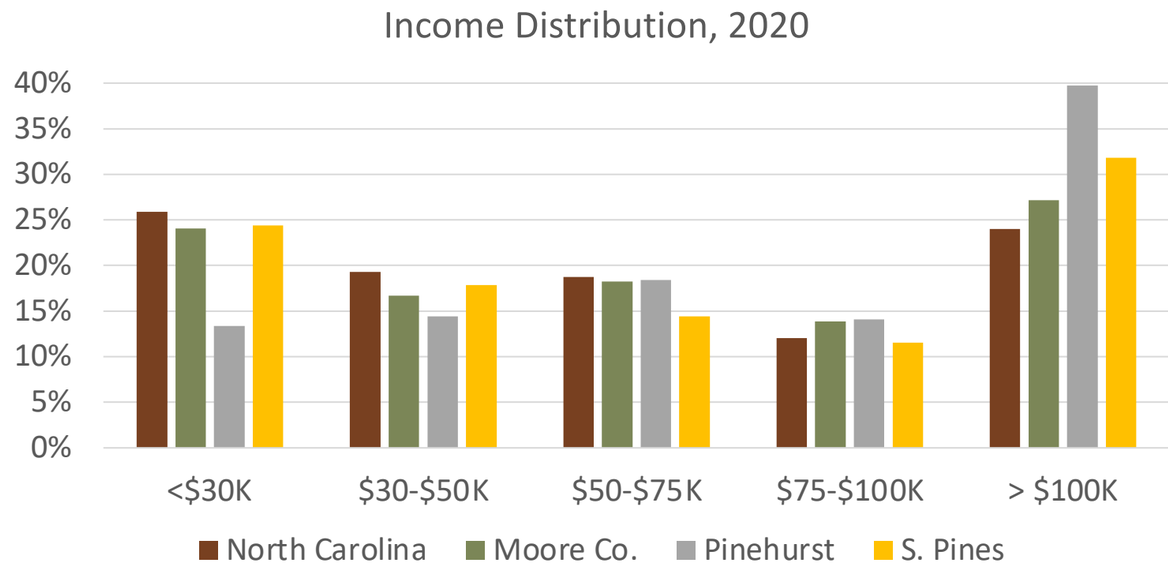
Additional demographic charts are provided in the Appendix.

**Household Data for NC, Moore County, Pinehurst, and Southern Pines (2020-2025)**

| Geography | 2020 | 2025 | Growth | Annual Growth Rate |
|---|---|---|---|---|
| **North Carolina** | 4,341,543 | 4,494,724 | 153,181 | 0.7% |
| **Moore County** | 43,651 | 45,169 | 1,518 | 0.7% |
| **Moore Co. as % of NC** | 1.0% | 1.0% | 1.0% | |
| **Pinehurst Village** | 7,885 | 8,100 | 215 | 0.5% |
| **Pinehurst as % of Moore** | 18.1% | 17.9% | 14.2% | |
| **Southern Pines Town** | 7,142 | 7,207 | 65 | 0.2% |
| **Southern Pines as % of Moore** | 16.4% | 16.0% | 4.3% | |

*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*



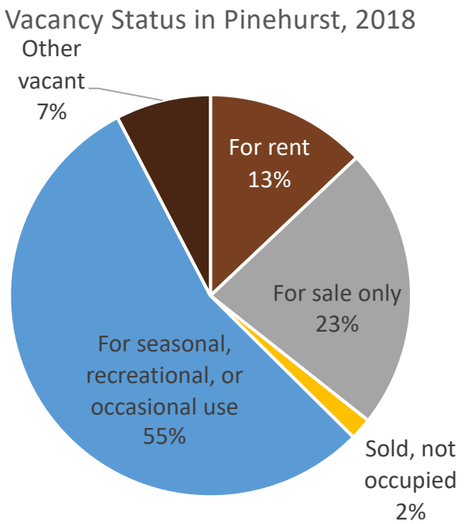




*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*

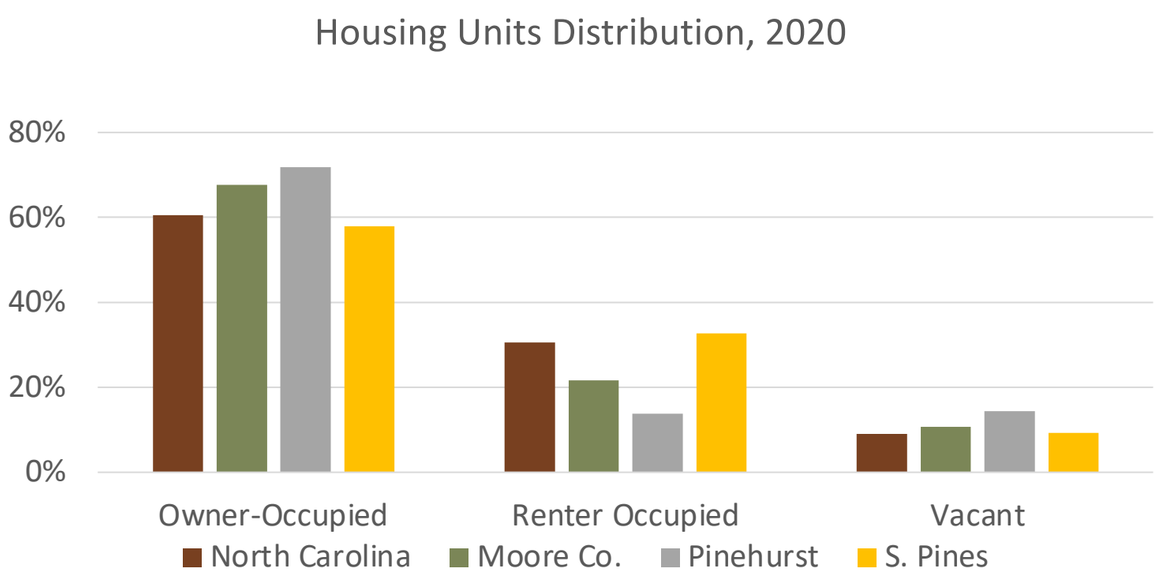
## Housing Unit Data from the Census

The majority of the housing units in Pinehurst are owner-occupied (72%). This is higher than all of the comparison areas. Approximately 14% of units are renter-occupied, and 14% are vacant.

Of the vacant units, approximately 55% of them are for seasonal use (a second home). Pinehurst has a fairly large number of second homes.




*Source: American Community Survey, 5 year estimates, 2018*




*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*

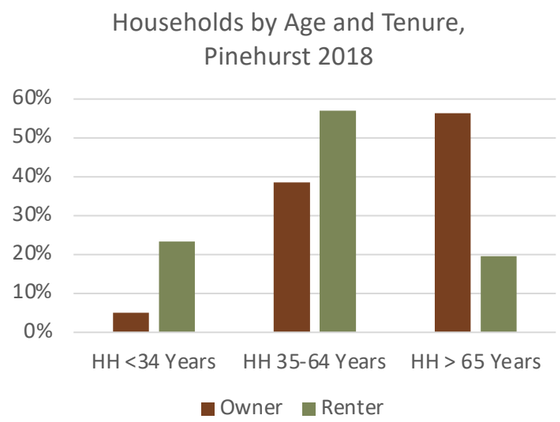
## Owner and Renter Data from the Census

The largest group of households in Pinehurst are married couples without kids who own their homes. That group makes up almost half of all households in the Village. The second largest group (almost 25%) are nonfamily households that own. These could be singles or roommates.

These groups are followed by married couples with kids that own their homes (9%) and nonfamily households that rent (8%). These four groups make up nearly 75% of households within the Village.

Approximately 12% of owner-occupied households have children, while 27% of renter-occupied households have children. This is different than most places where owner-occupied housing tends to have more children than renter-occupied housing. This is likely due to the age of the population.

Renter households tend to be younger than the owner-occupied households.




| | Owner-Occupied | | | Renter-Occupied | | |
|---|---|---|---|---|---|---|
| | No | % of Owner | % of Total | No | % of Renter | % of Total |
| **Married-Couple w/Kids** | 665 | 11% | 9% | 249 | 23% | 4% |
| **Married-couple w/o Kids** | 3,476 | 58% | 49% | 207 | 19% | 3% |
| **Single Male Headed HH w/kids** | 45 | 1% | 1% | 0 | 0% | 0% |
| **Single Male HH w/o Kids** | 32 | 1% | 0% | 14 | 1% | 0% |
| **Famale Headed HH w/Kids** | 58 | 1% | 1% | 41 | 4% | 1% |
| **Female Headed HH w/o Kids** | 70 | 1% | 1% | 28 | 3% | 0% |
| **Nonfamily HH (single, roommates)** | 1,679 | 28% | 24% | 541 | 50% | 8% |
| **Total** | 6,025 | 100% | 85% | 1,080 | 100% | 15% |

*Source: American Community Survey, 5 year estimates, 2018*

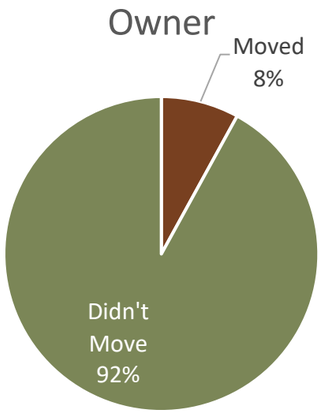
## Geographic Mobility Data from the Census

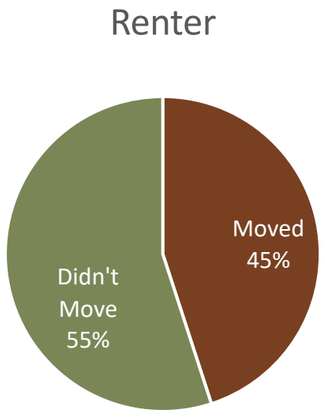
Approximately 8% of owner-occupied households moved in the previous year. This is very similar to the national average of 7.7% of owners moving in the previous year.

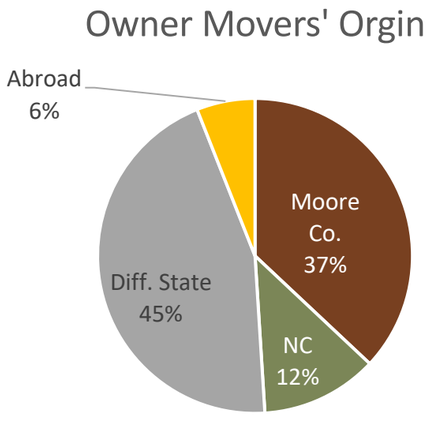
Based upon this data, approximately one-half of new owner households in Pinehurst will come from outside of the state, 40% are moving within Moore County, and 10% from another location within North Carolina.

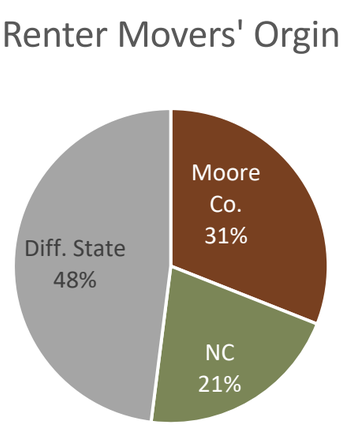
Approximately 45% of renter-occupied households moved in the previous year. This is significantly higher than the national average of 23% of renters moving in the previous year.

Based upon this data, approximately one-half of new renter households in Pinehurst will come from outside of the state, 30% are moving within Moore County, and 20% from another location within North Carolina.




## Economic and Demographic Information Summary

The projected job and household growth provides a solid background for the demand for multiple land uses within the Village of Pinehurst. The Village's jobs are concentrated in health care and hospitality and the households are fairly homogeneous.

Jobs in Pinehurst are expected to grow at a stable rate over the next few years. Catalytic events such as the USGA could bring additional, unexpected jobs to the area. The USGA is currently planning on bringing 50 jobs to Pinehurst. In general, the employment in Pinehurst is concentrated in health care, accommodation, and food service.

Almost 60% of the people who work in Pinehurst live in Moore County. The reverse is also true – almost 60% of the residents of Pinehurst that work are employed in Moore County. This is a fairly high capture suggesting Moore County has a fairly insular employment market.

Similar to employment, households are projected to grow at a stable rate in Pinehurst. The typical Pinehurst resident is a married couple over the age of 50, well-educated, affluent, and white.

The majority of residents in Pinehurst own their homes. There is a fairly sizeable amount of second homes in the community as well compared to the national average. People who move to Pinehurst are split between those from outside of the area and state (50%) and those from the area (30-40%).

**The economic and demographic data for Pinehurst provides a strong foundation for the demand for additional land uses.**

## Innovation Districts and Attracting High-Tech Jobs

Innovation Districts are dense, walkable, mixed-use areas that facilitate the creation and commercialization of new ideas. They connect research/technology/anchor institutions with people and companies that can leverage those ideas into new jobs and technologies.

Innovation Districts, no matter how big or small, or whether in a large metropolitan area or a small community like Pinehurst, need to have anchors – such as universities, medical research centers, cultural attractions, etc. They are places where residents can live, work, and play in a vibrant area that fosters creativity and technology transfer. Many smaller communities appear to be trending towards an arts and culture type Innovation District bringing together artists, visitors, and residents.

In the *2019 Comprehensive Plan, Envision the Village*, The Village of Pinehurst had designated Pinehurst South as an "Innovation Hub" that would create "one connected master planned area with a primary focus on office, medical, life science, and research facilities with small-scale supporting retail services… It could also include a residential component as well."

A report published by the Brookings Institute in May 2014 titled, "The Rise of the Innovative Districts: A New Geography of Innovative America" was referenced to identify ingredients necessary for an Innovative District. Current conditions in Pinehurst South were examined to determine the necessary steps to create these ingredients in the area.

Given current conditions, most of the ingredients of successful Innovation Districts are not present in Pinehurst South.

## Ingredients for Innovation Districts

| Ingredient | Exists in Pinehurst South | Can it be Created? | Necessary Steps to Achieve |
|---|---|---|---|
| **Physically Compact** | N | Y | • Introduce more density into the areas<br>• Ensure projects help create a strong street experience |
| **Transit-Accessible** | N | N | • Not relevant in a geography like Pinehurst |
| **Mixed-Use** | N | Y | • While there are a mix of land uses in the study area, the areas are not "mixed-use"<br>• Encourage mixed-use and multiuse development |
| **Presence of Anchor Institution (University or medical)** | N | Maybe | • Would need to identify potential anchors. Most likely in Pinehurst would be related to golf or medical |
| **Close to Downtown** | N | N | • Cannot change the physical location |
| **Historic Building Stock** | N | N | • Historic building stock can't be created, but compatible architecture can be encouraged |
| **Current Location of Technology, Research, Creative Fields, and/or Small Batch Manufacturing** | N | Maybe | • Need to create the type of environment where they want to locate (compact, walkable, etc.) |
| **Current Location of Entrepreneurs** | N | Maybe | • Need to create cultivators that support entrepreneurs (such as incubators)<br>• Need to create the environment to attract entrepreneurs (edgy, exciting, walkable, mixed-use, etc.) |
| **Location of Cultivators (Incubator, Accelerator, Tech Transfer Offices, Etc.)** | N | Maybe | • Would need to create these types of programs and spaces |
| **Neighborhood Amenities (Medical, Grocery, Drug Store, Restaurants, Etc.)** | Some | Y | • Encourage this type of development<br>• Support the market when necessary |
| **Public Realm Spaces (Parks, Plazas)** | N | Y | • A focal point public realm space would need to be created in Pinehurst South |
| **Availability of Space for Start Up Businesses or Inexpensive Housing** | Some | Y | • Relatively inexpensive housing is available near the area<br>• Some available office space |
| **Network Assets (Workshops, Training, Meetings, Breakfasts)** | N | Y | • Would need to create a business community for the Pinehurst South area |
| **Collaborative Leadership Network** | N | Y | • No specific entity leads Pinehurst South. Would need to get government, medical, business community, landowners, and large tenants together to create network |
| **Clear Vision** | N | Y | • Need to finalize the vision and set aside resources to move forward |

As shown on the previous chart, creating an Innovation District or Hub is more than just creating the physical space; programming, vision, and the community would need to come together to make it happen.

For Pinehurst, it would make sense to focus on a narrow scope of industries or technologies. Given the jobs and talent currently available in Pinehurst, the golf and tourism markets would likely be most viable. Although there is a concentration of health care in Pinehurst, most of it is health care providers – not research institutions. In addition, it would be hard to compete with large University health care systems to compete for health care technology firms and jobs. Finally, if health care technology or research were to be expanded in Pinehurst, it would be most advantageous to locate it near the current Medical District.

Pinehurst can emphasize its lower cost of living, quality of life, and specialized talent pool. The goal of creating an Innovation Hub would be to capture some of the economic benefits that an innovation economy can deliver while not trying to compete for technology jobs that aren't likely to locate in the area.

The best feature of Pinehurst South with respect to an Innovation Hub is its availability of land and location relatively close to the new USGA facility. The biggest deficits are the lack of an existing anchor institute within the boundaries, a disjointed land use pattern, limited walkability, and low density layout.

The research from the market analysis suggests the following ideas which should be articulated more fully in a vision for the area.

Pinehurst South could be a modified Innovation Hub – meaning it could be planned to attract and facilitate companies and technologies related to golf, but be willing to accept other industries and users as well. The creation of a walkable area with a strong sense of place would be attractive to a variety of users, residents, and visitors.

The market analysis provides the following critical success factors for attracting users to Pinehurst South:

- Create a vision - The intent of this hub is to facilitate new connections and ideas, accelerate the commercialization of those ideas, and support Pinehurst by growing jobs in a way that leverages its distinct economic position
- Create a strong sense of place - Determine the focal point, add other uses, make it walkable, provide a variety of neighborhood amenities
- Make a unique district - Use the existing golf, trees, culture, and quality of life amenities within Pinehurst and determine Pinehurst South's unique attributes
- Create a marketing and branding campaign - Build upon the strong brand recognition of Pinehurst and the USGA
- Improve pedestrian experience – Add sidewalk and places to walk
- Create a business incubator atmosphere – use the affordable housing to draw emerging businesses
- Benefit from the availability of underutilized land and space in Pinehurst South
- Take advantage of current investor and developer interest in NC 5 area
- Increase connectivity - Connect Pinehurst South to the rest of the Village and the surrounding areas to fully leverage nearby assets
- Work with partners – Work with USGA, Pinehurst Resort, Partners in Progress, and others to attract golf companies to the area. Help ensure Pinehurst South is the location for these new companies

## Golf Innovation in Pinehurst Area

Partners in Progress, the economic development agency for Moore County, NC recently produced a video on the merits of golf industries and companies relocating to Pinehurst to create a cluster of golf businesses similar to what exists in Carlsbad, California.

The USGA is building a second headquarters in Pinehurst. It will include new offices, an equipment testing center, an innovation hub, and a golf museum/visitor center. Pinehurst South is approximately one mile from this new facility.

In addition to the USGA, Golf Pride opened a Golf Pride Global Innovation Center in 2019 near Pinehurst No. 8, approximately three miles from Pinehurst South. Golf Pride makes grips for golf clubs. The facility includes its management and professional teams, an R&D lab with rapid prototyping capabilities, and a new consumer grip fitting studio.

The area could also leverage the U.S. Kids Golf and the Carolinas Golf Association, both of which have headquarters in the area.




*Source: Partners in Progress video*

## Innovation in Golf

Golf has seen a significant amount of innovation within the game, and is projected to continue to innovate. Some of the innovations include:

- State of the art practice facilities
- Technology to help players improve game
- Equipment
  - Golf clubs
  - Golf balls
  - Shoes
  - Gloves
  - Carts

In Carlsbad, California, there are a variety of golf club equipment companies that are located in the area including Titleist, Callaway Golf, TaylorMade, Cobra/Puma, and others. These companies create synergy and a collection of brain power for the industry. They represent a job cluster in the area. There is a goal to bring a similar cluster to the Pinehurst area.

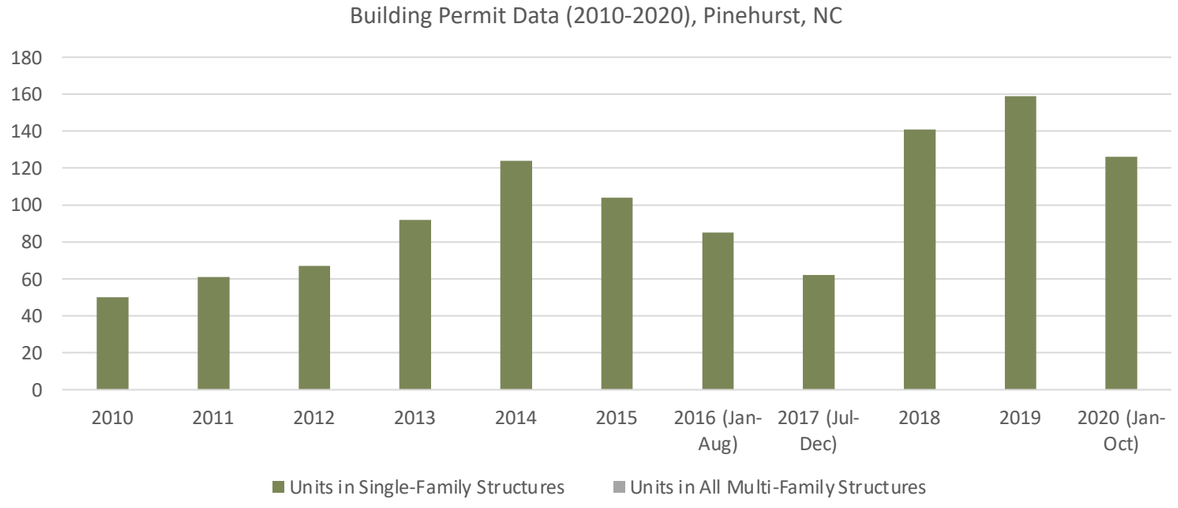
# MARKET STUDY

## FOR-SALE RESIDENTIAL ANALYSIS

### Existing Conditions

The national for-sale residential market remains strong. According to the U.S. Department of Housing and Urban Development, "National housing market indicators available as of November showed activity in housing markets improved overall. Housing market activity has rebounded as buyers take advantage of record-low mortgage rates and the economy reopened more broadly." This trend has been seen in Pinehurst as well. Sales have been strong and prices have continued to increase.

Permits in Moore County peaked in 2005 with just over 1,000 permits pulled. Permits bottomed out in 2009 at approximately 334, and never quite have reached back to the peak in 2005. In 2019, 836 permits were pulled. 2020 is on track to be another strong year with 654 permits pulled between January and September. Permits are a good indicator of new home sales in the market.

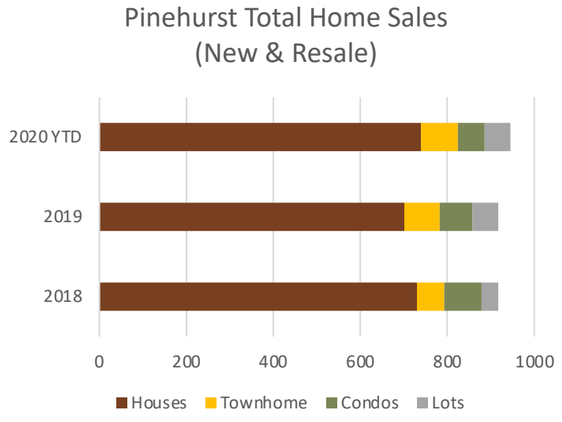



*Source: Village of Pinehurst*

Locally, in Pinehurst, permits are not as good an indicator of health in the residential market, as the area is much smaller and primarily built out. Permits in 2018 and 2019 were significantly higher (approximately 150 each year) than they were in previous years (83 on average between 2010 and 2015). Data is incomplete for 2016 and 2017. All of the recorded permits in the Village were for single-family units.

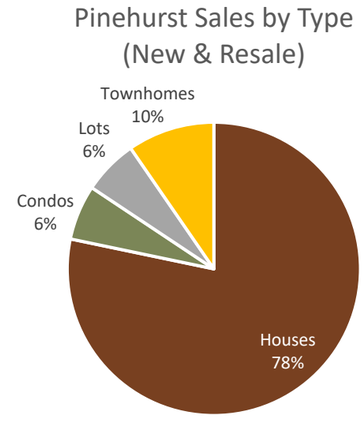
According to data available on Pinehurstrealty.com, there were approximately 2,200 total home sales in Moore County in 2019. This includes both new and resale homes. The average price was close to $300,000. Sales in 2020 are on track to be even higher than 2019, with a slightly higher price point.

Zillow data is available for Pinehurst. Data is available by "Last 12 Months", "Last 24 Months", and "Last 36 Months". Given the data was compiled in November 2020, we estimated "Last 12 Months" to be 2020, "Last 24 Months" less "Last 12 Months" to be 2019, and "Last 36 Months" less "Last 24 Months" to be 2018. The years are not exact, but a fair approximation. Based upon this data, there are approximately 900 home sales in Pinehurst annually including both new and resale. There are an additional 40-50 lots sold annually in the area.



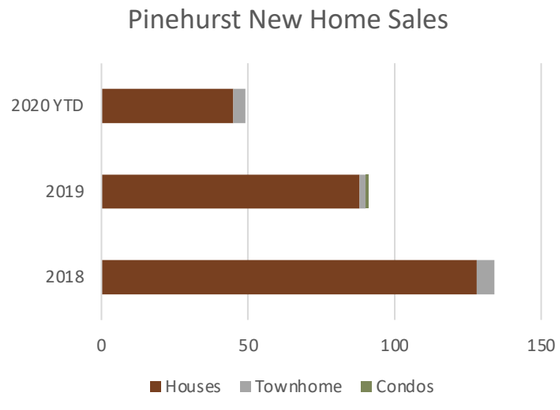

*Source: Zillow.com*

The large majority of sales, approximately 78%, are for single-family detached homes. Excluding lot sales, that number rises to 85% for single-family detached homes.




*Source: Zillow.com*

Utilizing the "year built" available in Zillow, we determined the number of homes that were new. Based upon this data, there are approximately 80-130 new homes sold per year in Pinehurst. This corresponds to the permit data available for Pinehurst. Therefore, approximately 10% to 15% of homes sold each year in Pinehurst are new. The large majority of them, approximately 90%, are for single-family detached homes.




*Source: Zillow.com*

## Housing Data from the Census

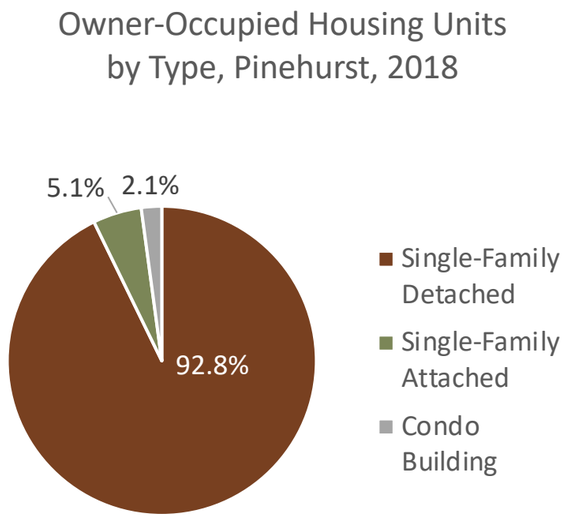
According to the Census (the American Community Survey), of the owner-occupied housing units in the Village of Pinehurst, approximately 93% of them are single-family detached. This is similar to the percentage of sales on the previous page that are single-family detached.

The majority of owner-occupied homes were built between 1980 and 2009. The highest decade of building was in the 1990s. The drop in the number of homes built has more to do with land availability and the recession than it does with underlying home demand.

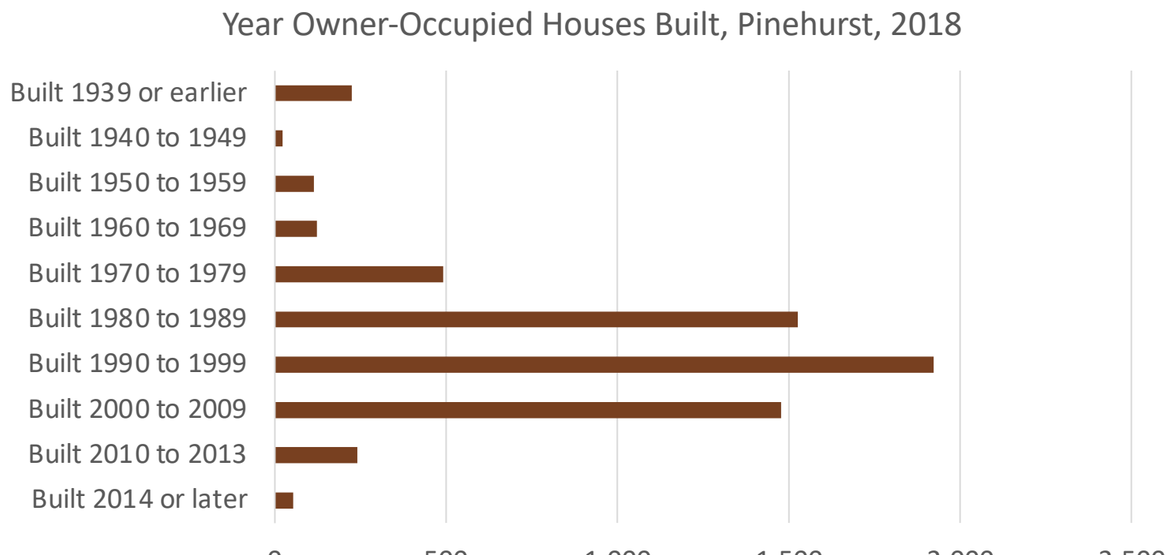
The median home value in the Village of Pinehurst is almost $300,000. The majority of homes have a value between $200,000 and $500,000. Between 2013 and 2018 the median home value increased approximately 4.5%, with the largest jump in the $300,000 to $500,000 category in 2018.

The Census reported approximately 5,712 owner-occupied housing units in Pinehurst. This increased to 6,191 in 2018. This increase of 479 homes is roughly an increase of 100 homes per year in the Village. This is very similar to the number of new homes sold each year as reported by Zillow on the previous page.

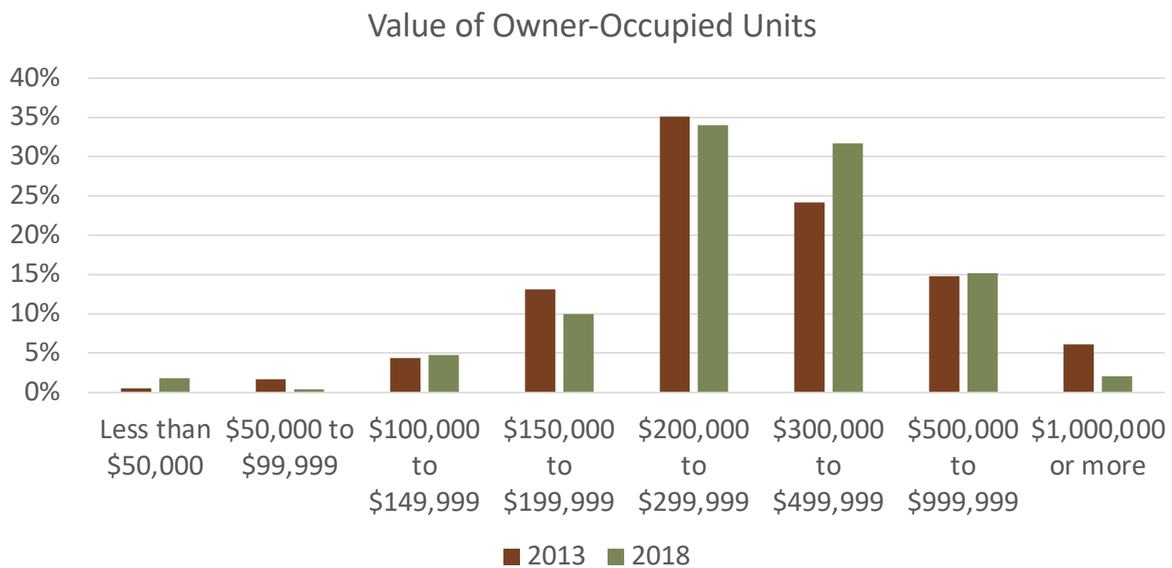
Approximately 56% of owners in the Village have a mortgage. This is down from 2013 when 65% of households reported having a mortgage.




*Source: American Community Survey, 5 year estimates, 2018*




*Source: American Community Survey, 5 year estimates, 2018*




*Source: American Community Survey, 5 year estimates, 2018*

## Local Competitive Market

The for-sale market in Pinehurst is made up of established large-scale master-planned (MPC) golf-oriented communities (such as the Country Club of North Carolina or Pinewild Country Club). Within these large communities, there are a large number of resales as well as new home and lot sales. In addition to the typically older golf-oriented MPC and Old Town Pinehurst itself, there are smaller subdivisions in and around Pinehurst that tend to be non-amenity oriented, and feature smaller and less expensive housing.

Anecdotally, these two different types of communities attract a different buyer profile. The large MPC tend to attract older, wealthier couples and are often retirement or second homes. The smaller subdivisions attract a younger, family market, often military personnel that work in Fort Bragg.

The market is currently very tight in Pinehurst. Inventory is very low, and housing has been selling very quickly. Prices have been rising. Current buyers tend to be from outside of Pinehurst, looking to get away from the urban areas where they currently live. Feeder markets include New York, Chicago, California, Pennsylvania, Ohio, and others.

Outside of pandemic times, real estate agents report that buyers are a combination of: retirees (33%), military (33%), and others (33%). Others include people moving to be close to their kids or their parents, commuters, horse farm buyers, and land buyers.

We collected data on 18 communities in the area that offer new homes for sale. These homes are depicted on the map. Some of the communities, such as Walker Station, are all new home homes, with typically less than 100 units in the community. The other type of community is a golf-oriented MPC with a mixture of older, resale homes, lot sales, and infill new homes.

The projects are located both within and outside of the Village of Pinehurst. The market area for homes is wider than the village itself. Buyers would consider homes in the surrounding communities as well.

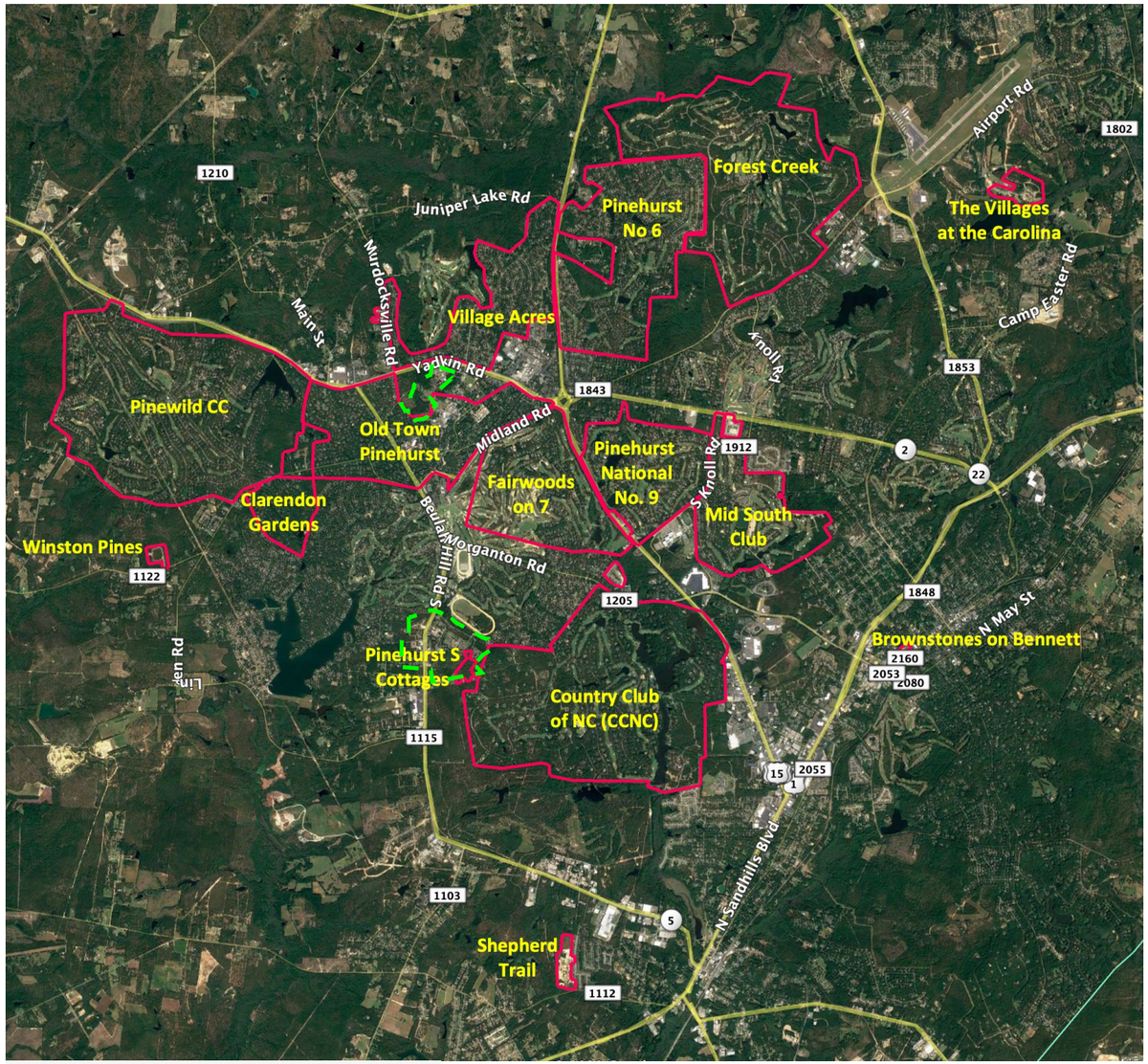
Based upon data from Zillow.com, the smaller subdivision communities tend to sell between 15-35 homes per year, with an average of around 20 new home sales per year. Almost all of the new homes sold in the area are for single-family detached homes.

These subdivision homes tend to be priced from $300,000 to $400,000, with homes between 2,000 and 3,500 square feet. The price to size charts included in the Appendix demonstrate the range of new home prices and sizes sold in each of the communities. The bottom axis shows the home sizes in square feet, and the side axis shows the home prices.

Based upon Zillow.com data, the larger golf-oriented communities can sell up to 50-75 homes per year, including both new and resale. The new home sales in these communities tend to be less than the resale home volume.

Home prices in these communities can vary widely given the age of the homes, sizes, orientation, and other factors. We examined both resale and new home prices. As shown on the price to size chart labeled, “For-Sale Homes Price to Size Chart – Large Golf-Oriented, New Homes Only” in the Appendix, there are two distinct ranges of these prices. The less expensive tend to sell new homes from $300,000 to $500,000, with homes between 1,700 and 3,500 square feet, similar to the subdivision homes. While the more expensive communities range from $500,000 to $1 million, with homes from 2,500 to 4,500 square feet on average.

More data is included in the Appendix.



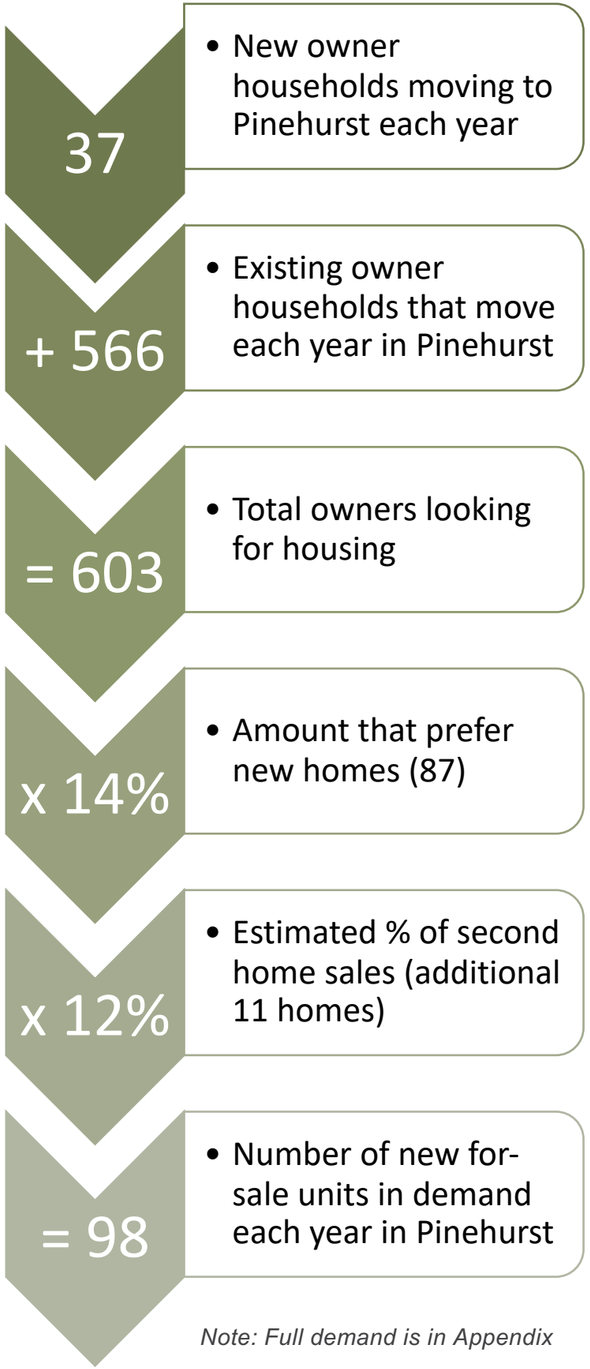
## For-Sale Residential Projections

Duggal Real Estate Advisors completed a demand analysis for for-sale product within Pinehurst based upon projected household growth and existing households in turnover.

Based upon this analysis, there could be demand for an average of approximately 100 new for-sale units within the Village per year. Some years will have higher sales of new homes, and some years will have less. Having the potential for the demand does not mean the demand will or should be realized – it just indicates that based upon the demographics and preferences of households in the area, the Village could support these for-sale units if built.

The demand model utilizes the following information. The full detailed demand model is provided in the Appendix.

- Existing and new households within the Village of Pinehurst. The existing households include those that are moving each year (in turnover).
- The demand model is stratified by income to determine affordable house price. The households are further defined by being owner households.
- The number of new owner households is further refined by being likely to choose new product.




*Note: Full demand is in Appendix*

## For-Sale Residential Market Summary

There is strong demand for for-sale residential product in the Village of Pinehurst, capturing expected household growth as well as filling the demand for primary homes, second homes, and retirement homes. Both planning areas, Village Place and Pinehurst South, are appropriate locations for for-sale residential.

Permits and sales continue to increase, suggesting a healthy market with strong demand fundamentals. Pinehurst is a popular area for housing given the historic character, architectural variety, and golf and other activities.

Home prices continue to rise in Pinehurst, but are still considered more attainable/affordable than similar housing in other parts of the country, making Pinehurst a very attractive area for retirement housing. New homes in non-golf oriented communities tend to sell for $300,000 to $500,000 on average, while new, infill housing in golf-oriented master-planned communities tend to sell for $450,000 to $750,000. There are new homes available both above and below those price ranges.

VP

Single-family homes selling in Village Place tend to be priced from $200,000 to $400,000. The two new homes that have sold in the area sold for approximately $300,000. New product within the study area could be a combination of small lot single-family detached, townhome/attached, and possibly condominium product. The price point would be above existing homes within the study area, likely within the middle band of new houses in the Pinehurst area. The pricing would depend on the location, amenities, and other development that occurs in the area.

PS

There are very few for-sale houses within the Pinehurst South study area. Just outside of the area to the west is a townhouse/attached home community built in the late 1980s that sells units for between approximately $180,000 and $230,000. For-sale homes would be marketable in the study area. There could be a combination of small lot single-family detached and townhome/villa product. The pricing would be above the existing product, and likely within the middle band of new houses in the Pinehurst area. The pricing would depend on the location, amenities, and other development that occurs in the area.

**Pinehurst is projected to see strong owner household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

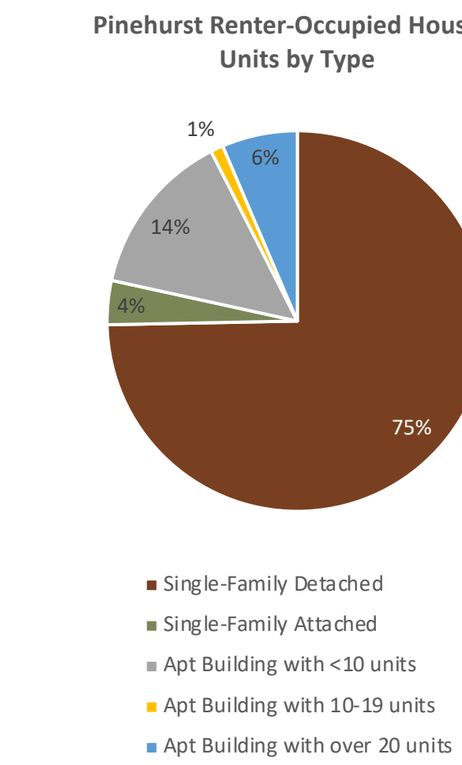
# MARKET STUDY

## FOR-RENT RESIDENTIAL ANALYSIS

### Existing Conditions

Nationally, the apartment market has rebounded after having poorer performance directly after the shut-downs in the second quarter due to the coronavirus pandemic. This suggests that the underperformance was due to the lockdowns as opposed to changing demand conditions.

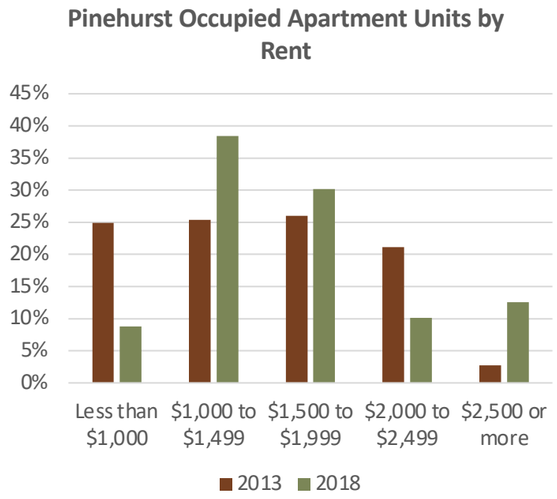
In Pinehurst, most of the renter-occupied housing is single-family detached housing, not an apartment building. The census data does not include short-term rentals under renter-occupied housing.




*Source: ACS 5-Year Estimates (2018)*

According to the American Community Survey (ACS) from the Census, the median rent in Pinehurst in 2018 was $1,547, with the majority of units renting for between $1,000 and $2,000 per month.

Rents have increased approximately 3.5% between 2013 and 2018. Approximately 170 rental units were added between 2013 and 2018, or 34 per year.



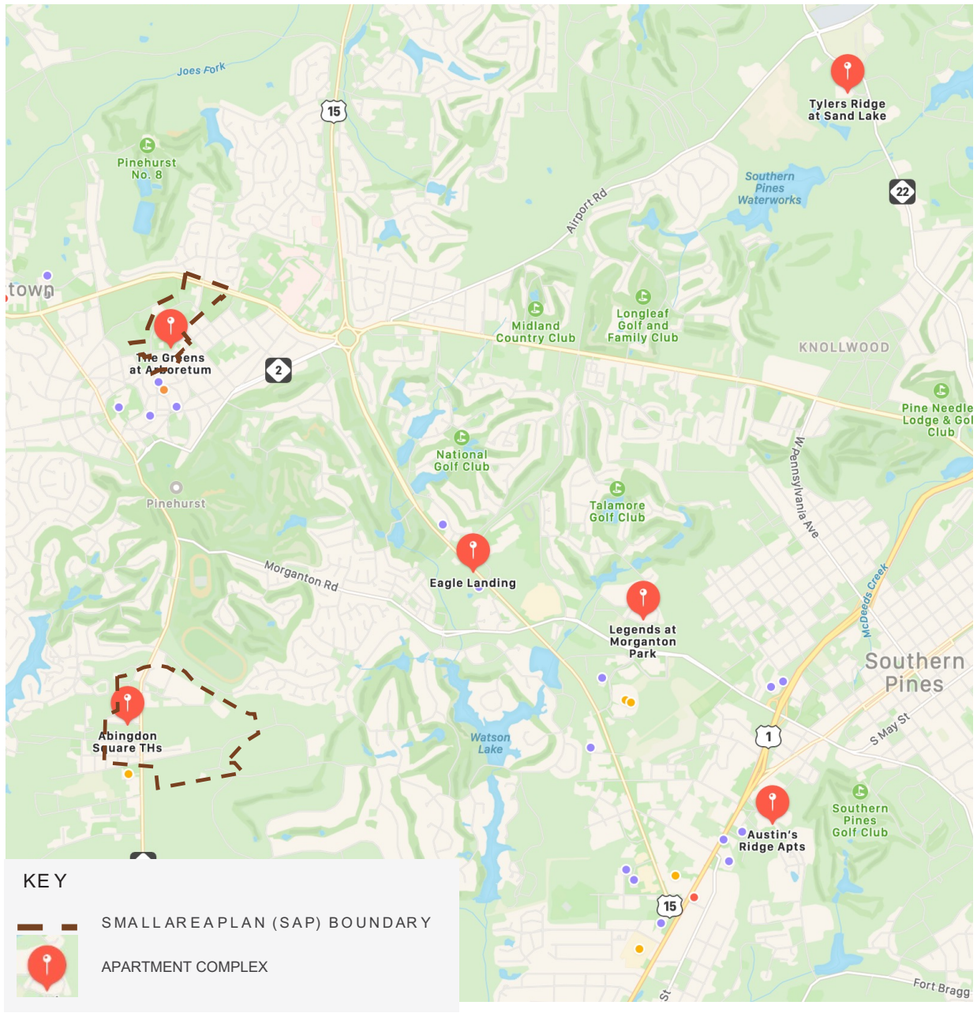

*Source: ACS 5-Year Estimates (2013 and 2018)*

### Local Competitive Market

We examined five existing apartment communities in the area and one planned apartment project in the area. On average, they are 97% occupied and have an average of 133 units. Renters are a mixture of transient renters (those waiting to buy or build a home), medical professionals, young professionals, military, and family.

The projects lease-up well, and have stayed well-occupied. The newest projects lease at approximately $1.20 to $1.40 per square foot ($1,100 to $1,600 per month).

Detailed information on each apartment is included in the Appendix.



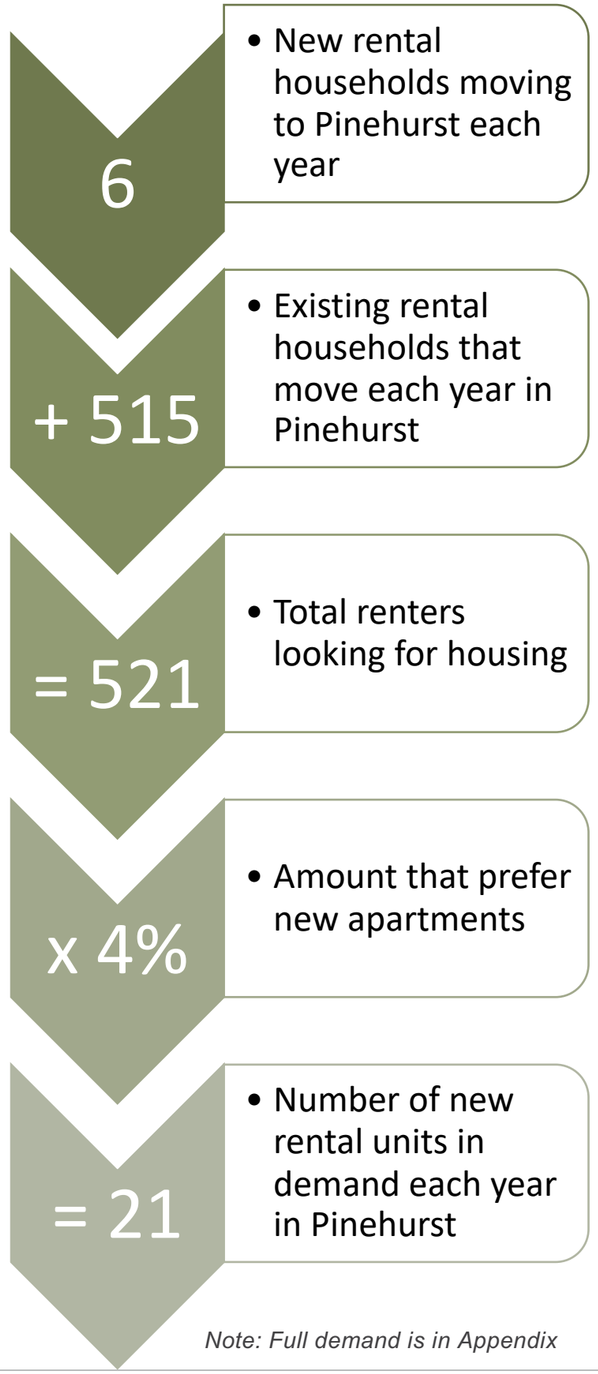
## For-Rent Residential Projections

Duggal Real Estate Advisors completed a demand analysis for rental product within Pinehurst based upon projected household growth and existing households in turnover.

Based upon this analysis, there could be demand for approximately 20-25 new rental units within the Village per year on average. Some years will have no apartment construction, leading to pent up demand for future years. Having the potential for the demand does not mean the demand will or should be realized – it just indicates that based upon the demographics and preferences of households in the area, the Village could support these rental units if built.

The demand model utilizes the following information. The full detailed demand model is provided in the Appendix.

- Existing and new renter households within the Village of Pinehurst. The existing households include those that are moving each year (in turnover).
- The demand model is stratified by income to determine affordable rent. The households are further defined by being renter households.
- The number of new renter households is further refined by being likely to choose new product.
- With approximately 20 units in demand per year, the Village could support a new apartment complex, if land were available, about every three to eight years.




*Note: Full demand is in Appendix*

## For-Rent Residential Market Summary

There is stable demand for for-rent residential product in the Village of Pinehurst, capturing expected household growth as well as filling the demand for transient renters (people waiting to move into a house, medical workers, military, etc.). Both planning areas are appropriate locations for for-rent residential.

Vacancy continues to remain low despite the addition of 180 apartment units in the region since 2020. Current vacancy is approximately 3%, indicating a strong, in-balance apartment market.

Rental rates, although not overly high compared to more suburban areas, have continued to rise in recent years. New rental product in Pinehurst is likely to rent at the higher end of the market, similar to The Greens at Arboretum. One bedrooms range from $1.43 to $1.63 per square foot ($1,000-$1,200/month), two bedrooms range from $1.18 to $1.26 per square foot ($1,200-$1,300/month), and three bedrooms range from $1.25 to $1.55 per square foot ($1,600-$2,200/month).

The Greens, a relatively new apartment complex, is located within Village Place. New for-rent residential would be marketable within the study area. It is walkable to the Village Core, is close to services and amenities, and close to open space. The rents would likely be similar to The Greens with an average rent of approximately $1,400 per month.

Pinehurst South currently has a rental townhome community, Abingdon Square Townhomes, and the Inn at Quail Haven Village, a senior continuing care retirement community (CCRC). It would be a marketable location for a rental community. It would be positioned slightly below new apartments in Village Place given it is not walkable and farther from services and amenities. The rents would likely be slightly lower than The Greens with an average rent of approximately $1,400 per month.

**Pinehurst is projected to see modest rental household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

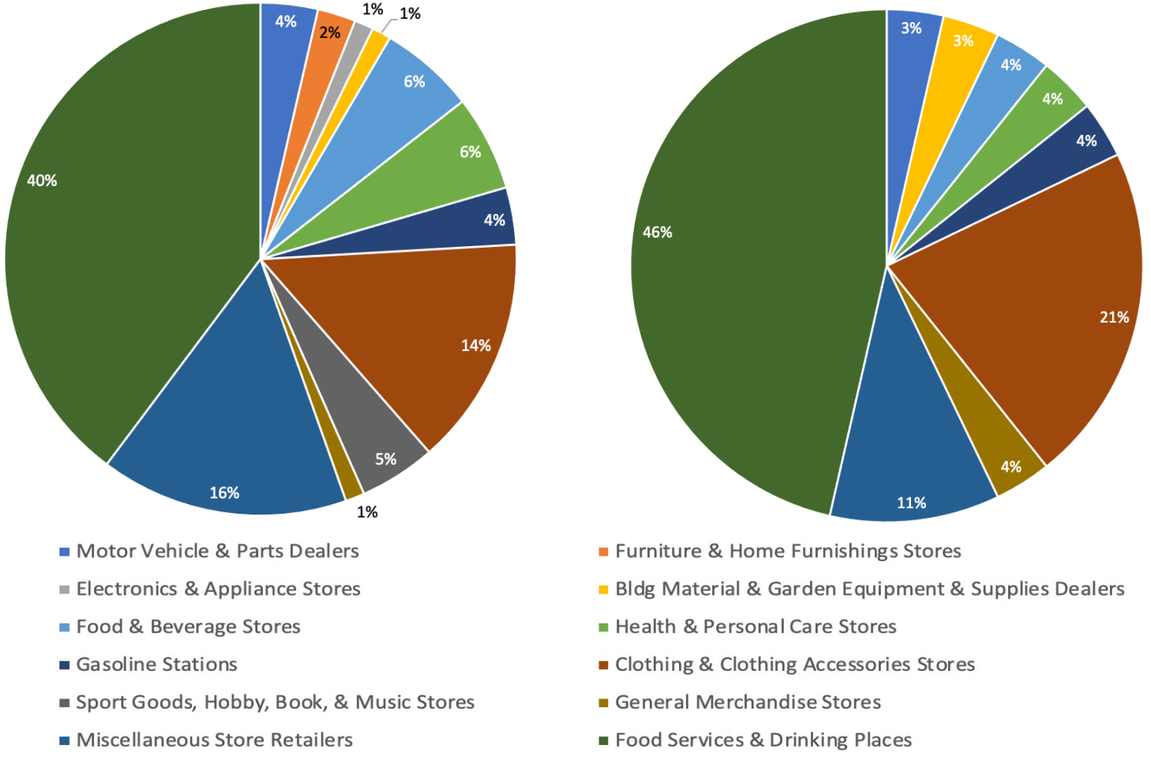
# MARKET STUDY

## RETAIL ANALYSIS

### Existing Conditions

The national retail market has been impacted by Covid-19. Shutdowns throughout the country in retail and restaurants have hurt tenants and landlords. Stores that provide essentials (such as grocery stores or drugstores) have done better during the pandemic. Nationally there has been negative absorption of retail space (meaning more space was vacated than tenanted), and some tenants struggle to pay their rents. There has also been a wave of closures and bankruptcies. Nationally, the net absorption of new retail space is projected to take as long as mid-year 2022.

**Pinehurst Village, Breakdown of Retail by NAICS Code**




Locally, brokers have indicated that the overall the market is still doing well, with an estimated 5% vacancy rate. Centers with strong grocery anchors are performing better than average.

Pinehurst Village has approximately 85 retail businesses. Of these, approximately 30 (or 35%) are located within the Village Core. The largest percentage of retail businesses (40% in Village and 46% in Village Core) are Food Services and Drinking Places. Based upon Moore County Assessor data, there are approximately 165,000 square feet of retail in the Village. Most of the shopping of Village residents is done outside of the Village limits.

**Pinehurst Village Center, Breakdown of Retail by NAICS Code**



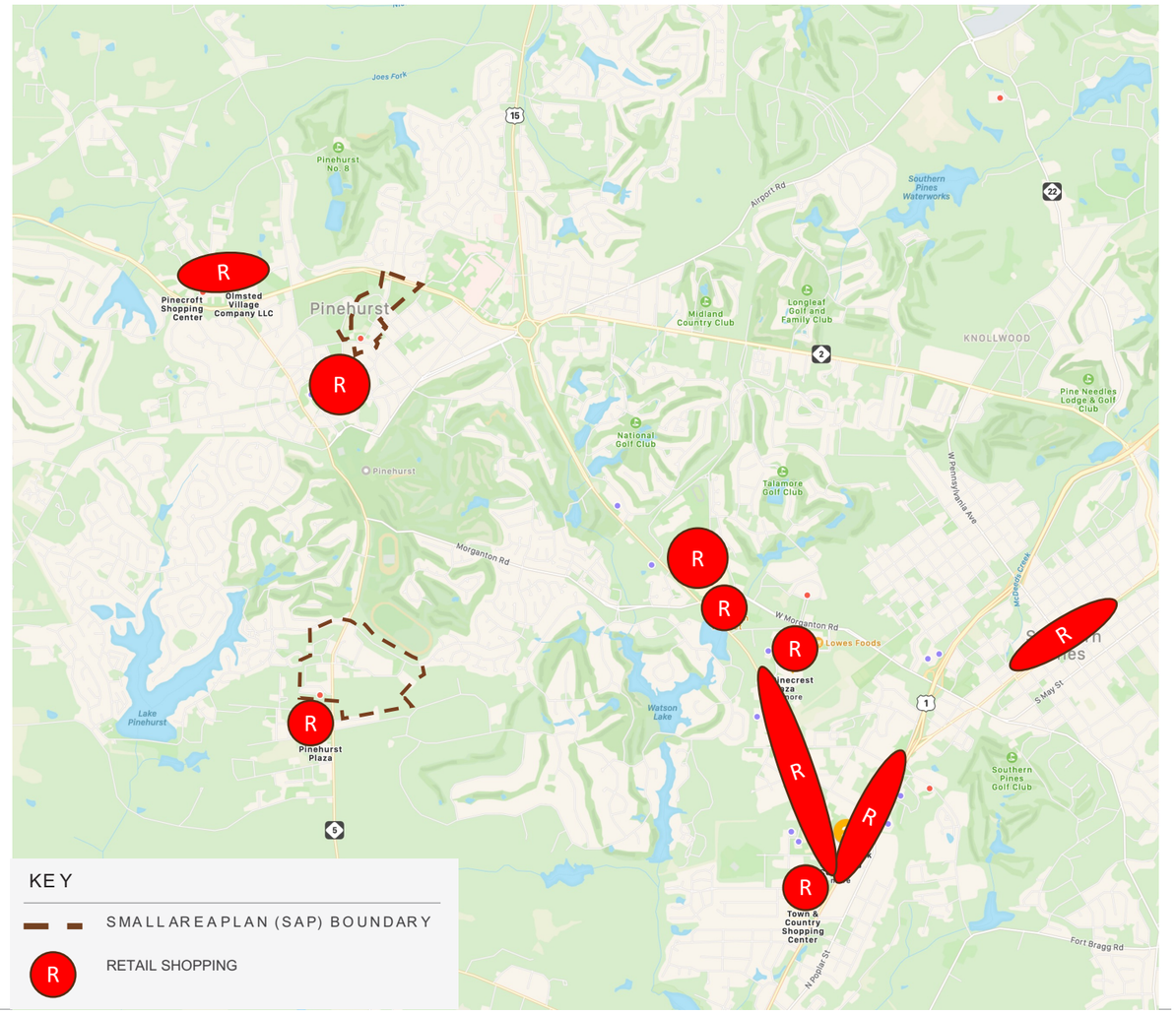

*Source: Esri*

### Local Competitive Market

Retail in the Pinehurst area is made up of downtown retail, shopping/strip centers, and stand-alone corridor-oriented retail.

We collected data on eight different shopping centers in the area to understand the retail market in the area.

The shopping centers vary in size from 50,000 square feet at Pinehurst Plaza near Pinehurst South to almost 280,000 square feet at Pinecrest Plaza along US 15-501. The centers are approximately 94% occupied. Most of the shopping centers are located along US 15-501 and US 1. There are also shopping centers along NC 211.



## Local Competitive Market Cont.

Lease rates in the area for well-placed retail tends to be in the mid $20s per square foot triplet net (NNN – meaning, the tenant is responsible for paying the taxes, insurance, and common area maintenance fees). The area has been slowly shifting from gross rents (where the landlord pays the taxes, insurance, and common area maintenance) to NNN rents. Triple net rents are more typical for retail across the country, while gross rents are more typical for office spaces.

Some new retail in the best locations has been reaching as high as the mid $30s/SF NNN. The best retail in the US 15-501 area is in the high $20s/SF NNN. Older retail in the area is typically in the low to mid teens ($13/SF NNN).

Interviews suggested that new retail would need to achieve around $24-$30/SF NNN in order to be viable.

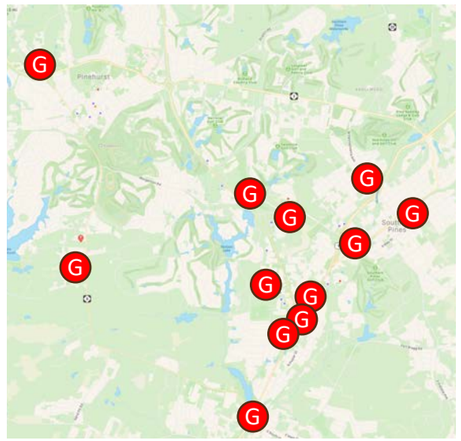
**Pinehurst, Southern Pines & Aberdeen Area Estimated Retail Lease Rates**

| Location | Estimated Average Lease Rates |
|---|---|
| Downtown Southern Pines | $30/SF NNN |
| Downtown Pinehurst | $20-$24/SF NNN |
| Aberdeen | $12-$15/SF NNN |
| Newest retail in best locations | $30-$34/SF NNN |
| US 15-501 area strong retail | $27-$30/SF NNN |
| NC 5 near Pinehurst South | $12-$15/SF NNN |
| Older, outdated retail | $8-$12/SF NNN |
| General lease rate for reasonable retail | $20-$22/SF NNN |

*Source: Internet searches, broker conversations*

The Pinehurst area has a mixture of locally-serving (such as grocery stores, drugstores, restaurants) and regionally serving (such as department stores, big boxes, discount stores) retail. The locally serving is spread out somewhat throughout the area, while the regionally serving is concentrated in the US 15-501 area.

**Grocery Store Locations**




*Source: Apple Maps*

**National Chain Store Locations**




*Source: Loopnet*

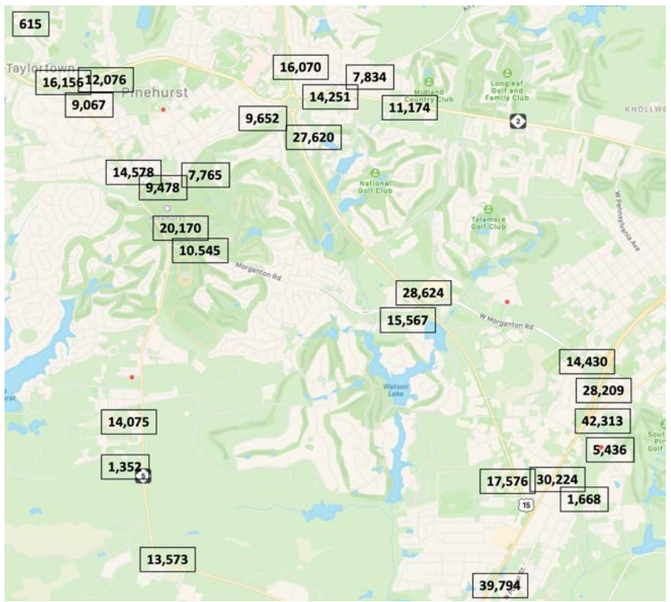
## Site Selection

An important site decision criteria for retailers is traffic counts. Most retail tenants prefer to be located in an area with high traffic counts.

The traffic counts in the area are highest along US 15-501 with up to 30,000 or 40,000 cars per day. Near Pinehurst South along NC 5 there are approximately 15,000 cars per day, and along NC 211 near Village Place there are approximately 12,000 to 16,000 cars per day. There are less cars within the boundaries of each of the planning areas.

The amount of traffic required varies based upon location (urban, suburban, and rural, for example) and type of retail. A typical rule of thumb would be 20,000 cars per day. However, in a location like Pinehurst, 15,000 cars per day would likely meet the requirement. This is positive for retail near the planning areas.

**Traffic Counts**




*Source: Loopnet*

Other important criteria for retailers include the number of people that live within their trade area, the average household income, and sometimes education levels.

A national grocery store, for example, requires 40,000 people within three miles with median household incomes of $50,000 (source: ICSC).

The planning areas meet the requirements for many of the retailers. The population of Village of Pinehurst, Southern Pines, and Aberdeen combined is approximately 40,000. Pinehurst is is highly educated, and the median income is approximately $80,000.

The below tables are not absolutes, and are national averages. Likely in Pinehurst, retailers would be satisfied with lower requirements, but it provides an idea of what types of locations would be viable for different retail types.

**Retail Tenants Site Selection Criteria**

| | Type | Mile Range | Min. Pop. | Avg. HH Income | Traffic Count |
|---|---|---|---|---|---|
| Locally Serving | Drug Store | 1 | 10K | $20K | 15K |
| | Grocery | 3 | 40K | $50K | 20K |
| | Salon | 3 | 36K | $45K | 5K |
| Regionally Serving | Clothing | 5 | 100K | $60K | n/a |
| | Furniture | 5 | 100K | $55K | 25K |
| Food & Beverage | Sit-Down Rest. | 3 | 56K | $50K | 23K |
| | Fast Casual | 1 | 10K | $50K | 10K |
| | Coffee Shop | 1 | 10K | $60K | 25K |

*Source: Internet searches*

## Retail Projections

Duggal Real Estate Advisors completed a demand analysis for retail within Pinehurst based upon household retail expenditures and retail sales.

Based upon this analysis, there is a significant amount of retail leakage in Pinehurst – meaning that people in Pinehurst spend their retail dollars outside of the Village limits. This is not surprising given the location of the retail in the area and the size of the community; the retail in the Village functions as part of a larger market area.

We also completed a demand model for Moore County overall. This also suggests leakage in many retail categories such as Motor Vehicle Dealers, Furniture Stores, Building Supply Stores, Gas Stations, Clothing Stores, and others.

In order to keep the demand for retail conservative, we focused demand potential based upon future household growth, as opposed to capturing retail demand that is being met in other areas or potentially on-line.

Based upon these demand models (provided in detail in the Appendix), the households in the Village can support an additional 20,000 to 25,000 square feet of retail by 2025, and every five years after that if household growth continues as projected. Based upon where retail is located in the area, not all of this demand would likely be located within the Village limits.

Moore County, excluding Pinehurst, can support an approximate additional 90,000 to 100,000 square feet of new retail every five years.

The demand models provide square feet by retail type. We note that this demand is for an average five year period, and that the next year or two could be overly challenging for retail given the recovery needed post Covid-19.

215
- New Pinehurst Households (2020-2025)

x $42,623
- Amount spent on retail per household in Pinehurst

= $9.2M
- Total new retail expenditures in the next 5 years

/ $415
- Sales per square foot at retail establishments

= 22,000
- Total new square feet supported in the next 5 years

*Note: Full demand is in Appendix*

## Retail Market Summary

There is stable demand for new retail within the Village of Pinehurst. Demand for new retail is primarily driven by households in the area, as well as tourists. Both planning areas could be appropriate locations for locally-serving retail. Neither would be an ideal location for regional retail.

Retail occupancy is currently down due to Covid-19, but still performing relatively well compared to other similar parts of the state that are reported to be experiencing higher vacancy. Occupancy should increase after the pandemic is over.

$

The average rental rate has been relatively stable, and in many places the rental rates are approaching the amount needed for new construction (roughly $24 to $30/SF).

VP

Village Place is adjacent to the Village Center. There is also a collection of small retail along Rattlesnake Trail. This area could be built upon. Village Place would be an appropriate location for retail including restaurants, entertainment, tourist-oriented, and locally serving retail. Larger format retail might prefer to be along NC 211, while smaller retail could be an extension of the Village Core, brewery, and retail along Rattlesnake Trail.

PS

Pinehurst South is adjacent to some underperforming, older retail. Within Pinehurst South there are some retail businesses including the new ABC store, bank, and framing shop. Pinehurst South would be a reasonable location for retail. The main challenge on the eastern side of NC 5 is access – retail needs good access, and the rail road crossings make that difficult. There could be some smaller retail that supports the existing businesses. The western side of NC 5 would be a good location for locally-serving retail.

**Pinehurst is projected to see modest retail growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

# MARKET STUDY

## OFFICE ANALYSIS

### Existing Conditions

The national office market has been negatively impacted by Covid-19. Office-using employment is down significantly and many companies are looking to re-negotiate leases, sublet some of their space, or consolidate into smaller spaces. It is not clear what the long-term impact of Covid-19 will be on people working from home. It is likely that more people will work from home at least part time after the pandemic, impacting the overall demand for office space. National office vacancy rates which were under 10% in early 2020, are expected to jump to 12% or higher and stay that way for a while. The Class A market has been hit worse than the Class B and C markets, likely due to lease rates and job type (essential versus non-essential).

It is harder to gauge the complete impact of Covid-19 on the local office market. Knowledgeable professionals have indicated that the market is well-occupied, and some areas have experienced a good amount of turnover.

In the Pinehurst area, many office service uses (such as accountant, real estate agent, etc.) occupy retail space. Based upon conversations with brokers as well as internet searches, we have put together the following table with average office lease rates.

Lease rates in the area for office tends to be in the $12-$18 per square foot triplet net (NNN – meaning, the tenant is responsible for paying the taxes, insurance, and common area maintenance fees). The area is a mixture of net rents and gross rents (where the landlord pays the taxes, insurance, and common area maintenance). Triple net rents are more typical for retail across the country, while gross rents are more typical for office spaces.

**Pinehurst, Southern Pines & Aberdeen Area Estimated Retail Lease & Sales Rates**

| Location | Est. Avg. Lease Rates |
|---|---|
| **Pinehurst Downtown** | $12-$15/SF NNN |
| **Southern Pines New Space** | $18-$22/SF Gross |
| **Older Office** | $10-$15/SF Mixture of Gross & NNN |
| **Turnberry Office Park** | $12-$18/SF NNN, up to $22/SF |
| **Medical Office** | $12-$25/SF NNN, $300K for a lot |
| **Trotter Hill** | $100-$150K for a lot |

*Source: Internet searches, broker conversations*

Pinehurst Village has approximately 188 businesses that could occupy office space. The largest number of businesses are in the “Other Services” category, followed by Real Estate, Rental & Leasing Offices, and Professional, Scientific and Technical Services. Based upon Moore County Tax Assessor data, there are approximately 230,000 square feet of office in the Village. In addition to these business types, there are 73 businesses in Pinehurst related to health care and social assistance, leading to the demand for medical office space. There are approximately 500,000 square feet of this type of space. This square footage likely includes the hospital.

| Businesses and Employees in Pinehurst by NAICS | No. of Businesses | No. of Employees |
|---|---|---|
| Information | 10 | 56 |
| Securities, Commodity Contracts & Other Financial | 16 | 39 |
| Insurance Carriers & Related Activities; Funds, Trusts | 7 | 22 |
| Real Estate, Rental & Leasing | 37 | 221 |
| Professional, Scientific & Tech Services | 31 | 315 |
| Legal Services | 6 | 46 |
| Management of Companies & Enterprises | 2 | 6 |
| Administrative & Support & Waste Management & Remediatio | 12 | 60 |
| Other Services (except Public Administration) | 55 | 314 |
| Public Administration/Government | 12 | 192 |
| Total | 188 | 1271 |
| Health Care & Social Assistance | 73 | 4720 |

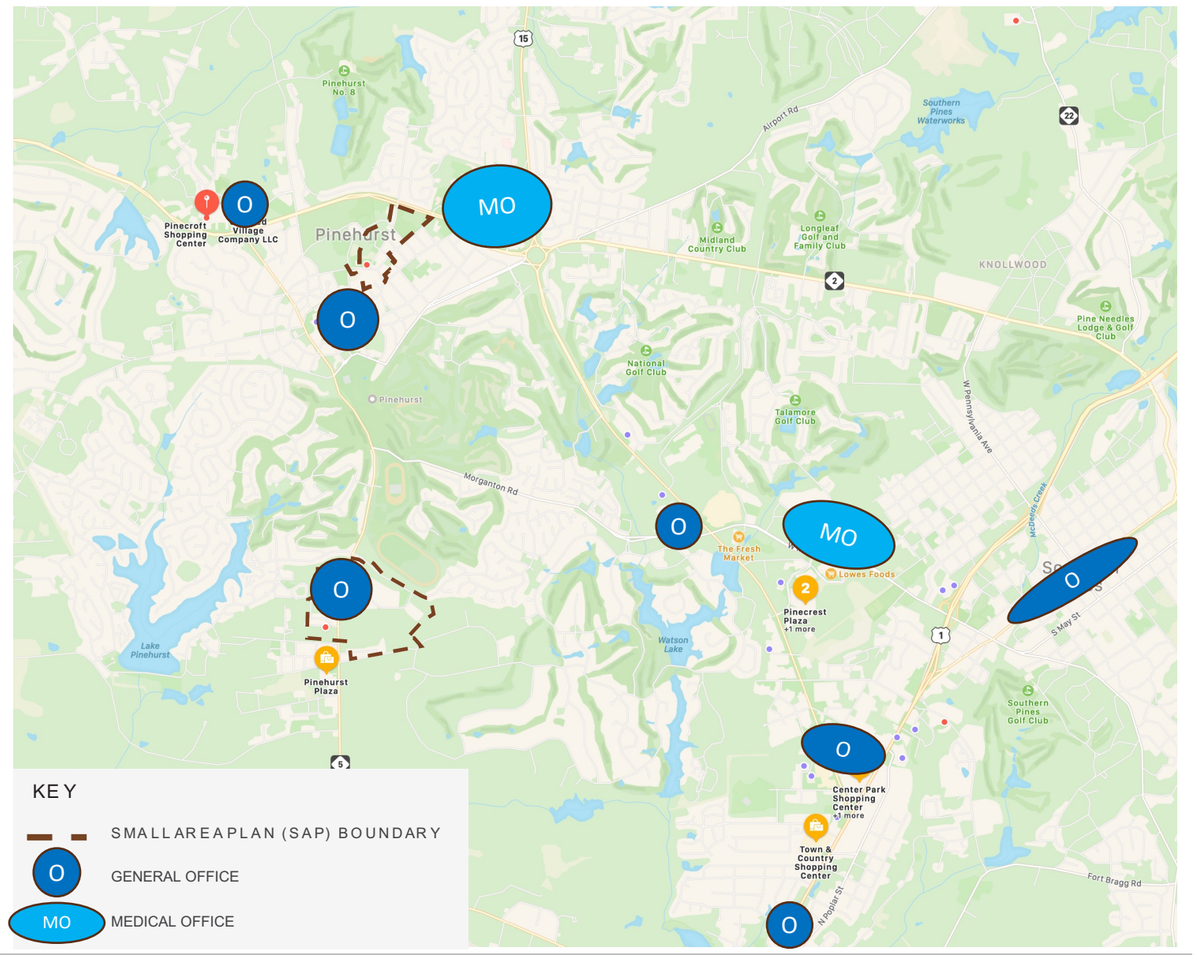
*Source: Esri*

### Local Competitive Market

Office in the Pinehurst area is located in many of the same areas as retail, but there are concentrations near the hospital, the downtowns, near US 15-501/US 1 and in business parks such as Turnberry Wood and Trotters Hill Circle. There is also some office space on NC 5 closer to US 15-501 that is more flex-space in nature.

Flex space would typically accommodate both warehouse and office space, and be a real estate product in-between industrial and office space.

Since many offices are owner-occupied (possibly as much as 60% of the market), the overall vacancy of office space is hard to determine. New space tends to take some time to lease-up, but there is not a lot of vacant space in the market.

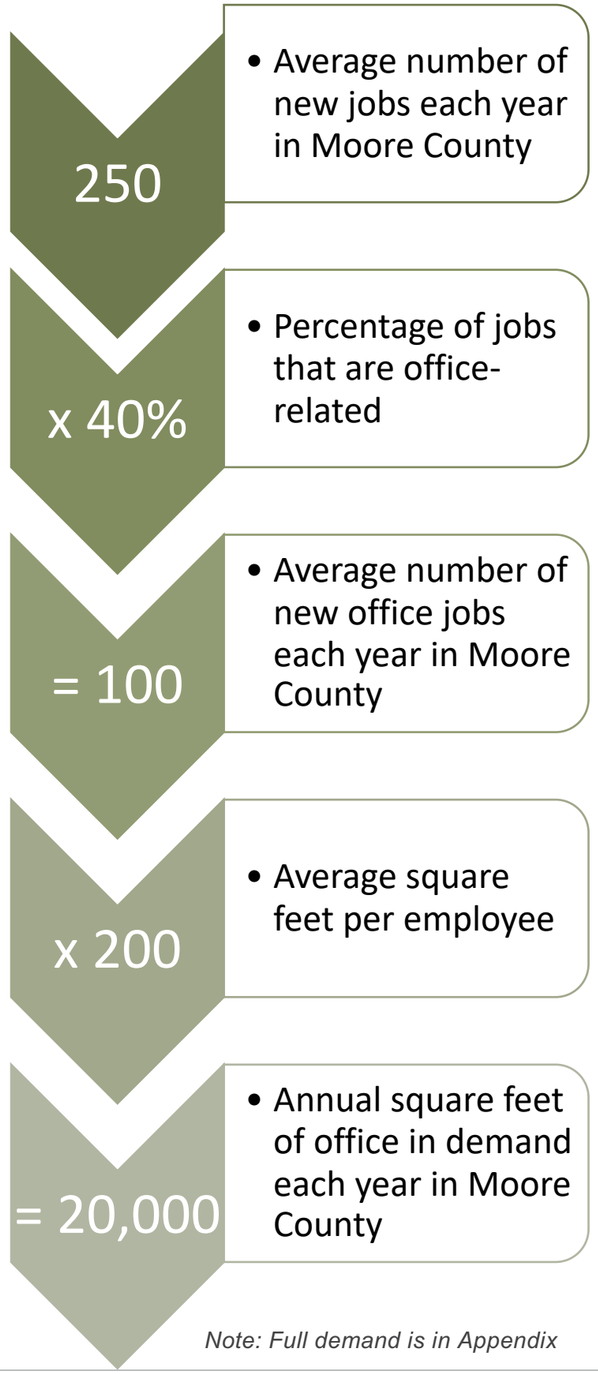


## Office Projections

Duggal Real Estate Advisors completed a demand analysis for office product within the Pinehurst area based upon projected employment growth. Based upon this analysis, there could be demand for approximately 20,000 square feet of new office within Moore County per year. Pinehurst has approximately 25-30% of the employment of Moore County, and if it received the "fair share" of office square feet, there could be demand for 5,000 to 6,000 square feet of new office per year. This is likely high given the amount of space that has chosen other locations. Some of this would likely locate in retail-like space. Having the potential for the demand does not mean the demand will or should be realized – it just indicates that based upon the economics and preferences of office tenants in the area, the Village could support this office if built.

The demand model utilizes the following information. The full detailed demand model is provided in the Appendix.

- Anticipated employment growth within Moore County.
- Amount of employment growth that is likely to produce the demand for office space. For example, a new landscaping job or retail job would not increase the demand for office, but a new insurance job or dentist job would increase the demand for office.
- Square feet of office space typically occupied per office user. Before Covid-19, this number had been trending downwards based upon shared working space and open concept floor plans. At this point it is not clear how the future of office space will evolve based upon the coronavirus and people's desire and need to have more space. Given that a certain amount of workers are likely to stay home, that could counteract the need for more space per employee. Based upon this, we have used 200 square feet per employee.




*Note: Full demand is in Appendix*

## Office Market Summary

There is limited demand for office product in the Village of Pinehurst based upon projected office-related employment growth. Both areas would be reasonable locations for office. Village Place would likely be smaller, service-oriented firms, while Pinehurst South could capture larger offices, including medical and potentially any spill-over effects from the USGA.

✓ Occupancy continues to remain high and there has been turnover within buildings. New space has been constructed and slowly leased within the area.

$ Rental rates for most tenants remains below the threshold to build new product. New office product can be built when leases reach $18-$22/SF. This is starting to happen through the Pinehurst area, so new office construction would be feasible.




There is very little office currently located within Village Place. The location would be appropriate for small-scale office that is locally-serving and generated such as accountants and real estate professionals. It would likely be a mix of building types up to three stories.




Pinehurst South has a fair amount of office. Some of it is medical office, such as dentists, and some is locally-serving such as financial planners. The location would be appropriate for both office mixed in with other uses as well as more stand-alone, larger office given land availability. It would likely be a mix of building types up to three stories.

**Pinehurst is projected to see limited office growth over the coming years; both Village Place (VP) and Pinehurst South (PS) could capture this growth. In VP it would be part of a walkable, mixed-use neighborhoods. In PS it could also be more office-park like space.**

# MARKET STUDY

## HOSPITALITY ANALYSIS

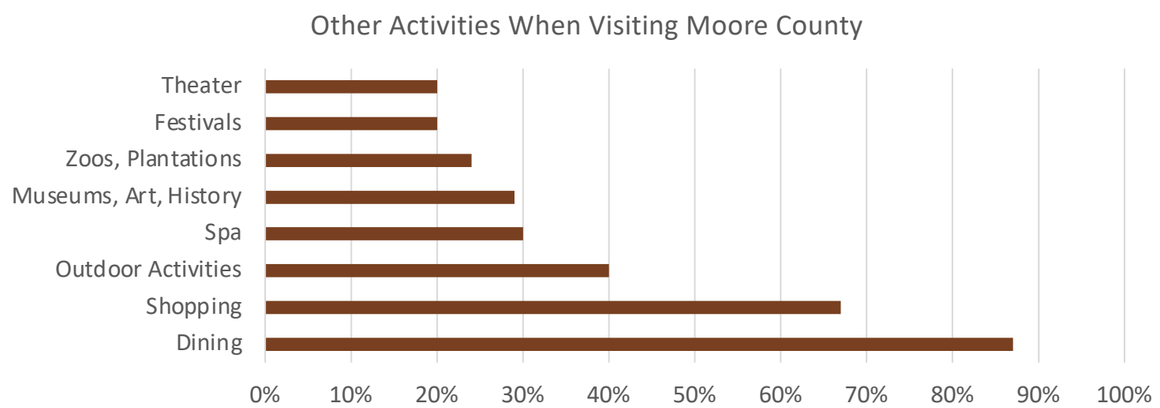
### Existing Conditions

Pinehurst receives approximately 1.14 million total visitors each year. The impact of tourism on the area is strong – it provides a significant amount of jobs in the area as well as an influx of dollars. Moore County has the 11th highest tourism revenues of all the counties in North Carolina. Information about these visitors is provided in the following graphs and charts.

| Moore County Visitors | |
|---|---|
| College Graduates | 71% |
| Professional / Executive / Managerial | 69% |
| Household Income Over $60,000 | 71% |
| Men | 72% |
| Women | 28% |
| Retired | 16% |
| Median Age | 43 |
| Avg. Size of Travel Party | 3.2 People |
| Avg. Length of Stay | 4.5 Nights |
| Avg. Expenditure Per Person Per Visit | $385 |

| Moore County Top 15 US Markets | |
|---|---|
| 1. New York, NY | 9. Atlanta, GA |
| 2. Philadelphia, PA | 10. Pittsburgh, PA |
| 3. Washington, DC | 11. Cleveland, OH |
| 4. Charlotte, NC | 12. Tampa, FL |
| 5. Baltimore, MD | 13. Hartford & New Haven, CT |
| 6. Raleigh-Durham, NC | 14. Orlando, FL |
| 7. Chicago, IL | 15. Richmond, VA |
| 8. Boston, MA | |

| Moore County Visitor Golf Profile | |
|---|---|
| Play Golf 10+ Years | 84% |
| Play Golf 3 or More Times/Month | 91% |
| Play 24 Rounds When Traveling | 92% |
| Married | 61% |
| Men | 83% |
| Women | 17% |



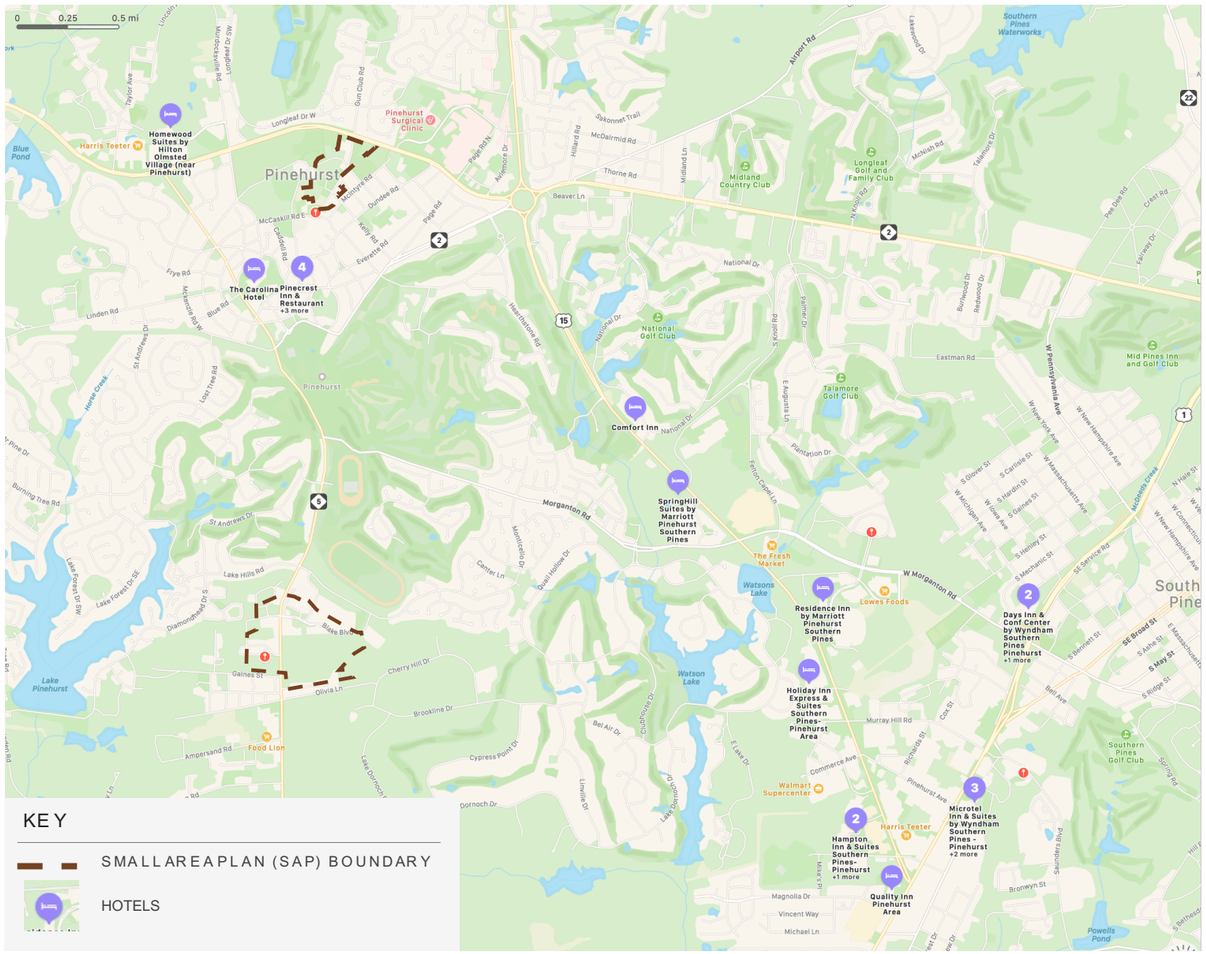

*Source: Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area*

### Local Competitive Market

The Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area (CVB) tracks 40 existing and one under construction property in Moore County. There are approximately 3,000 hotel rooms in the entire county. We focused on the properties that are closer to Pinehurst in the Pinehurst, Southern Pines, and Aberdeen areas. These areas have approximately 1,800 hotel rooms, and of these approximately 604 are in Pinehurst.

A large number of the hotel rooms in Pinehurst are located within the Pinehurst Resort with The Carolina Hotel & Villas (334 rooms), Holly Inn (82 rooms), and the recently renovated Manor Inn (42 rooms).

In addition to formal hotel rooms, there are also a collection of Air B&B and VRBO rooms in the area. According to the CVB, there has been a large growth in these, and there are approximately 150-200 in Pinehurst.



## Local Competitive Market Cont.

According to data from Smith Travel Research (STR), a national hotel data provider, occupancy is down in the area as of year-to-date November 2020 compared to 2019. In 2019, the overall occupancy for the year through November was 65% in Moore County compared to 47% in 2020. This is not surprising given the situation with the coronavirus. At the same time, the Average Daily Rate (ADR, a measure of revenue per occupied room) is down only slightly from $137 in 2019 to $130 in 2020. RevPAR (revenue per available room, a measure of occupancy and ADR) is also down from $89 in 2019 to $61 in 2020.

Given how well the area was doing pre-pandemic, and how relatively well the area has done during the pandemic, there is every reason to suspect that the hospitality market will rebound to where it was before the pandemic. In fact, due to the resurgence of golf and increased leisure business, once the group business returns, the Pinehurst area is well-positioned to continue to perform strongly in hospitality.

As shown below, 2019 was a very good year for the area in terms of hospitality, and all of the metrics had been trending up before Covid-19.

**Pinehurst, Southern Pines & Aberdeen Area**

| | 2017 (Ja-No) | 2018 (Ja-No) | 2019 (Ja-No) | 2020 (Ja-No) |
|---|---|---|---|---|
| **Occupancy** | 58.7% | 62.5% | 65.1% | 46.7% |
| **ADR** | $127 | $129 | $139 | $131 |
| **RevPAR** | $74 | $81 | $90 | $61 |

*Source: STR*

Guests in Pinehurst before the pandemic were a mixture of golf leisure outings (accounting for roughly half of the guests) and groups. During the pandemic, the leisure business has increased while the group business has died off. Since most of the hotel stock in Pinehurst is resort and/or golf-related, it likely has a higher percentage of both of these groups than hotels along US 15-501 which also report getting business travel (such as Duke Energy, military, and rail road business).

## Hospitality Projections

Duggal Real Estate Advisors completed a demand analysis for hotel rooms within Pinehurst based upon past hotel room growth and growth in tourism expenditures.

Based upon this analysis, there could be demand for approximately 25 new hotel rooms within the Pinehurst, Aberdeen, and Southern Pines area per year. Having the potential for the demand does not mean the demand will or should be realized – it just indicates that based upon the likely increase in travelers, the area could support more hotel rooms in the future. Pinehurst would be a good location for new hotel rooms.

The demand utilizes the following information. Additional information for the demand is provided in the Appendix.

- Supply of hotel rooms has grown by approximately 1.4% every year, although a new hotel is not built every year. The demand grows until a new hotel is built.
- The economic impact of domestic travel in Moore County continues to grow. The employment changed 2.4% between 2017 and 2018.
- Moore County CVB projects all visitors (overnight, daytrips, and those visiting friends) to increase by 2% to 4% per year.

## Hospitality Market Summary

There is stable demand for hospitality product in the Village of Pinehurst, capturing leisure, group, medical, and to a lesser degree, business travelers. Both planning areas could be appropriate locations for a hotel, but Village Place is likely more desirable given its walkability to the Village Center.

Occupancy is currently down due to Covid-19. After the pandemic, the market is likely to fully rebound to previous occupancy levels (65%).

The Average Daily Rate has remained strong despite Covid-19 at $131 for 2020. The RevPAR, which also takes into account occupancy, is down to $61 for 2020, but should return to pre-covid levels ($90 in 2019).

VP

The Manor is located within Village Place. It has 42 rooms, and was recently renovated. It is a higher-end hotel in the area. Village Place would be a good location for additional hotel rooms. It is close to downtown, NC 211, and could appeal to golf, medical, and business travelers. The type could be bed and breakfast, boutique, or limited service hotel.

PS

There are no hotels currently in or near Pinehurst South. The majority of hotels in the area are concentrated either close to Pinehurst Center or along the major highways including US 15-501 and US 1. Currently, Village Place would be a more attractive location for a hotel than Pinehurst South given its location close to the Village Center. This hotel type would depend upon place creation. As is, it would most likely be a limited service hotel.

**Pinehurst is projected to see modest hospitality growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.**

# MARKET STUDY

## GOLF ANALYSIS

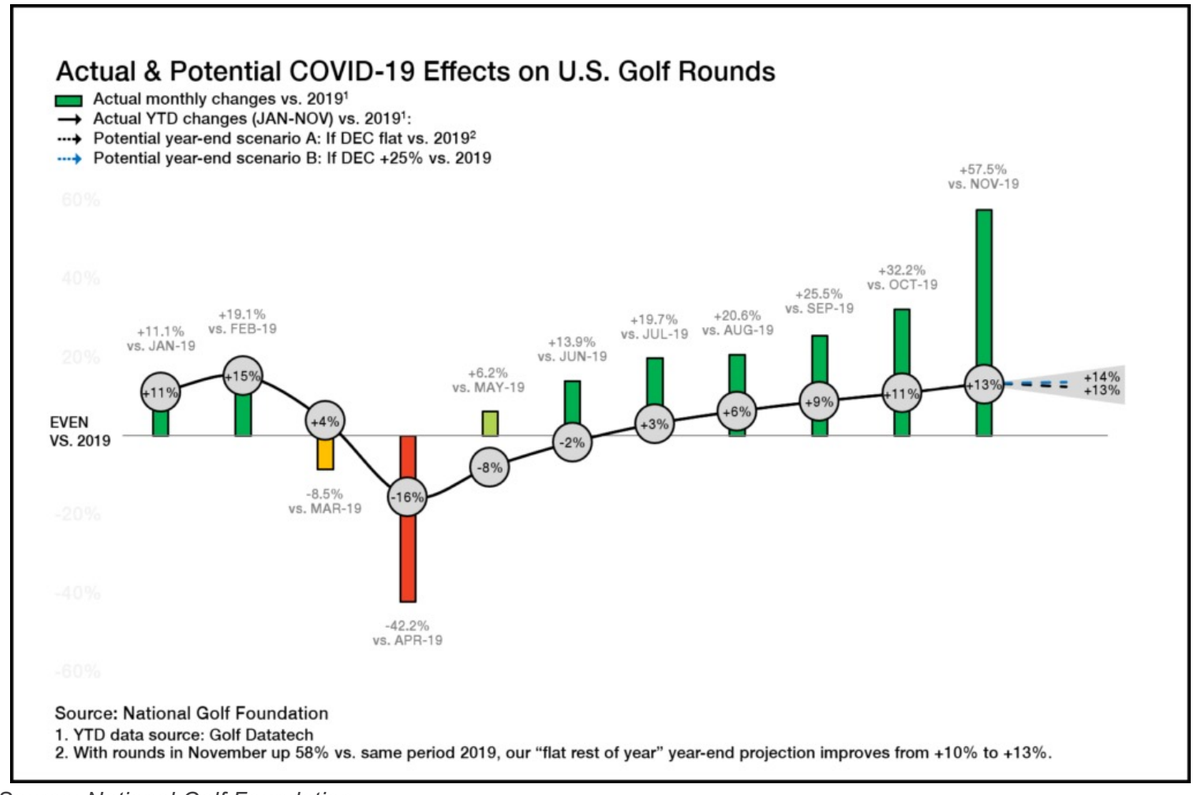
### Existing Conditions

Golf has been holding steady in terms of participation over the last few years, and is anticipated to have a positive impact from Covid-19. After a drop in rounds in March and April of 2020, golf has seen an increase in the number of rounds played compared to last year. More people have been golfing due to Covid-19 restrictions in other areas of life and changes in work habits. The National Golf Foundation reported that golf rounds were up 57% in November 2020 compared to November 2019.

Another large trend is the "off-course" participation in TopGolf, Drive Shack, indoor simulators, and similar.




*Source: National Golf Foundation*



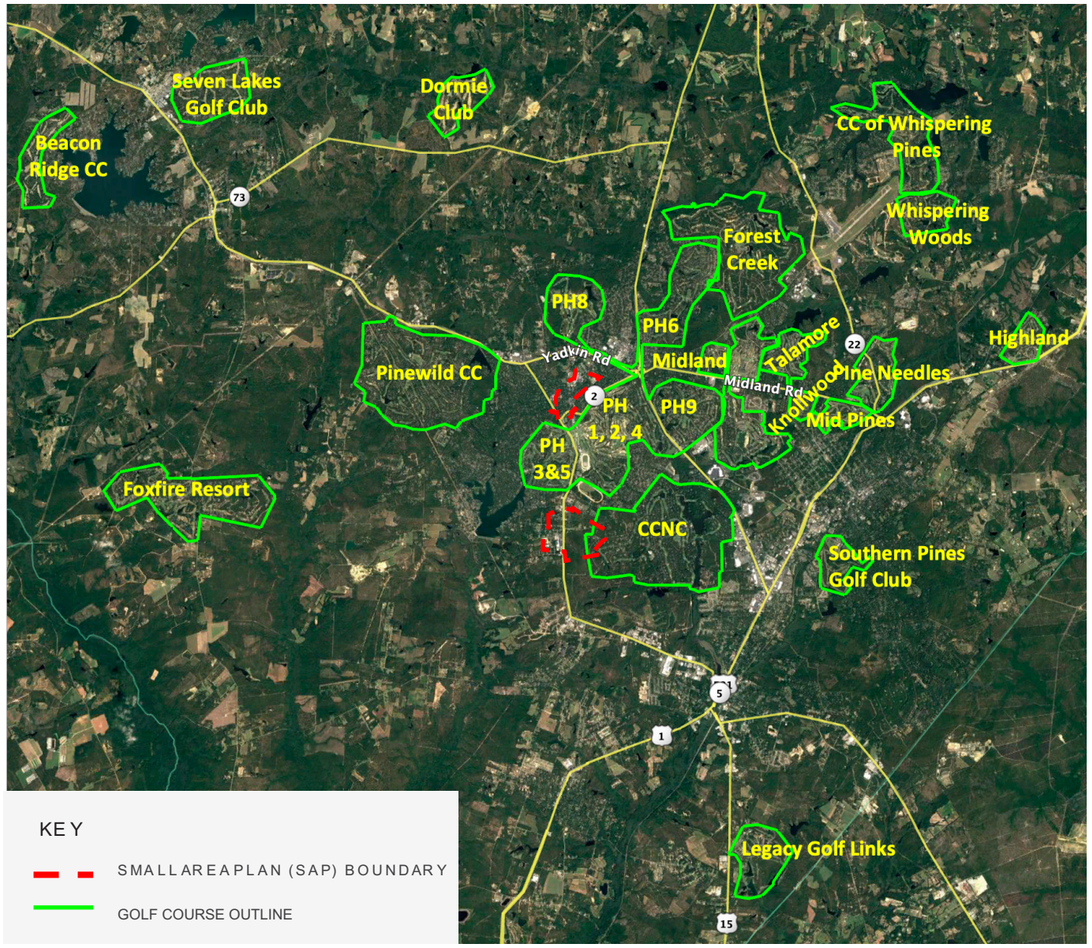

*Source: National Golf Foundation*

### Local Competitive Market

The Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area (CVB) tracks golf courses in the area. There are 43 golf courses with a total of 769 holes in Moore County, and 243 (32%) are located within the Village of Pinehurst. The next largest number of holes are located in Southern Pines (108) followed by Midland/Morgantown Roads (94).

Golf courses in the area are reported to be doing very well. As nationally, the number of rounds played is up as well as the number of members.

For courses that offer a membership, they range from approximately $20,000 to $50,000 initiation fee and annual dues range from $5,000 to $10,000 per year. There are a wide variety of courses, and therefore membership levels available in the area. Additional information on courses in included in the Appendix.



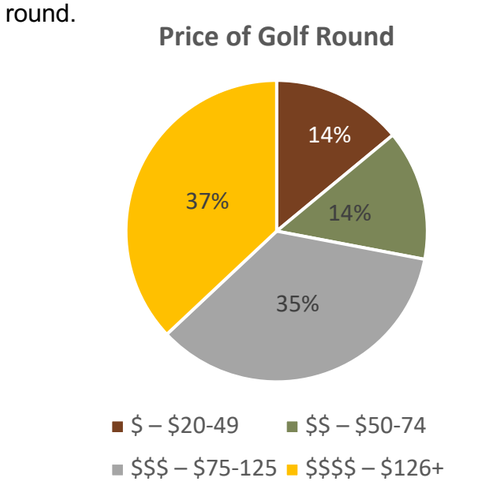
## Local Competitive Market Cont.

Four courses have been built in the last 10 years within Moore County. Most of the courses are significantly older.




Of the 769 holes, most are semi-private (62%), followed by public (18%), private (14%), and resort (6%).

Most of the courses are priced over $126 per round.




*Source: Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area*

## Golf Projections

Duggal Real Estate Advisors completed a basic demand analysis for golf within Moore County based upon golf participation, rounds of golf per golfer, population growth, and growth in tourism.

Unlike most of the land uses, demand for golf has been limited in the last 10-15 years as golf participation in the US had been decreasing or remaining steady. 2019 was the first year in 14 years that there had been an increase in the number of golfers in the US. Golf participation dropped from 29.8 million in 2006 to 24.3 million in 2019. As discussed previously, the trend appears to be heading up again, in part due to Covid-19.

To keep the demand relatively conservative, current participation rates and rounds of golf per were used in the demand. We also assumed that the golf market was currently more or less at equilibrium to determine the number of rounds of golf per course. We further assumed that the number of tourists would increase. Based upon this demand and the assumptions included, Moore County could support two to three new golf courses in the next 10 years. Pinehurst would be an appropriate location for new courses if land were available.

The demand model is included in the Appendix.

## Golf Market Summary

There is stable demand for golf in and around Pinehurst, capturing tourist and member rounds. Neither planning area would be appropriate for a new golf course given the amount of acreage needed. Pinehurst South could be a location for golf-support activities.

Participation is currently up in the US for the first time in many years. Pinehurst has also seen an increase in the amount of golfers and rounds played this year.

According to the National Golf Foundation, the average round in the US costs $61 in 2020. Pinehurst has rates far above the national average for golf.

Village Place cannot accommodate a new golf course. Given the nature of the other land uses, this is not as good of a location for other golf uses that might be appropriate in Pinehurst South.

Pinehurst South cannot accommodate a new golf course. It could be an appropriate location for golf operations facilities.

**Pinehurst and the surrounding area are projected to see modest golf growth in the coming years; neither Village Place nor Pinehurst South could support a golf course. Pinehurst South could be a viable location of golf-support activities (maintenance, back of house, etc.).**

# APPENDIX

# MARKET ANALYSIS

## APPENDIX

### Additional Economic Data

**Employment Projections by Industry**

| Area Name | Industry Code | Industry Title | 2017 | 2026 | Net Growth | Annualized | Average Weekly Salary |
|---|---|---|---|---|---|---|---|
| Pinehurst-Rockingham | 000670 | Self Employed and Unpaid Family Workers, All Jobs | 3,955 | 4,070 | 115 | 0.3% | * |
| Pinehurst-Rockingham | 110000 | Agriculture, Forestry, Fishing and Hunting | 540 | 522 | -18 | -0.4% | $631 |
| Pinehurst-Rockingham | 210000 | Mining | 146 | 115 | -31 | -2.6% | $1,178 |
| Pinehurst-Rockingham | 220000 | Utilities | 263 | 263 | 0 | 0.0% | $1,765 |
| **Pinehurst-Rockingham** | **230000** | **Construction** | **2,502** | **2,923** | **421** | **1.7%** | **$883** |
| **Pinehurst-Rockingham** | **310000** | **Manufacturing** | **7,998** | **8,283** | **285** | **0.4%** | **$753** |
| Pinehurst-Rockingham | 420000 | Wholesale Trade | 793 | 822 | 29 | 0.4% | $947 |
| **Pinehurst-Rockingham** | **440000** | **Retail Trade** | **7,441** | **7,922** | **481** | **0.7%** | **$480** |
| Pinehurst-Rockingham | 480000 | Transportation and Warehousing | 1,207 | 1,150 | -57 | -0.5% | $902 |
| Pinehurst-Rockingham | 510000 | Information | 400 | 410 | 10 | 0.3% | $1,090 |
| Pinehurst-Rockingham | 520000 | Finance and Insurance | 1,033 | 986 | -47 | -0.5% | $1,102 |
| Pinehurst-Rockingham | 530000 | Real Estate and Rental and Leasing | 574 | 630 | 56 | 1.0% | $763 |
| Pinehurst-Rockingham | 540000 | Professional, Scientific, and Technical Services | * | * | * | 1.3% | $1,099 |
| Pinehurst-Rockingham | 550000 | Management of Companies and Enterprises | R | * | * | 0.6% | $1,210 |
| Pinehurst-Rockingham | 560000 | Administrative and Support and Waste Management and Remediation Servic | 2,389 | 2,385 | -4 | 0.0% | $615 |
| Pinehurst-Rockingham | 610000 | Educational Services | 5,250 | 5,247 | -3 | 0.0% | $712 |
| **Pinehurst-Rockingham** | **620000** | **Health Care and Social Assistance** | **11,806** | **13,407** | **1,601** | **1.4%** | **$937** |
| Pinehurst-Rockingham | 710000 | Arts, Entertainment, and Recreation | 1,260 | 1,245 | -15 | -0.1% | $394 |
| **Pinehurst-Rockingham** | **720000** | **Accommodation and Food Services** | **6,971** | **7,465** | **494** | **0.8%** | **$322** |
| Pinehurst-Rockingham | 810000 | Other Services (except Government) | 2,367 | 2,527 | 160 | 0.7% | $600 |
| Pinehurst-Rockingham | 900000 | Government | 3,905 | 3,971 | 66 | 0.2% | * |
| | | | **60,800** | **64,343** | **3,543** | **0.6%** | |

Employment Projections by Occupation

| Area Name | SOC | Occupation Title | 2017 | 2026 | Net Growth | Annualized | 2018 Median Income |
|---|---|---|---|---|---|---|---|
| Pinehurst-Rockingham | 00-0000 | Total, All Occupations | 62,694 | 66,442 | 3,748 | 0.6% | $30,162 |
| Pinehurst-Rockingham | 11-0000 | Management Occupations | 2,890 | 2,952 | 62 | 0.2% | $90,358 |
| Pinehurst-Rockingham | 13-0000 | Business and Financial Operations Occupations | 1,607 | 1,720 | 113 | 0.8% | $60,067 |
| Pinehurst-Rockingham | 15-0000 | Computer and Mathematical Occupations | 595 | 668 | 73 | 1.3% | $57,943 |
| Pinehurst-Rockingham | 17-0000 | Architecture and Engineering Occupations | 452 | 481 | 29 | 0.7% | $69,381 |
| Pinehurst-Rockingham | 19-0000 | Life, Physical, and Social Science Occupations | 272 | 295 | 23 | 0.9% | $52,930 |
| Pinehurst-Rockingham | 21-0000 | Community and Social Service Occupations | 1,216 | 1,367 | 151 | 1.3% | $41,671 |
| Pinehurst-Rockingham | 23-0000 | Legal Occupations | 191 | 210 | 19 | 1.1% | $49,835 |
| Pinehurst-Rockingham | 25-0000 | Education, Training, and Library Occupations | 3,896 | 4,047 | 151 | 0.4% | $39,297 |
| Pinehurst-Rockingham | 27-0000 | Arts, Design, Entertainment, Sports, and Media Occupations | 625 | 655 | 30 | 0.5% | $33,491 |
| **Pinehurst-Rockingham** | **29-0000** | **Healthcare Practitioners and Technical Occupations** | **4,800** | **5,339** | **539** | **1.2%** | **$58,325** |
| **Pinehurst-Rockingham** | **31-0000** | **Healthcare Support Occupations** | **3,305** | **3,747** | **442** | **1.4%** | **$27,102** |
| Pinehurst-Rockingham | 33-0000 | Protective Service Occupations | 1,429 | 1,426 | -3 | 0.0% | $34,627 |
| **Pinehurst-Rockingham** | **35-0000** | **Food Preparation and Serving Related Occupations** | **5,987** | **6,477** | **490** | **0.9%** | **$19,427** |
| Pinehurst-Rockingham | 37-0000 | Building and Grounds Cleaning and Maintenance Occupations | 2,648 | 2,810 | 162 | 0.7% | $20,956 |
| **Pinehurst-Rockingham** | **39-0000** | **Personal Care and Service Occupations** | **2,448** | **2,772** | **324** | **1.4%** | **$21,003** |
| **Pinehurst-Rockingham** | **41-0000** | **Sales and Related Occupations** | **7,160** | **7,410** | **250** | **0.4%** | **$21,954** |
| Pinehurst-Rockingham | 43-0000 | Office and Administrative Support Occupations | 7,772 | 7,885 | 113 | 0.2% | $31,118 |
| Pinehurst-Rockingham | 45-0000 | Farming, Fishing, and Forestry Occupations | 426 | 419 | -7 | -0.2% | $31,865 |
| **Pinehurst-Rockingham** | **47-0000** | **Construction and Extraction Occupations** | **2,419** | **2,708** | **289** | **1.3%** | **$37,095** |
| **Pinehurst-Rockingham** | **49-0000** | **Installation, Maintenance, and Repair Occupations** | **2,841** | **3,081** | **240** | **0.9%** | **$42,644** |
| Pinehurst-Rockingham | 51-0000 | Production Occupations | 5,898 | 5,985 | 87 | 0.2% | $27,887 |
| Pinehurst-Rockingham | 53-0000 | Transportation and Material Moving Occupations | 3,817 | 3,988 | 171 | 0.5% | $26,182 |

*Source: North Carolina Department of Commerce, Labor & Economic Analysis*

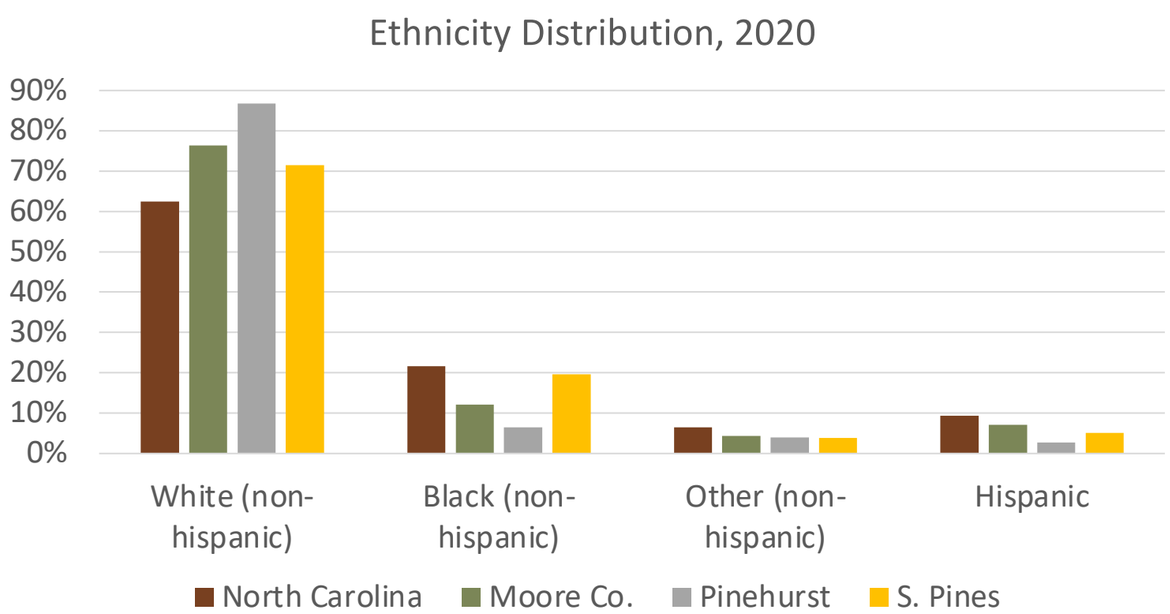
Pinehurst, NC

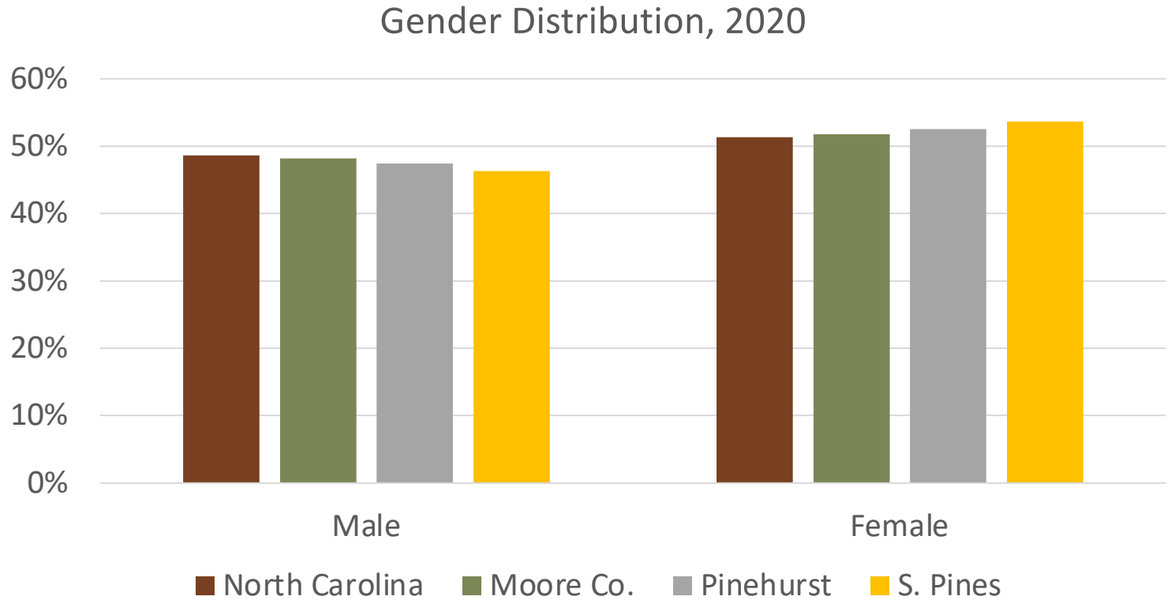
| Total Businesses by Establishment Type | Businesses | Percent | Employees | Percent2 |
|---|---|---|---|---|
| Health and Medical Services | 306 | 38.6% | 1,659 | 15.2% |
| Banks and Financial Institutions | 52 | 6.6% | 154 | 1.4% |
| Unclassified Establishments | 51 | 6.4% | 76 | 0.7% |
| Social Services | 32 | 4.0% | 85 | 0.8% |
| Real Estate | 30 | 3.8% | 179 | 1.6% |
| Specialty Stores | 26 | 3.3% | 101 | 0.9% |
| Restaurants | 25 | 3.2% | 471 | 4.3% |
| Beauty and Barber Shops | 20 | 2.5% | 192 | 1.8% |
| Membership Organizations | 19 | 2.4% | 117 | 1.1% |
| Professional Services | 17 | 2.2% | 203 | 1.9% |
| Entertainment and Recreation Services | 16 | 2.0% | 237 | 2.2% |
| Hospitals | 16 | 2.0% | 3,684 | 33.8% |
| Heavy Construction | 15 | 1.9% | 62 | 0.6% |
| Other Business Services | 13 | 1.6% | 43 | 0.4% |
| Legal Services | 13 | 1.6% | 47 | 0.4% |
| General Construction | 11 | 1.4% | 48 | 0.4% |
| Hotels and Lodging | 10 | 1.3% | 2,424 | 22.2% |
| Clothing Stores | 9 | 1.1% | 24 | 0.2% |
| Government | 9 | 1.1% | 182 | 1.7% |
| Agricultural Services | 7 | 0.9% | 28 | 0.3% |
| Transportation | 7 | 0.9% | 36 | 0.3% |
| Auto Dealers and Gas Stations | 7 | 0.9% | 126 | 1.2% |
| Other Personal Service | 7 | 0.9% | 19 | 0.2% |
| Other Food Service | 6 | 0.8% | 58 | 0.5% |
| Insurance Agents and Brokers | 6 | 0.8% | 15 | 0.1% |
| Computer Services | 5 | 0.6% | 26 | 0.2% |
| Communications | 4 | 0.5% | 16 | 0.2% |
| Auto Repair/Services | 4 | 0.5% | 8 | 0.1% |
| Machinery and Equipment Manufacturing | 3 | 0.4% | 10 | 0.1% |
| Home Furnishings | 3 | 0.4% | 7 | 0.1% |
| Bars | 3 | 0.4% | 32 | 0.3% |
| Dry Cleaning and Laundry | 3 | 0.4% | 12 | 0.1% |
| Motion Pictures | 3 | 0.4% | 10 | 0.1% |
| Printing and Publishing | 2 | 0.3% | 8 | 0.1% |
| Travel Services | 2 | 0.3% | 7 | 0.1% |
| Durables Wholesale | 2 | 0.3% | 9 | 0.1% |
| Non Durables Wholesale | 2 | 0.3% | 17 | 0.2% |
| Building Materials, Hardware and Garden | 2 | 0.3% | 30 | 0.3% |
| General Merchandise Stores | 2 | 0.3% | 19 | 0.2% |
| Food Markets | 2 | 0.3% | 109 | 1.0% |
| Convenience Stores | 2 | 0.3% | 9 | 0.1% |
| Drug Stores | 2 | 0.3% | 17 | 0.2% |
| Liquor Stores | 2 | 0.3% | 9 | 0.1% |
| Oil and Gas | 1 | 0.1% | 2 | 0.0% |
| Food Manufacturing | 1 | 0.1% | 7 | 0.1% |
| Textile Mills | 1 | 0.1% | 54 | 0.5% |
| Paper Manufacturing | 1 | 0.1% | 27 | 0.3% |
| Other Food Stores | 1 | 0.1% | 3 | 0.0% |
| Furniture Stores | 1 | 0.1% | 4 | 0.0% |
| Electronics and Computer Stores | 1 | 0.1% | 1 | 0.0% |
| Catalog and Direct Sales | 1 | 0.1% | 1 | 0.0% |
| Miscellaneous Repair Services | 1 | 0.1% | 1 | 0.0% |
| Primary and Secondary Education | 1 | 0.1% | 128 | 1.2% |
| Child Care Services | 1 | 0.1% | 13 | 0.1% |
| Museums and Zoos | 1 | 0.1% | 6 | 0.1% |
| Colleges and Universities | 0 | 0.0% | 15 | 0.1% |

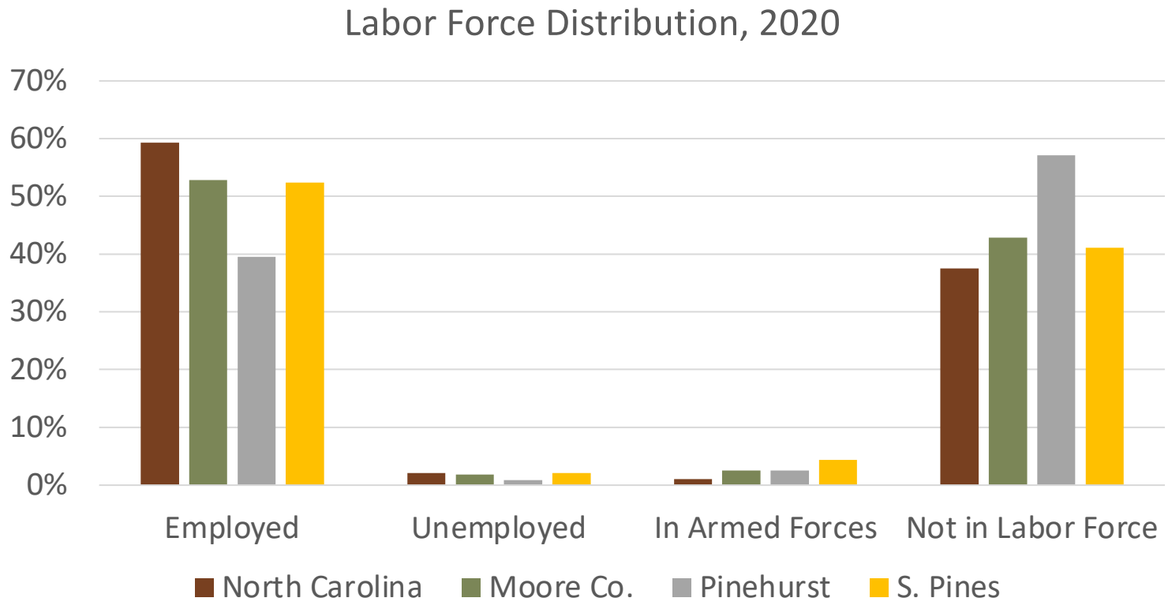
## Additional Demographic Data

| Total Population | | | | | | | |
|---|---|---|---|---|---|---|---|
| County | July 2010 | July 2015 | July 2020 | July 2025 | July 2030 | July 2035 | July 2039 |
| Moore | 88,587 | 94,159 | 102,950 | 111,534 | 119,674 | 127,398 | 133,292 |
| North Carolina | 9,574,293 | 10,033,079 | 10,630,691 | 11,233,133 | 11,836,070 | 12,439,269 | 12,919,921 |
| Moore Co. as a % of NC | 0.9% | 0.9% | 1.0% | 1.0% | 1.0% | 1.0% | 1.0% |

*Source: North Carolina OSBM, Standard Population Estimates, Vintage 2018 and Population Projections, Vintage 2019*

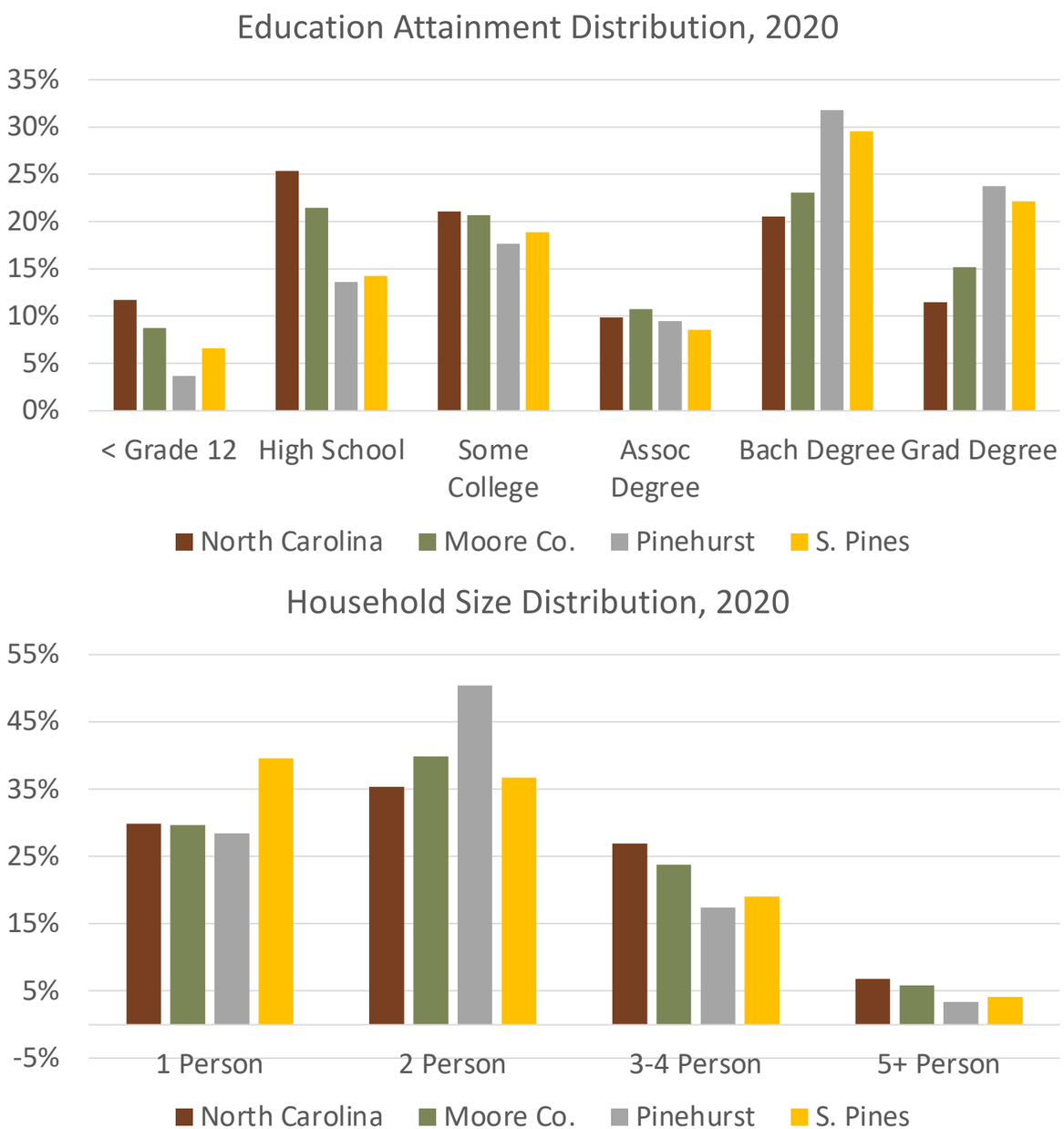



*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*

## Additional Demographic Data

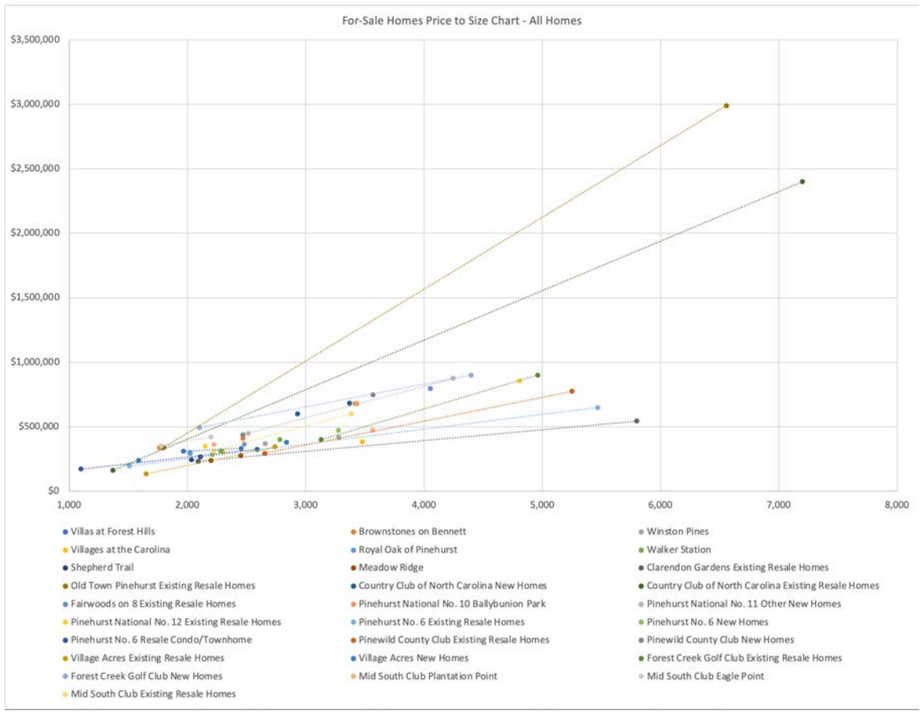



*Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis*

## Additional For-Sale Data




*Source: SOCDS database*




*Source: Duggal Real Estate Advisors*

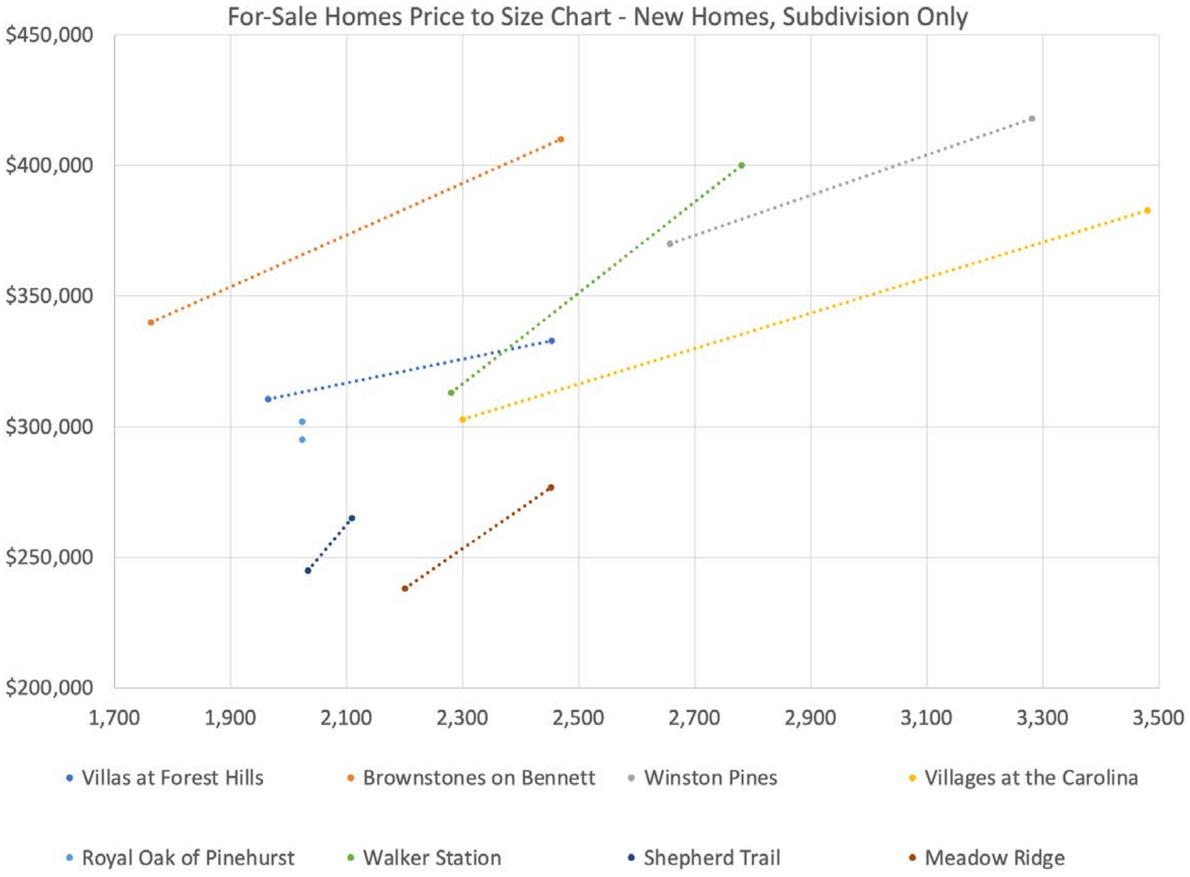
**ESTIMATED ANNUAL FOR-SALE DEMAND POTENTIAL**
**DEMOGRAPHIC TRENDS AND PROJECTIONS: PINEHURST, NC**
**2020-2025**

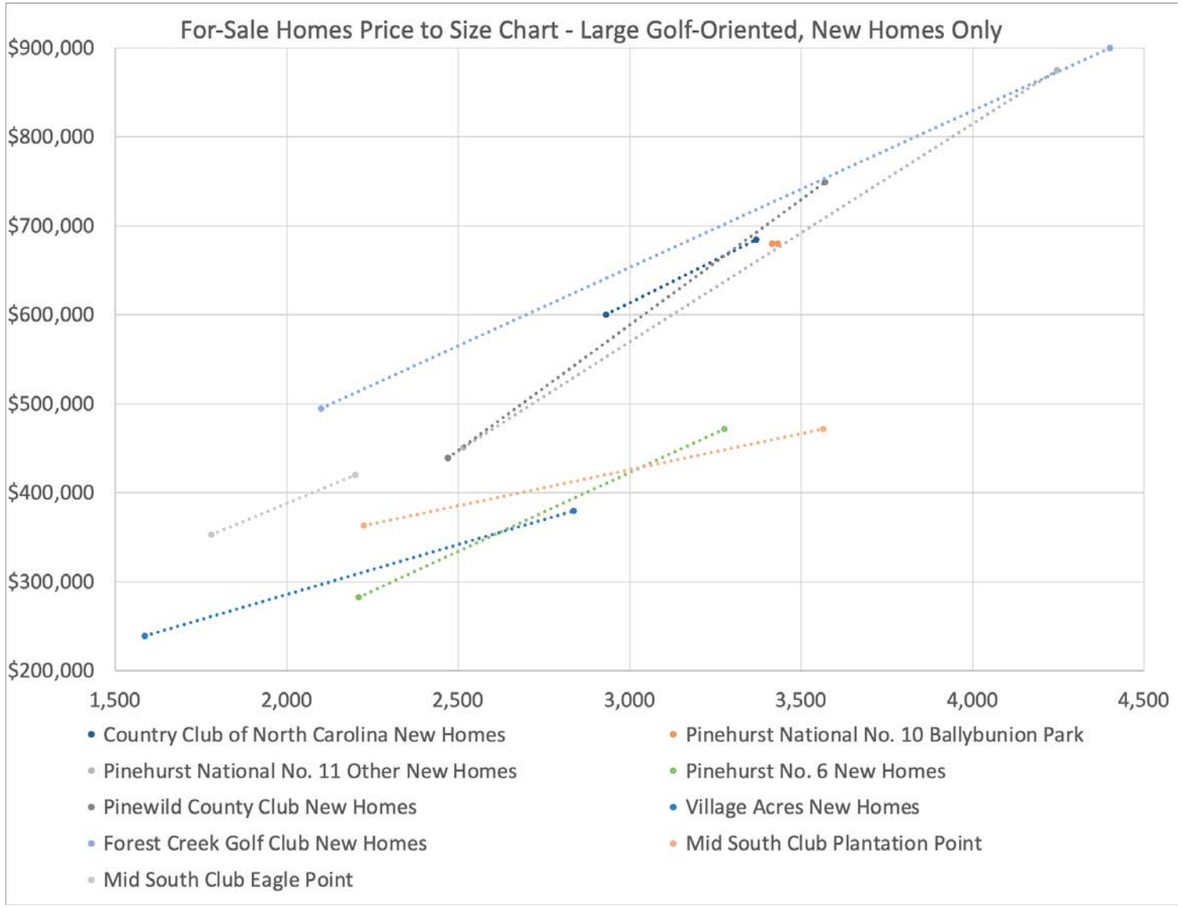
| Income: / Home Price [2]: | Below $25,000 Below $90,000 | $25,000 $50,000 $90,000 $180,000 | $50,000 $75,000 $180,000 $265,000 | $75,000 $100,000 $265,000 $350,000 | $100,000 $150,000 $350,000 $525,000 | $100,000 And Above $525,000 And Above | Total |
|---|---|---|---|---|---|---|---|
| ***New Household Growth, 2020-2025*** | | | | | | | |
| Total Annual New Households in Pinehurst Village | 43 | 43 | 43 | 43 | 43 | 43 | 43 |
| x Distribution of Income [3] | 8% | 20% | 18% | 16% | 20% | 18% | 100% |
| = Income Qualified | 4 | 9 | 8 | 7 | 9 | 8 | 43 |
| x OwnerPropensity [3] | 90% | 83% | 86% | 84% | 87% | 86% | 85% |
| =New Households Seeking For-Sale Units | 3 | 7 | 6 | 6 | 7 | 7 | 37 |
| ***Existing Owner Household Annual Turnover*** | | | | | | | |
| Total Households in Pinehurst Village [1] | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 |
| x Distribution of Income [3] | 8% | 20% | 18% | 16% | 20% | 18% | 100.0% |
| x Owner Propensity [3] | 90% | 83% | 86% | 84% | 87% | 86% | 85% |
| Total Owner Households | 577 | 1,338 | 1,189 | 1,033 | 1,363 | 1,240 | 6,742 |
| x Annual Turnover Rate [4] | 8.4% | 8.4% | 8.4% | 8.4% | 8.4% | 8.4% | 8.4% |
| =Demand From Existing Households in Turnover | 48 | 112 | 100 | 87 | 115 | 104 | 566 |
| Total Annual For-Sale Demand By Price Range | 52 | 120 | 106 | 92 | 122 | 111 | 603 |
| x Preference for/Ability to Deliver New [4] | 0% | 5% | 15% | 20% | 20% | 20% | 14% |
| = Annual Demand for New Homes from Residents | 0 | 6 | 16 | 18 | 24 | 22 | 87 |
| x Estimate of Sales that are Second Homes [3] | 0% | 0% | 11% | 12% | 12% | 12% | 12% |
| = Annual Demand for New Second Homes | 0 | 0 | 2 | 3 | 3 | 3 | 11 |
| **Total Annual For-Sale Demand for New Homes** | **0** | **6** | **18** | **21** | **28** | **25** | **98** |

[1] AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis for 2020-2025
[2] Based on bankrate.com mortgage calculator, utilizing a 30 year fixed loan with a 4.5% interest rate.
[3] American Community Survey, 2018, 5 year estimates for Pinehurst Village, NC. Table S0701 and B25118.
[4] Based on new home sales as a percentage of total home sales in Pinehurst from 2018 - 2020 from Zillow.com.

SOURCE: Duggal Real Estate Advisors, American Community Survey, AccessNC, Zillow.com, Bankrate.com

## Additional For-Sale Data




*Source: Duggal Real Estate Advisors*

## For-Sale Community Data

| Community/Neighborhood Name | Neighborhood/Section Name | Address | Orientation | Home Type | Developer/Builder(s) | No. Homes | Approx. Year Started | Homes Sold | Approx. Annual Sales Pace | Home Price Range | Avg. Home Price | Home Size Range | Avg. Home Size | $/SF Range | Avg. $/SF | Lot Size Range (SF) | Avg. Lot Size (SF) | Lot Price Range | Avg. Lot Price | Avg. Lot Price Per Acre | Other |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pinehurst South Cottages | Planned project | Blake Boulevard, Pinehurst, NC | Subdivision | SFD | The Cottages at Legacy Lakes | 38 | Planned | n/a | n/a | n/a - n/a | n/a | 1,800 - 2,400 | 2,100 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Villas at Forest Hills | Villas at Forest Hills | 130 Whistling Straight Rd, Pinehurst, NC | Subdivision | Attached Villa | McKee Homes | 70 | Aug-18 | 29 | 12 | $310,500 - $332,792 | $321,646 | 1,965 - 2,453 | 2,209 | $158 - $136 | $146 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Brownstones on Bennett | Brownstones on Bennett | Brownstone Lane, Southern Pines, NC | Subdivision | TH | McKee Homes | n/a | Jun-18 | 9 | 5 | $340,000 - $410,000 | $375,000 | 1,763 - 2,469 | 2,116 | $193 - $166 | $177 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Winston Pines | Winston Pines | Winston Pines Drive, Pinehurst, NC | Subdivision | SFD | Caviness & Cates Communities | 27 | Sep-19 | 15 | 15 | $370,000 - $417,900 | $389,250 | 2,657 - 3,281 | 2,969 | $139 - $127 | $131 | 21,780 - 87,120 | 21,780 | $45,000 - $50,000 | $47,500 | $95,000 | |
| Villages at the Carolina | Villages at the Carolina | 515 Ave of the Carolinas, Whispering Pines, | Subdivision | SFD | HH Homes | 75 | Dec-17 | 65 | 22 | $302,900 - $382,900 | $342,900 | 2,300 - 3,480 | 2,890 | $132 - $110 | $119 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Royal Oak of Pinehurst | Royal Oak of Pinehurst | 121 Lark Drive, Pinehurst, NC 28374 | Subdivision | Attached Villa | Caviness & Cates Communities | 40 | Aug-20 | 0 | n/a | $295,000 $302,000 | $298,500 | 2,023 - 2,023 | 2,023 | $146 - $149 | $148 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Walker Station | Walker Station | 65 Station Avenue, Pinehurst, NC | TND | SFD | Red/Brand | 70 | Dec-17 | 35 | 12 | $313,000 - $400,000 | $338,000 | 2,280 - 2,780 | 2,530 | $137 - $144 | $134 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Shepherd Trail | Shepherd Trail | Shepherd Trail & Roseland Rd, Aberdeen, N | Subdivsion | SFD | GMC Construction | 50+/- | Oct-18 | 26 | 13 | $245,000 - $265,000 | $255,000 | 2,033 - 2,109 | 2,071 | $121 - $126 | $123 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Meadow Ridge | Meadow Ridge | Whitney Dr, Aberdeen, NC 28315 | Subdivsion | SFD | HH Homes | 100 | Jan-18 | 100 | 33 | $238,000 - $276,859 | $257,430 | 2,200 - 2,452 | 2,326 | $108 - $113 | $111 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| Clarendon Gardens | Existing Resale Homes | Clarendon Lane, Pinehurst, NC 28374 | Subdivision | SFD | n/a | 170 | 2000 | 100 | 6 | $233,000 - $545,000 | $379,786 | 2,089 - 5,800 | 3,090 | $112 - $94 | $123 | n/a - n/a | 28,750 | n/a - n/a | $54,500 | $82,576 | Can be a member of Pinehurst Country Club |
| Old Town Pinehurst | Existing Resale Homes | Pinehurst, NC | Old town | SFD | n/a | n/a | n/a | n/a | 35 | $339,000 - $2,989,999 | $518,000 | 1,799 - 6,556 | 2,831 | $188 - $456 | $183 | 12,197 - 15,682 | 13,939 | $135,000 - $245,000 | $190,000 | n/a | |
| Country Club of North Carolina | | 1600 Morganton Rd, Pinehurst, NC 28374 | Golf, Water, Gated | | Custom Homes | | 1969 | | | | | | | | | | | | | | 2 golf courses - Dogwood & Cardinal |
| | New Homes (East Lake & Royal Dornoch) | | Lake | SFD | Huntley Design Build | 40 | n/a | n/a | 2 | $600,000 - $684,500 | $397,611 | 2,930 - 3,369 | 3,150 | $205 - $203 | $183 | 13,068 - 74,052 | 43,560 | $145,000 - $145,000 | $145,000 | $145,000 | |
| | Existing Resale Homes | | Varies | SFD | Custom Homes | n/a | n/a | n/a | 36 | $163,000 - $2,400,000 | $580,000 | 1,368 - 7,198 | 3,791 | $119 - $333 | $153 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 6 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 54,450 54,450 | 54,450 | $175,000 - $315,000 | $245,000 | $196,000 | |
| | Water Lots | | Water | Lots | n/a | n/a | n/a | n/a | Above | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 10,890 - 14,375 | 12,632 | $135,000 - $270,000 | $202,500 | $698,276 | |
| | Wooded Lots | | Woods | Lots | n/a | n/a | n/a | n/a | Above | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 236,095 261,360 | 248,728 | $170,000 - $299,000 | $234,500 | $41,068 | |
| Fairwoods on 7 | | 14 Inverrary Rd, Pinehurst, NC 28374 | Golf, Gated | SFD | Custom Homes | | | | | | | 3,500 - 5,500 | | | | | | | | | Frontage on Pinehurst No. 2, No. 4, and No. 7 |
| | Existing Resale Homes | | Golf | SFD | Custom Homes | n/a | n/a | n/a | 20 | $365,000 - $798,000 | $668,000 | 2,481 - 4,053 | 3,800 | $147 - $197 | $176 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 4 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 34,412 - 37,026 | 35,719 | $82,500 - $390,000 | $164,813 | $200,991 | |
| Pinehurst National No. 9 | | 1 Royal Troon Dr, Pinehurst, NC 28374 | Golf, Gated | | Custom Homes | | | | | | | | | | | | | | | | |
| | Ballybunion Park | | Golf | SFD | Huntley Design Build | 26 | 2017 | 11 | 3 | $680,000 - $680,000 | $680,000 | 3,415 - 3,432 | 3,424 | $199 - $198 | $199 | 7,405 - 12,632 | 7,405 | $93,750 - $127,500 | $116,833 | $687,255 | Pinehurst CC Membership included with |
| | Other New Homes | | Varies | SFD | Homes by Dickerson | n/a | n/a | n/a | 5 | $450,542 - $875,000 | $662,771 | 2,514 - 4,246 | 3,380 | $179 - $206 | $196 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | lot purchase ($45K value) |
| | Existing Resale Homes | | Varies | SFD | Pinehurst Homes, Inc. | n/a | n/a | n/a | 14 | $350,000 - $855,000 | $602,500 | 2,150 - 4,807 | 3,479 | $163 - $178 | $173 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 12 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 7,840 - 8,712 | 14,000 | $90,000 - $703,000 | $255,083 | $793,674 | |
| | Wooded Lots | | Woods | Lots | n/a | n/a | n/a | n/a | 4 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 27,443 - 28,314 | 27,878 | $60,000 - $62,500 | $61,000 | $95,313 | |
| Pinehurst No. 6 | | 97 Juniper Creek Blvd, Pinehurst, NC 28374 | Golf | | n/a | | | | | | | | | | | | | | | | Can be a member of Pinehurst Country Club |
| | Existing Resale Homes | | Varies | SFD | n/a | | | | 73 | $197,500 - $650,000 | $287,000 | 1,510 - 5,467 | 2,432 | $131 - $119 | $118 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | New Homes | | Varies | SFD | Goneau Construction | n/a | n/a | n/a | 18 | $283,000 - $471,800 | $377,400 | 2,210 - 3,276 | 2,743 | $128 - $144 | $136 | 13,068 - 13,068 | 13,068 | $13,000 - $45,000 | $31,333 | $104,444 | |
| | Resale Condo/Townhome | | Varies | Attached | n/a | n/a | n/a | n/a | 12 | $172,000 - $325,000 | $248,500 | 1,100 - 2,590 | 1,845 | $156 - $125 | $141 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 3 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 12,197 - 14,375 | 13,286 | $72,000 - $100,000 | $81,333 | $266,667 | |
| | Wooded Lots | | Woods | Lots | n/a | n/a | n/a | n/a | 5 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 10,890 - 16,117 | 13,504 | $3,500 - $38,000 | $22,100 | $71,290 | |
| Pinewild County Club | | 4 Glasgow Dr, Pinehurst, NC 28374 | Golf, Gated | | | | | | | | | | | | | | | | | | Membership not required |
| | Existing Resale Homes | | Varies, Mainly Golf | SFD | n/a | n/a | n/a | n/a | 56 | $295,000 - $775,000 | $535,000 | 2,654 - 5,250 | 3,952 | $111 - $148 | $129 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | New Homes | | Varies, Mainly Golf | SFD | Kirby Construction | n/a | n/a | n/a | 5 | $439,000 - $749,000 | $560,000 | 2,470 - 3,569 | 3,020 | $178 - $210 | $194 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 13 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 30,492 - 47,480 | 38,986 | $60,500 - $99,000 | $79,750 | $89,106 | |
| | Wooded Lots | | Woods | Lots | n/a | n/a | n/a | n/a | 9 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 21,780 - 43,560 | 32,670 | $25,000 - $40,000 | $32,500 | $43,333 | |
| Village Acres | | Pinehurst, NC | Golf, Mainly Non | SFD | | | 1985 | | | | | | | | | | | | | | |
| | Existing Resale Homes | | Varies | SFD | n/a | n/a | n/a | n/a | 86 | $134,000 - $345,000 | $239,500 | 1,650 - 2,740 | 2,195 | $81 - $126 | $104 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | New Homes | | Varies | SFD | Elite Home Builders | n/a | n/a | n/a | 11 | $239,000 $380,000 | $309,500 | 1,586 2,837 | 2,212 | $151 - $134 | $142 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Wooded Lots | | Woods | Lots | n/a | n/a | n/a | n/a | 3 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 10,888 - 14,375 | 12,631 | $24,000 - $40,100 | $32,050 | $110,528 | |
| Forest Creek Golf Club | Forest Creek Golf Club | 200 Meyer Farm Drive | Golf, Gated | SFD | Huntley Design Build | 750 | 1996 | | | | | | | | | | | | | | 2 Tom Fazio Courses |
| | Existing Resale Homes | | Golf | SFD | | n/a | n/a | n/a | 18 | $400,000 - $900,000 | $650,000 | 3,129 - 4,960 | 4,045 | $128 - $181 | $161 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | New Homes | | Golf | SFD | | n/a | n/a | n/a | 5 | $495,000 - $900,000 | $652,200 | 2,100 - 4,400 | 3,250 | $236 - $205 | $220 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | | n/a | n/a | n/a | 17 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 16,117 - 44,431 | 30,492 | $65,000 - $300,000 | $118,294 | $168,992 | |
| | Wooded Lots | | Golf | Lots | | n/a | n/a | n/a | 5 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 24,394 - 40,946 | 39,204 | $27,000 - $60,000 | $43,500 | $48,333 | |
| Mid South Club | | 1 Palmer Drive, Southern Pines, NC | | | | | | | | | | | | | | | | | | | |
| | Plantation Point | | Golf/Wooded | SFD | McKee Homes | n/a | n/a | n/a | 7 | $363,285 - $472,116 | $417,701 | 2,225 - 3,564 | 2,895 | $163 - $132 | $148 | n/a - n/a | n/a | n/a - $195,000 | n/a | n/a | |
| | Eagle Point | | Golf | SFD | McKee Homes | n/a | n/a | n/a | 6 | $353,000 - $420,000 | $386,500 | 1,780 - 2,200 | 1,990 | $198 - $191 | $195 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Existing Resale Homes | | Varies | SFD | n/a | n/a | n/a | n/a | 15 | $312,000 - $602,000 | $457,000 | 2,226 - 3,384 | 2,805 | $140 - $178 | $159 | n/a - n/a | n/a | n/a - n/a | n/a | n/a | |
| | Golf Lots | | Golf | Lots | n/a | n/a | n/a | n/a | 3 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 23,958 - 31,363 | 27,661 | $92,000 - $175,000 | $122,333 | $192,651 | |
| | Semi-Golf Lots | | Semi-Golf | Lots | n/a | n/a | n/a | n/a | 4 | n/a - n/a | n/a | n/a - n/a | n/a | n/a - n/a | n/a | 19,166 - 28,314 | 23,740 | $60,000 - $85,000 | $74,250 | $136,239 | |

*Source: Duggal Real Estate Advisors*

## Additional For-Rent Residential Data

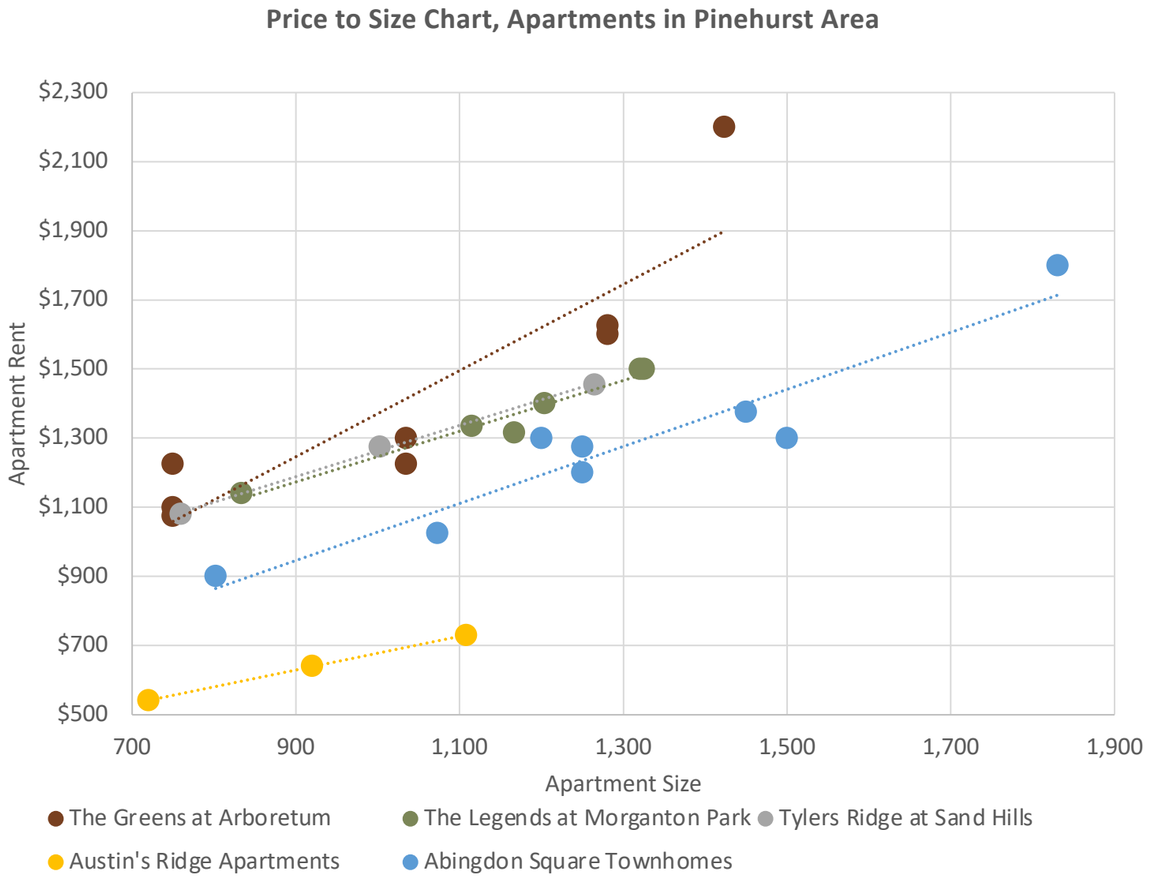
Detailed apartment data.

| Apartment Name | Phone | Address | Year Built | No. Units | Available Units | Occupancy | Stories | Unit Type | Size | Base Rent | $/SF | Utilities Included | Surface Parking | Garage Parking | Garage Parking Cost | Amenities: Elevator | Clubhouse | Pool | Fitness Cnt | Grills | Features: Hardwood | W/D in Unit | Granite | Stainless |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Greens at Arboretum | 910-621-1600 | 205 McCaskill Rd E, Pinehurst, NC 28374 | May-18 | 72 | 2 | 97% | 4 | Average | 1,038 | $1,419 | $1.37 | None | 90 | 25 | $150 | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| | | | 8 months to lease-up | | | | | 1B/1b | 750 | $1,075 | $1.43 | Residents | | | | | | | | | | | | |
| | | | 5.5 per month first 4 months | | | | | 1B/1b | 750 | $1,100 | $1.47 | pay $25 | | | | | | | | | | | | |
| | | | 11 per month last 4 months | | | | | 1B/1b | 750 | $1,225 | $1.63 | for trash | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,035 | $1,225 | $1.18 | | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,035 | $1,300 | $1.26 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,281 | $1,600 | $1.25 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,281 | $1,625 | $1.27 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,423 | $2,200 | $1.55 | | | | | | | | | | | | | |
| The Legends at Morganton Park | 910-600-0292 | 500 Legends Dr, Southern Pines, NC 28387 | 2015 | 288 | 8 | 97% | 3 | Average | 1,161 | $1,365 | $1.18 | Trash | 1 per/unit | 50 | $150 | N | Y | Y | Y | Y | Y | Hookup | Y | Y |
| | | | | | | | | 1B/1b | 834 | $1,140 | $1.37 | Cable | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,167 | $1,315 | $1.13 | | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,115 | $1,335 | $1.20 | | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,204 | $1,400 | $1.16 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,325 | $1,500 | $1.13 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,320 | $1,500 | $1.14 | | | | | | | | | | | | | |
| Tylers Ridge at Sand Hills | 910-947-1211 | 500 Moonseed Lane, Carthage, NC 28327 | 2013 | 216 | 0 | 100% | 3 | Average | 1,009 | $1,270 | $1.26 | None | 1 per/unit | 56 | $95-$150 | N | Y | Y | Y | Y | Y | Y | Y | Y |
| | | | | | | | | 1B/1b | 760 | $1,080 | $1.42 | | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 1,003 | $1,275 | $1.27 | | | | | | | | | | | | | |
| | | | | | | | | 3B/2b | 1,265 | $1,455 | $1.15 | | | | | | | | | | | | | |
| Austin's Ridge Apartments | 910-695-0550 | 501 Austins Ridge Cir, Southern Pines, NC 28387 | 2013 | 52 | 0 | 100% | 2 | Average | 916 | $637 | $0.70 | Trash | Available | No | n/a | N | N | N | N | N | N | Hookup | N | N |
| | | | | | | | | 1B/1b | 720 | $541 | $0.75 | | | | | | | | | | | | | |
| | | | | | | | | 2B/2b | 920 | $641 | $0.70 | | | | | | | | | | | | | |
| | | | | | | | | 3B/3b | 1,108 | $730 | $0.66 | | | | | | | | | | | | | |
| Abingdon Square Townhomes | 844-556-4437 | 200 Holly Pines Dr, Pinehurst, NC 28374 | 1980s to 2012 | 40 | 4 | 90% | 2 | Average | 1,294 | $1,272 | $0.98 | Trash | Available | No | n/a | N | N | N | N | N | Y | Hookup | Y | N |
| | | | | | | | | 1B Apt | 802 | $900 | $1.12 | | | | | | | | | | | | | |
| | | | | | | | | 2B Apt | 1,073 | $1,025 | $0.96 | | | | | | | | | | | | | |
| | | | | | | | | 2B TH | 1,250 | $1,200 | $0.96 | | | | | | | | | | | | | |
| | | | | | | | | 2B TH garage | 1,250 | $1,275 | $1.02 | | | | | | | | | | | | | |
| | | | | | | | | 3B TH | 1,200 | $1,300 | $1.08 | | | | | | | | | | | | | |
| | | | | | | | | 3B TH garage | 1,450 | $1,375 | $0.95 | | | | | | | | | | | | | |
| | | | | | | | | 4B TH | 1,500 | $1,300 | $0.87 | | | | | | | | | | | | | |
| | | | | | | | | 4B TH | 1,830 | $1,800 | $0.98 | | | | | | | | | | | | | |
| Eagles Landing | n/a | US 15-501 & Voit Gilmore Lane, Southern Pines | Under | 288 | 288 | n/a | 3 | 1, 2 and 3 B | n/a | n/a | n/a | n/a | n/a | n/a | n/a | Y | Y | Y | Y | n/a | n/a | n/a | n/a | n/a |

*Source: Duggal Real Estate Advisors, interviews with leasing agents, www.apartments.com*

## Additional For-Rent Residential Data

Price to size chart for apartment projects in area.




*Source: Duggal Real Estate Advisors, www.apartments.com*

Detailed rental demand.

**ESTIMATED ANNUAL RENTAL DEMAND POTENTIAL**
**DEMOGRAPHIC TRENDS AND PROJECTIONS: PINEHURST, NC**
**2020-2025**

| Income: | Below $25,000 | $25,000 $50,000 | $50,000 $75,000 | $75,000 $100,000 | $100,000 $150,000 | $150,000 And above | |
|---|---|---|---|---|---|---|---|
| % Spent on Rent [3]: | 50% | 35% | 28% | 24% | 16% | | |
| Rent [2]: | Below $1,000 | $1,000 $1,500 | $1,500 $1,800 | $1,800 $2,000 | $2,000 $2,000 | $2,000 and above | |
| **SOURCES OF DEMAND** | | | | | | | **TOTAL** |
| ***New Household Growth, 2020-2025*** | | | | | | | |
| Total Annual New Households in Pinehurst [1] | 43 | 43 | 43 | 43 | 43 | 43 | 43 |
| x Distribution of Income [3] | 8% | 20% | 18% | 16% | 20% | 18% | 100% |
| = Income Qualified | 4 | 9 | 8 | 7 | 9 | 8 | 43 |
| x Renter Propensity [3] | 10% | 17% | 14% | 16% | 13% | 14% | 15% |
| =New Households Seeking Rental Units | 0 | 2 | 1 | 1 | 1 | 1 | 6 |
| ***Existing Renter Household Annual Turnover*** | | | | | | | |
| Total Households in Pinehurst Village [1] | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 | 7,885 |
| x Distribution of Income [3] | 8% | 20% | 18% | 16% | 20% | 18% | 100% |
| x Renter Propensity [3] | 10% | 17% | 14% | 16% | 13% | 14% | 15% |
| Total Renter Households | 65 | 276 | 193 | 201 | 198 | 210 | 1,143 |
| x Annual Turnover Rate [3] | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| =Demand From Existing Households in Turnover | 29 | 124 | 87 | 91 | 89 | 95 | 515 |
| **Annual Rental Demand By Rent Range** | **30** | **125** | **88** | **92** | **90** | **96** | **521** |
| Preference for New [4] | 4% | 4% | 4% | 4% | 4% | 4% | 4% |
| Annual Rental Demand for New Apartments | 1 | 5 | 4 | 4 | 4 | 4 | 21 |

[1] AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis for 2020-2025
[2] Based on bankrate.com mortgage calculator, utilizing a 30 year fixed loan with a 4.5% interest rate.
[3] American Community Survey, 2018, 5 year estimates for Pinehurst Village, NC. Table S0701 and B25118.
[4] Based on building permit data in Moore County.

SOURCE: Duggal Real Estate Advisors, AccessNC, American Community Survey

# Additional Retail Data

**RETAIL DEMAND ANALYSIS**
**PINEHURST VILLAGE**

| | 2020 | Growth to 2025 |
|---|---|---|
| Households within Pinehurst in 2020 and Growth to 2025 [8] | 7,885 | 215 |

| Industry Summary | Demand Potential [1] | Supply (Sales) [2] | Gross Retail Gap/(Surplus) [3] | Existing Number of Businesses [4] | Sales/SF Threshold [5] | Additional Supportable Square Footage by Existing HH [6] | Additional Supportable Square Footage by New HH [7] | Total Additional Supportable Square Footage | Leakage in Moore County as well? [9] |
|---|---|---|---|---|---|---|---|---|---|
| **Motor Vehicle & Parts Dealers (NAICS 441)** | **$70,191,270** | **$26,479,308** | **$43,711,962** | **4** | | **79,461** | **3,271** | **82,732** | **Y** |
| Automobile Dealers (NAICS 4411) | $57,567,778 | $21,964,846 | $35,602,932 | 1 | $750 | 47,471 | 1,999 | 49,469 | Y |
| Other Motor Vehicle Dealers (NAICS 4412) | $5,601,306 | $4,097,238 | $1,504,068 | 2 | $270 | 5,571 | 540 | 6,111 | Y |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | $7,022,186 | $417,224 | $6,604,962 | 1 | $250 | 26,420 | 731 | 27,151 | Y |
| **Furniture & Home Furnishings Stores (NAICS 442)** | **$12,985,172** | **$1,925,456** | **$11,059,716** | **3** | | **47,572** | **1,460** | **49,032** | **Y** |
| Furniture Stores (NAICS 4421) | $7,665,583 | $1,241,584 | $6,423,999 | 1 | $200 | 32,120 | 998 | 33,118 | Y |
| Home Furnishings Stores (NAICS 4422) | $5,319,589 | $683,872 | $4,635,717 | 2 | $300 | 15,452 | 462 | 15,914 | N |
| **Electronics & Appliance Stores (NAICS 443/NAICS 4431)** | **$9,738,807** | **$2,397,863** | **$7,340,944** | **2** | **$500** | **14,682** | **507** | **15,189** | **N** |
| **Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)** | **$24,762,681** | **$5,480,591** | **$19,282,090** | **3** | | **64,274** | **2,150** | **66,423** | **Y** |
| Building Material and Supplies Dealers (NAICS 4441) | $23,317,941 | $5,480,591 | $17,837,350 | 3 | $300 | 59,458 | 2,024 | 61,482 | Y |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | $1,444,740 | $0 | $1,444,740 | 0 | $300 | 4,816 | 125 | 4,941 | N |
| **Food & Beverage Stores (NAICS 445)** | **$54,688,000** | **$35,472,287** | **$19,215,713** | **6** | | **38,822** | **2,860** | **41,682** | **N** |
| Grocery Stores (NAICS 4451) [6] | $50,717,423 | $35,018,360 | $15,699,063 | 4 | $500 | 31,398 | 2,642 | 34,040 | N |
| Specialty Food Stores (NAICS 4452) | $1,957,199 | $199,862 | $1,757,337 | 1 | $500 | 3,515 | 102 | 3,617 | N |
| Beer, Wine, and Liquor Stores (NAICS 4453) | $2,013,378 | $254,065 | $1,759,313 | 1 | $450 | 3,910 | 117 | 4,026 | Y |
| **Health & Personal Care Stores (NAICS 446/NAICS 4461)** | **$22,089,945** | **$4,373,353** | **$17,716,592** | **5** | **$350** | **50,619** | **1,644** | **52,262** | **N** |
| **Gasoline Stations (NAICS 447/NAICS 4471)** | **$33,456,151** | **$9,336,612** | **$24,119,539** | **3** | **$600** | **40,199** | **1,452** | **41,651** | **Y** |
| **Clothing and Clothing Accessories Stores (NAICS 448)** | **$15,042,064** | **$5,608,123** | **$9,433,941** | **9** | | **24,803** | **1,046** | **25,849** | **Y** |
| Clothing Stores (NAICS 4481) | $9,745,848 | $3,877,872 | $5,867,976 | 5 | $330 | 17,782 | 769 | 18,551 | Y |
| Shoe Stores (NAICS 4482) | $2,269,760 | $841,162 | $1,428,598 | 1 | $360 | 3,968 | 164 | 4,133 | Y |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | $3,026,456 | $889,089 | $2,137,367 | 3 | $700 | 3,053 | 113 | 3,166 | Y |
| **Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)** | **$8,444,362** | **$2,598,290** | **$5,846,072** | **2** | | **23,384** | **880** | **24,264** | **Y** |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | $7,193,736 | $2,598,290 | $4,595,446 | 2 | $250 | 18,382 | 749 | 19,131 | Y |
| Book, Periodical, and Music Stores (NAICS 4512) | $1,250,626 | $0 | $1,250,626 | 0 | $250 | 5,003 | 130 | 5,133 | N |
| **General Merchandise Stores (NAICS 452)** | **$52,232,311** | **$1,925,451** | **$50,306,860** | **2** | | **143,734** | **3,886** | **147,620** | **Y** |
| Department Stores Excluding Leased Depts. (NAICS 4521) | $37,767,835 | $0 | $37,767,835 | 0 | $350 | 107,908 | 2,810 | 110,718 | N |
| Other General Merchandise Stores (NAICS 4529) | $14,464,476 | $1,925,451 | $12,539,025 | 2 | $350 | 35,826 | 1,076 | 36,902 | Y |
| **Miscellaneous Store Retailers (NAICS 453)** | **$13,990,158** | **$2,787,277** | **$11,202,881** | **14** | | **40,656** | **1,337** | **41,993** | **Y** |
| Florists (NAICS 4531) | $487,044 | $200,747 | $286,297 | 1 | $300 | 954 | 42 | 997 | N |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | $3,028,809 | $797,231 | $2,231,578 | 2 | $250 | 8,926 | 316 | 9,242 | Y |
| Used Merchandise Stores (NAICS 4533) | $1,613,216 | $518,252 | $1,094,964 | 2 | $200 | 5,475 | 210 | 5,685 | N |
| Other Miscellaneous Store Retailers (NAICS 4539) | $8,861,089 | $1,271,047 | $7,590,042 | 9 | $300 | 25,300 | 769 | 26,069 | Y |
| **Nonstore Retailers (NAICS 454)** | **$5,584,121** | **$457,886** | **$5,126,235** | **1** | | | | | |
| Electronic Shopping & Mail-Order Houses (NAICS 4541) | $4,071,373 | $457,886 | $3,613,487 | 1 | n/a | n/a | n/a | n/a | n/a |
| Vending Machine Operators (NAICS 4542) | $296,351 | $0 | $296,351 | 0 | n/a | n/a | n/a | n/a | n/a |
| Direct Selling Establishments (NAICS 4543) | $1,216,397 | $0 | $1,216,397 | 0 | n/a | n/a | n/a | n/a | n/a |
| **Food Services & Drinking Places (NAICS 722)** | **$34,274,038** | **$23,011,123** | **$11,262,915** | **37** | | **23,089** | **1,598** | **24,687** | **Y** |
| Special Food Services (NAICS 7223) | $276,675 | $1,084,805 | -$808,130 | 2 | $500 | -1,616 | 14 | -1,602 | N |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | $2,587,428 | $9,665,700 | -$7,078,272 | 10 | $700 | -10,112 | 96 | -10,016 | N |
| Restaurants/Other Eating Places (NAICS 7225) [7] | $31,409,935 | $12,260,618 | $19,149,317 | 25 | $550 | 34,817 | 1,487 | 36,304 | Y |
| | **$357,479,080** | **$121,853,620** | **$235,625,460** | **91** | | **591,295** | **22,090** | **613,385** | **Y** |

[1] Demonstrated purchases of households within the designated area from Esri for 2020.

[2] Sales achieved within the designated area from Esri 2020.

[3] Higher sales relative to demand show the impact of outside demand sources which may be underserved and drive farther. Lower sales indiates "leakage" out of the area.

[4] Esri 2020 for Pinehurst.

[5] Bizminer Sales per Square Foot Report and emarketer.com.

[6] Gross Retail Gap (Surplus) divided by sales per square foot by category.

[7] Estimated new household growth times the expenditures by type by household divided by sales per square foot.

[8] Esri.

[9] Esri 2020 data for Moore County, NC.

**RETAIL DEMAND ANALYSIS**
**MOORE COUNTY**

| | 2020 | Growth to 2025 |
|---|---|---|
| Households within Moore County in 2020 and Growth to 2025 [8] | 43,651 | 1,518 |

| Industry Summary | Demand Potential [1] | Supply (Sales) [2] | Gross Retail Gap/(Surplus) [3] | Existing Number of Businesses [4] | Sales/SF Threshold [5] | Additional Supportable Square Footage by Existing HH [6] | Additional Supportable Square Footage by New HH [7] | Total Additional Supportable Square Footage |
|---|---|---|---|---|---|---|---|---|
| **Motor Vehicle & Parts Dealers (NAICS 441)** | **$290,710,331** | **$203,961,441** | **$86,748,890** | **56** | | **153,046** | **17,229** | **170,275** |
| Automobile Dealers (NAICS 4411) | $238,580,945 | $166,937,489 | $71,643,456 | 28 | $750 | 95,525 | 10,546 | 106,071 |
| Other Motor Vehicle Dealers (NAICS 4412) | $23,444,395 | $13,655,799 | $9,788,596 | 7 | $270 | 36,254 | 2,879 | 39,133 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | $28,684,991 | $23,368,153 | $5,316,838 | 21 | $250 | 21,267 | 3,804 | 25,071 |
| **Furniture & Home Furnishings Stores (NAICS 442)** | **$51,510,667** | **$48,211,765** | **$3,298,902** | **69** | | **29,118** | **7,396** | **36,514** |
| Furniture Stores (NAICS 4421) | $30,832,938 | $19,960,075 | $10,872,863 | 17 | $200 | 54,364 | 5,111 | 59,475 |
| Home Furnishings Stores (NAICS 4422) | $20,677,729 | $28,251,690 | -$7,573,961 | 52 | $300 | -25,247 | 2,285 | -22,961 |
| **Electronics & Appliance Stores (NAICS 443/NAICS 4431)** | **$39,298,664** | **$51,716,490** | **-$12,417,826** | **8** | **$500** | **-24,836** | **2,606** | **-22,230** |
| **Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)** | **$99,633,080** | **$46,233,469** | **$53,399,611** | **44** | | **177,999** | **11,010** | **189,009** |
| Building Material and Supplies Dealers (NAICS 4441) | $93,474,099 | $36,374,542 | $57,099,557 | 26 | $300 | 190,332 | 10,330 | 200,662 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | $6,158,981 | $9,858,927 | -$3,699,946 | 18 | $300 | -12,333 | 681 | -11,653 |
| **Food & Beverage Stores (NAICS 445)** | **$229,686,553** | **$319,500,364** | **-$89,813,811** | **63** | | **-178,879** | **15,289** | **-163,590** |
| Grocery Stores (NAICS 4451) [6] | $213,326,676 | $282,780,279 | -$69,453,603 | 44 | $500 | -138,907 | 14,145 | -124,762 |
| Specialty Food Stores (NAICS 4452) | $8,301,751 | $32,030,028 | -$23,728,277 | 15 | $500 | -47,457 | 550 | -46,906 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | $8,058,126 | $4,690,057 | $3,368,069 | 4 | $450 | 7,485 | 594 | 8,078 |
| **Health & Personal Care Stores (NAICS 446/NAICS 4461)** | **$88,336,763** | **$94,409,330** | **-$6,072,567** | **46** | **$350** | **-17,350** | **8,367** | **-8,983** |
| **Gasoline Stations (NAICS 447/NAICS 4471)** | **$142,393,179** | **$114,966,406** | **$27,426,773** | **39** | **$600** | **45,711** | **7,868** | **53,579** |
| **Clothing and Clothing Accessories Stores (NAICS 448)** | **$61,691,135** | **$33,482,207** | **$28,208,928** | **56** | | **78,759** | **5,493** | **84,252** |
| Clothing Stores (NAICS 4481) | $40,335,512 | $20,225,591 | $20,109,921 | 36 | $330 | 60,939 | 4,052 | 64,991 |
| Shoe Stores (NAICS 4482) | $9,608,512 | $4,976,445 | $4,632,067 | 4 | $360 | 12,867 | 885 | 13,752 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | $11,747,111 | $8,280,171 | $3,466,940 | 16 | $700 | 4,953 | 556 | 5,509 |
| **Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)** | **$34,755,383** | **$31,659,248** | **$3,096,135** | **45** | | **12,385** | **4,609** | **16,993** |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | $29,524,047 | $24,799,326 | $4,724,721 | 40 | $250 | 18,899 | 3,915 | 22,814 |
| Book, Periodical, and Music Stores (NAICS 4512) | $5,231,336 | $6,859,922 | -$1,628,586 | 5 | $250 | -6,514 | 694 | -5,821 |
| **General Merchandise Stores (NAICS 452)** | **$217,649,028** | **$185,916,817** | **$31,732,211** | **34** | | **90,663** | **20,616** | **111,280** |
| Department Stores Excluding Leased Depts. (NAICS 4521) | $156,754,739 | $158,089,435 | -$1,334,696 | 11 | $350 | -3,813 | 14,848 | 11,035 |
| Other General Merchandise Stores (NAICS 4529) | $60,894,289 | $27,827,382 | $33,066,907 | 23 | $350 | 94,477 | 5,768 | 100,245 |
| **Miscellaneous Store Retailers (NAICS 453)** | **$58,563,260** | **$45,979,593** | **$12,583,667** | **126** | | **22,362** | **7,104** | **29,465** |
| Florists (NAICS 4531) | $1,995,395 | $3,359,546 | -$1,364,151 | 16 | $300 | -4,547 | 221 | -4,327 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | $12,181,526 | $6,144,312 | $6,037,214 | 19 | $250 | 24,149 | 1,615 | 25,764 |
| Used Merchandise Stores (NAICS 4533) | $6,564,821 | $20,730,080 | -$14,165,259 | 44 | $200 | -70,826 | 1,088 | -69,738 |
| Other Miscellaneous Store Retailers (NAICS 4539) | $37,821,518 | $15,745,655 | $22,075,863 | 47 | $300 | 73,586 | 4,180 | 77,766 |
| **Nonstore Retailers (NAICS 454)** | **$23,321,914** | **$13,614,942** | **$9,706,972** | **9** | | | | |
| Electronic Shopping & Mail-Order Houses (NAICS 4541) | $16,437,103 | $3,663,086 | $12,774,017 | 4 | n/a | n/a | n/a | n/a |
| Vending Machine Operators (NAICS 4542) | $1,246,207 | $2,322,125 | -$1,075,918 | 1 | n/a | n/a | n/a | n/a |
| Direct Selling Establishments (NAICS 4543) | $5,638,604 | $7,629,731 | -$1,991,127 | 4 | n/a | n/a | n/a | n/a |
| **Food Services & Drinking Places (NAICS 722)** | **$139,738,793** | **$136,686,930** | **$3,051,863** | **216** | | **8,139** | **8,303** | **16,442** |
| Special Food Services (NAICS 7223) | $1,216,238 | $1,481,357 | -$265,119 | 8 | $500 | -530 | 81 | -450 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | $9,898,561 | $16,670,922 | -$6,772,361 | 22 | $700 | -9,675 | 469 | -9,206 |
| Restaurants/Other Eating Places (NAICS 7225) [7] | $128,623,994 | $118,534,651 | $10,089,343 | 186 | $550 | 18,344 | 7,753 | 26,097 |
| | **$1,477,288,750** | **$1,326,339,002** | **$150,949,748** | **811** | | **397,116** | **115,890** | **513,007** |

[1] Demonstrated purchases of households within the designated area from Esri for 2020.

[2] Sales achieved within the designated area from Esri 2020.

[3] Higher sales relative to demand show the impact of outside demand sources which may be underserved and drive farther. Lower sales indiates "leakage" out of the area.

[4] Esri 2020 for Moore County.

[5] Bizminer Sales per Square Foot Report and emarketer.com.

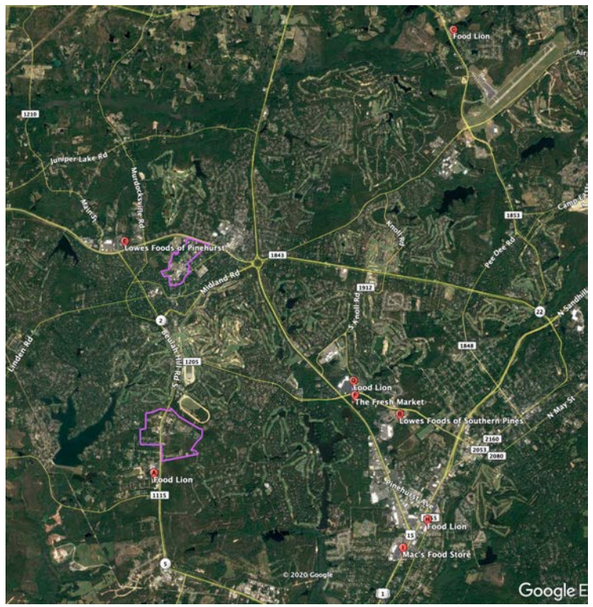
[6] Gross Retail Gap (Surplus) divided by sales per square foot by category.

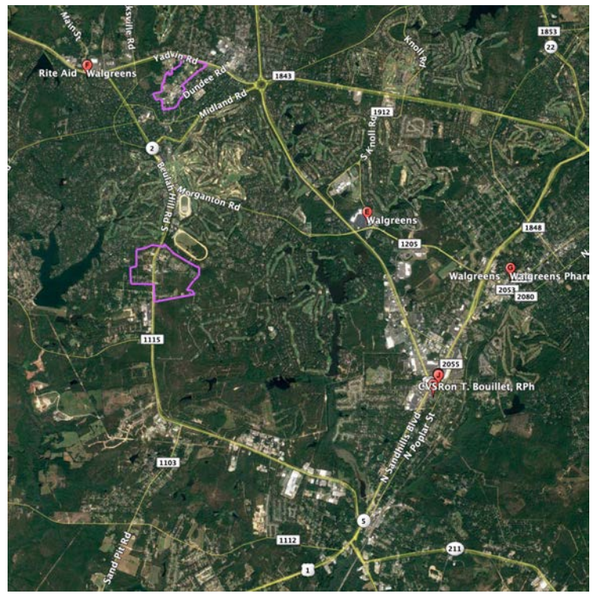
[7] Estimated new household growth times the expenditures by type by household divided by sales per square foot.

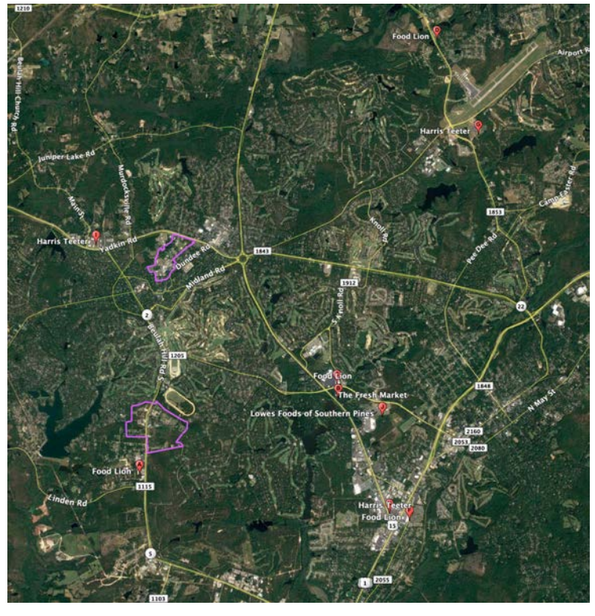
[8] Esri.

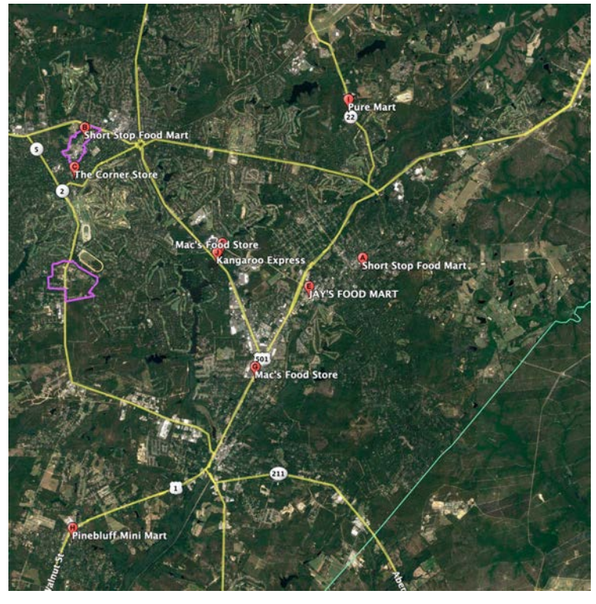
## Additional Retail Data

| Name | Address | Year Built | Size (SF) | SF Available | Vacancy Rate | Est. Asking Rent (SF/YR) | Type | Major Tenants |
|---|---|---|---|---|---|---|---|---|
| Pinecroft Shopping Center | 150 Ivey Lane, Pinehurst, NC 28734 | 2016 | 86,020 | 3,800 | 4.4% | $24 | Plus TICAM | Harris Teeter, McDonald's, Rite Aid, First Health, Kung Fu, Domino's, Schneider Stone, Audible, Fantastic Sams, Lee Nail's and Anytime Fitness opening soon. |
| Pinehurst Plaza | 1680 NC Highway 5, Aberdeen, NC 28315 | 1984 | 49,446 | 9,600 | 19.4% | $6 | NNN | Food Lion, Nail City, New China 1680 Restaurant |
| Pinecrest Plaza | 1 Pinecrests Plaza, Southern Pines, NC 28387 | Renovated 2014 | 277,570 | 5,166 | 1.9% | n/a | n/a | Belk, Michaels, BAM, Chico's, Talbots, Pier One, Hallmark, Bath & Body Works, Belk Men's Store, Hibbet Sports, Cato, Hair Cuttery, Food Lion, Claire's, The Shoe Department, Rite Aid, GNC, Francesca's, Apricot Lane, |
| Southern Pines Village | 190 Brucewood Rd, Southern Pines, NC 28287 | 2011 | 244,793 | 3,796 | 1.6% | $20 | NNN | Hobby Lobby, Kohl's, Ulta, Dollar Tree, Frozen Yogurt, Beverly Nails, Brixx, Longhorn Steakhouse, Outback Steakhouse, Triangle Wine |
| Center Park Shopping Center | 11109 US Highway 15 501, Aberdeen, NC 28315 | | 113,536 | 7,720 | 6.8% | n/a | n/a | Harris Teeter, Dick's, BB&T, McDonalds, Taco Bell, Nails |
| Sandhill Shopping Center | 1800 N Sandhills Blvd, Aberdeen, NC 28315 | | 97,702 | 17,869 | 18.3% | $21.5 | NNN | Food Lion, Advance Auto Parts, Family Dollar, Dunkin Donuts |
| Town & Country Shopping Center | 1315 N Sandhills Blvd, Aberdeen, NC 28315 | 1965/2005 | 77,462 | 12,752 | 16.5% | $13 Avg ($8-$20) | NNN | Big Lots, Badcock and More Furniture, Dollar General, Aaron Rents, Tuesday Morning, Texas Roadhouse and Sears Hometown Store |

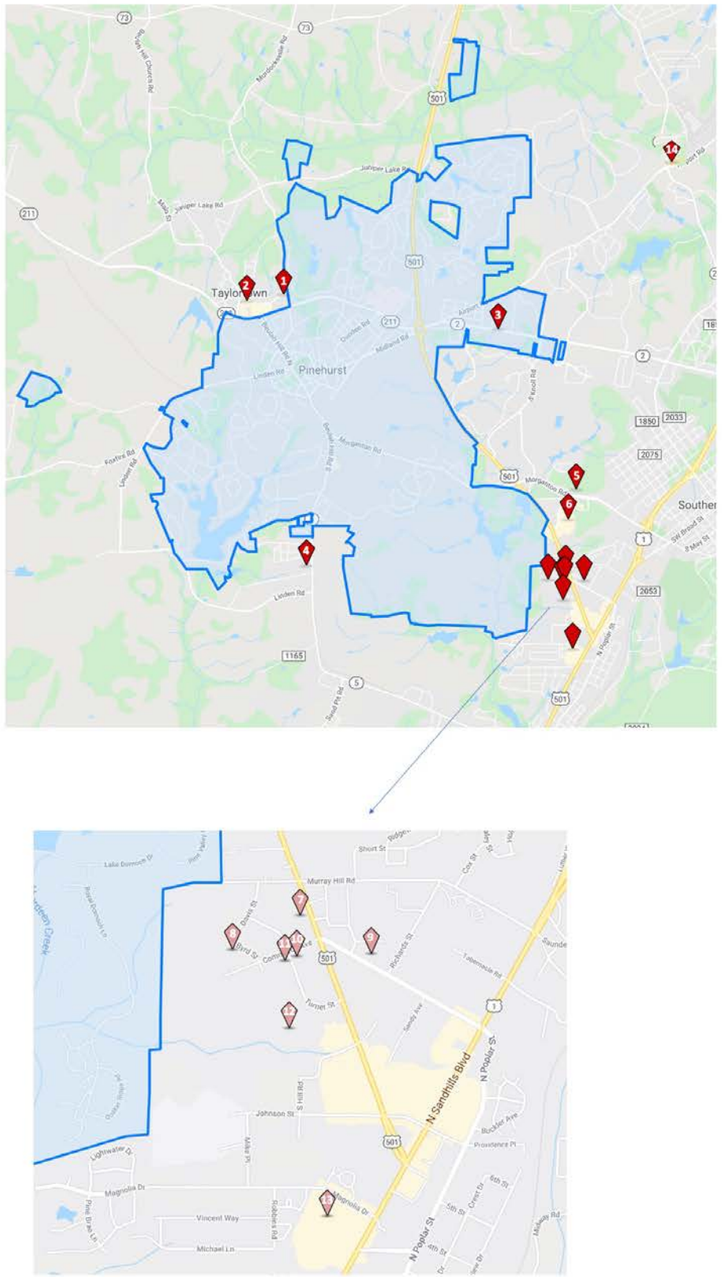


## Additional Retail Data




1


**246 Olmsted Blvd**
**Central Park South**
Pinehurst, NC

Built in 2005
1,735 SF Retail Space
$20.00 SF/YR

2



**150-350 Ivey Ln**
**PineCroft Shopping Center- Harris**
Pinehurst, NC

4 Star | Built in 2016
2,400 SF Retail Space
$24.00 SF/YR

3


**2212 Midland Rd**
Pinehurst, NC

Built in 1900
1,150 SF Retail Space
$18.26 SF/YR

4


**1680 NC Highway 5**
**Pinehurst Plaza**
Aberdeen, NC

Built in 1984
9,600 SF Retail Space
$6.00 SF/YR

5
Restaurant


**100 Pavilion Way**
**The Pavilion at Morganton Park**
Southern Pines, NC

Built in 2016
100 - 8,186 SF Spaces
$18.00 - $28.00 SF/YR

6


**Brucewood Rd**
**Southern Pines Village**
Southern Pines, NC

Built in 2011
3,500 - 7,796 SF Retail Spaces
$20.00 SF/YR

7


**10840 US 15-501 Hwy**
**Sandhills Commons**
Southern Pines, NC

4 Star | Built in 2020
1,700 SF Retail Space
$35.00 SF/YR

8


**340 Commerce Ave**
**Yadkin Plaza**
Southern Pines, NC

Built in 2001
1,500 - 7,500 SF Spaces
$12.00 SF/YR

9


**375 Pinehurst Ave**
Southern Pines, NC

Built in 1984
1,030 SF Retail Space
$11.65 SF/YR

10


**170-190 Commerce Ave**
Southern Pines, NC

Built in 1999
1,920 - 3,968 SF Spaces
2 Spaces Available Now

11


**206-216 Commerce Ave**
**Yadkin Park**
Southern Pines, NC

Built in 1980
650 SF Retail Space
$15.00 SF/YR

12


**290 Turner St**
**Shops on the Green**
Southern Pines, NC

Built in 2001
1,000 SF Retail Space
1 Space Available Now

13



**1369-1377 N Sandhills Blvd**
**Town & Country Shopping Center**
Aberdeen, NC

Built in 1965
320 - 12,752 SF Retail Spaces
$8.00 - $20.00 SF/YR

14


**Airport Rd & Hwy 22**
**Mill Creek Village**
Southern Pines, NC

Built in 2017
1,271 - 2,773 SF Retail Spaces
$20.00 SF/YR

*Source: Loopnet, December 1, 2020*

## Additional Office Data

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | Total 2021-2030 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total Jobs in Moore County [1] | 40,352 | 40,594 | 40,838 | 41,083 | 41,329 | 41,577 | 41,827 | 42,078 | 42,330 | 42,584 | 42,840 | |
| x Projected Annual Growth Rate [2] | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | |
| = Annual New Jobs in Moore County | 242 | 244 | 245 | 246 | 248 | 249 | 251 | 252 | 254 | 256 | 257 | 2,502 |
| x Percent of Jobs that are Office Related [3] | | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% | |
| = Annual New Office Jobs in Moore County | | 97 | 98 | 99 | 99 | 100 | 100 | 101 | 102 | 102 | 103 | 1,001 |
| x Square Feet of New Office Space Per Employee [4] | | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | |
| = Annual Demand for New Office Space in Moore County | | 19,485 | 19,602 | 19,720 | 19,838 | 19,957 | 20,077 | 20,197 | 20,318 | 20,440 | 20,563 | 200,198 |

[1] Bureau of Labor Statistics

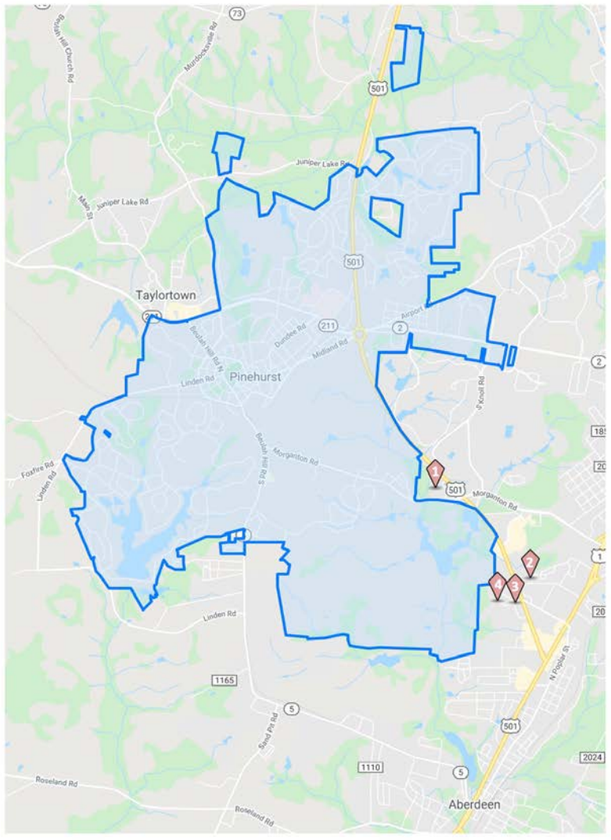
[2] North Carolina Department of Commerce, Labor & Economic Analysis. Growth rate for Pinehurst-Rockingham Area projected to be 0.6% annually from 2017-2026

[3] Based upon North Carolina Department of Commerce, Labor & Economic Analysis jobs by industry type

[4] Based upon industry standards

| Name | Address | Year Built | Size (SF) | SF Available | Vacancy Rate | Est. Asking Rent (SF/YR) | Type | Tenant Types |
|---|---|---|---|---|---|---|---|---|
| Village Club Ct | 7 Village Club Ct, Southern Pines, NC 28387 | 2019 | 4,000 | 1,675 | 42% | $22 | Gross | Medical, Investment firms, contrator, assisted living |
| No Name | 305 Murray Hill Rd, Southern Pines, NC 28387 | 2020 | 7,000 | 2,000 | 29% | n/a | n/a | Moore Floors |
| Pavilion | 100 Pavilion Way, Southern Pines, NC 28387 | 2017 | 25,413 | 4,428 | 17% | $67 | Gross | |
| Same Bldg as Chamber | 160 W New York Ave, Southern Pines, NC 29387 | 2020 | 10,000 | 2,950 | 30% | $19 | Gross | |
| Yadkin Plaza | 340 Commerce Ave, Southern Pines, NC 29387 | 2001 | 25,000 | 7,500 | 30% | $12 | Gross | Office, medical, retail or professional services |

*Source: Internet searches*




1



**7 Village Club Ct**
Southern Pines, NC

Built in 2019
1,674 SF Office Space
$22.00 SF/YR

2



**305 Murray Hill Rd**
Southern Pines, NC

Built in 2020
2,000 SF Office Space
1 Space Available Now

3



**170-190 Commerce Ave**
Southern Pines, NC

Built in 1999
1,920 - 3,968 SF Spaces
2 Spaces Available Now

4

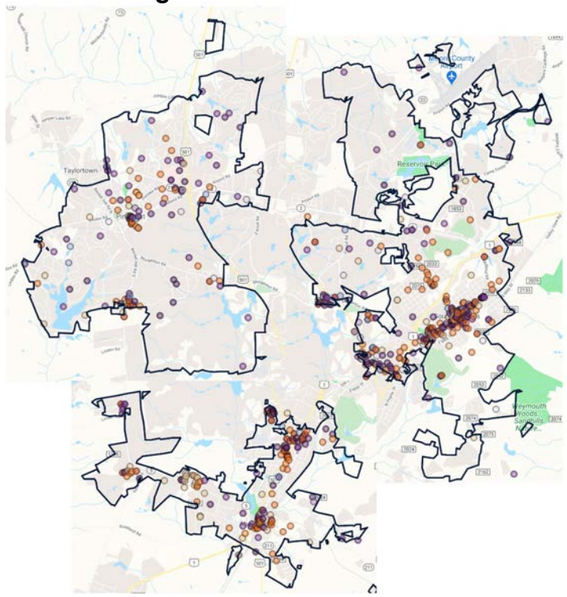


**340 Commerce Ave**
**Yadkin Plaza**
Southern Pines, NC

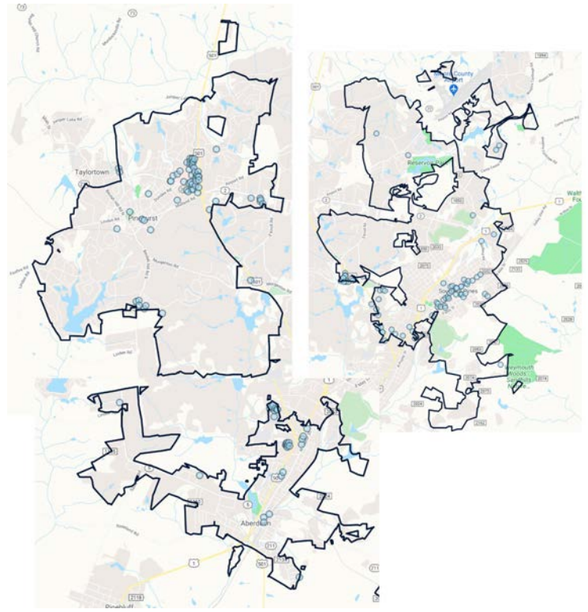
Built in 2001
1,500 - 7,500 SF Spaces
$12.00 SF/YR

*Source: Loopnet, December 1, 2020*

**Office-Using Businesses**




**Health Care & Social Services Businesses**




*Source: Economic Development Partnership of NC*

## Additional Hospitality Data

**HOTEL ROOMS**
**PINEHURST AREA**
**DECEMBER 2020**

| | PINEHURST AREA HOTEL ROOMS[1] | CHANGE IN HOTEL ROOMS | % CHANGE IN HOTEL ROOMS |
|---|---|---|---|
| 2000 | 1,269 | | |
| 2001 | 1,369 | 100 | 7.9% |
| 2002 | 1,369 | 0 | 0.0% |
| 2003 | 1,369 | 0 | 0.0% |
| 2004 | 1,369 | 0 | 0.0% |
| 2005 | 1,369 | 0 | 0.0% |
| 2006 | 1,369 | 0 | 0.0% |
| 2007 | 1,509 | 140 | 10.2% |
| 2008 | 1,586 | 77 | 5.1% |
| 2009 | 1,586 | 0 | 0.0% |
| 2010 | 1,586 | 0 | 0.0% |
| 2011 | 1,586 | 0 | 0.0% |
| 2012 | 1,586 | 0 | 0.0% |
| 2013 | 1,586 | 0 | 0.0% |
| 2014 | 1,586 | 0 | 0.0% |
| 2015 | 1,586 | 0 | 0.0% |
| 2016 | 1,675 | 89 | 5.6% |
| 2017 | 1,675 | 0 | 0.0% |
| 2018 | 1,675 | 0 | 0.0% |
| 2019 | 1,675 | 0 | 0.0% |
| 2020 | 1,778 | 103 | 6.1% |
| Total | 1,778 | 509 | 28.6% |
| **Average Annual** | n/a | 25 | 1.4% |

[1] Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area and Duggal Real Estate Advisors

| Year | PINEHURST AREA HOTEL ROOMS ADDED[1] |
|---|---|
| 1896 | 10 |
| 1901 | 334 |
| 1901 | 15 |
| 1913 | 36 |
| 1923 | 82 |
| 1923 | 42 |
| 1972 | 120 |
| 1980 | 88 |
| 1988 | 123 |
| 1988 | 77 |
| 1996 | 77 |
| 1996 | 80 |
| 1998 | 78 |
| 1999 | 107 |
| 2001 | 100 |
| 2007 | 37 |
| 2007 | 103 |
| 2008 | 77 |
| 2016 | 89 |
| 2020 | 103 |

[1] Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area and Duggal Real Estate Advisors

| Hotel Demand Projection Based on Competitive Supply and Projected Occupancy | | | | | | Projected | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| **Total Existing Rooms** [1] | 1,675 | 1,675 | 1,675 | 1,675 | 1,778 | 1,778 | 1,778 | 1,778 | 1,778 | 1,778 | 1,778 |
| **Total Room Nights** [2] | 670,323 | 670,323 | 669,775 | 669,775 | 644,495 | 644,495 | 644,495 | 644,495 | 644,495 | 644,495 | 644,495 |
| **Demand** [3] | 407,556 | 383,990 | 407,615 | 424,472 | 300,292 | 345,336 | 414,403 | 422,691 | 431,145 | 439,768 | 448,563 |
| **YOY Increase in Demand** | | -5.8% | 6.2% | 4.1% | -29.3% | 15.0% | 20.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| **Occupancy** | 60.8% | 58.7% | 62.5% | 65.1% | 46.7% | 53.6% | 64.3% | 65.6% | 66.9% | 68.2% | 69.6% |
| **Baseline Occupancy for Healthy Hotel Market** [4] | 65% | 65% | 65% | 65% | 65% | 65% | 65% | 65% | 65% | 65% | 65% |
| **Additional Supportable Hotel Room Nights** | -28,154 | -51,720 | -27,739 | -10,882 | -118,630 | -73,586 | -4,519 | 3,769 | 12,223 | 20,846 | 29,641 |
| **Additional Rooms Supported in County** | | | **-76** | **-30** | **-325** | **-202** | **-12** | **10** | **33** | **57** | **81** |

[1] Total room supply within Moore County
[2] Calculation of rooms nights available per year based on total rooms
[3] Based on demonstrated room nights occupied (demand) within the county
[4] The hotel industry standard of a "healthy" market is 65% occupancy

SOURCE: Duggal Real Estate Advisors, Smith Travel Research, Moore County CVB

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|
| Annual Visitors (M) | | | 1.16 | 1.25 | | | |
| Room Supply | | | 670,323 | 670,323 | 669,775 | 669,775 | 644,495 |
| Room Demand | | | 400,853 | 383,990 | 407,615 | 424,472 | 300,292 |
| Occupancy | 58.00% | 60.30% | 60.80% | 58.70% | 62.50% | 65.10% | 46.70% |
| ADR | $138.11 | $133.55 | $137.30 | $126.53 | $128.80 | $139.08 | $131.05 |
| RevPAR | $79.55 | $80.58 | $83.24 | $74.25 | $80.54 | $90.49 | $61.26 |
| 2016 and earlier - CVB Annual Report | | | | | | | |
| 2017-2020 - STR. Based upon year-to-date data from Jan-Nov. Supply and demand year-long | | | | | | | |

## Additional Golf Data

| | Moore County | | |
|---|---|---|---|
| | 2020 | 2030 | Change |
| Total Population [5] | 102,950 | 119,674 | 16,724 |
| Est. Golf Participation [1] | 7.5% | 7.5% | 0 |
| Total Golfers | 7,721 | 8,976 | 1,254 |
| Rounds Per Golfer Per Year | 18.2 | 18.2 | 0 |
| Total Rounds | 140,527 | 163,355 | 22,828 |
| Rounds Per Course [4] | 35,000 | 35,000 | 0 |
| Courses Supported | 4.0 | 4.7 | 0.7 |
| | | | |
| Annual Tourists [3] | 1,140,000 | 1,198,300 | 58,300 |
| Percent that Golf While Traveling [3] | 92% | 92% | 0 |
| Golfers | 1,048,800 | 1,102,436 | 53,636 |
| Avg. Rounds While Visiting [3] | 1.3 | 1.3 | 0 |
| Total Rounds | 1,398,400 | 1,469,914 | 71,514 |
| Rounds Per Course | 35,000 | 35,000 | 0 |
| Courses Supported | 40 | 42 | 2 |
| | | | |
| Total Courses Supported | 44.0 | 46.7 | 2.7 |
| | | | |
| Current Courses | 43.0 | | |

[1] Based upon National Golf Foundation data. Nationally, 7.5% of people participate in golf

[2] Based upon National Golf Foundation data. Nationally, people play 18.2 rounds per year

[3] Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area. 2030 based upon 0.5% growth per year.

[4] National Golf Foundation. The national average is approximately 30,000 rounds per year. This was adjusted up to determine the set point of the golf market in Moore County

[5] North Carolina OSBM, Standard Population Estimates, Vintage 2018 and Population Projections, Vintage 2019

| Resort / Membership Type | Number of Members | Included with Land/Home Purchase | Real Estate Ownership Required | Golf | Initiation Fee | Annual Golf Dues | Tennis | Notes |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| Country Club of North Carolina | n/a | Available | No | 2 Courses | | | 8 courts | |
| Resident & Moore County | | | | | $20,000 | $11,280 | | |
| North Carolina & National | | | | | $10,000 | $6,309 | | National Annual dues are $5,175 |
| Overseas | | | | | $3,000 | $3,111 | | |
| Patriot (3-year associate) & Under 40 | | | | | $1,500 | $3,780 | | |
| Social | | | | | $10,000 | $5,175 | | |
| | | | | | | | | |
| Pinehurst Country Club | 4000+/- | Available | No | 10 Courses | | | 16 courts | |
| Signature Golf (Unlimited Nos. 1-9) | | | | 1 is 9 holes | $45,000 | $7,440 | | Properties with membership |
| Premier Golf (Unlimited Nos. 1-6, includes 8) | | | | | $25,000 | $7,440 | | attached can apply for membership |
| Classic Golf (Unlimited Nos. 1-6) | | | | | $25,000 | $6,240 | | at 50% off initiation fee |
| Sports (Discounted Rates) | | | | | $16,000 | $2,664 | | |
| Social (Discounted Rates, 10 Rounds Max) | | | | | $10,000 | $1,932 | | |
| | | | | | | | | |
| Forest Creek | n/a | Available | Varies | 2 Courses | | | 2 courts | |
| Regular | | | Yes | | $50,000 | $11,180 | | Homeowners Only. Refundable & transferable |
| Charter II | | | No | | $50,000 | $11,180 | | Non-Homeowners. Non-Refundable |
| Junior | | | No | | $5,000 | $5,590 | | Under Age 40 |
| Legacy | | | No | | Waived until 40 | | | Children & Grandchildren |
| Social | | | Yes | | $5,000 | $2,780 | | Homeowners Only. |
| | | | | | | | | |
| Pinewild | n/a | Available | No | 3 Courses | Transfer Fees | | 3 courts | |
| Full Golf | | | | 1 is 9 holes | $12,500 | $5,700 | | New member = $25,000 |
| Club | | | | | $7,500 | $1,980 | | |
| Leisure | | | | | $5,000 | $135 | | |
| | | | | | | | | |
| Mid South Club | 400 Max | Some | Varies | 2 Courses | Transfer Fees | | Y | Affiliate ownership with Talamore |
| Charter - Magnolia Full Golf | | | Yes | | $12,500 | $4,650 | | New Member = $35,000 |
| Charter - Presidential Full Golf Premier | | | Yes | | $27,500 | n/a | | Additional $15K Fee refundable |
| Signature | | | No | | $35,000 | n/a | | |
| Holly Social | | | Yes | | n/a | n/a | | |
| | | | | | | | | |
| Source: Internet searches on Nov. 24, 2020. | | | | | | | | |

## Additional Golf Data

| Course Name | Addresss | Holes | Rating/Slope | Par | Yardage | Avg. Green Fees | Designer | Description |
|---|---|---|---|---|---|---|---|---|
| Country Club of North Carolina – Cardinal Course | 1600 Morganton Road, Pinehurst, NC 28374 | 18 | 75.2/140 | 72 | 7,215 | Private | Wiliard Byrd | A private course featuring two distinct 9-hole courses that rank amongst the top in North Carolina. |
| Country Club of North Carolina – Dogwood Course | 1600 Morganton Road, Pinehurst, NC 28374 | 18 | 74.9/135 | 72 | 7,301 | Private | Ellis Maples | Opened in 1963, the Dogwood course has been home to many championship events through its tenure. |
| Forest Creek Golf Club – North | 200 Meyer Farm Road, Pinehurst, 29384 | 18 | 74.7/144 | 72 | 7,209 | Private | Tom Fazio | A private course featuring sprawling waste areas, ragged-edged bunkers and a pine barrens feel. |
| Forest Creek Golf Club – South | 200 Meyer Farm Road, Pinehurst, 29384 | 18 | 73.71/139 | 72 | 7,095 | Private | Tom Fazio | Patterned after Augusta National, experience 18 holes draped across the landscape of the Sandhills. |
| Midland Country Club | 2205 Midland Road, Pinehurst, NC 28374 | 18 | 69.9/110 | 70 | 6,186 | $34 | Tom Jackson | A beautifully conditioned, friendly and challenging 9-hole course with multi-tee configurations for all levels. |
| Pinehurst No. 1 | 1 Carolina Vista, Pinehurst, NC 28374 | 18 | 68.4/118 | 70 | Blue: 6,089 | $115 | Donald Ross | A great starting round at the Pinehurst Resort, experience a layout that has stood the test of time. |
| Pinehurst No. 2 | 1 Carolina Vista, Pinehurst, NC 28374 | 18 | 76.5/138 | 70 | 7,565 | $403 | Donald Ross | World renowned for unforgettable championships, Donald Ross' No. 2 remains the heart of Pinehurst golf. |
| Pinehurst No. 3 | 1 Carolina Vista, Pinehurst, NC 28374 | 18 | 63.3/118 | 70 | White: 5,722 | $115 | Donald Ross | While the shortest of courses at Pinehurst Resort, don't let the modest distance fool you. |
| Pinehurst No. 4 | 1 Carolina Vista, Pinehurst, NC 28374 | 18 | 74.9/138 | 72 | Gold: 7,226 | $323 | Gil Hanse | No. 4 features the most interesting topography of Pinehurst Resort with a shimmering lake as its centerpiece. |
| Pinehurst No. 5 | 1 Carolina Vista, Pinehurst, NC 28374 | 18 | 72.6/132 | 72 | Gold: 6,848 | $115 | Ellis Maples | Featuring the most water hazards at the resort and variety at every hole, No. 5 is 18 holes that won't disappoint. |
| Pinehurst No. 6 | 97 Juniper Creek Blvd, Pinehurst, NC 28374 | 18 | 74.7/139 | 72 | Gold: 7,053 | $236 | Tom Fazio | Renovations by Tom Fazio in 2005 have made these rolling hills a test from every tee box. |
| Pinehurst No. 7 | 14 Inverrary Road, Pinehurst, NC 28374 | 18 | 75.5/143 | 72 | Gold: 7,216 | $236 | Rees Jones | Rugged terrain and landforms assist as much as they challenge when you play this Rees Jones masterpiece. |
| Pinehurst No. 8 | 100 Centennial Blvd, Pinehurst, NC 28374 | 18 | 74.1/138 | 72 | Gold: 7,092 | $236 | Tom Fazio | Ross-inspired false fronts, sloping greens and more challenge and delight all skill levels on this walkable course. |
| Pinehurst No. 9 | 1 Royal Troon Drive, Pinehurst, NC 28374 | 18 | 75.5/135 | 72 | Gold: 7,118 | $236 | Jack Nicklaus | Not to be outdone, Nicklaus made his mark on Pinehurst with this masterpiece amidst the pines. |
| The Cradle (at Pinehurst) | 1 Carolina Vista Drive, Pinehurst, NC 28374 | 9 | N/a | 27 | 789 | $50 | Gil Hanse | The most fun 9 holes in golf, the Cradle features an affordable, long nine holes steps away from Pinehurst Resort. |
| Pinewild Country Club – Azalea Course | 6 Glasgow Drive, Pinehurst, NC 28374 | 18 | N/a | 27 | Blue: 1,438 | Private | None | Some of the finest par-3 holes you will ever play, traversing a rolling landscape tucked into the pines. |
| Pinewild Country Club – Holly Course | 6 Glasgow Drive, Pinehurst, NC 28374 | 18 | 73.9/141 | 72 | Black: 7,021 | Private | Gary Player | Few bunkers, more water and smaller greens, this signature design by Gary Player cannot be missed. |
| Pinewild Country Club – Magnolia Course | 6 Glasgow Drive, Pinehurst, NC 28374 | 18 | 76.4/135 | 72 | Black: 7,446 | Private | Gene Hamm | A fantastic layout with an emphasis on risk/reward golf, open fairways with elevation lead to challenging greens. |
| Legacy Golf Links | 12615 US Hwy 15-501 South, Aberdeen, NC 28315 | 18 | 73.2/132 | 72 | Black: 7,018 | $39 | Jack Nicklaus II | While a championship course, it's a "must play" for golfers of all skill levels when visiting the Sandhills. |
| Foxfire Resort & Golf Club – Grey Fox Course | 9 Foxfire Boulevard, Foxfire Village, NC 27281 | 18 | 73.1/131 | 72 | 6,851 | $45 | Gene Hamm | Hilly terrain with several doglegs cutting through the towering pines makes a playable challenge. |
| Foxfire Resort & Golf Club – Red Fox Course | 9 Foxfire Boulevard, Foxfire Village, NC 27281 | 18 | 72.8/132 | 72 | 6,743 | $45 | Gene Hamm | Wide manicured fairways and large, fast rolling greens make the Red Fox Course a member favorite. |
| Hyland Golf Club | 115 Fairway Avenue, Southern Pines, NC 28387 | 18 | 72.1/141 | 72 | 6,823 | $65 | Tom Jackson | Regarded as a favorite in the Village of Pinehurst, this newly restored course provides immaculate conditions. |
| Knollwood Fairways & Driving Range | 1470 Midland Road, Southern Pines, NC 28387 | 9 | 63.8/110 | 35 | 2,517 | $34 | C.A. Pitts | A challenging, yet un-intimidating 9-hole course, finesse the art of shot making at Knollwood. |
| Longleaf Golf & Family Club | 10 N. Knoll Road, Southern Pines, NC 28387 | 18 | 71.6/128 | 71 | 6,602 | $62 | Dan Maples | Longleaf provides an exceptional experience for every golfer, coined as 'the most playable course in the Sandhills.' |
| Mid Pines Inn & Golf Club | 1010 Midland Road, Southern Pines, NC 28387 | 18 | 71.0/126 | 72 | 6,723 | $85 | Donald Ross | True to Ross' original design while manicured to modern standards, experience an impeccable championship course. |
| Mid South Club | 610 Palmer Drive, Southern Pines, NC 28387 | 18 | 73.9/140 | 71 | Black: 7,003 | Private | Arnold Palmer | A signature Arnold Palmer course that provides a challenging, yet enjoyable championship layout. |
| Pine Needles Lodge & Golf Club | 1005 Midland Road, Southern Pines, NC 28387 | 18 | 70.6/126 | 71 | 7,015 | $85 | Donald Ross | Family-owned for three generations, Pine Needles provides a completely restored Donald Ross championship course. |
| Southern Pines Golf Club | 290 Country Club Circle, Southern Pines, NC 28387 | 18 | 69.9/127 | 71 | 6,268 | $65 | Donald Ross | Some of the most rewarding 18 holes in the area designed by Donald Ross with challenges from the tee box to the green. |
| Talamore Golf Resort | 48 Talamore Drive, Southern Pines, NC 28387 | 18 | 73.2/140 | 71 | Gold: 6,840 | $69 | Rees Jones | In class Scottish design, Talamore takes Rees Jones' original design to the next level for an accommodating round. |
| Beacon Ridge Country Club | 238 Longleaf Drive, West End, NC 27376 | 18 | 71.3/136 | 72 | 6,414 | $35 | Gene Hamm | A classic layout providing a challenge to golfers of every ability in Pinehurst tradition. |
| Dormie Club | 6033 Beulah Hill Church Rd, West End, NC 27376 | 18 | 72.3/130 | 71 | 6,576 | Private | Coore & Crenshaw | Away from residences and roadways, Dormie provides a natural and magical 18 holes to enjoy in the Sandhills. |
| Seven Lakes Golf Club | 124 E. Devonshire Avenue, West End, NC 27376 | 18 | 74.0/142 | 72 | 6,869 | $35 | Peter Tufts | A most-exciting course in classic design and paired with in-round amenities seen nowhere else in the area. |
| Country Club of Whispering Pines – Pines Course | 2 Country Club Boulevard, Whispering Pines, NC 28327 | 18 | 74.0/133 | 72 | 7,094 | $27 | Ellis Maples | Subtle terrain changes and generous fairways provide a challenge on a true "inland links" course. |
| Country Club of Whispering Pines – River Course | 2 Country Club Boulevard, Whispering Pines, NC 28327 | 18 | 70.8/129 | 72 | 6,521 | $29 | Ellis Maples | Elevation changes, oak-lined fairways, and smaller greens will take some "shot making" you can brag about. |
| Whispering Woods Golf Club | 26 Sandpiper Drive, Whispering Pines, NC 28327 | 18 | 70.8/134 | 72 | Blue: 6,324 | $30 | Ellis Maples | Inspired by this rolling track of land, Ellis Maples designed this signature challenge in the Sandhills for all levels of skill. |
| | | | | | | | | |
| SOURCE: Convention & Visitors Bureau, Pinehurst, Southern Pines, Aberdeen Area. Rates based upon an average of posted 2020 rates or rates for the week of Nov. 24, 2020. | | | | | | | | |



# Focus Area 2: Highway 5 Commercial Area

New investment in the existing employment center on NC Highway 5, near the intersection of Blake Boulevard, provides interesting options to expand job opportunities in Pinehurst and increase access to facilities and services needed by residents. Approximately 290 acres in the Highway 5 Commercial Area Focus Area are represented by 145 different parcels. 47% of the land was identified as undeveloped in 2018, and additional land may be appropriate for redevelopment or infill development.

During Envision the Village, residents voiced concerns about how development of this Focus Area may impact traffic volumes on NC Highway 5 and Monticello Drive. Despite this, there was a recognition that current development in some portions of this Focus Area is not necessarily in keeping with the character of the Village and could be enhanced as redevelopment occurs.

This Plan recommends the Village consider creating a small area plan for this Focus Area with additional public input to ensure high quality development in keeping with the character of Pinehurst in the future. As discussed in the "*Taking Care of Business*" section of the Plan, the Village recognizes the need for the medical community to expand and the need to provide co-working and creative entrepreneurial spaces in the Village. With limited land designated for non-residential uses in the Village, this Focus Area may be a suitable area to provide adequate office space to support the local economy with an eye toward the workforce of the future. However, strict requirements for scale, density, and buffering requirements would need to be evaluated and considered. This can be accomplished by creating a small area plan, similar to the 2008 New Core Master Plan, which creates one connected master planned area with a primary focus on office, medical, life science, and research facilities with small-scale supporting retail services to create an "Innovation Hub". It could also include a residential component as well.

## ► Implementation Strategies:

2.3 Create a small area plan for the NC Highway 5 Commercial Area depicted in Focus Area 2 to facilitate redevelopment as an "Innovation Hub" with office, medical, life science, and research facilities supported with small-scale retail services and residential uses.

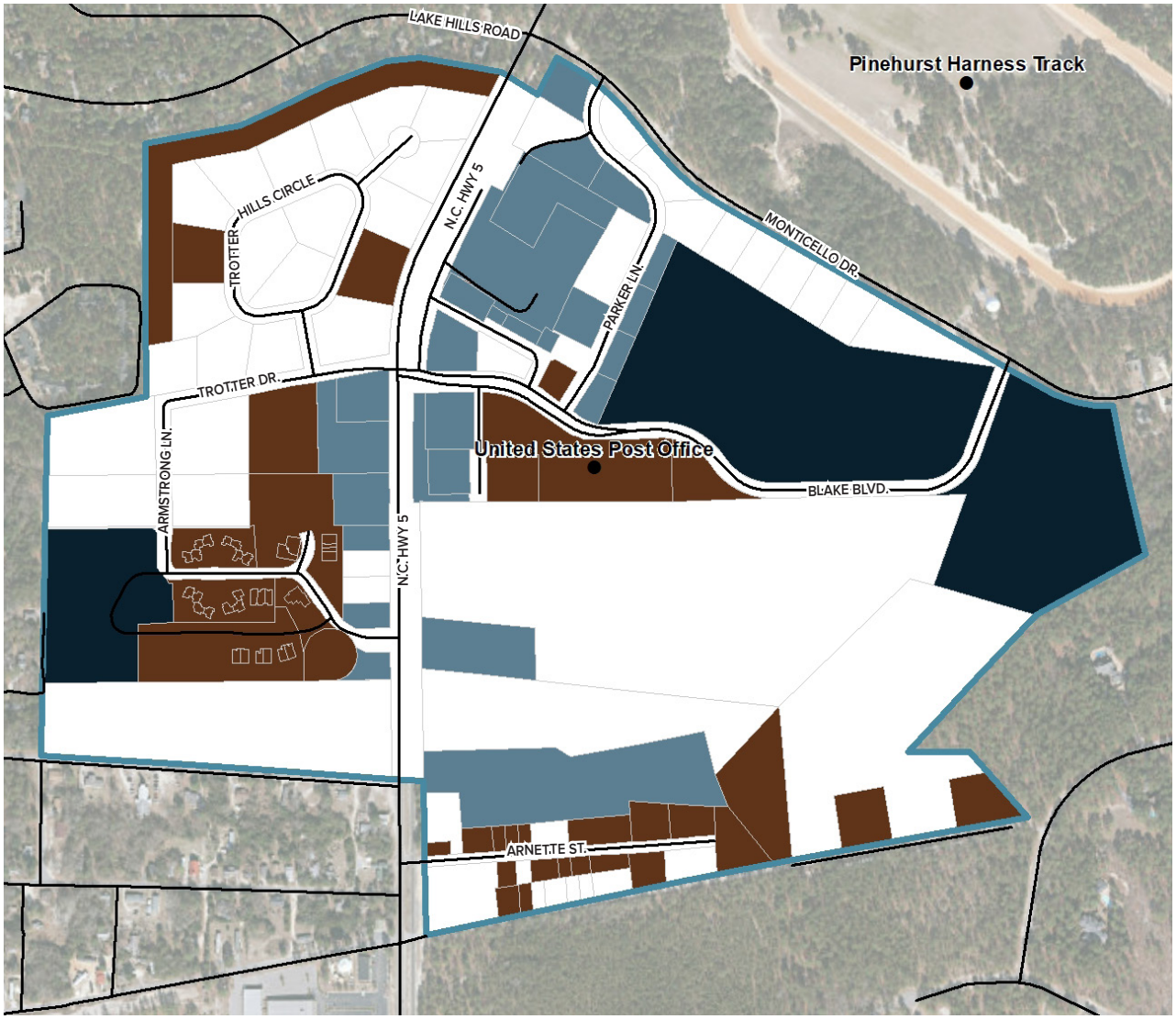
Also see Implementation Strategies 2.10, 2.11, 2.12, 2.13, 2.15, 2.16, 2.17, 2.18, and 2.20 in this section of the Plan.

Also see Implementation Strategies 4.2, 4.3, 4.6, 4.13, 4.14, and 4.15 in the "*Moving Around the Village*" section of the Plan.

Also see Implementation Strategies 5.12 and 5.13 in the "*Taking Care of Business*" section of the Plan.

Also see Implementation Strategies 6.1, 6.11, and 6.12 in the "*Supporting Infrastructure & Facilities*" section of the Plan.

Also see Implementation Strategy 7.14 in the "*All Things Green*" section of the Plan.




## Development Status

- Developed Parcels
- Committed Parcels
- Re-development Potential
- Infill Development Potential
- Undeveloped Parcels

This scenario illustrates how the area might develop if it was transformed into an innovation hub, targeting greenfield development, infill development, and re-development opportunities in one connected master plan concept. Primary uses targeted for this area include medical, life science, and research facilities. Supporting uses may include retail, service, and some residential above first-floor, non-residential uses. New buildings in the area may be one to two stories tall. Surrounding residential neighborhoods would be connected to the village via a grid of walkable streets.

| Use Allocation | |
|---|---|
| Single-Family Detached (d.u.) | 8 |
| Stacked Multi-Family (d.u.) | 181 |
| General Office (s.f.) | 351,501 |
| Medical Office (s.f.) | 266,841 |
| General Retail (s.f.) | 209,976 |

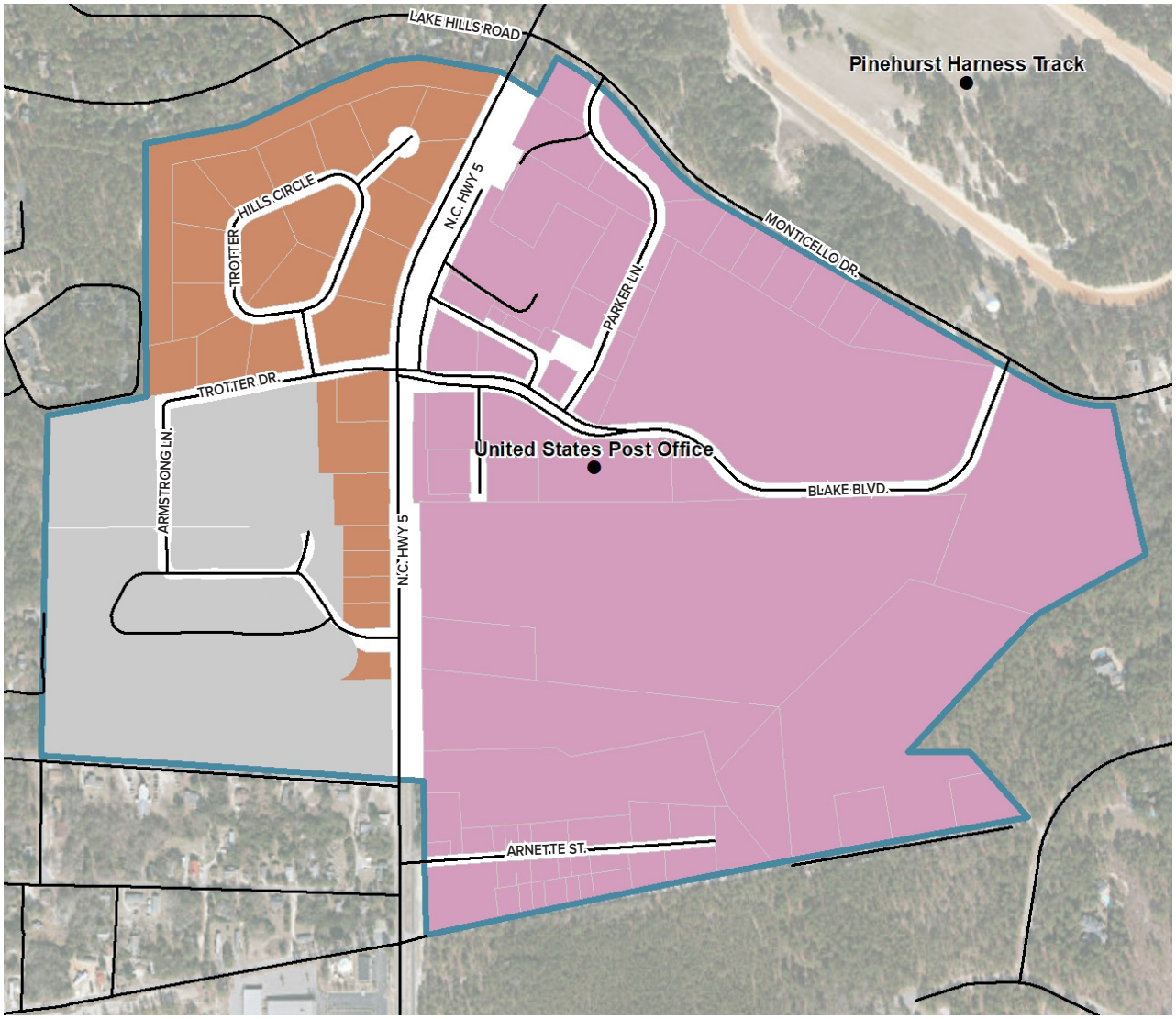
| Likely Infrastructure Impacts | |
|---|---|
| New Students (students) | 95 |
| New Water Demand (mgd) | 0.11 |
| New Sewer Demand (mgd) | 0.10 |
| New Daily Trips (trips) | 15,500 |

| Community Character (% of acres) | |
|---|---|
| Suburban Neighborhood | 19.9% |
| Suburban Center | 14.8% |
| Mixed-Use Center - Stacked Residential | 65.3% |

| Home Choices | |
|---|---|
| Single-Family Detached | 4.2% |
| Stacked Multi-Family | 95.8% |

| Community Characteristics | |
|---|---|
| New Residents | 275 |
| New Employees | 3,137 |

| Special Intensity Allocation | |
|---|---|
| WS-II BW Watershed (acres) | 138 |
| WS-III BW Watershed (acres) | - |




## Scenario Plan

- Mixed Use Center - Stacked Residential
- Suburban Center
- Suburban Neighborhood






*This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of "Innovation Hub" type development that could occur in Focus Area 2. This illustration depicts a mix of uses in a compact, walkable development pattern. A variety of open spaces including parks, plazas and greenways are provided for the enjoyment of residents and employees. The large central park area is intended as a space for gathering and collaboration.*


Welcome
Aberdeen































