PLANNING AND ZONING BOARD
REGULAR MEETING
THURSDAY, MARCH 03RD, 2022
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
4:00 PM

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

Approximately 2 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 Mr. Roberts and Ms. Rothstein, and the late arrival of Ms. Latham and Mr. Shumaker.

II. Approval of Minutes

A. 12-02-2021 Regular Meeting Minutes

Mr. Alzamora moved to approve the minutes of the December 02nd, 2021 Regular Meeting. Seconded by Mr. Farrell. Approved by a vote of 4-0.

III. New Business

A. Overview of the Draft Small Area Plans

Mr. Burich explained the handouts given to the Board members and the purpose of the meeting.

Ms. Latham arrived at 04:05 PM.

Mr. Shumaker arrived at 04:15 PM.

Mr. Burich began his presentation of the Small Area Plans for Focus Area 4 for Village Place.

The Board, Mr. Burich, and Mr. Cameron reviewed the following sections of the Small Area Plans for Village Place: the existing zoning of Village Place, the 2019

Comprehensive Plan Focus Areas, Development Status, Use Allocations, Development Program, Scenario Plan, Table of Contents, Overview / Introduction, Locator Map, Previous Plans and Studies, PDO Assessment Summary, Existing Conditions, Figure Ground, Historic District, Existing Street Network, Posted Speed and Traffic Control, Land Use, Zoning, Existing Zoning and Permitted Uses, Topography, Open Space + Trails + Sidewalks, Market Analysis Summary, Demand Analysis, Economic and Demographic Analysis, Residential / Retail / Hospitality Numbers, Summaries of Market Opportunities / Demand, Public Outreach, Recommendations (Overview, Planning Principles, Olmsted Planning Principles, Olmsted and Manning Principles and the Village, Concept Design [different density levels], Parti/Block Diagram, Village Place Aerial Rendering, Village Place Eye Level Rendering, Detail Plan, Proposed Open Space + Pedestrian Networks, Traffic & Transportation, Proposed Circulation Plan, Proposed Street Section – Rattlesnake Trail, Proposed Street Section – Typical Commercial, Preferred Build-Out Plan, Preferred Build-Out Plan Diagram, and Phasing Absorption Plan), and Implementation (Overview, and Fiscal Analysis).

The Board, Mr. Burich, and Mr. Cameron discussed the following topics of the Small Area Plans relating to Village Place: the height of development, the differentiation of zoning characteristics, pre-approved plans for the Greens Phase II site and condominiums on another parcel and vested rights, the impact of overlay districts on development plans, re-development status and potential, feedback from property owners, the transition to Form Based Code in relation to the PDO, the border for the Historic District, the Right-of-Way for future connection streets, Market Analysis being considered in but not driving the Plans, the threats and challenges for the area, opportunities for retirement centers / aging in place options, where the numbers for projections came from, absorption rates for the Plans, progress / stagnation of development, For-Rent Residential not just being one-owner large complexes but smaller / low scale condominium / cooperative type multi-family units, the legends used for various pages and diagrams, what Parti/Block is, proposed connecting streets and steps needed to create the streets, the opportunity to establish the development pathway for the area, plans needing to be solidified before implementing zoning changes, Village versus private development of the street networks, the effect of topography of the area on development, the Board visiting some of the areas in question, Form Based Code impacting the Plans, three different design options (which primarily vary based on density), public feedback on not extending Rattlesnake Trail straight down through the area (adjustment in Plans not to create a straight shot through the area), strong street frontage element to the design, overlay of use restrictions in addition to the Form Based Code design restrictions, the negative impact the visual depiction of the design concept had on residents (scared or overwhelmed), breaking down the vision horizon into smaller time increments instead of 50 years, parking lots being located behind the buildings, creation of the parks / open space areas, walking trails as connections throughout the Village instead of streets, the proposed amphitheater, the definition of a “trip” in relation to traffic, there is less controversy with Village Place than Pinehurst South, the overall concept of Village Place has been well accepted, and the concept expands the character of the Village.

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Mr. Hooper asked if each Board member would give a brief statement relating their initial impressions or thoughts on Village Place.

Mr. Shumaker noted there seemed to be a bit of "Paralysis through analysis" happening, expressed interest in having a timeline for actionable agenda items to go before Council, discussed the Moratorium (which expires on June 08, 2022), noted the character of the streetscapes is important as is the extension of the "Village core" character, and noted the character of Pinehurst South is varied and not cohesive.

Ms. Latham noted the Small Area Plans provide the opportunity to enhance the Village and make the Village a more vibrant and exciting place to be, there has been a challenge in showing the "arts by night" side of Pinehurst, if managed properly the Small Area Plans can begin to create this type of vibrant community, and noted there has to be a balance so as not to have the feeling of living in an overwhelming "resort" community.

Mr. Farrell noted there is a need to get to the implementation phase, recommended one more Workshop for public feedback, the Plans are close (about 85% of the way there) and stated the Board can help articulate to Council the vision behind the plans and make suggestions.

Mr. Alzamora noted the public input was beneficial but questioned the necessity for another Workshop, the Village Place area is close to and tied to the character of the Village, the development should start with Public investment on Public land to act as a tangible example, and the difficulty will be in raising funds and getting approval to get development going.

Ms. Mercuro noted funding is generally through a CIP (Capital Improvement Program), Public investment is usually seen in the building out of the infrastructure in an area (sidewalks, roads, etc.), Form Based Code is a long process, and the design is in the CIP (which is dependent on the Council).

Mr. Jones noted agreement with the Boards' comments, it is good to give an idea of how development is going to go, a plan is needed (which is how the community got the parts of Pinehurst that are loved), the Small Area Plans focus on the way things look versus how they function (which is appropriate), and traffic is an issue and can be addressed when developing code and implementing with Council.

Mr. Hooper noted people tend to think of things in terms of shorter horizons, progress seems stagnant, there is already a plan in the PDO (so, the question is whether the Village is going to implement that plan or write a "new" plan to redirect development, the connector streets are going to have an effect on daily life in the Village, the design should have more curve to follow Olmsted's streets, and one obstacle is trying to figure out how the Board can help to make things actionable.

Mr. Burich began his presentation of the Small Area Plans for Focus Area 2 for Pinehurst South.

The Board, Mr. Burich, and Mr. Cameron reviewed the following sections of the Small Area Plans for Pinehurst South: the existing zoning of Pinehurst South, the 2019 Comprehensive Plan Focus Areas, Development Status, Use Allocations, Scenario Plan, Planning Goals, Existing Conditions, Figure Ground Map, Street Network, Land Use, Zoning, Table of Uses, Topography, Open Space + Trails + Sidewalks, Demand Analysis, and Recommendations (Overview, Concept Design [different density levels], Pinehurst South Aerial Rendering, Pinehurst South Eye Level Rendering, Core Area Detail Plan, Proposed Open Space + Trails + Sidewalks, Open Space Detail Plan, Traffic & Transportation, Proposed Circulation Plan, Proposed Street Section Plans, Build Out Scenario Plans [various scenarios], and Phasing Absorption Plan).

The Board, Mr. Burich, and Mr. Cameron discussed the following topics of the Small Area Plans relating to Pinehurst South: the large amounts of vacant land creating pressure for plans regulating development, the pressure on HWY 5 and no work around for traffic currently in place, walkways and / or golf cart paths connecting the area to the Village and amenities throughout the area itself, increasing golf cart mobility, the location of the proposed central green, the two ways to financially implement the development plans to include open spaces / parks, the orientation of Monticello Dr. remaining the same, the lack of connectivity within the existing neighborhoods in the area, sidewalk type and locations proposed, concern regarding relocation of the Public Services facilities to the area reducing the green space / buffer in the area and increasing the traffic in the area, the potential commercial mixed use development of a large, adjacent parcel of land in Aberdeen and the increased traffic this development would bring, the difficulty of implementing the proposed walkway / trail given the proximity to a working railroad, the ownership of the property along the railroad and Right-of-Way, and the size of Right-of-Ways and intersections.

Mr. Hooper asked if each Board member would give a brief statement relating their initial impressions or thoughts on Pinehurst South.

Mr. Shumaker noted no initial response to the Pinehurst South portion of the Small Area Plans, stated there is a lot to digest and so much going on in the area, and that a "golf cluster" would need a place to go with a Pinehurst address and this area could be the solution.

Ms. Latham noted "high density" gives people the "heebie jeebies", HWY 5 is a troubled artery, there is a lack of diversity in housing stock (especially multi-family not geared towards "weekend warriors" for golf but actual long-term residents who need multi-family options), there is a need for a place where a diverse group of people can live, the Plans can create character in a place that lacks it, there is an opportunity to thoughtfully create a highly needed asset, HWY 5 is a problem / mess (to make the Plans work, this will need to be solved), and Pinehurst can be a place of growth and this is the area to this and manage it in a way that is charming and works.

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Mr. Farrell noted concerns over the analysis showing the East side is favorable for residential when this is one of the few places small scale business can go, there is a potential for different types of uses (multi-family, retail, offices, and commercial), traffic is always a concern and the design seems to exacerbate traffic, and there are half a dozen decisions that can be made to progress plans in this area.

Mr. Alzamora noted excitement over seeing something happen in the area, a need to create a plan with an expectation of what the area should look like (there is no existing constancy in design, only in commercial use), there is a need for multi-family but, also, a need for commercial to give businesses a place to go, the "quality of life" amenities (sidewalks, trails, open spaces, etc.) are needed and important for residents and businesses to make use of the area (think downtown Southern Pines), existing commercial spaces in the Village don't have the "quality of life" aspects (get to work, work, drive somewhere to eat or to take a breather), development will happen as the Village is not in a vacuum, and the Village can only focus on what can be controlled within their power to do so and "powers that be" will address the HWY 5 issues.

Ms. Mercuro noted the Plans are the first step, and this type of development couldn't be done north on HWY 5.

Ms. Latham left the meeting at 06:25 PM.

Mr. Jones noted the NC Department of Transportation (DOT) owns HWY 5 and need to be a partner in solving the problem, the Village should do what it can with its space and lean on DOT to be part of the HWY 5 solution.

Mr. Hooper noted a concern over the Moratorium situation, that zoning changes have more of a clock than other areas, there have been changes since the Cottages have been approved, there will be some mixed use development and need for cohesiveness in how to create a professional environment alongside residential, Form Based Code and a park are a good idea for cohesiveness, and there is a great initial connectivity plan.

Mr. Shumaker left the meeting at 06:28 PM.

IV. General Business

The Board, Mr. Burich, and Mr. Cameron discussed the need for future Work Session meetings covering the Small Area Plans and agreed to have a Work Session Meeting on Friday, 03/18/22, from 02:00 PM to 05:00 PM in Assembly Hall. Mr. Burich stated the objectives of the Work Session meetings on the Small Area Plans are to review any concerns and discuss any changes the Board may have.

V. Next Meeting Date

A. 04-07-2022 Regular Meeting

VI. Motion to Adjourn

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Mr. Farrell moved to adjourn the Regular Meeting. Seconded by Mr. Alzamora. Approved by a vote of 4-0 at 06:34 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.

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PLANNING AND ZONING BOARD
SPECIAL MEETING
FRIDAY, MARCH 18TH, 2022
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA
2:00 PM

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

Approximately 2 member(s) of the public in attendance.

I. Call to Order

Mr. Hooper called the meeting to order at 02:10 PM, confirmed a quorum was present, and explained the purpose of this meeting.

II. Overview of the Draft Small Area Plans

The Board will be able to provide feedback on the Village Place draft Small Area Plans.

The Board and Mr. Burich reviewed the following handouts taken from the Small Area Plans for Village Place: Parti / Block Diagram, Preferred Build-out Plan, Comprehensive Plan 2019 and Small Area Plan Development Programs, Concept Design Low Intensity Plan Option, Concept Design High Intensity Plan Option, Detail Plan, Proposed Open Space + Pedestrian Network, Proposed Circulation Plan, Public Workshop #2 Low Intensity Plan Option, Public Workshop #2 High Intensity Plan Option, and Public Workshop #2 Detail Plan.

The Board and Mr. Burich discussed the following topics relating to the Small Area Plans for Village Place: Form Based Code (FBC) effect on and implementation of Form Based Code in the focus areas, determination of where streets will be and how the code overlays will affect the design of streets, how to adjust Form Based Code to the original aesthetics and architecture of Pinehurst, the designation of certain blocks within the focus area, Form Based Code varying within specific blocks of the focus area in terms of architectural / development standards, the interaction of Form Based Code overlays and underlying zoning codes, the potential Form Based Code differences between

commercial and residential areas (how the areas will be blended), the lack of residential / multi-family renderings in the Small Area Plans, changes from residential to commercial / green space in certain sections of the focus area, the overall acceptance of the plan for this area by the community, concerns over the connecting streets being proposed for Medlin, Magnolia, and Kelly roads, concern over giving up public space for civic uses to streets, the advantages of having some type of connection (pedestrian or vehicular) in this area, the need to develop specific solutions to concerns or issues, concern over the need for an additional hotel in this area, concern over the change in boundaries in this area, desired mixed use residential / commercial development in the area along Magnolia, the negatives that would come from converting lots zoned commercial back to being zoned residential along Magnolia, the importance of targeting specific types of commercial infill (coffee shops, iced cream parlors, etc.) for multi-family areas, the importance of buffer areas separating commercial and residential use areas, topography and storm water runoff challenges for certain lots within the area, what will be done to attract commercial ventures to the area, commercial development doesn't preclude residential development (just changes the type of residential development), shared pedestrian / golf cart paths especially in certain places of the Village that are outside of the Village core area, the need to enhance the connectivity of pedestrian walkways throughout the Village, the need to enhance the circulation of golf carts throughout the Village, the flexibility to change zoning as needs change and the difficulties of changing zoning from commercial to residential or vice-a-versa, feedback that has been given by property owners in the area, the process new construction must follow within the Historic District portion of the area, potential zoning changes to lots within the area, the importance of commercial businesses supporting each other / being in an area where multiple types of commercial destinations are available to make it worthwhile to travel / walk to the area, FBC being what is going to allow this area to reflect the character of the Village core area, look at the uses that are available in the Village core area, area needs a "draw" to bring people in, market research / analysis for the area, the demand for additional hotel(s) in the area and how regulation of Short Term Rentals would impact this demand, the potential for a boutique type hotel in Pinehurst South area instead of Village Place, the potential negative impact that could occur should a large chain type hotel build in Village Place, Form Based Code being used to limit the type and architecture of hotels within Village Place, the proposed pedestrian circulation throughout the area, and the need for street extension to promote development within the area (which will, also, extend pedestrian walkways).

Mr. Alzamora excused himself from the meeting at 03:18 PM and returned at 03:20 PM.

Mr. Burich stated the next session on the Small Area Plans will be held during the next Regular Meeting, and announced Public Workshop #4 being held on March 29, 2022 to specifically collect feedback from property owners in both Village Place and Pinehurst South.

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The Board and Mr. Burich discussed no further collaboration with Design Collective being planned at this point.

The Board and Mr. Burich discussed the path forward for the Small Area Plans and Form Based Code adoption and implementation.

III. 2022 Volunteer Luncheon Group Photo

IV. Motion to Adjourn

Ms. Rothstein moved to adjourn the Special Meeting. Seconded by Mr. Farrell. Approved by a vote of 4-0 at 04:03 PM.

Respectfully Submitted,

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

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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

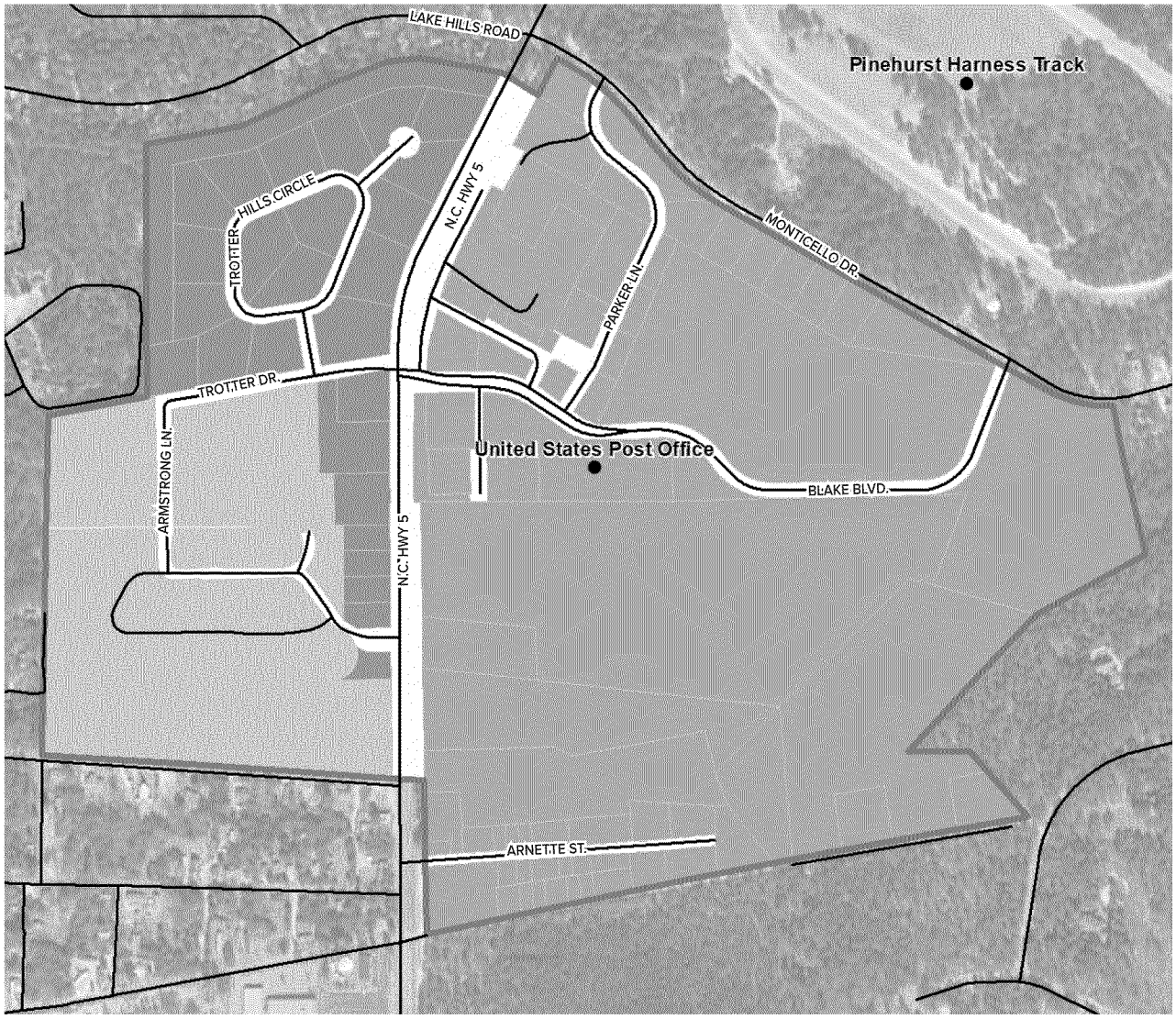
Likely Infrastructure Impacts	
New Students (students)	95
New Water Demand (mgd)	0.11
New Sewer Demand (mgd)	0.10
New Daily Trips (trips)	15,500

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.

Focus Area 4: Village Place/ Rattlesnake Trail Corridor

Village Place and the Rattlesnake Trail corridor offer interesting opportunities to expand the footprint of the Village Center and provide a new front door to the historic downtown area from NC Highway 211. Approximately 100 acres in the focus area are represented by 70 different parcels. 13% of the land was identified as undeveloped in 2018, but significant land may become available in the future for redevelopment or infill development. Property owned by the Village along McCaskill Road (the Public Services Complex) provides the Village with an opportunity to influence development types and intensities in and around this walkable activity center.

During Envision the Village, an overwhelming majority of residents indicated their preference to convert existing development in the Village Place/Rattlesnake Corridor to a more mixed use, walkable destination that is in keeping with the character of the existing Village Center. This is consistent with resident input received throughout the entire Comprehensive Plan process that residents want walkable activity centers that are linked to open spaces and recreational areas and can offer a broader range of housing options beyond the traditional single-family neighborhood

In 2008, the Village adopted the New Core Master Plan, or a small area plan, for a portion of this Focus Area. This plan has guided recent development in this area, including the newly refurbished historic steam plant that now houses the Pinehurst Brewery. This Plan recommends extending the planning area to the Rattlesnake Trail corridor to include this important gateway into the Village off NC Highway 211, which has been widened since the adoption of the New Core Master Plan. It is important that any future redevelopment of this area compliment and support, rather than harm, the cherished and well-loved Village Center. To affect redevelopment of this area, the Village will also need to consider relocating its current Public Services Complex. See the "*Supporting Infrastructure & Facilities*" and "*Taking Care of Business*" sections of the Plan for additional discussion and information.

During Envision the Village, residents expressed an interest in relocating office uses on the first floor in the Village Center to Village Place. They also identified Village Place as an opportunity to re-invigorate the Village with arts related businesses and cultural attractions. As the Village contemplates future uses in this area, it will be important to address the need for parking. Creating an updated small area plan for Village Place, with additional public input, can help articulate the community's vision for this area and help encourage the redevelopment of this often referred to as "blighted" area that is not consistent with the character of Pinehurst today.

► Implementation Strategies:

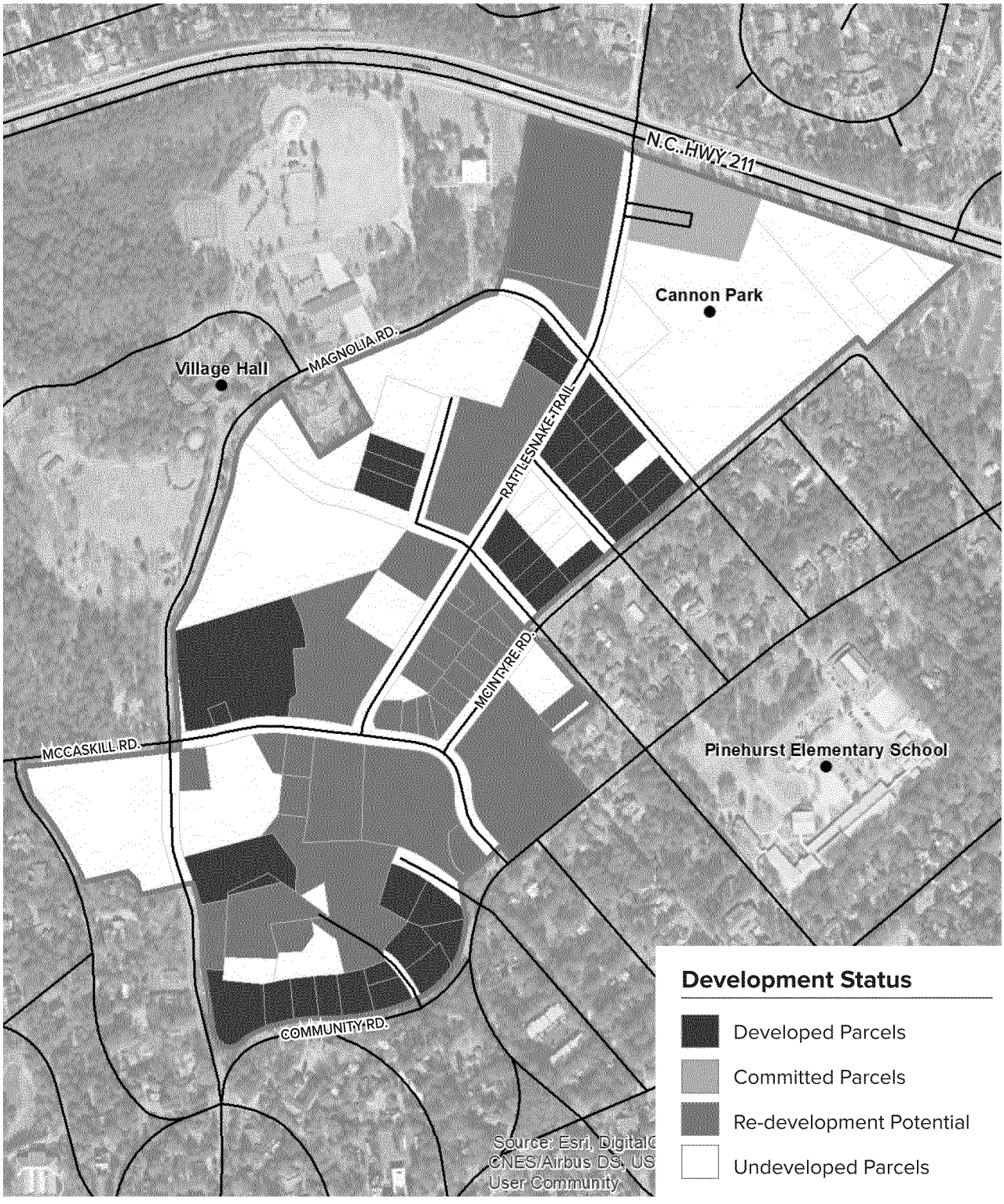
2.8 Create a small area plan for the Village Place/Rattlesnake Trail Corridor depicted in Focus Area 4 to create a mixed-use, walkable destination area that is connected to the Village Center.

Also see Implementation Strategies 2.10, 2.11, 2.12, 2.13, 2.15, 2.16, and 2.20 in this section of the Plan.

Also see Implementation Strategies 4.7, 4.8, 4.9, 4.13, 4.14, and 4.16 in the "*Moving Around the Village*" section of the Plan.

Also see Implementation Strategies 5.1, 5.2, 5.3, 5.4, 5.5, 5.9, 5.11, 5.13, and 5.14 in the "*Taking Care of Business*" section of the Plan.

Also see Implementation Strategy 6.1, 6.5, 6.11 in the "*Supporting Infrastructure & Facilities*" section of the Plan.


N.C. HWY 211
Cannon Park
Village Hall
MAGNOLIA RD.
RATTLESNAKE TRAIL
MCINTYRE RD.
MCCASKILL RD.
Pinehurst Elementary School
COMMUNITY RD.
Source: Esri, DigitalG
©NES/Airbus DS, US
User Community
Development Status
Developed Parcels
Committed Parcels
Re-development Potential
Undeveloped Parcels

This scenario illustrates how the Rattlesnake Trail Corridor area might develop if resources are (re) targeted to make it into a mixed-use, walkable destination in the Village that extends the historic core north along Rattlesnake Trail to NC Hwy. 211. Existing industrial, retail, and multifamily uses in the area would be redeveloped into destinations that reinforce the one-of-a-kind village-character of Pinehurst. New buildings in the scenario are assumed to be one to three stories tall. Parking would be accommodated in a parking deck and series of surface lots and on-street parking. The scenario also assumes completion of the new recreation center at the corner of NC Hwy. 211 and Rattlesnake Trail.

Use Allocation	
Open Space (acres)	26.9
Single-Family Detached (d.u.)	5
Single-Family Attached (d.u.)	11
Stacked Multi-Family (d.u.)	214
General Office (s.f.)	158,140
General Retail (s.f.)	316,280

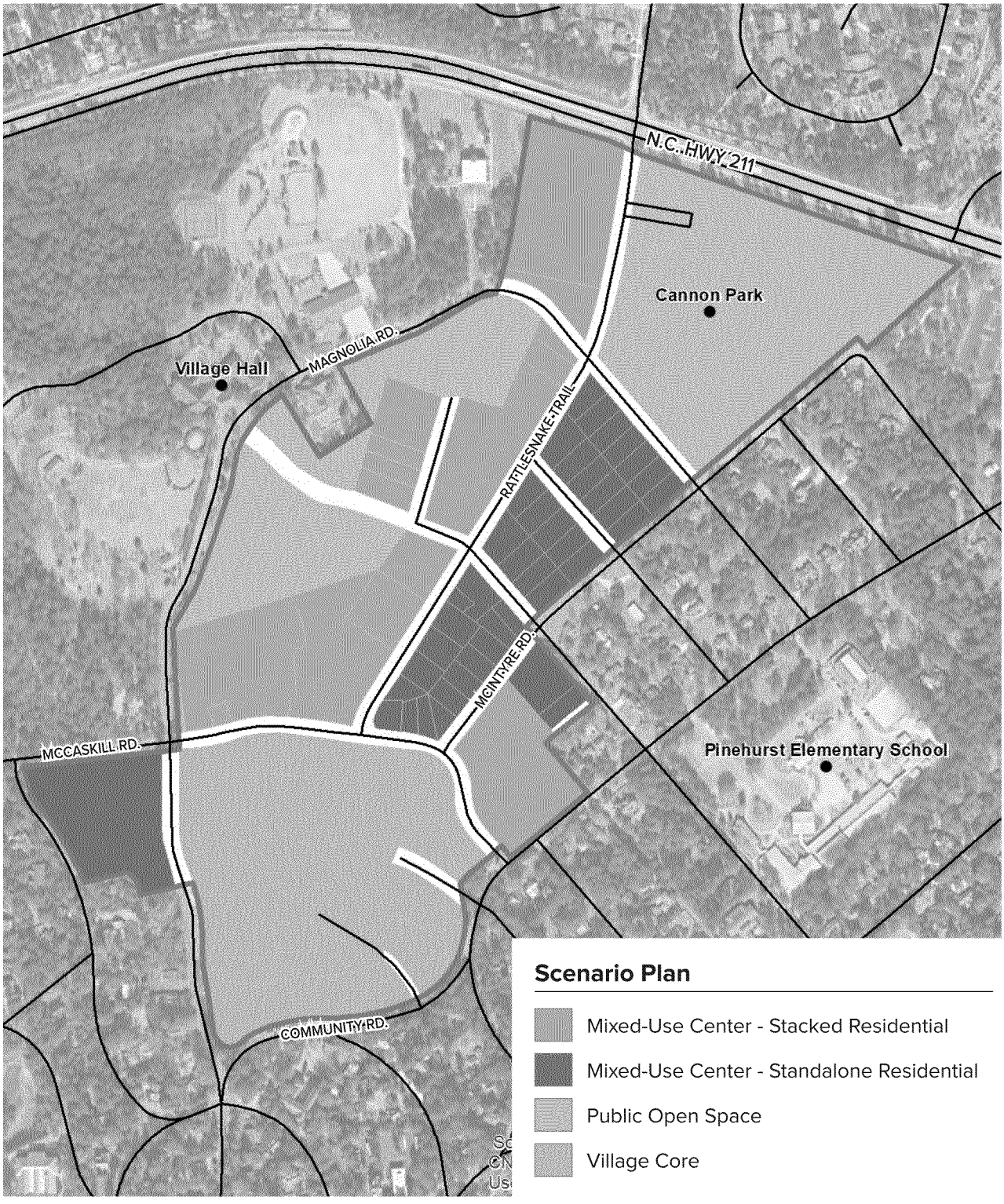
Likely Infrastructure Impacts	
New Students (students)	116
New Water Demand (mgd)	0.08
New Sewer Demand (mgd)	0.07
New Daily Trips (trips)	7,810

Community Character (% of acres)	
Public Open Space	23.3%
Mixed-Use Center - Stacked Residential	30.1%
Mixed-Use Center - Standalone Residential	19.2%
Village Core	27.4%

Home Choices	
Single-Family Detached	2.2%
Single-Family Attached	4.6%
Stacked Multi-Family	93.2%

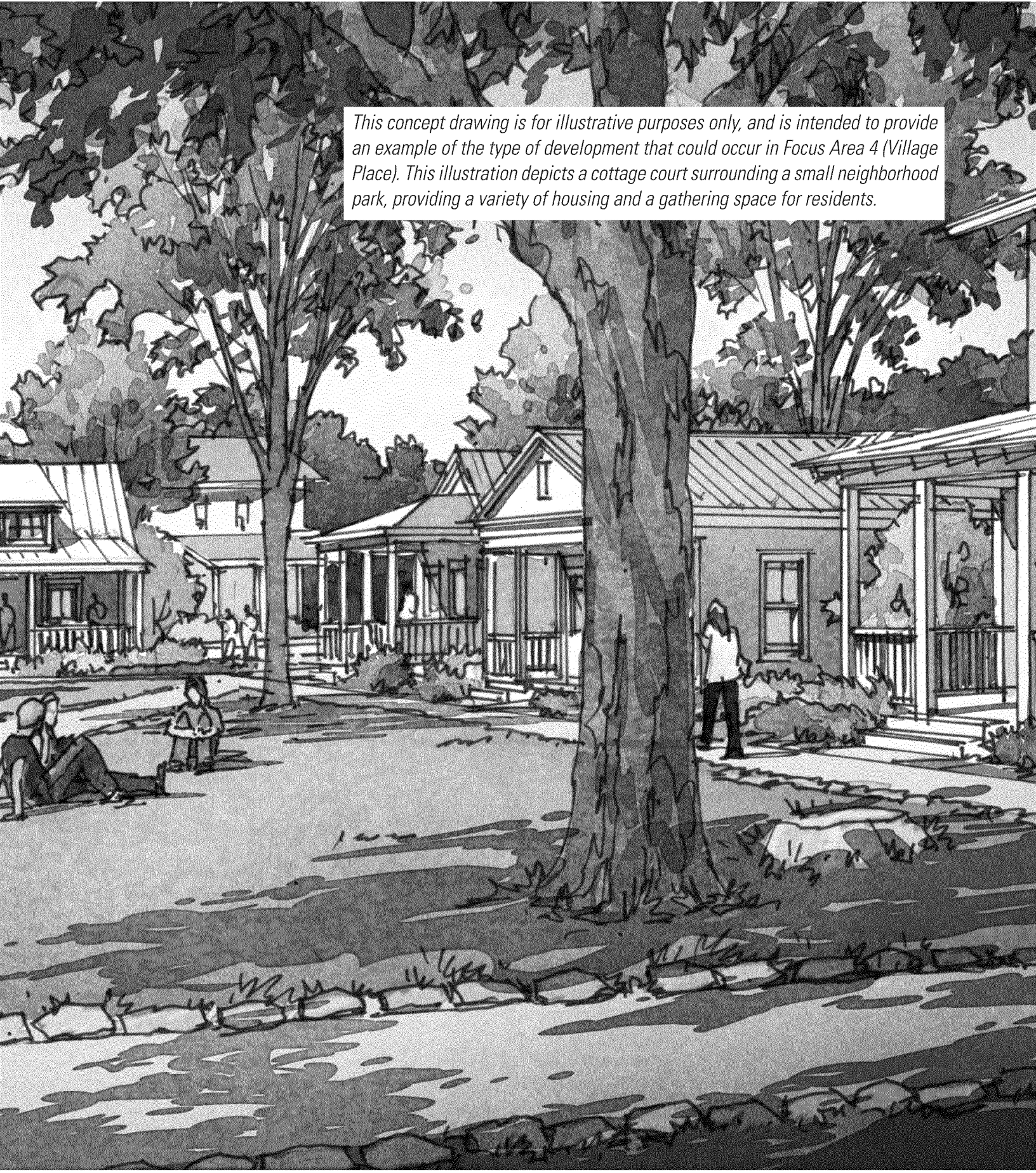
Community Characteristics	
New Residents	128
New Employees	1,560

Special Intensity Allocation	
WS-II BW Watershed (acres)	17
WS-III BW Watershed (acres)	-

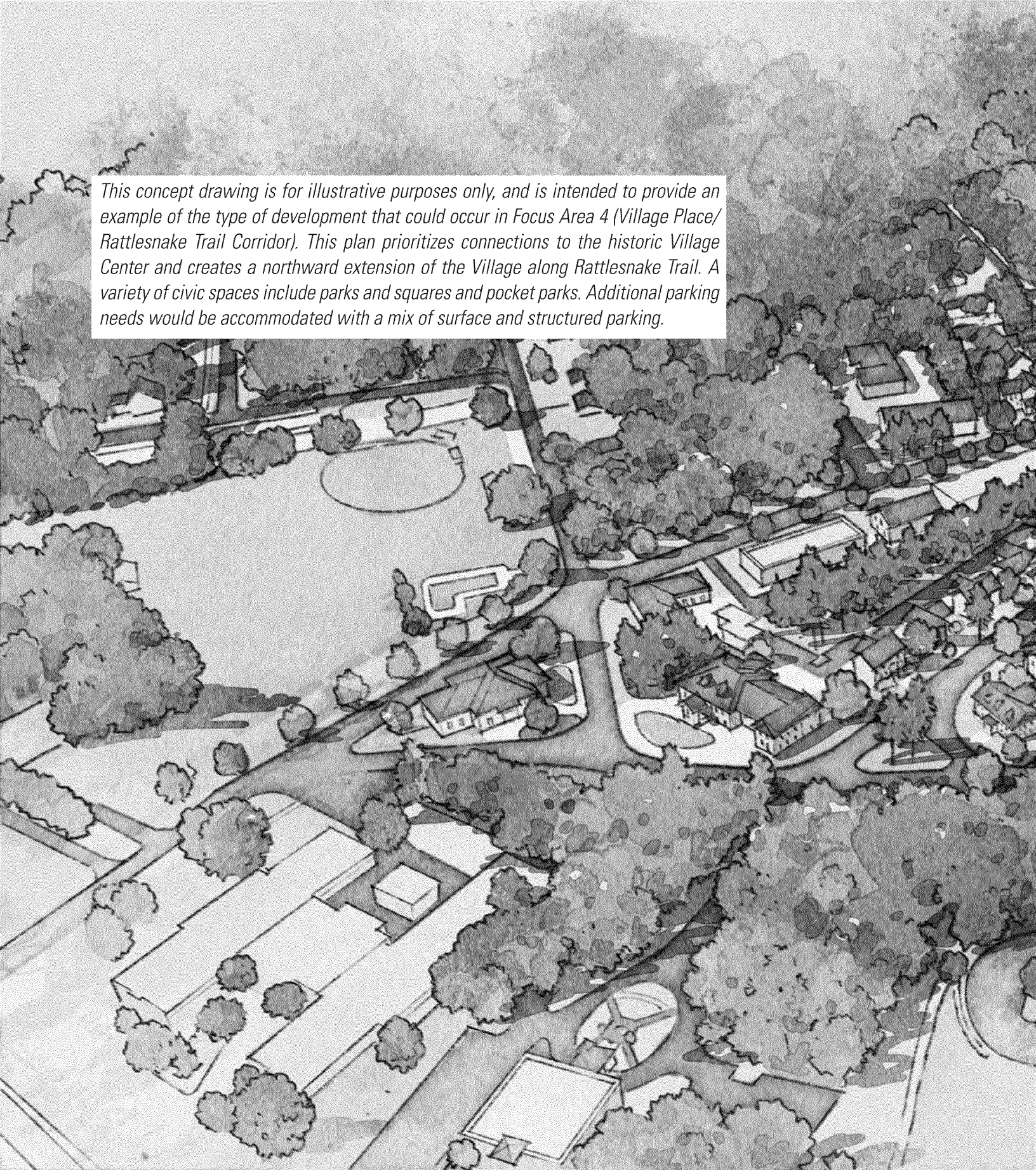

N.C. HWY 211
Cannon Park
Village Hall
MAGNOLIA RD.
RATTLESNAKE TRAIL
MCINTYRE RD.
MCCASKILL RD.
Pinehurst Elementary School
COMMUNITY RD.
Scenario Plan
Mixed-Use Center - Stacked Residential
Mixed-Use Center - Standalone Residential
Public Open Space
Village Core


PINEHURST BREWING COMPANY
PINEHURST





This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of development that could occur in Focus Area 4 (Village Place). This illustration depicts a cottage court surrounding a small neighborhood park, providing a variety of housing and a gathering space for residents.



This concept drawing is for illustrative purposes only, and is intended to provide an example of the type of development that could occur in Focus Area 4 (Village Place/ Rattlesnake Trail Corridor). This plan prioritizes connections to the historic Village Center and creates a northward extension of the Village along Rattlesnake Trail. A variety of civic spaces include parks and squares and pocket parks. Additional parking needs would be accommodated with a mix of surface and structured parking.


ZANETTA



VILLAGE OF PINEHURST SMALL AREA PLAN

VILLAGE PLACE

JANUARY 13, 2022 | VERSION DRAFT C

Design Collective

DUGGAL REAL ESTATE ADVISORS

Moving forward. RKA RAMEY KEMP ASSOCIATES

VILLAGE OF PINEHURST

ACKNOWLEDGMENTS

ELECTED & APPOINTED OFFICIALS

JOHN C. STRICKLAND
Mayor

JUDY DAVIS
Mayor Pro Tem

LYDIA BOESCH
Treasurer

KEVIN DRUM
Councilmember

JANE HOGEMAN
Councilmember

VILLAGE STAFF

DARRYN BURICH
Planning & Inspections Director

ALEX CAMERON
Planning Supervisor

DESIGN TEAM

DESIGN COLLECTIVE

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

Transportation
Adam Fischer, PE
Transportation Planner, Facilitator
Jessica McClure, PE
Traffic Engineering Lead, Facilitator

DUGGAL REAL ESTATE ADVISORS

Market & Economic
Melina Duggal, AICP
Market Analyst, Facilitator

REVISION TRACKING CHART

Tracking all modifications from Version 1.0, dated January 2022.

VERSION	PAGE	CONTENT	REVISION DATE	PLANNING APPROVAL

EXECUTIVE SUMMARY

Executive Summary text will be added to the final report version.

*Note: All pages numbers to be updated for Final Version

TABLE OF CONTENTS

1.0 Introduction **1**
1.1 Overview 2
1.2 Purpose & Process 4
1.3 Background & History 6
1.4 Previous Plans & Studies 8
1.5 PDO Assessment Summary 10

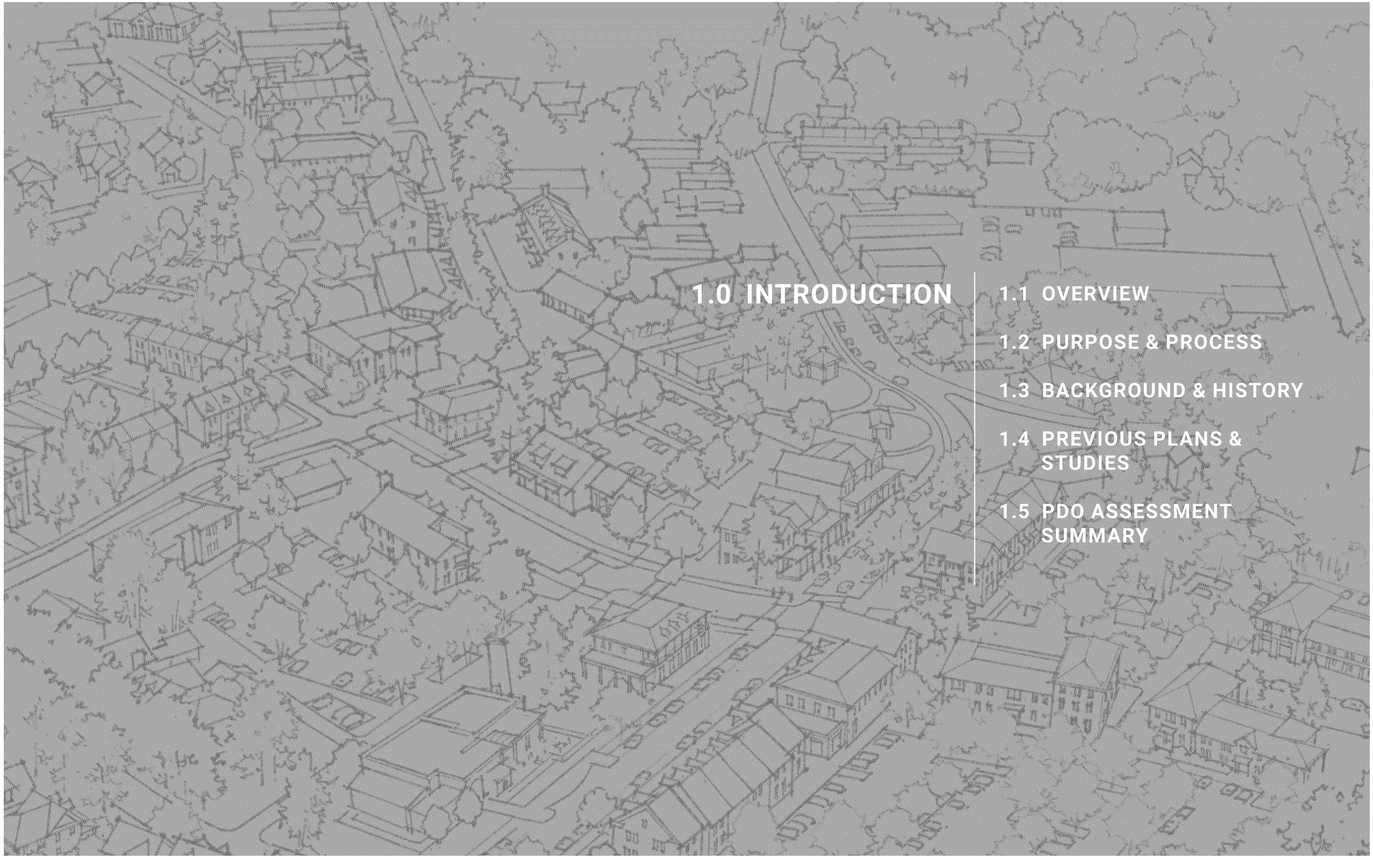
2.0 Existing Conditions **13**
2.1 Overview 14
2.2 Existing Conditions 16
2.3 Market Analysis Summary 26

3.0 Public Outreach **39**
3.1 Overview 40
3.2 Phase 1 Feedback Summary 42
3.3 Phase 2 Feedback Summary 44

4.0 Recommendations **47**
4.1 Overview 48
4.2 Guiding Principles 49
4.3 Concept Design 52
4.4 Final Design 56

5.0 Fiscal Analysis **75**
5.1 Overview & Fiscal Analysis 76
5.2 Fiscal Analysis 77

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1.0 INTRODUCTION

1.1 OVERVIEW

1.2 PURPOSE & PROCESS

1.3 BACKGROUND & HISTORY

1.4 PREVIOUS PLANS & STUDIES

1.5 PDO ASSESSMENT SUMMARY

1.1 OVERVIEW & PROCESS

Overview

The Village of Pinehurst identified two locations within the Village boundary, Village Place and 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 Village Place Small Area Plan. For recommendations pertaining to Pinehurst South, please see the *Pinehurst South Small Area Plan*.

The scope for the Village Place Small Area Plan 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 Village Place 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 Village Place and Pinehurst South. During this timeframe, 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 Village Place Small Area Plan.

The Plan was approved by the Village of Pinehurst Council and recommended for adoption as an element of the _____ through General Resolution #-_____ on _____, 2022.

The Plan was adopted as an amendment to the Village of Pinehurst Development Ordinance by the Village Place Council through Amendment #-_____ on _____, 2022.

Project Goals

The following project goals were identified in the project RFP, issued by the Village:

- Create a mixed-use walkable destination area that is connected to the Village Center;
- 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;
- Expand the footprint of authentic Pinehurst - immediately north of the historic center of the community - and add a new front door to the historic center from NC Highway 211;
- Connect the historic Village Center area with Village Place via a "connecting spine(s)" which should include new or extended streets, sidewalks, and paths;
- Extend the vision of Tufts, Olmsted, and Manning from the Village Center to Highway 211 throughout Village Place and along Rattlesnake Trail;
- The Plan must be consistent with 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, 3 and 7 of the 2019 Comprehensive Plan are especially important to the development of the Small Area Plans;
- Parking for existing uses in the Village Center and surrounding areas will also need to be accommodated here;
- 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 Village Center and its 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 *Village Place Small Area Plan*, based on analysis and stakeholder feedback:

- Promote a mixed-use walkable neighborhood that is reflective of the Village Core, but does not compete with or drain the economic success of it;
- Recommend mixed-use south of McCaskill that is of a similar scale to the Village Center, while exploring additional mixed-use and infill commercial along Rattlesnake Trail;
- Incorporate new small Open Spaces, to supplement and connect to the existing larger Open Spaces in and adjacent to Village Place;
- Explore new infill development with the relocation of the VOP Services Complex; and
- Provide a connected street network that will help to alleviate traffic congestion on Rattlesnake Trail and cut-through traffic in adjacent residential streets.

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

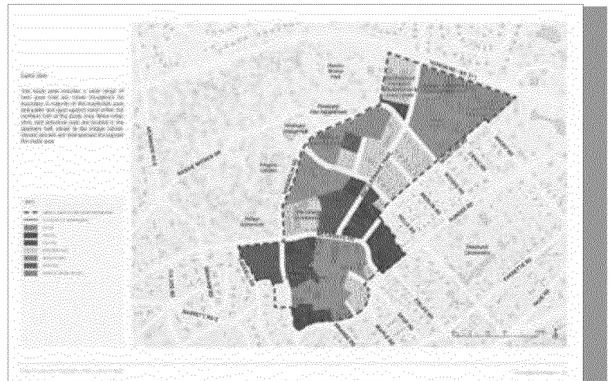
The purpose of this plan is to define the characteristics of future development that are supportable and appropriate for Pinehurst, to guide change towards a predictable and agreed upon outcome. This plan addresses land use; street types; open space; pedestrian and bicycle facilities and connectivity; and numerous other considerations and, in concert with the *Village Place Form-Based Code,* creates a framework for the future built environment.

The document includes the following components:



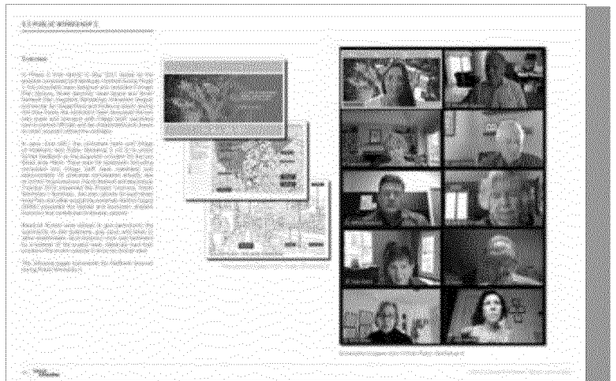
SECTION 1.0: INTRODUCTION

Provides a brief overview of the project location, the objectives and process, and a general description of the document's content.



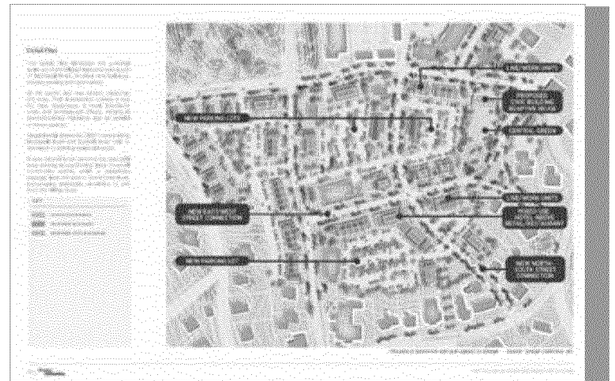
SECTION 2.0: EXISTING CONDITIONS

Examines the physical and market conditions of Village Place through photo documentation, analysis of data, stakeholder interviews, and community feedback.



SECTION 3.0: PUBLIC OUTREACH

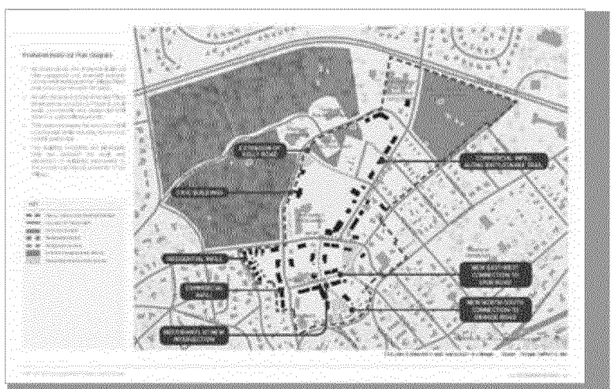
Provides a brief overview of the stakeholder interviews and public workshops that were implemented as part of the public outreach process.



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 Village Place.

This document does not cover development standards required for construction review within the Village Place 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 Village Place Form-Based Code and the Pinehurst Development Ordinance.

Site Aerial

The aerial image shows the Village Place Small Area Plan (SAP) boundary as a brown dashed line.

KEY

SMALL AREA PLAN (SAP) BOUNDARY

VILLAGE OF PINEHURST



Background and History

The Village of Pinehurst is a small, traditional village 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 15/501 as the two major thoroughfares that bisect its boundary.

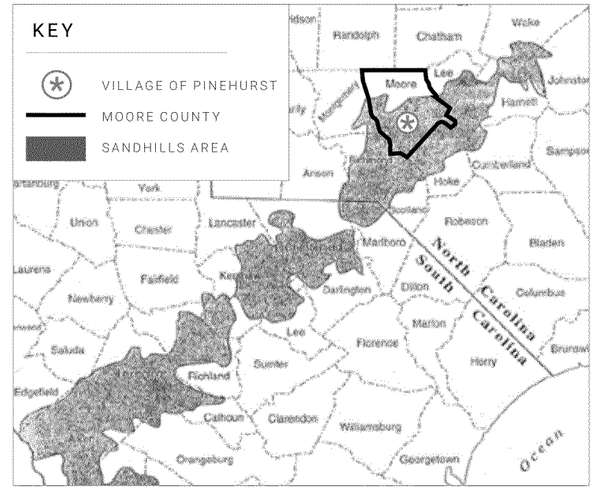
One of two National Historic Landmark Districts in North Carolina, the Village is deeply rooted in its setting and history. The area is nestled in “the Sandhills” of Moore County, characterized by rolling hills, covered by deep coarse sands and forested areas. Longleaf pines, in particular, were a major 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.

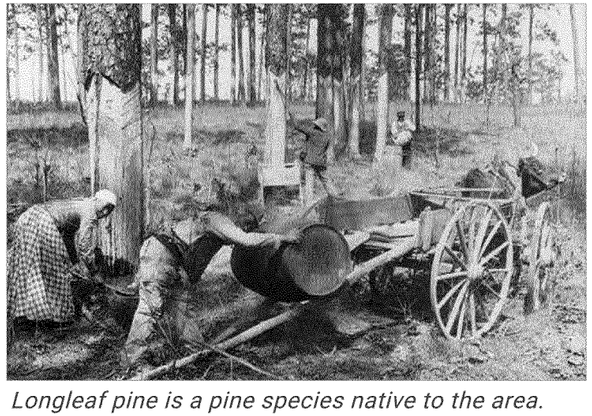
The Village of Pinehurst was first opened in January 1896 with the Holly Inn and several guest cottages as the initial phases of development. Since then, the Village has grown to become an iconic golf destination and anchor site of the U.S. Open, supported by the Pinehurst Resort, a variety of hotels, boutique shops and restaurants, and a wide range of trails, natural amenities, and historic sites for visitors to enjoy.



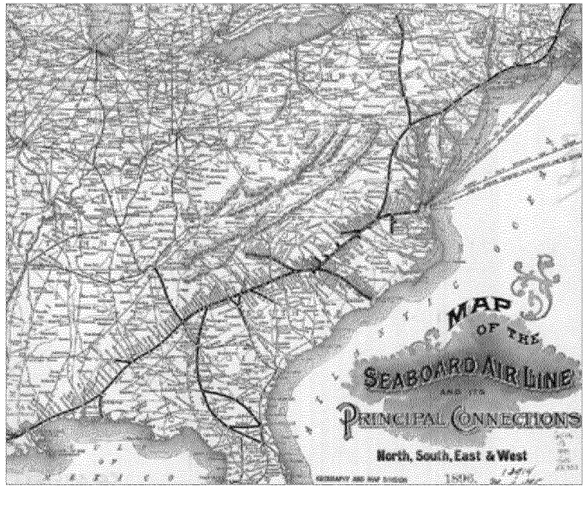
Regional map



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.

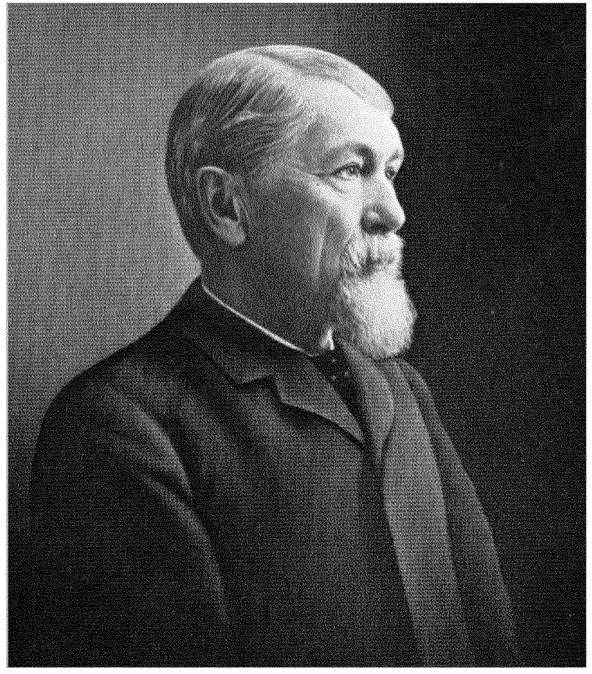




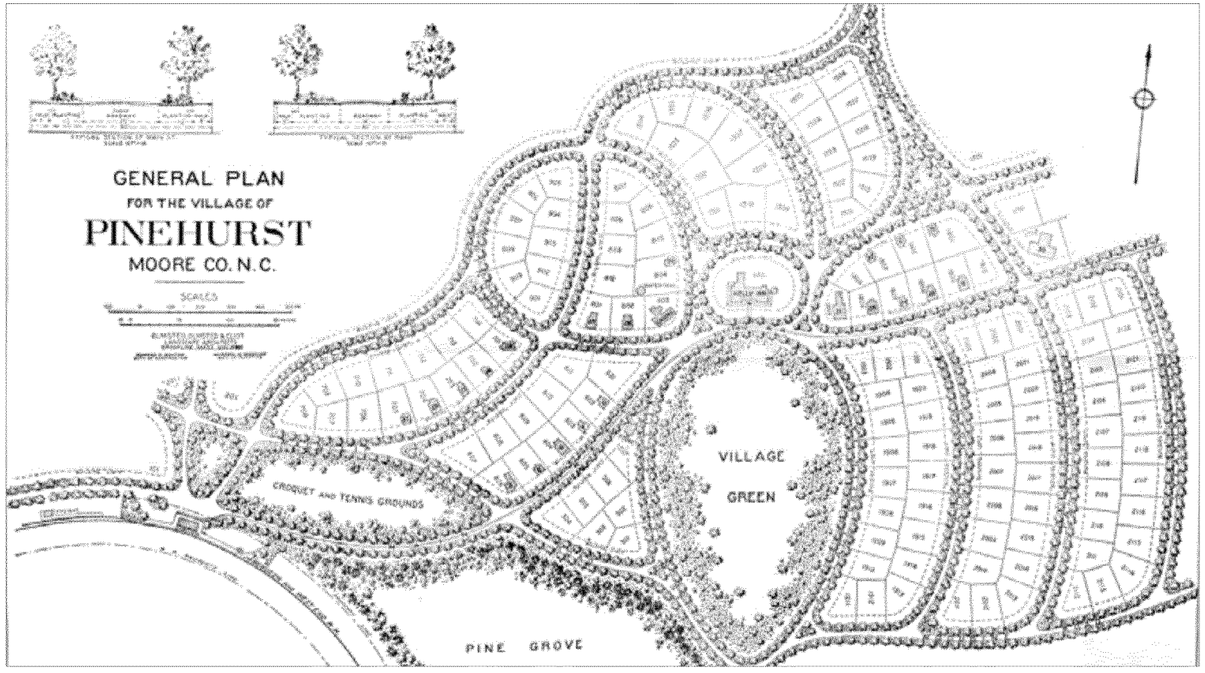




In the 1800s, pollution in cities and the expansion of rail lines to the south provided the catalyst for people to retreat to warmer and healthier environments, contributing to the growth and development of parts of North Carolina.



James Walter Tufts



General Plan for the Village of Pinehurst - 1895

1.4 PREVIOUS PLANS & 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

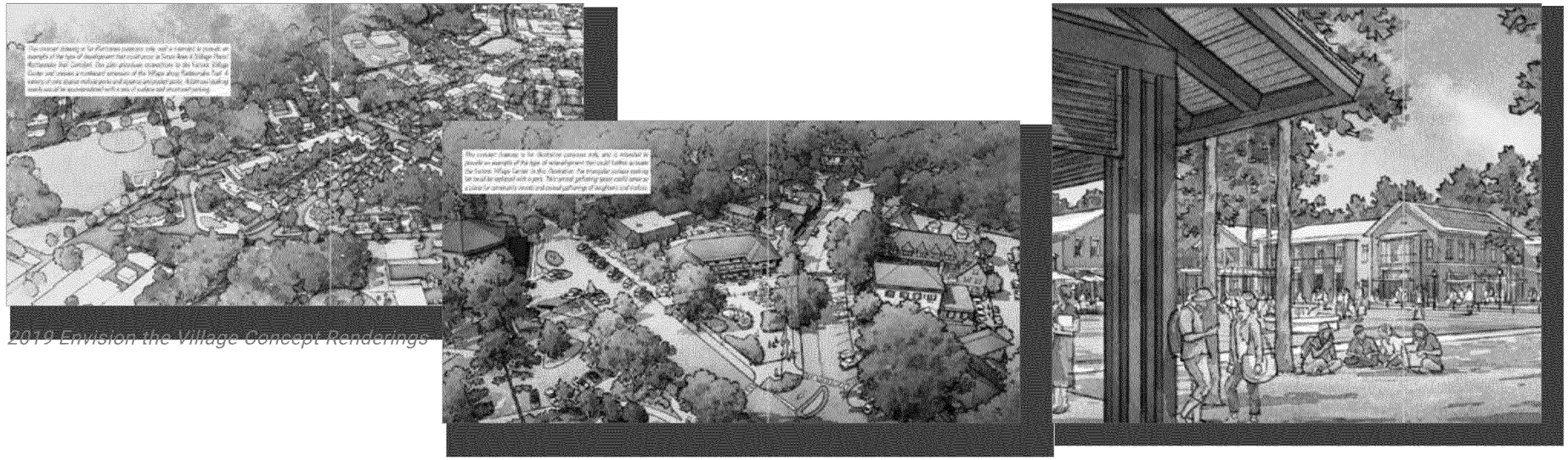
As the most recent previous planning effort untaken by the Village, this plan identified growth in population and increased development as the primary issues facing the Village. The plan established the following priorities and areas of focus:

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 the 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

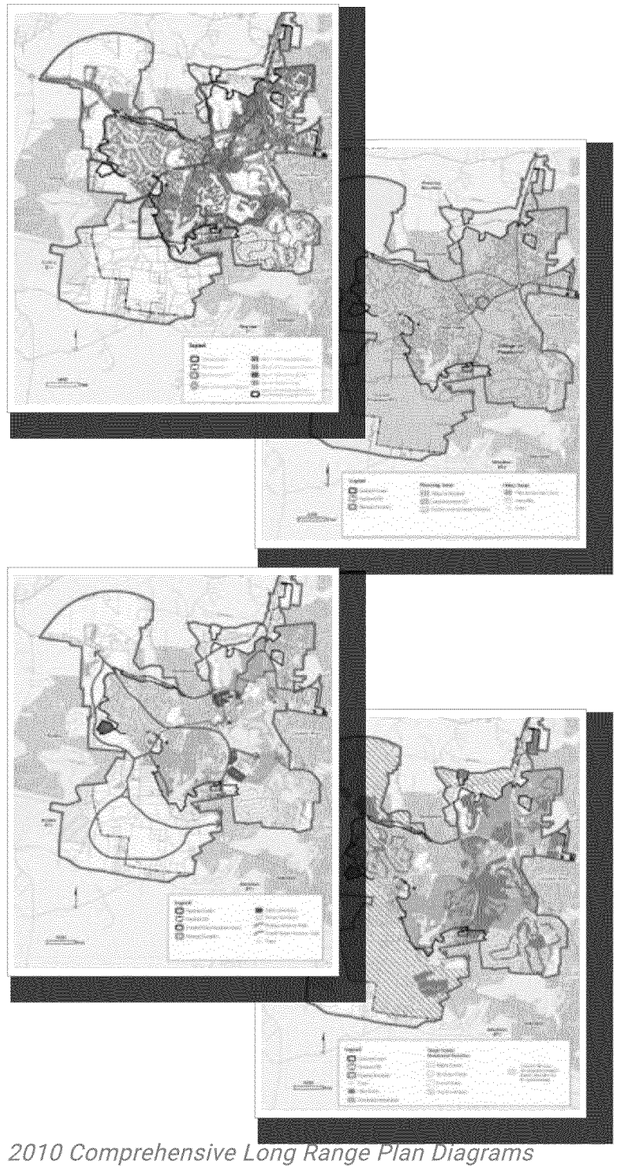
» Guide growth or change in ways that complement the unique character and ambience of the community

» 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



2010 Comprehensive Long Range Plan Diagrams

Key Concepts and Principles for the Plan included:

» 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, which were first created in 2006, with a major update in 2019.

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 was first adopted in 1981, with a recent comprehensive update in 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 Place 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 (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

Existing Conditions

Located just north of the Village Center, Village Place is approximately 100 acres and is characterized by a mix of community-supportive amenities as well as undeveloped or under-utilized properties that are out of character with the intended vision for the area. As this area is directly adjacent to Village Center, a portion of the plan area falls within the Pinehurst National Historic Landmark District.

The vision, as outlined in the Comprehensive Plan, is to create a more mixed-use, walkable area that is more conveniently connected to the Village Center. Village Place offers the unique opportunity to expand the footprint of Pinehurst's historic center and establish stronger visibility from the north along NC-211.

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 information includes:

- 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:

- Open space currently abundantly surrounds Village Place, with Rassie Wicker Park to the northwest, the Village Arboretum to the west, and Cannon Park and the Community Center to the northeast. However, there is a lack of smaller open spaces and pedestrian connections between these destinations
- Pinehurst Elementary School is located just outside of the Village Place plan area boundary, but should be considered as an important destination for this planning effort.
- Pinehurst Brewery is an asset to this area and was highlighted as the most visited place, within the plan area boundary, for stakeholders. The concept for Village Place should leverage this existing asset
- There is an assembly of civic buildings along Magnolia Road, including Village Hall, the Pinehurst Police Department, and the Pinehurst Fire Department that create a destination and draw outside of the Village Center.
- There is a range of residential architecture in Village Place, some of which is in keeping with the historic character of the Village and some that appears quite out of place, both in style and detail.
- South of McCaskill Road, the Village of Pinehurst Public Service Facility consumes a large amount of land that creates a visual eyesore and a physical boundary to Village Center, with large industrial buildings and significant truck traffic. Additionally, there are two existing water tanks which have become obsolete and could be used as a future development opportunity. Overall, the area remains largely industrial or under-utilized and not pedestrian friendly in its current state.
- The "Greens at Arboretum" is a recently built multi-family building at the corner of Magnolia and McCaskill Roads that has received mixed feedback from the community due to its scale and use. A second phase of this project is planned to be, and approved as, a two-story, mixed-use building at the corner of Rattlesnake Trail and McCaskill Road, with multi-family residential units above ground commercial.
- In the area between Kelly Road to the north and McCaskill Road to the south, there is a mixture of small commercial buildings, including but not limited to: The Village Cafe, Maxie's Tap Room & Grill, Pinehurst Pizza, Clark Chevorlet Cadillac Inc., and the Village Barbershop. While the scale of most of these commercial buildings is in keeping with the historic character and brick sidewalks have been installed, the building placement and intermittent frontage, as well as the parking configurations and multiple access points, creates a haphazard environment that is not conducive to pedestrian or bicycle circulation.



Pinehurst Brewery
Credit: Barstool Sports, Inc.



Convenience Store - Rattlesnake Trail
Source: Google



Moore County Water Tanks
Source: Design Collective



VOP Public Service Facility
Source: Google



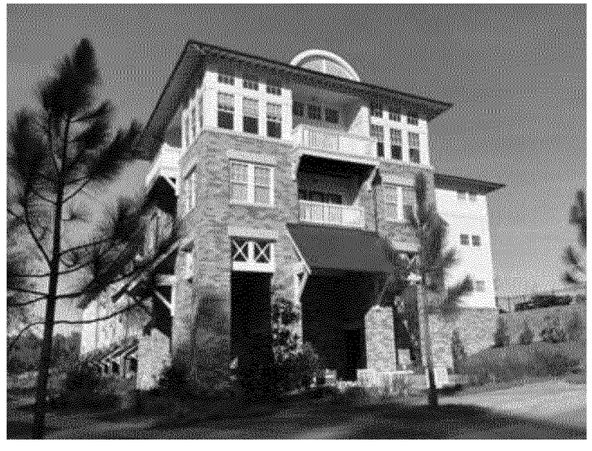
Cannon Park Community Center
Source: Design Collective



Commercial - Clark Chevrolet Cadillac
Source: Google



Commercial - Hughes Plumbing
Source: Google



Multi-family Residential - The Greens at Arboretum
Source: Design Collective



Retail - Tater Barn
Source: Design Collective

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

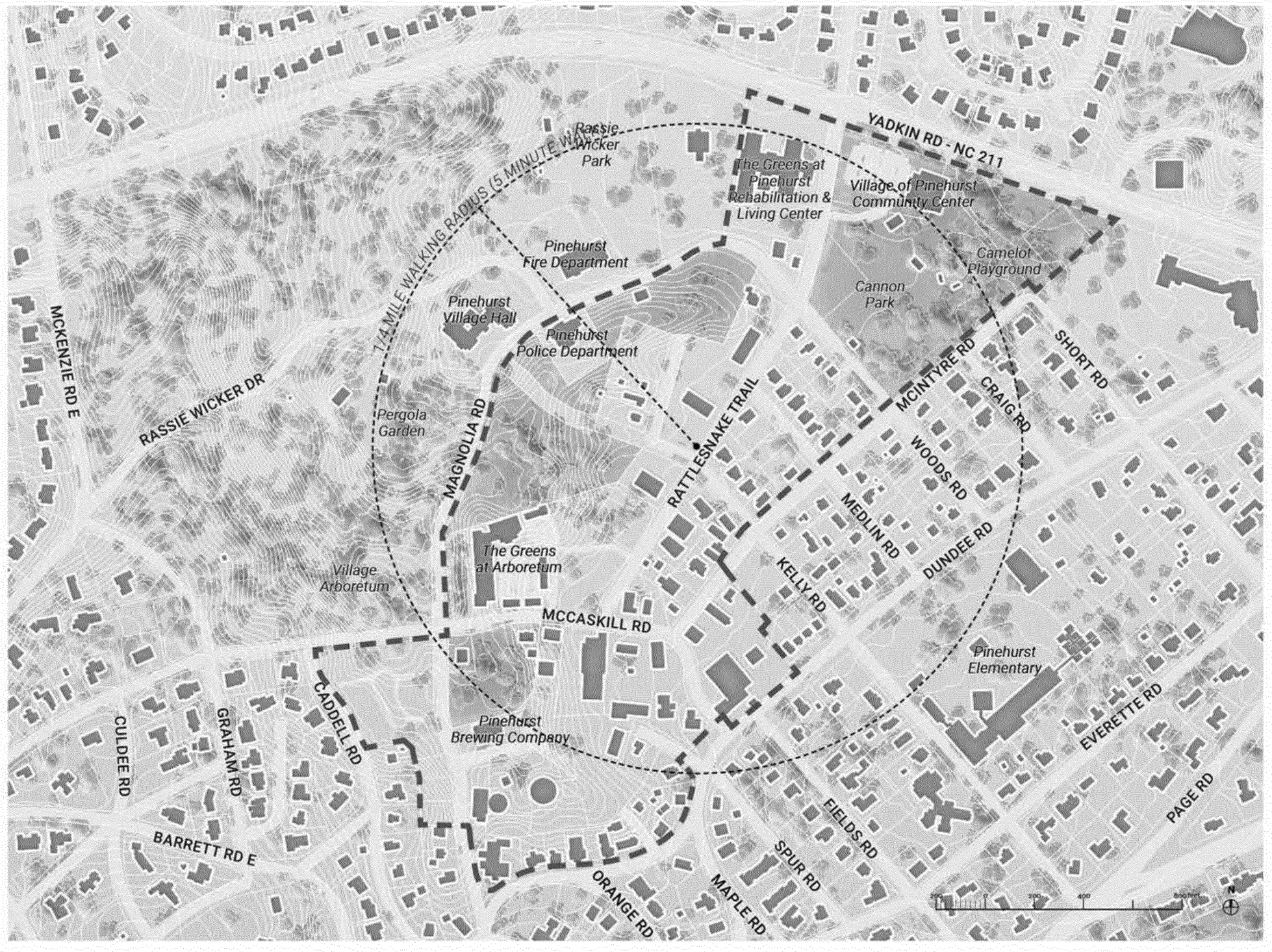
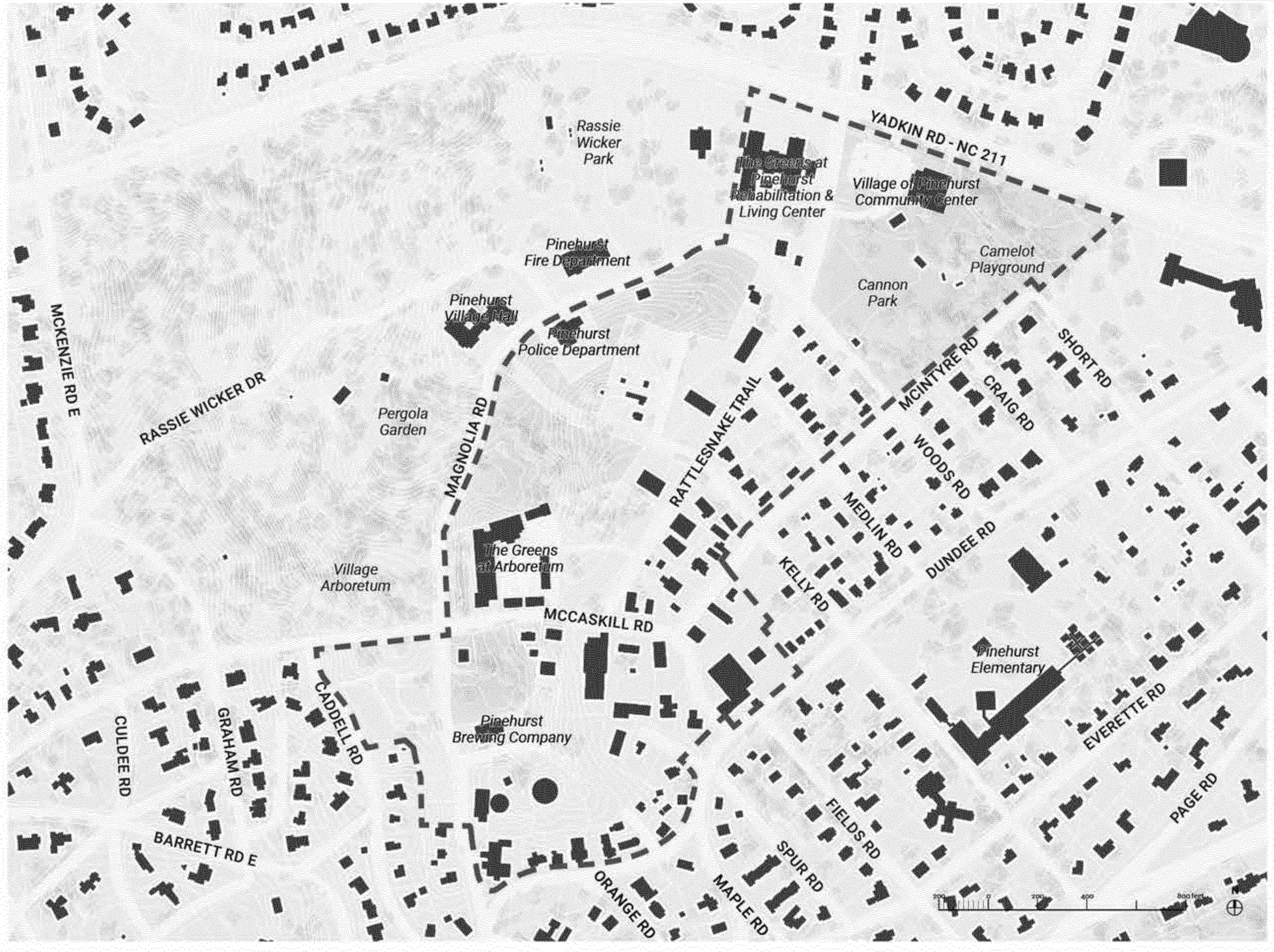


Figure Ground

The Existing Figure Ground plan shows the relationship of built and unbuilt space in Village Place. The development patterns in the study area are characterized by single-family detached residential lots surrounded by a mix of non-residential uses and undeveloped properties. The single-family detached residential lots are located primarily between Dundee Road and Rattlesnake Trail, north of McCaskill Road. Institutional buildings such as the Pinehurst Village Hall, Pinehurst Police and Fire Departments, the Village of Pinehurst Community Center, and Pinehurst Elementary are scattered throughout Village Place, primarily surrounding the residential blocks. Larger commercial and industrial building footprints are located along and to the south of McCaskill Road, closer to the Village Center.

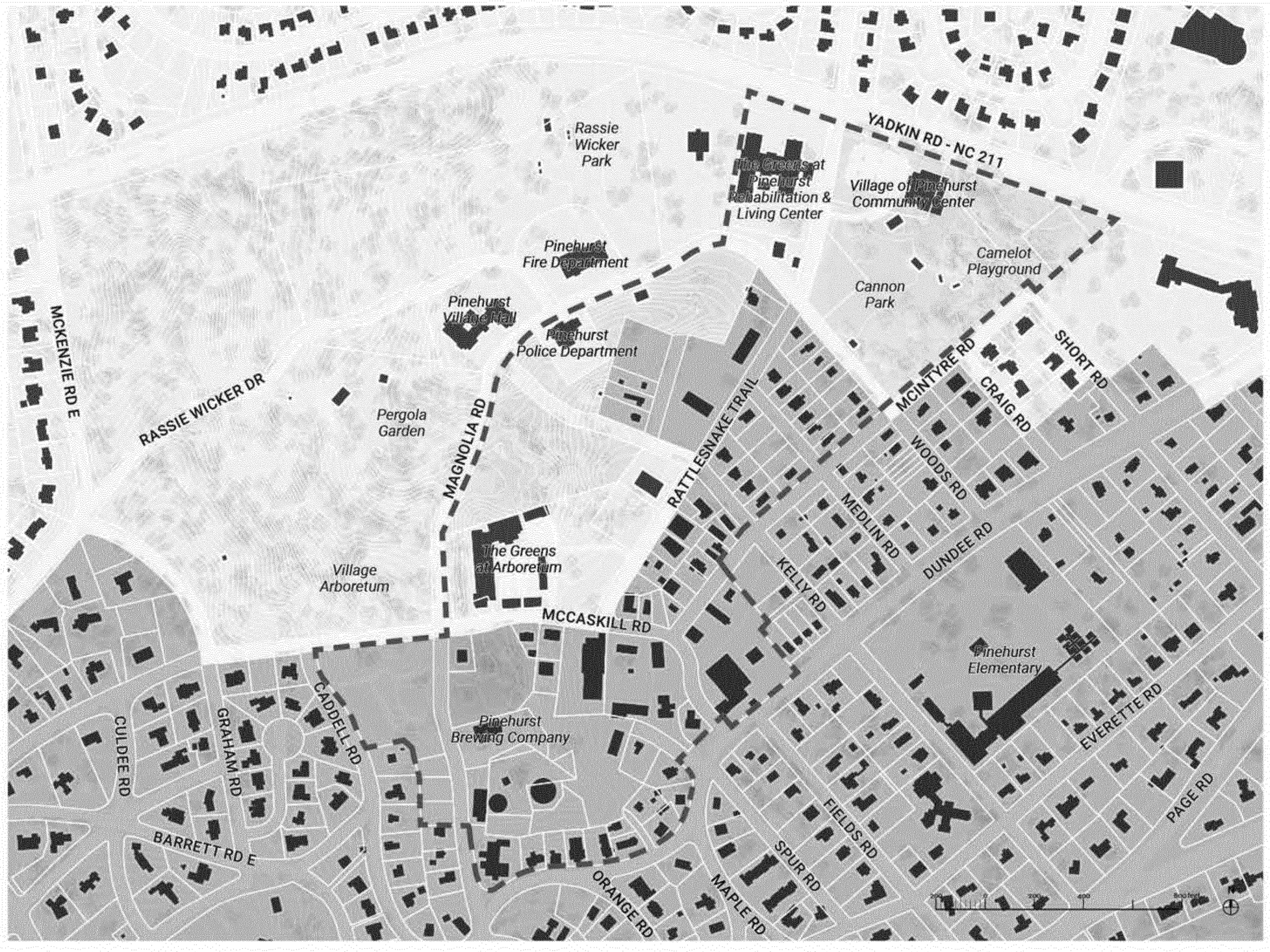
KEY

- 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.



Existing Street Network

Village Place is well connected to a range of arterials. Yadkin Road - NC 211 lines the north side of the plan area boundary providing direct access to US 501 just east of the plan area.

Neighborhood streets are organic and somewhat disconnected due to large, undeveloped land areas and topographic conditions within the plan area.

KEY

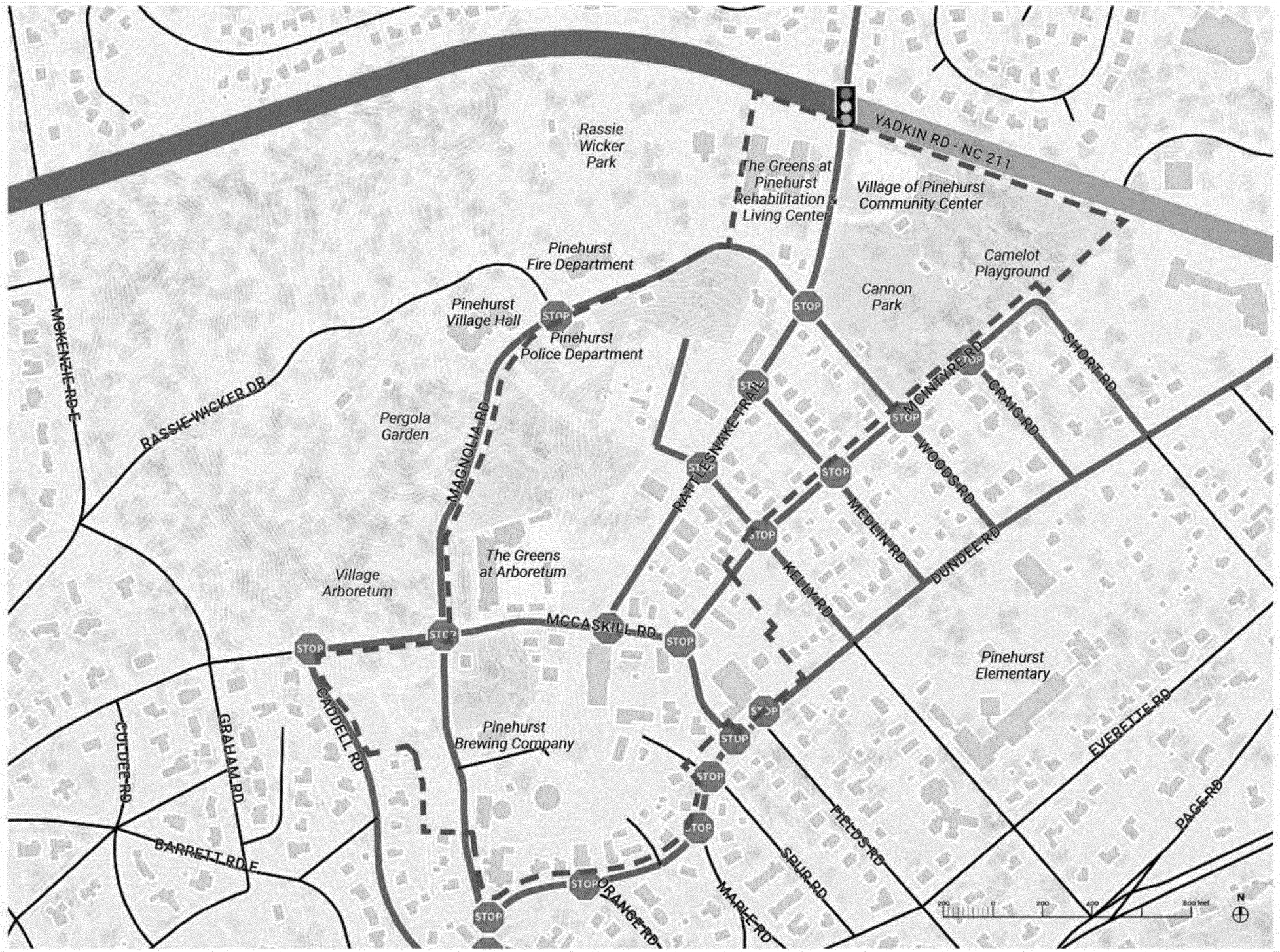
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING ROADS
- EXISTING DEAD END



Replace Roboto Condensed

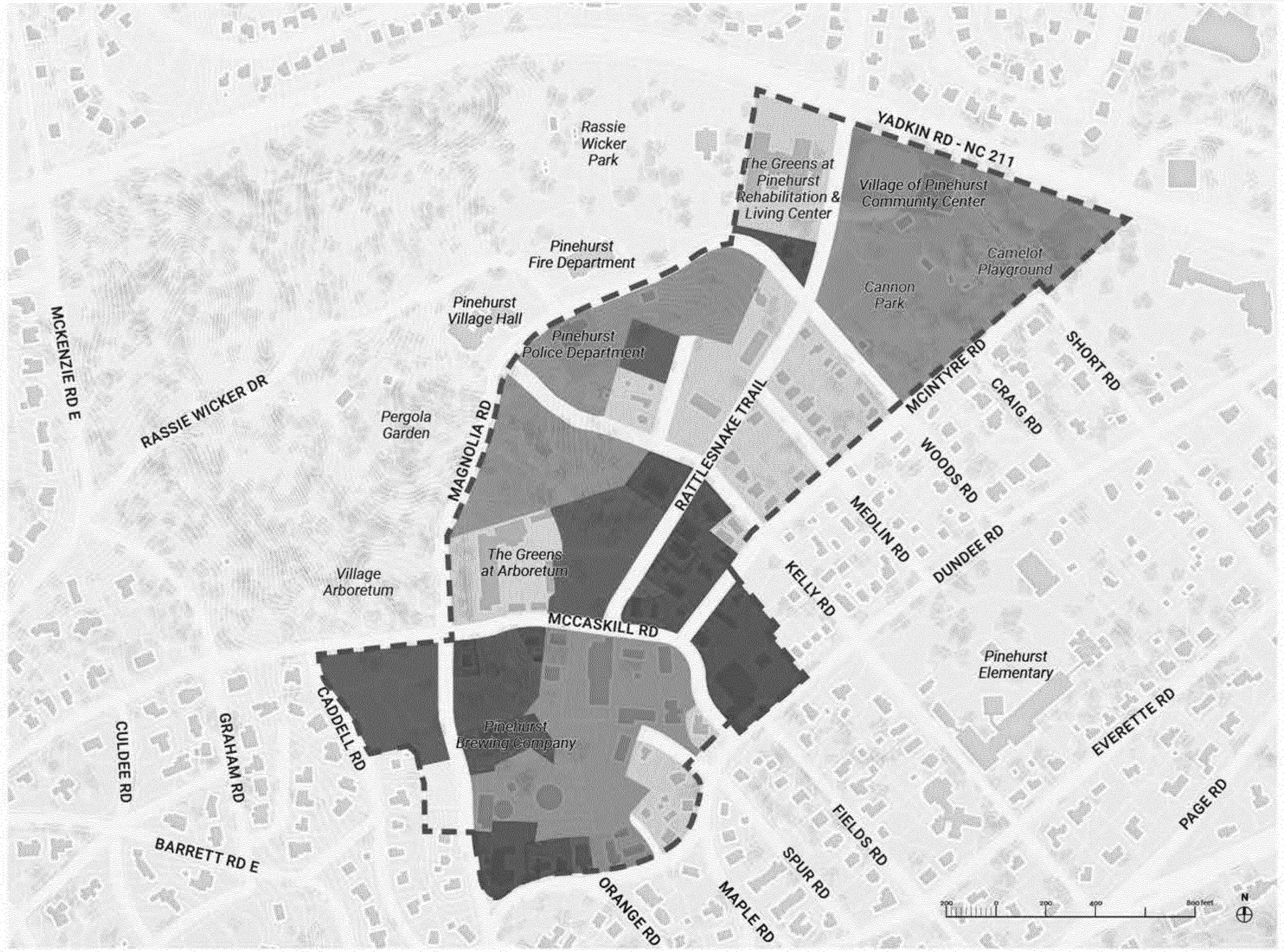
Posted Speed and Traffic Control

All of the streets within the study area boundary have posted speeds of 25 mph. Stop signs are located at most intersections with a traffic signal placed at Rattlesnake Trail and Yadkin Road - NC 211 for added control and safety.



Land Use

The study area includes a wide range of land uses that are mixed throughout its boundary. A majority of the residential uses and parks and open spaces exist within the northern half of the study area. More retail, civic, and industrial uses are located in the southern half, closer to the Village Center. Vacant parcels are interspersed throughout the study area.



Zoning

The north half of the study area is primarily zoned a mix of Residential (R10) where single-family detached residential housing exists, surrounded by Public Conservation (PC) where parks and open space are located. The south half of the study area, closer to the Village Center, is zoned a mix of Neighborhood Commercial (NC) and Village uses, including Village Mixed-Use (VMU), Village Cottage Professional (VCP), and Village Residential (VR).



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- R8 - RESIDENTIAL
- R10 - RESIDENTIAL
- R20 - RESIDENTIAL
- R30 - RESIDENTIAL
- RMF - RESIDENTIAL MULTIFAMILY
- VR - VILLAGE RESIDENTIAL
- HD - HOSPITAL DEVELOPMENT
- NC - NEIGHBORHOOD COMMERCIAL
- OP - OFFICE & PROFESSIONAL
- PC - PUBLIC CONSERVATION
- RD - RECREATIONAL DEVELOPMENT
- VC - VILLAGE COMMERCIAL
- VCP - VILLAGE COTTAGE PROFESSIONAL
- VMU - VILLAGE MIXED USE

Existing Zoning and Permitted Uses

The following zoning districts exist within the Village Place 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).

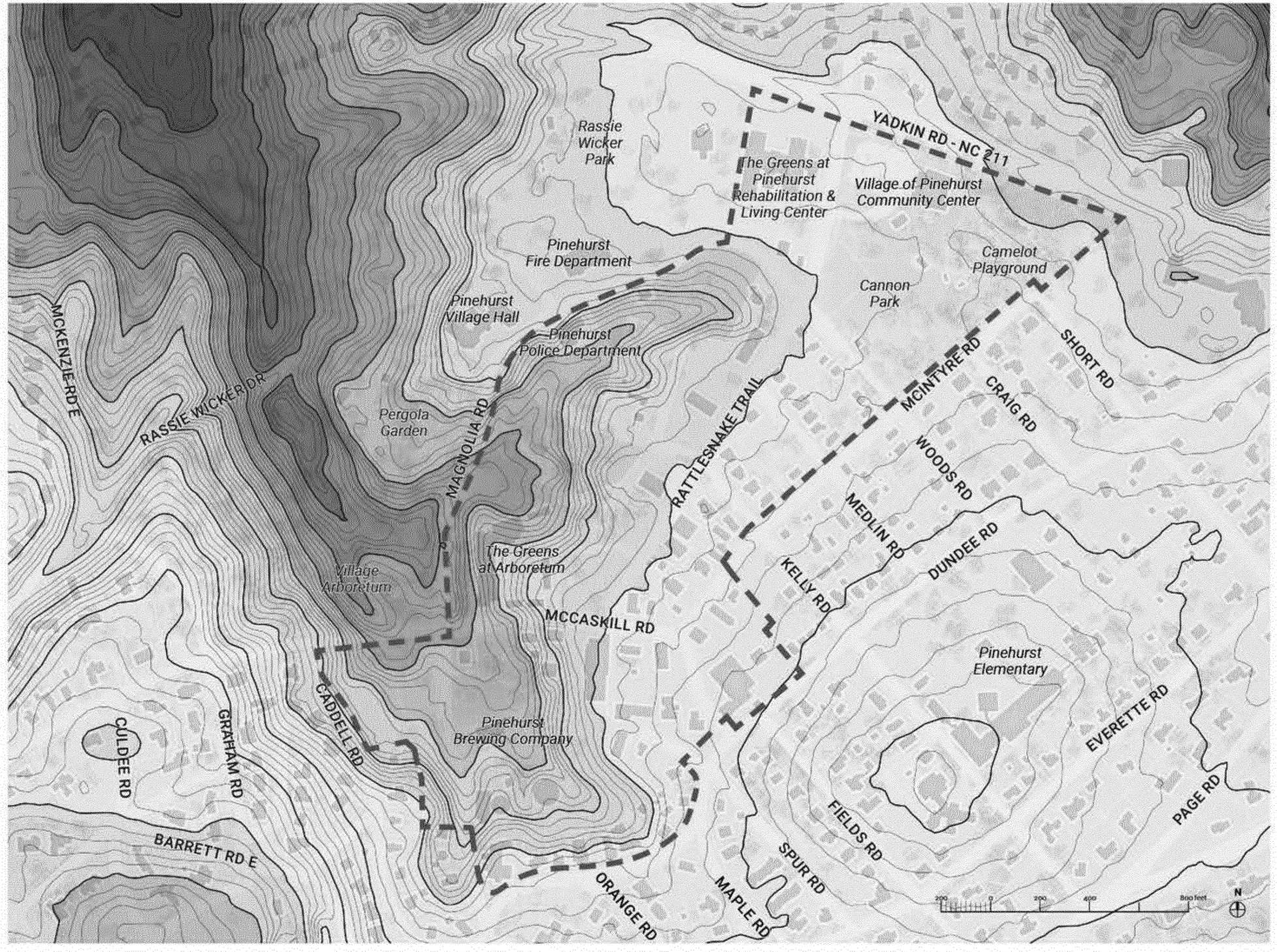
KEY

- ✓ PERMITTED USES
- SR SPECIAL REQUIREMENTS, SEE SECTION 8.6
- SU SPECIAL USE PERMIT REQUIRED, SEE SECTION 4.5
- ✗ PROHIBITED USES

		USES																			NOTES
		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	
	R10 - RESIDENTIAL	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		35'	*Intended principal use of land is high-density residential uses*
	VR - VILLAGE RESIDENTIAL	✓	✓	SR	SR	✗	SR	✗	✗	✗	✗	✗	✗	✗	✗	SR		35'	*Intended principal use of land is multi-family and single-family dwellings in close proximity to the Village Center*
	NC - NEIGHBORHOOD COMMERCIAL	✗	✗	✗	✗	SR	✗	✗	✓	✓	✓	SR	SR	✓	✓	✗		35'	*Intended principal use of land is small scale commercial, retail, office and service to residential districts*
	PC - PUBLIC CONSERVATION	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗		35'	*Intended to preserve and environmentally sensitive land*
	VCP - VILLAGE COTTAGE PROFESSIONAL	SR	SR	SR	SR	SR	SR	✗	✗	✓	✓	SR	SU	✓	✗	✗		35'	*Intended to provide limited office and retail development and a wide variety of housing*
	VMU - VILLAGE MIXED USE	SR	SR	SR	SR	SR	SR	SR	✗	✓	✓	SR	SR	✓	SU	SR		50'	*Established as a pedestrian-scaled district which caters to everyday needs of neighborhoods*

Topography

The topography of the study area is characterized by a natural ridge line that extends along Rattlesnake Trail, from the study area's southern boundary to the northern boundary at Cannon Park. The grade slopes downward west of Rattlesnake Trail and upward to the east of Rattlesnake Trail and to the south.

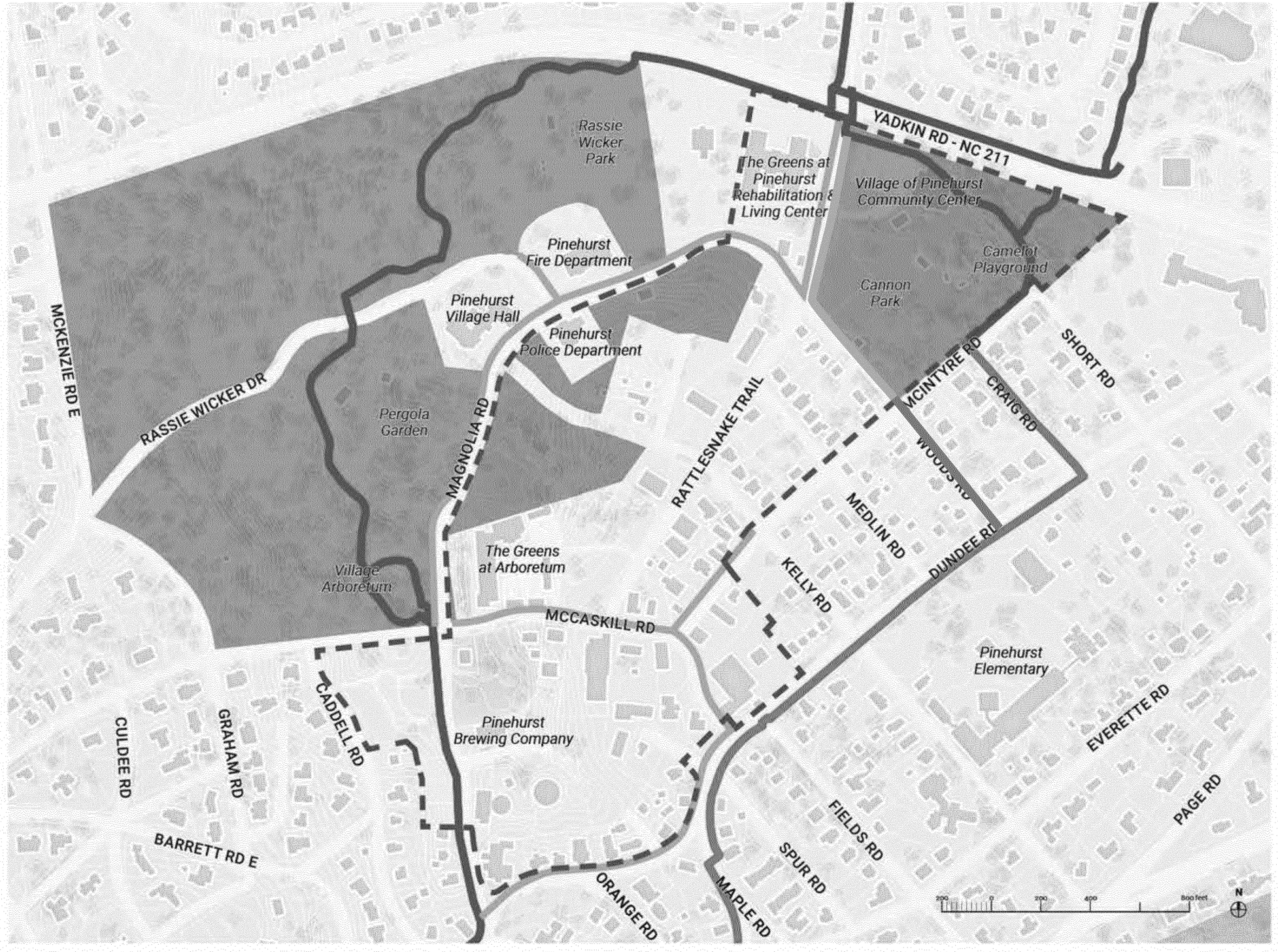


Open Space + Trails + Sidewalks

The study area is well served with open space consisting of a series of active and passive parks and gardens. Cannon Park, located to the north, is a 15-acre park with recreation fields and play space. Along Magnolia Road are a series of open spaces that cover the steep slopes west of Rattlesnake Trail and are an extension of Rassie Wicker Park. The community park is a 103-acre facility that includes a variety of recreational courts, splash pad, playground, a 33-acre arboretum, and several manicured lawns and gardens to host a wide range of events. Throughout the study area is a network of trails, including greenway trails, walkway trails, and sidewalks.

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- GREENWAY TRAILS
- WALKWAY TRAILS
- SIDEWALKS
- PARKS/ OPEN SPACE



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.

The plan area for Village Place encompasses approximately 100 acres in size and 70 different parcels. This area is immediately north of the historic Village Center and stretches out to NC 211.

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 Village Place 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 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 plan area can support as much for-sale product as desired, from a market demand standpoint.
- 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 at Arboretum (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 Arboretum 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

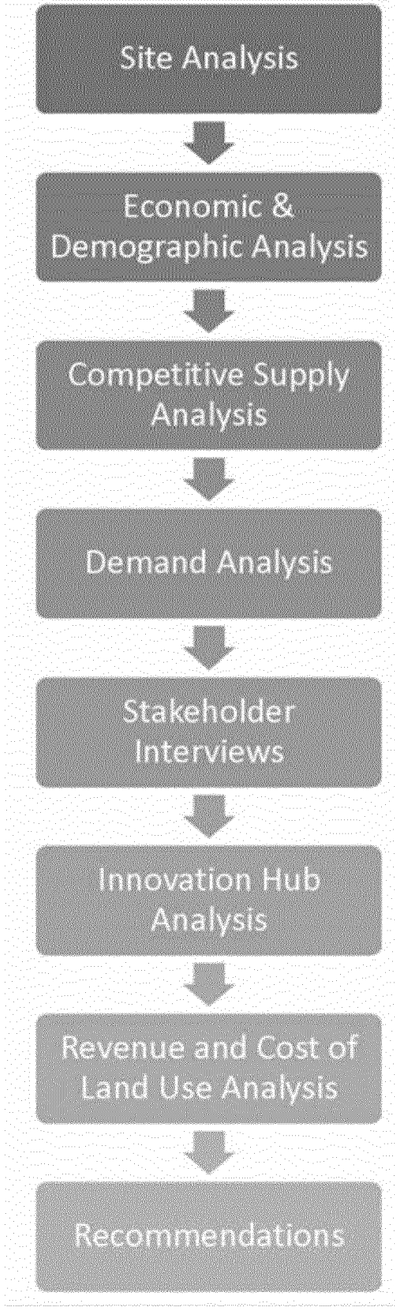
- The retail would not be in the form of a standalone shopping center, unless the retail was located along NC 211. Given the current uses, it is unlikely that there would be a shopping center in the plan area along NC 211.
- The retail would be part of a mixed-use area or more small retail shops like 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, DREA anticipates the office to be less than or equal to the amount of retail, therefore, 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.



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 and Cannon Park
- Walkable to Village Center
- Large number of amenities
- Strong brand of Pinehurst
- Some redevelopment already occurring (Pinehurst Brewery)

Weaknesses

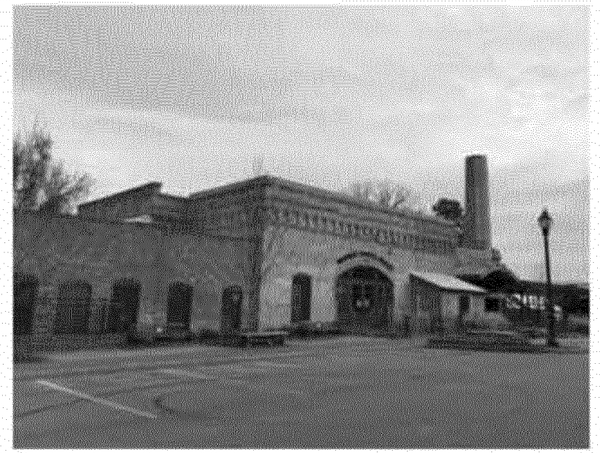
- Some of the properties are older
- Parking challenges
- Limited amount of available land

Opportunities

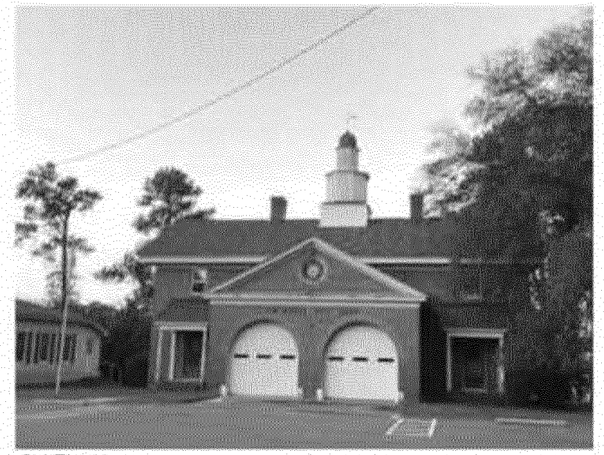
- Build off the success of historic Village Center
- Growth in nearby neighborhoods
- Redevelopment of public works
- Redevelopment of older properties
- Close to NC 211 – build a better gateway

Threats/Challenges

- Inability to create a strong link between Village Core and Village Place
- Not being able to move the tanks and public works



Pinehurst Brewing Company



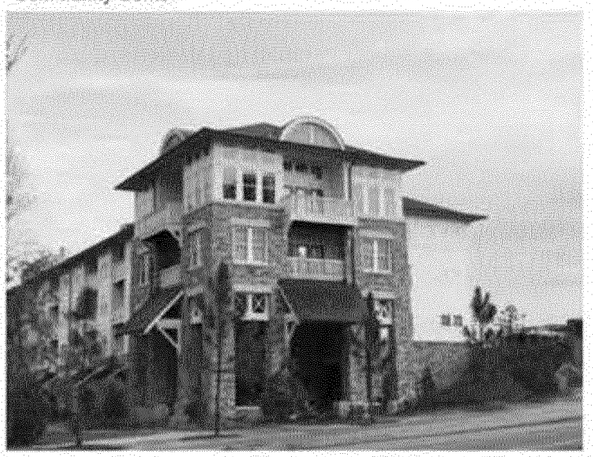
Old Fire House



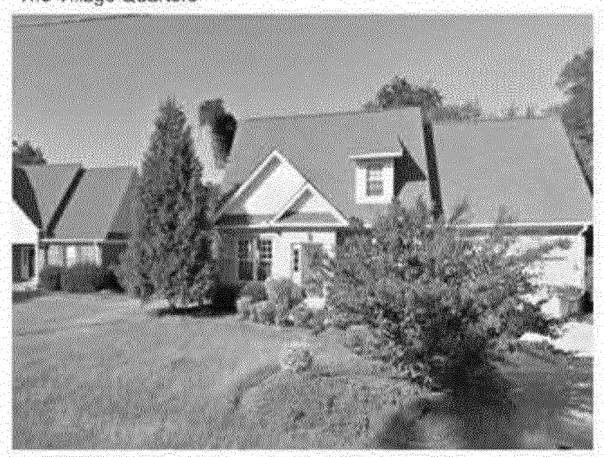
Community Center



The Village Quarters

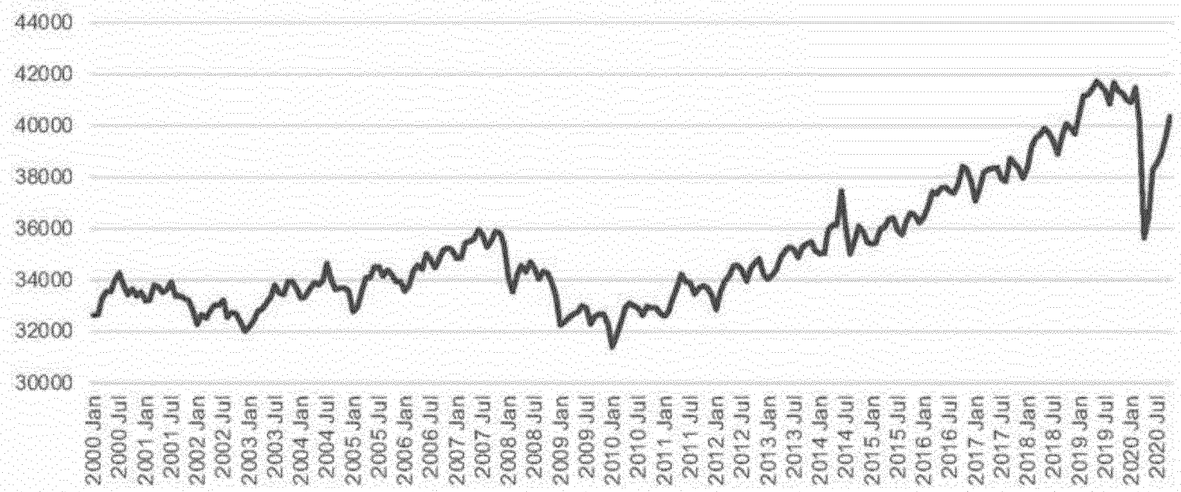


The Greens at Arboretum



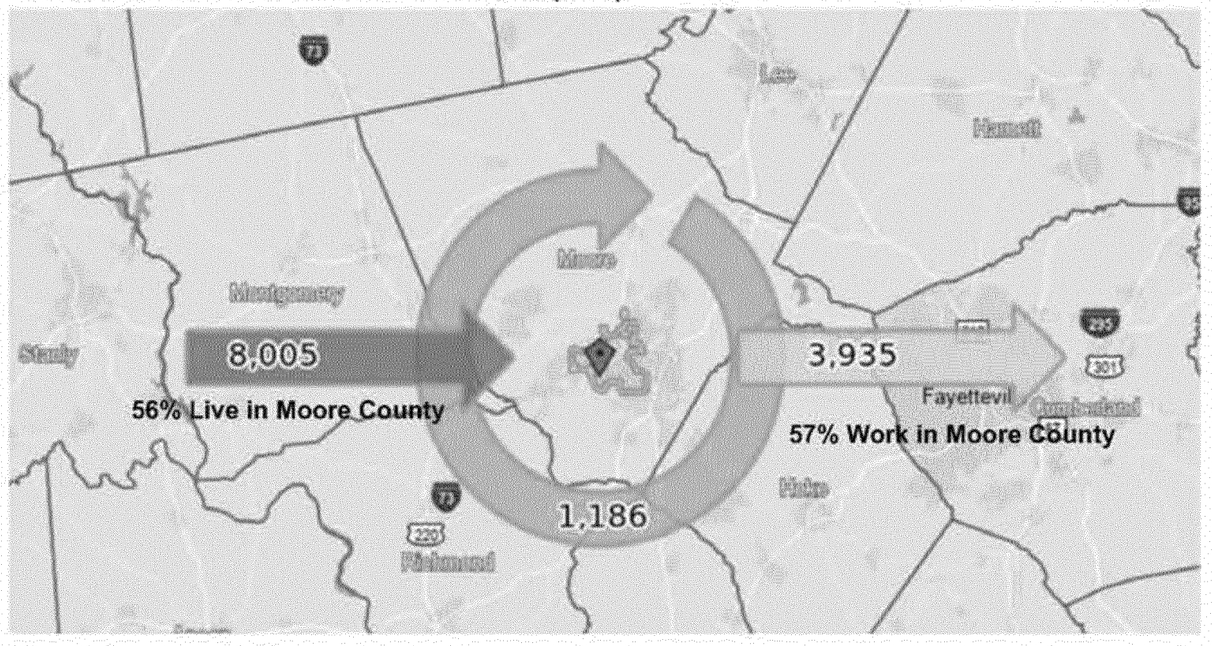
Single-family detached home

Moore County, NC Employment (2000-2020)



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

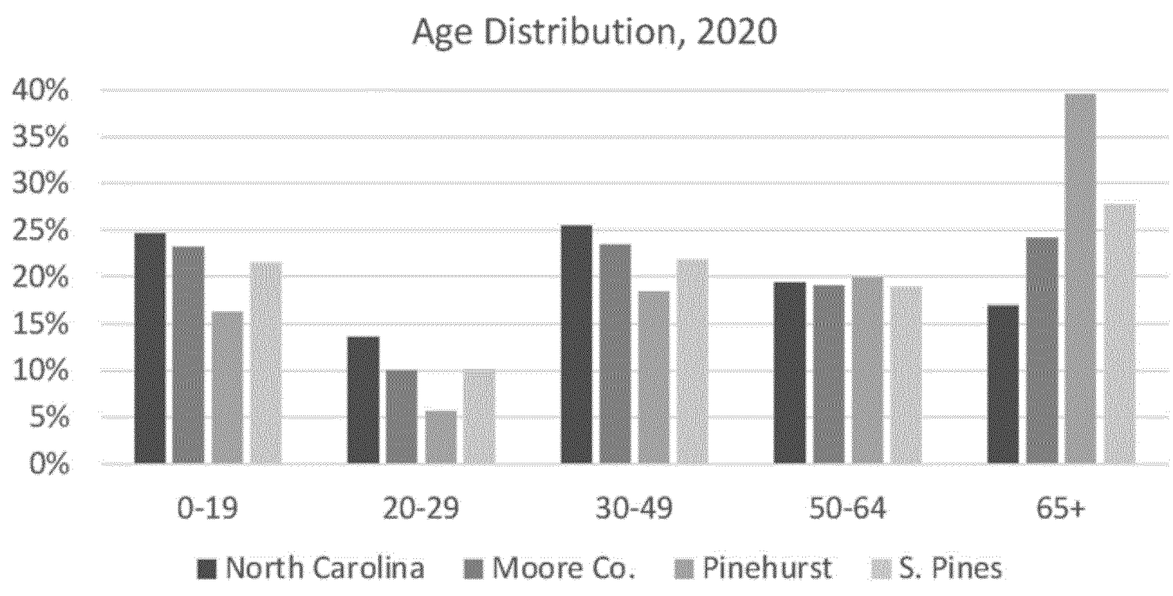
People Who Work in Pinehurst (Where Workers in Pinehurst Live)
Of the people that work in Pinehurst, approximately 50% of them are aged 30-54, while 32% are over the age of 55, and 18% are under the age of 29.

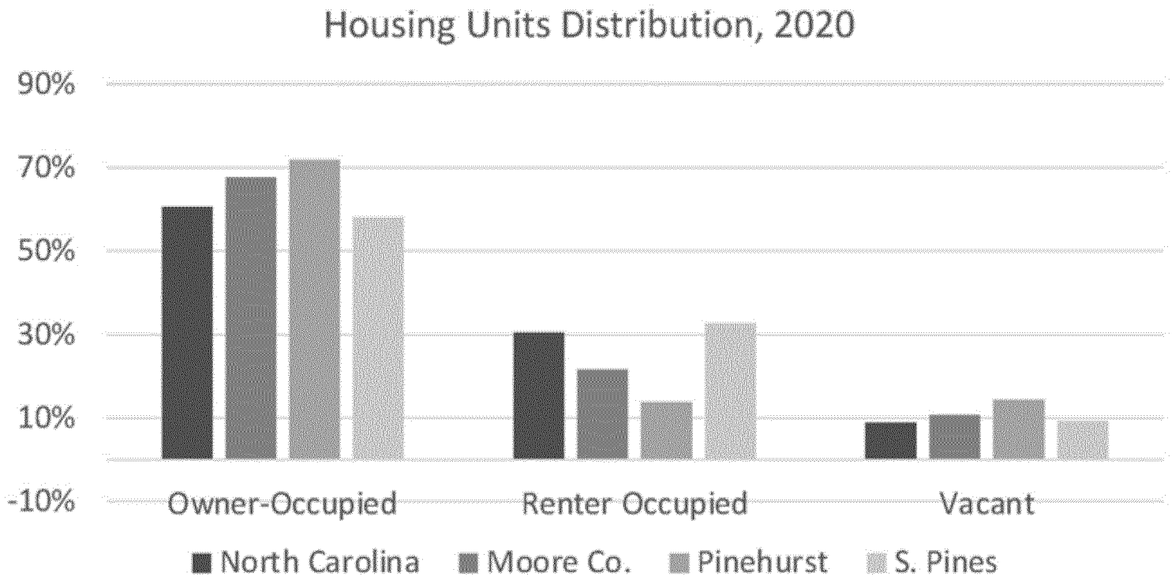
Almost half of the workers make more than $3,333 per month. Over 50% of the workforce has some college, an Associates degree, Bachelor's degree or higher.

Household Data for NC, Moore County, Pinehurst, and Southern Pines (2020-2025)

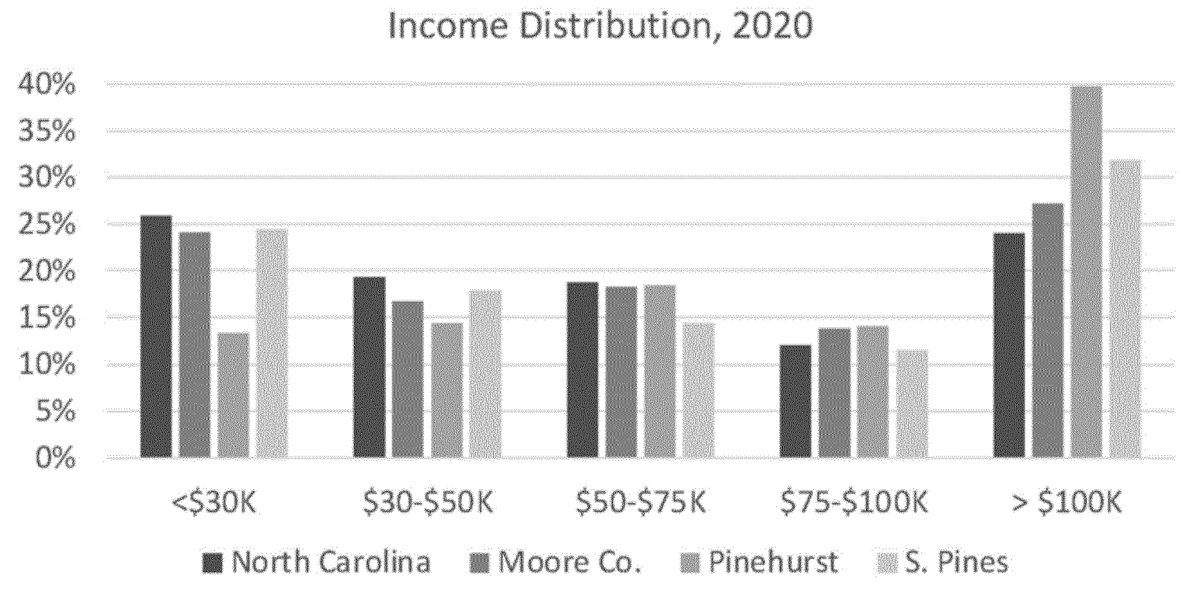
Geography	2020	2025	Growth	Annual Growth Rate
North Carolina	4,341,543	4,494,724	153,181	0.7%
Moore County	43,651	45,169	1,518	0.7%
Moore Co. as % of NC	1.0%	1.0%	1.0%	
Pinehurst Village	7,885	8,100	215	0.5%
Pinehurst as % of Moore	18.1%	17.9%	14.2%	
Southern Pines Town	7,142	7,207	65	0.2%
Southern Pines as % of Moore	16.4%	16.0%	4.3%	

Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis

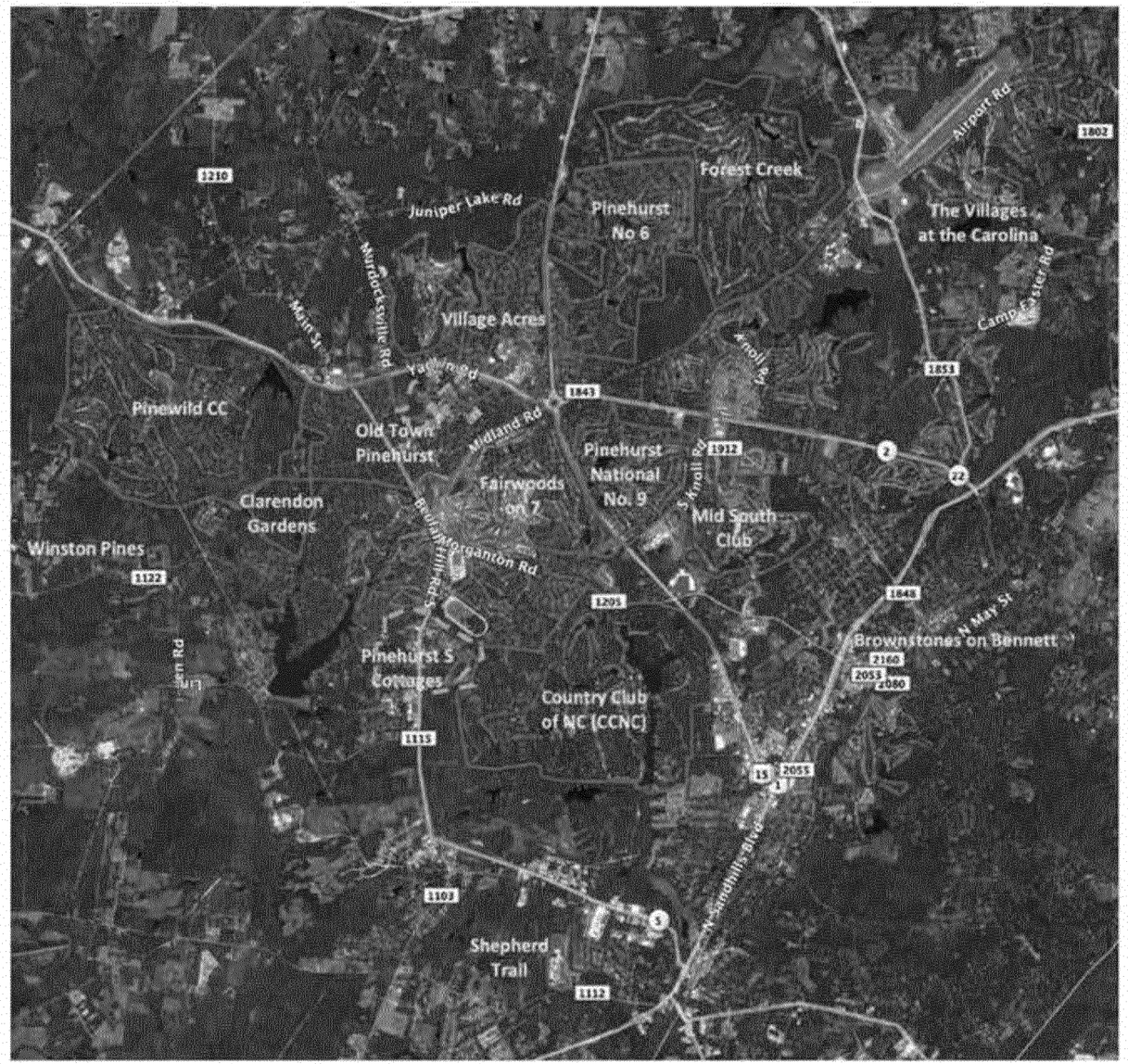




Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis



Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis



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

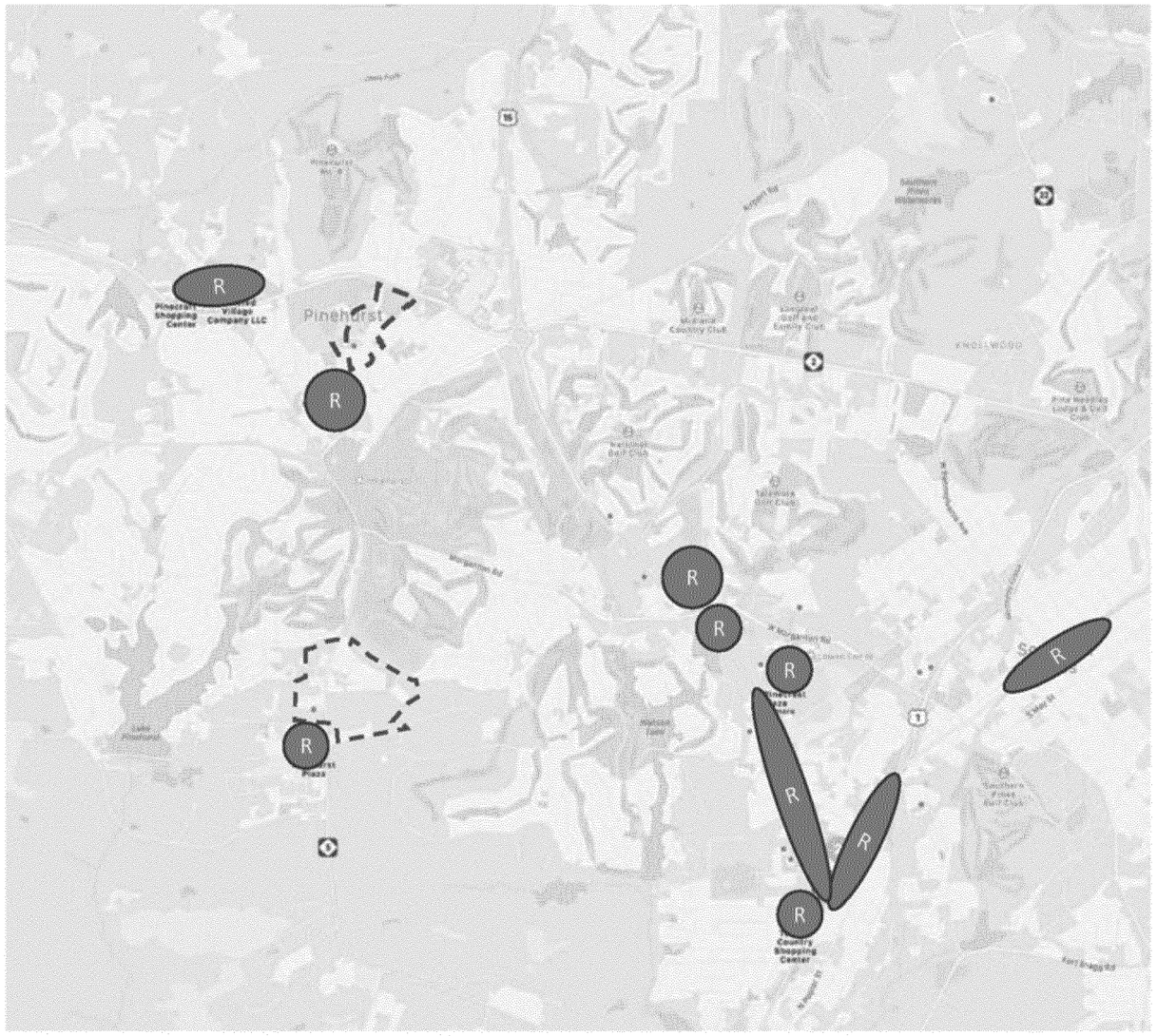
Pinehurst South currently has a rental townhome community, Abingdon Square Townhomes, and the Inn at Quail Haven Village, a senior continuing care retirement community (CCRC)

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

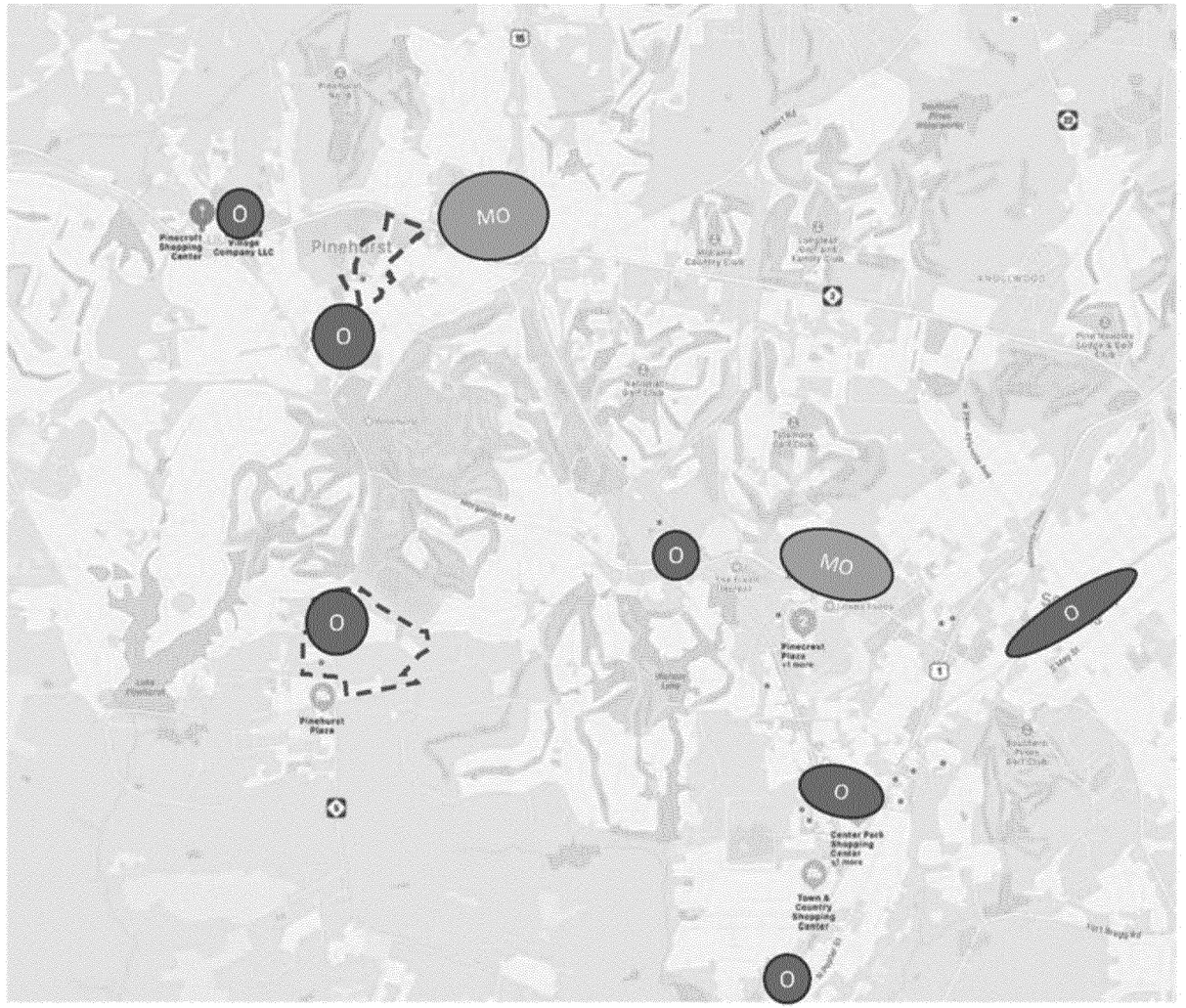
A few retail businesses in PS including the new ABC store, bank, and framing shop

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



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- O — GENERAL OFFICE
- MO — MEDICAL 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

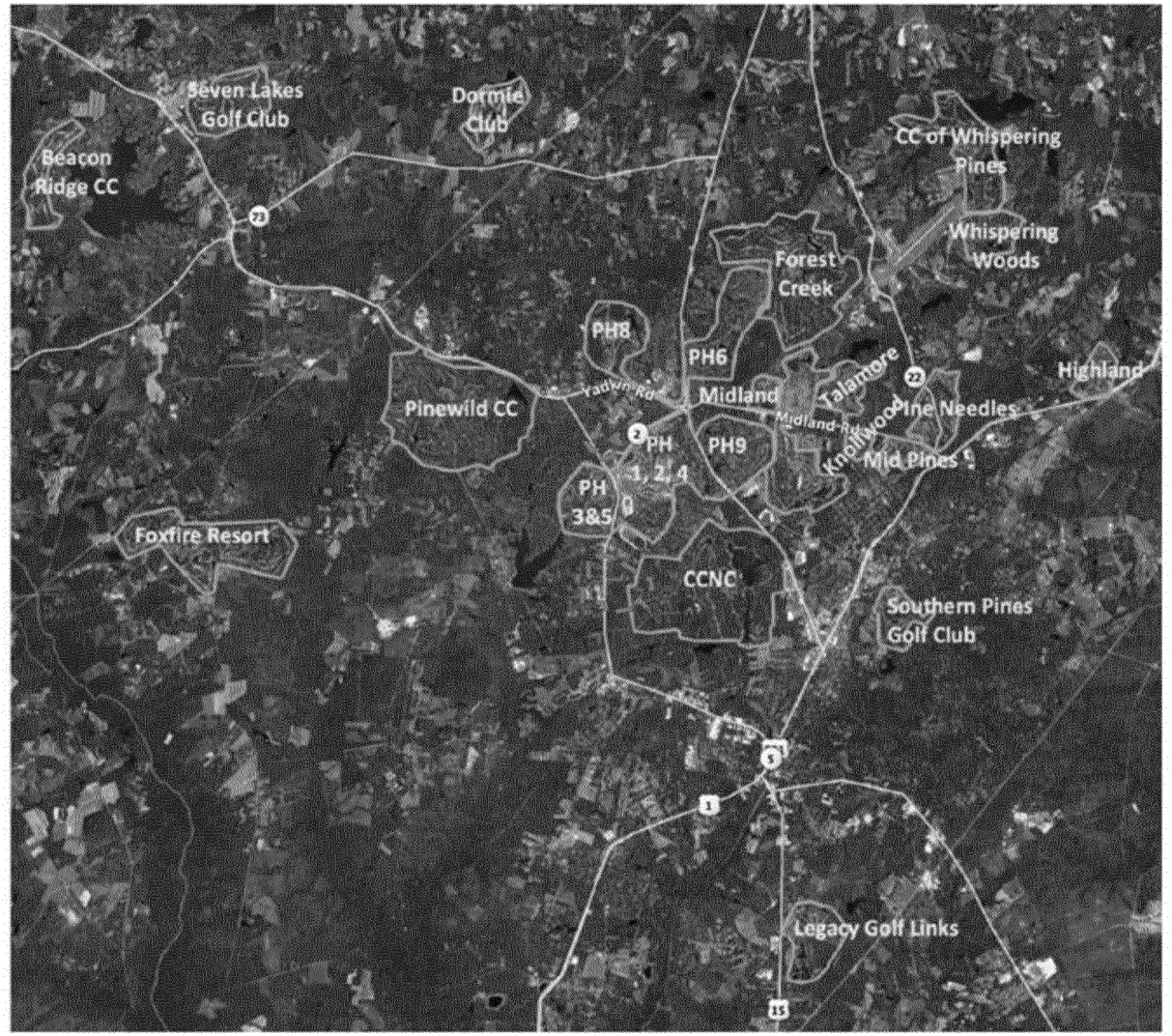
There are no hotels currently in or near Pinehurst South

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



KEY

SMALL AREA PLAN (SAP) BOUNDARY

GOLF COURSE OUTLINE

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	Village Place
For-Sale Residential	Unlimited (up to build-out capacity) 1 project would sell approximately 15-25 homes per year
For-Rent Residential	1-2 projects of up to 70-100 units each Timing depends on where else apartments have been constructed (e.g. Village only has demand for 1 project every 5-10 years)
Retail	25,000 - 50,000 SF
Office	25,000 - 20,000 SF Limited amount per year. 5,000 SF total in Village. Village Place could capture some of that, but likely less than Pinehurst South
Hospitality	1 hotel with approximately 75 - 100 rooms as well as bed and breakfasts
Golf	None

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3.0 PUBLIC OUTREACH

3.1 OVERVIEW

3.2 PHASE 1 FEEDBACK SUMMARY

3.3 PHASE 2 FEEDBACK 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 Village Place.

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.

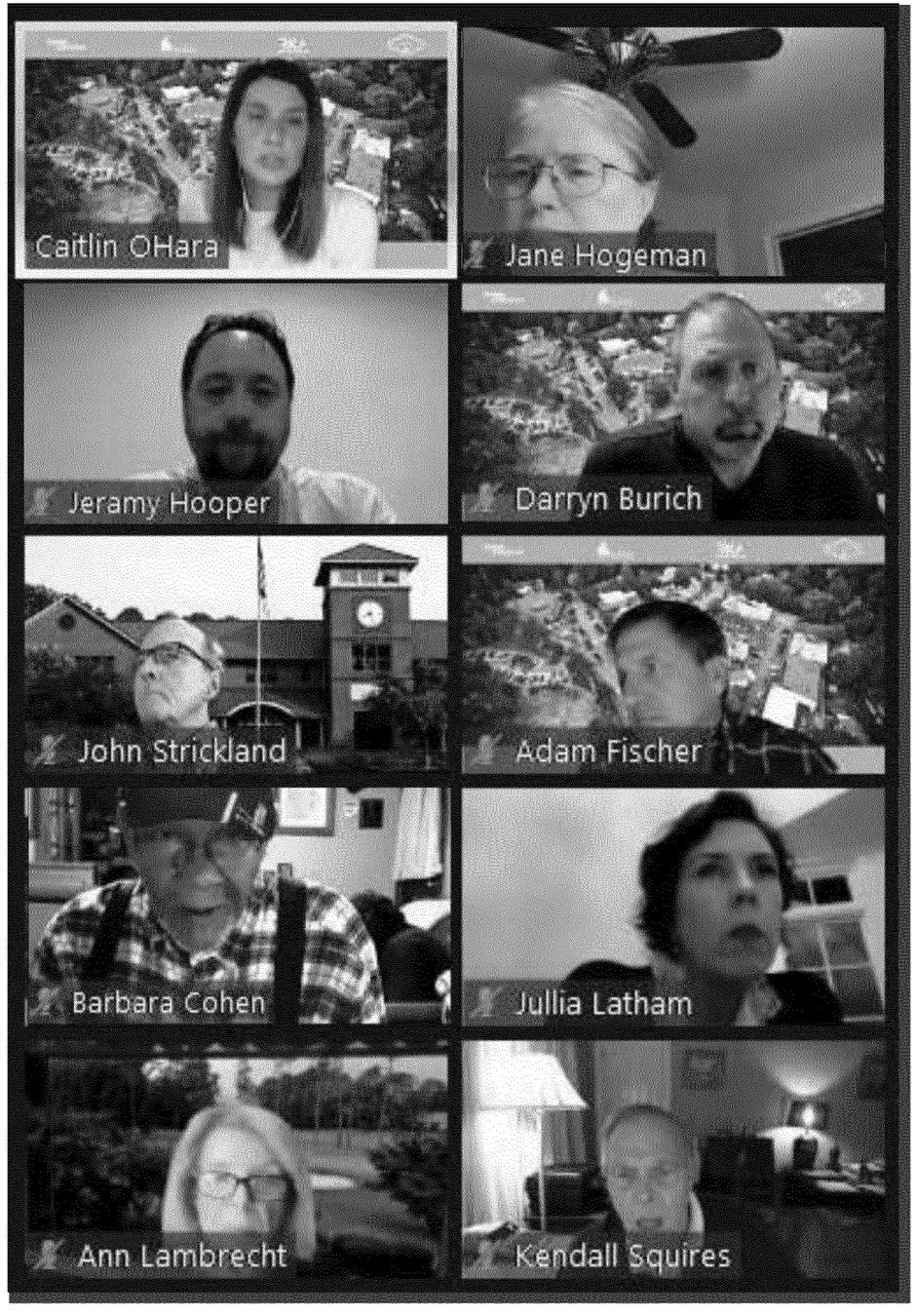
Public Workshops

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, Public Workshop 3 was held to present the draft Village Place Report. There were XX registrants (including consultant and Village staff team members) and approximately XX attendees participated in person at Village Hall.



Presentation images from Public Workshop 1



Screenshot images from Virtual Public Workshop 1

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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.

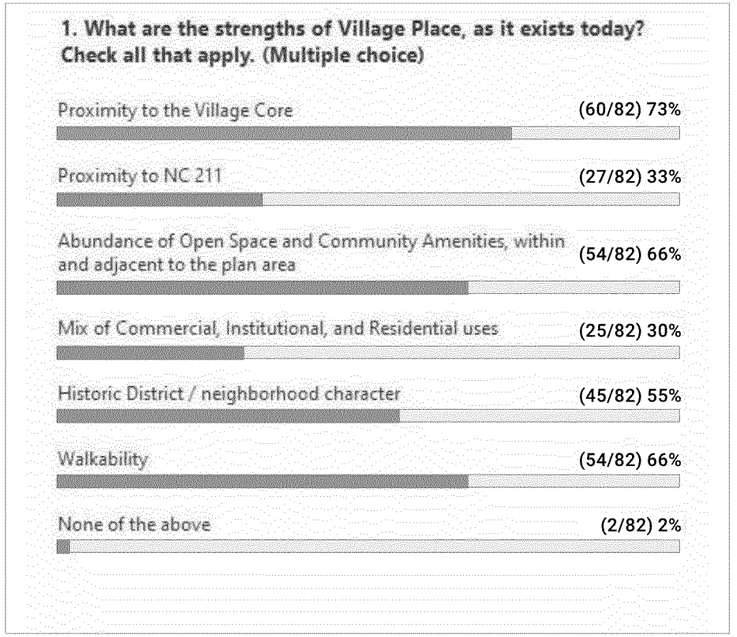
Breakout Rooms were utilized to give participants the opportunity to ask questions, give input, and listen to other stakeholders. Each breakout room was facilitated by a member of the project team. Additionally, the project website provided outreach materials as well as an online survey and a summary of the presentation.

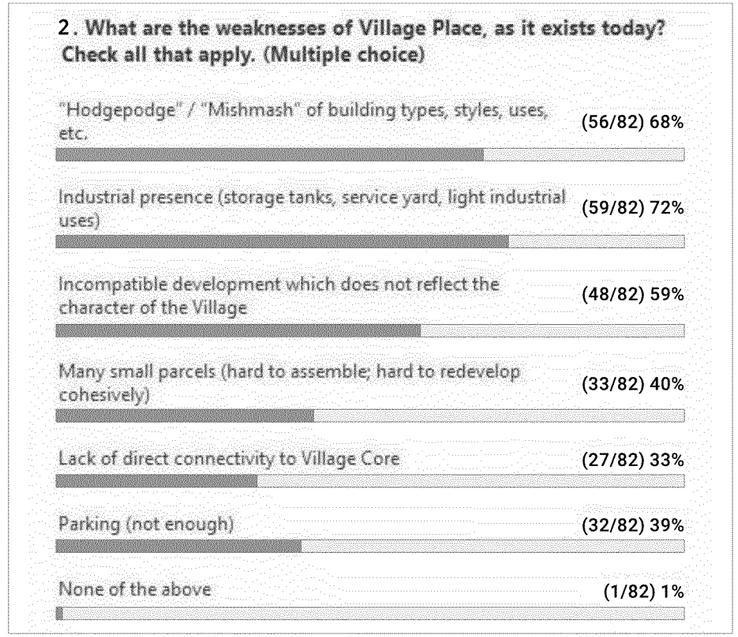
The following pages summarize the feedback received as a result of Public Workshop 1.

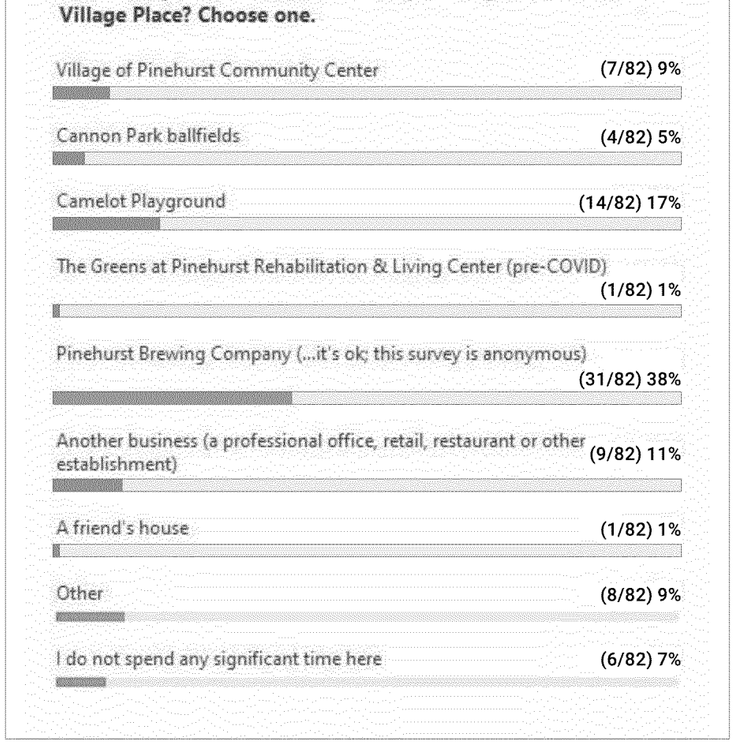
Village Place Polling Questions

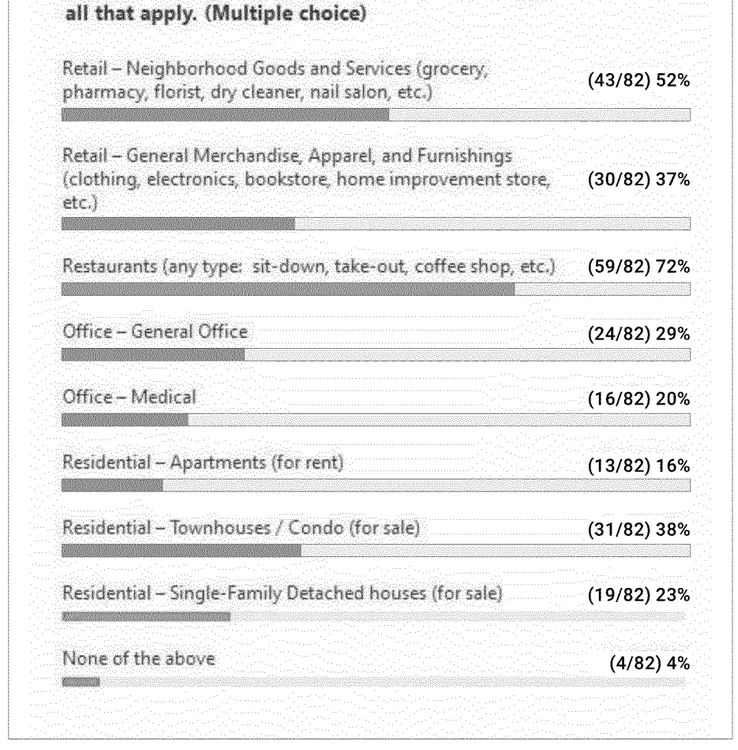
The Public Workshop included two rounds of Polling Questions, one for Village Place and one for Pinehurst South. The polls were available live during the Public Workshop and also on the Project website for 10 days following the event. Participants were encouraged to use the polling questions to express 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 Village Place.



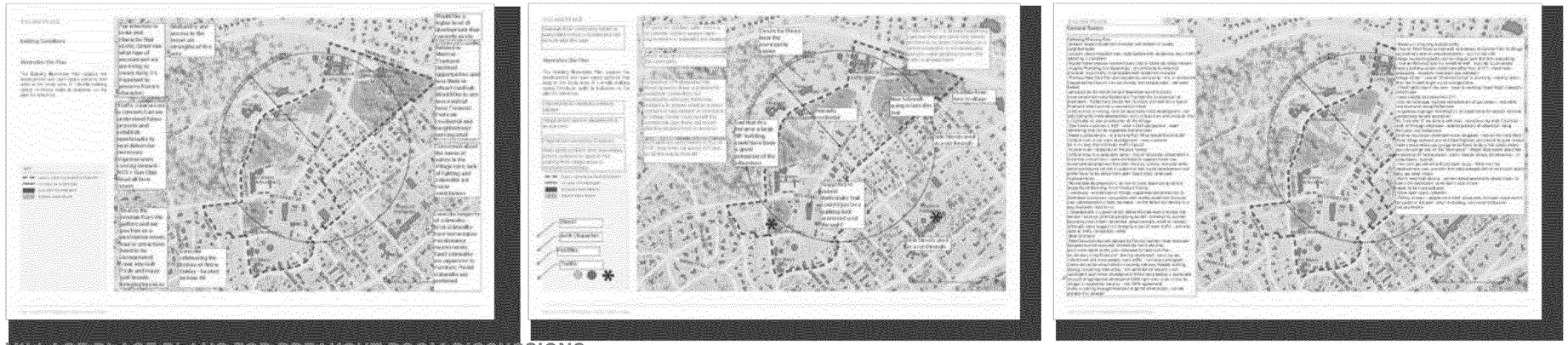






Public Workshop 1 Summary

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 Village Place. For a full list of comments recorded during Public Workshop 1, please visit the project website: www.engage.vopnc.org/smallareaplans.



VILLAGE PLACE PLANS FOR BREAKOUT ROOM DISCUSSIONS

The pages above are examples plans shown during the Breakout Rooms for Village Place. For a full reference of these comments, please see the PW 1 Summary document on the project website.

Land Use

- Village Place lacks a sense of place and is currently a hodgepodge of uses
- Pinehurst is established as a destination resort for golfers, therefore, the needs and desires of visitors should be taken into account as it is a major source of revenue for businesses. Consider amenities or retail options that support these users – i.e., golf related retail
- Desires:
  - A library to be located in this area, potentially across from Village Hall as a 2-story building
  - Uses that serve the community; i.e. personal services, neighborhood serving retail, open space, library
  - Live/work or other creative solutions for residential. However, some stakeholders are concerned that apartments above retail currently do not work well in VC (most likely due to parking)
  - Multi-family or townhouses (mixed opinions from stakeholders)
  - There are mixed opinions about restaurants in this area. Some stakeholders feel they are needed, as there is nowhere to go right now, however there is concern for character, competition with VC and more traffic
  - Village Place would be a good opportunity for retail space if not in competition with VC
  - The uses in this area should complement VC, be an extension of it, and serve the community, not compete with VC
- Concerns:
  - Apartments may attract residents who are not invested in the community
  - Concern about industrial uses – safety for children, truck traffic
  - The Public Service area is an eyesore, this area would be better as mixed-use for the public

Character

- Village Place lacks an overall plan
- Architecture:
  - Concern for existing uses that do not match the character of VOP; overall the entire area needs better architectural character.
  - Architectural character should blend in with the Village, more traditional
  - Desire for adaptive reuse, not for new construction or cheap construction.
  - Maintain scale and character of older single family detached homes; preserve historic character
  - "New England Small Town"
- Landscaping and open space are very important to the character of Pinehurst
- Concern for protecting existing trees
- Some stakeholders believe this area should have no more rental units and no new construction over 2 stories

Transportation

- Need for an independent, professional traffic study
- Overall need for improvement in pedestrian circulation in this area. Pedestrians currently walk, but it is not safe. If it were safer, more people (families) would walk between destinations as opposed to drive
  - Connecting to the schools
  - Connecting various open spaces
  - Connecting to VC (residents already bike/walk from here to VC)
  - Paths along Rattlesnake Trail, especially the west side
  - Consider a bike-share program
- Considerations for paths:
  - Consider longevity of sidewalks – brick sidewalks and sand sidewalks require a lot of maintenance - mixed opinions about desired sidewalk material
  - Maintain clay paths where it makes sense in the historic district
  - Consider visual interest along pathways – i.e., buildings that are visually interesting, buildings lining the street
  - Need crosswalks along Rattlesnake, not just at NC-211
  - Consider use by golf carts
  - Desire for a singular path that links everything together
  - Leverage public/private partnerships to improve sidewalks/trail connectivity
- Traffic is an overall concern in the area; streets are stressed, current infrastructure will not support increase in traffic
  - Pinehurst Brewery is attracting outside traffic. Some stakeholders find this traffic concerning
  - Cut through traffic on the side streets -- i.e. Woods Road, Fields Road to get to the Village Core
- Rattlesnake Trail
  - There needs to be a better gateway from NC-211 – although some stakeholders think the opposite, do not want to entice visitors
  - This street should feel like a Pinehurst street, not a commercial street, i.e., improve landscape and streetscape to be consistent with streets in VC
  - Mixed opinions about a cut-through for Rattlesnake Trail – a pedestrian connection would be beneficial, not sure about vehicular
  - Rattlesnake could be a better entrance, a big connector to the hospital as well
- Parking is a major concern:
  - If there is more development, will need even more parking
  - Parking needs to be convenient and safe
  - Need parking south of McCaskill to support the Brewery, Manor Inn, and Village Center parking needs
  - No parallel parking on residential streets; walking paths on every street
  - Opportunity in this area for an aesthetically-pleasing parking garage
- Concern that widening streets will displace existing trees
- Extension of Kelly Road could be a good idea if "cleaned up" and leading to a destination

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.



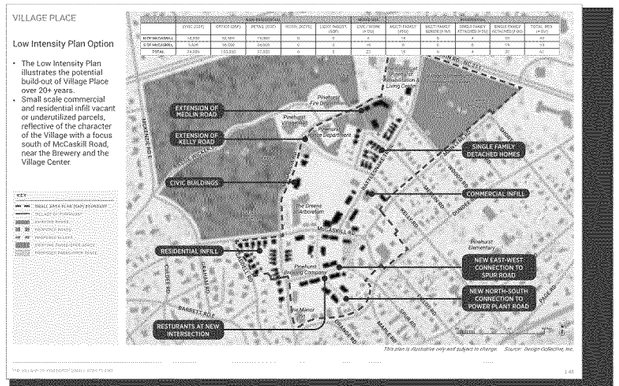
Presentation images from Public Workshop 2

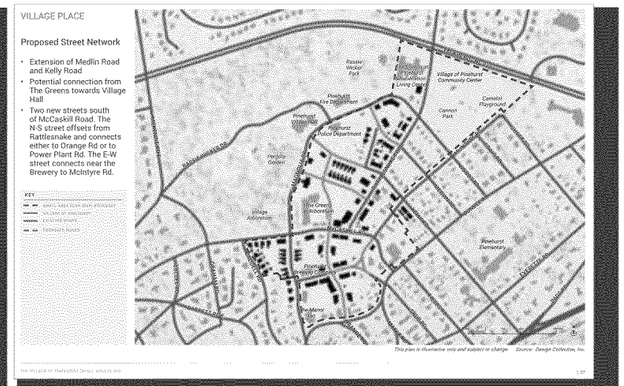


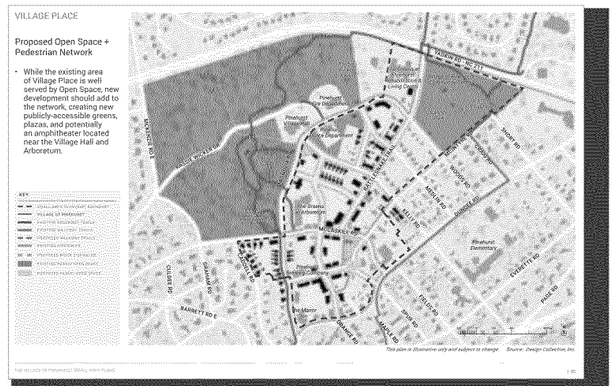
Screenshot images from Virtual Public Workshop 2

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 Village Place, as well as additional comments received post workshop, via the project website survey (see www.engage.vopnc.org/smallareaplans for more information).







VILLAGE PLACE PLANS FOR BREAKOUT ROOM DISCUSSIONS

The pages above are examples plans shown during the Breakout Rooms for Village Place. For a full reference of these comments, please see the PW 2 Summary document on the project website.

Low and High Intensity Plan Options

» Positive feedback from the stakeholders overall. PW1 comments were taken into account.

» Some stakeholders think the Low Intensity Plan is better; they prefer Single-Family Detached (SFD) to blend in with the character of the Village.

» Other stakeholders would like to see some Multi-Family units (either rental or for-sale) incorporated, as there is a lack of diversity and residential options in the area. Some stakeholders note that both young and senior residents may prefer Multi-Family units, to be close to activities, instead of having a backyard

» There is concern that the High Intensity Plan would bring an influx of cars, adding to the existing traffic issues.

- The support for Mixed-Use buildings is divided. Some stakeholders support Mixed -Use, if buildings are setback with landscape/shops.
- Other stakeholders think Mixed-Use is too urban and does not fit with VOP character.

» Stakeholders support the idea of grouping restaurants and retail near the Brewery, as the Brewery is a magnet. However, there is concern that parking in the area might become a problem.

» The idea of a parking garage behind the hotel building, and parallel parking in commercial area, is supported by some, as it encourages people to walk around the Village Core.

» A few stakeholders suggested an off-hill garage, as the topography of area can support the design.

» There is an important need for an increased of activities and destinations in VOP.

» Desire for a Form-Based Code (FBC) that guides the right type, scale, look of buildings.

Connections/Street Network

» Sidewalks:

- Overall support for new sidewalks and pedestrians connections.
- Streetscape improvement can encourage visitors of Pinehurst to explore area by foot and bicycle. A connection to the Arboretum, and other destinations, is a great way to encourage visitors of Village Core to visit businesses in this area.
- Although a few stakeholders are concerned about sidewalks being too wide, many are in support of wide sidewalks to accommodate outdoor dinning/pedestrian access.
- Stakeholders are concerned about the topography of the area, and how ADA accessible it will be.

» Streets

- Many stakeholders support connection to Orange Road as it is a more direct connection to the Village Core. Other stakeholders are concerned about ownership of streets and how likely is that private owners would allow streets to be built.
- Some stakeholders do not support connection to Orange Road and, instead, prefer a connection to Power Plant Road.
- Some support offsetting Rattlesnake Road as more appropriate.
- A few stakeholders do not support the idea of extending Medlin Road
- Additional streets make for more parallel parking.
- Concern streets are out of scale. All streets should be similar in scale. Street and sidewalks near Brewery seem too wide
- NC-211 can be used to handle traffic load.
- Curving streets are unique to character of Pinehurst - accommodating growth that has to happen, while maintaining character of the community
- Streets need to maintain the Olmstedian experience - consistent with the existing character - while supporting growth gracefully
- Some stakeholders are concerned that cut through traffic negatively impacts existing residential areas.
- Need for an independent, professional traffic study

Buildings:

» 2 stories is a better height; consistent with surrounding context.

» Some stakeholders believe the hotel and parking garage (shown at 3 stories) do not belong / are out of context

» Some stakeholders support 3-story buildings if in the right location – i.e., next to The Greens, an existing, taller structure within this neighborhood, or next to the Open Space/Retail Core; most are in support of 3 stories in an off-hill condition

» 3-Story buildings should have a landscape setback to avoid "claustrophobic"/out of place feeling. (e.g., The Manor Inn)

» A few stakeholders suggested 2 stories in front, 3 behind, with a garage in the rear, taking advantage of topography.

» Some believe 3-story buildings should not be in the core area, rather should be near other tall buildings.

» The commercial core should have an appropriate scale and character.

» New development should encourage night life activities, though not supported by all.

» Landscape and buildings must integrate to match VOP theme and make it more desirable.

» Parking for new residential in back is a problem for houses that may need backyards. Kids forced to play in street. (If large lot, garage in rear off alley, and there is still room for a big backyard, that would be ok)

» 3 stories with an active ground-floor use is important (coffee shop, mom + pop etc.); it is important to interact with the building's first floor if walking by (welcoming passersby, instead of imposing)

Open Space:

» Overall, community is very supportive of the Amphitheater. Topography and location is good, but some suggested that it could be bigger

- Landscape should be natural (organic)
- Some believe existing (Pine) trees should be replaced/re-purposed

» Some think that there should be more Open Space (parks) with organic landscape.

» Some stakeholders would like the library to be located on Village-owned land, and some specifically on the west side of Rattlesnake, on the 1-acre, flat property owned by the Village.

» Residents are pleased with the triangular greens.

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4.0 RECOMMENDATIONS

4.1 OVERVIEW

4.2 GUIDING PRINCIPLES

4.3 CONCEPT DESIGN

4.4 FINAL DESIGN

The recommendations for Village Place 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 previous plans and studies; stakeholder feedback on proposed concept plans received in Phase 2; and continued input on refinements to the preferred plan and recommendations throughout Phase 3.

Approach

The approach for developing concept plan options in Phase 2 was guided by the following summary of feedback received in Phase 1, assembled in to three main planning categories of Character, Land Use, and Transportation. Additionally, the planning concepts were guided by universal planning principles as well as the used by Olmsted and Manning in the original design for Pinehurst.

CHARACTER:

- Mixed-use and walkable
- Reflective of Village Center (VC); the area south of McCaskill Road, in particular, should emulate VC in scale, massing, and materials
- Protect, respect, and connect to - but do not compete with/drain - VC
- Address the character of Village Place described by stakeholders as “blighted” and "haphazard"
- Test preferences for 1-2 or 1-3 stories

LAND USE:

- McCaskill south: Mixed-Use similar in scale to VC; focus Restaurants and Retail here, with some office
- New infill development requires the relocation of the Village's Public Services Complex
- Address Parking (surface and potentially structured)
- McCaskill north: Mixed-Use along Rattlesnake Trail; explore variety of Residential types (including cottages, townhouses, live-work, and missing middle residential) and infill Commercial (mainly Office)
- Incorporate new small Open Spaces, to supplement and connect to existing larger Open Spaces which are well-supplied

TRANSPORTATION:

- Interest in connecting area north of McCaskill to VC, but likely not a direct vehicular connection
- Explore crossing streets through McCaskill south area, connecting to Power Plant Road, Spur Road, and/or McIntyre Road
- Explore street extensions of Medlin Road, Kelly Road, etc. west of Rattlesnake Trail
- Study streetscape improvements along Rattlesnake Trail, including giving feedback on the in-progress VOP Rattlesnake/Woods Sidewalk Plans
- Connect trails and destinations
- Choose sidewalk locations with consideration of existing Single-Family frontage

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 Village Place. 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 Village Place. The purpose of this phase (Phase 2) was to explore options for the Village Place 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 Village Place. 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.



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.

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 Village Place. These principles have been identified as essential strategies for improving Village Place 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



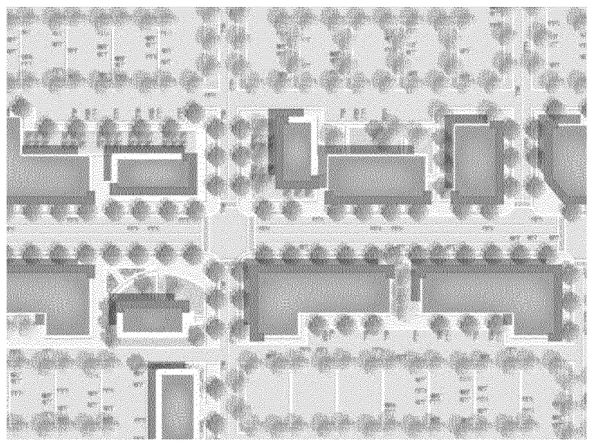
4. PROVIDE A VARIETY OF PUBLIC OPEN SPACES



2. INCORPORATE COMPLETE STREETS STRATEGIES



5. DESIGN STREETS FOR FLEXIBLE PROGRAMMING



3. STRENGTHEN BUILDING FRONTAGE

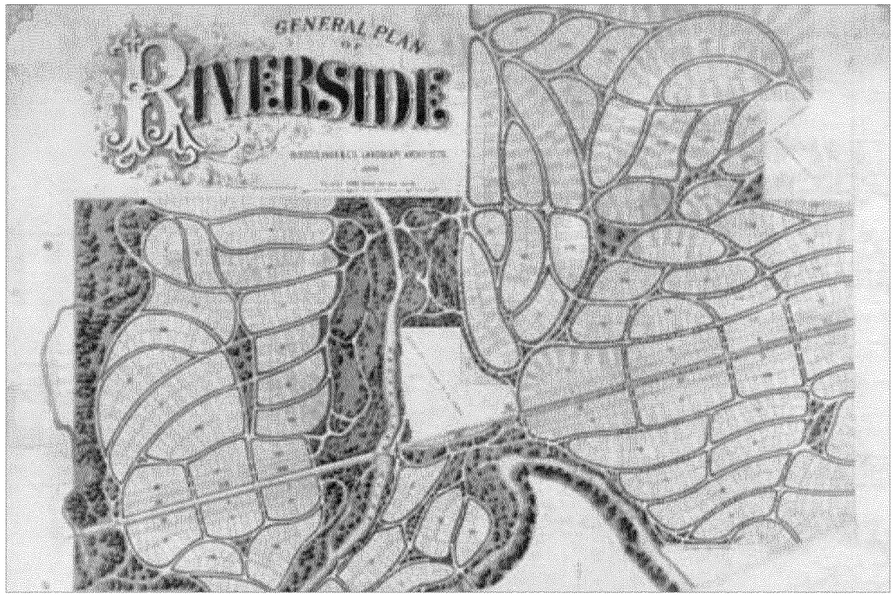


6. PROMOTE HEALTH AND WELLNESS ENVIRONMENTS

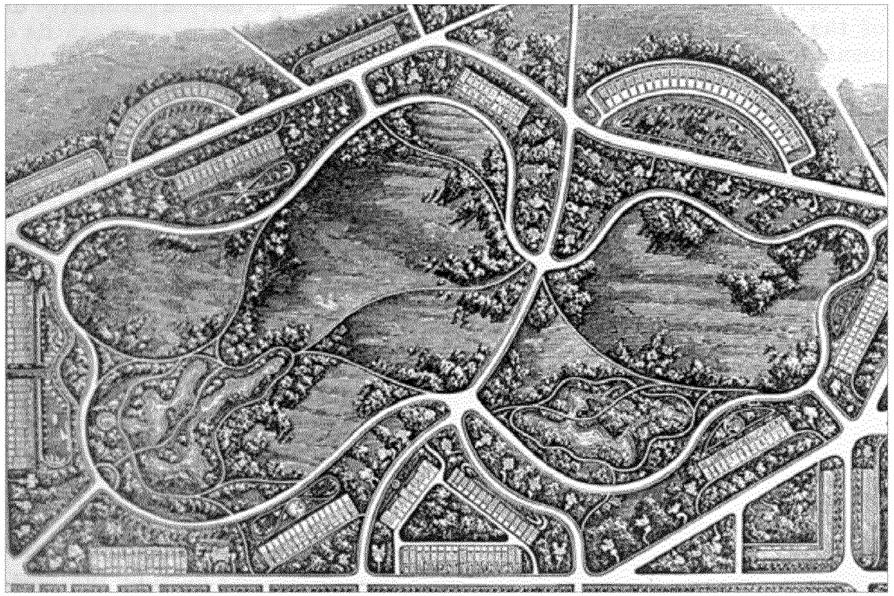
Olmsted Planning Principles

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.

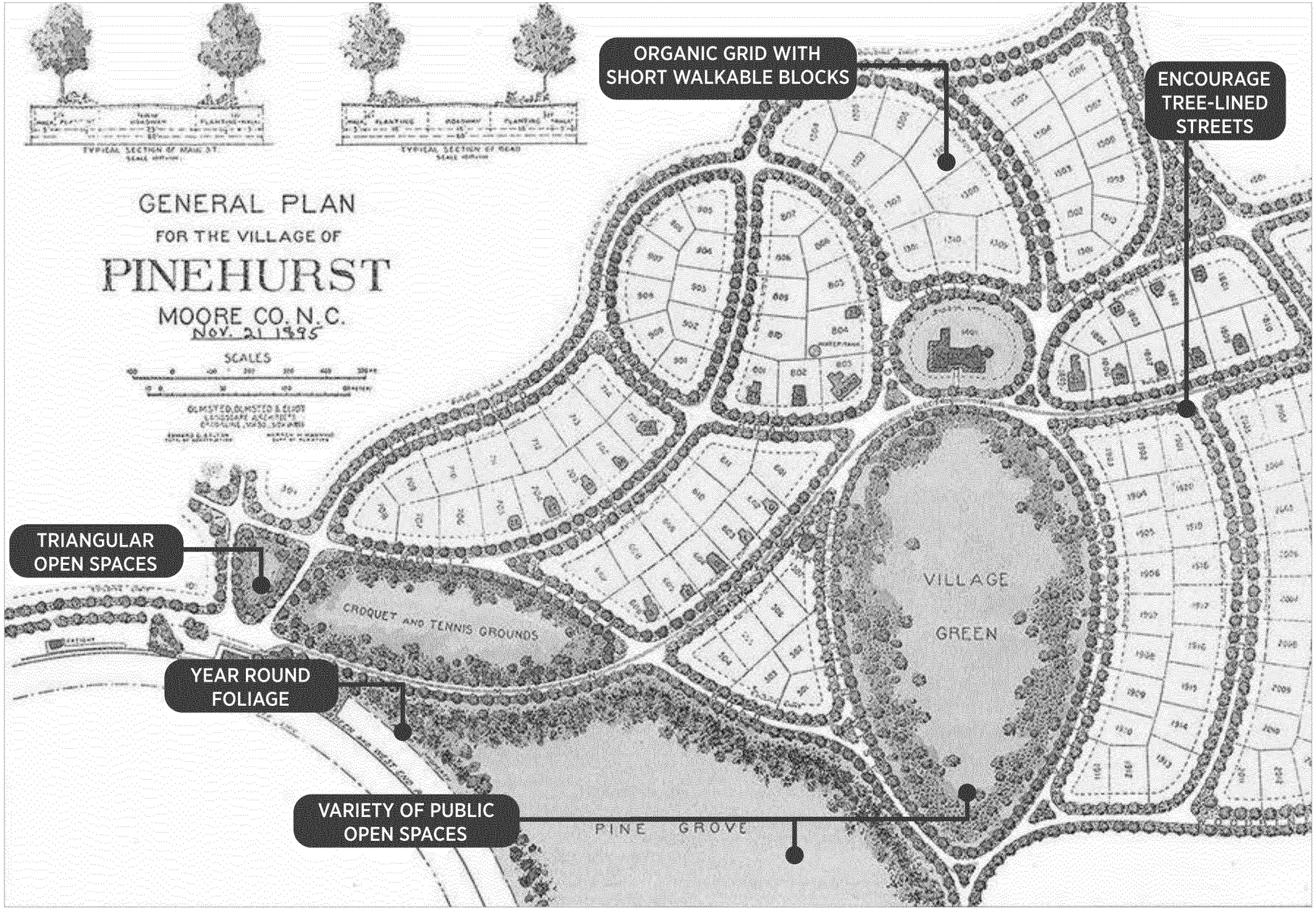
Olmsted and Manning Principles and the Village

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

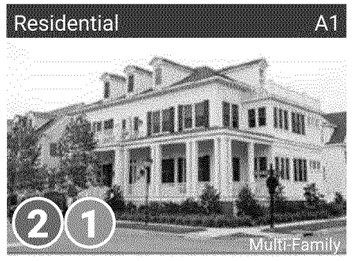


Overview

Following the Public Outreach and Guiding Principles research, the consultant team led a Concept Design process to explore options for development in Village Place. The purpose of the Concept Design phase (Phase 2) was to explore options for the Village Place 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.

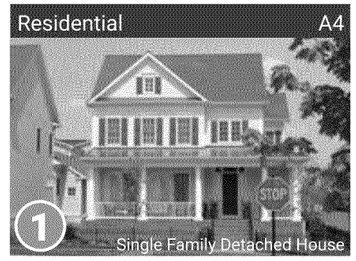
The images to the right show stakeholder preference feedback received in Public Workshop 2 Breakout Room Discussions. The images were shown as precedents for the architecture, streetscapes, parking, and parks/open spaces of Village Place. Participants were encouraged to respond "like" (with green dots) or "dislike" (with red dots) to each photo; the numbers within the green and red dots indicate the number of stakeholder responses.

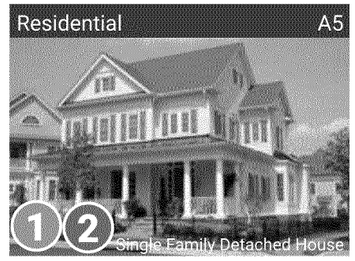
ARCHITECTURE

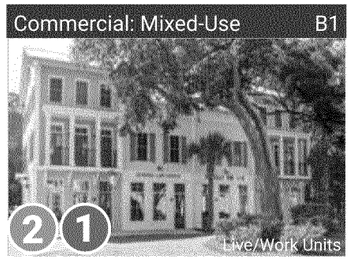














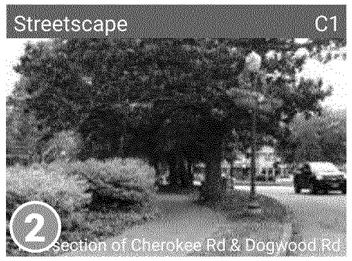






ARCHITECTURE

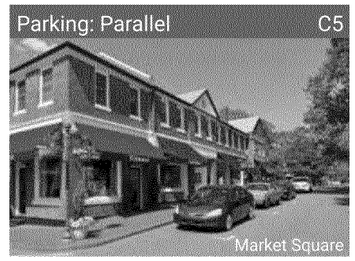
STREETSCAPE/ PARKING











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 Village Place. 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 Parti/Block 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

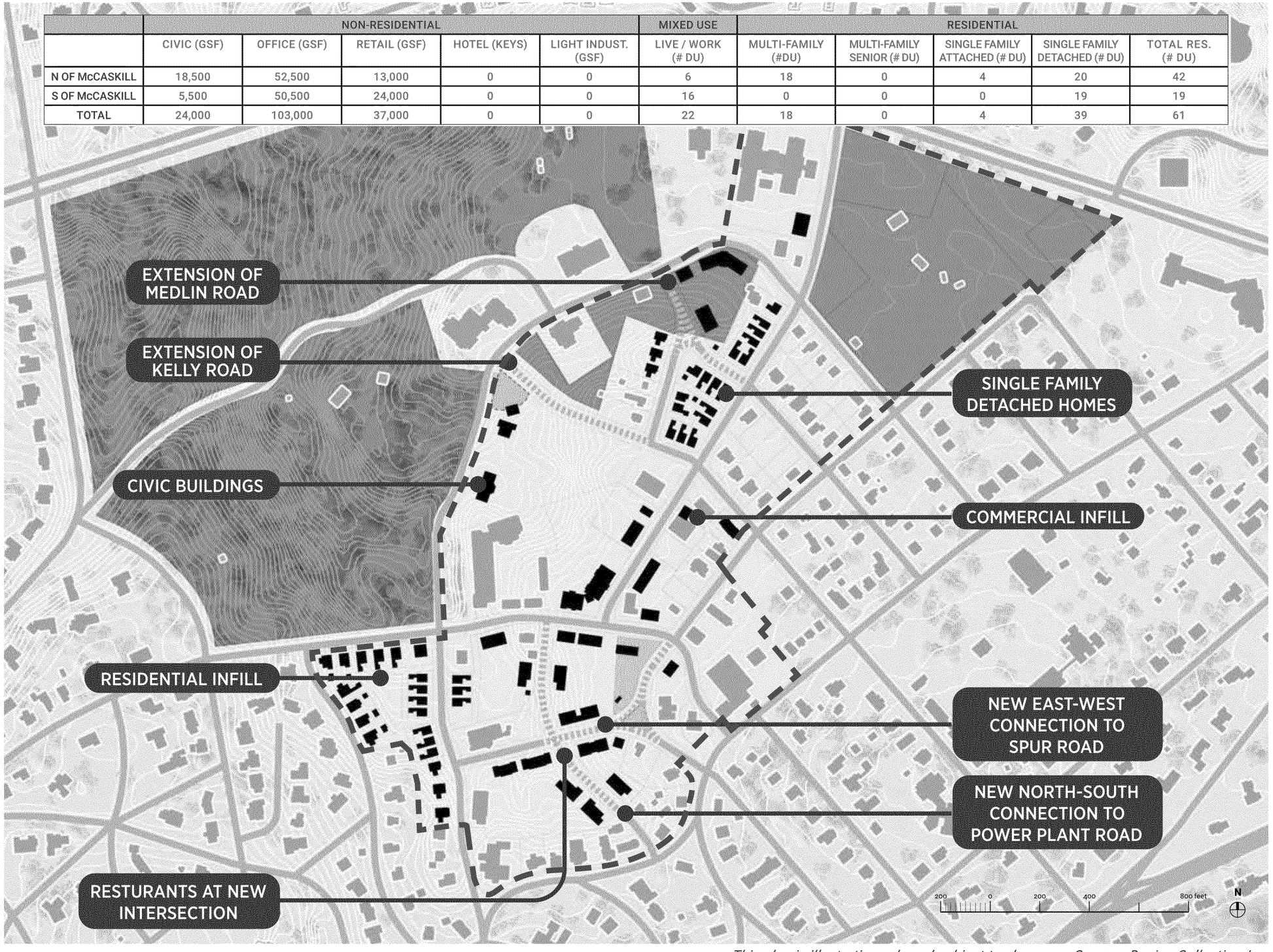


Concept Design
Low Intensity Plan Option

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 a less intense potential build-out of Village Place over 20 years.
- Small scale commercial and residential infill vacant or under-utilized parcels, reflective of the character of the Village with a focus south of McCaskill Road, near the Brewery and the Village Center.

	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)
N OF McCASKILL	18,500	52,500	13,000	0	0	6	18	0	4	20	42
S OF McCASKILL	5,500	50,500	24,000	0	0	16	0	0	0	19	19
TOTAL	24,000	103,000	37,000	0	0	22	18	0	4	39	61



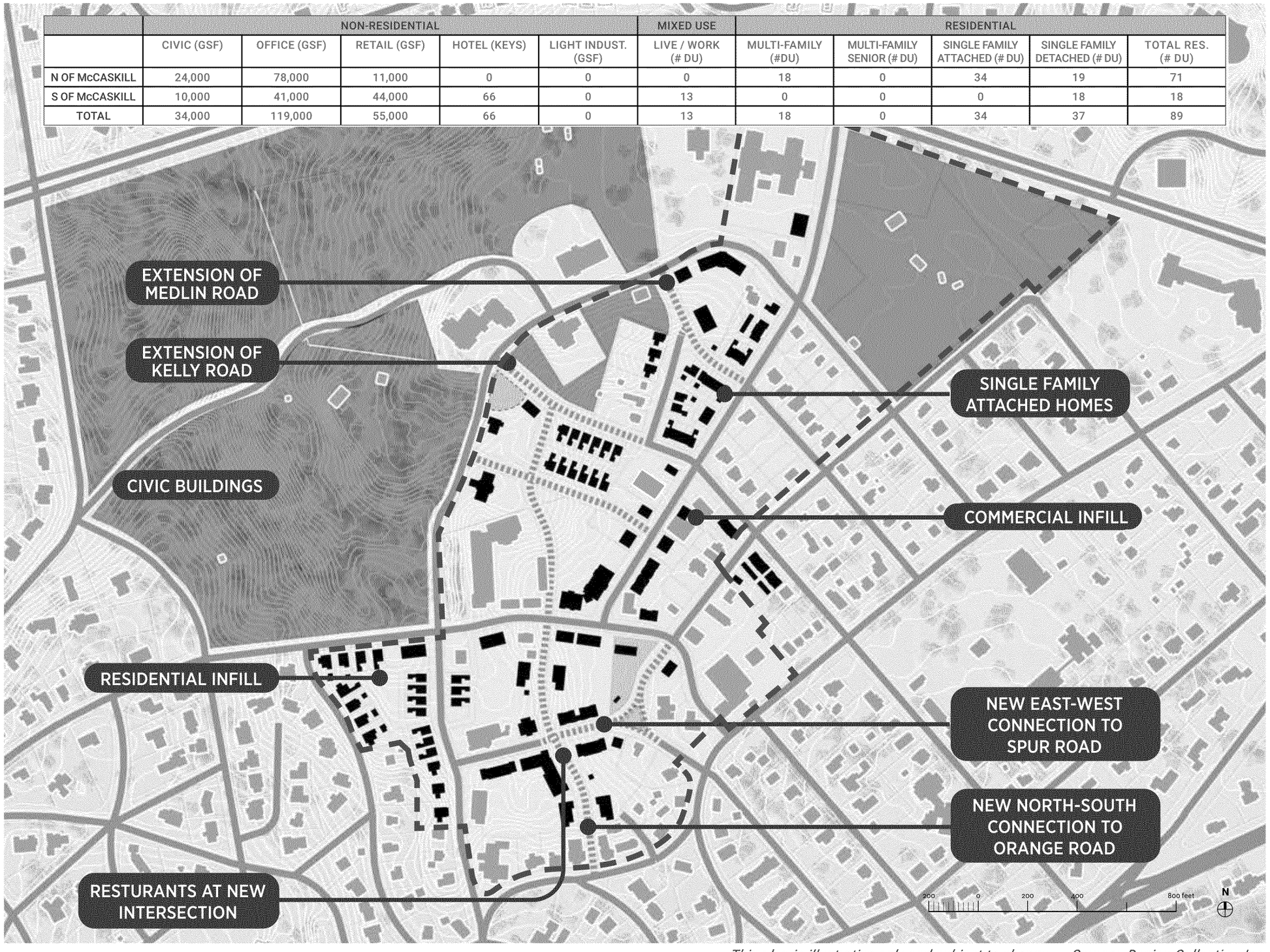
This plan is illustrative only and subject to change. Source: Design Collective, Inc.

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 see Section 4.4 of this document.

- The High Intensity Plan illustrates a more intense potential build-out of Village Place over 30 years.
- As with the Low Intensity Plan, small scale commercial and residential infill vacant or under-utilized parcels.
- This option differs in the new street alignments, a higher percent of SFA, and moderately increased commercial infill

	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)
N OF McCASKILL	24,000	78,000	11,000	0	0	0	18	0	34	19	71
S OF McCASKILL	10,000	41,000	44,000	66	0	13	0	0	0	18	18
TOTAL	34,000	119,000	55,000	66	0	13	18	0	34	37	89



This plan is illustrative only and subject to change. Source: Design Collective, Inc.

Overview

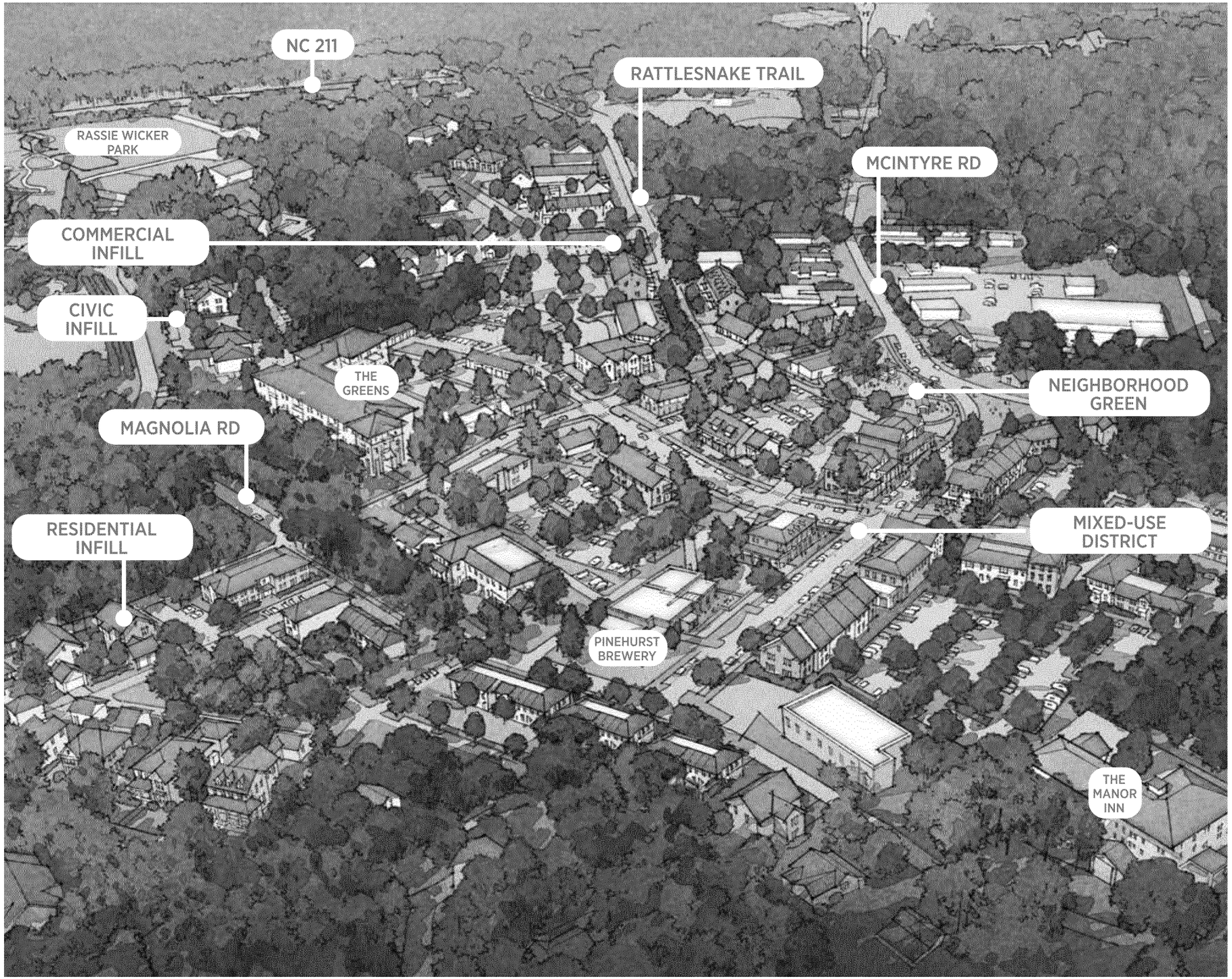
The Final Design comprises renderings, framework plans, and street sections that represent the culmination of the planning process and feedback heard through the project's Public Outreach efforts. It also incorporates the Guiding Principles, discussed in Section 4.2 of this document. The Final Design includes recommendations for land use and transportation throughout Village Place 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 *Village Place Small Area Plan*.

The Aerial Rendering to the right demonstrates how Village Place may appear at full build-out. The rendering shows the following:

- A focus of Mixed-Use south of McCaskill Road
- A new Central Green as a focal point to the new mixed-use, small-scale development south of McCaskill Road; the green will serve as a space for community events and gathering
- Commercial infill along Rattlesnake Trail
- Residential infill west of Magnolia Road as a transition to the existing, adjacent single-family residential areas
- Civic infill along Magnolia Rd as an expansion of existing civic uses in that area

The Eye-Level Rendering on the following page shows a conceptual view of the new, main intersection south of McCaskill Road.

The renderings are conceptual and represent one of many scenarios that could happen over the next 30+ years in Village Place. 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.



VILLAGE PLACE - AERIAL RENDERING

This rendering is illustrative only and subject to change. Source: Design Collective, Inc. & Zanetta Illustration



VILLAGE PLACE - EYE LEVEL RENDERING

This rendering is illustrative only and subject to change. *Source: Design Collective, Inc. & Zanetta Illustration*

Detail Plan

The Detail Plan illustrates the potential build-out of the Village Place core area south of McCaskill Road, showing new buildings, streets, parking, and open space.

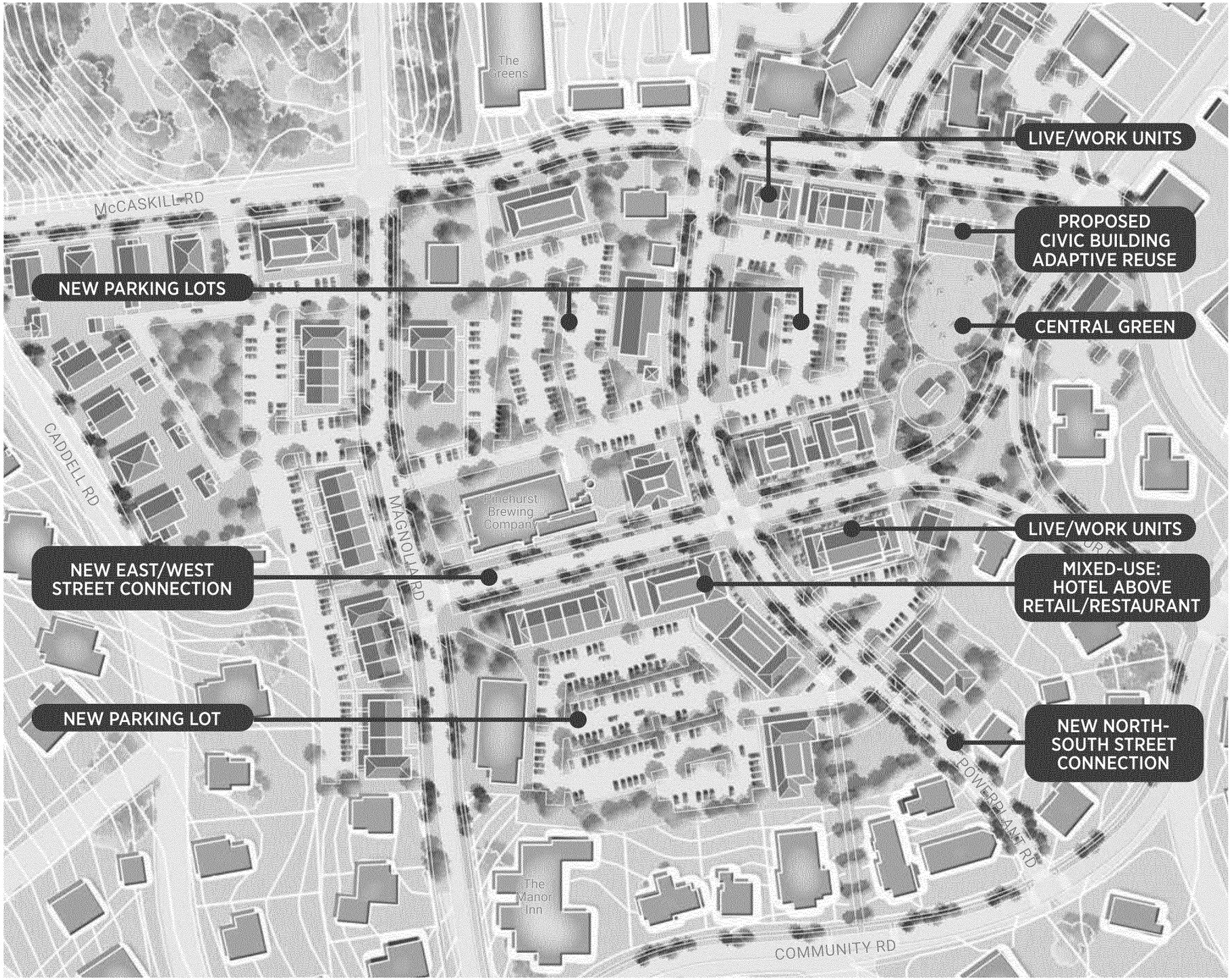
At the center, two new streets crisscross the area. Their intersection creates a hub for new restaurants, a hotel, Live/Work units, and professional offices. Parking is accommodated mid-block and as parallel on-street spaces.

Single-Family Detached (SFD) homes along McCaskill Road and Caddell Road help to transition to existing residential areas.

A new Central Green anchors the new infill area, serving as a gathering place for small community events, while a pedestrian passage links the area to Community Road, encouraging pedestrian circulation to and from the Village Core.

KEY

- EXISTING BUILDINGS
- PROPOSED BUILDINGS
- PROPOSED CIVIC BUILDINGS



This plan is illustrative only and subject to change. Source: Design Collective, Inc.



Precedent - Multi-Family - Daniel Island, SC
Credit: Daniel Parolek /Island Press



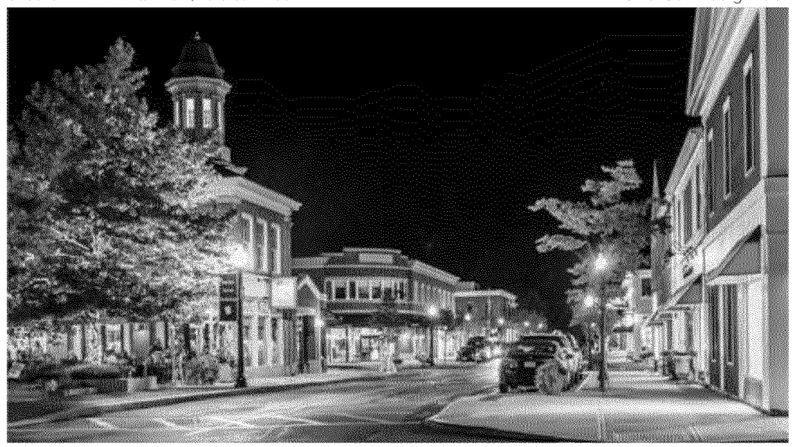
Precedent - Single Family Attached House - Baxter Village, NC
Source: Design Collective



Precedent - Single Family Detached House - Daniel Island, SC
Credit: www.homefinder.com



Precedent - Single Family Detached House - Maple Lawn, MD
Source: Design Collective



Precedent - Mixed Use - Mashpee Commons, MA
Credit: Congress for New Urbanism



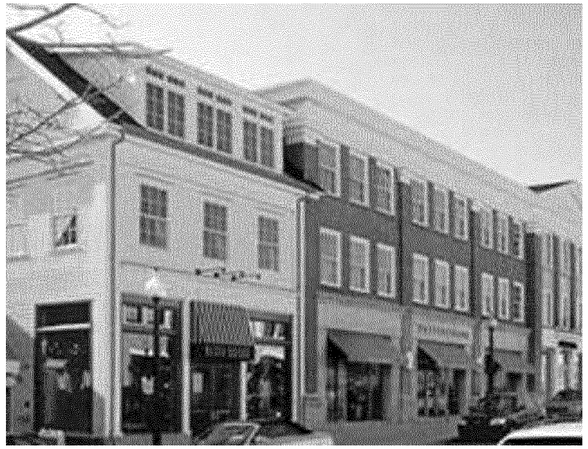
Precedent - Mixed Use - Mashpee Commons, MA
Credit: PCA Design



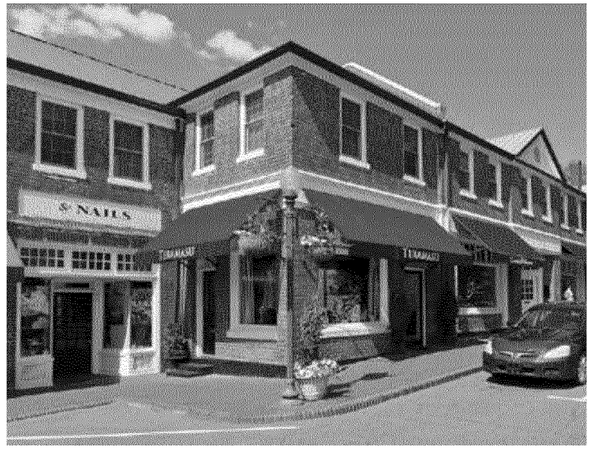
Precedent - Streetscape - Village Center, Pinehurst
Source: Design Collective



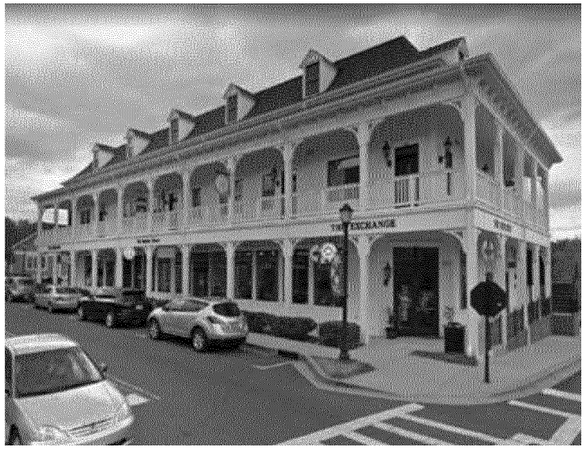
Precedent - Live/Work Units - Habersham, SC
Credit: Missing Middle Housing



Precedent - Live/Work Units - Mashpee Commons, MA
Credit: Michigan Municipal League



Precedent - Mixed Use - Market Square, Pinehurst
Credit: VOP Rentals



Precedent - Mixed-Use: Hotel Retail/Restaurant - Baxter Village, SC
Credit: Google Maps

Proposed Open Space + Pedestrian Network

While Open Space is abundant in Village Place, new development should add to the network, creating publicly-accessible greens, plazas, and potentially an amphitheater located near the Village Hall and Arboretum.

A new Central Green is proposed southeast of Rattlesnake Trail and McCaskill Road to complement the new mixed-use core south of McCaskill, where the Village's Public Services Complex is currently located.

A new pedestrian path is proposed from McCaskill Road, south through the new open spaces, connecting to Community Road and then to the Village Center. Additionally, sidewalks will be added as new streets are constructed, creating a walkable, pedestrian-friendly environment.

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING GREENWAY TRAILS
- EXISTING WALKWAY TRAILS
- EXISTING SIDEWALKS
- PROPOSED SIDEWALKS*
- EXISTING PARKS/ OPEN SPACE
- PROPOSED PARKS/ OPEN SPACE

** Proposed sidewalks shall be brick in commercial areas*



This plan is illustrative only and subject to change. Source: Design Collective, Inc.



Proposed Amphitheater Rendering
Source: Design Collective



Open Space - Attached Greens- Maple Lawn, MD
Source: Design Collective



Open Space - Plaza
Source: Design Collective

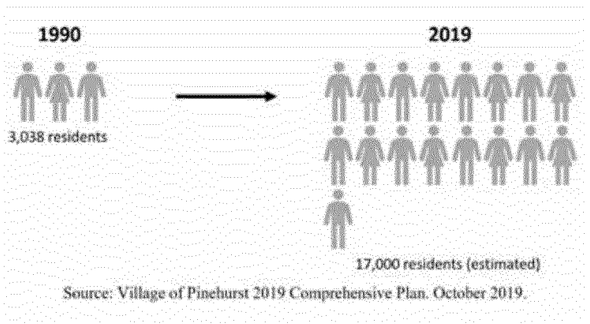


Open Space - Farmers Market
Credit: Community Farmers Market

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.



Source: Village of Pinehurst 2019 Comprehensive Plan. October 2019.

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 approved 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.

This Small Area Plan (SAP) effort aims to recommend 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 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.

Village Place

Most of the streets in Village Place follow the original Olmsted plan and, according to the U.S. Department of the Interior/National Park Service, these streets:

> *"…are frequently named after native trees and are curvilinear, providing a more relaxed approach to "getting there", compatible with a resort environment. The width of the roads was designed to be sixty feet between lot lines. Sixteen feet of this was used for a hard surface road made of sand and clay. On each side of the road there was a sixteen-foot shrubbery bed and beyond each bed a five-foot sand and clay sidewalk."*

Existing Transportation and Infrastructure Conditions

STREETS

Most of the transportation network within the Village Place Study Area consists of local streets. The only changes to these streets over time is that the sixteen-foot clay and sand road surfaces have been paved with asphalt and are now typically eighteen (18') to twenty feet (20') wide. The streets are smooth and range from fair to good condition. The North Carolina Department of Transportation (NCDOT) plans to resurface US 211 in 2024, which is on the north end of this study area.

Travel on the streets within the study area consists of motorized vehicles, golf carts, bicycles, and pedestrians. Although some conflict points exist, these modes of travel currently coexist well together within the shared 18 to 20-foot roadway width. The speed limit on the streets is 25 miles per hour (MPH) and traffic is controlled by stop signs, with the exception of US 211, which has a posted speed limit of 45 MPH to 55 MPH (55 west and 45 east) and a traffic signal at its intersection with Rattlesnake Trail. A review of reported traffic accidents from 2015 to 2019 along the streets in Village Place reveals only minor incidents such as struck deer in road, vehicle backing from private drive, and sideswipe (mirrors colliding) due to narrow street lane conditions. There are several reported accidents along the section of US 211 between McKenzie Road and Rattlesnake Trail that may warrant further investigation.

BICYCLE AND PEDESTRIAN

Despite sidewalks being part of the original Olmsted plan, there are several streets within Village Place that do not have sidewalks, as shown in the figure below, as shown on the Existing Pedestrian Facilities Diagram on page 25 of this document.

Improvements to the sidewalk network in the area have been a noted community concern in the past: the 2015 Comprehensive Pedestrian Plan makes several recommendations for sidewalk installation in this area, and the 2019 Comprehensive Plan noted that a lack of sidewalks and pedestrian connections was raised as a community concern. As part of a funded project, sidewalks have been installed along the east side of Rattlesnake Trail from US 211 to Woods Road and along the north side of Woods Road from Rattlesnake Trail to Dundee Road. These two portions of sidewalk complete a needed pedestrian connection between the VOP Community Center and the new Pinehurst Elementary School on Dundee Road.

GOLF CARTS

Golf carts are allowed on most of the streets within the Village Place study area and coexist well with existing motorized traffic. Concerns over golf cart safety and increased use was expressed in some of the public input received during this planning process.

Traffic Impacts of Village Place Build-Out Plan

Based on the 50 year Build-Out Development Plan for the Village Place 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 (2) development options, low intensity, and high intensity for the Village Place Study Area.

TRIP GENERATION

As development is phased in over the next 50 years, there will be a total of about 7,714 new trips per day created by the low intensity development scenario to about 11,191 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, etc.), 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).

Based on internal capture and the pass-by trips, the total new vehicle trips per day will be reduced by about 20%. This trip reduction due to internal capture and is an accepted practice by Transportation Engineers and Planners. Based on the ITE Trip generation rates and pass-by/internal capture reduction of 20% it is estimated that there will be an additional 6,171 vpd to 8,952 vpd new vehicles.

TRIP DISTRIBUTION

The 6,171 to 8,952 new vehicle trips that will gradually be introduced to the streets within Village Place over the 50 year phased build-out plan. As development is gradually phased-in over time, the new vehicle trips will be evenly distributed to the local street network (Magnolia Road, Rattlesnake Trail, McCaskill Road, Dundee Road, Community Road) as well as distributed to new local streets which will be built through the new development as these new developments are phased-in.

TRIP IMPACTS

Traffic from new development will increase over time as the new development is gradually phased-in over time. The new traffic will be distributed equally to the existing street network and to the new streets/connections which will be built with the new developments establishing new connections and access within Village Place. The existing street network and new streets/connections will be able to accommodate the gradual increase in traffic over time without a measurable increase in traffic

Village Place Opt A - Low Intensity Scheme				
		Daily Trips (vpd)	AM Peak Hour Trips (vph)	PM Peak Hour Trips (vph)
North of McCaskill Road	Subarea A	64	13	71
	Subarea B	519	71	115
	Subarea C	170	5	15
	Subarea D	1,828	223	215
	Subarea E	857	159	67
Subtotal		**3,438**	**471**	**483**
South of McCaskill Road	Subarea F	268	9	23
	Subarea G	829	171	130
	Subarea H	1,602	183	196
	Subarea I	30	6	68
	Subarea J	289	45	94
	Subarea K	1,258	189	167
Subtotal		**4,276**	**603**	**678**
TOTAL		**7,714**	**1,074**	**1,161**

Village Place Opt A - High Intensity Scheme				
		Daily Trips (vpd)	AM Peak Hour Trips (vph)	PM Peak Hour Trips (vph)
North of McCaskill Road	Subarea A	125	24	77
	Subarea B	515	75	115
	Subarea C	188	13	18
	Subarea D	2,164	244	244
	Subarea E	825	194	133
Subtotal		3,817	550	587
South of McCaskill Road	Subarea F	388	17	32
	Subarea G	1,329	191	173
	Subarea H	1,652	192	201
	Subarea I	58	12	71
	Subarea J	2,388	247	245
	Subarea K	1,559	170	191
Subtotal		**7,374**	**829**	**913**
TOTAL		**11,191**	**1,379**	**1,500**

congestion. It is anticipated that as traffic volumes increase that there will be concerns with speeding traffic and accommodations so that pedestrians and bicyclists can coexist with increased motorized traffic.

Transportation Improvements

The following improvements to the transportation infrastructure are recommended to be phased-in as development occurs within Village Place to enhance access, connectivity, pedestrian accommodations, and to calm/slow traffic.

ROADWAY/STREET

Additional street connections are needed within Village Place to provide improved traffic dispersion, more direct pedestrian, and vehicular connections, as well as access to future development sites. Street connections through the area south of McCaskill Road, near the Pinehurst Brewing Company, were shown in the 2011 Village of Pinehurst Thoroughfare Plan. These connections identified in the Thoroughfare Plan are included in the SAP's recommended street network improvements, with some modifications. The street network improvements will provide route choices to the Village Center and other development sites which will reduce traffic volumes on some of the existing streets as travel will become more distributed across the network with better access to the Village Center and other Village Place destinations. The Proposed Circulation Plan on page 66 of this document provides a visual of the proposed street network.

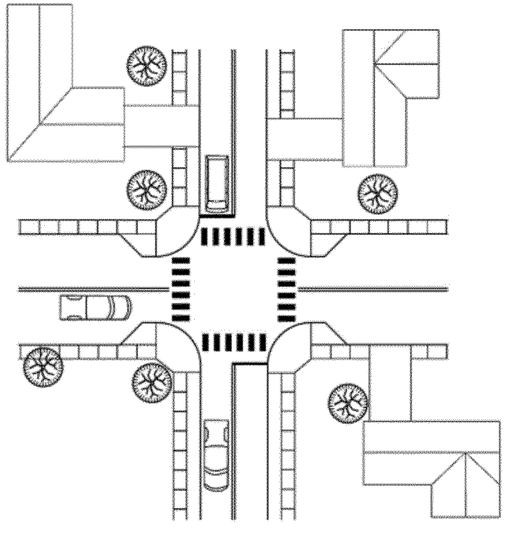
TRAFFIC CALMING

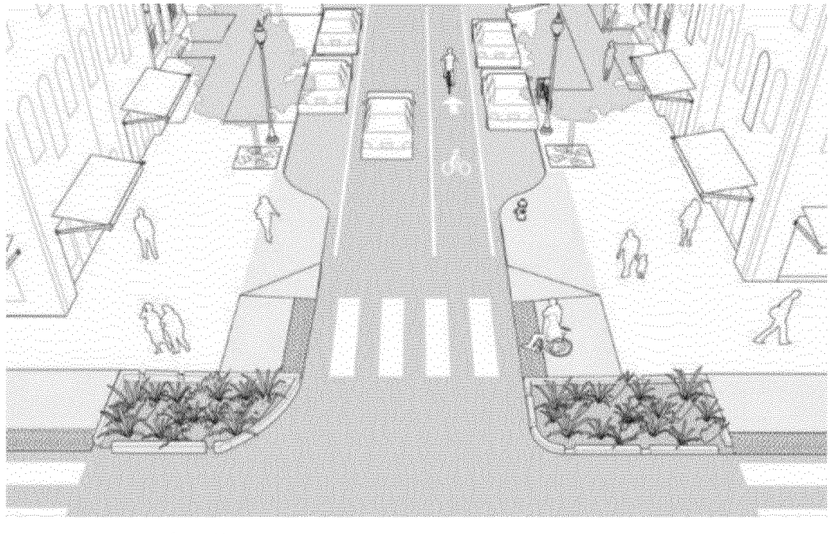
Speeding and traffic volumes on the local streets is an existing concern for residents and will continue to be a concern with the completion of the new Pinehurst Elementary School on Dundee Road and future development within Village Place. To address speeding concerns, it is recommended that additional multi-way stops be installed, additional cross-walk treatments be added and that traffic calming devices be considered along streets within Village Place. Traffic calming devices can include strategies such as speed humps, intersection extensions/bulb-outs, mini roundabouts and raised intersection treatments. Intersection improvements at critical intersections could be phased over time as funding becomes available; additional stop signs including some multi-way stops and marked crosswalks are low-cost investments that could be implemented immediately while speed humps/tables, intersection extension/ bulb-outs, mini roundabouts and raised crosswalks could be phased-in once full funding is available. The following page shoes examples of phased intersection improvements and traffic calming devices

PEDESTRIAN AND BICYCLE

Despite sidewalks being part of the original Olmsted plan, there are several streets within Village Place that do not have sidewalks, as shown on page 25 of this document.

Improvements to the sidewalk network in the area have been a noted community concern in the past: the 2015 Comprehensive Pedestrian Plan makes several recommendations for sidewalk installation in this area, and the 2019 Comprehensive Plan noted that a lack of sidewalks and pedestrian connections was raised as a community concern. To address pedestrian mobility concerns, in late 2021, sidewalks have been installed along the east side of Rattlesnake Trail from US 211 to Woods Road and along the north side of Woods Road from Rattlesnake Trail to Dundee Road. These two portions of sidewalk complete a needed pedestrian connection between the VOP Community Center and the new Pinehurst Elementary School on Dundee Road. However, during the first public workshop, some residents expressed strong concerns over the placement of sidewalks along every street within the Village Place, citing impacts to private property, a lack of need, and alteration of the historic character. SAP recommendations for the pedestrian network to strike a balance between improving pedestrian connections where critical, between primary destinations, while not advocating sidewalks be installed on every existing street within the study area, as shown on page 60 of this document. Recommended sidewalks and pedestrian connections will coincide with future development and provide better pedestrian connections between Village Place and the Village Center.





Corner Extension/Bulb-out



Speed Hump



Raised Intersection



Mini Roundabout

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Proposed Circulation Plan

The proposed Circulation Plan for Village Place 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 a single street. The circulation recommendations include:

- Extension of Medlin Road and Kelly Road
- Two new streets south of McCaskill Road. The north-south street offsets from Rattlesnake Trail and connects to Power Plant Road. The east-west street connects near the Brewery to McIntyre Road.
- Connect Board Branch Road to Medlin Road

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING STREETS
- PROPOSED STREETS



This plan is illustrative only and subject to change. Source: Design Collective, Inc.

Proposed Street Section - Rattlesnake Trail

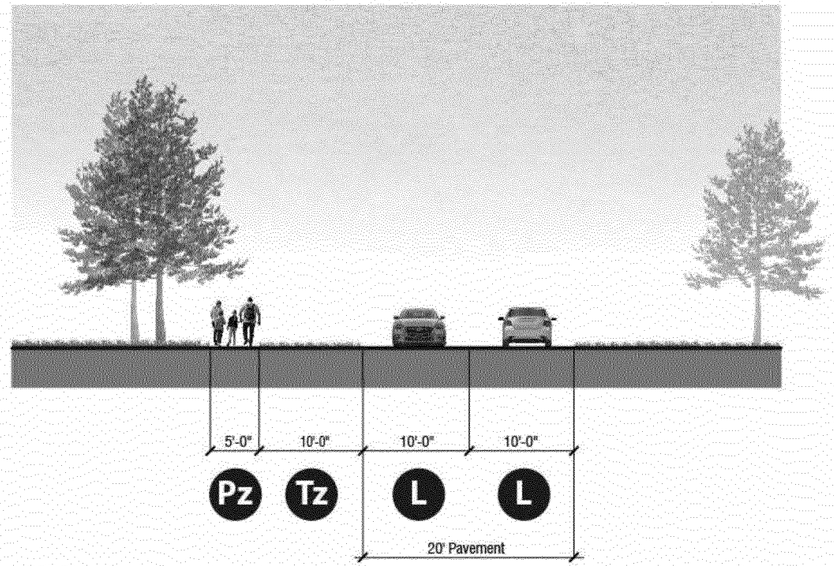
The Proposed Rattlesnake Trail Street Section depicts the addition of a brick sidewalk along the east side as currently being installed by the Village, along with clustered evergreens and deciduous trees with groundcover plantings below.

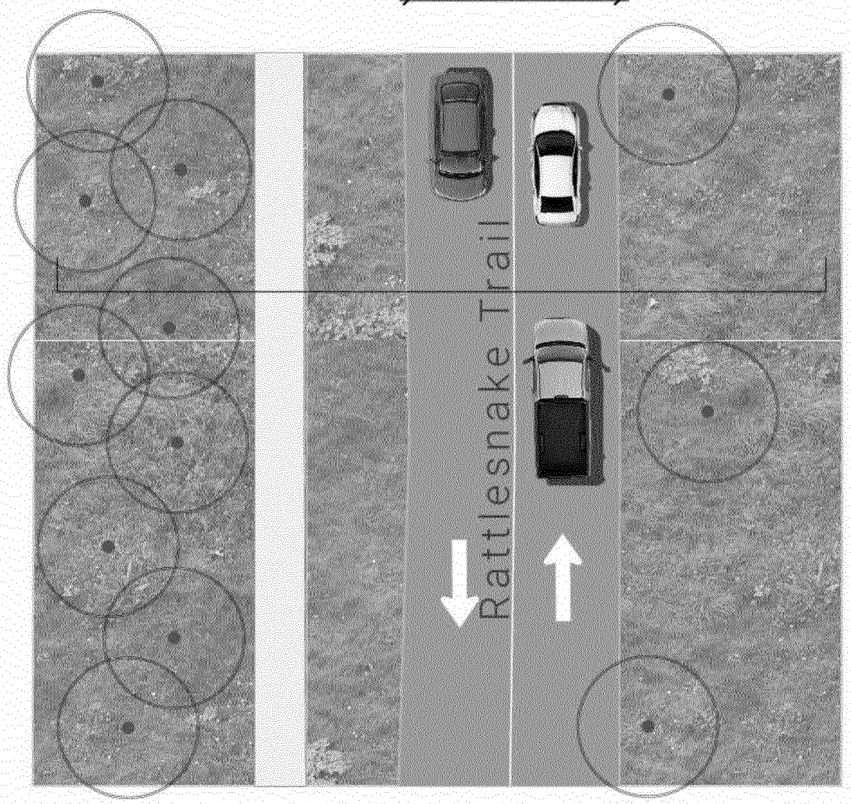
As a gateway to Pinehurst, new development along Rattlesnake Trail should create frontage that frames the street.*

The Village may incorporate parallel parking along Cannon Park to provide additional parking where space is available. Further, for private development, along Rattlesnake from NC-211 to McCaskill Road, as redevelopment occurs, parallel parking shall be incorporated on both sides of the street, where feasible, to provide additional parking spaces for patrons and visitors.

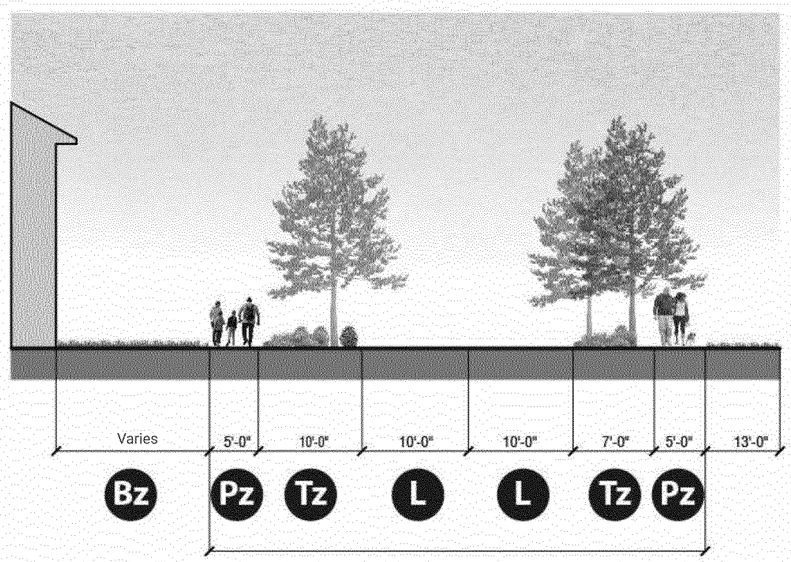
* For additional criteria and more information on frontage and setback requirements, see the *Village Place Form-Based Code*.

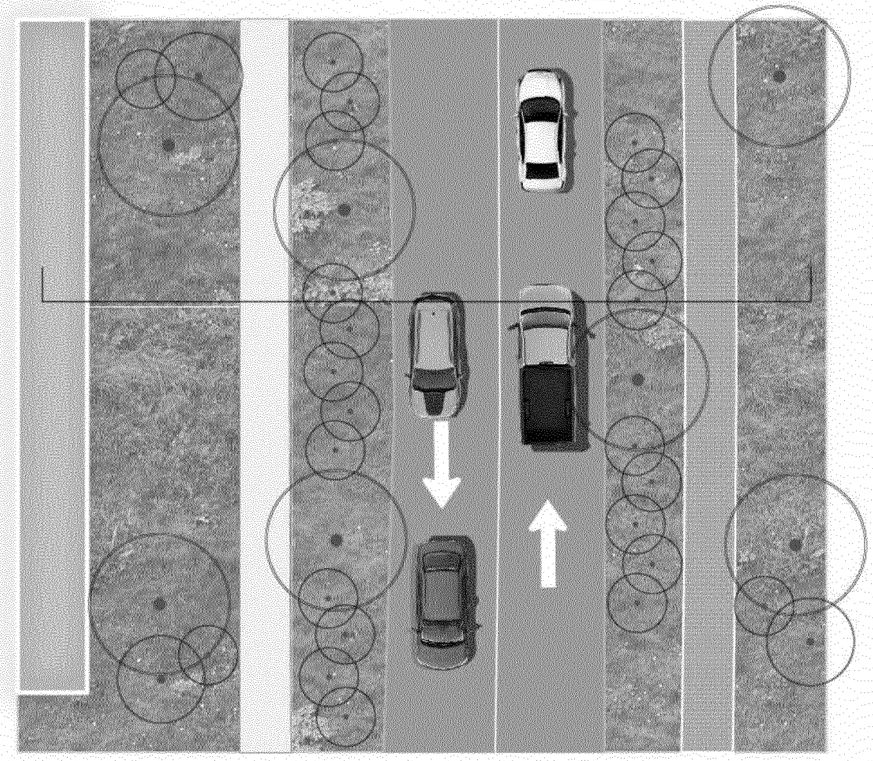
EXISTING





PROPOSED





STREET SECTION KEY

- **Bz** BUILDING ZONE
- **Pz** PEDESTRIAN ZONE (SIDEWALK)
- **Tz** TREE ZONE (PLANTING STRIP)
- **L** TRAVEL LANES (VEHICULAR)

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.

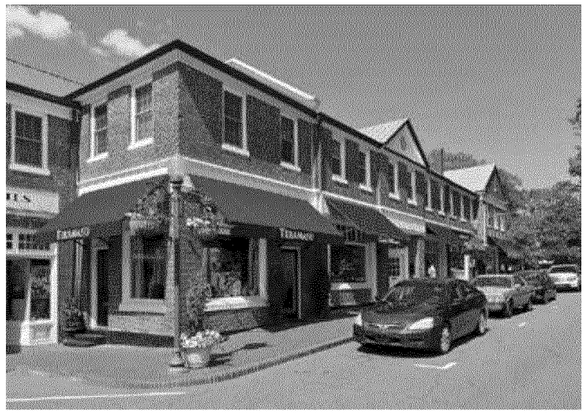
To reflect the character of Village Center, within the Village Place area, brick sidewalks are required where buildings have commercial frontage.* The Village's standard benches and street lights shall also be incorporated.*

Parallel parking shall be incorporated on both sides of the street, where feasible, to provide additional parking spaces for patrons and visitors.*

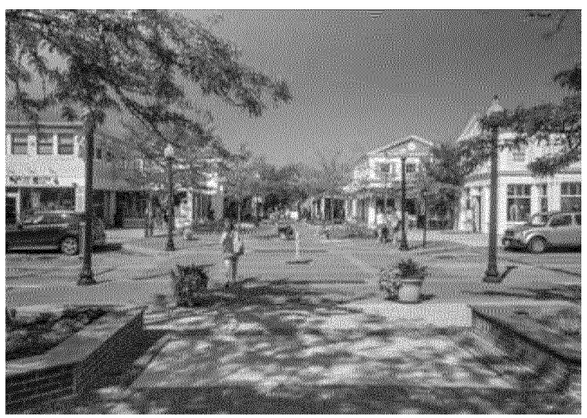
* For additional criteria and more information on frontage and setback requirements, see the *Village Place Form-Based Code.*

STREET SECTION KEY

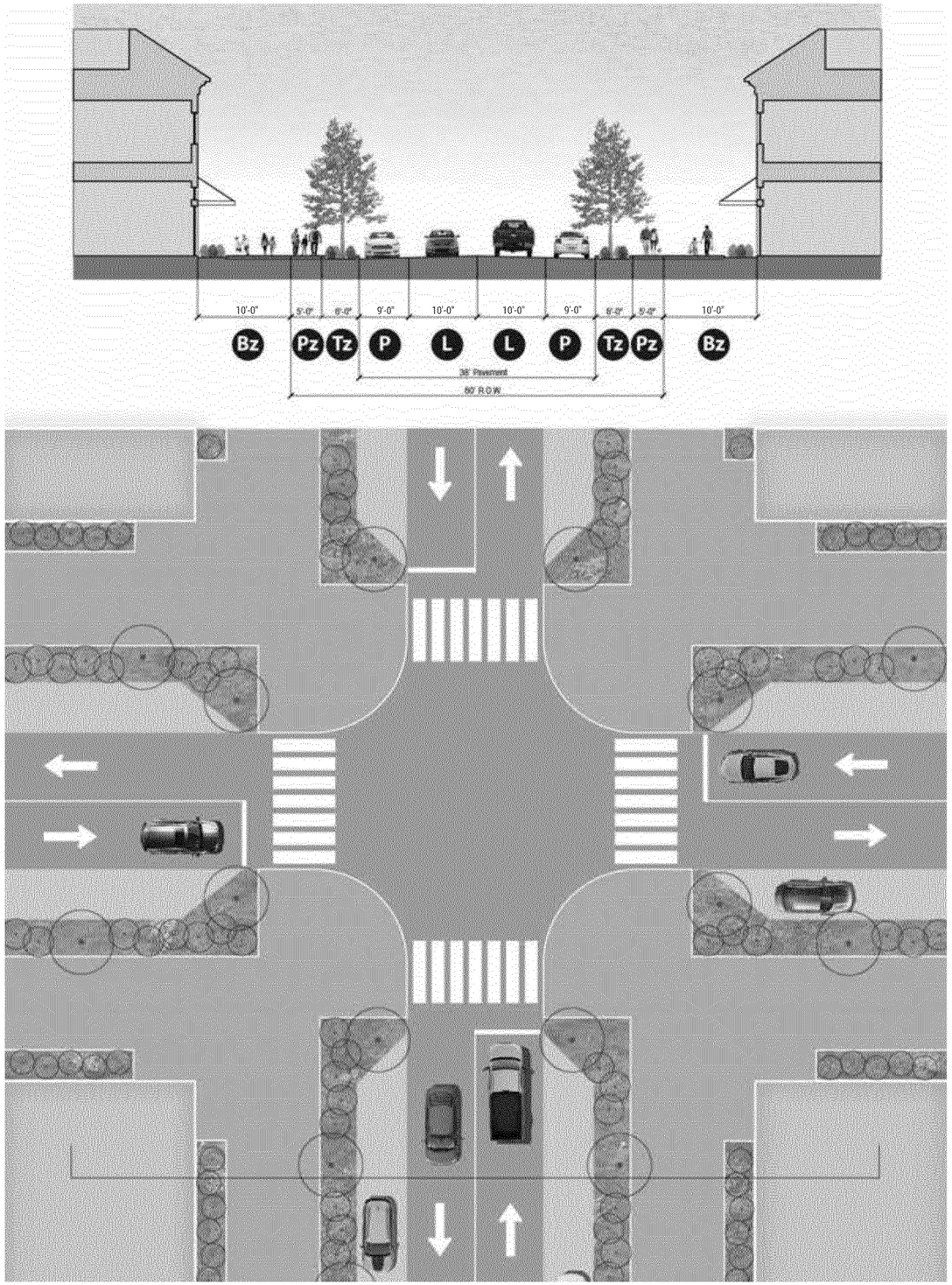
- **Bz** BUILDING ZONE
- **Pz** PEDESTRIAN ZONE (SIDEWALK)
- **Tz** TREE ZONE (PLANTING STRIP)
- **P** PARKING (PARALLEL)
- **L** TRAVEL LANES (VEHICULAR)



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.*

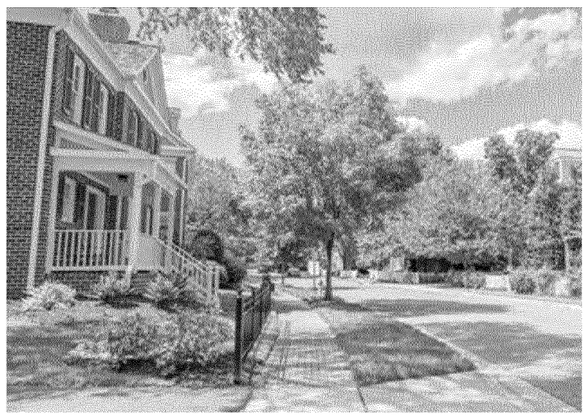
* For additional criteria and more information on frontage and setback requirements, see the *Village Place Form-Based Code*.

STREET SECTION KEY

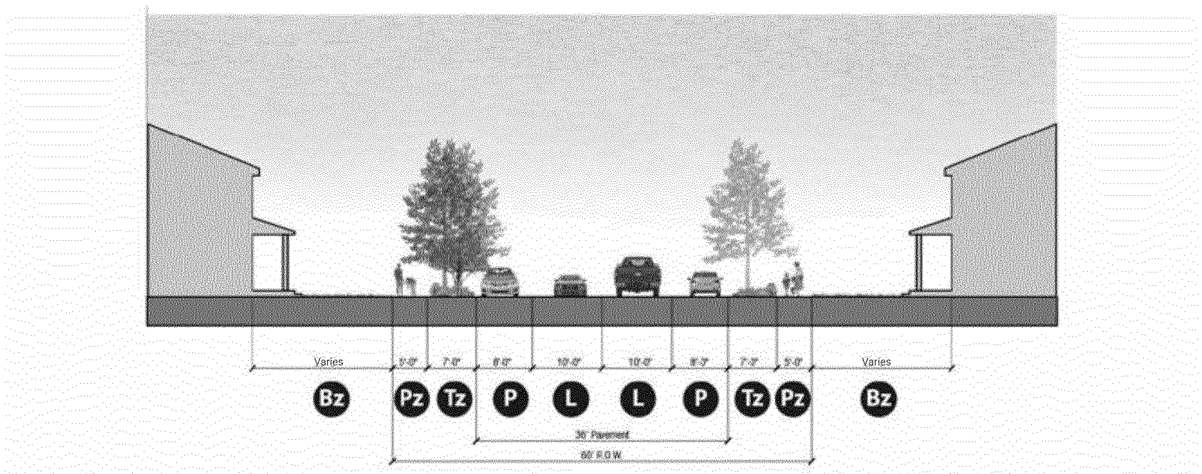
- **BZ** BUILDING ZONE
- **PZ** PEDESTRIAN ZONE (SIDEWALK)
- **TZ** TREE ZONE (PLANTING STRIP)
- **P** PARKING (PARALLEL)
- **L** TRAVEL LANES (VEHICULAR)

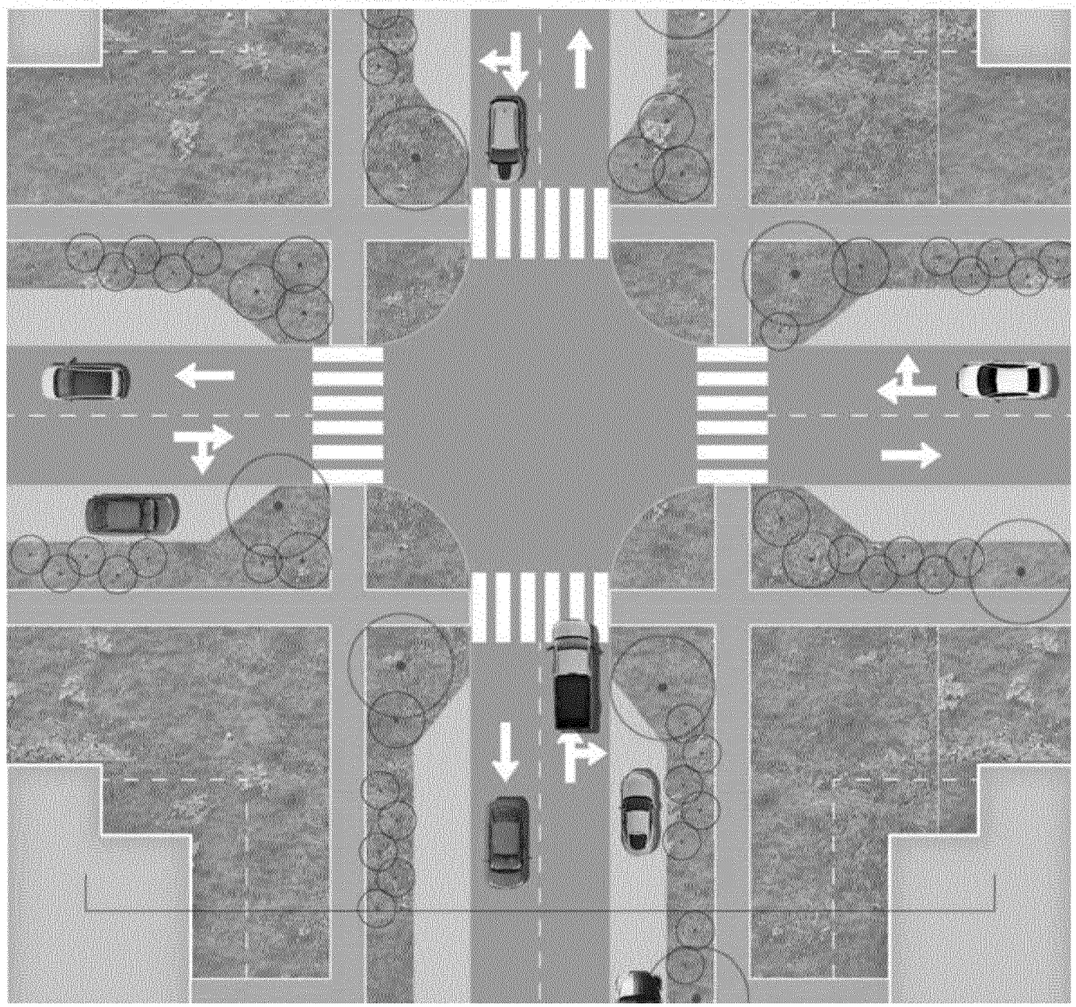


Precedent Residential Streetscape
Source: shortforkfarms.com



Precedent: Residential Streetscape - Kentlands, MD
Source: www.longandfoster.com





Preferred Build-Out Plan

The Preferred Build-out Plan represents one potential scenario of how infill development in Village Place may occur over the next 30+ years. This scenario is illustrative only and should not be considered the only option for this area. The build-out plan is based on the market demand and absorption rates per use, as projected by Duggal Real Estate Advisors (DREA). The V*illage Place Form-Based Code* (FBC) will regulate the character of development, in dimension, material, and detail - see that document for additional information.

The plan shows the following:

- A concentration of Mixed-Use south of McCaskill Road
- A new Central Green as a focal point to new development, located south of McCaskill Road and serving as a space for small community events and gathering
- Commercial infill along Rattlesnake Trail
- Residential infill west of Magnolia Road as a transition to the existing residential neighborhoods
- Civic infill along Magnolia Road as an expansion of existing civic uses in that area

Form-Based Code (FBC)

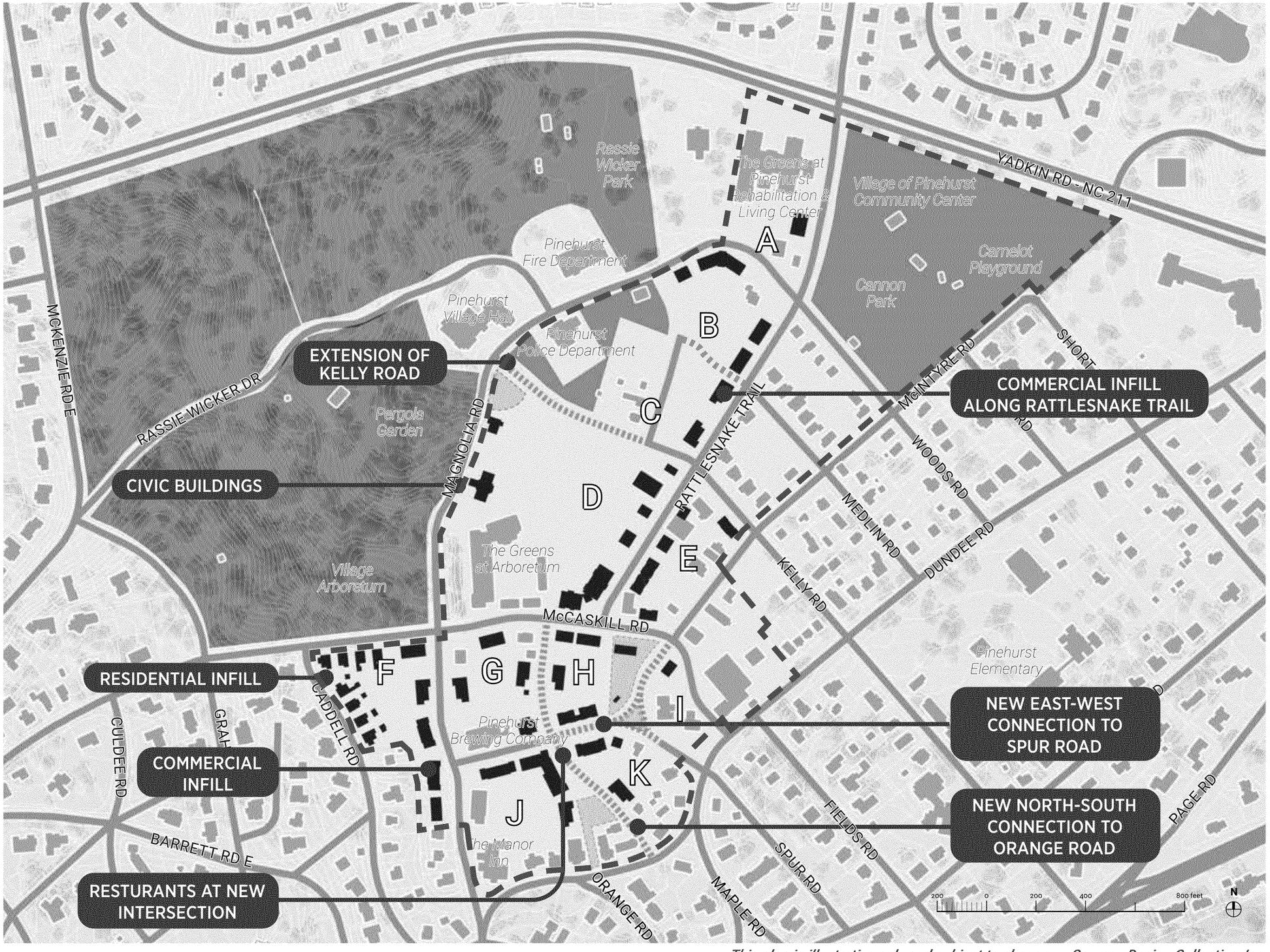
The Form-Based Code (FBC) is a companion document to this Small Area Plan (SAP) report. While this document focuses on the existing conditions analysis, best practice and precedent research, concept design studies, the Final Design plan and recommendations, and stakeholder feedback, it should be seen 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.

	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)
N OF McCASKILL	21,000	79,000	7,000	0	0	0	18	0	11	0	29
S OF McCASKILL	10,000	61,000	44,000	66	0	13	0	0	0	8	21
TOTAL	31,000	140,000	51,000	66	0	13	18	0	11	8	50
DENSITY	**Average Non-Residential Density: 0.13 FAR** *(West of NC5: 0.15 FAR, East of NC5: 0.11 FAR)*					**Average Residential Density: 9 DU/AC** (*North of McCaskill: 11.6 DU/AC, South of McCaskill 6.4 DU/AC*)					

*Note this average includes 18 DU of Multi-Family from the previously-approved The Greens at Pinehurst planned development.

Preferred Build-out Plan Diagram

- As noted above, the Preferred Build-out Plan represents one potential scenario of how infill development in Village Place may occur over the next 30+ years.
- As with the Low and High Intensity Plans developed as concepts in Phase 2, small scale commercial and residential infill vacant or underutilized parcels.
- This option increases the amount of infill commercial, while reducing the amount of infill residential.
- The building footprints are illustrative only, but represent the scale and placement of buildings appropriate to the context and historic character of the Village.



This plan is illustrative only and subject to change. Source: Design Collective, Inc.

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 Village Place Build-Out plan. The resulting Absorption Plan (on the following page) illustrates these timeframes. As with the Build-Out Plan, 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 any residential building Village Place is likely to be as soon as the next 0-5 years. The amount of residential shown in the Final Plan 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 Final Plan exceeds the current demand for this use in Village Place. Therefore, while up to 5,000 SF/year is projected, it will take 30+ years to develop the program shown on this plan. Office near the mixed-use area south of McCaskill Road should be prioritized over those properties closer to NC-211.

Retail/Hospitality
The amount of retail proposed in the Final Plan represents the full build-out potential for Village Place. 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 closer to Village Center, therefore retail around the southern mixed-use core area was prioritized to occur in the near term. Development of retail north of McCaskill Road would likely come later in the build-out of this plan. In conjunction, with the demand for Hospitality uses, a small hotel has been proposed at the main intersection in the core area (see the Detail Plan on page 58).

Golf was not included as part of the proposed plan for Village Place as this was not seen as an appropriate use for this area; golf-related retail and hospitality is included above.

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

For additional information regarding the Market Analysis summary, see Section 2.3 of this document.

SUMMARY OF DEMAND FOR LAND USE WITHIN PLANNING AREA

Land Use	Village Place
For-Sale Residential	Unlimited (up to build-out capacity) 1 project would sell approximately 15-25 homes per year
For-Rent Residential	1-2 projects of up to 70-100 units each Timing depends on where else apartments have been constructed (e.g. Village only has demand for 1 project every 5-10 years)
Retail	25,000 - 50,000 SF
Office	25,000 - 20,000 SF Limited amount per year. 5,000 SF total in Village. Village Place could capture some of that, but likely less than Pinehurst South
Hospitality	1 hotel with approximately 75 - 100 rooms as well as bed and breakfasts
Golf	None

Phasing Absorption Plan

In coordination with the Market Analysis, the consultant team developed a potential Absorption Plan to demonstrate the absorption potential based on current demand projections (see the previous page for more information).

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING ROADS
- PROPOSED ROADS
- PROPOSED ALLEYS
- 0-5 YEARS
- 5-10 YEARS
- 10-20 YEARS
- 20-30 YEARS
- 30+ YEARS



This plan is illustrative only and subject to change. Source: Design Collective, Inc.

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5.0 IMPLEMENTATION

5.1 OVERVIEW

5.2 FISCAL ANALYSIS

5.1 OVERVIEW

[Implementation summary to be included in final report]

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 78 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.

Figure 4 on page 79 shows 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 R-20: 20,000 SF lot/ 2,000 SF min 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 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 4: Village Place Preferred 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**
Village Place Program											
N of McCaskill	21,000	79,000	7,000	0	0	0	18	0	11	0	
S of McCaskill	10,000	61,000	44,000	66	0	13	0	0	0	8	
Total	31,000	140,000	51,000	66	0	13	18	0	11	8	
Village Place Program in Acres											
N of McCaskill	0.5	3.6	0.5	0.0	0.0	0.0	1.0	0.0	1.1	0.0	6.7
S of McCaskill	0.2	2.8	3.0	1.3	0.0	1.1	0.0	0.0	0.0	1.5	9.9
Total	0.7	6.4	3.5	1.3	0.0	1.1	1.0	0.0	1.1	1.5	16.6
Village Place Annual Revenue (Deficit) By Land Use											
N of McCaskill	-$3,192	-$11,277	-$2,577	$0	$0	$0	$1,597	$0	$1,757	$0	-$13,693
S of McCaskill	-$1,520	-$8,707	-$16,200	-$2,785	$0	$1,730	$0	$0	$0	$1,172	-$26,310
Total	-$4,713	-$19,984	-$18,777	-$2,785	$0	$1,730	$1,597	$0	$1,757	$1,172	-$40,003

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Baltimore
601 East Pratt Street, Suite 300
Baltimore, Maryland, 21202
P 410.685.6655

Chicago
9 W. Washington Street, 4th Floor
Chicago, Ill 60602
P 312.625.4747

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VILLAGE OF PINEHURST SMALL AREA PLAN

PINEHURST SOUTH

JANUARY 12, 2022 | VERSION DRAFT C

Design Collective

DUGGAL REAL ESTATE ADVISORS

Moving forward. RKA RAMEY KEMP ASSOCIATES

TOWN OF VILLAGE OF PINEHURST

ACKNOWLEDGMENTS

ELECTED & APPOINTED OFFICIALS

JOHN C. STRICKLAND
Mayor

JUDY DAVIS
Mayor Pro Tem

LYDIA BOESCH
Treasurer

KEVIN DRUM
Councilmember

JANE HOGEMAN
Councilmember

VILLAGE STAFF

DARRYN BURICH
Planning & Inspections Director

ALEX CAMERON
Planning Supervisor

DESIGN TEAM

DESIGN COLLECTIVE

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

Transportation
Adam Fischer, PE
Transportation Planner, Facilitator
Jessica McClure, PE
Traffic Engineering Lead, Facilitator

DUGGAL REAL ESTATE ADVISORS

Market & Economic
Melina Duggal, AICP
Market Analyst, Facilitator

REVISION TRACKING CHART

Tracking all modifications from Version 1.0, dated January 2022

VERSION	PAGE	CONTENT	REVISION DATE	PLANNING APPROVAL

EXECUTIVE SUMMARY

Executive Summary text will be added to the final report version.

*Note: All pages numbers to be updated for Final Version

TABLE OF CONTENTS

1.0 Introduction **1**
1.1 Overview & Process 2
1.2 Purpose 4
1.3 Background & History 6
1.4 Previous Plans & Studies 8
1.5 PDO Assessment Summary 10

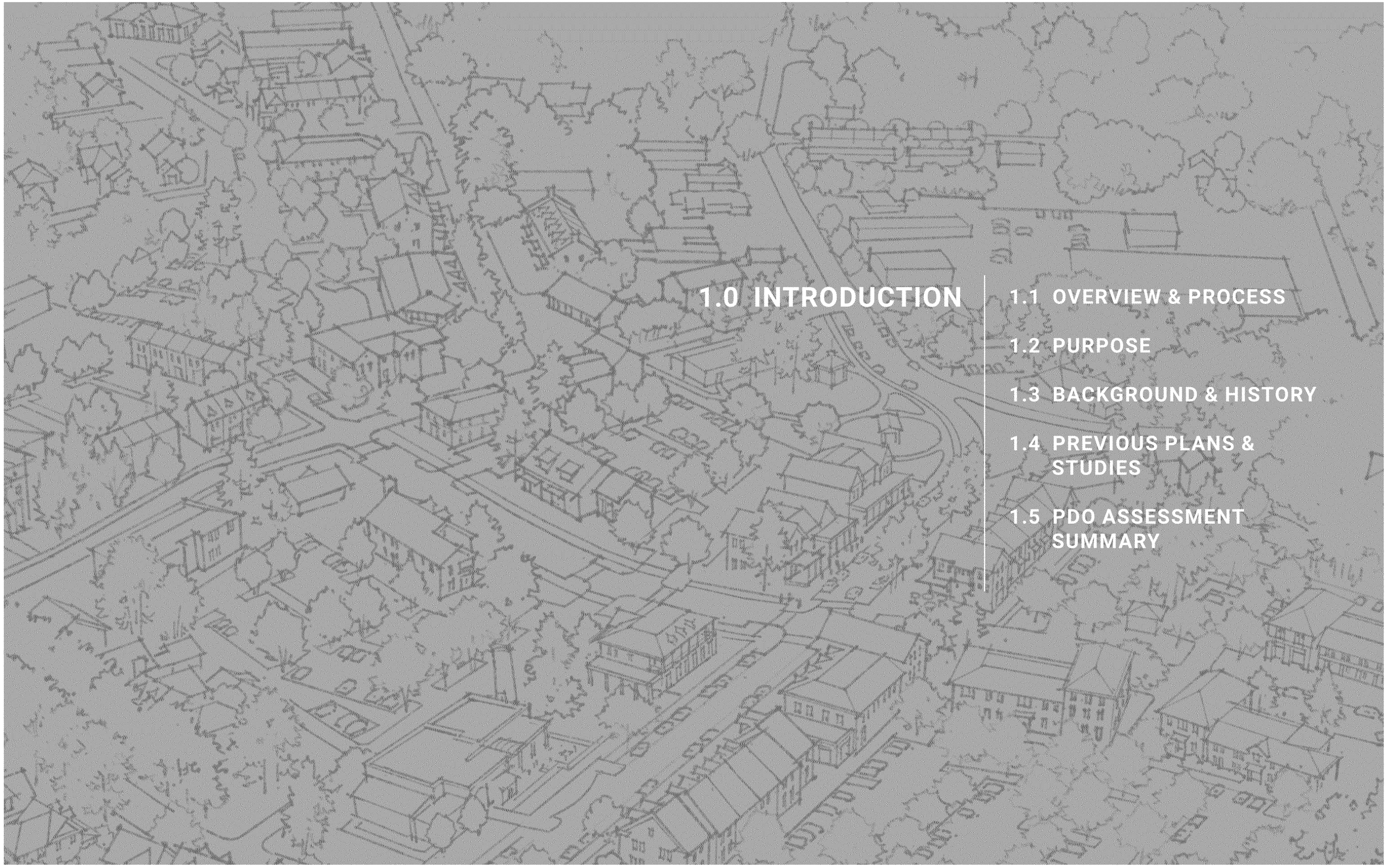
2.0 Existing Conditions **13**
2.1 Overview 14
2.2 Existing Conditions 16
2.3 Market Analysis Summary 26

3.0 Public Outreach **39**
3.1 Overview 40
3.2 Phase 1 Feedback Summary 42
3.3 Phase 2 Feedback Summary 44

4.0 Recommendations **47**
4.1 Overview 48
4.2 Guiding Principles 49
4.3 Concept Design 52
4.4 Final Design 56

5.0 Implementation **77**
5.1 Overview 78
5.2 Fiscal Analysis 79

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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 two locations within the Village boundary, Village Place and 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 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 Village Place and Pinehurst South. During this timeframe, 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.

The Plan was approved by the Village of Pinehurst Council and recommended for adoption as an element of the _____ through General Resolution #-_____ on _____, 2022.

The Plan was adopted as an amendment to the Village of Pinehurst Development Ordinance by the Village Place Council through Amendment #-_____ on _____, 2022.

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;
- 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; and

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

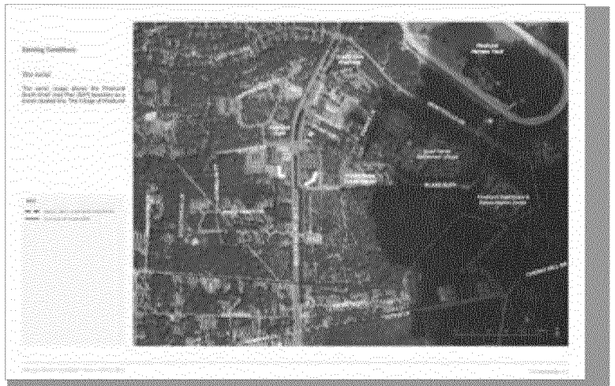
- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARIES



1.2 PURPOSE

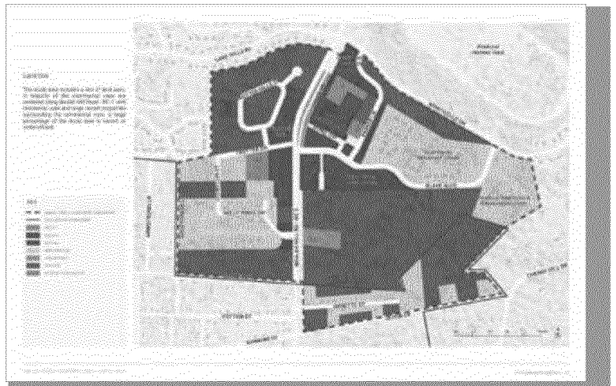
The purpose of this plan is to define the characteristics of future development that are supportable and appropriate for Pinehurst, to guide change towards a predictable and agreed upon outcome. This plan addresses land use; street types; open space; pedestrian and bicycle facilities and connectivity; 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:



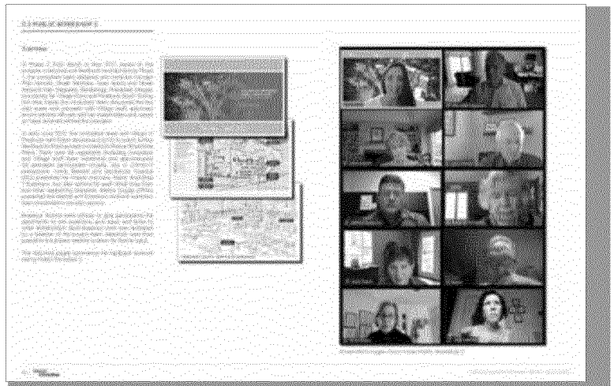
SECTION 1.0: INTRODUCTION

Provides a brief overview of the project location, the objectives and process, and a general description of the document's content.



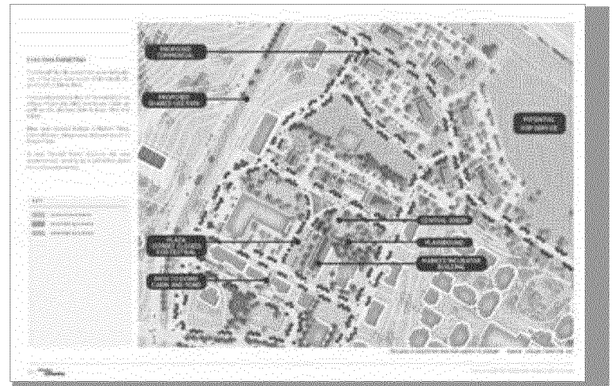
SECTION 2.0: EXISTING CONDITIONS

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

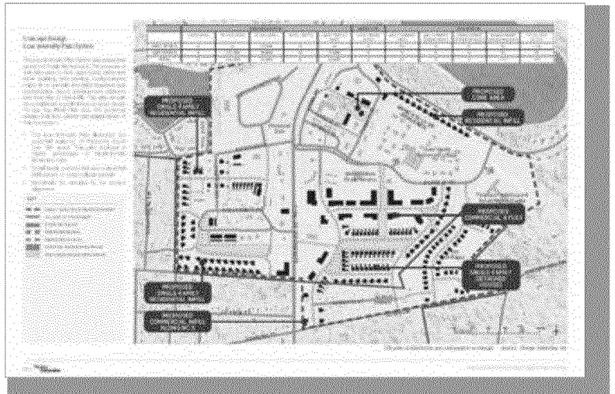
Provides a brief overview of the stakeholder interviews and public workshops that were implemented as part of the public outreach process.



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



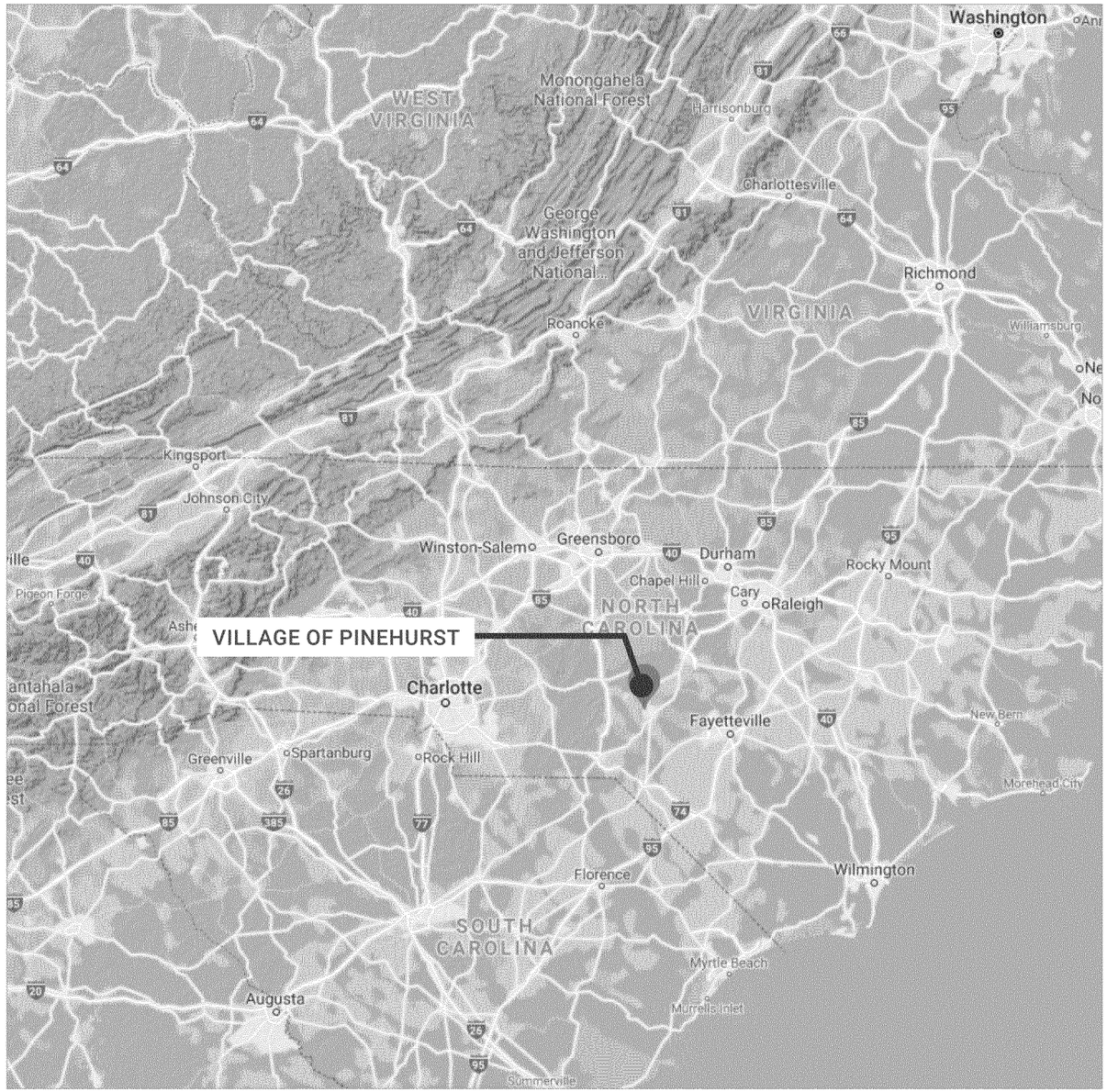
Background and History

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.

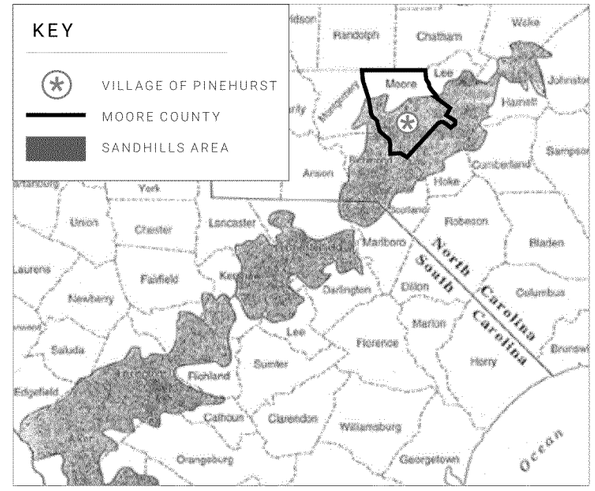
One of two National Historic Landmark Districts in North Carolina, the Village is deeply rooted in its setting and history. The area is nestled in “the Sandhills” of Moore County, characterized by rolling hills, covered by deep coarse sands and forested areas. Longleaf pines, in particular, were a major 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.

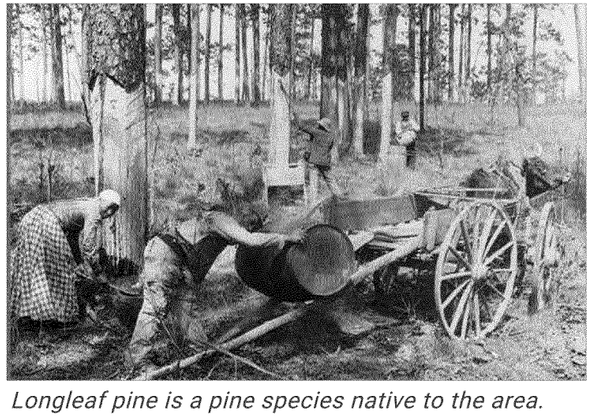
The Village of Pinehurst was first opened in January 1896 with the Holly Inn and several guest cottages as the initial phases of development. Since then, the Village has grown to become an iconic golf destination and anchor site of the U.S. Open, supported by the Pinehurst Resort, a variety of hotels, boutique shops and restaurants, and a wide range of trails, natural amenities, and historic sites for visitors to enjoy.



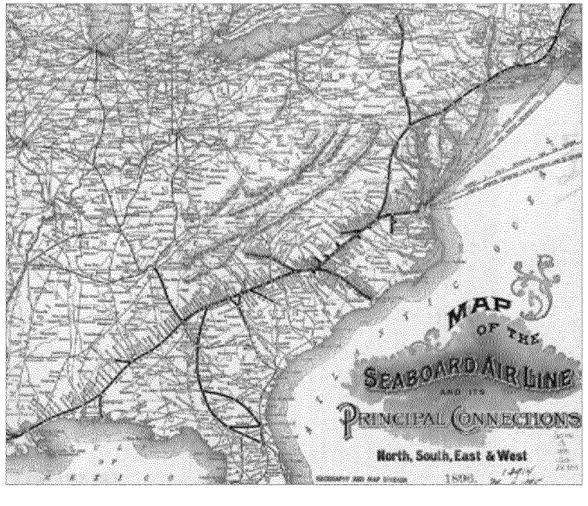
Regional map



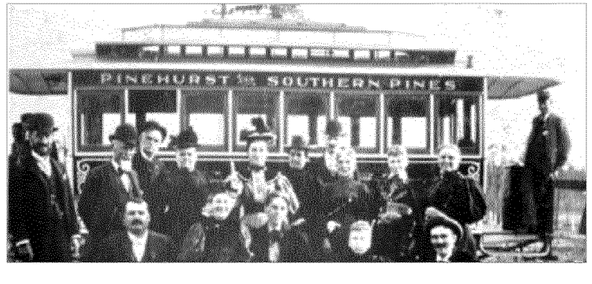
Map of the Sandhills Area

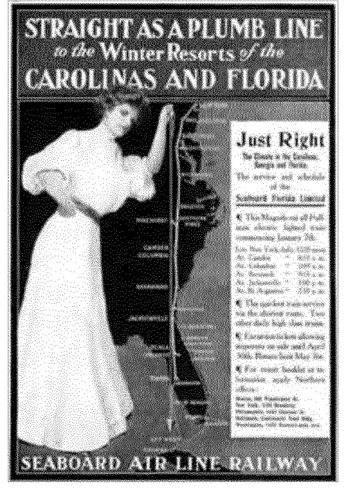


Longleaf pine is a pine species native to the area. Pine resin was extracted and collected into barrels for distilling into turpentine used to make oil paint for ships and buildings.

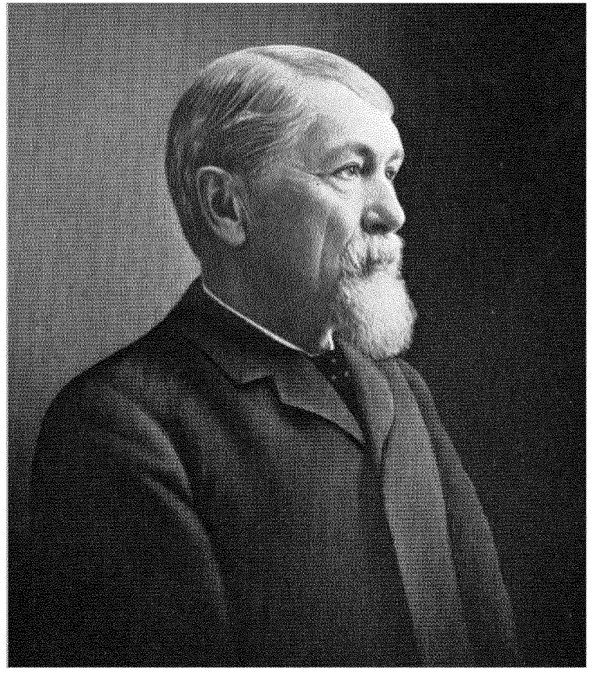




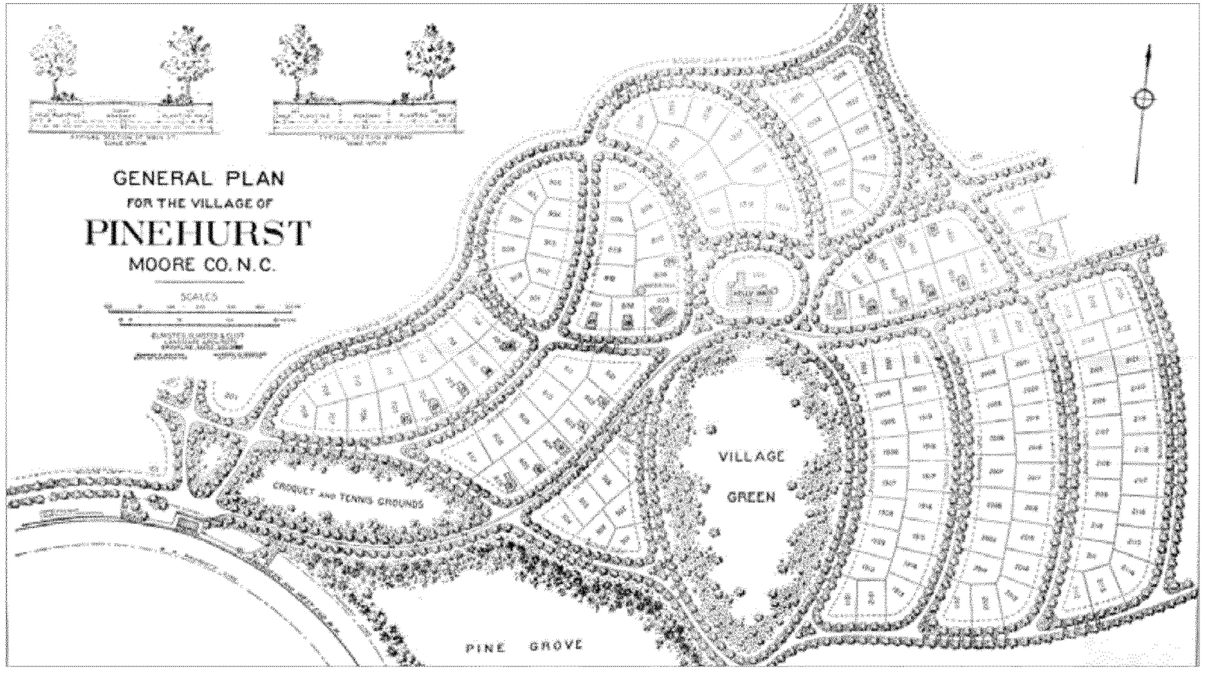




In the 1800s, pollution in cities and the expansion of rail lines to the south provided the catalyst for people to retreat to warmer and healthier environments, contributing to the growth and development of parts of North Carolina.



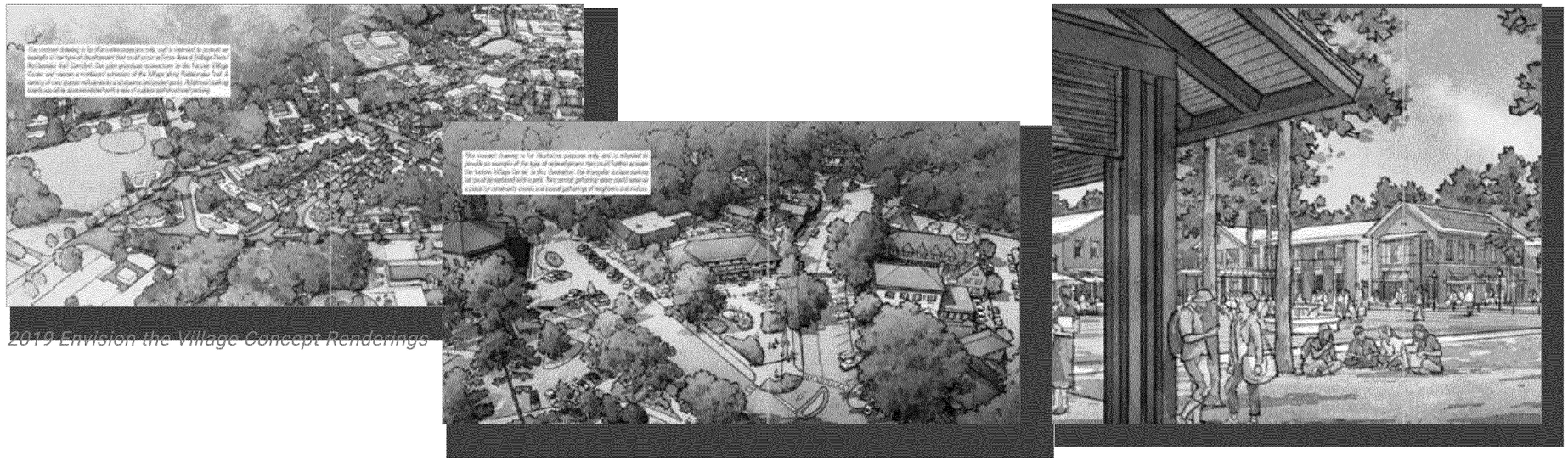
James Walter Tufts



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.



2019 Envision the Village Concept Renderings

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.

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

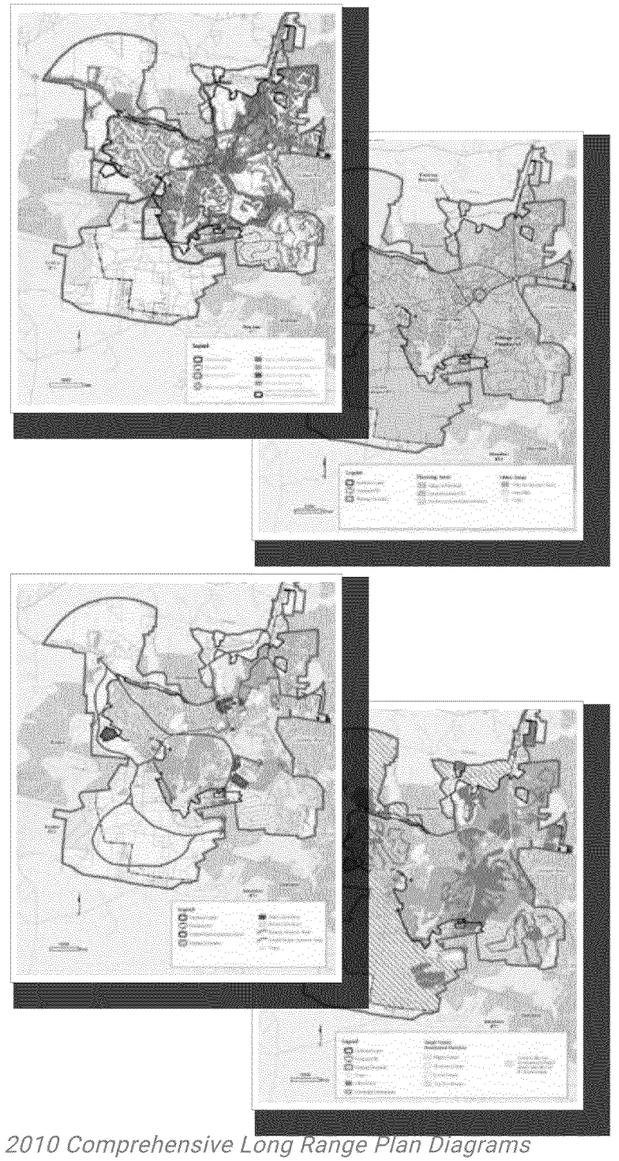
» Guide growth or change in ways that complement the unique character and ambience of the community

» 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

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



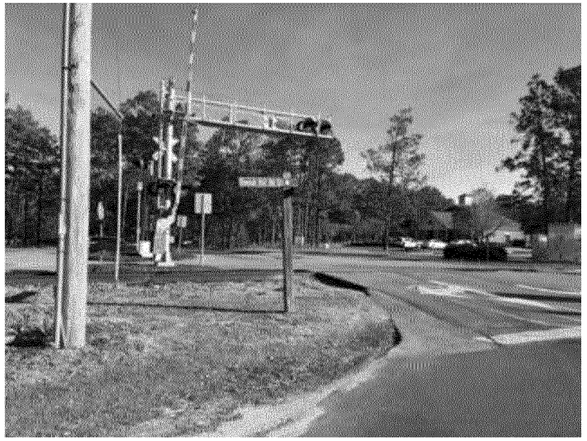
Blake Blvd & NC-5
Source: Design Collective



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

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

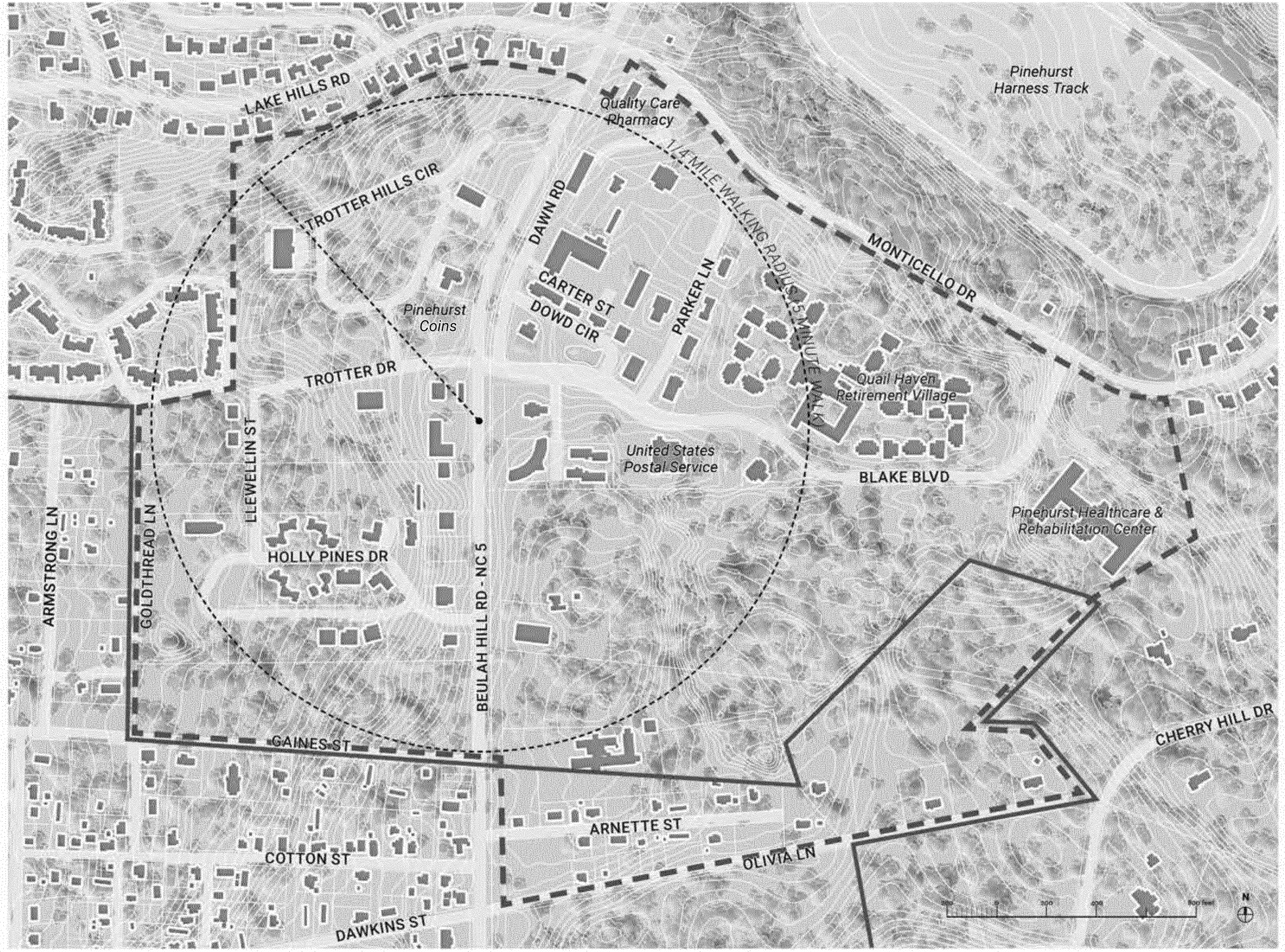
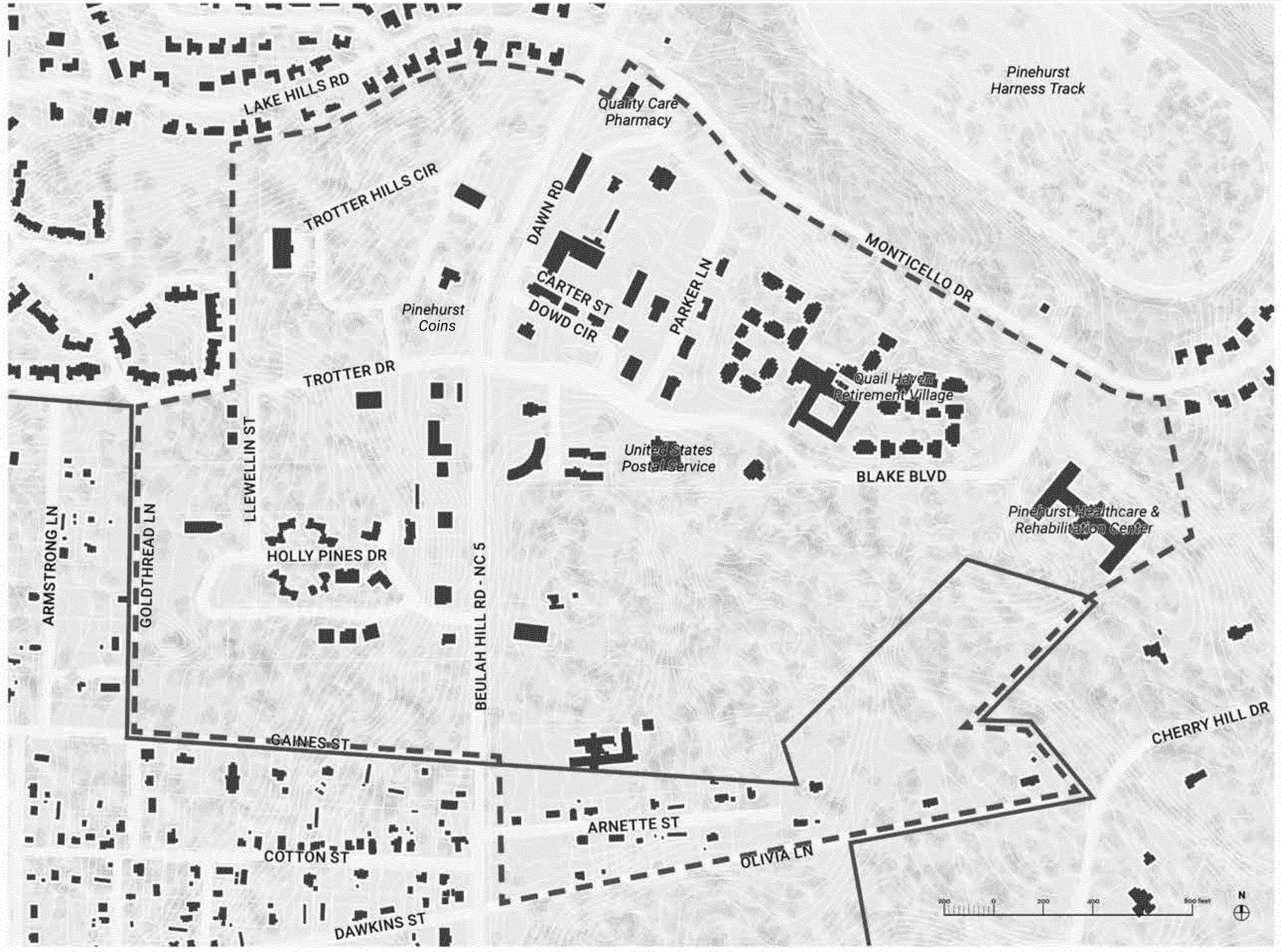


Figure Ground

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

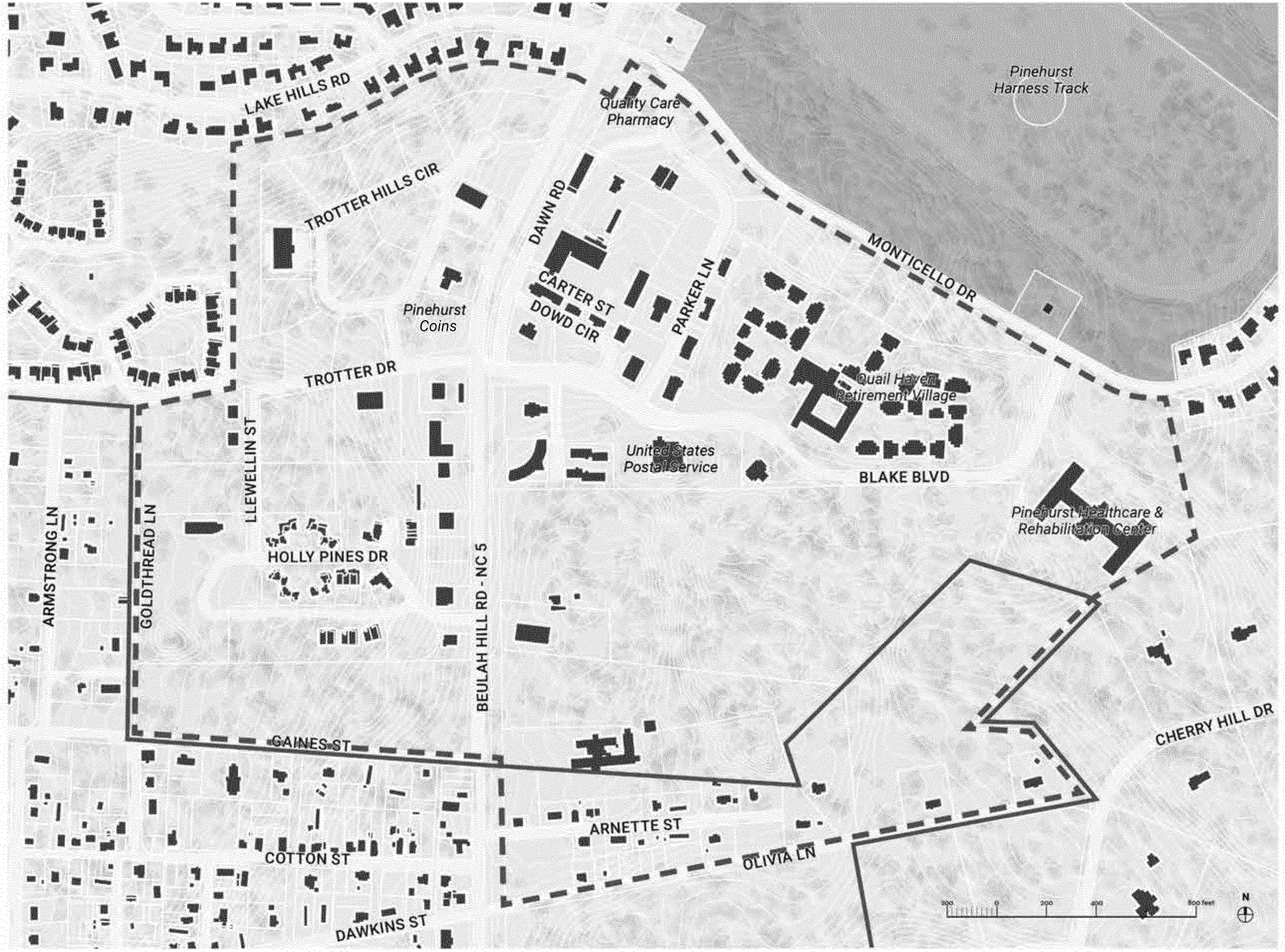
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS



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.



KEY

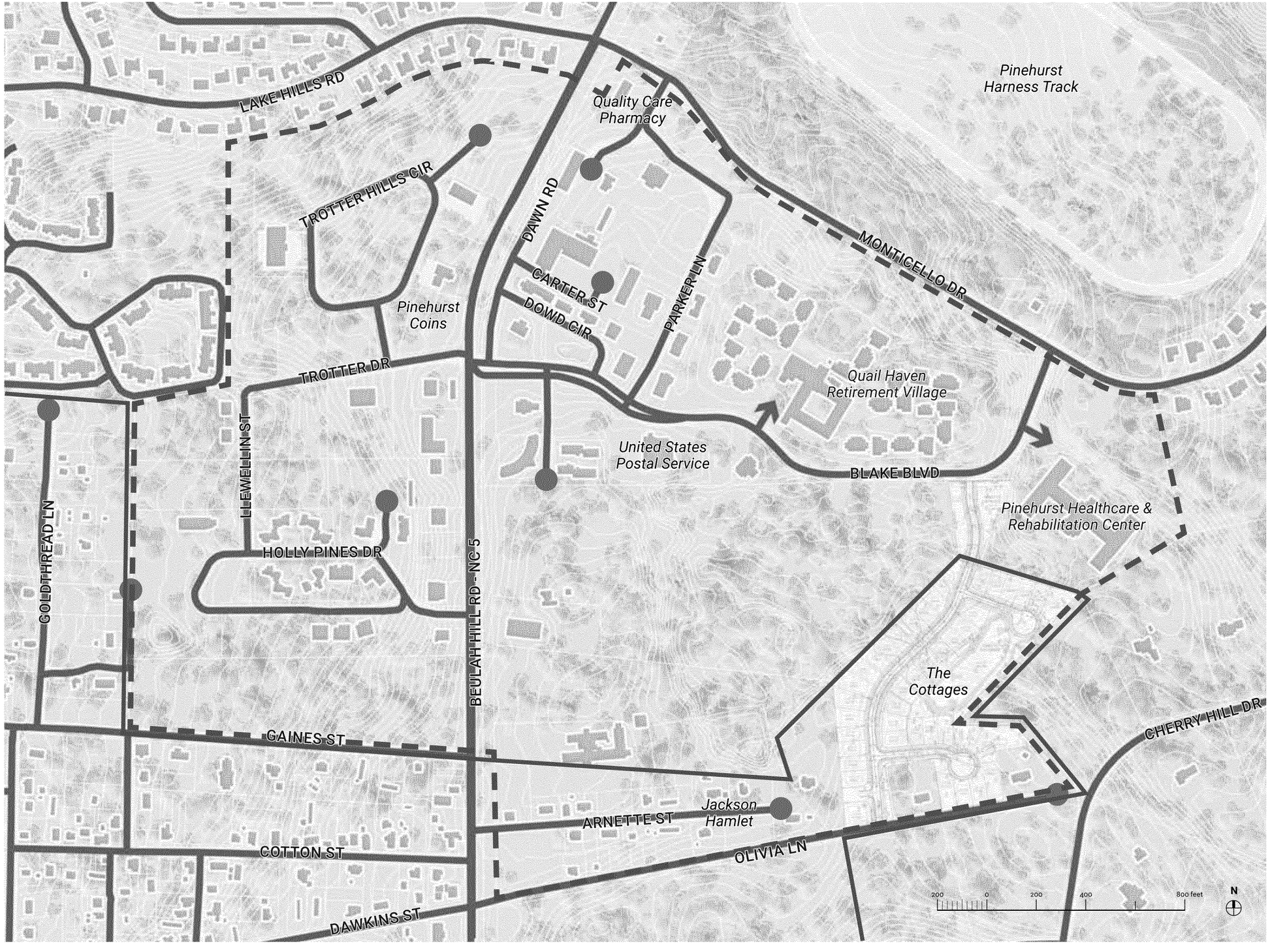
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- HISTORIC DISTRICT OVERLAY

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.

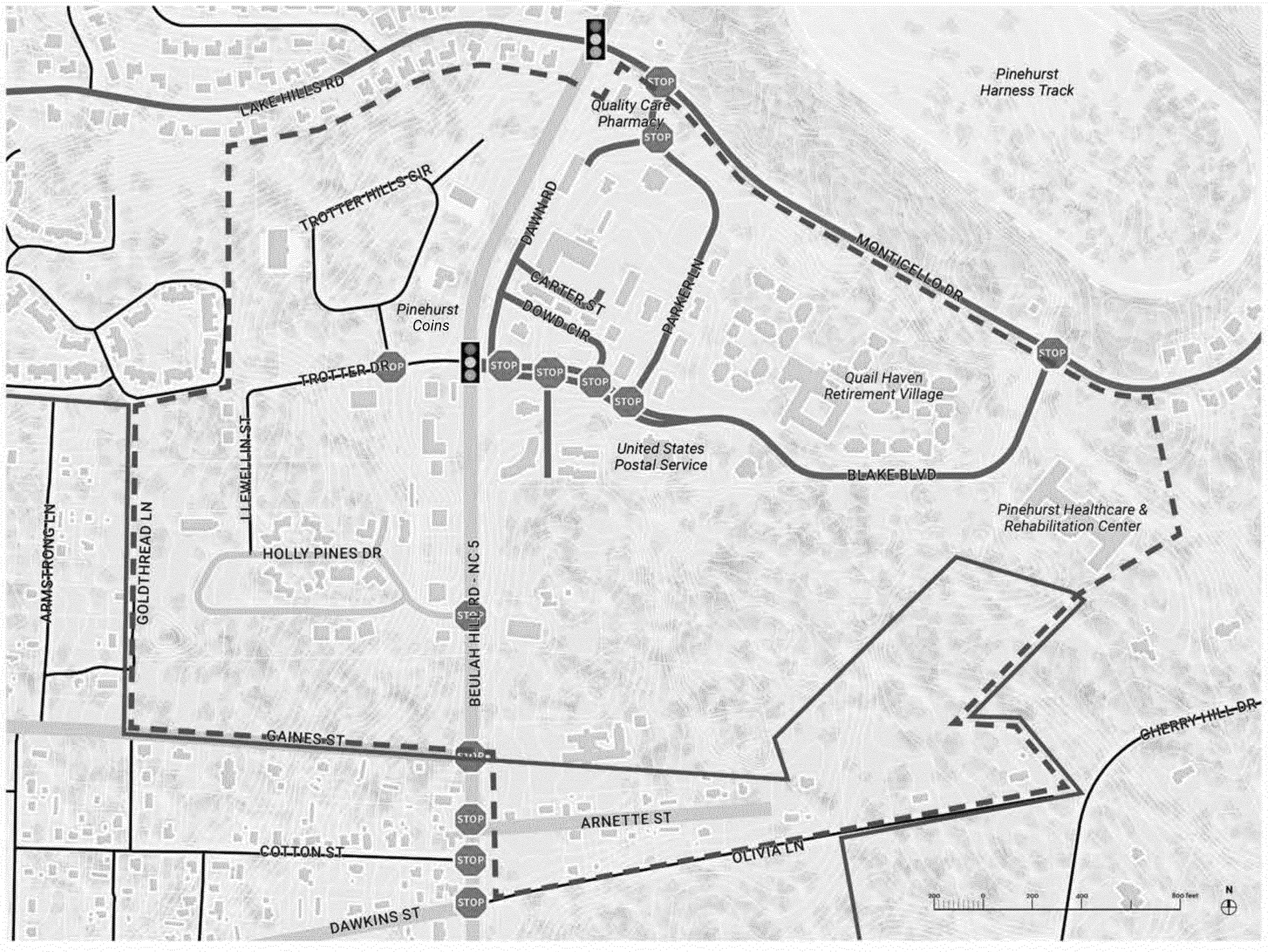
KEY

- VILLAGE OF PINEHURST
- SMALL AREA PLAN BOUNDARY
- EXISTING ROADS
- EXISTING DEAD END



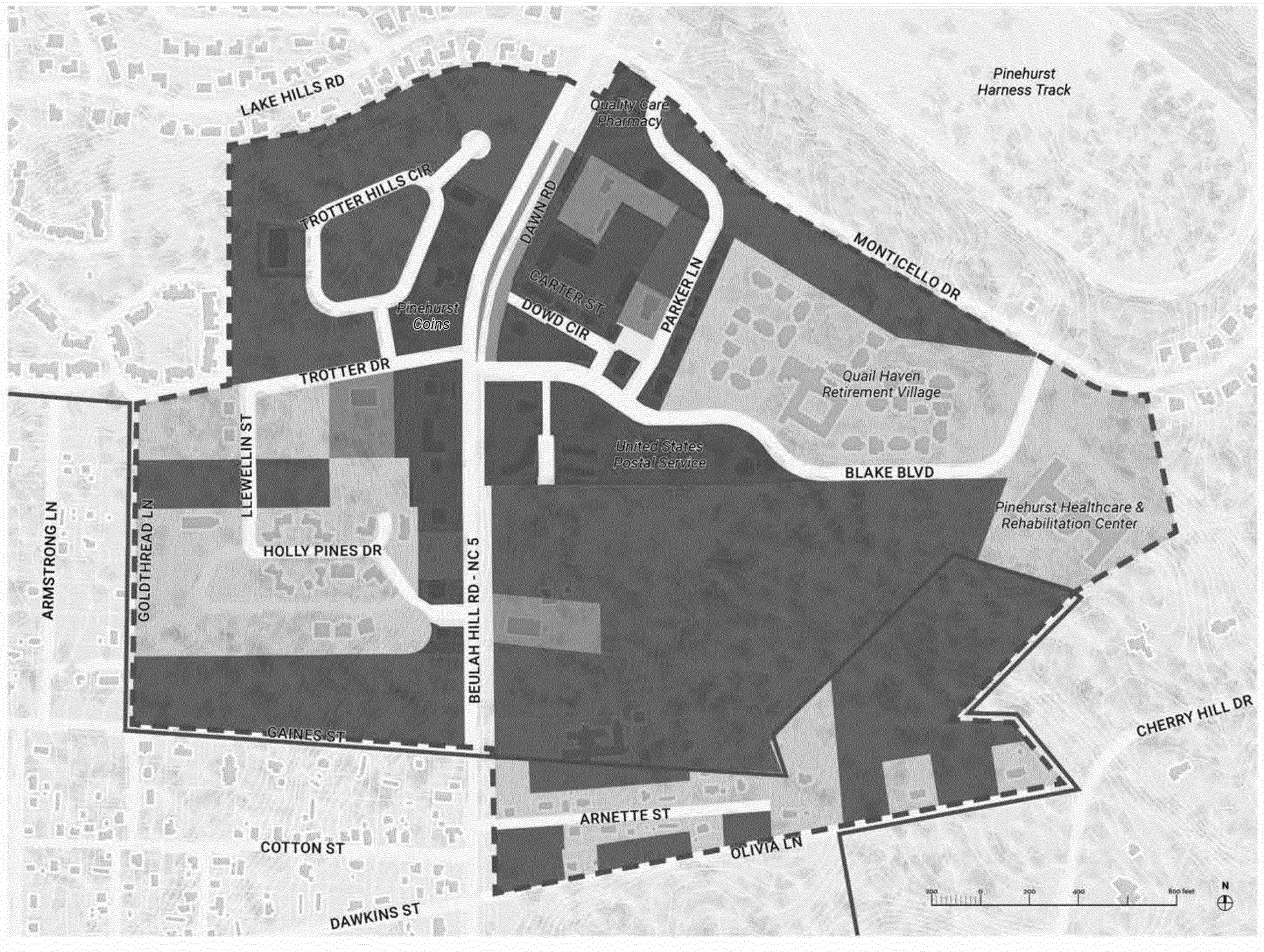
Posted Speed and Traffic Control

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.

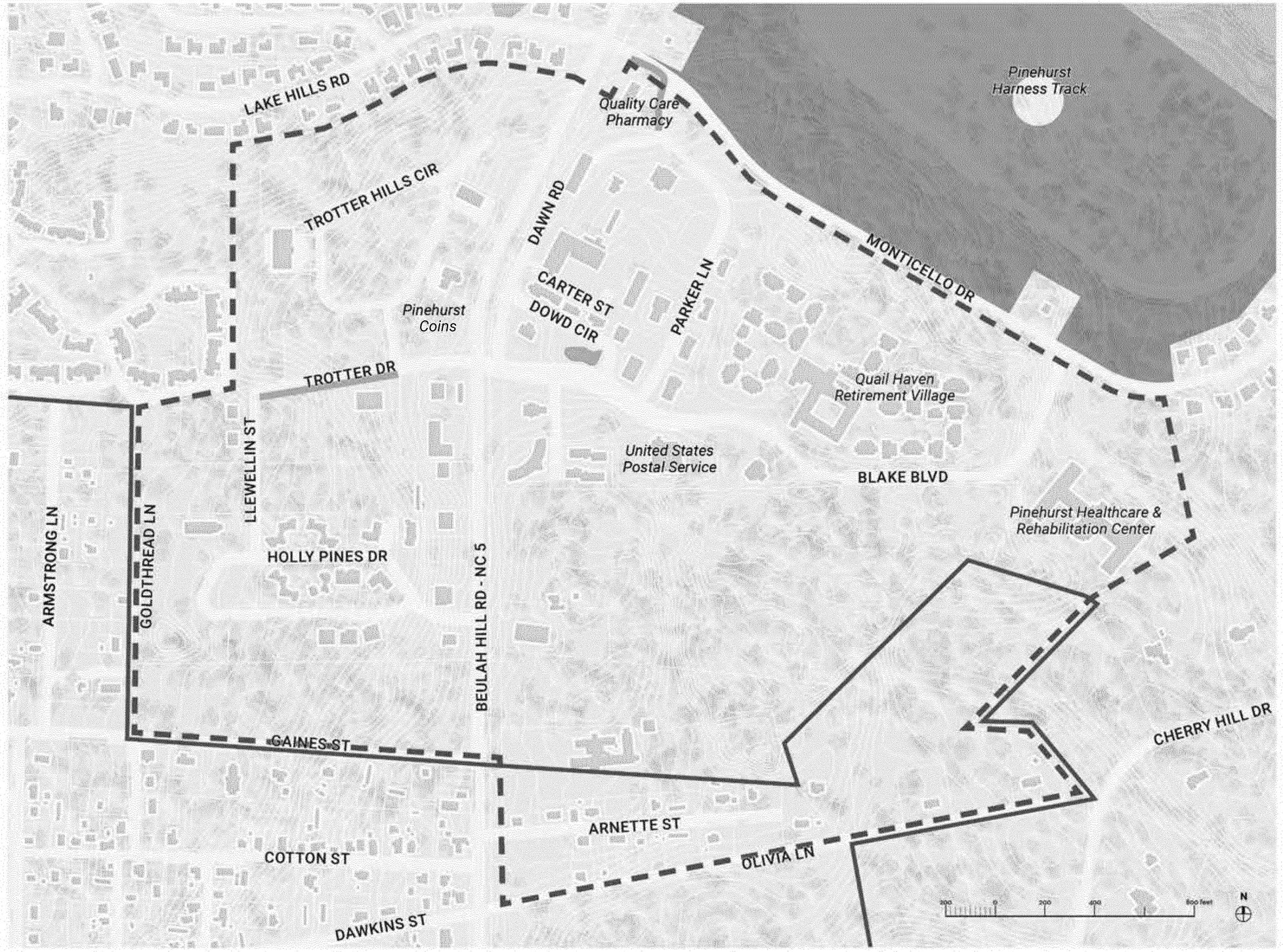


KEY

- 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

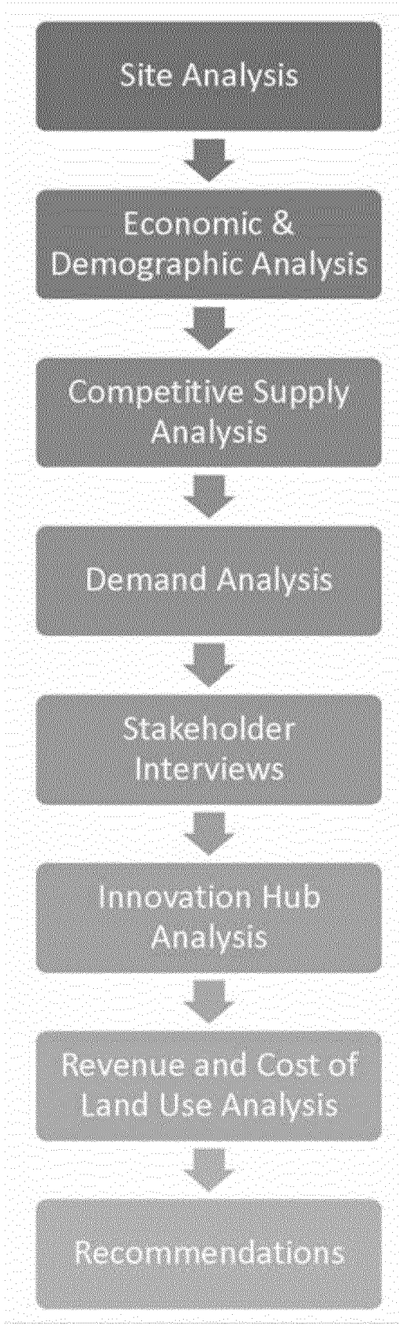
- Any retail would prefer to be located and accessed off of NC-5. If a project were created on the east side of NC-5, it would still be important to have NC-5 visibility.
- Could be a stand-alone shopping center on the west side of NC-5. This would depend on having an anchor within the project such as 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

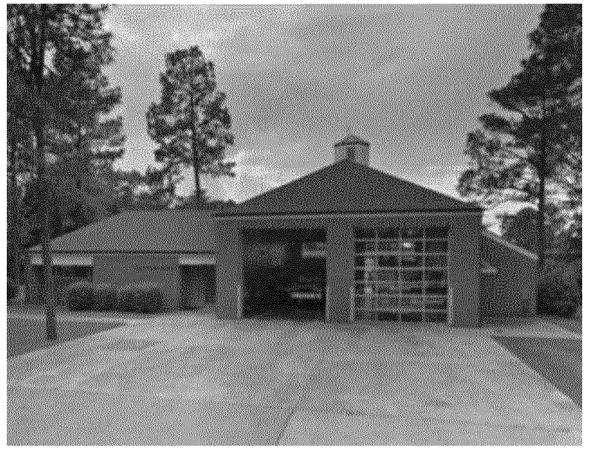
- Capitalize on growth along NC 5
- Concentration of public and semi-public services (post office, fire station, VA services)
- Create a distinct identity for area
- Build off of USGA
- Infill development

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



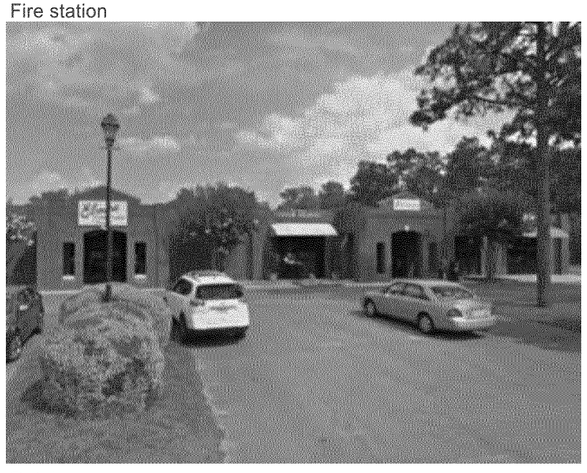
Quail Haven Retirement Village



Fire station



Abingdon Square Townhomes



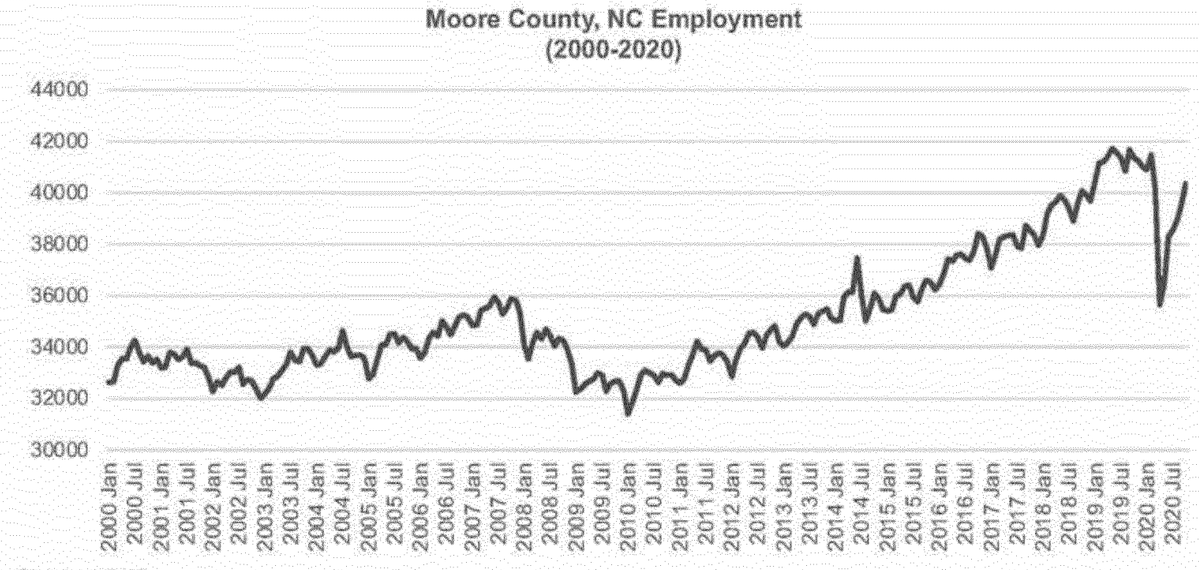
Retail



Veterans Guardian Claim Consulting

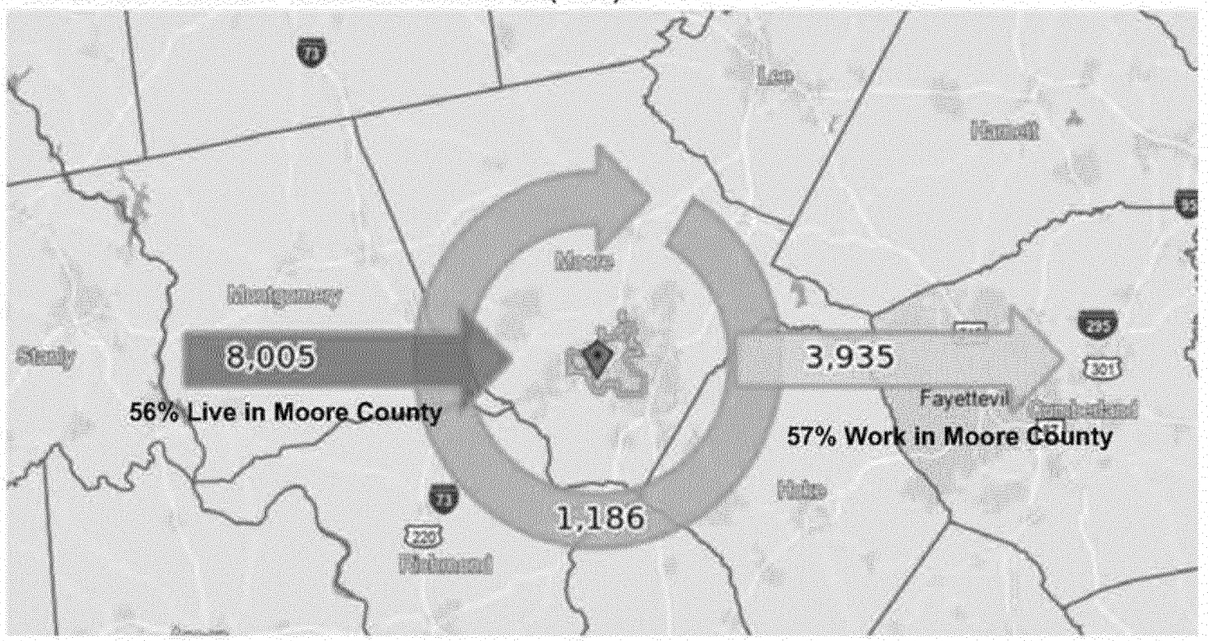


Open space along Blake Blvd.



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

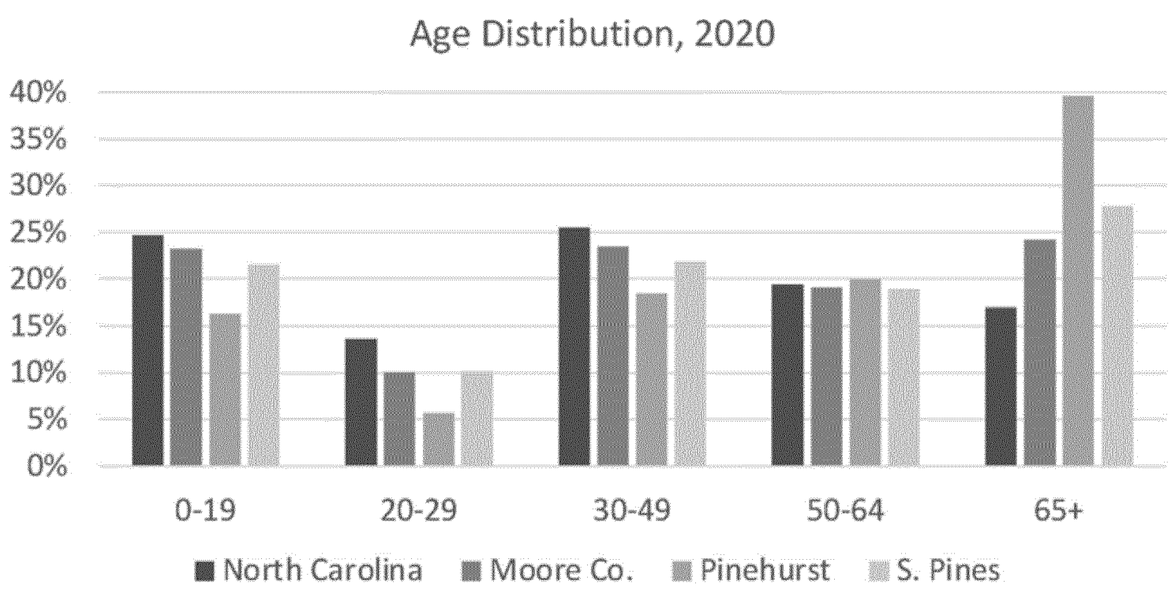
People Who Work in Pinehurst (Where Workers in Pinehurst Live)
Of the people that work in Pinehurst, approximately 50% of them are aged 30-54, while 32% are over the age of 55, and 18% are under the age of 29.

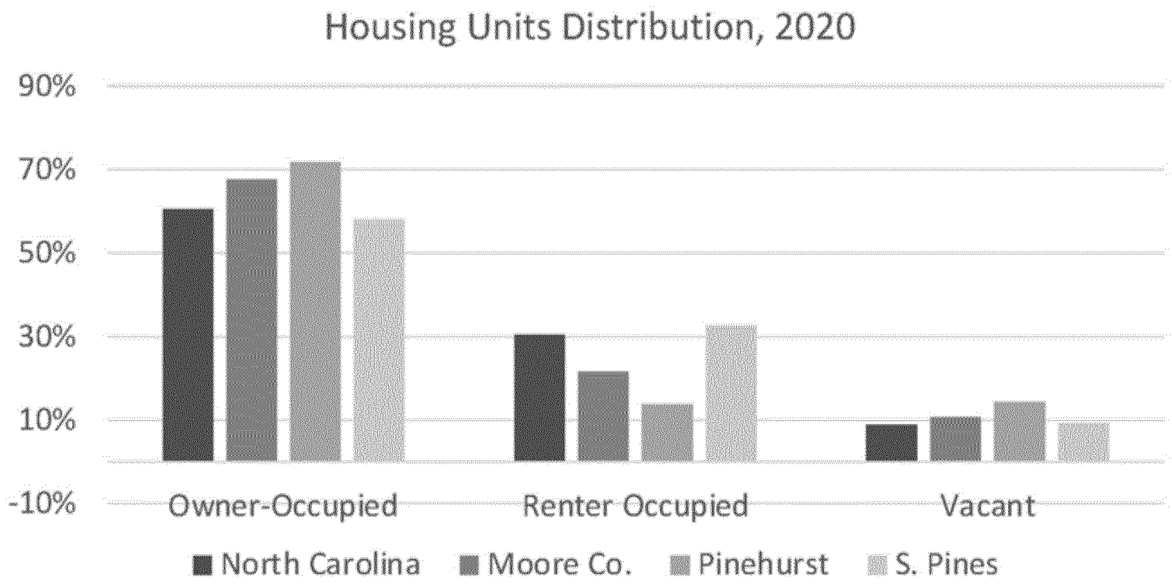
Almost half of the workers make more than $3,333 per month. Over 50% of the workforce has some college, an Associates degree, Bachelor's degree or higher.

Household Data for NC, Moore County, Pinehurst, and Southern Pines (2020-2025)

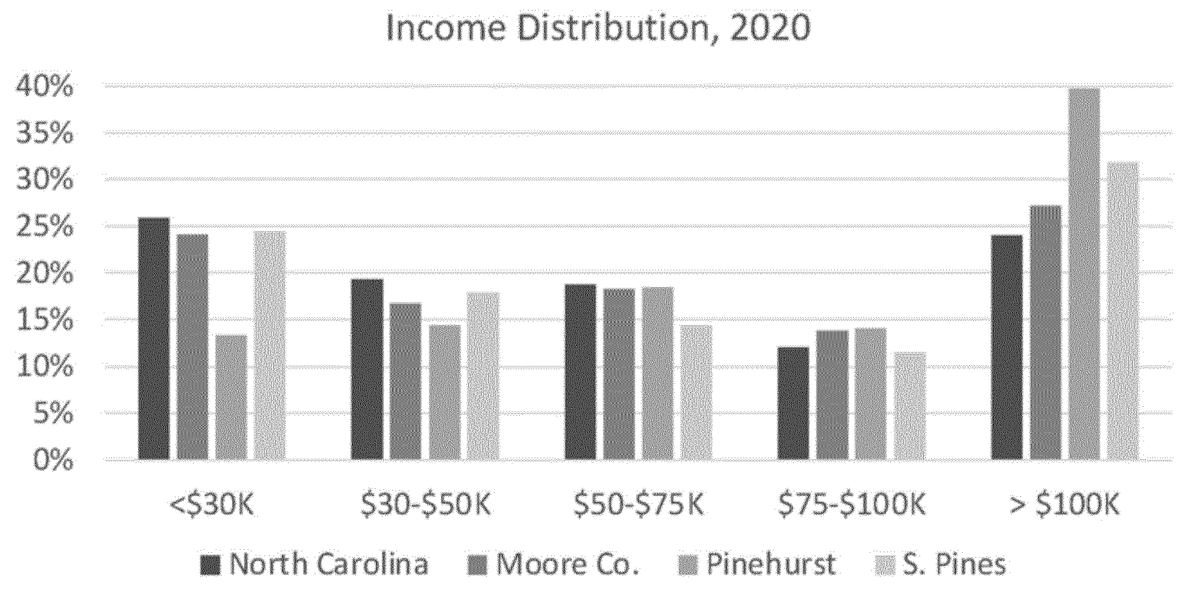
Geography	2020	2025	Growth	Annual Growth Rate
North Carolina	4,341,543	4,494,724	153,181	0.7%
Moore County	43,651	45,169	1,518	0.7%
Moore Co. as % of NC	1.0%	1.0%	1.0%	
Pinehurst Village	7,885	8,100	215	0.5%
Pinehurst as % of Moore	18.1%	17.9%	14.2%	
Southern Pines Town	7,142	7,207	65	0.2%
Southern Pines as % of Moore	16.4%	16.0%	4.3%	

Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis

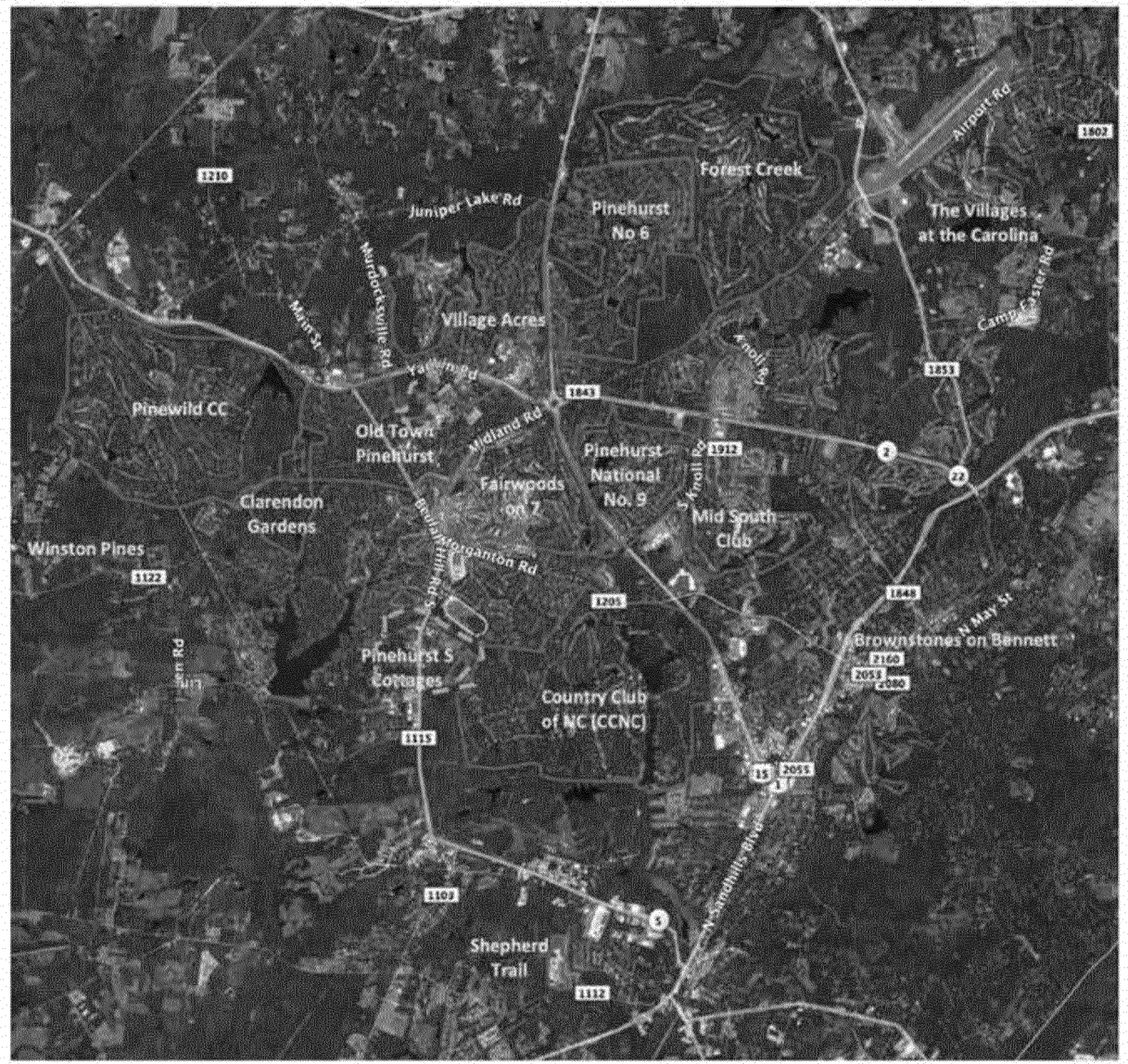




Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis



Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis



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



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

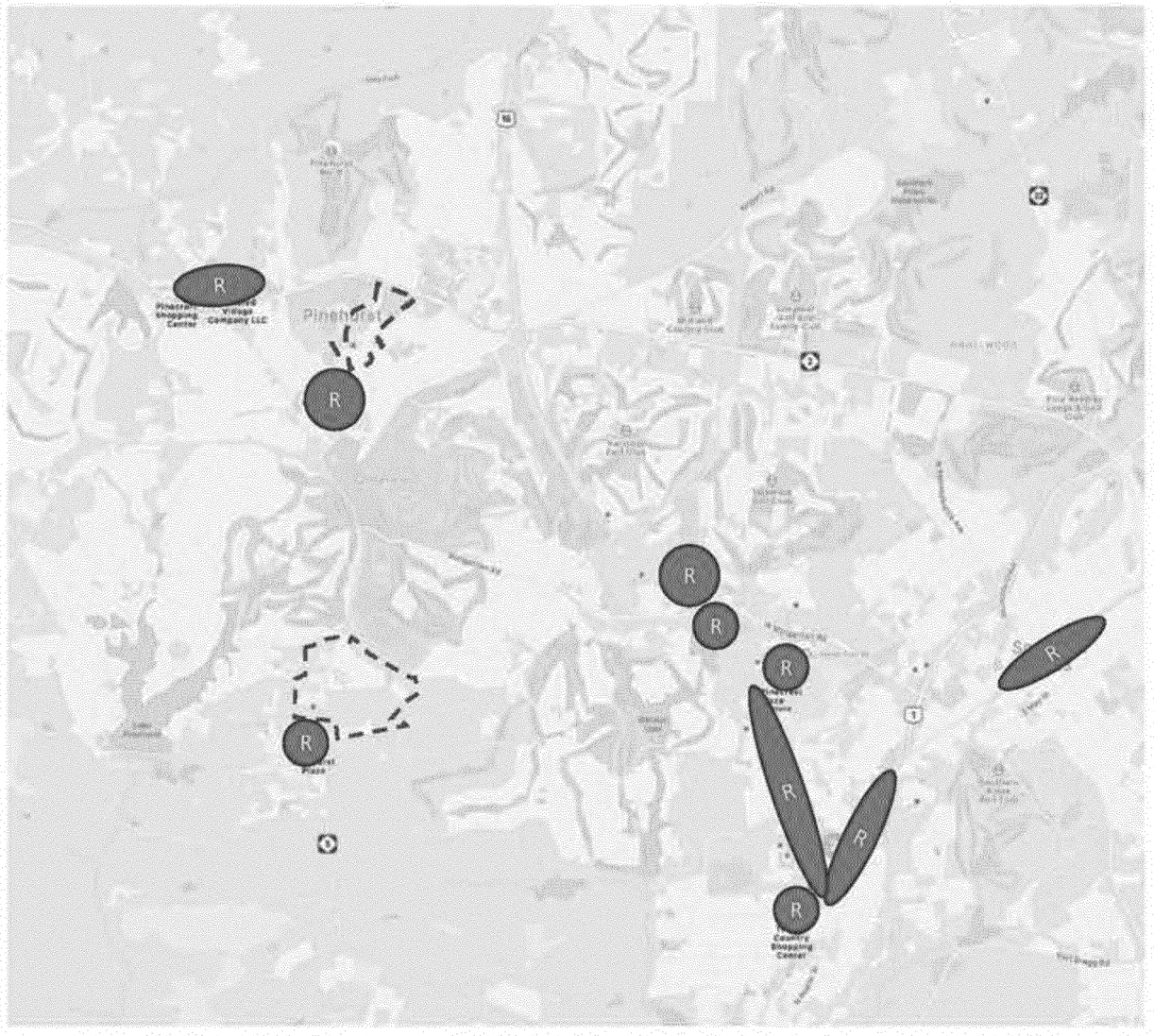
It is walkable to the Village Core, is close to services and amenities, and close to open space

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



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

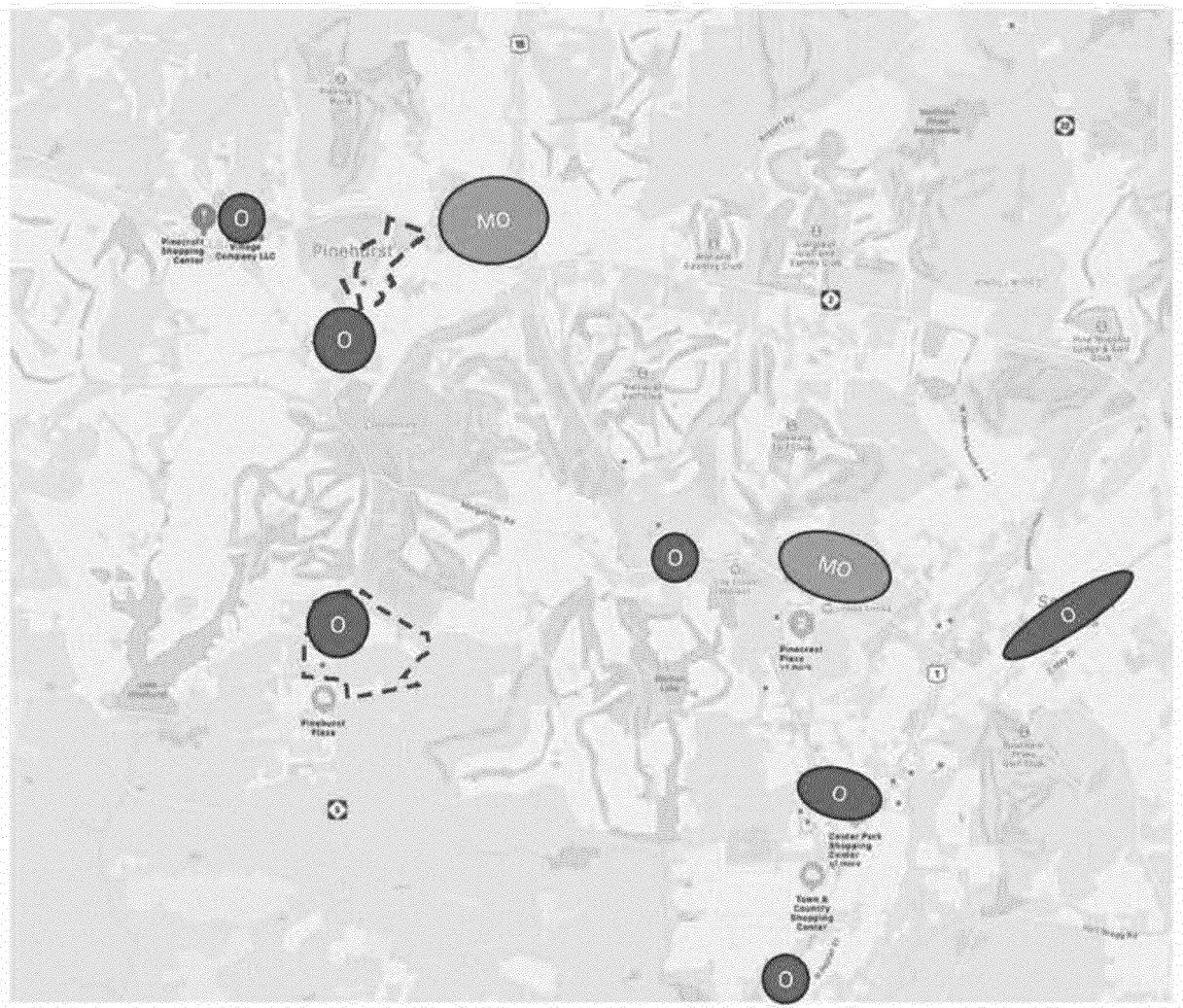
Pinehurst South is adjacent to some underperforming, older retail

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.



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- O — GENERAL OFFICE
- MO — MEDICAL 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

VP

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

PS

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.



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

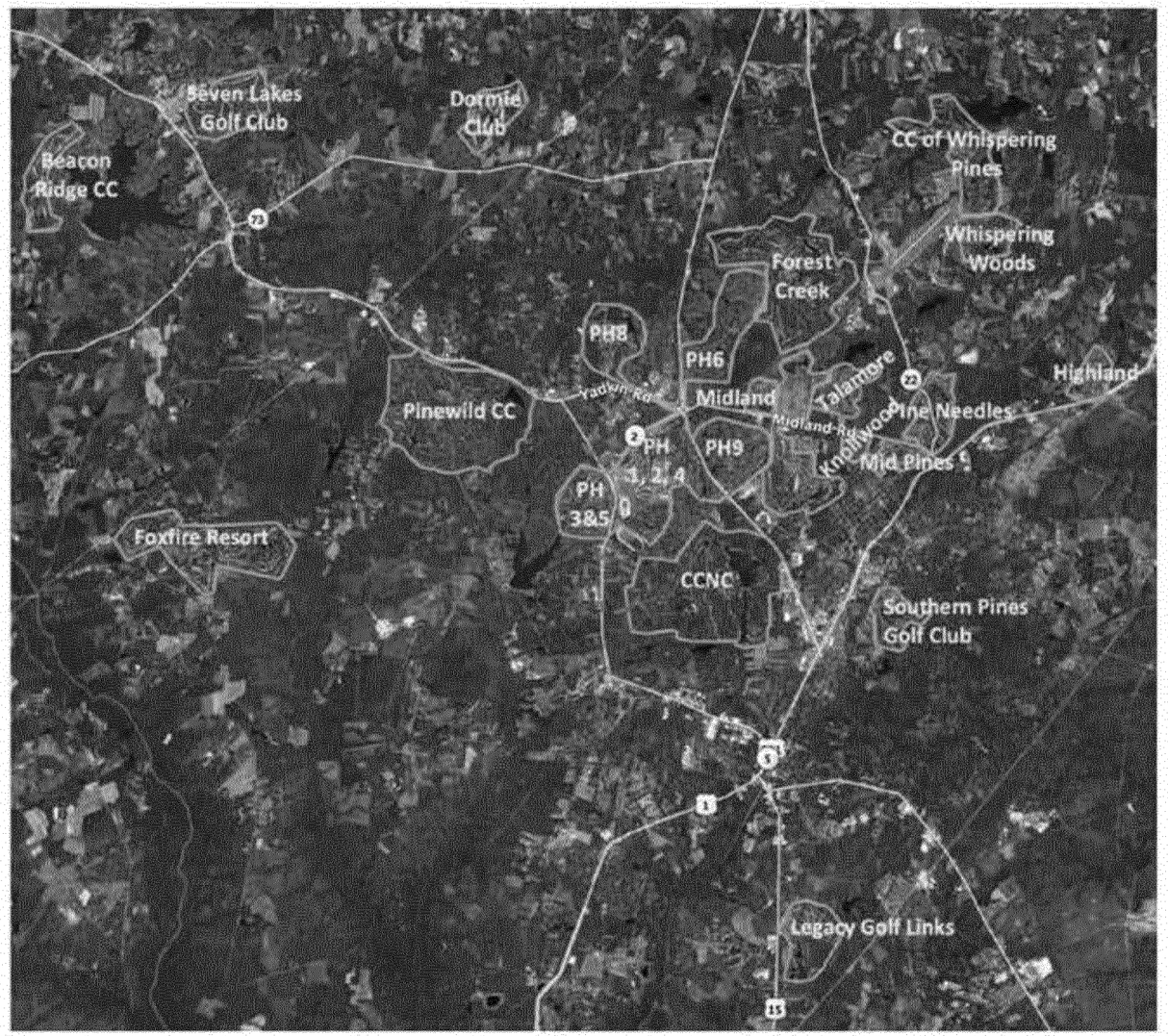
PS

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.



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 (up to build-out capacity) 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 Timing depends on where else apartments have been constructed
Retail	Up to 80,000 SF with grocery, 40,000 SF without grocery
Office	Up to 100,000 SF 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	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.

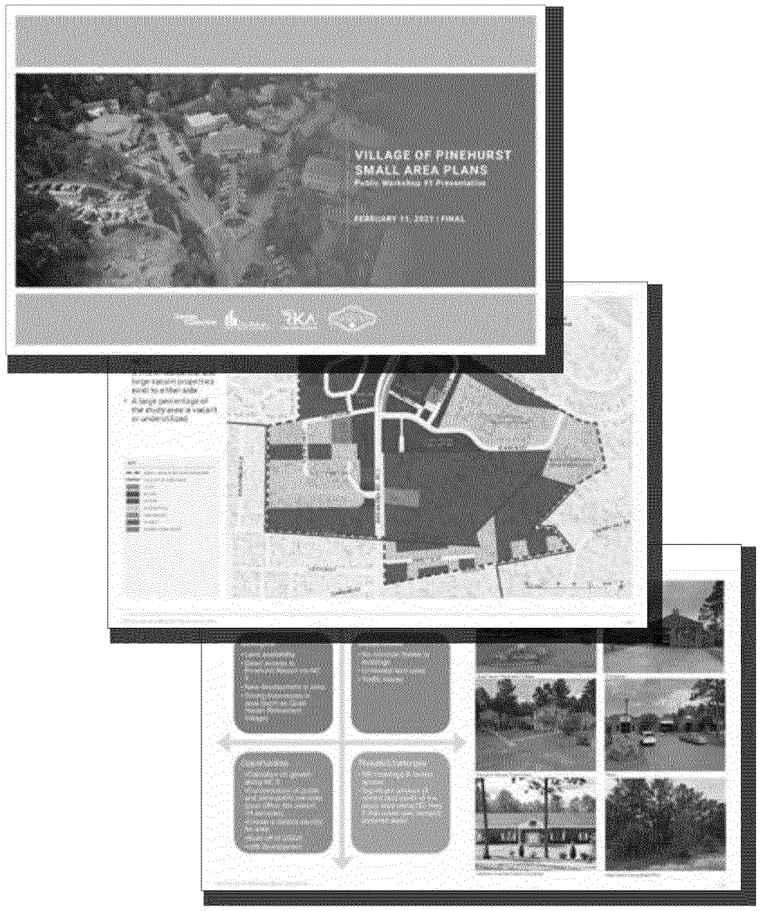
Stakeholder Interviews

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.

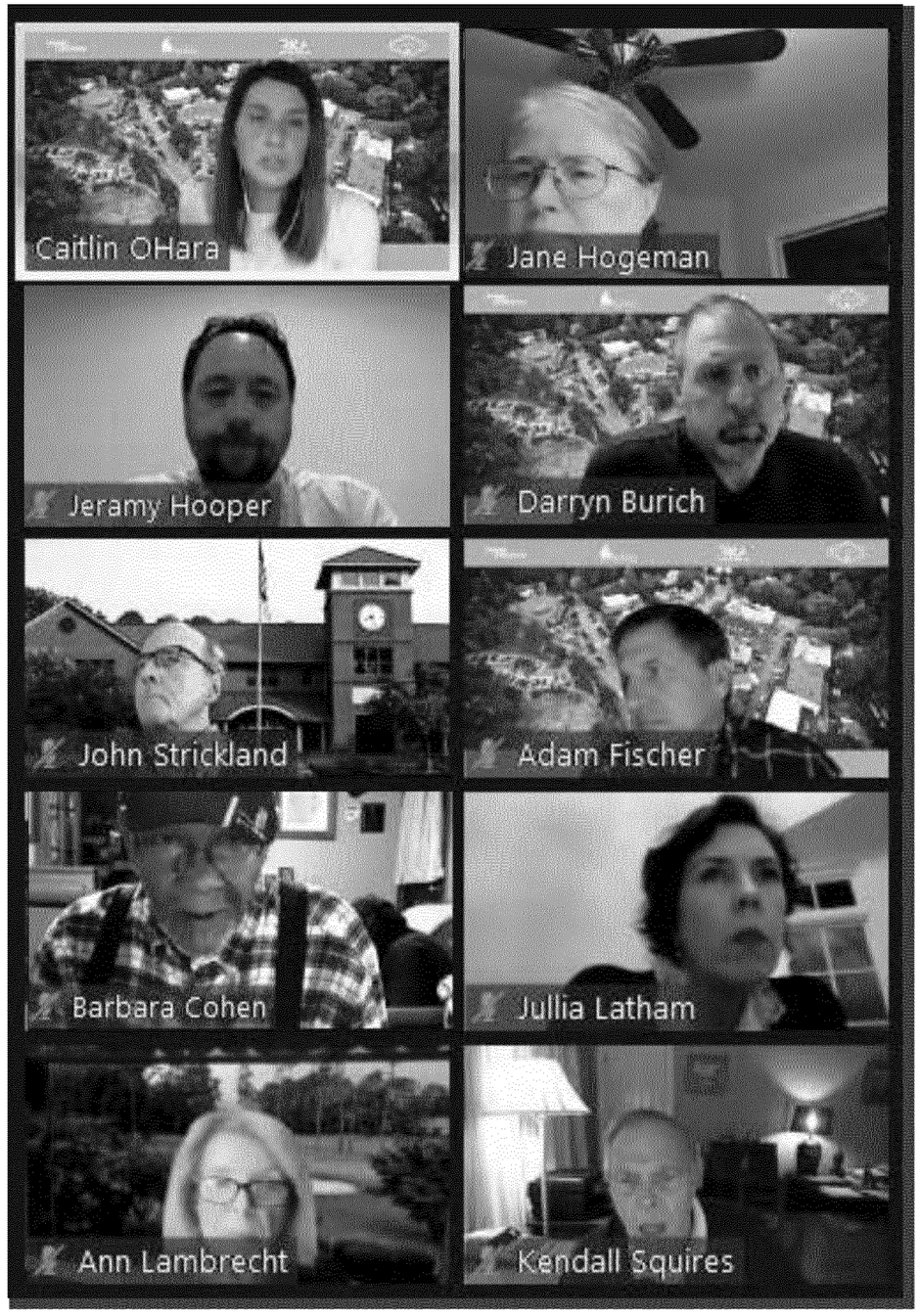
Public Workshops

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, Public Workshop 3 was held to present the draft Pinehurst South Report. There were XX registrants (including consultant and Village staff team members) and approximately XX attendees participated in person at Village Hall.



Presentation images from Public Workshop 1



Screenshot images from Virtual Public Workshop 1

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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.

1. What are the strengths of Pinehurst South, as it exists today? Check all that apply. (Multiple choice)

Proximity to Beulah Hill Rd - NC 5	(38/82) 46%
Proximity to Pinehurst Plaza shopping center in Aberdeen	(17/82) 21%
Proximity to Pinehurst Resort and Pinehurst Harness Track	(40/82) 49%
Mix of Commercial and Residential uses	(32/82) 39%
Large, undeveloped parcels	(45/82) 55%
None of the above	(5/82) 6%

2. What are the weaknesses of Pinehurst South, as it exists today? Check all that apply. (Multiple choice)

"Hodgepodge" / "Mishmash" of building types, styles, uses, etc.	(43/82) 52%
Incompatible development which does not reflect the character of the Village	(45/82) 55%
Large, undeveloped parcels	(6/82) 7%
Lack of Open Space and Community Amenities	(28/82) 34%
Lack of Walkability	(55/82) 67%
Lack of access due to the railroad line, to the east of Beulah Hill Rd - NC 5	(28/82) 34%
Traffic on Beulah Hill Rd - NC 5 or elsewhere that affects this area	(70/82) 85%
None of the above	(0/82) 0%

3. What would you like to see (more) of in Pinehurst South? Check all that apply. (Multiple choice)

Retail – Neighborhood Goods and Services (grocery, pharmacy, florist, dry cleaner, nail salon, etc.)	(37/82) 45%
Retail – General Merchandise, Apparel, and Furnishings (clothing, electronics, bookstore, home improvement store, etc.)	(35/82) 43%
Restaurants (any type: sit-down, take-out, coffee shop, etc.)	(47/82) 57%
Office – General Office	(37/82) 45%
Office – Medical	(32/82) 39%
Residential – Apartments (for rent)	(19/82) 23%
Residential – Townhouses / Condo (for sale)	(24/82) 29%
Residential – Single-Family Detached houses (for sale)	(12/82) 15%
None of the above	(8/82) 10%

4. What is your favorite or most frequented place to visit within Pinehurst South? Choose one.

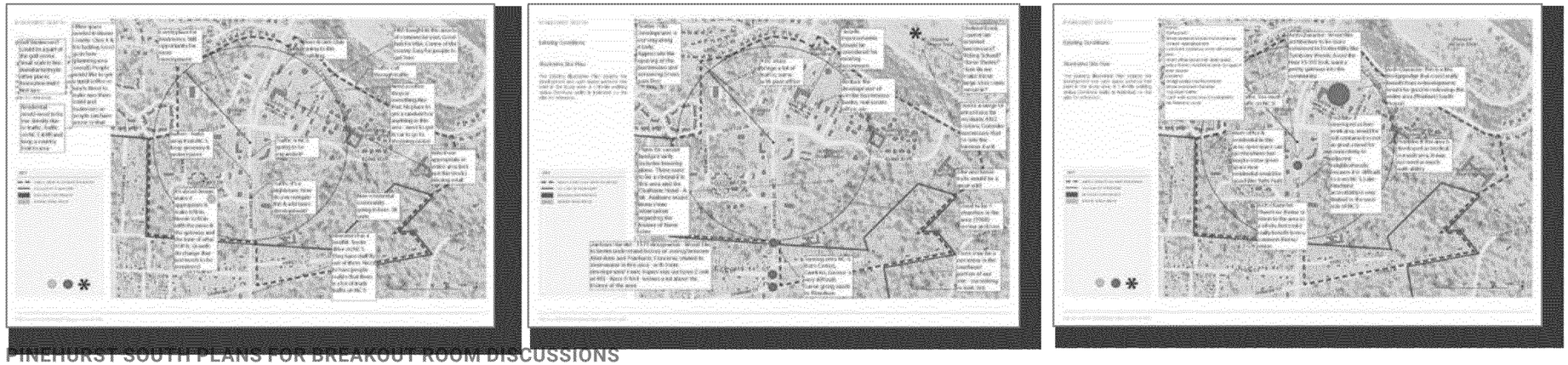
US Post Office	(40) 49%
ABC Liquor Store (...it's ok; this survey is anonymous)	(19) 23%
Businesses within the Trotter Hills Office Park	(3) 4%
Quail Haven Retirement Village (pre-COVID)	(0) 0%
Pinehurst Healthcare & Rehabilitation Center (pre-COVID)	(1) 1%
Another business (a professional office, retail, restaurant, etc.)	(10) 12%
A friend's house	(1) 1%
Other	(4) 5%
I do not spend any significant time here	(4) 5%

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

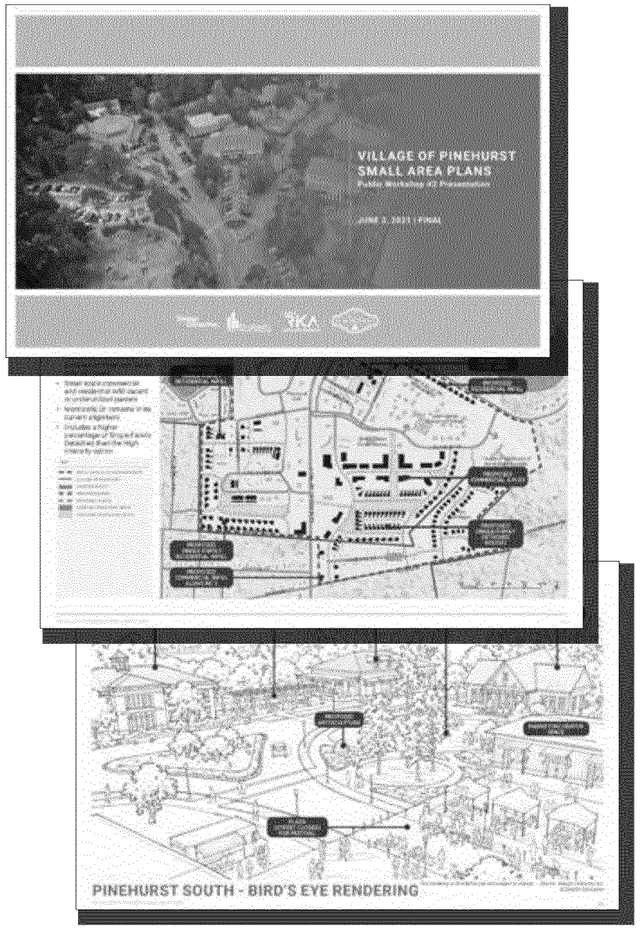
Overview

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.

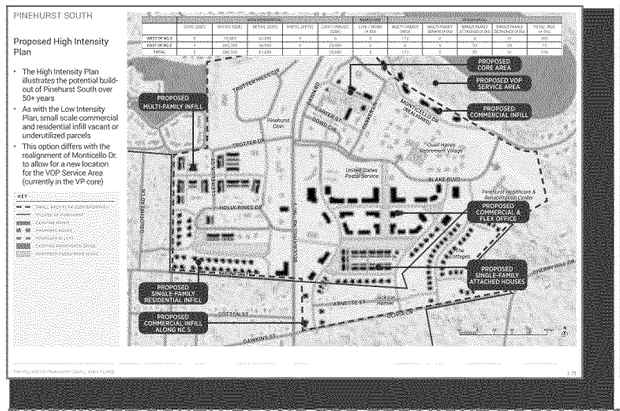


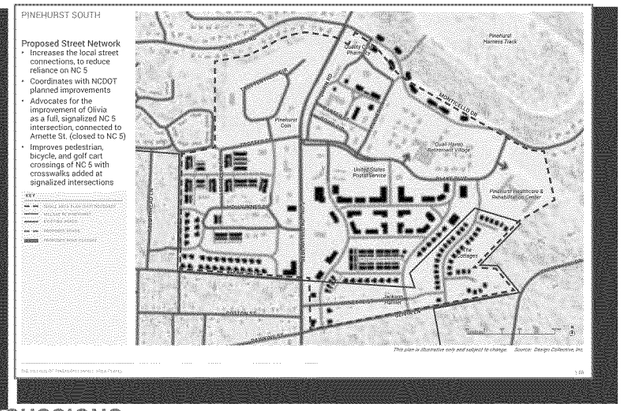


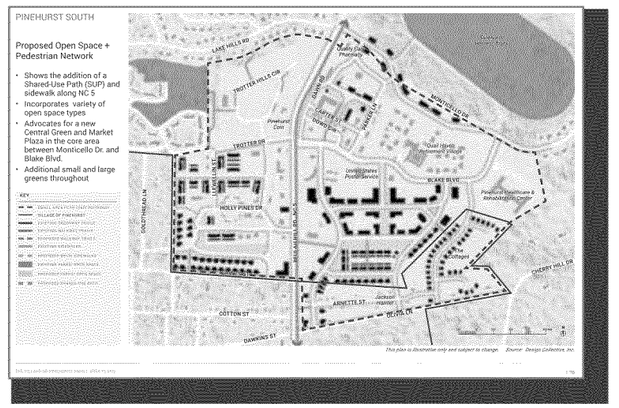
Screenshot images from Virtual Public Workshop 2

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

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.

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



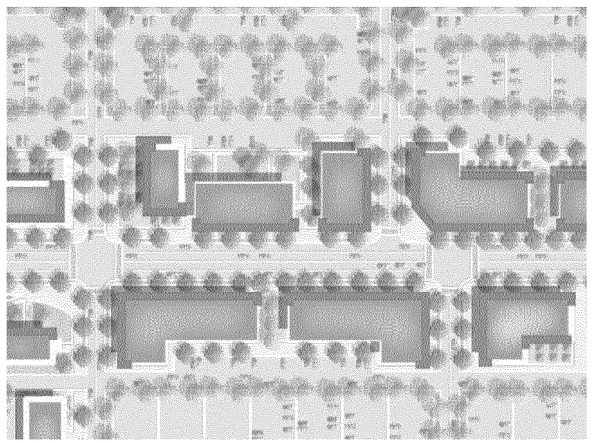
4. PROVIDE A VARIETY OF PUBLIC OPEN SPACES



2. INCORPORATE COMPLETE STREETS STRATEGIES



5. DESIGN STREETS FOR FLEXIBLE PROGRAMMING



3. STRENGTHEN BUILDING FRONTAGE

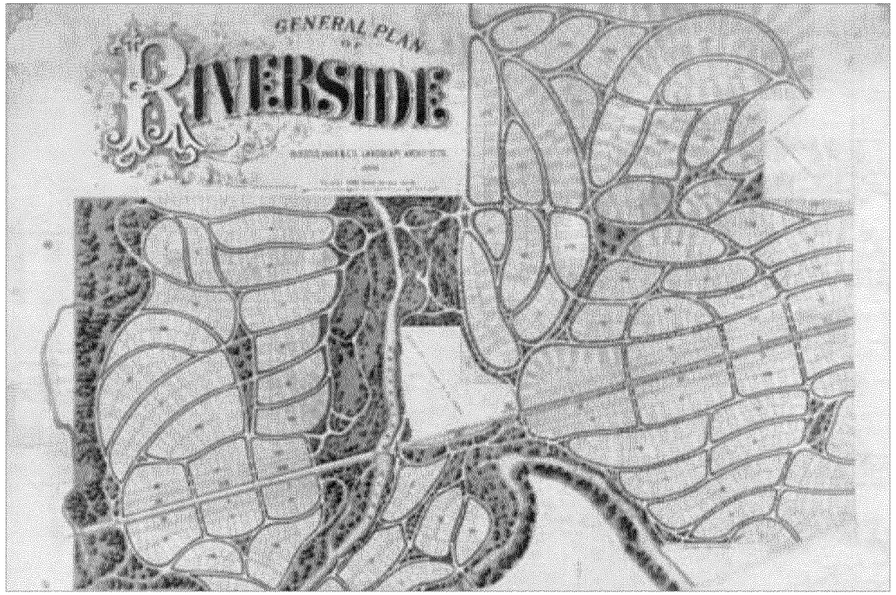


6. PROMOTE HEALTH AND WELLNESS ENVIRONMENTS

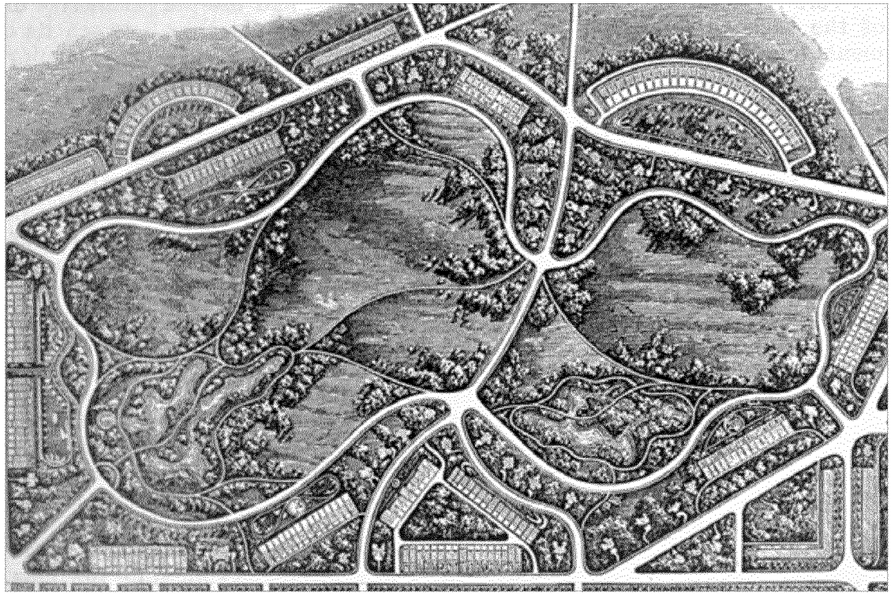
Olmsted Planning Principles

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.

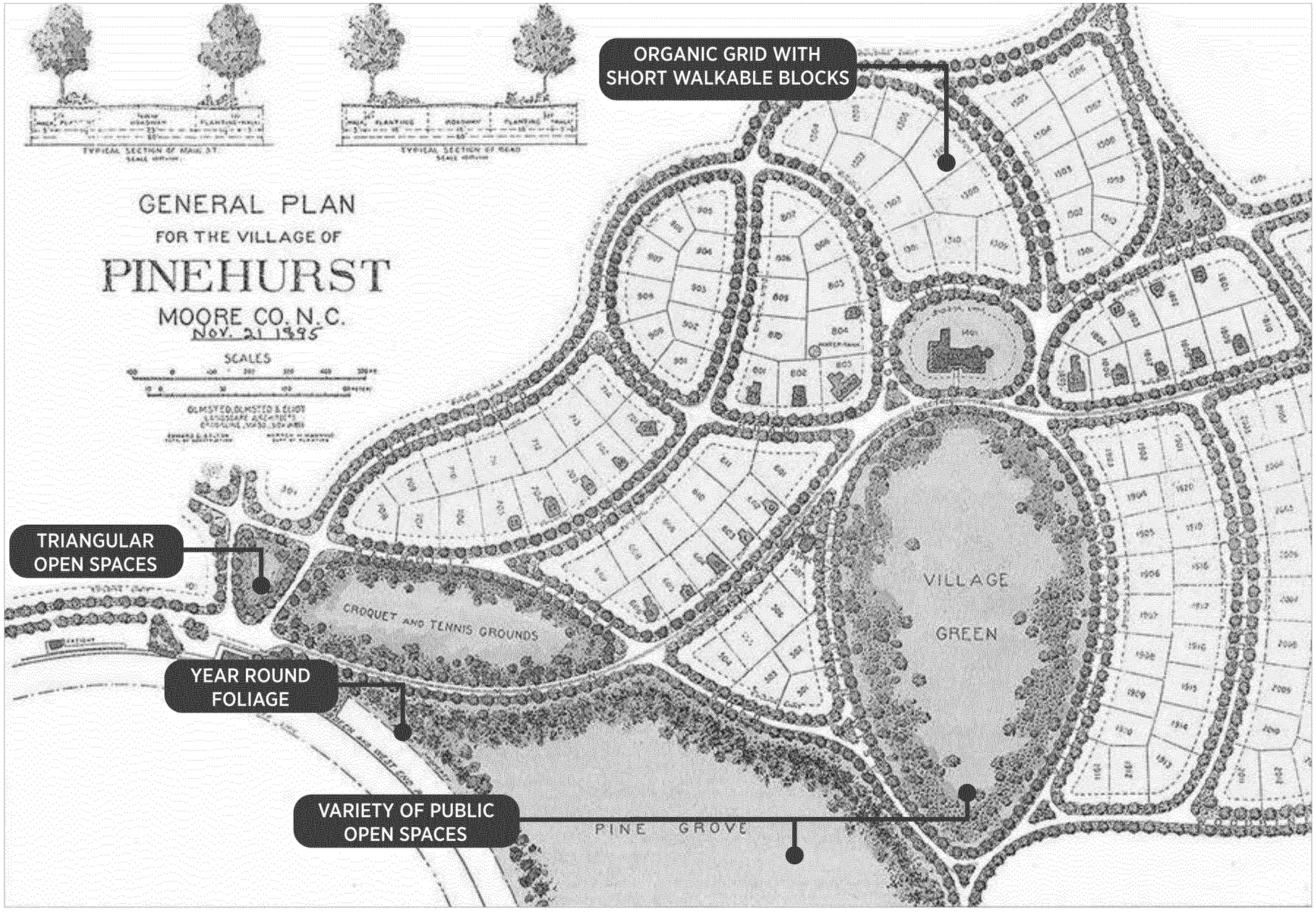
Olmsted and Manning Principles and the Village

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.

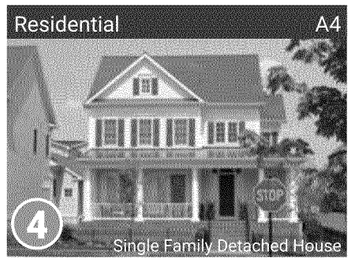
The images to the right show stakeholder preference feedback received in Public Workshop 2 Breakout Room Discussions. The images were shown as precedents for the architecture, streetscapes, parking, and parks/open spaces of Pinehurst South. Participants were encouraged to respond "like" (with green dots) or "dislike" (with red dots) to each photo; the numbers within the green and red dots indicate the number of stakeholder responses.

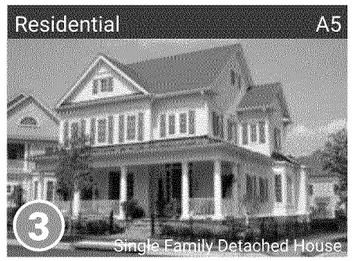
ARCHITECTURE

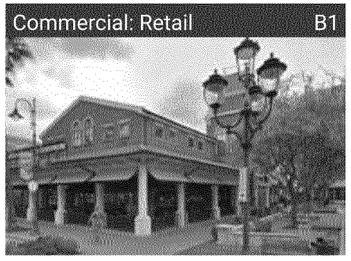




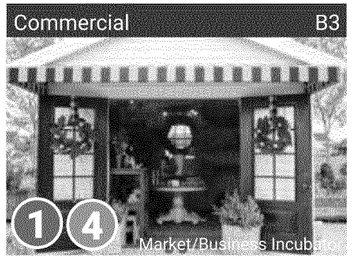










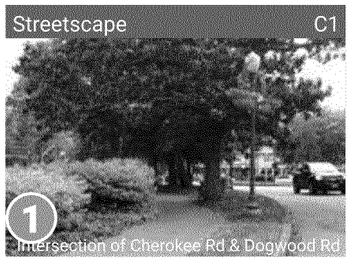


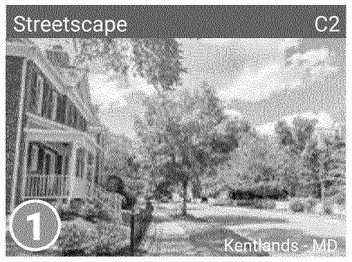


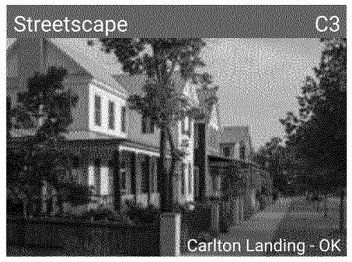


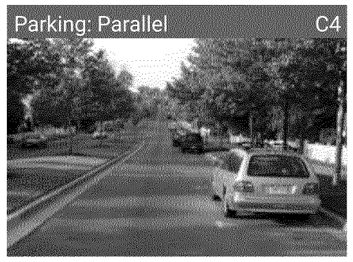
ARCHITECTURE

STREETSCAPE/ PARKING





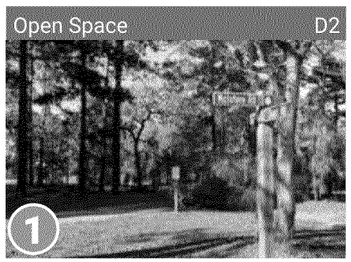






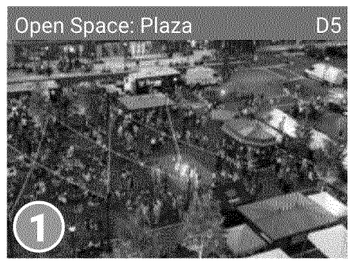
PARKS/ OPEN SPACE











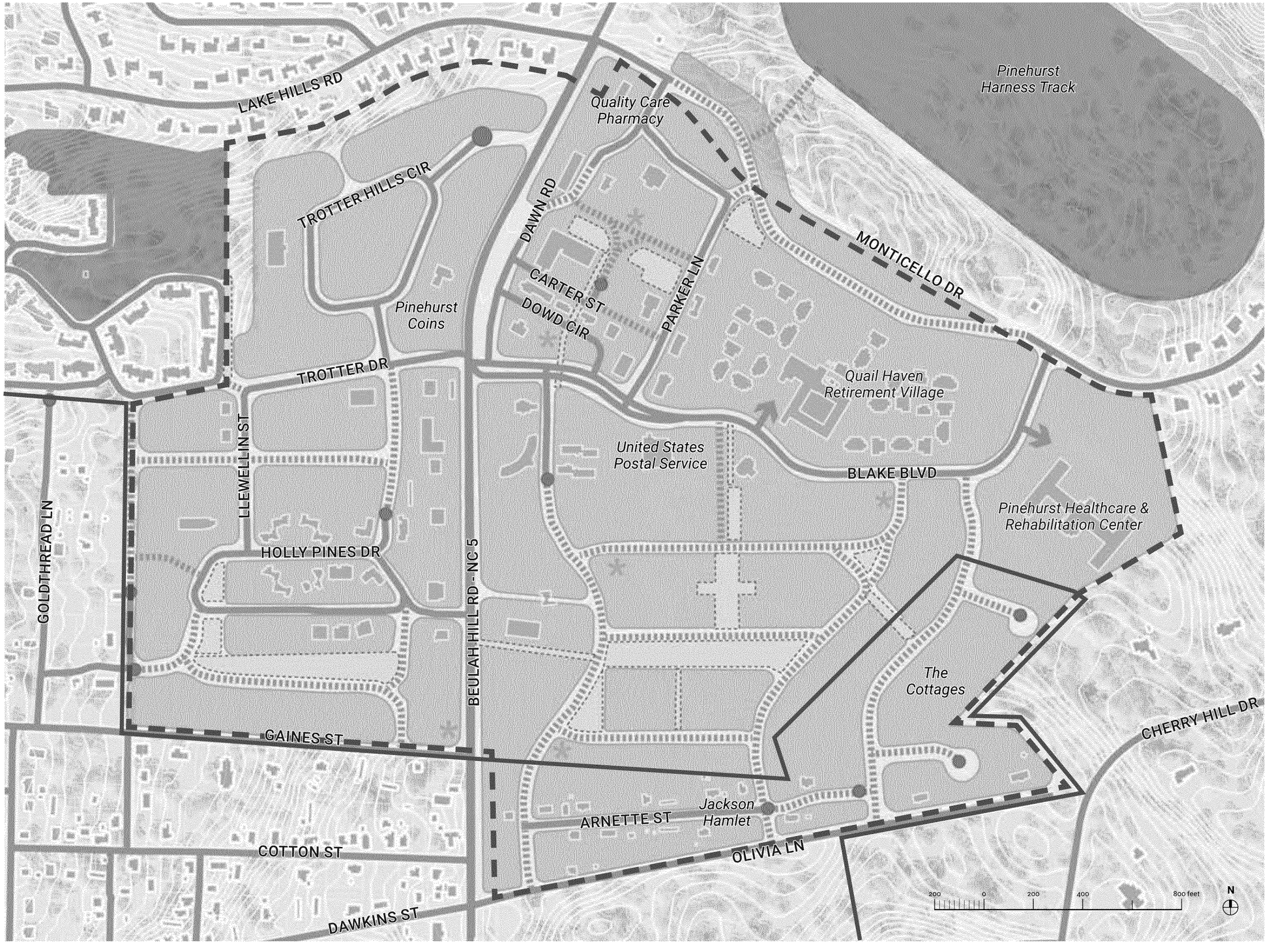
PUBLIC INPUT RECEIVED BASED ON BREAKOUT ROOM DISCUSSIONS

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

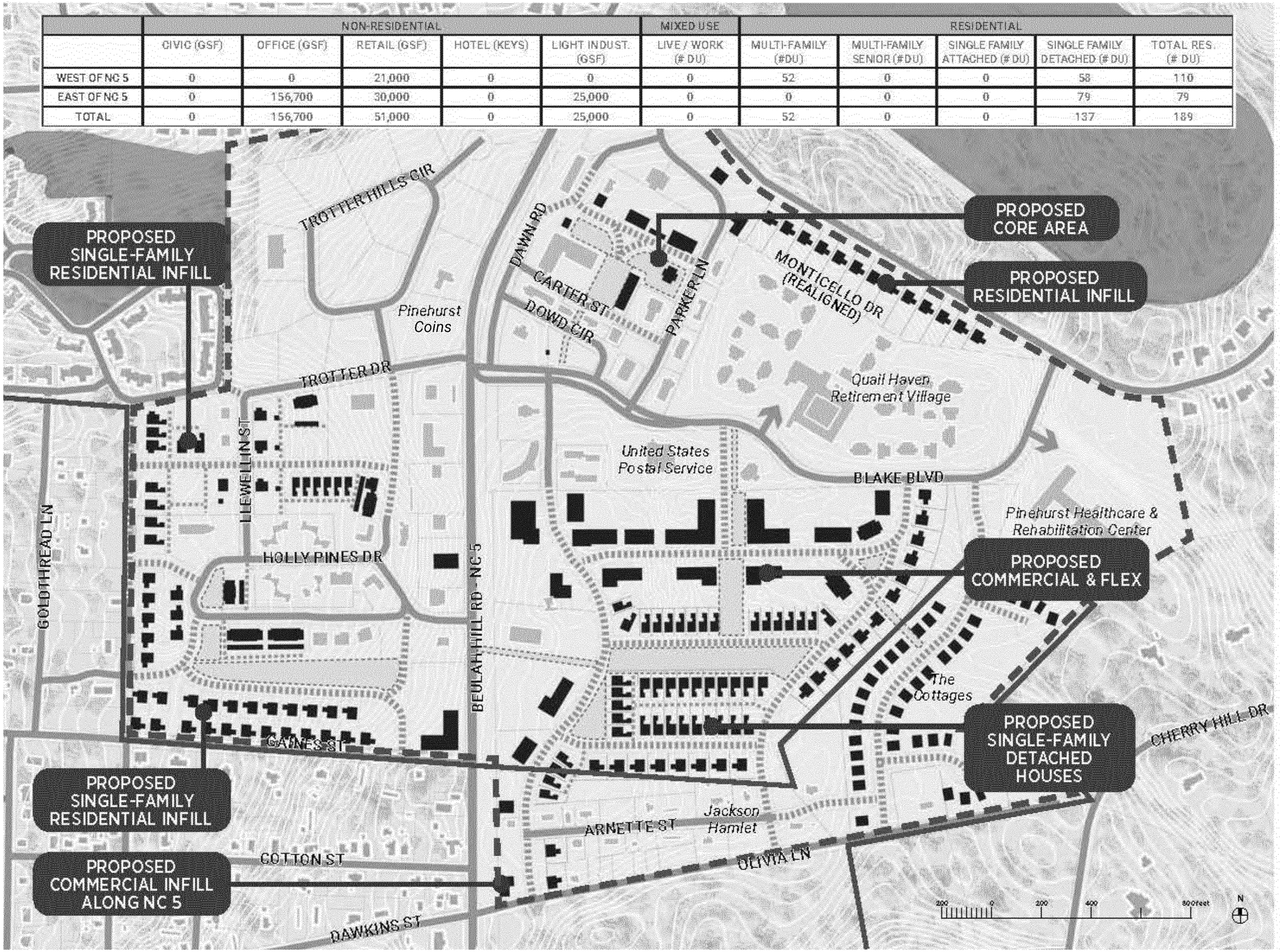
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING ROADS
- PROPOSED ROADS
- EXISTING DEAD END
- EXISTING PARKS/ OPEN SPACE
- PROPOSED PARKS/ OPEN SPACE
- PROPOSED BLOCKS
- PROPOSED PROMINENT BUILDING LOCATION

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

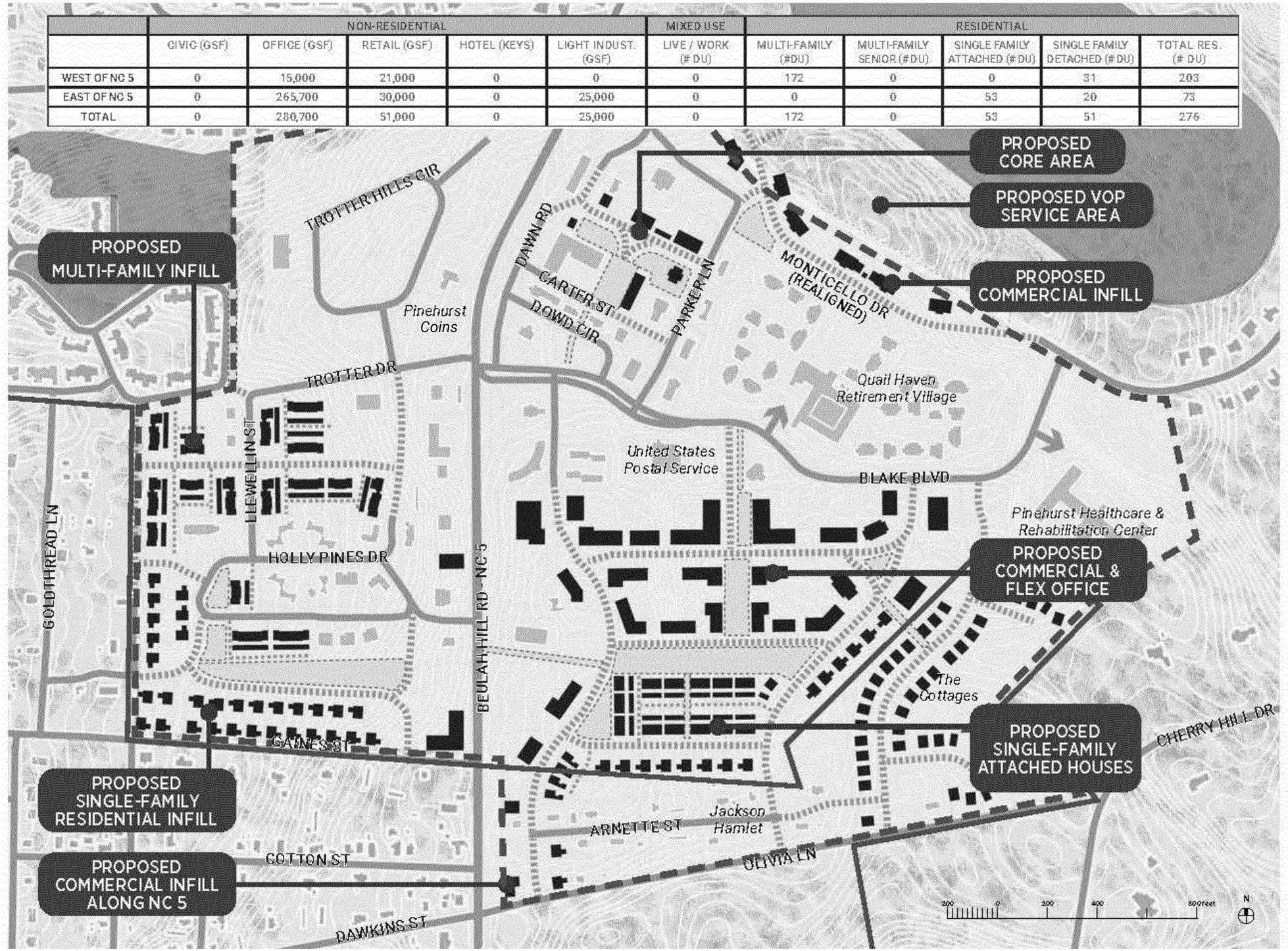
The High Intensity Plan Option was presented as part of Public Workshop 2. Similar to the Low Intensity Plan, the purpose of this plan was to test opportunity sites; see what building and parking configurations might fit on parcels; and elicit feedback and conversation about development patterns and 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

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING ROADS
- PROPOSED ROADS
- PROPOSED ALLEYS
- EXISTING PARKS/OPEN SPACE
- PROPOSED PARKS/OPEN SPACE



This plan is illustrative only and subject to change. Source: Design Collective, Inc.

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.

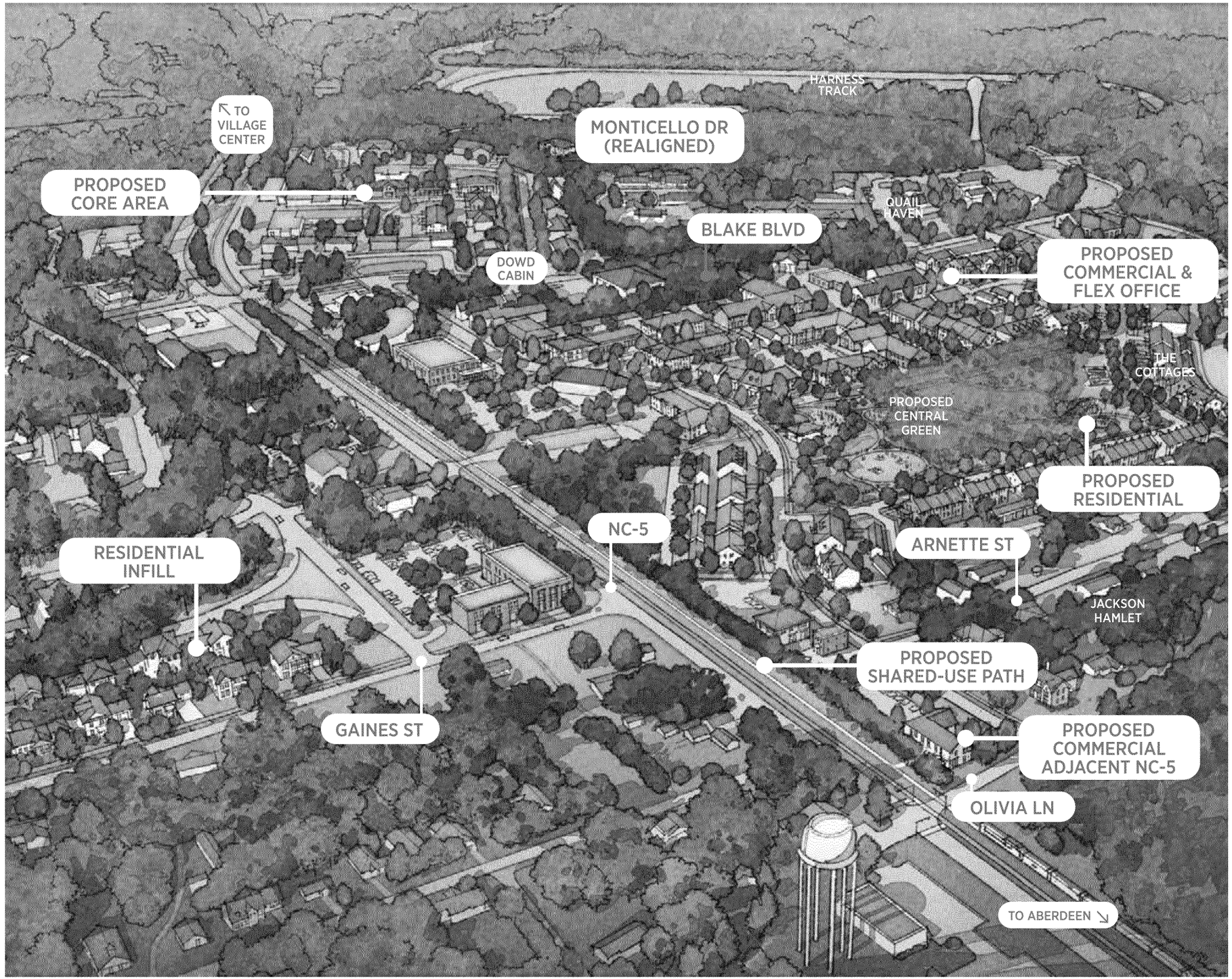
» A large Central Green between Blake Boulevard and Arnette Street will provide ample opportunity for residents and commercial users of this neighborhood to enjoy outdoor activities that are both active and passive. See page 62 of this document for more detail on this open space.

» 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.

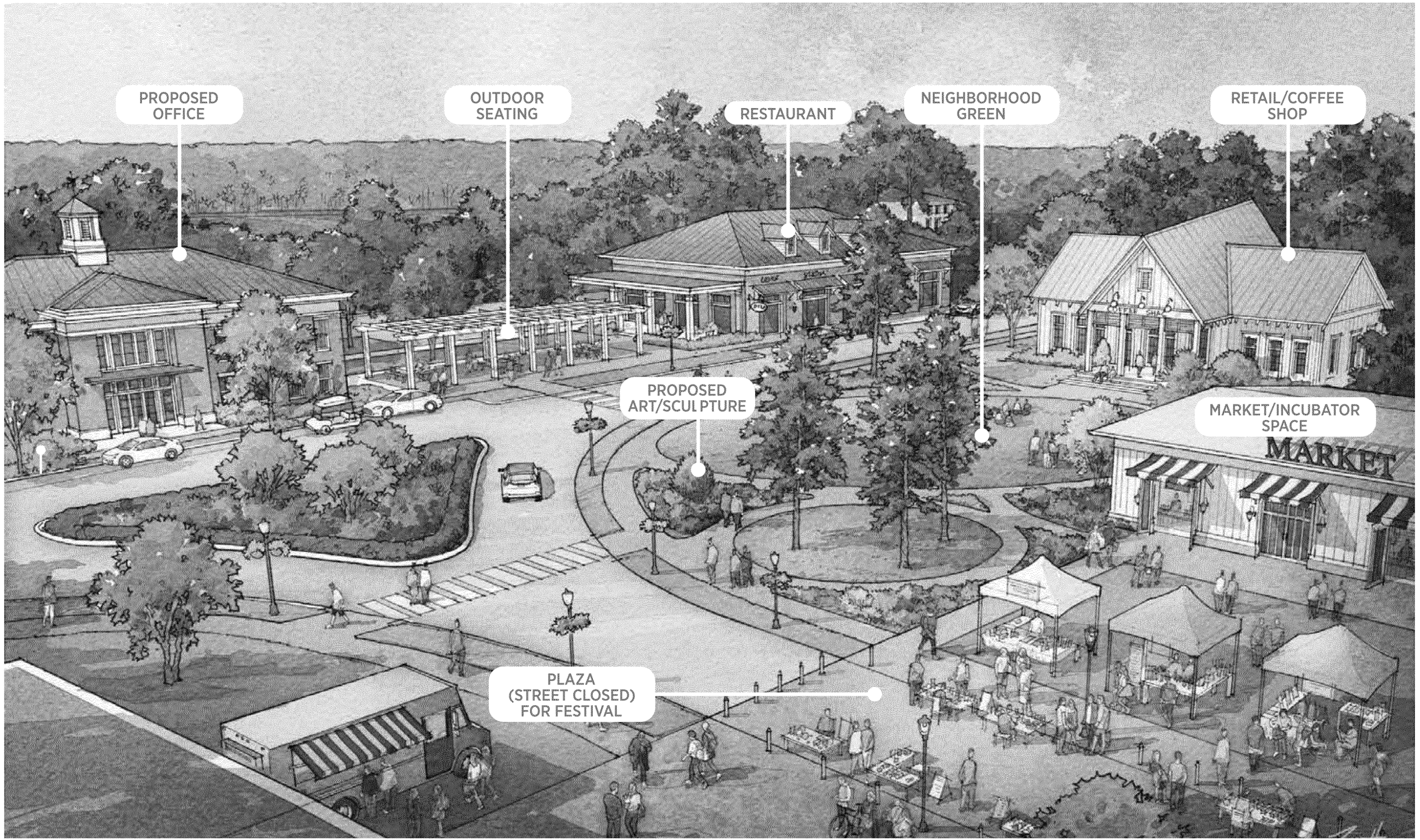
The Bird's Eye Rendering on the following page shows a conceptual view of the new core area between Monticello Drive and Blake Boulevard that will serve as a new destination for neighborhood retail and services, restaurants, an incubator space for new businesses and makerspace, and a plaza for markets 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.

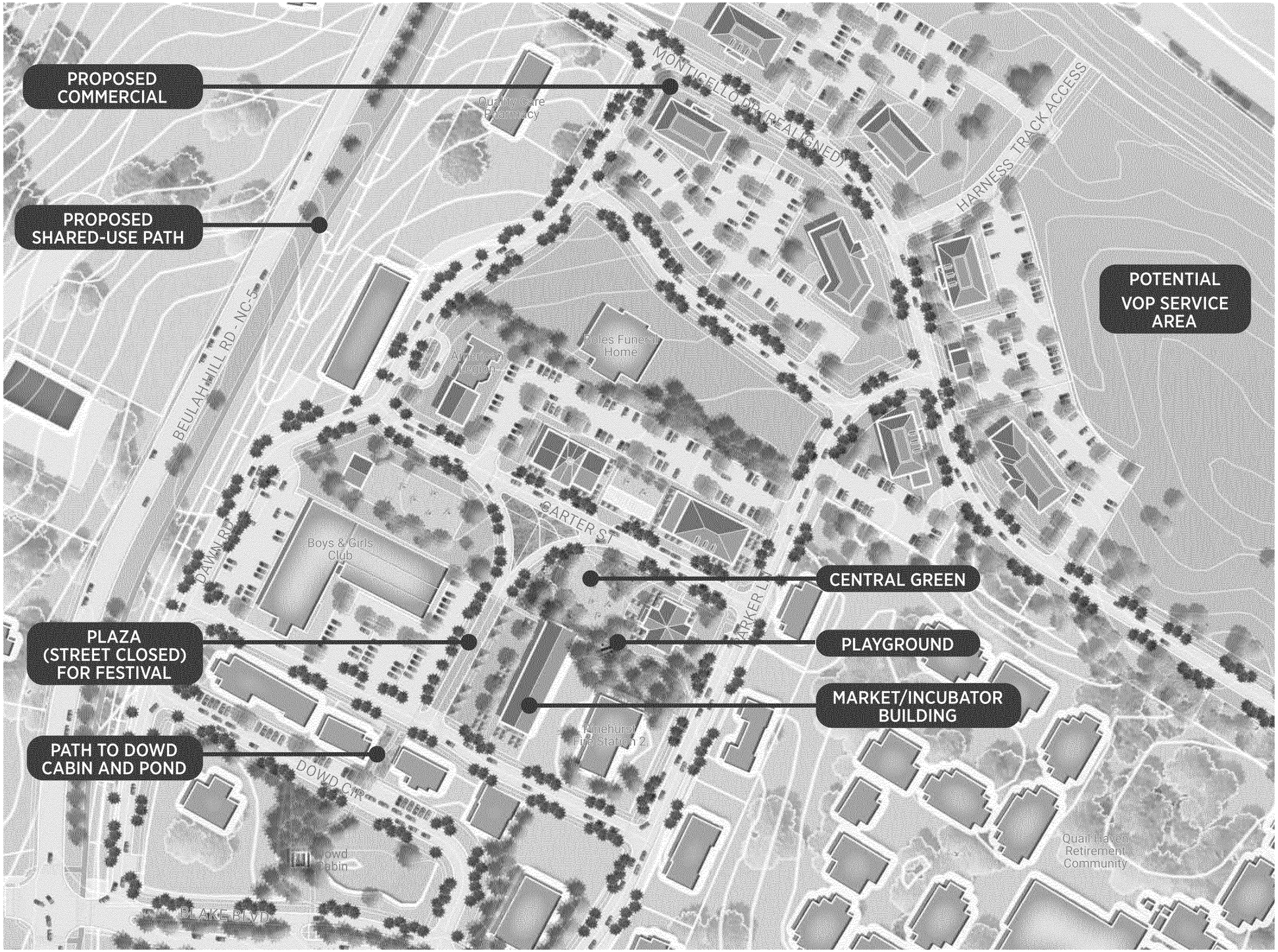
The development builds off the existing Post Office, Pharmacy, ABC, and Dowd Cabin as well as the planned Girls & Boys Club and National Association of Home Builders.

New open spaces include a Market Plaza, Central Green, playground, and path south to Dowd Cabin

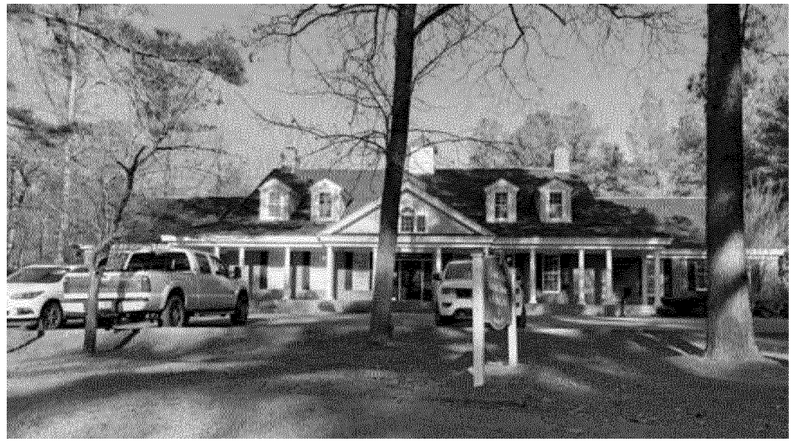
A new Central Green anchors the new development, serving as a gathering place for community events.

KEY

- EXISTING BUILDINGS
- PROPOSED BUILDINGS
- PROPOSED BUILDINGS



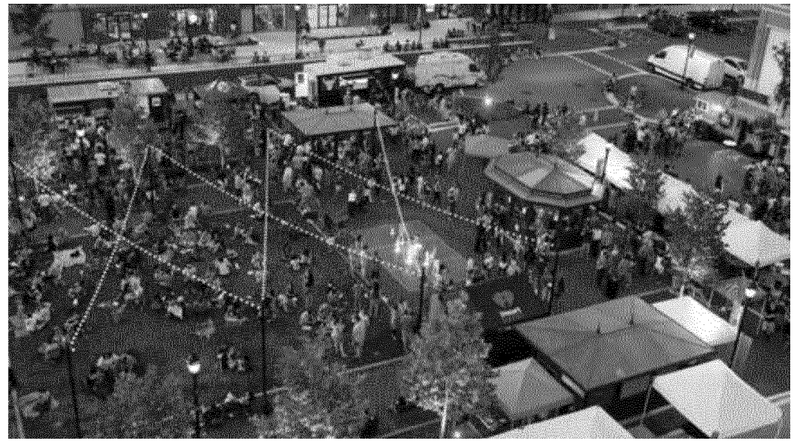
This plan is illustrative only and subject to change. Source: Design Collective, Inc.



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.

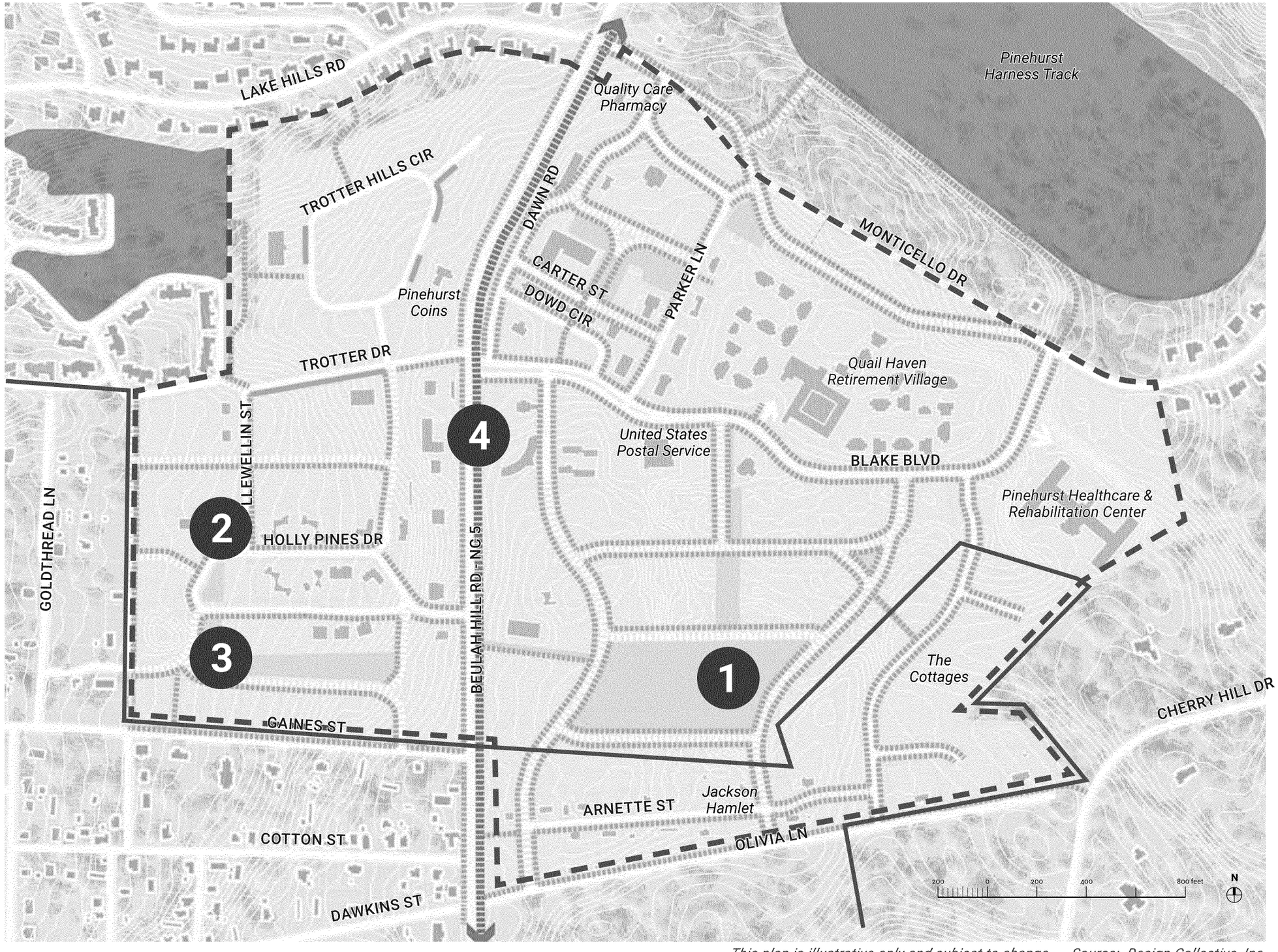
A Market Plaza is shown in the core area between Monticello Drive and Blake Blvd. and a new, large Central Green is shown to the south, east of NC-5.

A new Shared-Use Path (SUP) and sidewalk are shown along NC-5.

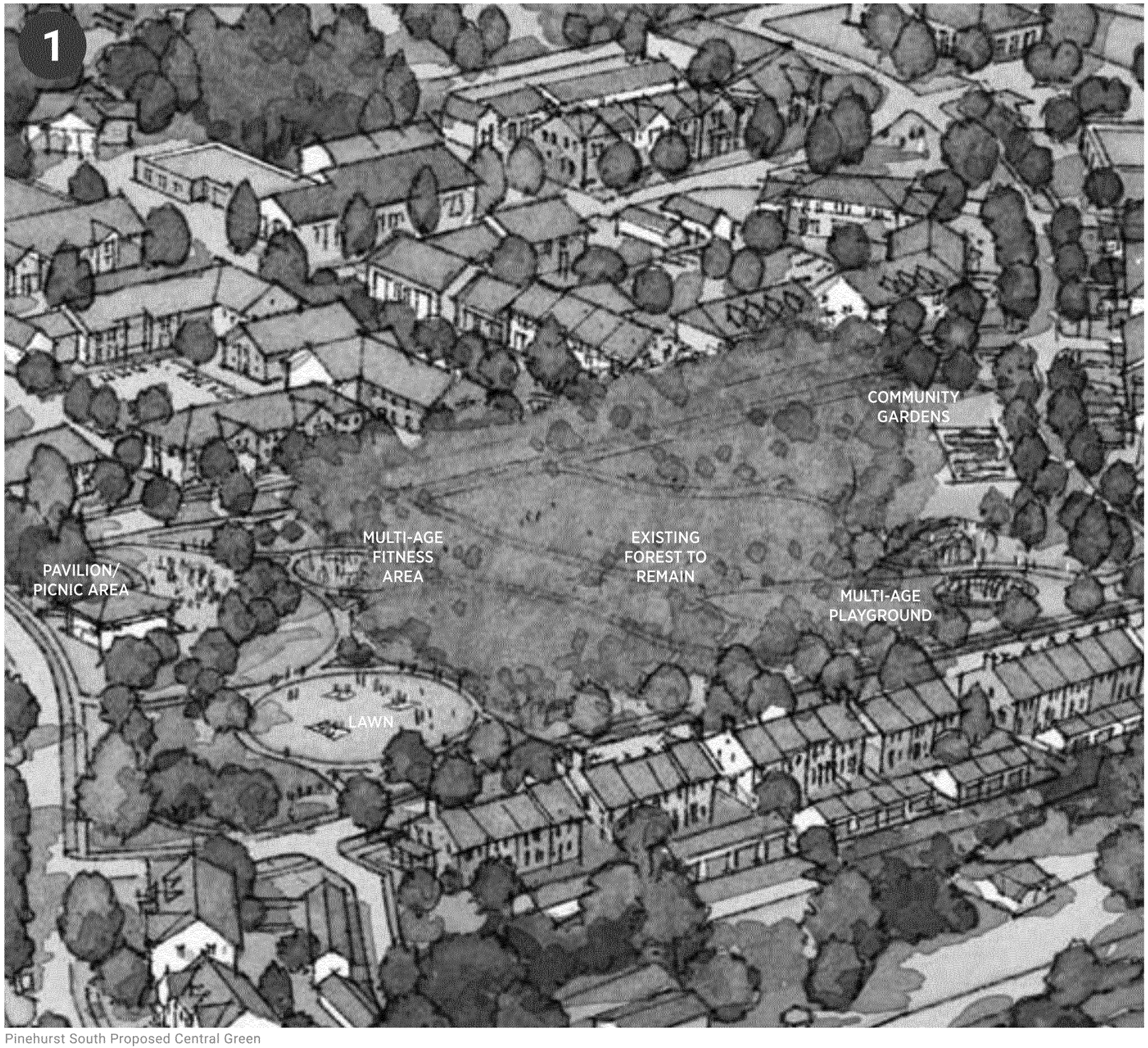
KEY

- 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

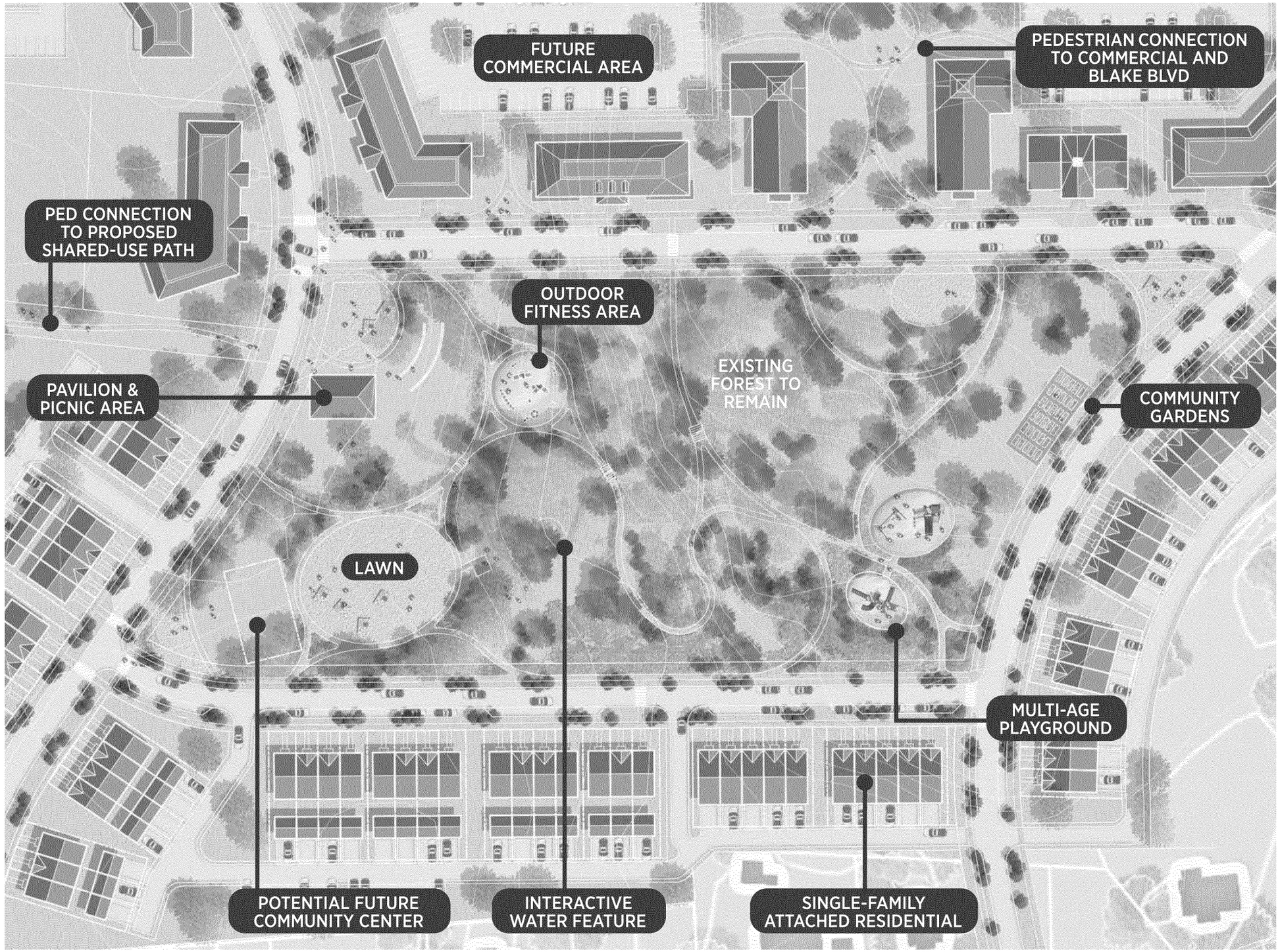
The Detail Plan illustrates a potential build-out of the area south of Blake Boulevard and north of Jackson Hamlet.

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



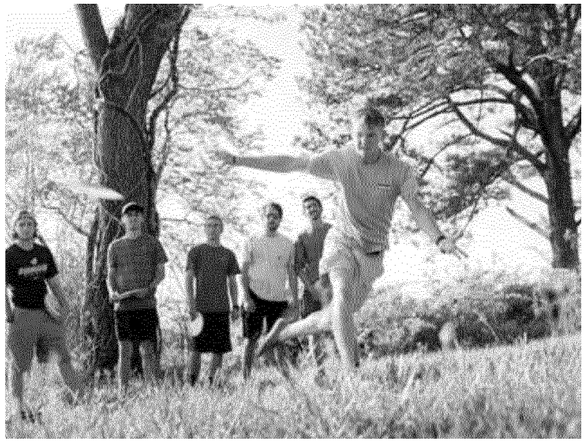
This plan is illustrative only and subject to change. Source: Design Collective, Inc.



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



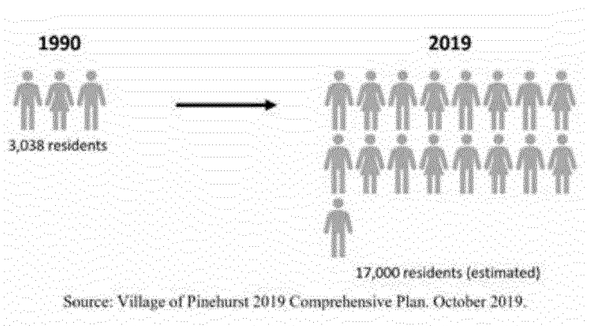
Precedent - Stormwater Management Water Feature
Credit: The Plant Hunter

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 on 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 a Level of Service (LOS) F. 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 F (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 below 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 F) during AM and PM peak travel times where motorists experience ravel 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 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 (2) 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 new vehicles on the surrounding roadway/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 F 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).

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 exacerbate traffic congestion along this section of NC 5. The increased traffic will result in slower overall travel speeds and increased delays at traffic signals during peak travel times (AM, PM peak hours) beyond what is already being experienced as well as LOS F (unacceptable travel speeds and delays) being experienced beyond the AM and PM peak hours. Degradation of traffic congestion 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.

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**

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**

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.

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.

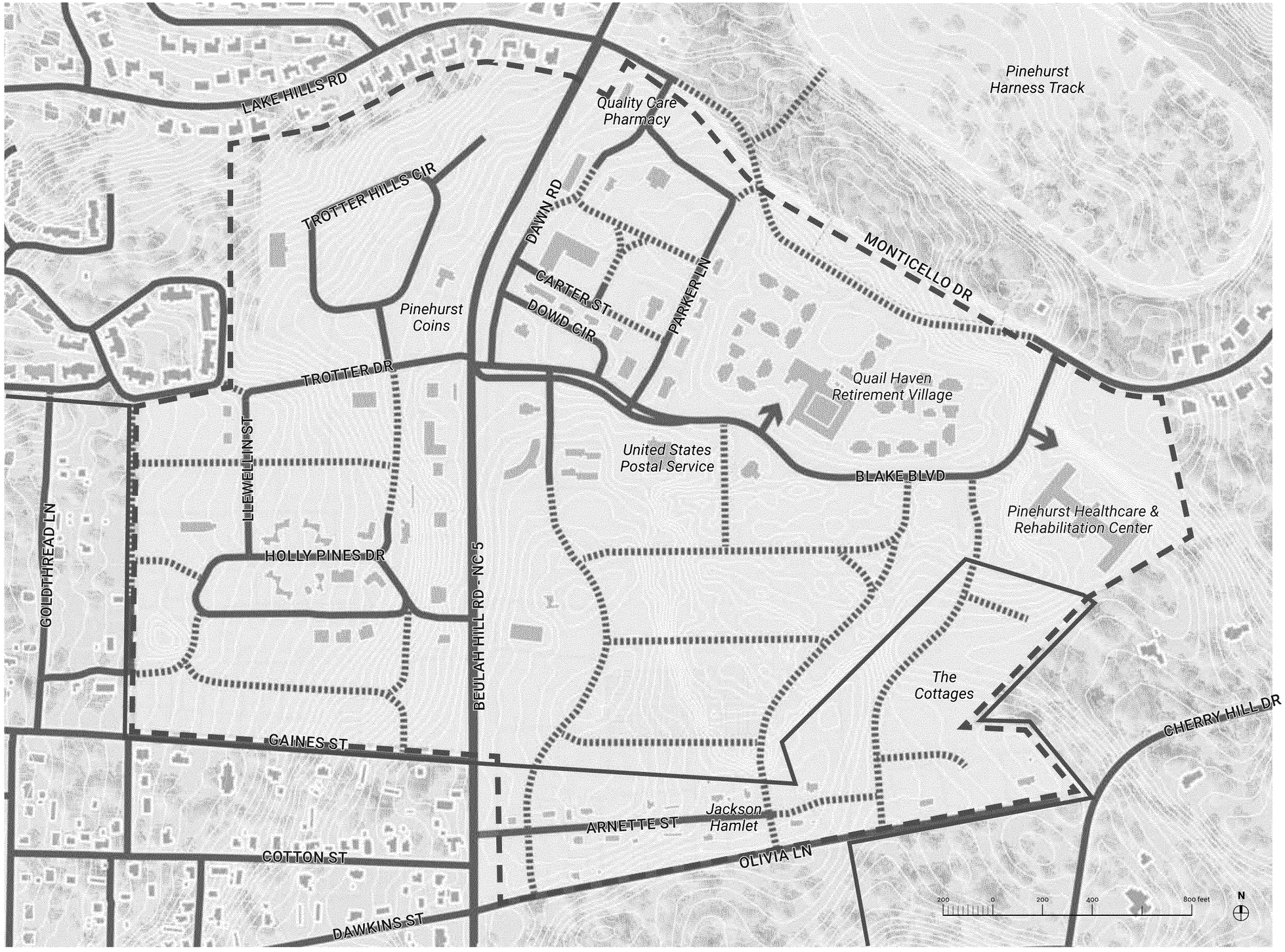
Proposed Circulation Plan

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:

- Two 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.

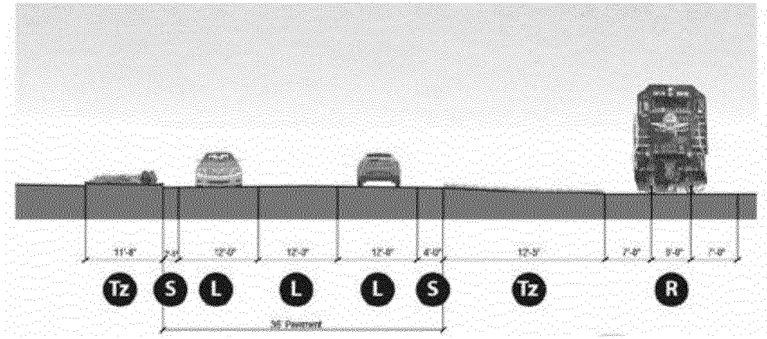
Crosswalks are added at signalized intersections to improve pedestrian, bicycle, and golf cart crossings of NC-5.

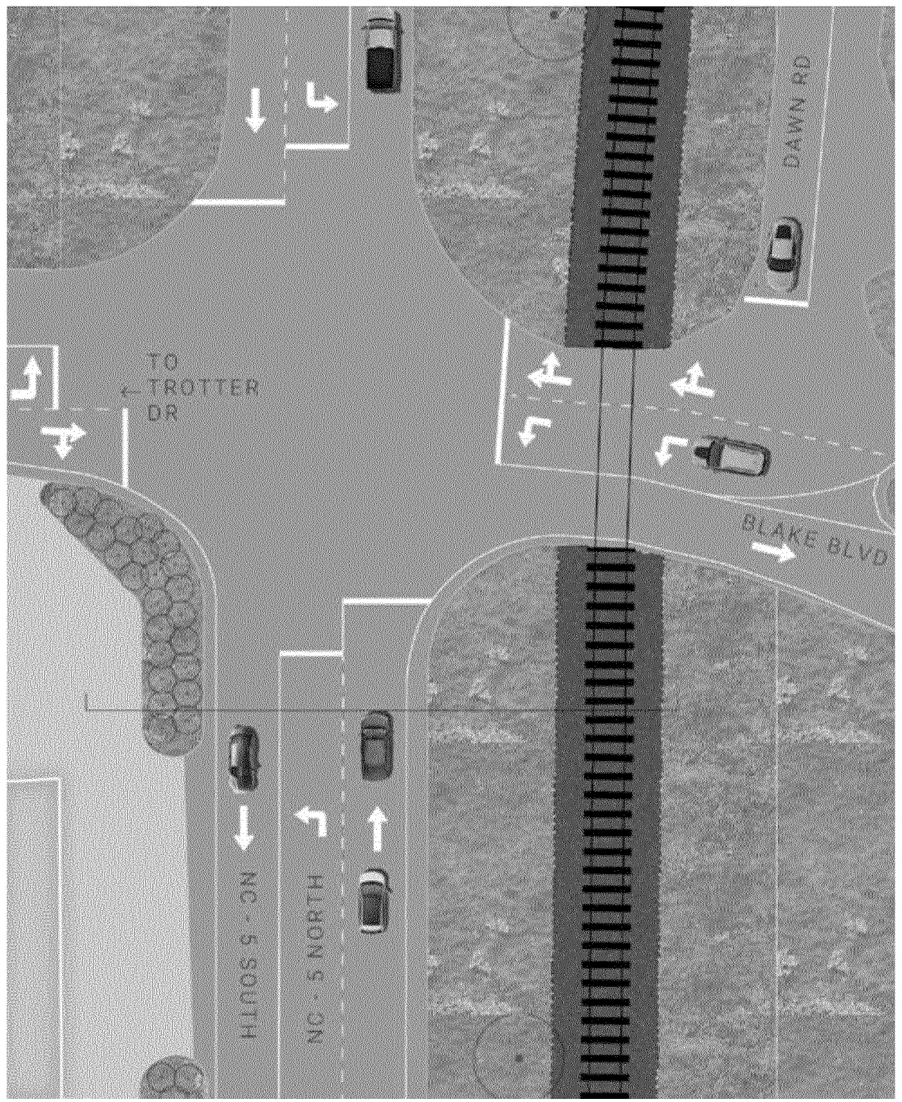
Buffers shall be provided along NC-5 where constraints allow, to provide a seamless "evergreen" landscape that is typical to Village of Pinehurst streetscapes.

STREET SECTION KEY

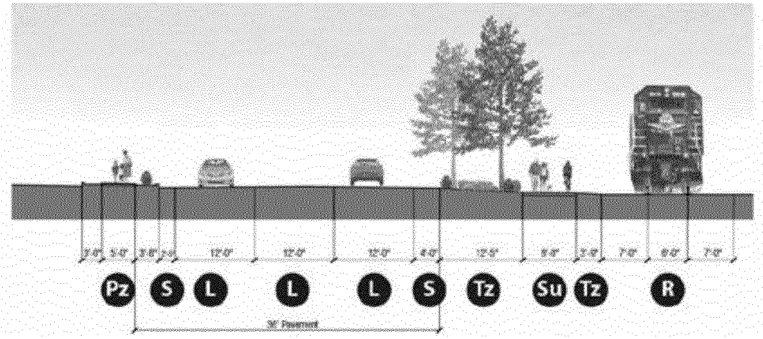
- **S** SHOULDER
- **PZ** PEDESTRIAN ZONE (SIDEWALK)
- **TZ** TREE ZONE (PLANTING STRIP)
- **SU** SHARED-USE PATH (BICYCLES & PEDESTRIANS)
- **L** TRAVEL LANES (VEHICULAR)
- **R** RAILROAD

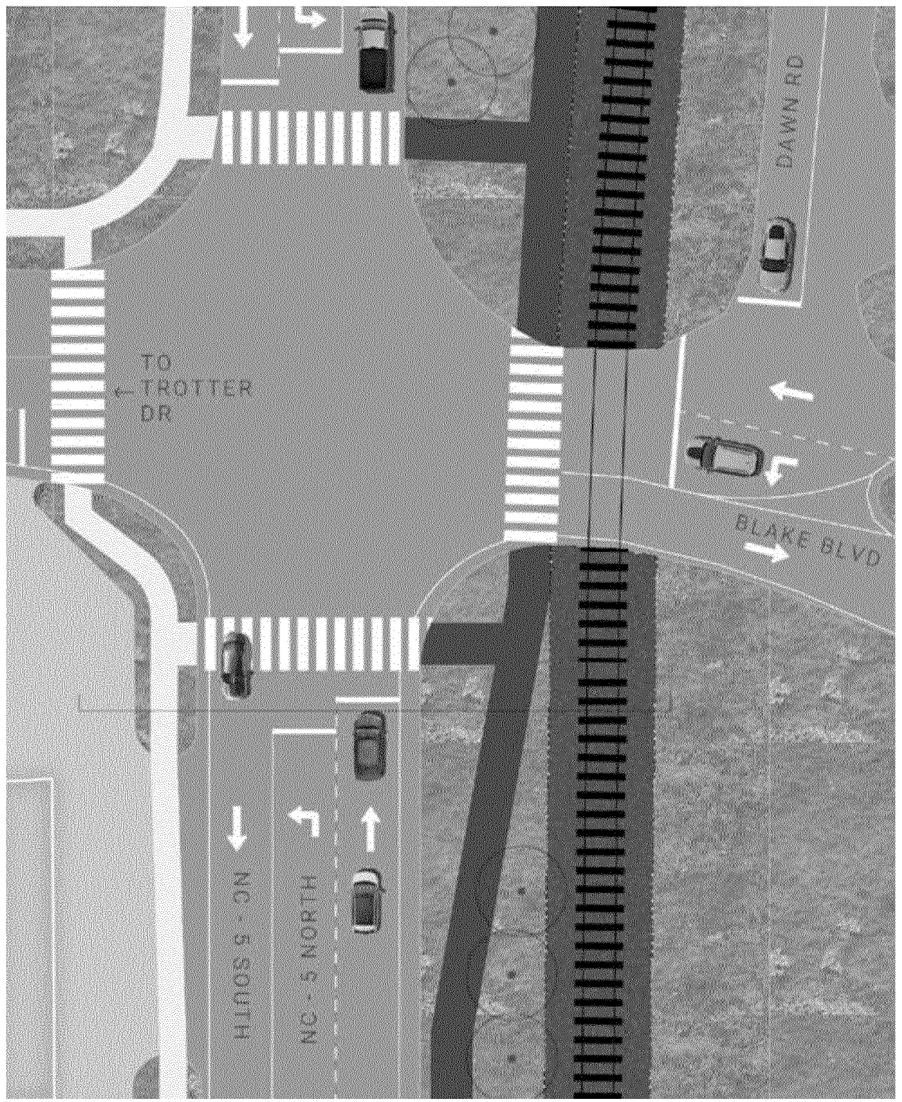
EXISTING





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.

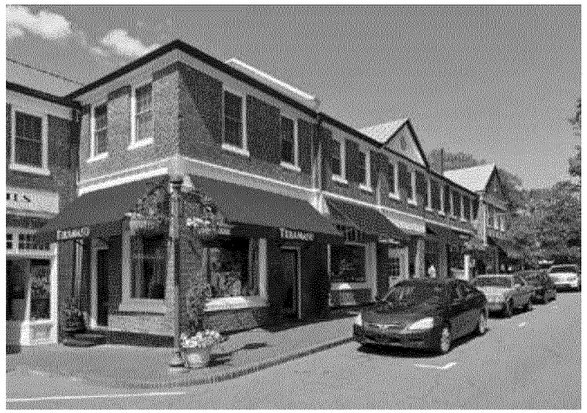
To reflect the character of Village Center, within the Pinehurst South area, brick sidewalks are required where buildings have commercial frontage.* The Village's standard benches and street lights shall also be incorporated.*

Parallel parking shall be incorporated on both sides of the street, where feasible, to provide additional parking spaces for patrons and visitors.*

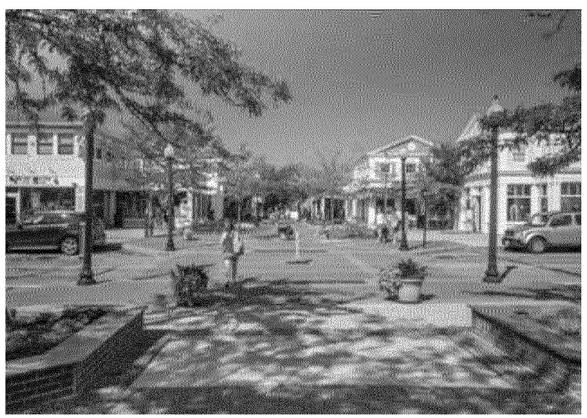
* For additional criteria and more information on frontage and setback requirements, see the *Pinehurst South Form-Based Code*.

STREET SECTION KEY

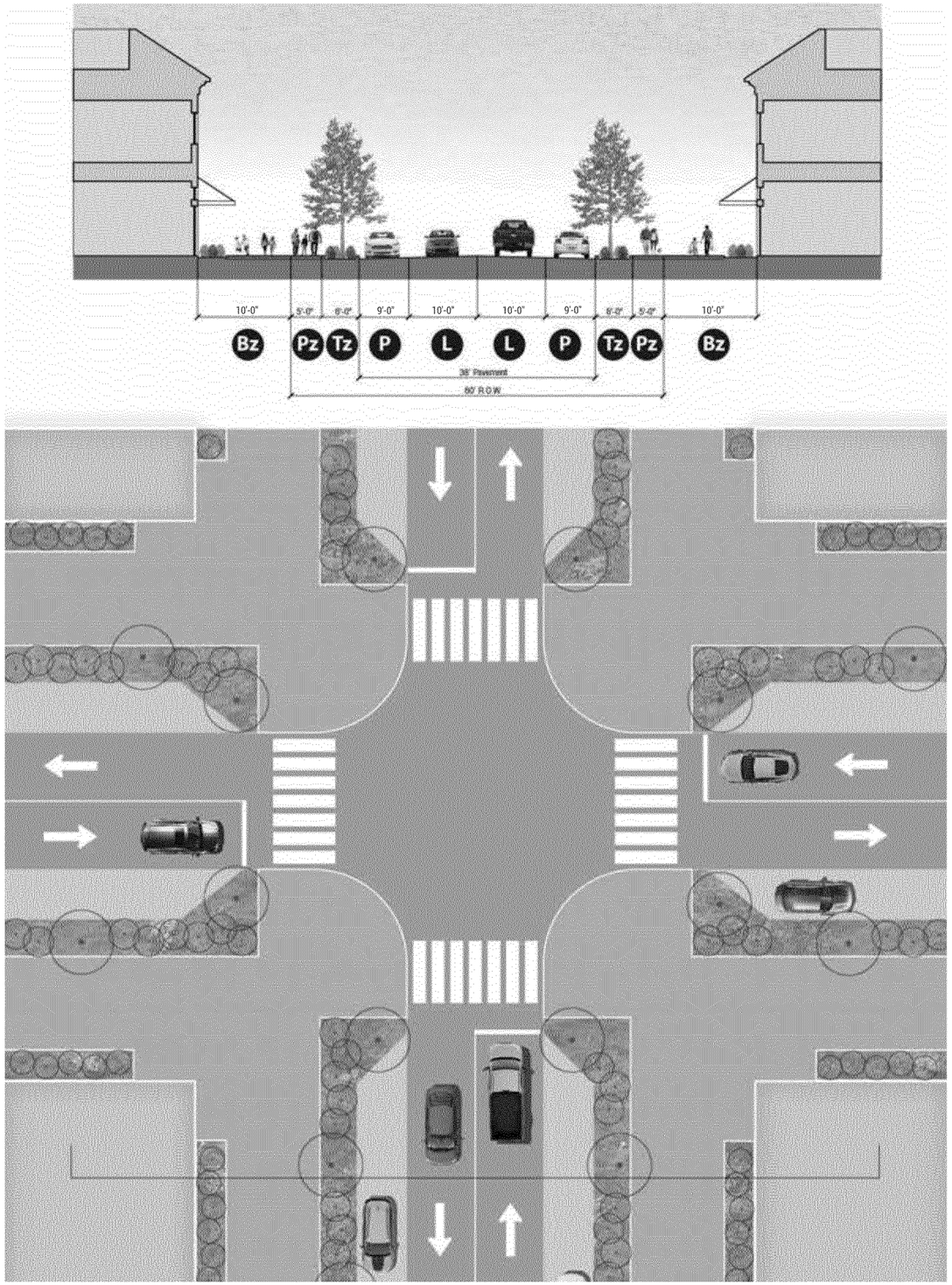
- **BZ** BUILDING ZONE
- **PZ** PEDESTRIAN ZONE (SIDEWALK)
- **TZ** TREE ZONE (PLANTING STRIP)
- **P** PARKING (PARALLEL)
- **L** TRAVEL LANES (VEHICULAR)



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

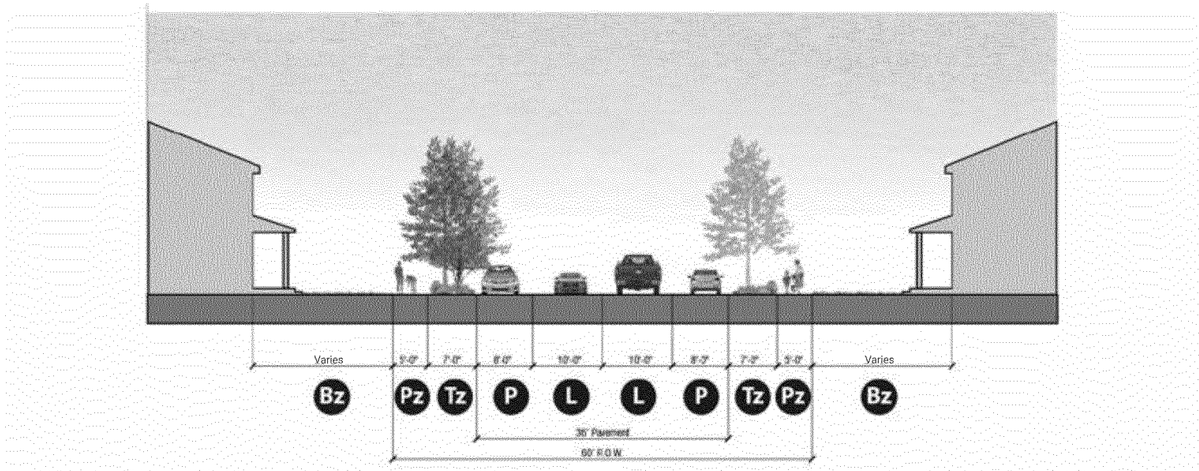
- BZ — BUILDING ZONE
- PZ — PEDESTRIAN ZONE (SIDEWALK)
- TZ — TREE ZONE (PLANTING STRIP)
- P — PARKING (PARALLEL)
- L — TRAVEL LANES (VEHICULAR)

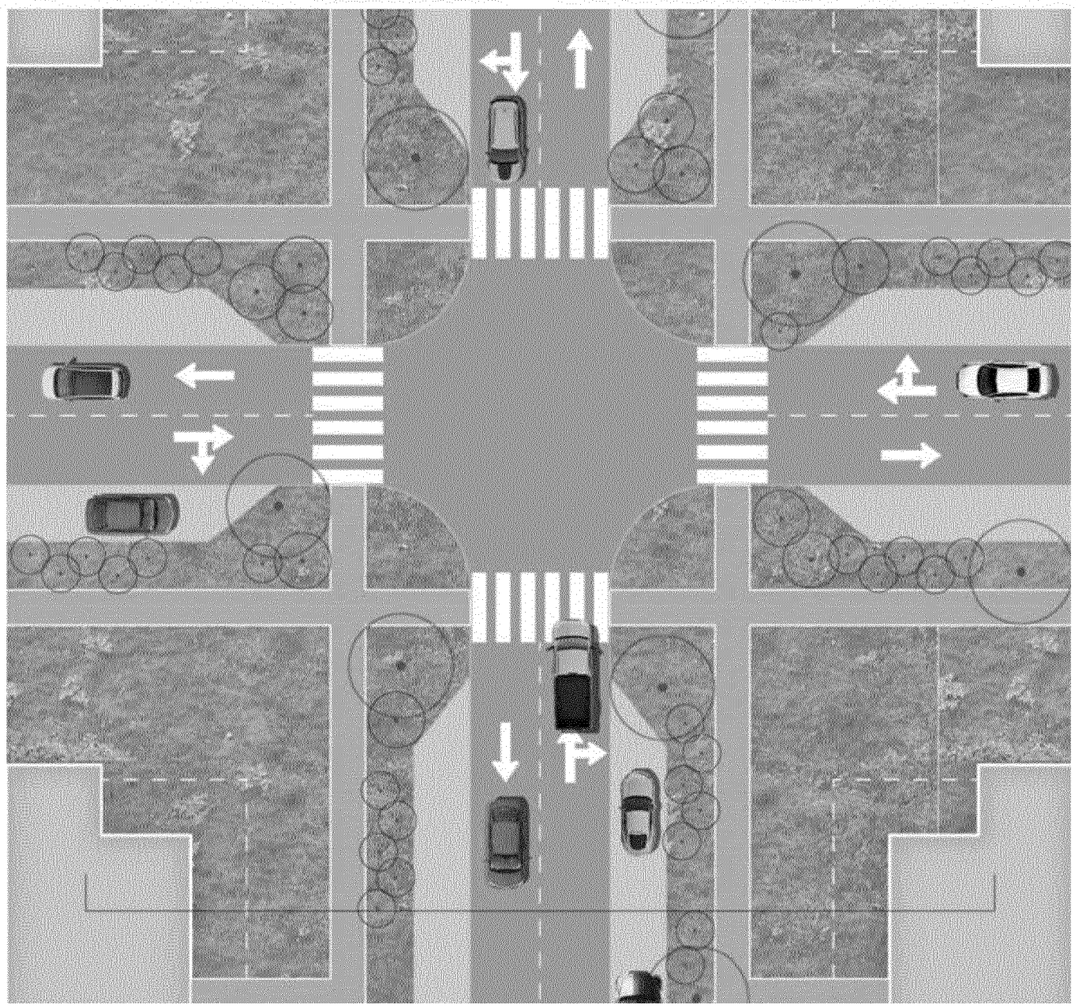


Precedent Residential Streetscape
Source: shortforkfarms.com



Precedent: Residential Streetscape - Kentlands, MD
Source: www.longandfoster.com





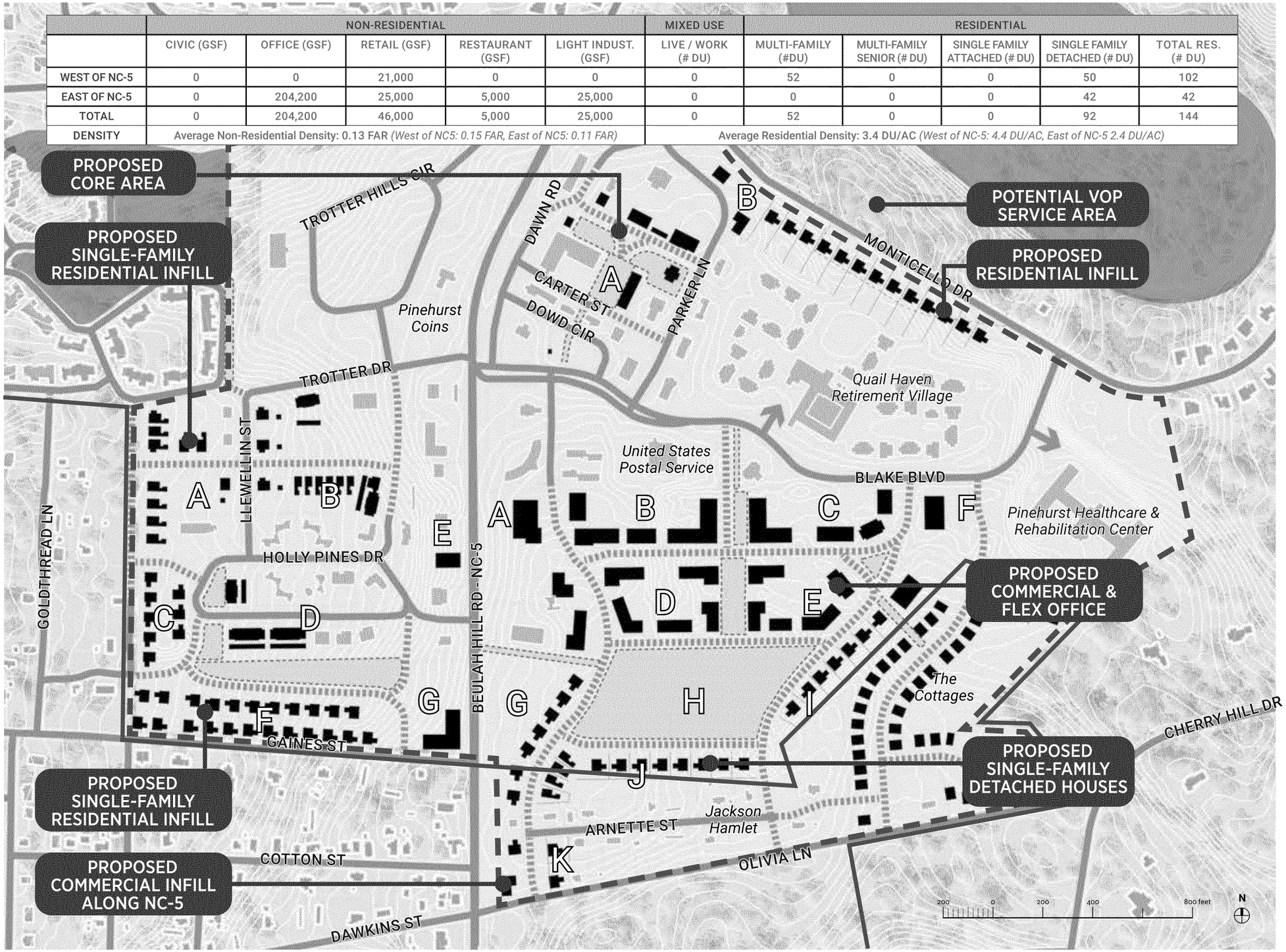
Build-Out Plan - Scenario 1 (low)

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)*					



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:

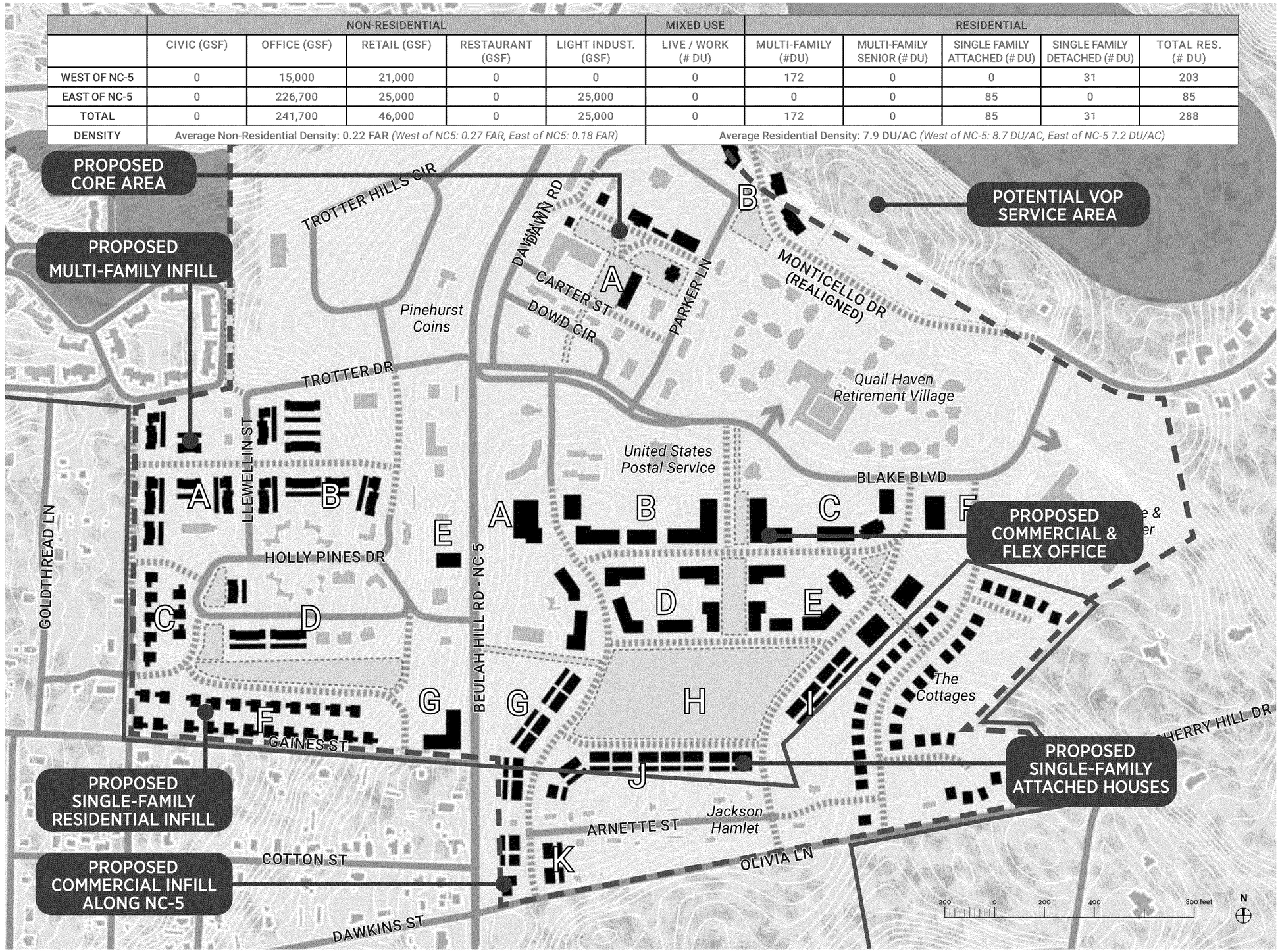
» A core area is established between Monticello Dr. and Blake Blvd., east of NC-5

» 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: 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

For additional information regarding the Market Analysis summary, see Section 2.3 of this document.

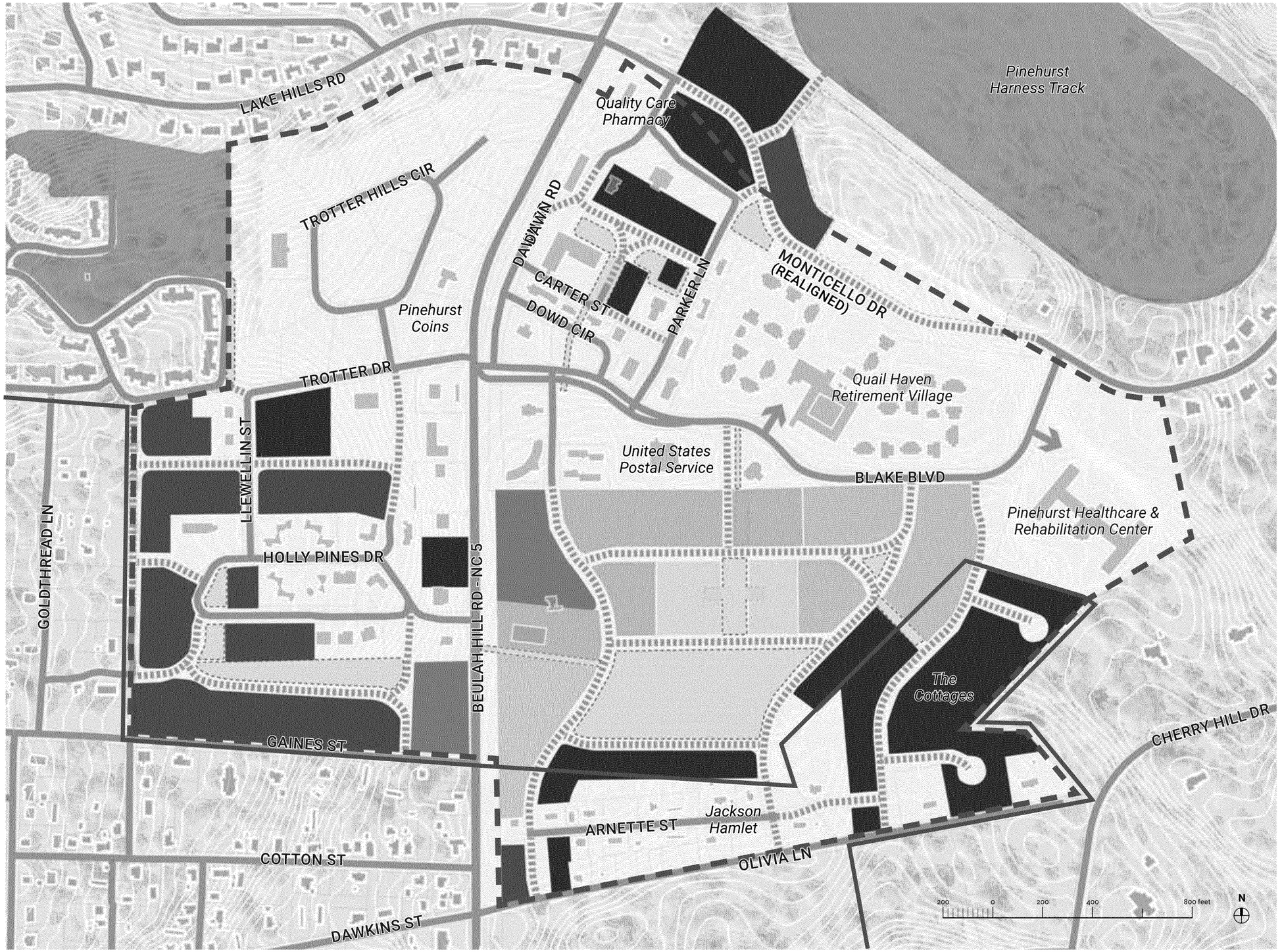
SUMMARY OF DEMAND FOR LAND USE WITHIN PLANNING AREAS

Land Use	Pinehurst South
For-Sale Residential	Unlimited (up to build-out capacity) 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 Timing depends on where else apartments have been constructed
Retail	Up to 80,000 SF with grocery, 40,000 SF without grocery
Office	Up to 100,000 SF 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	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.



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]

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 R-20: 20,000 SF lot/ 2,000 SF min 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 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

Design Collective

ARCHITECTURE
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Baltimore
601 East Pratt Street, Suite 300
Baltimore, Maryland, 21202
P 410.685.6655

Chicago
9 W. Washington Street, 4th Floor
Chicago, Ill 60602
P 312.625.4747

www.designcollective.com

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