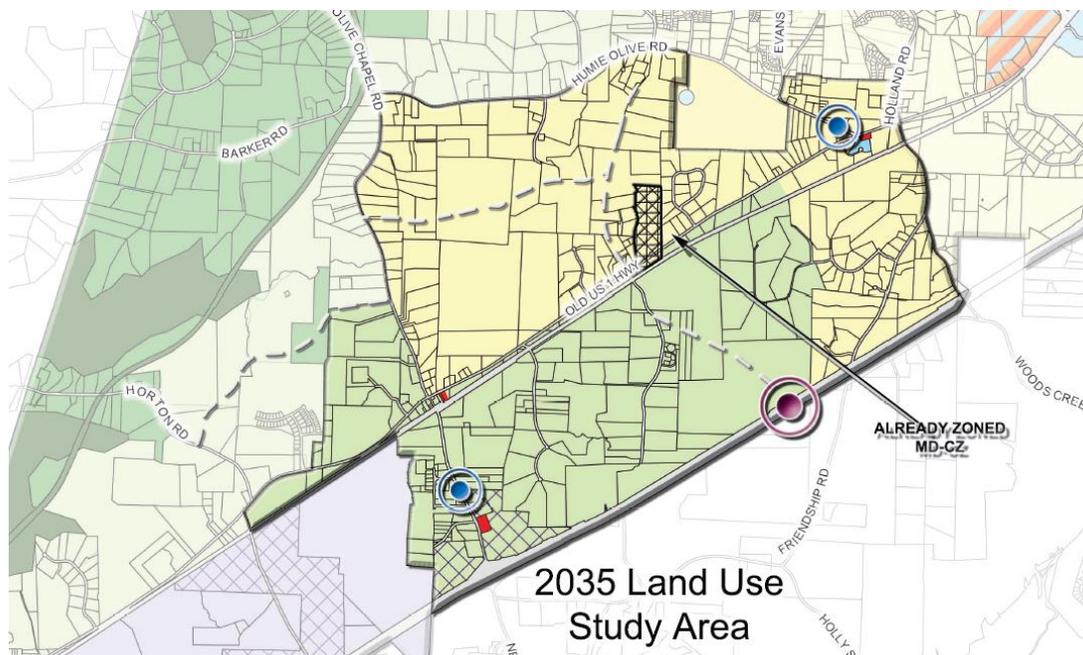




Project Overview

The Town of Apex initiated an economic study and market analysis for a 3,000-acre area near Friendship and New Hill, southwest of Apex's corporate limits. The area was not studied in depth during the development of *Peak Plan 2030: The Apex Comprehensive Plan*, adopted in 2013. The findings of the economic study and market analysis will be used by the Town of Apex to evaluate probable land use mixes in the Study Area through the 2035 horizon year.

As shown in the map below, the study area centers on Old US 1 west of Friendship Road, south of Humie Olive Road, and north of US 1. It includes the intersections of Old US 1 and New Hill Holleman/New Hill Olive Chapel Road and the future interchange at US 1 and the proposed Richardson Road Extension. The *Peak Plan 2030: The Apex Comprehensive Plan* identified three future activity centers within the Study Area. A more specific mixture of uses around these areas will be identified through this process.



The Town of Apex hosted two focus group sessions and a public workshop in February 2016 to gather feedback on the Study Area. These sessions were held at the Apex Town Campus in the 3rd Floor Meeting Room.

Elected & Appointed Official Roundtable | Monday, February 22, 2016 | 4:00pm to 6:00pm

At this meeting, members of Town Council and the Planning Board joined staff and the project team to discuss recent trends and potential changes in the study area.

Public Workshop | Monday, February 22, 2016 | 6:00pm to 8:00pm

This drop-in workshop allowed attendees to participate in a series of interactive stations. More than 120 people attended the workshop. This document summarizes the event.

Development Interest Focus Group Sessions | Tuesday, February 23, 2016 | 9:00am to 11:00am

At this meeting, an invited list of developers, property owners, professional services, and utility representative split into two groups to discuss the study area and market forces that could affect future growth.



Elected & Appointed Official Roundtable

To kick-off initial public engagement of the economic study and market analysis component of the 2035 Land Use Plan Update, Kimley-Horn facilitated a roundtable discussion with members of the Town Council, Planning Board, and Town staff. This section provides a summary of the discussion. Full notes from the session are provided in Appendix 1 of this document.

Study Area OPPORTUNITIES

- New wastewater facility open immediately west of area; connections to water/sewer are available
- Large parcels of land with consolidated ownership could make assembling development sites easier than in other growth areas of Apex
- Proximity to Shearon Harris Nuclear Plant
- Access to Jordan Lake and Harris Lake for recreation amenities
- Future interchange planned for US-1 and the Richardson Road Extension would increase accessibility in the Study Area
- Proximity to high-quality school options
- New regional multi-sport park facility being planned at Pleasant Park

Study Area CHALLENGES

- Railroad limits accessibility; no new or expanded crossings are anticipated
- Loss of rural and historic identity of the Study Area due to denser residential developments
- Environmentally sensitive areas, including wetlands, watersheds, and topography
- US 1 interchange and Richardson Road Extension are currently unfunded
- Continued residential growth could overwhelm existing transportation infrastructure, increasing traffic and congestion in the Study Area
- Although public utility connections are available, there are limited lines in the ground today; employment focused users will seek shovel-ready sites
- Housing affordability is a major concern; the first-home single-family detached market is nonexistent
- High-quality rental opportunities are limited; entice young professionals to live in Apex

Study Area VISION

- Employment-generating uses and supporting activities
- Creation of a live/work/play environment will reduce reliance on transportation infrastructure
- Development patterns that do not disrupt current residents
- Maintain rural feel
- Diversity of product types
- Vibrant places, including retail, commercial, greenspace, walking trails, and rural character
- New opportunities for north-south accessibility, including US 1 interchange and Richardson Road Extension
- Balance of housing affordability; people who work in Apex need to be able to afford to live there



Public Workshop

Notice for the public workshop was mailed to homes and businesses in the study area. More than 120 participants visited a series of self-paced stations designed to gather feedback and input on the Study Area. These stations included:

Information Stations

- **Information Wall** – A series of boards and maps were created to describe the purpose of the economic study and market analysis and how it relates to the *Peak Plan 2030: The Apex Comprehensive Plan*.
- **Ask the Experts** – Town of Apex staff from planning, engineering, and parks and recreation were on site to answer questions.

Activity Stations

- **OneWord** – Participants were asked to briefly describe the Study Area today and their vision for the Study Area in the future. Responses were posted so others could see the collective comments.
- **Priority Pyramid** – Participants used stickers to rank the importance of six planning themes. The pyramid worksheets were posted on a wall beneath the station banner representing their top priority.
- **Thought Wall** – Participants used paper to communicate an issue, concern, topic, need, or challenge. One sheet was reserved for their most important thought, and participants posted their sheets under the planning themes that best represented the thought.
- **More or Less?** – Participants described what they wanted more of and less of based on three broad categories—residential, commercial, and parks and community services.
- **Live, Work, Recreate** – Participants used dots and markers to show where they live and how that relates to where they work and recreate.





One Word

The One Word activity captured existing sentiments and future hopes about the Study Area. Participants were asked to write down one word that describes the Study Area today and one word that describes their vision for it in the future. The following word clouds illustrate the responses, placing more emphasis on repeating themes.

Study Area TODAY



VISION for Study Area





Priority Pyramid

The Priority Pyramid exercise asked participants to prioritize a set of planning themes. Each participant received a game board displaying a pyramid and a sticker representing the following themes (listed alphabetically):



Neighborhood was selected as the top priority by approximately 35% of participants, followed by **Parks and Recreation** with 29%. Based on a weighted average, **Neighborhood** was ranked first, followed by **Parks and Recreation** second, and **Shopping, Dining, and Entertainment** third. **Transportation** was a close fourth. Based on comments offered at the workshop, many participants used **Parks and Recreation** to denote a preference for open space and rural preservation.

Rank	1 st	2 nd	3 rd	4 th	5 th	6 th
	neighborhood 	parks & recreation 	shopping, dining, and entertainment 	transportation 	job growth and employment centers 	community services and facilities
Weighted Average	85.3%	70.4%	54.5%	55.5%	45.6%	36.6%
Percent Responses by Tier	1 st Tier 34.7%	1 st Tier 28.6%	1 st Tier 12.0%	1 st Tier 6.0%	1 st Tier 14.3%	1 st Tier 4.1%
	2 nd Tier 34.7%	2 nd Tier 28.6%	2 nd Tier 36.0%	2 nd Tier 46.0%	2 nd Tier 24.5%	2 nd Tier 30.6%
	3 rd Tier 30.4%	3 rd Tier 42.8%	3 rd Tier 52.0%	3 rd Tier 48.0%	3 rd Tier 61.2%	3 rd Tier 65.3%



Thought Wall

Participants at the Thought Wall station were given five pieces of paper and asked to write one issue, concern, topic, need, or challenge on each sheet. One sheet was reserved for their most important thought. Participants were then asked to place each of their comments under one of the six planning themes posted on the designated “Thought Wall”. This exercise collected numerous comments, and by having participants self-select a planning theme for each comment, a frequency of priority (sheets per theme) and an intensity of priority (most important thoughts per theme) were determined.

As shown below, **Transportation** and **Parks and Recreation** received the most total comments. Three planning themes stood out when considering intensity of priority: **Transportation**, **Neighborhood**, and **Parks and Recreation**.

Planning Theme	transportation 	parks & recreation 	neighborhood 	shopping, dining, and entertainment 	job growth and employment centers 	community services and facilities 
Rank						
Frequency	1	2	3	4	4	6
Intensity	1	3	2	4	5	5
Comments						
Priority	12	3	6	0	3	2
General	14	8	4	6	3	2
Total	26	11	10	6	6	4

A full listing of the public comments collected as part of this exercise is attached as Appendix 2 of this document. Common themes among the individual thoughts included the following:

- Concentrating commercial development in clusters
- Ensuring adequate transportation infrastructure is in place to handle additional growth
- Protecting the rural character of the area
- Improving safety for motorists, pedestrians, and bicyclists
- Considering the capacity of schools
- Mixing uses where it makes sense
- Providing gradual transitions between residential densities
- Requiring higher quality construction
- Recognizing it is a short drive to retail stores and employment centers
- Creating more parks and greenways
- Improving access to high speed internet



More or Less

Participants were given a sheet of paper that displayed three topic areas: residential, commercial, and parks and community services. Participants were asked to write down features for each topic area that they would like to see more of or less of in the Study Area. The following represents common answers.

Residential

More		Less	
custom homes	single-family homes	apartments	clear-cut subdivisions
interconnected neighborhoods	large lot properties	mobile homes	disconnected neighborhoods
sewer to old neighborhoods	reliable internet	high-density multi-family	industrial uses
infill old neighborhoods	protected farmland	suburban development	large homes on small lots
lower density neighborhoods	clustered neighborhoods		

Commercial

More		Less	
grocery stores	restaurants	strip malls	
class A office	outdoor dining	big box stores	
landscaping	independent retail	storage units	
multi-story	small-scale	expansive parking lots	
gas station	locally-owned	large utilities	

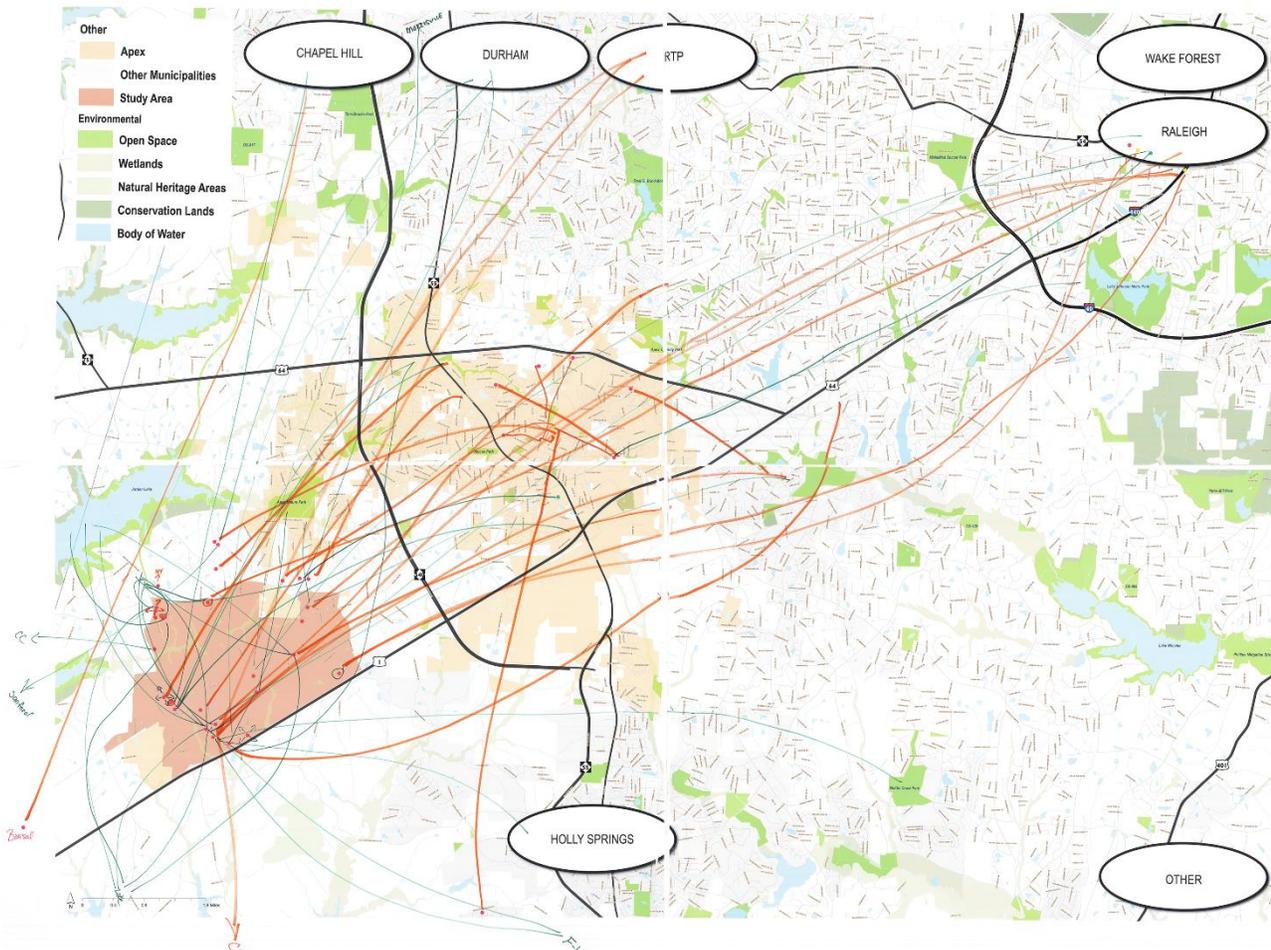
Parks and Community Services

More		Less	
ball fields	trails/greenways	obtrusive lighting	raw land
dog park	equestrian trails	parks with poor access	brightly lit athletic fields
post office	open space	baseball fields	private open space
bike lanes	tournament fields	congested streets	
community center	low impact lighting		



Live, Work, Recreate

For this activity, participants viewed a large 60" by 80" map and placed dots to represent where they live, work, and recreate. Trips from home to work were connected with sweeping red marker lines, while trips from home to recreation sites were connected with green lines. This exercise served multiple purposes. First, it provided a visual representation of where participants lived. Second, it showed broad, basic commuting patterns for participants. Finally, the activity revealed where gaps in recreation opportunities exist or where regional activity nodes capture these behaviors.



LIVE

- As expected, most people lived within or near the study area.
- Most people residing outside the study area were located just north of the boundary.

WORK

- Most work trips from the Study Area travel northeast to the center of Town and Raleigh.
- Fewer work trips head to Chapel Hill, Durham, and RTP.

RECREATE

- Most recreation opportunities are outside the study area.
- Most trips go to Jordan Lake, Harris Lake, and neighboring municipalities.



Development Interest Focus Group Sessions

Approximately 40 participants representing a variety of development interests, including residential and commercial uses, attended a Focus Group session. In order to maintain an intimate group size, the participants were randomly divided into two separately facilitated sessions. This section provides a summary of the discussion. Full notes from the session are provided in Appendix 3 of this document.

Study Area OPPORTUNITIES

- Good infrastructure connectivity, including transportation, utilities, and electricity
- Higher-density housing development will result in more affordable options, including small-lot single-family, townhouses, and rental apartments
- New interchange on US 1 and the Richardson Road Extension will increase accessibility in the area
- Partnership potential to fund transportation improvements with Holly Springs, both jurisdictions will benefit
- Harris Lake Watershed may not need to adhere to strict State-mandated regulations (like Jordan Lake Watershed)
- Desire to develop in Apex is high

Study Area CHALLENGES

- Price for raw land in the Study Area starts at \$100,000 per acre, depending on access, zoning, and utilities; impacts housing affordability
- Cheaper land prices in Chatham County are attractive to users requiring larger tracts of land
- US 1 interchange and Richardson Road Extension are currently unfunded
- Jordan Lake Watershed has State-mandated buffers
- Limited access to public utilities in the Study Area today (no lines in the ground yet)
- Environmentally sensitive land, including wetlands, watersheds, and topography
- Rail corridor limits access in the Study Area, new or expanded crossings are unlikely
- Many large land owners are 2nd/3rd generation; limited interest in selling today
- Town policy of developer-driven infrastructure investment could impact commercial development

Study Area VISION

- Development in the Study Area should be driven by residential product; higher-density opportunities should be concentrated around mixed-use nodes
- Cannot require densities to be low AND have commercial and mixed-use nodes; rooftops drive retail demand
- Use market-driven plan to determine the best areas for non-residential development that represents successful site attributes
- Office users are looking for housing affordability, amenities, and convenience to retail
- Plans for this area need to provide flexibility to react to market changes over the next 20 years
- Flexibility in zoning allows for variations as market dynamics change
- Predictability in the development process is key; using commercial nodes provides a flexible, yet predictable, vision for the future



Appendix I: Elected & Appointed Official Roundtable Notes

General Thoughts...

- Should there be a density reduction in residential segments of the Study Area (currently medium density residential)?
- Concerns from residents of Apex (west side of NC-55) that continued residential growth will overwhelm infrastructure, streets, traffic. Consider balance of commercial and residential in the study area.
 - Do we need to set aside space for something? What is that something?
- How can this area attract/absorb more high-tech companies and how we can work with property owners to set aside space for this type of intellectual capital?

Opportunities?

- Connections to water/sewer available
- South on Old US-1 (Chatham County) there is some land assemblage occurring that could be a potential game changer (+/-1000 acres, possibly offices, high-tech, pharma companies, light industrial)
- Everyone in western Apex has to come into the “downtown core” to engage in basic activities (grocery shopping, etc.)
- Large parcels of land/consolidated ownership that don’t exist in other future growth areas
- Proximity to the nuclear plant
- Future interchange planned for area near the employment node on US-1
- Regional park facility (Pleasant Park) planned east of the mixed-use node that will be a multi-sport facility

Challenges

- What role will the railroad play?
 - The crossings that are there today will be the only crossings in the future
 - Can there be parallel roads to counteract the railroad blocks?
 - Friendship Road is supposed to be grade separated
- Residents who live in the area feel the identity of the reason why they moved to that area is going away. They’re needing transitional areas instead of being “leap-frogged” and surrounded by denser residential developments.
- Wetlands and watersheds
- Topography

What development is coming through the door?

- Veridea
 - Some movement recently, but no ground broken
 - Interchange on I-540 will start construction this summer
 - Sewer is a huge problem there
- Lots of residential development
- Economic development focus to find high-quality, available sites for non-residential development
- Most companies that they are looking to locate in Apex are not willing to put in their own infrastructure
- Depending on the company, the railroad track is a huge challenge (distribution/logistics industries)
- Retail never stopped coming into Apex during the downturn; if a large retailer leaves, that space typically gets filled 12-18 months afterwards
 - Although, nothing major has really been developed except for Costco and Publix
- Over 6,000 residential units approved (subdivision approvals)



Other

- Lots of activity south of Olive Chapel
- If surrounding areas continue to develop, the commercial nodes will become more and more important
- Apex is ripe for development; can we be a little pickier about what comes through the door?
- If there is no infrastructure, companies will not come
- Recently areas attracting office development are highly amenitized; the days of single-use office parks are fading
- Housing price is a concern; are townhouses the only “starter” ownership options available in Apex?
- Need for high quality rental product is also a concern; Apex just got their first ‘urban style’ apartment community with interior corridors and elevators

Vision for future

- Office park + supporting activities and infrastructure
- Live/work and spread the activities around the area to disperse traffic flow
- Development that allows for current residential lifestyle to maintain without it being too disruptive to current residents (ETJ Representative)
- Maintain rural feel
- Keep affordable housing balanced here for the residents who need to live here and help to provide town services
- Transportation plans fitted to the land use
- Interchange at US-1, bigger business/offices surrounded by stores/shops/apartments, bigger lots on the north side
- Retail, commercial, green space, walking space, with rural character
- Need to build the interchange, like the green space, etc., can we build an environment where Millennials want to stay?
- Diversity of uses
- Balance competing desires are important
 - Diversity is good
 - Live, work, play are important
 - Creating vibrant spaces is important
 - Spaces to turn left is important.



Appendix 2: Thought Wall Comments

Transportation

- Concentrate commercial businesses in clusters (which you have done-good!) I haven't seen the word 'apartment' but I suspect that goes with the high-density residential? There is clearly a need for apartments but as with commercial, zoned in clusters would be good. Parks and greenways are always good! New roads should minimize impact to existing homes.
- I chose transportation because none of the others will matter or be utilized if it is difficult to get to or remain there once you arrive. For example, the most wonderful neighborhood in the world is of little use if you're afraid to let your children outside for fear of them being run over. The major transportation routes through this area should be easy to access regardless of your purpose be it to drive to RTP for work or simply go for a nice walk after dinner to visit neighbors.
- Each property to be planned for max value if sold for development; Keep village character at New Hill Olive Chapel and Old US 1, café or tea room; No storage facilities can be seen from street; Preserve all historic buildings if they are currently in use; Lots of landscaping, deep buffers, barns next to any affected residential properties; No condemnation of properties or parts of properties often at a good price; Much better roadways with policing of parking on ROW
- Access and mobility, both vehicular and pedestrian
- Transportation, lights, roads, safety pulling on to Old US 1
- Limit development in the Study Area to large 1/2 acre lots to preserve the farm history of Apex; Concentrate development east of 540; understand growth is not bad, but does not only include single family lots 50 x110 that are mass graded and preserve nothing of the history of Apex; Preserve the farm history of Apex versus clearing the land for national developers
- As a resident of Apex for 66 years I have seen all the changes. I welcome the growth as long as we continue in a manner that enhances our communities in the area of New Hill. We will need mixed-use as you have shown on Holly Springs New Hill Road. The subdivisions proposed will need retail, rest, services, etc. It is important to look at our transportation map; is that some of our subdivisions planned have a network of collection streets to help with flow to turns down these subdivisions will hurt transportation flow. Density is an issue created when our open space requirements became 25% ASD stream buffers. We have to have the density to make projects affordable. There are enough buffers for \$1,000,000 homes. The New Hill area and Apex have 1,000s of acres buffered by Duke Power and Jordan Lake. Our parks and recreation depend on fees from residential developers to continue to expand. To say no to growth will do damage in the long run. 50 years ago Apex was asked to take in MacGregor Downs and we said no. A few years later we were asked to take in Scottish Hills, again we said no. Look at what our commercial base would be if we had said yes. Please do not do that again. New Hill retail, rest, business services; as much density as possible for affordable homes. The commercial will come with residential density. Thanks for the opportunity to express my thoughts.
- We are concerned about the credibility of those making the decisions that affect us. Is the information we are being given to justify these changes going to stand or be changes down the road when another "plan" or "study" come along? Long-time residents who have lived and maintained these areas over the years deserve more consideration - real consideration - not just lip service
- Widen Old US 1, no parking in ROW
- We are concerned about forced condemnations for "services" that do not benefit present residents in any way
- The intersection of US-1 and New Hill Olive Chapel already needs to be improved; no more new development until roads are expanded.



- Good to have transportation/transit run through the area; buses would be fine, but some streets, like New Hill Holleman Rd require speed bumps since cars go way too fast. More stores would help job creation. Parks in areas with sports fields and not near too many residential areas to minimize traffic problems.
- Planning should involve all of the stakeholders. Is all of New Hill to be annexed to Apex? And, if not, how will utilities be provided? How will New Hill residents be positively affected with this rush of development in our area?
- Please be careful to not "over-stress" and "over-build" current roadways. Having lived in both So. CA and No. CA for 26 years the ease of commute, health services, community needs to be preserved. Widening roads seems like a good solution at the time, but do not solve everything! Thanks for reading.
- The environment already is suffering from the growth on Olive Chapel Road. Water run-off from lack of trees and other vegetation is causing local streams to over-flow what are plans for flood control feeding into Jordan
- keep it rural, keep it historical, keep it attractive (make it so)
- Bike friendly, since this has been a Bike route area for years, now is getting dangerous
- Bicycle paths
- Rebuild Old US 1

Parks & Recreation

- Would like to see the area left historically rural; roads will need improving, stoplights; traffic has already gotten too heavy; expensive homes being built have caused property taxes to more than triple; folks that have lived here for years can no longer afford to
- If subdivisions come, keep lots larger; consider equestrian communities and other unique concepts
- Planned development: proper infrastructure available to all (sewer, allow Mason Rd to connect); WiFi available at high speed; improved cell towers
- Keep density low and retail/office out of areas only accessible by crossing railroad tracks. Increased traffic at railroad crossings does not work well because there is not much room for cars to build up when crossing is down because tracks are so close to Old US 1. You'll have cars backed up onto Old 1.
- The area should not be commercialized. One grocery store, one gas station are fine. But it should be kept residential with the selling point of larger home lots which are difficult to find throughout Wake Co.
- Homes should be nice. No block and mortar.
- LUP and LUM that acknowledges realistic ratio between residential and non-residential uses
- Concern! Infrastructure not in area, what about roads, water, sewer, etc.? Railroad and traffic Old US 1, Lack of water in area for poor drainage
- Keep transitions in residential density gradual. Instead of putting town homes next to a neighborhood w/10 acre lots, put 2 acre lots, then 1 acre lots, then 1/4 acre lots so the density increase is gradual
- I live on Friendship Road and am a real estate broker. We are concerned about forced condemnations and low-quality carpetbagger builders, some of whom are already in the Apex area.
- Neighborhood- less dense, many of us really enjoy no neighborhoods, or people that crammed together for everyone to see; keep this area rural

Neighborhood

- 3600 Old US 1, gas station, food, employment use (corner Old US 1 and New Hill Olive Chapel)
- Enough already
- Leave us alone! (Ditto!)



- It would be nice to have more shopping areas closer in, rather than having to go a distance to find them. If we could get essentials like grocery stores, etc. that would be helpful. There is more new construction going on every day and it is in the best interest to make those services available.
- Shopping, dining, and entertainment
- Retail is not necessary. It is only a 7 min drive!!! Storage units, mattress stores, etc. take away from the quaintness of the area.
- employment, mixed-use development
- no cheap block and mortar buildings, nice landscaping
- neighborhood mix use

Job Growth and Employment Centers

- LUP and LUM that recognizes all aspects of market forces
- This area does not need employment centers and job opportunities. There are plenty of employment centers within a short drive.
- Would like to keep the rural. No more big houses. No traffic. Keep friendship and a neighborhood of friendly people.
- Concerned with all this development and commercial brought in, will make Sharon Harris evacuation impossible if there is a problem
- Please do not ignore the economic element in the study. It is an integral component of reality
- In development of homes and business follow Cary's lead

Shopping, Dining, and Entertainment

- There is a lot of open beautiful land in this area. This is a good opportunity for the town to create more parks and greenways relatively close to downtown Apex. Keep development downtown and in immediate area of downtown and surround town with parks and greenways.
- I would like to have parks in the proposed areas. Have a home and beautiful horse farm on Silver Strips Lane, Guests Bends Farms; Concern I have large amounts of horse manure that spread in pastures not good for housing, business and population in close proximity. Shopping centers near schools are not good. A collection point for kids up to no good.
- Thank you for including us in this process!
- Parks with long walking trails and/or bike trails-maybe a network of parks connected by greenways.
- Infrastructure! Water, sewer south of railroad are necessary before any structure. Open Space! Force builders/acreage to abide by same setbacks that exist for grandfathered/existing homes (No postage-stamp 1000-unit development)
- Keep New Hill Green. Make more trails and parks. Don't clear cut for more zero lot line neighborhoods.

Community Services and Facilities

- Upgrade old neighborhoods are new ones are built, roads, internet, sewer
- More space for art too, in new areas
- Better internet and sewer for existing residents
- Modern internet for old New Hill



Appendix 3: Developer Interest Focus Group Notes

Developer Interest Group I

General Thoughts...

- This area should still be residential (6-9 units/acre); higher densities around nodes appropriate
- Cannot keep densities low AND be able to have the commercial and mixed use nodes
- Concern about preserving the 'correct' areas for non-residential development, what represents the most successful site attributes?
- Study Area should not be all residential uses, but if residential development stops there will not be enough rooftops to support commercial nodes
- Town needs to consider how to handle incentives in order to attract potential companies, the thought that "people/businesses just want to be here" may not be enough
- Need to have enough residential units and in high-enough densities to support mixed-use nodes
- Office users are looking for housing affordability, amenities, and convenience to commercial
- Per NCGA action, open space is now required to be counted in density calculations; reviewing developments on gross density basis is the way to go (apples to apples)
- Plan for this area needs to be market driven, but provide flexibility to react to market changes over the next 20 years
- Education is key for decision makers and public

Market Observations

- Asking price for land in the Study Area starts around \$100,000 per acre, depending on access, zoning, and availability of utilities
- Raw development costs are increasing: +12% in Apex, Cary, and Raleigh; other markets are seeing +30%
- In today's climate, it is difficult to build anything for development costs less than \$40-\$60k
- Land prices in Chatham County are much cheaper than western Wake County – attractive for users requiring large tracts (industrial)
- +/-500 acres of the Study Area are already being discussed with development plans; some developers are willing to buy land before rezoning because of perceived potential for residential

Opportunities

- Buildings and land for light industrial/flex users is currently in high demand; has some of the lowest vacancy rates of any commercial product type
- Higher density housing opportunities can provide more affordable options; this includes for-sale townhouses/condominiums and rental apartments
- Although treated similarly to the Jordan Watershed, the Harris Watershed is not required to adhere to State restrictions/buffers, better place for commercial development
- Holly Springs looking at light industrial near the Study Area; although there are public utilities to serve those uses roadway access remains an issue
- US-1 interchange: Apex and Holly Springs should partner to get this built; what grants and funding sources could be leveraged as a partnership?



Challenges

- Richardson Road needs to be extended to US-1 to make the Study Area more viable (if this doesn't happen, horizon is more like 30 years than 20)
- Price of land is pushing single-family detached home prices north of \$400k; businesses won't come to the area if housing isn't affordable
- Changing density ceilings from six to five units per acre will make starting prices of new construction higher
- Jordan Watershed has state-required buffers
- Light industrial/manufacturing uses are looking further out to Chatham County; driving factor is the price of land
- Commercial land uses could experience another market/economic correction in 2018/2019
- What will the impact of Veridea be on demand for non-residential uses in Apex?

Developer Interest Group 2

General Thoughts...

- Development in the Study Area should be driven by residential, but at what densities?
 - 2-3 units/acre – low density?
 - 5-6 units/acre – medium density?
- Unsure of the feasibility for office development in this area of Apex/Wake County
- Town of Apex needs to partner with Holly Springs to provide utilities and accessibility to the Study Area – both jurisdictions have a stake in development near the potential future US-1 interchange
- Important to have flexibility in zoning to shift when the market changes
- Desire for more predictability in the development process; focusing commercial development in nodes helps make the vision for the future more predictable and flexible
- Encouraged that the Town is initiating the market study; market needs to drive future vision

Opportunities

- Area offers good infrastructure connectivity:
 - US-1 provides a direct 30 minute commute into Raleigh
 - Electric connectivity
 - Waste water treatment center nearby- easy to connect water when the time comes
 - Fear that Town will not invest until someone comes forward with a project
- Richardson Road Extension will increase accessibility in this area; however, Holly Springs needs to participate – brings benefit to them, too

Challenges

- Limited access to water or sewer today (no lines in the ground yet)
- Town is encouraging growth, but unwilling to invest in the infrastructure needed for development (attitude of developer-driven infrastructure), sending mixed-signals to the development community
- Environmentally sensitive land
 - Wetlands; Little Beaver Creek
 - State easements for watersheds are restricting
 - Need to determine how much of the Study Area is actually usable land
- Appears that public opinion does not align with Town's vision; need to educate the public on the development process
- Most of the large land owners in this area are 2nd/3rd generation
- Railroad corridor limits access in the Study Area; new or expanded crossings unlikely



Other Developments Impacting the Area

- Veridea
- Chatham Park
- Duke Energy is the largest land owner; do they have any plans for portions of their acreage (Duke to identify parcels that something *could* be done with)
- Nova pharmaceutical company is planning a \$1.2 billion office expansion in Clayton – clustering of pharmaceuticals strong in the region