

Vision Holly Springs

Comprehensive Plan



Section 2: Comprehensive Transportation Plan

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CHAPTER

1

INTRODUCTION

WHAT'S INSIDE

Introduction and Purpose

This section establishes what the CTP is, how it works with other adopted plans, and why an update was needed.

The Planning Process

This section breaks down the process for how the CTP was created by walking through the different stages of plan development.

Community Engagement

The content under this heading describes the public outreach that was conducted throughout the CTP planning process.

Vision and Goals

This section establishes the CTP's vision and goals.

Introduction and Purpose

Transportation is integral to how we navigate through our communities and lives. From our daily commutes and weekly errands to our favorite recreation and restaurants, the transportation network touches all aspects of our everyday lives. With that impact comes the need for effective planning to ensure that the future transportation system functions as it should to serve the community. The Town of Holly Springs has developed the Holly Springs Comprehensive Transportation Plan (CTP) to establish a transportation vision that looks 30 years into the future by developing strategies to improve the transportation system for 2050.

What is a Comprehensive Transportation Plan?

The Holly Springs CTP is the second piece to the Town's Comprehensive Plan, which is made up of six total sections. This CTP is an update of the Town's 2011 plan. The CTP considers many forms of transportation, making it a multimodal plan that includes provisions for walking, biking, public transportation or transit, automobiles, freight, and new mobility options. The CTP establishes a vision for the transportation network in Holly Springs and identifies a set of projects, policies, and actions that will allow for incremental progress toward that vision.

The Holly Springs CTP:



Establishes concrete goals to guide future Town transportation investments and policy decisions



Recommends ways to modernize Town policies to align with today's mobility options



Identifies projects that provide the greatest opportunity for community benefit



Lays out a road map to implement the selected projects and policies

About this Plan

This CTP represents the final steps of the planning process providing direction to the Town of Holly Springs on how transportation projects, policies, initiatives, and best practices should be implemented moving through the next 5, 15, to 30 years. The plan is made up of four chapters with the first providing an introduction to the CTP and the second highlighting demographic and transportation conditions of today. Chapter 3 is broken into three sub-chapters that walk through the recommendations mode by mode, starting with transit, then active transportation, and ending with roadways and intersections. The fourth and final chapter sets up an action plan that prioritizes the projects into tiers and identifies funding opportunities and partners to implement projects. This plan is accompanied by an appendix that includes a glossary of terms, a summary of all outreach events, and additional technical documentation.

How do Holly Springs' Plans Work Together?

The Town of Holly Springs has a variety of adopted plans that work in concert to establish visions and carry those forward into the policies, programs, and projects that are needed to implement change. The CTP was not created in isolation but rather as an integral piece of the Town's Comprehensive Plan, *Vision Holly Springs*. The Comprehensive Plan strives to achieve the goals set forth in the Strategic Plan through six major components; the Land Use & Character Plan, the Comprehensive Transportation Plan, the Parks, Recreation and Greenways Master Plan, Community Facilities, Infrastructure & Utilities, and Natural Resources. These six elements are the visionary foundation to their respective topics and identify focus areas or projects to achieve the visions.

These take shape in documents such as the Future Land Use Map and small area studies like the Downtown Area Plan (DAP) as seen in the Land Use & Character Plan. In the CTP, these components include project recommendations maps and documents like the Traffic Impact Analysis (TIA) Policy and Streetscape Design Guide. These pieces also contribute to the Unified Development Ordinance (UDO) and the Engineering Design and Construction Standards (EDCS) which are necessary and actionable policy and design standard documents. While not a comprehensive representation, the graphic on the next page provides an overview of how the different plans fit together.

Traffic Impact Analysis Policy

Traffic impact analyses are tools used to evaluate the impacts of development projects on the surrounding transportation system and determine if improvements are required to mitigate those impacts to the network.

The Town of Holly Springs has developed the Traffic Study Policy to define the need for traffic analyses associated with proposed land development projects as well as guidelines for those studies. The Traffic Study Policy in full can be found in the Holly Springs Design and Construction Standards (EDCS).

Streetscape Design Guide

Streetscape features include street lights, trees and landscaping, street furniture, and even public art. These features are the character-enhancing elements necessary to ensure a comprehensive and consistent theme for the Town's public realm, including public streets.

The Streetscape Design Guide was created to define what those features should look like for different road types to establish street components that are unique to the characteristics of the Town. The Streetscape Design Guide is included in Chapter 5.

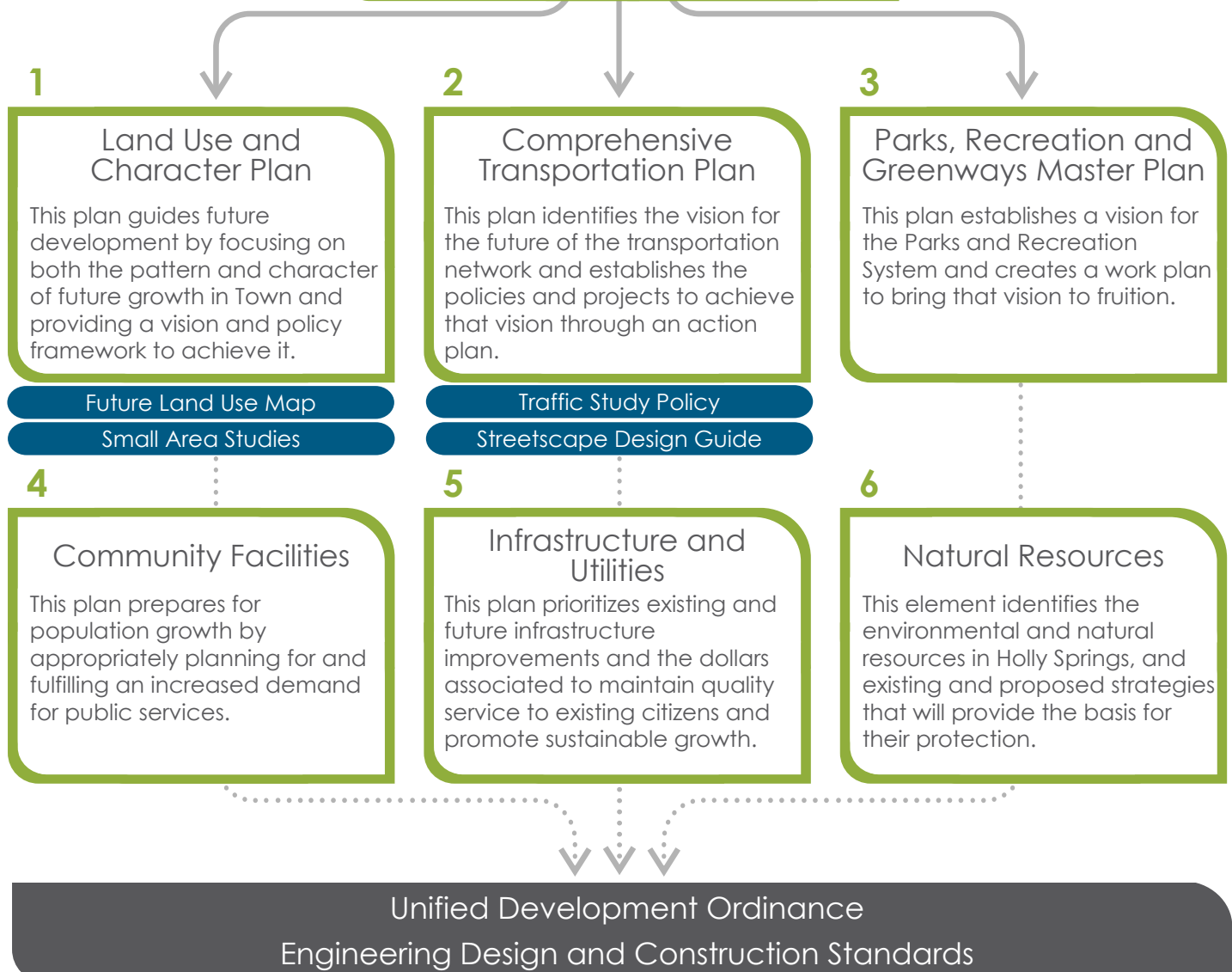
Strategic Plan

The strategic plan is identified as a 'roadmap' to the Town's vision and strategic priority areas.



Comprehensive Plan

Vision Holly Springs serves as a policy guide on three major elements. The Comprehensive Plan is the primary tool used in deciding priorities for public investment.



Connections to the Comprehensive Plan Sections

The CTP is incomplete without the planning that has already occurred in the other two sections of the Comprehensive Plan. The specific recommendations from the Parks, Recreation and Greenways Master Plan will be highlighted in Chapter 3.2 and the connections to the Land Use & Character Plan will be highlighted in Chapter 3.3 of this plan.

Why is an Update Needed?

A Growing and Changing Town

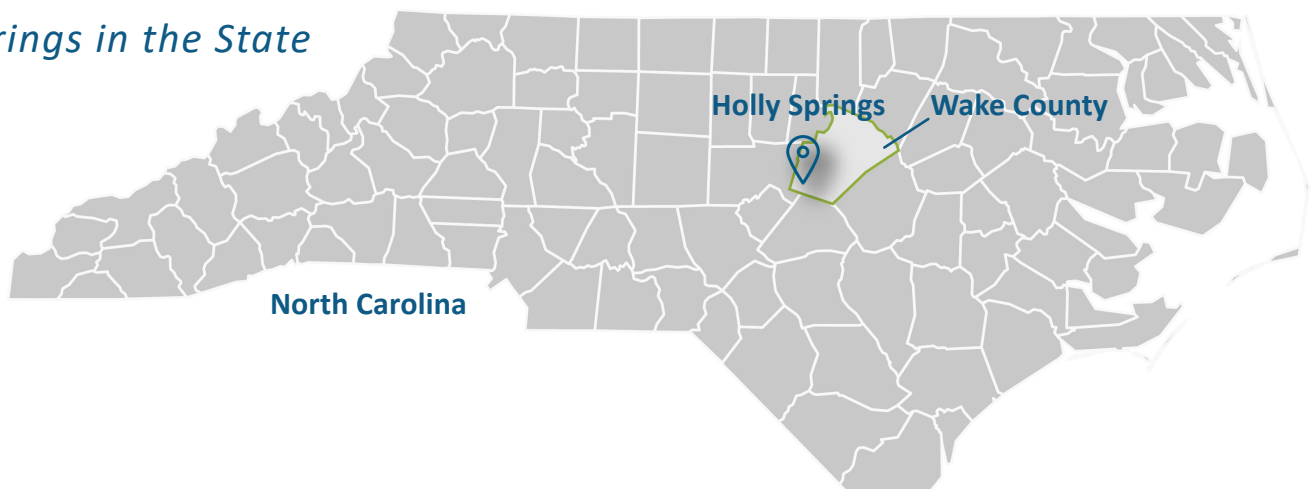
The Town of Holly Springs has developed into an integral part of southwestern Wake County. The region as a whole and the Town itself have continued to see unprecedented growth in the past 10 years, furthering the need to identify the biggest priorities to serve the existing and future needs of the Town.

With growth comes the on-the-ground development, some of which found its inception in the 2011 CTP. Since that time, quite a few of the transportation initiatives reflected in that plan have been completed. For example, NC 540 was just a line on a map and in 2022 it's under construction. The widening of Holly Springs Road is also underway with portions being built and others seeking funding. Additionally, the Town has its first ever public bus transportation service funded by Wake County, and operated by GoTriangle. This progress, among others, reflects the success of the 2011 CTP just as much as it warrants this update to ensure progress continues.

Continued Planning

As shown on the previous page, the Holly Springs CTP is one of a series of Town efforts to advance both the mission of the Comprehensive Plan and the Priority Areas outlined in the Town Council's Strategic Plan through targeted policy, programs, and project investments and the CTP's update is necessary to achieve this.

Holly Springs in the State



Technology in Transportation

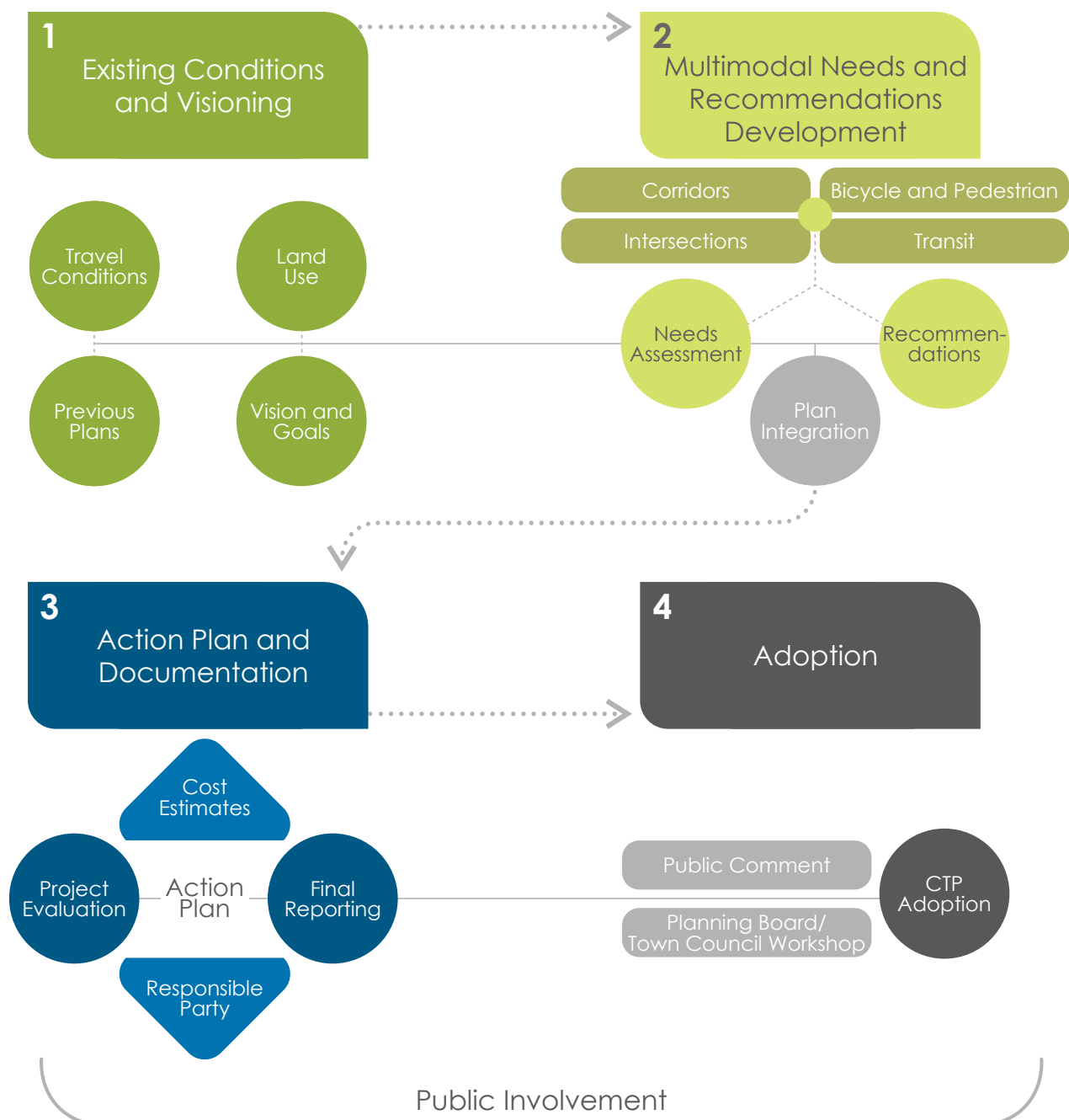
New since 2011 is the prevalence of technology in transportation. From the fiber in the ground to the apps on our phones, technology has transformed transportation in the last decade and is only projected to continue doing so in the future, especially with the advancement of the connected and autonomous vehicles. To stay competitive in change, the CTP establishes a Transportation Technology Vision as outlined in Chapter 3.

COVID-19

While not the impetus for the CTP, this planning process is unique in that it has occurred during an unprecedented time in transportation history. COVID-19 has had a great impact on the transportation system, with a larger portion of the workforce telecommuting, or working from home, than ever before, less traffic on the roads overall, a shift to the dominance of e-commerce, and a lasting effect on the global shipping and supply chain. Other changes included increased walking and biking which can be further facilitated by the CTP with the recommendation of supporting infrastructure such as sidewalks, greenways, and bike lanes. While many of the travel patterns have returned to pre-COVID norms, the CTP must consider the long term effects of COVID-19 and plan accordingly.

The Planning Process

The development of the CTP represents a collaborative effort to establish a vision for the Town's transportation network and identify a coordinated set of multimodal projects to achieve it. The planning process achieves this through four steps, the first of which analyzed socioeconomic conditions, assessed the current transportation network, and reviewed existing plans and policies. A vision and set of goals were then created to guide the direction of the CTP. Next, multimodal recommendations were developed based on the findings of the Existing Conditions Report, model data, existing and ongoing planning efforts, and public sentiment. Once the full set of recommendations were developed, a prioritization process was created as a tool to help guide decision makers as they advocate for future funding. Finally, the final CTP was documented and formally adopted by Town Council. The graphic below outlines the planning process for the Holly Springs CTP.



Community Engagement

The CTP is a community-driven plan at its core. Public involvement is key to the success of any planning process because without public support, a plan is not serving its intended audience. At the outset of the planning process, the CTP Project Team created a Public Involvement Plan that identified the people, scheduled the activities, and defined the measures of a successful engagement process. This plan framed public engagement around three main phases, described below. The full Public Involvement Plan can be found in Appendix B.

Phase 1 – Raising Awareness and Identifying Needs

Phase 1 of the engagement process revolved around raising awareness of the CTP and identifying transportation needs. It focused on outreach that informed the development of the goals, visioning, and priorities, shared the findings of the existing conditions analysis, and finally began the identification of needs for each transportation mode.

Phase 2 – Community Guidance and Direction

Phase 2 centered on the analysis of multimodal components and the formulation of draft recommendations. This phase was more technical in nature and focused on direction provided by the Steering Committee while involving smaller touch points with the public. Pop Up events and mini surveys occurred over the spring and summer months to keep the general public engaged in advance of Phase 3.

Phase 3 – CTP for the Community

Phase 3 focused on public buy-in on the draft recommendations and prioritization methodology. This phase included opportunities for the public to engage in the process by sharing feedback on the recommendations, as well as ultimately reviewing the final CTP document before its adoption.

"Residents enjoy having other modes of transportation aside from driving that are active."

"We would like public transportation options that takes us to Downtown Holly Springs or Raleigh and RTP."

"Create roadways and infrastructure that supports the booming population."

"Provide cohesion within the town with greenway connections to homes, local businesses, and public spaces that are safe for everyone."

Public Engagement Timeline



People and Parties

The Public Involvement Plan identified key people and groups that were found to be crucial to the advancement of the engagement process and CTP, as described below.

Steering Committee

The Steering Committee served an advisory role in the development of the CTP by providing technical assistance based on its composition of subject matter experts and local knowledge and experience from its make-up of residents representing various facets of the community.

Key Stakeholders

Around 50 key stakeholders from a variety of organizations including advocacy groups, major employers, community groups, neighborhood organizations, and agencies were selected for small group meetings at the start of the CTP to provide a representative voice in needs identification and recommendations development.

Town Council and Planning Board

The Town Council and Planning Board reviewed the CTP's progress and provided comments at key milestones. At the Planning Board's recommendation the CTP was formally adopted by the Town Council.



25
Touch Points
Over 1,500
Participants

General Public

The general public that reside, work, recreate, and make up the community of Holly Springs were crucial in their engagement and investment in the CTP development process to create a transportation plan that is reflective of the community's needs.

Activities

A variety of events, or touch points, with the public were conducted throughout the process that ranged from a project webpage, newsletters, and surveys, to virtual public workshops and pop up events. These activities were purposefully organized to occur during major project milestones to ensure that the feedback collected was impactful to the process. A timeline of community engagement opportunities is shown below.

Phase 3



Summaries of all engagement activities can be found in Appendix B.

Vision and Goals

Following Phase 1 Engagement, the CTP's vision and accompanying goals were developed to ensure that they were informed by and for the community. They were formed based both on identified and ongoing needs and issues as well as future desires to strike a balance between short- and long-term objectives. Ultimately, the vision and goals represent what the residents of Holly Springs want for their transportation network and they serve as a compass throughout the development of the CTP. Where the vision guides the process to the desired outcome, the goals can be seen throughout the CTP in how they relate to recommendations and ultimately contribute to the prioritization of the projects.

Holly Springs CTP Vision Statement

*“The Holly Springs Comprehensive Transportation Plan will provide a **safe, efficient, connected, and accessible** multimodal transportation network that plans for growth by taking a **holistic approach** to meet the needs of the Town’s residents, businesses, and visitors both **now and into the future.**”*

Safe

Increase the safety of the transportation system by limiting crashes and providing dedicated facilities for pedestrians and bicyclists.



Connected

Enhance inter- and intra-Town travel options through the integration and connectivity of a multimodal transportation system.



Accessible

Ensure the transportation network provides affordable transportation options for all users, regardless of income, age, or ability.



Multimodal

Encourage a multimodal network by adopting a complete streets policy and providing inviting facilities for pedestrians, bicyclists, and transit users.



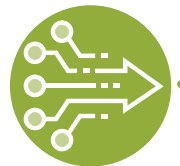
Efficient

Promote the efficient movement of vehicles in, out, and around Town through applicable design applications and strategic network planning.



Adaptive

Use intelligent transportation systems and innovative technology to create a resilient transportation system that is flexible to change.



Economic Development

Support the economic development and vitality of the area by ensuring multimodal access to local businesses and shopping destinations.



Integrated Planning

Plan cohesively and consistently to account for future growth by coordinating transportation and land use to promote sustainable and environmentally-responsible decision making.



Realistic

Develop a series of recommendations that maximize the available fiscal resources and streamline project delivery.

