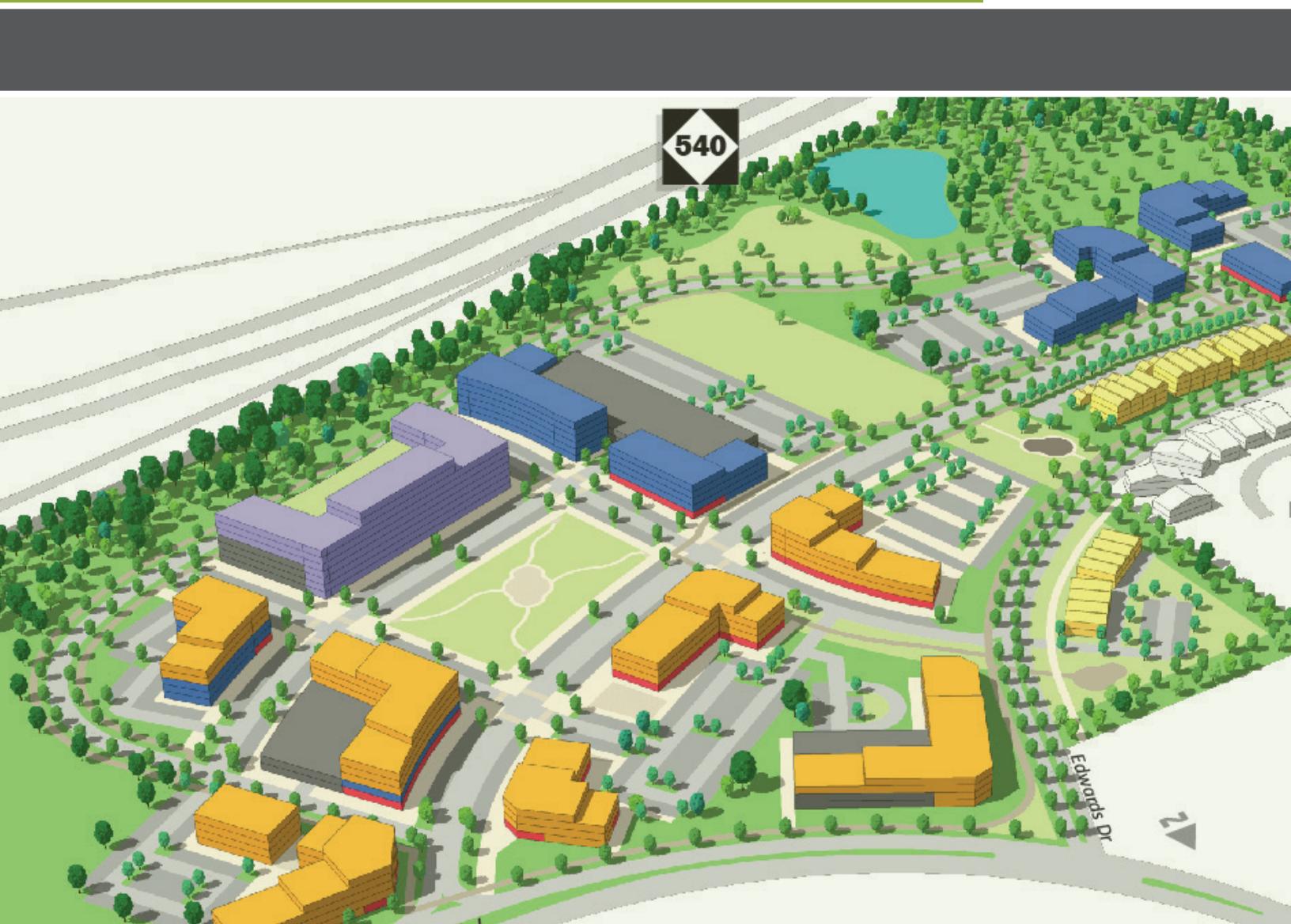


Vision Holly Springs Comprehensive Plan



Section 1: Land Use & Character Plan Appendix F: Northeast Gateway Master Plan

TABLE OF CONTENTS

CHAPTER 1: PLANNING CONTEXT 4

Purpose of the Plan	4
Regional Context	4
Planning Area	5
Key Considerations	6
Existing Conditions	8
Community Outreach	10

CHAPTER 2: FUNCTIONAL SUBAREAS 13

Purpose of Functional Subareas	13
Development Typology	14
Land Use	18
Land Use and Development Typology Mix	20
Improvements Framework	24
Building Height	28
Functional Subarea 1: Northern Gateway	30
Functional Subarea 2: Live-Work Center	32
Functional Subarea 3: Gateway Core	34
Functional Subarea 4: Commercial Center	38
Functional Subarea 5: Neighborhood Core	42
Functional Subarea 6: Neighborhood Edge	46
Functional Subarea 7: Eastern Gateway	48

CHAPTER 3: IMPLEMENTATION 48

Regulatory Strategies Framework	49
Roadway Improvements	56
Placemaking and Urban Design Improvements	58
Design Guidelines	60
Potential Funding Sources	72
Action Matrix	74

PLANNING CONTEXT

PURPOSE OF THE PLAN

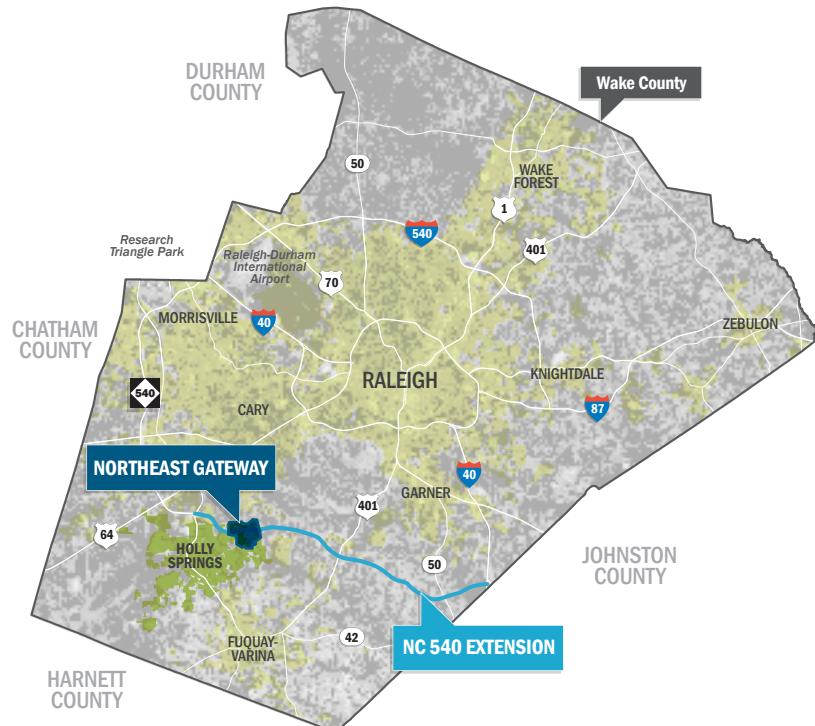
In 2016, the North Carolina Department of Transportation finalized its plans for the extension of NC 540 through the Town of Holly Springs and for an interchange at Holly Springs Road. Once complete, the expressway extension and interchange will transform the Town's northeast gateway into a highly visible regional corridor. The project is anticipated to spur development interest, making it essential for Holly Springs to take advantage of the expressway access and plan for the area. This includes defining the types of uses, densities, roadway connections, and intensities that are desirable and complementary to existing neighborhoods. The Northeast Gateway Master Plan aims to achieve that balance by building off the Town's Land Use & Character Plan (Section 1 of Vision Holly Springs Comprehensive Plan) and providing detailed recommendations for land use and gateway improvements within the Improvements Framework and Functional Subareas sections of this Plan.

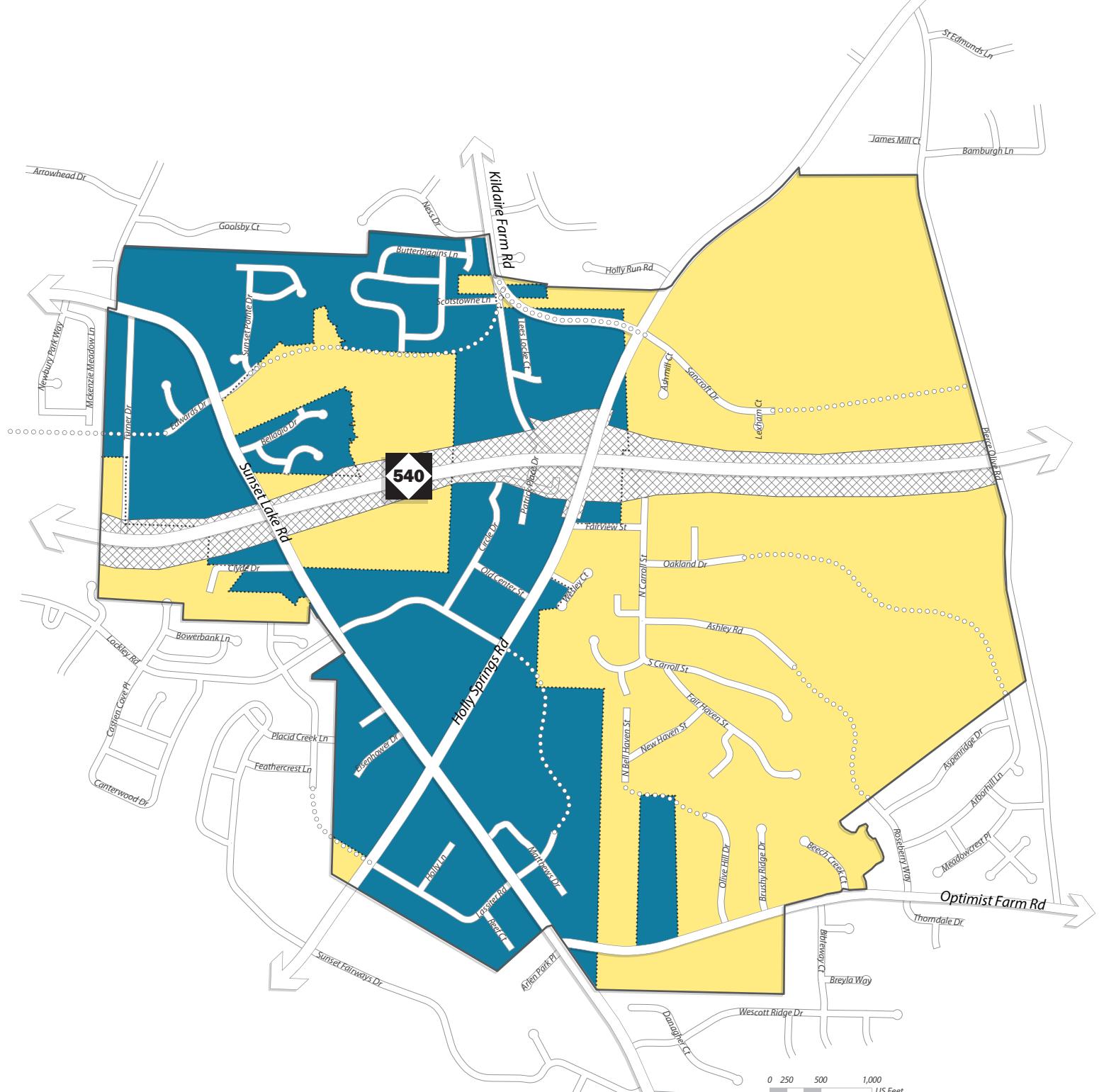
Since the majority of land in the Northeast Gateway is privately owned there is no official construction timeline. The Town anticipates development to begin concurrent with the construction of the NC 540 interchange at Holly Springs Road and to continue for next ten or more years. The key opportunity sites, identified in the Functional Improvements framework later in this Plan, will likely develop first as they are comprised of larger parcels held under common ownership. Regardless of the timeline of development, improvements to the transportation system and parks and recreation network will occur concurrently or prior to development to ensure safe and convenient multimodal access and ample open space, parks, and recreation opportunities are available.

REGIONAL CONTEXT

The Town of Holly Springs is a growing community with over 40,000 residents. Located in the southwestern corner of Wake County, North Carolina, the Town is a convenient 30-minute drive from the City of Raleigh, the City of Durham, and the Raleigh-Durham International Airport. The Town is part of North Carolina's Research Triangle region, one of the fastest-growing research and development hubs in the country. Holly Springs offers convenient access to the region's job centers and amenities and is also home to several biotech and medical facilities such as Seqirus, FujiFilm Disosynth Biotechnologies, Amgen, Duke Health, and UNC-Rex Healthcare.

The Northeast Gateway planning area is located at the northeastern limits of the community which is bisected by the future NC 540 expressway extension. The extension will connect from Apex to Knightdale, completing the 540 Outer Loop around the greater Raleigh area. The project will help ease congestion in the growing region and connects several communities, providing greater access to existing business hubs like Holly Springs.





PLANNING AREA

The Northeast Gateway is the northeastern entrance or “gateway” into Holly Springs. It is located at the intersection of Sunset Lake Road, Holly Springs Road, and the future interchange of NC 540. The planning area contains two square miles of land, much of which is currently undeveloped. Some properties are in Holly Springs’ Extraterritorial Jurisdiction (ETJ), and are subject to Holly Springs’ development regulations, but are currently unincorporated and under the jurisdiction of Wake County.

- Holly Springs Town Limits
- Holly Springs Extraterritorial Jurisdiction (ETJ)
- Northeast Gateway Master Plan Project Area
- NC 540 Right-of-Way
- New Roadway Connections

KEY CONSIDERATIONS

The Northeast Gateway Master Plan was guided by key considerations, including existing conditions, current planning efforts, and planned improvements. These key considerations include:

PREVIOUS PLANNING EFFORTS

The Northeast Gateway Master Plan aims to build on and provide greater detail to the land use and transportation planning efforts that were previously completed by the Town of Holly Springs, Wake County, and the Capital Area MPO. These efforts include the following:

Vision Holly Spring Comprehensive Plan

Section 1: Land Use & Character Plan

The Land Use & Character Plan section of the Holly Springs Comprehensive Plan is the starting point for the Northeast Gateway Master Plan. The Plan details the land use patterns, development intensity, street and block patterns, open space and natural resources, transportation network, lot size, parking locations, building placement, and building scale and massing for each land use type. The following are brief descriptions of each character area found in the Northeast Gateway.

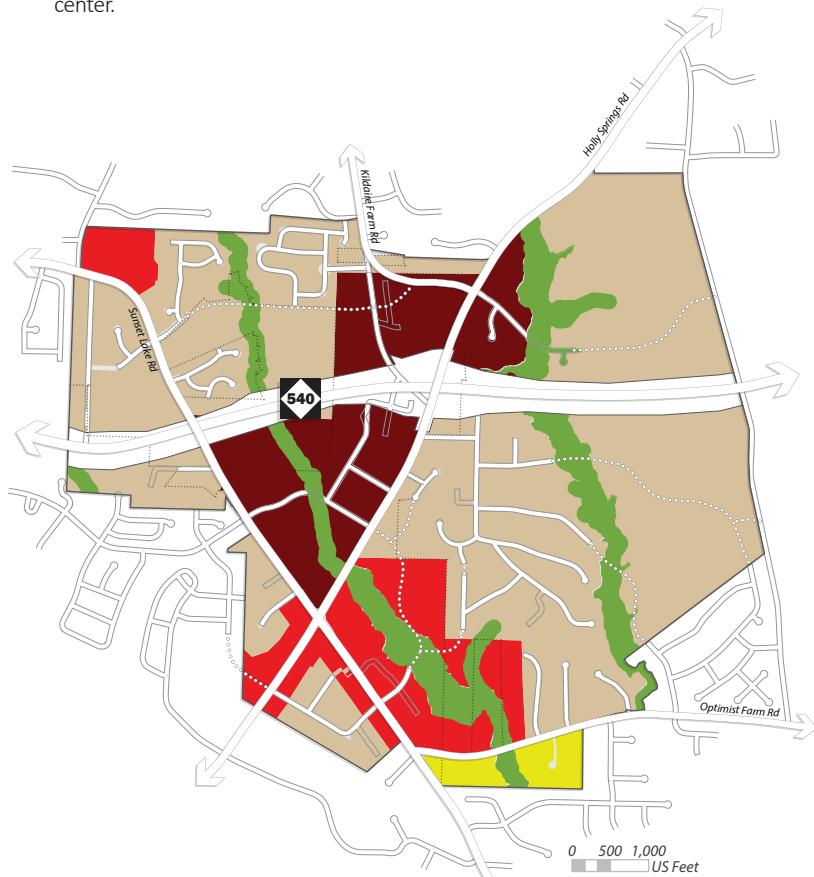
Natural Area: Natural areas are largely undeveloped and reserved for preservation and low-impact recreation (trails and greenways) because of their outstanding beauty, environmental features, or proximity to Harris Lake.

Mixed Residential Neighborhood: Mixed residential neighborhoods include several housing types – detached dwellings, attached dwellings, and apartment dwellings – that provide a range of housing choices with varying densities in the same neighborhood.

Residential Neighborhood: Residential neighborhoods include one housing type – detached dwellings – on different lot sizes that vary enough to provide a range of housing choices in the same neighborhood.

Mixed-Use Center: Mixed-use centers offer the opportunity to serve broader economic, entertainment, and housing needs in the community.

Regional Center: Regional centers are hubs for entertainment and employment, located immediately off of the NC 540 interchange at Holly Springs Road. These areas are envisioned as energized centers containing a mix of business, entertainment, civic, and cultural activities with a mix of housing types within and surrounding the center.



Land Use & Character Plan

	Natural Area		Mixed-Use Center
	Mixed Residential Neighborhood		Regional Center
	Residential Neighborhood		

Note: Map as of July 2021, subject to change - see Section 1: Land Use & Character Plan



Section 2: Comprehensive Transportation Plan

The Holly Springs Comprehensive Transportation Plan (CTP) outlines future transportation projects including roadway improvements and connections. Improvements outlined in the CTP helped inform planning recommendations contained in this Northeast Gateway Master Plan. The Holly Springs CTP is consistent in scope with the Southwest Area Study as endorsed by the Capital Area MPO in 2019 and the Metropolitan Transportation Plan as adopted in 2021.

Section 3: Parks, Recreation and Greenways Master Plan

The Town of Holly Springs adopted their Parks, Recreation, and Greenways Master Plan in March 2021. The preliminary land use framework builds upon this plan to identify appropriate areas for new parks and open space throughout the project area.

It should be noted that the project area falls within one of the Plan's park search areas. The park search area recommends park amenities such as large scale play areas, outdoor athletics fields, adventure facilities, and a special event site with potential for revenue generation.

Section 4: Community Facilities

The Town of Holly Springs' Community Facilities section addresses its planned and constructed emergency and educational services. Additionally, the section outlines the Town's objectives when planning for its community facilities.

Section 5: Infrastructure and Utilities

The Infrastructure and Utilities section of the Town of Holly Springs' Comprehensive Plan provides information on the Town's water supply, wastewater, reclaimed water, stormwater, natural gas and electricity providers, and broadband, as well as future infrastructure projects. Additionally, Section 5 mentions plans for a regional pumping station to serve those within the Town's Long Range Wastewater Planning Area.

Section 6: Natural Resources

In the Natural Resources section of its Comprehensive Plan, the Town of Holly Springs acknowledges objectives to protect its green and open space as it continues to develop.

PLANWake: Wake County Comprehensive Plan

PLANWake, adopted in April 2021, identifies future land uses and character areas throughout the County. The project area is primarily identified as the Community character area, with the Walkable Center character area designated near the future NC 540 interchange and along Holly Springs Road. The desired characteristics of the Community character area include a mix of residential types, commercial, office, and neighborhood scale mixed-use. The Walkable Center character area promotes medium- and high-density residential types.

Holly Springs Housing Affordability Study

The Town of Holly Springs is in the process of studying affordable housing options throughout the community. The intended outcome of the study will provide findings related to housing affordability, analyze community housing needs based on existing conditions and trends, and provide specific recommendations and actions for the Town to consider related to potential community housing affordability goals. Since the Housing Affordability Study is an ongoing process and is yet to be adopted, recommendations offered in the Northeast Gateway Master Plan may need to be updated to better align with the Study once the Plan is adopted.

FUTURE NC 540

When completed, the Complete NC 540 project (also known as the Southeast Extension) will extend the existing Triangle Expressway (NC Toll 540) from NC 55 in Apex to US 64/US 364 (I-87) in Knightdale. This project will complete the 540 Outer Loop around the greater Raleigh area. The future NC 540 interchange at Holly Springs Road is anticipated to reposition this area of Holly Springs as the new Northeast Gateway to the community. The Northeast Gateway Master Plan seeks to take advantage of the the highly visible location and plan for growth at the future NC 540 and Holly Springs Road interchange.



NC 540 Construction, summer 2021



EXISTING CONDITIONS

The Existing Conditions Assessment was conducted in the early stages of the planning process. The Assessment is a review of relevant conditions having impact and influence on the study area, including land use, zoning, infrastructure, and transportation. The following is a summary of the Existing Conditions Assessment of the Northeast Gateway.

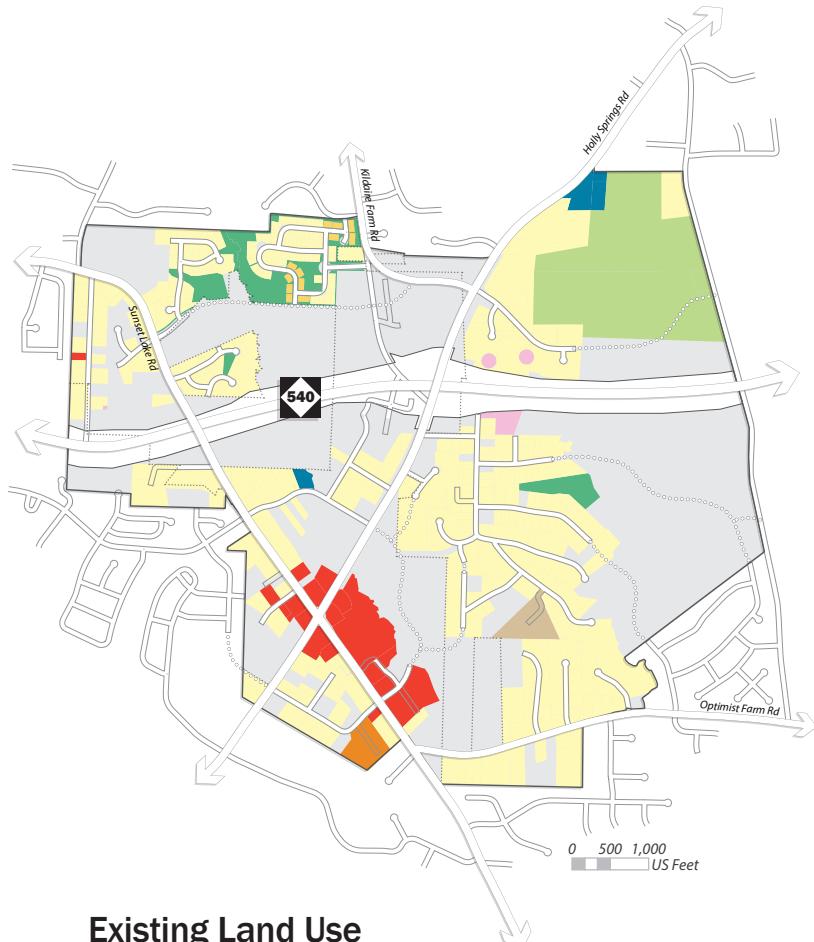
LAND USE

The Northeast Gateway area is currently made up of primarily unutilized land with some residential neighborhoods containing a mix of housing types and commercial development at the intersection of Holly Springs Road and Sunset Lake Road. Two places of worship and active agricultural land are also present in the area.

AGE OF STRUCTURES

Data for the year a structure is built is not available for 35 percent of the parcels within the project area. Of the data available, 34 percent of the structures were built between 2001 and 2021. The median year built is 2005 with the oldest structure built in 1920.

Age Range	Percent
1920-1940	1%
1941-1960	1%
1961-1980	10%
1981-2000	19%
2001-2021	34%
No Data Available	35%



Existing Land Use

Agriculture	Commercial and Office
Detached Dwelling	Public/Semi-Public
Attached Dwelling	Open Space
Apartment Dwelling	Utilities
Mobile Home	Unutilized/Undeveloped

Note: Map as of December 2021



TRANSPORTATION

The Northeast Gateway will serve as a major transportation network, and it will be crucial for development surrounding NC 540 to not only accommodate for automobiles, but also public transportation, pedestrians, and cyclists at all ages and abilities.

Roadways and Public Transportation

With the extension of NC 540 and interchange at Holly Springs Road, the surrounding transportation system will require enhancements to accommodate the additional traffic that will traverse the area. Currently, there are no public transportation options within the study area; however, the Triangle Transit Short Range Transit Plan recommends establishing two park-and-ride lots in Holly Springs and identifies Sunset Lake Commons near the intersection of Holly Springs Road and Sunset Lake Road as a preferred site.

Sidewalks

The Northeast Gateway area has limited sidewalks, which are exclusively located in existing subdivision developments in the northwest and southwest portions of the study area. Except for the single sidewalk along the south end of Sunset Lake Road, the existing sidewalk network does not provide connections to destinations outside the study area. In addition, roadways on the east side of the Northeast Gateway area lack sidewalks altogether.

Greenways and Sidepaths

The Northeast Gateway area has multiple proposed greenways and sidepaths to further enhance and support the active transportation network. Two notable proposed greenways are along natural areas surrounding the Rocky Branch and Middle Creek streams.

PARKS, RECREATION, AND NATURAL AREAS

The Northeast Gateway currently does not have any public parks or recreation facilities. It does, however, have a number of natural areas. Natural areas are largely undeveloped and reserved for preservation and low-impact recreation such as trails and greenways. Because of their unique environmental features and beauty, development in these areas is limited and tree clearing is discouraged except for on properties under forest management programs, agriculture, recreation, or for detached dwelling development. The Town's UDO identifies Tree Preservation Areas that work to preserve native forest stands, or a contiguous community of trees, as well as large individual trees.

INFRASTRUCTURE

The Northeast Gateway area is currently served by the Holly Springs' potable water distribution and sanitary sewer collection system infrastructure.

Portable Water Distribution System

The Town receives 10 MGD in water supply from Harnett Regional Water and has interconnections with neighboring jurisdictions to provide emergency redundancy. The Town is also a member of the Triangle Water Supply Partnership to ensure it has adequate water supply for planned growth, like the Northeast Gateway area. During the Jordan Lake Allocation process, the Town secured 2.2 MGD for future use. The Town currently purchases water with a maximum day allocation of 10 MGD (on average, it is 6.7 MGD daily) from Harnett Regional Water. To prepare for future growth, the Town is pursuing a regional partnership with the City of Sanford.

Within the Northeast Gateway area, there is an existing 16-inch main that runs through the site from the northeast to the southwest. There is also a 12-inch main that runs along Sunset Lake Road from the northwest to the south of the area. The neighborhoods and businesses are served by mains that range from 4 to 12 inches. Additional water mains are being installed in conjunction with various expressway widening and new roadway projects to meet the areas anticipated needs.

Sanitary Sewer Collection System

The Northeast Gateway area is served by Sunset Ridge and Middle Creek Pump Stations. It is excepted a new East Regional Pump Station will be added to accommodate the additional development for this region. This new pump station could be constructed by a developer or by the town to serve this area. Therefore, developers will need to build a sanitary sewer collection system to serve proposed projects in the Northeast Gateway. The following table displays the estimated sewer demand based on certain uses. It is estimated that the Northeast Gateway will need approximately 3M gallons per day.

Sewer Generation	
Land Use Category	GPD per d.u.
Detached Dwelling	316,700
Low-Density Mixed Dwellings	608,600
Mid-Density Mixed Dwellings	330,700
Apartment Dwellings	1,646,800
Commercial	63,800
Corporate Campus	97,300

COMMUNITY OUTREACH

The Town of Holly Springs is dedicated to supporting meaningful community involvement during the development of plans and policies for the Northeast Gateway and the Town as a whole. The following summarizes how the Northeast Gateway Master Plan builds on engagement efforts of previous planning processes and the feedback received for Gateway-specific outreach activities.

BUILDING OFF PREVIOUS PLANNING EFFORTS

The previous planning efforts that are most relevant to the Northeast Gateway Master Plan include Section 1: Land Use & Character Plan (2019), Section 2: Comprehensive Transportation Plan (2022), and Section 3: Parks, Recreation and Greenways Master Plan (2021) of the Vision Holly Springs Comprehensive Plan. All three planning efforts engaged the community through public meetings, surveys, workshops, pop up events, and more. Key findings and takeaways pertinent to the Northeast Gateway have been considered in the development of the Master Plan.

OUTREACH EFFORTS

In addition to building off of the feedback received from the community during recent planning efforts, engagement activities specific to the Northeast Gateway Master Plan project were also conducted. A Master Plan Advisory Committee (MPAC) was formed to provide community perspective and direction throughout the planning process. It is made up of area residents, developers, and representatives from the Town Council and Planning Board. The MPAC was engaged at key stages of planning process, including at project kick off and to review the existing conditions and draft development typologies, draft Master Plan, and Design Manual/ Pattern Book and Preliminary Regulatory Strategy Framework.

The public was also engaged throughout the planning process, including through an online questionnaire, which received 433 responses, and visioning open house that had approximately 75 attendees. Public feedback such as comments to preserve open spaces and create appropriate density transitions have been incorporated as recommendations in the plan. A second open house was conducted to receive feedback on the Draft Master Plan. Town of Holly Springs elected and appointed officials were also engaged through a series of joint work sessions between the Town Council and Planning Board.



Staff and MPAC Kick-off Workshop



Visioning Workshop



Community Open House

KEY THEMES

Throughout outreach efforts, several key themes emerged, as summarized below.

Distinct Identity for the Northeast Gateway

Residents, MPAC members, and elected/appointed officials all discussed the need to develop a distinct identity for the Northeast Gateway. Participants expressed a desire for the Gateway identity to build off of the Town's established identity to ensure that people traveling through Holly Springs on NC 540 are keenly aware of their entrance into the community. Gateway and wayfinding signage along with a cohesive architectural style were cited as the preferred methods for integrating the Gateway identity throughout the area.

“This is an opportunity for Holly Springs to establish our own identity along NC 540. People should see a nice suburban community that is welcoming to families and corporate offices. This will be a nice complement to growth on the west side of town.”

Appropriate and Balanced Mix of Uses

Many outreach participants discussed the necessity for an appropriate and balanced mix of uses in the Gateway, including a mix of housing types close to mixed-use and nonresidential areas. Participants expressed a desire for ample public gathering space integrated in nonresidential developments through plazas and outdoor dining areas, and in residential neighborhoods through community and neighborhood parks.

“It would be nice to continue to see unique, local businesses able to build and thrive here. Holly Springs is a great place to raise a family so balancing multi-unit housing is critically important.”

Transitions Between Lower Density and Higher Density/Intensity Development

All outreach participants, especially residents of neighborhoods adjacent to the Northeast Gateway, discussed the need of creating adequate transitions between lower density areas and higher density/intensity development. Participants expressed a desire for transitions to not only include buffer yards and screening, but also use transitions that take into consideration and leverage natural areas and features.

“...coordination and integration with the bordering communities will be important to the success and investment in our town’s roads.”

Traffic Congestion Management

Traffic congestion was the number one cited issue by online questionnaire respondents and was consistently discussed as an issue during in-person meetings and events. Respondents and participants discussed concern that existing traffic congestion issues will only be exacerbated by the expressway extension and interchange and expressed a desire for the Town to proactively address congestion management.

“I think Holly Springs is in a unique position to continue making this a family oriented community with the expansion of NC 540 in our area. Please consider things like how growth impacts commutes for families by making the area easy to navigate quickly and effectively via transportation.”

Multi-modal Connectivity

More than 55 percent of questionnaire respondents identified sidewalks and greenways as the number one priority for public investment to improve the Northeast Gateway. Sidewalks, greenways, and bicycle facilities were also frequently discussed by participants of in-person outreach events. Respondents and participants expressed a desire for all areas of the Northeast Gateway to be well connected so that residents can easily access amenities by foot and so that visitors can park once and visit various shops, restaurants, and public plazas as a pedestrian.

“Would be great to have a safe and protected route to bike, walk, etc. through the corridor to connect whatever developments may come.”

Preservation of Open Space and Natural Areas

The preservation of the Northeast Gateway's existing open space and natural areas was discussed throughout all outreach activities. More than 50 percent of online questionnaire respondents identified this as a top three priority the Plan should focus on. Participants expressed a desire for open space and natural areas to be integrated into new development as amenities for residents and visitors.

“There is an opportunity to preserve some of the natural beauty that originally brought me to this area.”

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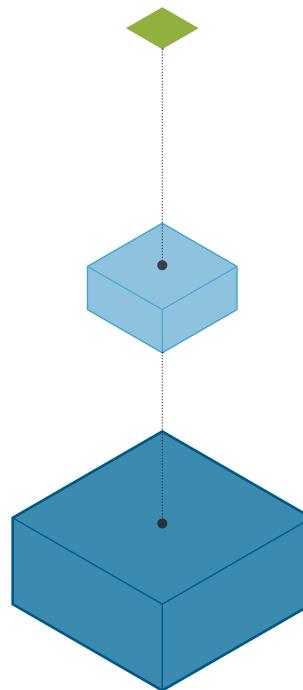
FUNCTIONAL SUBAREAS

PURPOSE OF FUNCTIONAL SUBAREAS

Using the Land Use & Character Plan as a starting point, the Northeast Gateway has been divided into seven Functional Subareas to help define how Town-wide land use and development policy is applied at the local level. Each Subarea has a distinct role in the Northeast Gateway, with a unique mix of desired future uses, development intensities, redevelopment opportunities, and relationship with existing development and surrounding neighborhoods. Several factors were considered in defining the Functional Subareas, including the underlying character areas from the Comprehensive Plan, context sensitivity for legislative input, community input, the future location of NC 540, existing conditions, and environmental considerations.

FUNCTIONAL SUBAREA, LAND USE, AND DEVELOPMENT TYPOLOGY HIERARCHY

The Northeast Gateway is envisioned to be a thriving portion of Holly Springs where residents can live, work, and play and people from across the region come to visit. To accommodate the wide variety of development that would make this vision a reality, a hierarchy of Development Typologies, Land Uses, and Functional Subareas was established. They can be defined as follows:



Development Typology

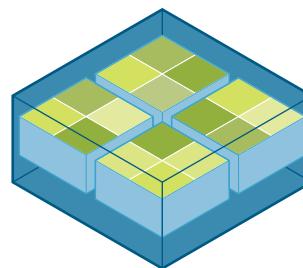
A Development Typology is a specific type of housing, mixed use, or nonresidential product that integrates and mixes with other Development Typologies to create a cohesive Land Use.

Land Use

A Land Use is a portion of a Functional Subarea where development types and intensities should be consistent. Each Land Use comprises multiple Development Typologies.

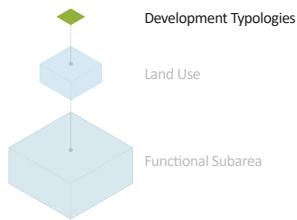
Functional Subarea

A Functional Subarea is a section of the Northeast Gateway that has a distinct character, mix of uses, and development patterns. Each Functional Subarea is made up of multiple Land Uses.



Complete Hierarchy

Multiple development typologies can make up a land use. In turn, multiple land uses are contained within a functional subarea.



DEVELOPMENT TYPOLOGY

Each Land Use consists of several development typologies. The development typologies proposed in this section represent uses that could serve as potential components of the overall site development. The accompanying table identifies the development typologies appropriate for each Land Use category. Detailed descriptions of each development typology are provided on the following pages.

Development Typology	Land Use Categories						
	Detached Dwellings	Low-Density Mixed Dwellings	Mid-Density Mixed Dwellings	Apartment Dwellings	High Density/Apartment Dwellings	Mixed-Use	Commercial
Detached Dwellings Uses							
Traditional Detached Dwelling	○	○	○				
Small Lot Detached Dwelling	○	○					
Cottage Home	○	○					
Attached Dwellings Uses							
Duplex		○					
Townhome or Rowhome	○	○					
Triplex		○					
Quadplex		○					
Multi-Unit Dwelling		○	○				
Apartment Dwelling Uses							
Mixed-Use				○			
Courtyard Building		○	○				
Mid Rise Apartment Dwelling		○	○	○			
High Rise Apartment Dwelling			○	○			
Other Uses							
Commercial				○	○		
Office				○		○	
Park	○	○	○	○			
Plaza or Gathering Space	○	○	○	○	○	○	
Regional Recreation Destination	○	○	○	○	○		
Special Event Space	○	○		○	○		



Traditional Detached Dwelling



Duplex



Multi-Unit Dwelling



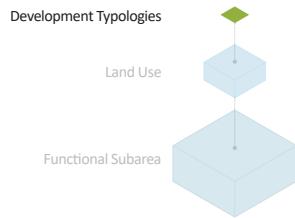
Mid Rise Apartment Dwelling



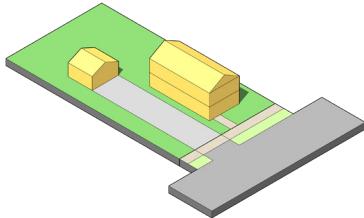
Commercial



Mixed-Use

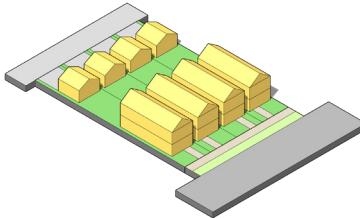


DETACHED DWELLING USES



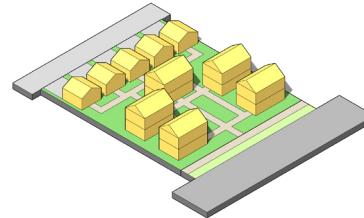
Traditional Detached Dwelling

Traditional detached dwelling uses consist of single-dwelling homes occupying individual lots and are typically occupied by a single household. Traditional detached dwelling lots include a private yard and may also include a detached garage. These uses are commonly concentrated in planned subdivisions.



Small Lot Detached Dwelling

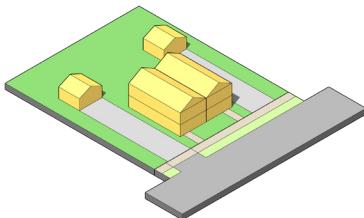
Small lot detached dwellings consist of single-dwelling homes occupying narrow, individual lots, with minimal spaces between adjacent homes. They are typically occupied by a single household. This dwelling type is also known as "detached townhomes," "zero lot line," or "cluster development." The same development characteristics can also be achieved when multiple detached homes are placed on a larger parcel, rather than each home on an individual small lot. Garages, whether attached or detached, are typically located at the rear of the homes.



Cottage Dwelling

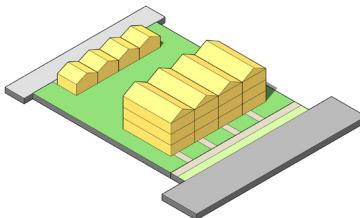
Cottage dwellings, also known as courtyard homes, are a type of clustered housing where dwellings face a central interior courtyard, which is used as a common open space. Dwellings can have small private yards or share common space. Multiple cottage homes can be located on one lot, or each cottage home can be located on its own lot.

ATTACHED DWELLING USES



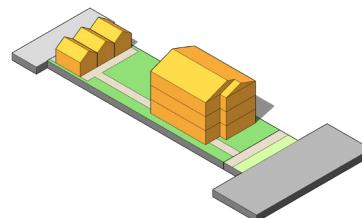
Duplex

Duplex homes consist of 2 detached dwelling units that share a common wall. Units can be arranged side by side or stacked vertically. Duplexes are typically similar in scale to traditional detached dwelling neighborhoods and are an opportunity to introduce gentle density increases when both housing types are used interchangeably in a subdivision. Duplexes can also be developed in ranch-style, single-story structures to be senior-friendly and arranged in groups to better serve older populations.



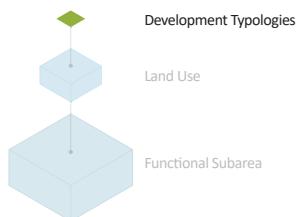
Townhome or Rowhome

Townhomes or rowhomes are buildings that contain 3 or more dwelling units that are horizontally connected by a common wall. These units typically have their own individual entrances and can appear to be one single building or several distinct structures. Townhomes or rowhomes should be developed in residential areas adjacent to commercial uses and major roadways to provide a buffer between lower density housing and more intense areas of activity.

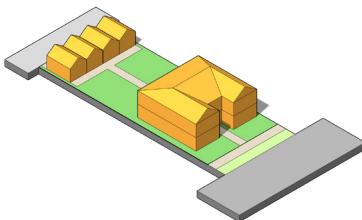


Triplex

Triplexes are small-to-medium sized detached structures with 3 to 3.5 stories that consist of 3 units typically stacked on top of each other on consecutive floors. Triplexes either have one entry for the ground floor unit and a shared entry for those above, or one shared entry for all units. Triplexes typically do not include residential amenities.

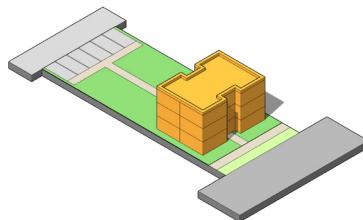


ATTACHED DWELLING USES



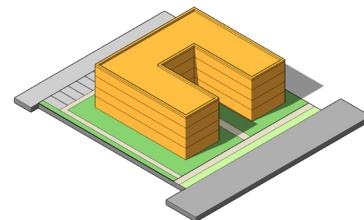
Quadplex

Quadplexes are detached 2 to 2.5 story structures with 4 dwelling units, 2 on the ground floor and 2 above, with shared or individual entrances from the street. Quadplexes typically do not include residential amenities. This type has the appearance of a medium-sized detached dwelling and may include a rear yard.



Multi-Unit Dwelling

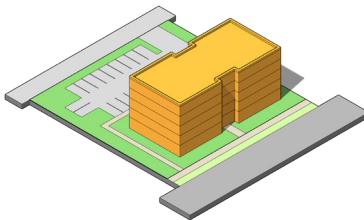
Multi-unit dwellings are detached 3 to 3.5 story structures that consist of a maximum of 6 dwelling units arranged side-by-side and/or stacked, typically with a shared entry from the street. Multi-unit dwellings typically do not include residential amenities. This type has the appearance of a medium-to-large sized detached dwelling and does not include a rear yard.



Courtyard Building

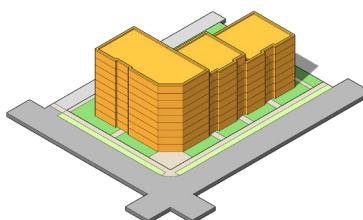
Courtyard buildings are medium-to-large sized 3 to 6.5 story detached structures consisting of multiple side-by-side and/or stacked dwelling units oriented around a courtyard or series of courtyards. The courtyard replaces the function of a rear yard and is more open to the street in low intensity neighborhoods and less open to the street in more urban settings. Each unit is accessed from the courtyard and shared stairs provide access up to upper story units.

APARTMENT DWELLING USES



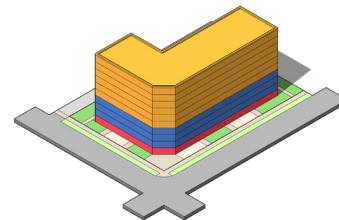
Mid Rise Apartment Dwelling

Mid Rise apartment dwelling buildings are between 4 to 6 story structures with vertically stacked units with common entrances. Mid Rise apartment dwelling structures should incorporate varied setbacks, building frontages, and rooflines to provide visual interest. Mid Rise apartment dwelling developments should include internal amenities for residents.



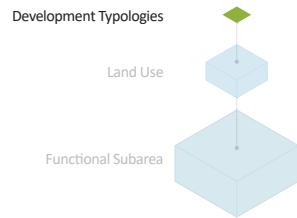
High Rise Apartment Dwelling

High rise apartment dwelling buildings are 7 to 10 story structures with primarily vertically stacked units. Similar to mid rise apartment dwelling, high rise apartment dwelling should have varied setbacks, building frontages, and rooflines to provide visual interest and should incorporate resident amenities internal to the building.

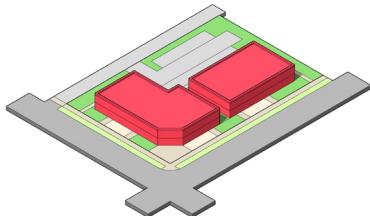


Mixed-Use

Mixed-use properties consist of multistory, mixed-use structures featuring retail, dining, neighborhood manufacturing, and service uses on the ground floor and office or residential uses on the upper floors. Residential uses may include either apartments or condominiums. See the Commercial and Office typologies for more information.

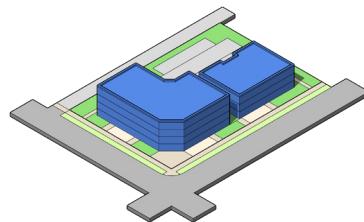


OTHER USES



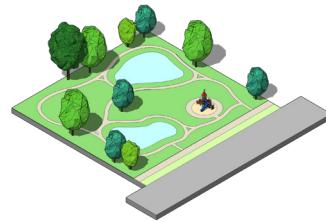
Commercial

Commercial uses include commercial businesses that offer goods and services, including retail, services, restaurants, neighborhood manufacturing, and hospitality uses. Commercial uses can range in scale from stand-alone stores to horizontally stacked multitenant buildings. Buildings should be neighborhood oriented and fit within the context of the surrounding residential areas. Commercial uses can also be incorporated into mixed-use structures on the ground floor. See the Mixed-use typologies for more information.



Office

Offices are structures used for professional businesses and operations. This includes buildings for professional firms as well as medical uses, such as clinics, family physicians, and dentist offices. Office uses can be included in large commercial developments or in stand-alone structures. Offices may be incorporated into or adjacent to commercial properties. Office uses can also be incorporated into mixed-use structures on the ground or upper floors. See the Mixed-use typology for more information.



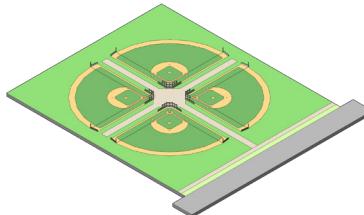
Park

Parks can vary in scale depending on the ownership and site constraints. Two common park types within a residential neighborhood are pocket parks and neighborhood parks. Pocket parks are small open spaces that serve as spaces for relaxing and socializing, taking lunch breaks, play areas for children, and small event spaces. Neighborhood parks can include variety of both passive and active recreational opportunities. Successful parks are accessible to pedestrians, are integrated into neighborhoods, and are ideally connected to a trail or greenway system.



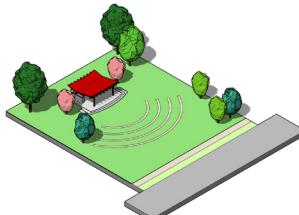
Plaza or Gathering Space

Plazas and gathering spaces have various forms, including public squares, pedestrian cut-throughs, plazas on private property, or seats along a sidewalk or trail. They are intended to help activate the larger area and provide a place for people to socialize and gather.



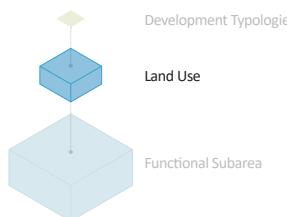
Regional Recreation Destination

A regional recreation destination can include large public facilities for outdoor or indoor recreational activities. This can include competitive sports fields and complexes suitable for regional scale tournaments such as outdoor track and field facilities, baseball diamond clovers, or other sports fields. Indoor complexes with capacity for large scale events such as an aquatic complex, skating facilities, multi-use sports facilities are also included. A regional recreation destination should be open for public use and easily accessible by vehicles and pedestrians.

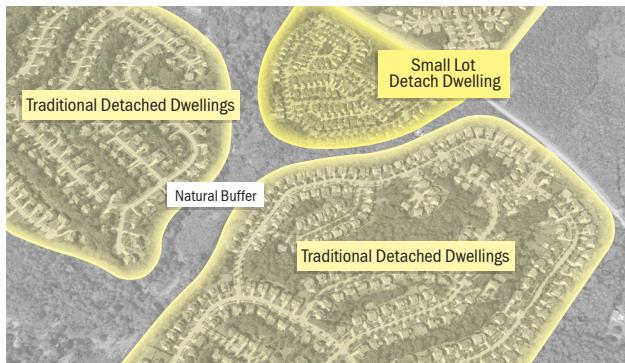


Special Event Space

Special event space is intended to provide a space that may be used for events and large gatherings. Examples of potential special event spaces include an arboretum, sculpture garden with gazebos, larger open-air structures, or an repurposed old building. This type of use may include a revenue generation component, such as a space the public can rent. A special event space should be easily accessible to surrounding residential and mixed-use developments.



LAND USE



Detached Dwellings

The Detached Dwellings Land Use includes residential neighborhoods comprising the Traditional and Small Lot Single-dwelling Detached Development Typologies at a density range of 3 to 4 dwelling units per acre. This Land Use is the lowest density Land Use in the Northeast Gateway and is most appropriate in areas adjacent to existing neighborhoods at the Gateway's periphery. Key Opportunities Sites are placed throughout the Northeast Gateway, which represent an area that is suitable for a Detached dwelling neighborhood. Neighborhood parks should be integrated within this Land Use.



Low-Density Mixed Dwellings

The Low-Density Mixed Dwellings Land Use includes residential neighborhoods comprising a variety of Development Typologies from Traditional Detached Dwellings to Cottage Dwellings, Duplexes, and Townhomes at a density range of 5 to 8 dwelling units per acre. The various Development Typologies should be integrated with one another along with pocket parks, rather than be separated in clusters. This Land Use is most appropriate in areas of transition between Detached Dwellings and higher density residential and nonresidential development.



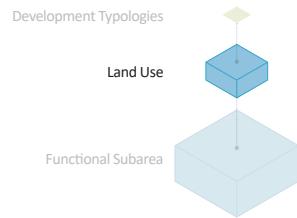
Mid-Density Mixed Dwelling

The Mid-Density Mixed Dwellings Land Use includes residential neighborhoods comprising a variety of Development Typologies from Duplexes to Quadplexes and Multi-Unit Dwellings at a density range of 8-12 dwelling units per acre. The various Development Typologies should be integrated with one another along with pocket parks, rather than be separated in clusters. This Land Use is most appropriate in areas of transition between Low-Density Mixed Dwellings Land Use areas and higher density residential and nonresidential development.



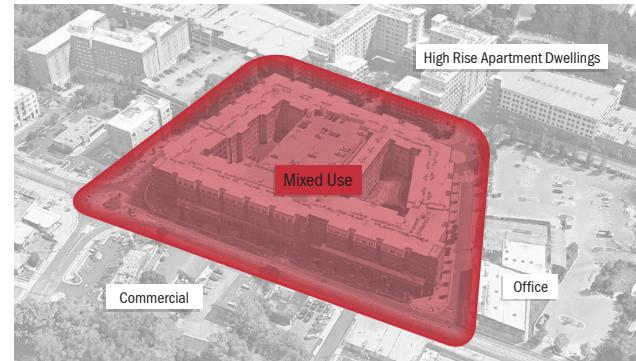
Apartment Dwellings

The Apartment Dwellings Land Use includes residential developments comprising the Courtyard Building, and/or Mid Rise Apartment Dwelling Development Typologies at a density range of 15 to 20 dwelling units per acre. This Land Use should feature neighborhood parks and resident amenity areas—building entrances should face these areas or the main roadway. Parking should be integrated into the site in a manner that minimizes its visual impact and does not interfere with the character of common areas. This Land Use is most appropriate in areas of transition between lower density residential neighborhoods and higher density residential and nonresidential development.



High Density Apartment Dwellings

The High Density Apartment Dwellings Land Use includes residential developments comprising the High-Rise Apartment Dwelling Development Typology at a density range of 20 or more dwelling units per acre. This Land Use should feature public plazas and resident amenity areas—building entrances should face these areas or the main roadway. Parking should be underground or structured. This Land Use is most appropriate in areas adjacent to NC 540.



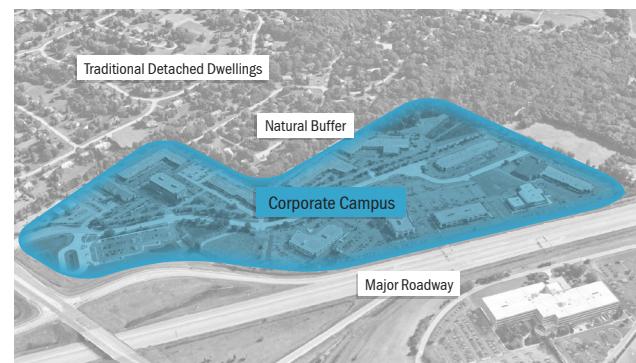
Mixed-Use

The Mixed-use Land Use is made up of the Mixed-use Development Typology. Building heights should complement their locational context: areas near the intersection of Holly Springs Road and Sunset Lake Road, 4 to 6 stories is appropriate, while buildings adjacent to the NC 540 interchange and at key locations, 7 to 10 stories is appropriate. This Land Use should feature public plazas and gathering spaces—building entrances should face these areas or the main roadway. Parking should be underground or structured. This Land Use is most appropriate at the intersection of Holly Springs Road and Sunset Lake Road and the NC 540 interchange.



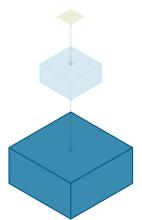
Commercial

The Commercial Land Use comprises businesses that offer goods and services, including retail, services, restaurants, neighborhood manufacturing, hospitality, office, and medical uses. Commercial uses can range in scale from stand-alone stores to horizontally stacked multitenant buildings. The building height of commercial uses should range between 2 to 4 stories. The Town should consider allowing 1 story stand-alone commercial buildings but require they be designed to have the appearance of a 2 story building. Additional recommendations regarding how to require this are included in the Design Guidelines section. Buildings should be neighborhood oriented and fit within the context the surrounding residential areas.



Corporate Campus

The Corporate Campus Land Use comprises the Office Development Typology in a master planned, campus-like setting. The building height of the Office Development Typology should range between 2 and 5 stories with taller buildings supported along NC 540. This Land Use should feature public plazas and employee amenity areas—building entrances should face these areas or the main roadway. Parking should be integrated into the site in a manner that minimizes its visual impact and does not interfere with the character of common areas.



Development Typologies

Land Use

Functional Subarea

LAND USE AND DEVELOPMENT TYPOLOGY MIX

The Northeast Gateway is envisioned to support a wide range of land uses and development typologies that complement each other - establishing a vibrant gateway into Holly Springs. The following visualizations are not intended to set one way development can occur in the Gateway; rather, they are meant to illustrate how development can transition between land use types. This includes ensuring appropriate Development Typologies are integrated with each other within Land Uses, rather than separated into distinct areas.

TRANSITIONS

Transitions between Land Uses should be provided through gradual changes in intensities. Detached Dwelling Land Uses, for example, should abut Low-Density or Mid-Density Mixed Dwelling Land Uses rather than higher density Apartment Dwelling Land Uses to be compatible in scale. In cases where this type of transition is not feasible, transitions should instead be provided through natural or manmade buffers. Examples include large setbacks, landscaping, berms, open space, public gathering space, and walls.

DEVELOPMENT PATTERN

To ensure compatibility between development typologies, the Town should focus on maintaining a consistent development pattern per block. For example, a block in the Mid-Density Mixed Dwelling Land Use could contain traditional detached dwellings, duplexes, triplexes, and multi-unit dwellings. In this case, the traditional detached dwellings, duplexes, and triplexes should be located on lots with the same area, width, and front yard setbacks, while multi-unit dwellings should be located on larger, corner lots, acting as end caps.



See page 21



See page 22

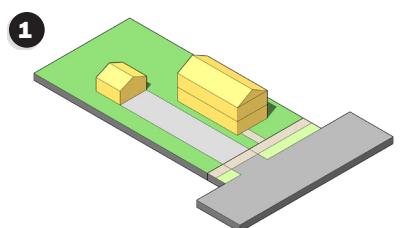


See page 23



DEVELOPMENT CONSIDERATIONS

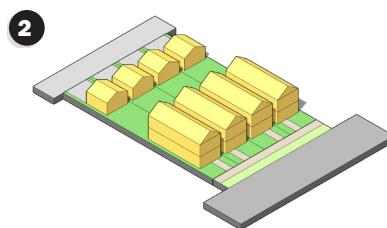
- A** Parking lots should be well screened from adjacent residential uses
- B** Sidewalk network should be complete and on both sides of the street
- C** Non-residential and Mixed-Use buildings uses should be oriented towards the primary roadway
- D** Natural buffers should be used whenever possible to create a transition between non-residential and higher density residential uses to lower density residential
- E** Non-residential uses and Mixed-Use buildings should share parking lots whenever possible
- F** Parks should be included in new residential subdivisions whenever possible



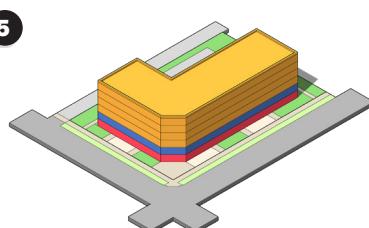
Land Use: Detached Dwellings
Development Typology: Traditional Detached Dwelling



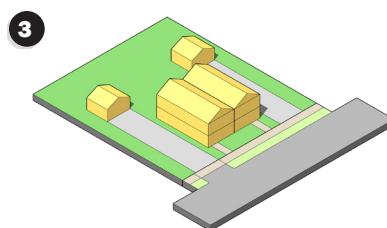
Land Use: Detached Dwellings
Development Typology: Park



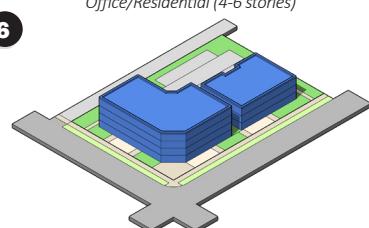
Land Use: Low-Density Mixed Dwellings
Development Typology: Small Lot Detached Dwelling



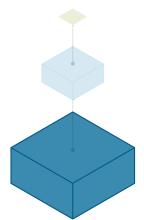
Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)



Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



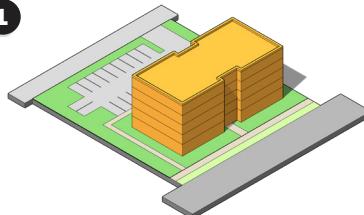
Land Use: Corporate Campus
Development Typology: Office



DEVELOPMENT CONSIDERATIONS

- A** Parking lots should be located behind the building
- B** Non-residential and Mixed-Use buildings should be oriented towards the primary roadway
- C** Sidewalk network should be complete and on both sides of the street
- D** Buildings should hold the corner with prominent, well-designed structure
- E** Non-residential uses and Mixed-Use buildings should share parking lots whenever possible

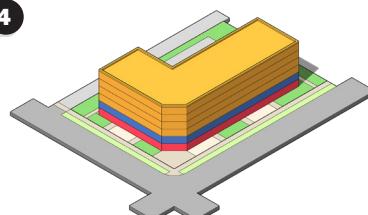
1



Land Use: Apartment Dwellings

Development Typology: Mid Rise Apartment Dwellings (4-6 stories)

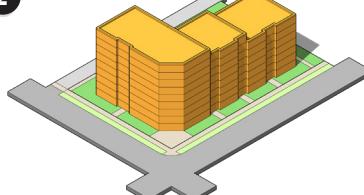
4



Land Use: Mixed-Use

Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)

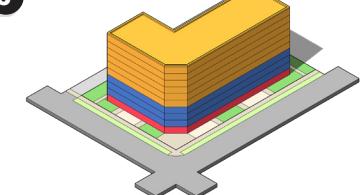
2



Land Use: Apartment Dwellings

Development Typology: High Rise Apartment Dwellings (7-10 stories)

5



Land Use: Mixed-Use

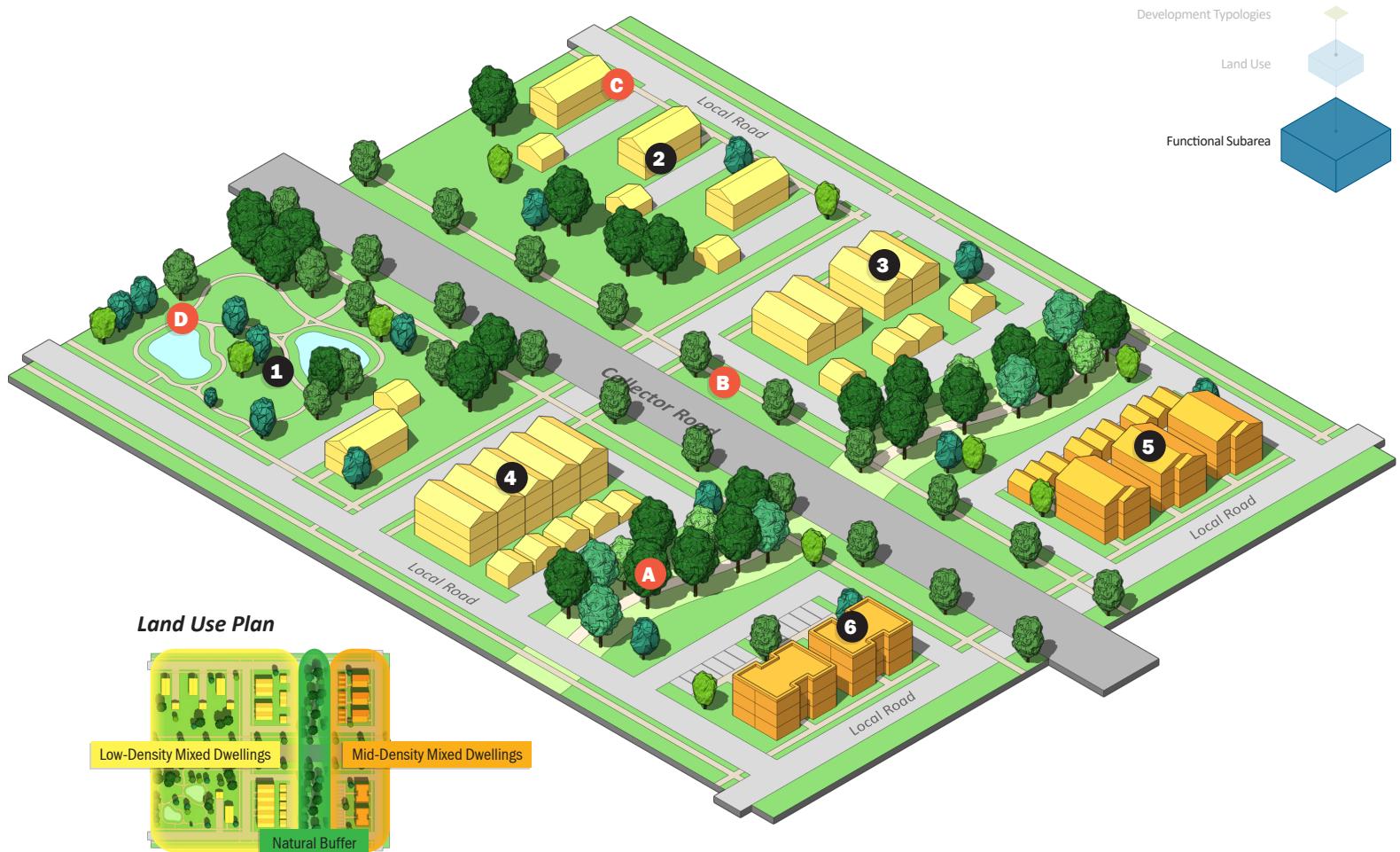
Development Typology: Mixed-Use - Commercial and Office/Residential (7-10 stories)

3



Land Use: Apartment Dwellings

Development Typology: Plaza or Gathering Space

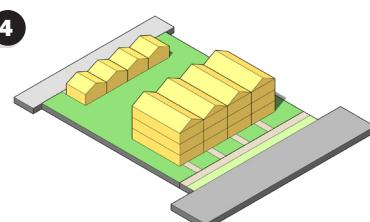


DEVELOPMENT CONSIDERATIONS

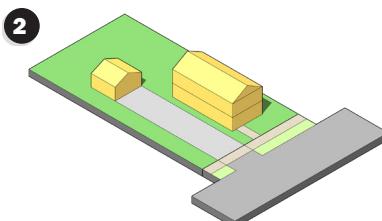
- A** Natural buffers should be used whenever possible to create a transition between non-residential and higher density residential uses to lower density residential
- B** Sidewalk network should be complete and on both sides of the street
- C** New residential uses should be set back to align with adjacent existing residential uses
- D** Parks should be included in new residential subdivisions whenever possible



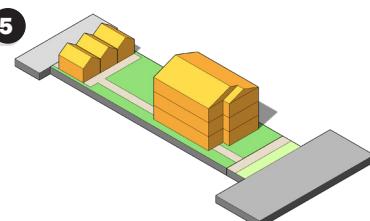
Land Use: Low-Density Mixed Dwellings
Development Typology: Park



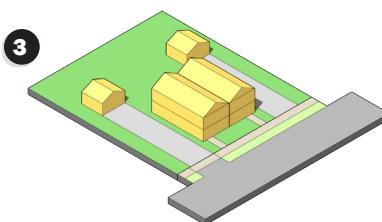
Land Use: Low-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



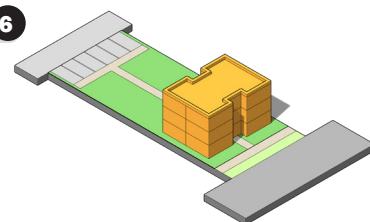
Land Use: Low-Density Mixed Dwellings
Development Typology: Traditional Detached Dwelling



Land Use: Mid-Density Mixed Dwellings
Development Typology: Triplex



Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



Land Use: Mid-Density Mixed Dwelling
Development Typology: Multi-Unit Dwelling



IMPROVEMENTS FRAMEWORK

With the extension of NC 540 and planned interchange at Holly Springs Road, the Northeast Gateway will face significant development pressure in the coming years. Development on private property must be complemented by roadway, placemaking, and urban design improvements to ensure that the area continues to be a desirable place to live and transforms into a regional destination for employment and entertainment. The Improvements Framework map identifies a variety of improvements needed to accomplish this.

Sidepath

A sidepath is a bidirectional shared use path for pedestrians and bicyclists that runs along a roadway.

Greenway (Planned and Proposed)

A greenway is a shared-use path along a strip of undeveloped land set aside for recreational use or environmental protection. These include greenways identified in the Comprehensive Plan as well as additional proposed greenways. Greenways may be public or incorporated into a private development.

Bike Route

Bike routes are continuous pathways for bicyclists that can vary in type, including shared roadways and shared use paths such as sidepaths and greenways.

Pedestrian Crossing

Pedestrian crossings are intersections enhanced to ensure pedestrians can cross roadways safely and comfortably. This includes high visibility crosswalks, ADA accessible sidewalk ramps, pedestrian crossing signage, and refuge islands where appropriate.

Pedestrian Under or Overpass

A pedestrian under or overpass is a tunnel (under) or bridge (over) designed solely for pedestrians. The construction of an under or overpass would increase pedestrian connectivity through the Northeast Gateway area. The Town would need to conduct a study to determine exact design, location, and feasibility of this type of project.

Gateway Signage

Gateway signage is a sign or display intended to inform travelers that they are entering the Town of Holly Springs.



Wayfinding Signage

Wayfinding signage is signage that helps travelers find their way around a community, district, or business area. It helps direct travelers from point to point and identify nearby destinations.

Roadway Connection

Roadway connections are new roadway connections proposed in Section 2: Comprehensive Transportation Plan of Vision Holly Springs Comprehensive Plan.

Traffic Calming

Traffic calming are design elements intended to reduce vehicle speed and improve conditions for non-motorized modes of transportation. Examples of traffic calming elements include stop signs, crosswalks, road narrowing, roundabouts, and warning signs.

Natural Buffer (Existing)

Natural Areas are largely undeveloped properties that are reserved for preservation and low-impact recreation (trails and greenways) due to their beauty and environmental features.

NC 540 Buffer

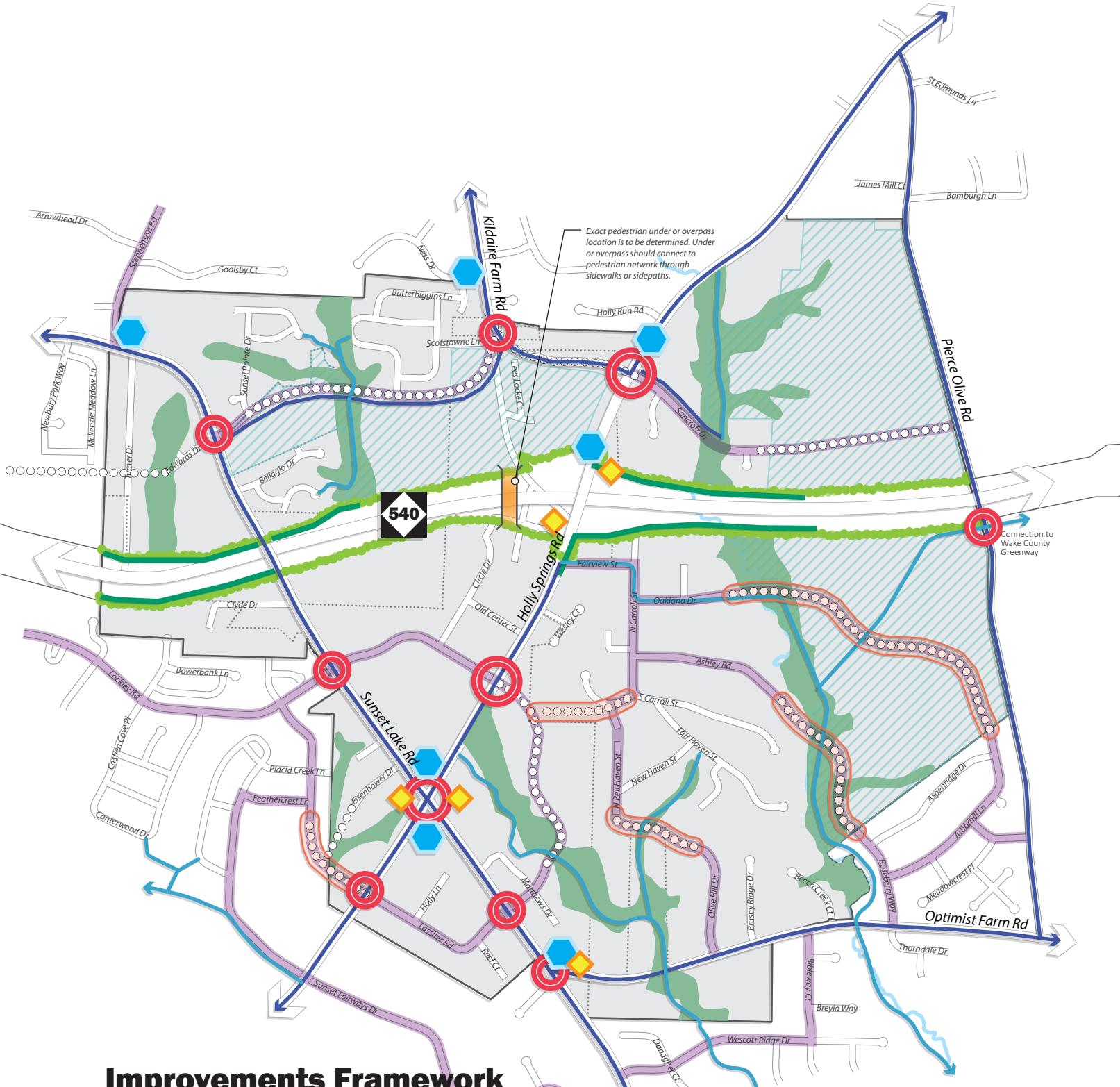
NC 540 Buffer includes evergreens, berthing, or decorative fencing that help minimize the noise and visual impact of the NC 540 roadway on adjacent uses.

Noise Walls

Noise walls are structures designed to protect inhabitants from noise pollution created by the NC 540 expressway. A number of noise walls are planned as part of the NC 540 project.

Key Opportunity Sites

Key opportunity sites include parcels within the Northeast Gateway area that will likely redevelop or develop before other sites in the project area. These sites are identified due to their large lot size, low number of owners, location adjacent to NC 540 or another major roadway, and/or because they are primarily vacant or underutilized. Given that these opportunity sites include large, highly visible properties, they have the potential to significantly affect the character of the Northeast Gateway. Special care and attention should be given to the development characteristics of these sites to ensure they are in line with the desired outcomes for the Northeast Gateway Master Plan.



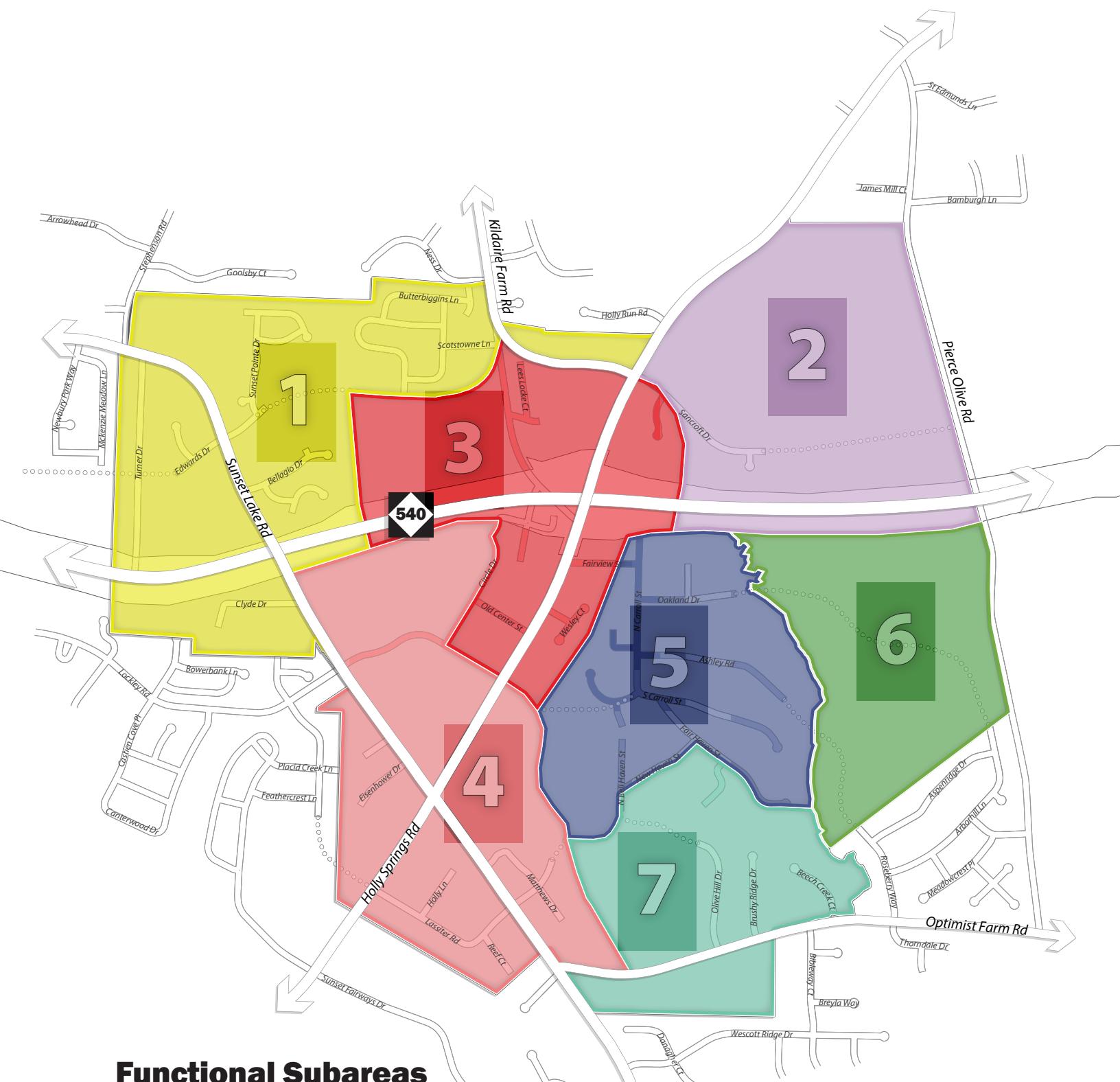
Improvements Framework

- Sidepath
- Greenway (Planned and Proposed)
- Bike Route
- Pedestrian Crossing
- Pedestrian Under or Overpass
- Gateway Signage

- Wayfinding Signage
- Roadway Connection
- Traffic Calming
- Natural Buffer (Existing)
- NC 540 Buffer
- Noise Wall
- Key Opportunity Site

- Holly Springs Town Limits
- Rocky Branch Stream





Functional Subareas

 Functional Subarea 1
NORTHERN GATEWAY
(See Page 30)

 Functional Subarea 2
LIVE-WORK CENTER
(See Page 32)

 Functional Subarea 3
GATEWAY CORE
(See Page 34)

 Functional Subarea 4
COMMERCIAL CENTER
(See Page 36)

 Functional Subarea 5
NEIGHBORHOOD CORE
(See Page 38)

 Functional Subarea 6
NEIGHBORHOOD EDGE
(See Page 40)

 Functional Subarea 7
EASTERN GATEWAY
(See Page 42)

0 250 500 1,000
US Feet

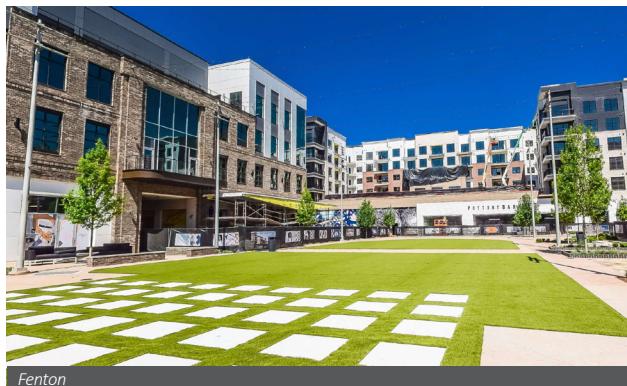
BUILDING HEIGHT

Development in the area surrounding the future interchange at NC 540 and Holly Springs Road has the opportunity to set the stage for the unique identity and character of the Northeast Gateway due to its high visibility from and easy access to the highway. Due to the importance of ensuring that future development meets the vision of the Holly Springs community, this section establishes a building height map for the Northeast Gateway Area. *Although the building height map should provide direction to the Town, property owners, developers, and residents, they should not be seen as cast in stone.* Flexibility in building heights in each Functional Subarea should be considered as long as the spirit and intent of the recommendations are met.

This section also outlines example developments from other communities in the region that have met many of the goals set forth for the Northeast Gateway. These case study examples are highlighted to provide inspiration to property owners and developers when conceiving transitions in building heights.

NORTH HILLS, RALEIGH, NORTH CAROLINA

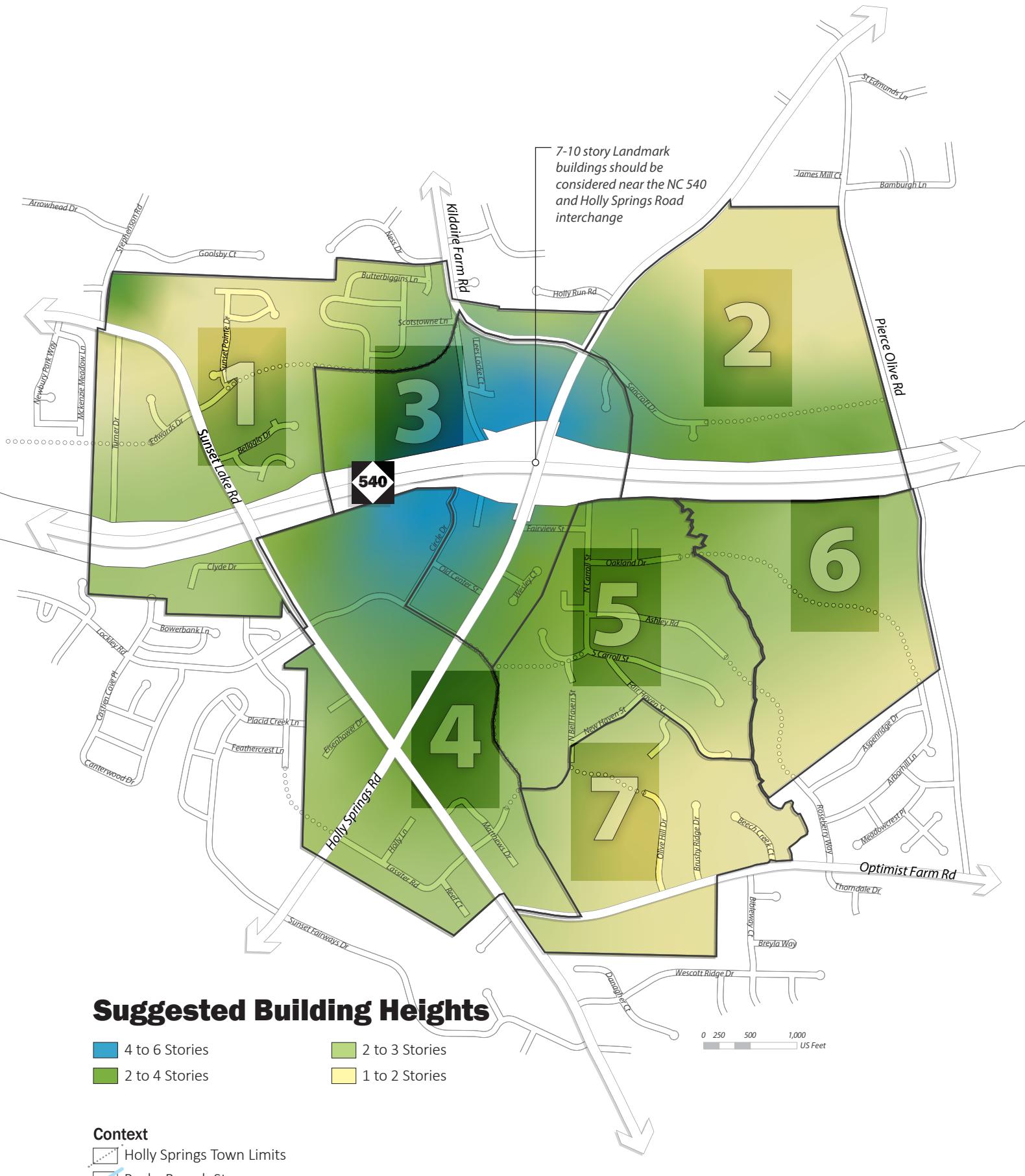
North Hills is a mixed-use district located on Exit 8 on the I-440 interstate in Midtown Raleigh, nearly five miles north of downtown Raleigh. Drivers exiting I-440 are introduced to North Hills with its tallest buildings — high-density and high-rise uses, such as offices and headquarters, ranging from 13-30 stories. As drivers enter Main Street of North Hills, building heights decrease to 1-4 stories in height. Stand-alone, one-story buildings in the entrance of North Hills are restaurant and retail uses and the buildings that range from 2-4 stories are mixed-use, with retail on the ground floor and multifamily residential on the upper floors. The 1-4 story buildings on Main Street are anchored by a 10-story hotel at the end of the street. Following Dartmouth Road to the east of North Hills will transition to high-density, 6-20 story mixed-use, office, and multifamily residential buildings. The eastern side of North Hills features a park. Surrounding the park are 4-6 story multifamily residential buildings and 14-20 story mixed-use buildings. Moving away from the park, office uses are on the outside of multifamily residential and mixed-use buildings with building heights that range from 16-30 stories.



FENTON, CARY, NORTH CAROLINA

Fenton, a mixed-use development, is located along Cary Town Boulevard right off of I-40. High-rise, 10-14 story offices border the development's east and west sides. When driving on Fenton's main thoroughfare, buildings decrease from 10-14 stories to 6-4 story mixed-use retail and multifamily buildings in the heart of the district. Developers involved in this project encourage that mixed-use building architecture above the street level be varied and articulated by movement in the façade planes. Buildings south of the mixed-use along I-40, will transition to 1-story retail uses.



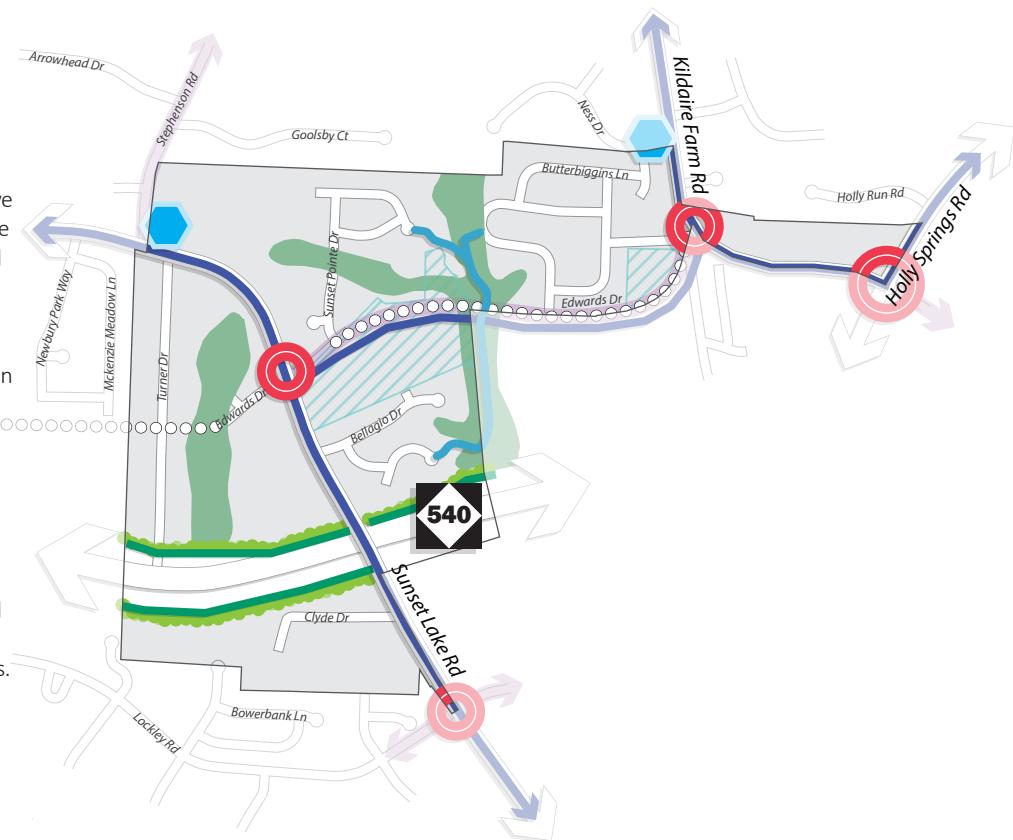


NORTHERN GATEWAY

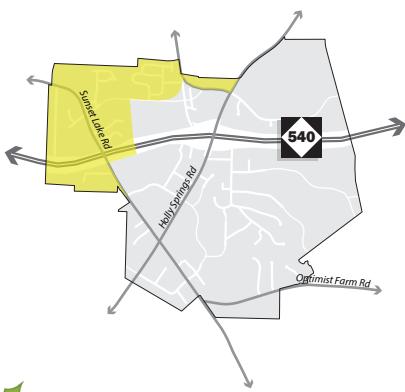
Functional Subarea 1 is in the northwest portion of the Northeast Gateway and is primarily built out with residential neighborhoods. There is a mix of housing types and densities, as well as an ongoing mixed-use development. Future development in this area should complement existing neighborhoods and provide transitions from higher intensity development in Functional Subarea 3. Natural buffers should be preserved and enhanced to further ensure appropriate transitions.

IMPROVEMENT CONSIDERATIONS

Future development in Functional Subarea 1 has the opportunity to better connect with existing neighborhoods, improving mobility for area residents. The planned extension of Edwards Drive to Kildaire Farm Road will establish a thoroughfare roadway that local roads should connect to. Local roadways should also connect to existing stub streets, such as Bally Shannon Way and Palermo Court. Denser development should be directed and encouraged near major roadways, rather than collector and local roadways, and transition away from residential uses. Bicycle facilities should be incorporated into the Edwards Drive extension to provide safe and convenient access to the mixed-use area envisioned in Functional Subarea 3. Pedestrian connectivity should be provided by extending greenways within the area's natural buffers. Vegetative screening and/or a sound wall should be installed along NC 540 to minimize negative impacts to surrounding property owners.



Improvements Framework



■ Sidepath	■ Wayfinding Signage
■ Greenway (Planned and Proposed)	■ Roadway Connection
■ Bike Route	■ Traffic Calming
■ Pedestrian Crossing	■ Natural Buffer (Existing)
■ Pedestrian Under or Overpass	■ NC 540 Buffer
■ Gateway Signage	■ Noise Wall
	■ Key Opportunity Site

DEVELOPMENT PATTERN

Since the majority of Functional Subarea 1 has already been developed or been approved for development, future development should be of a similar intensity to ensure compatibility.

Southeast Area of Edwards Drive

and Bellagio Drive: The area between Edwards Drive and Bellagio Drive should be developed according to the Detached Dwellings Land Use, including the Traditional and Small Lot Single-dwelling Detached Development Typologies at a density range of 3 to 4 dwelling units per acre. The vacant property between Edwards Drive and Bellagio Drive is a key opportunity site within the Functional Subarea.

Northeast Area of Sunset Lake Road and

NC 540: The area west of Sunset Lake Road, between the NC 540 expressway and Edwards Drive, should be developed according to the Low-Density Mixed Dwellings Land Use with a variety of housing types, similar to the Scot's Laurel neighborhood in the northeast of Functional Subarea 1.

Southeast Area of Scot's Laurel

Neighborhood: The underdeveloped area to the southeast of the Scot's Laurel neighborhood should be developed according to the Mid-Density Mixed Dwelling Land Use, an extension of the townhomes currently found along Bally Shannon Way, in addition to including open space, such as parks, throughout the area.

Northeast Area of Sunset Lake Road and

Stephenson Road: Mixed-Use should be limited to the Peterson Station development at Sunset Lake Road and Stephenson Road.

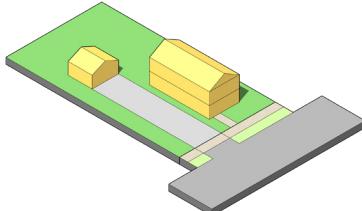
Land Uses & Building Height

- **Detached Dwellings:** 1-2 stories
- **Low-Density Mixed Dwellings:** 2-3 stories
- **Mid-Density Mixed Dwellings:** 2-4 stories
- **Mixed-Use:** 4-6 stories

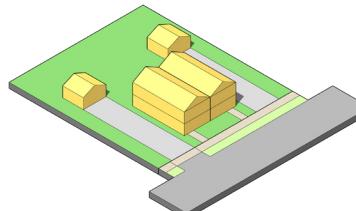
Parking

Parking should primarily be located in private garages accessed off rear alleys. On-street parking should also be accommodated.

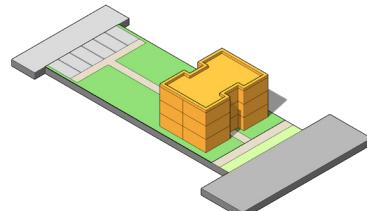
Development Typologies



Land Use: Detached Dwellings
Development Typology: Traditional Detached Dwelling



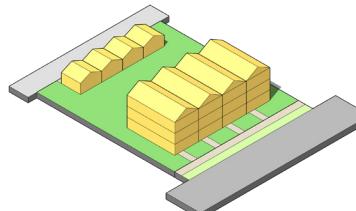
Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



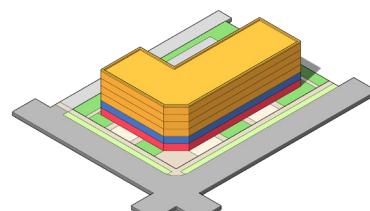
Land Use: Mid-Density Mixed Dwellings
Development Typology: Multi-Unit Dwelling



Lane Use: Detached Dwellings
Development Typology: Park



Land Use: Low-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



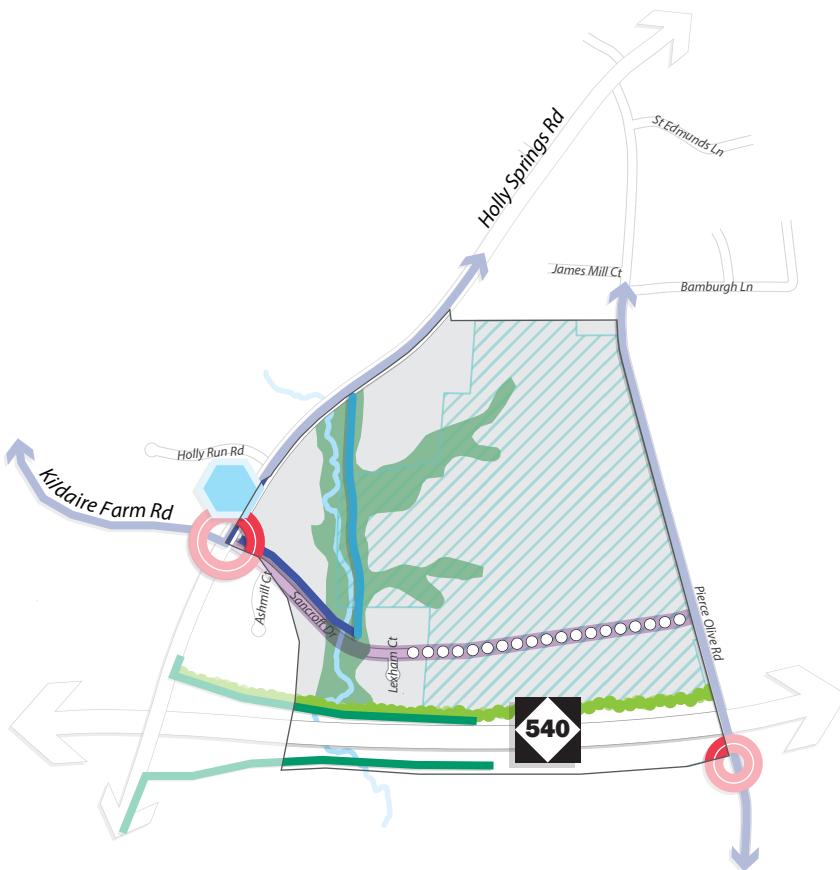
Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)

LIVE-WORK CENTER

Functional Subarea 2 is in the northeast corner of the Northeast Gateway and currently comprises primarily vacant and agricultural land. Future development should leverage this area's high visibility from NC 540 and easy access from the interchange. Planned roadway extensions and natural buffers should be used to transition between mixed-use and nonresidential development near the expressway. Higher density housing should act as a transition to existing low density neighborhoods.

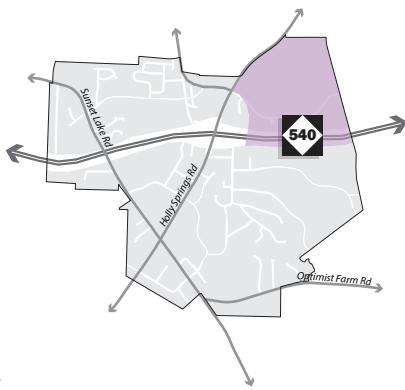
IMPROVEMENT CONSIDERATIONS

Future development in Functional Subarea 2 should be well connected to ensure safe and easy access to mixed-use areas for residents and employees. The planned extension of Sancroft Drive presents an opportunity to transition between mixed-use and nonresidential development along NC 540 and residential development to the north. Local roads should connect with this new roadway, which should be improved with pedestrian facilities and bike facilities whenever possible. Greenways should be extended in existing natural buffers to enhance pedestrian connectivity, as proposed in Functional Subarea 1. Vegetative screening and/or a sound wall should be installed along NC 540 to minimize negative impacts to surrounding property owners.



Improvements Framework

Sidepath	Wayfinding Signage
Greenway (Planned and Proposed)	Roadway Connection
Bike Route	Traffic Calming
Pedestrian Crossing	Natural Buffer (Existing)
Pedestrian Under or Overpass	NC 540 Buffer
Gateway Signage	Noise Wall
	Key Opportunity Site



DEVELOPMENT PATTERN

The area's undeveloped land and high visibility from NC 540 should be leveraged to diversify the Town's tax base with a compatible mix of uses.

Northern Edge of Functional Subarea

2: To the northern edge of Functional Subarea 2, development should transition to the Detached Dwellings Land Use to ensure sufficient transition between higher density housing and existing low density neighborhoods.

Northeast Area of Holly Springs Rod and Sancroft Drive: The Low-Density Mixed Dwellings Land Use should be supported north of the extended Sancroft Drive and south of the existing place of worship along Holly Springs Road.

South of Sancroft Drive, West of the Natural Buffer

Natural Buffer: The Mixed-use Land Use should be supported south of the extended Sancroft Drive and west of the natural buffer, with building heights transitioning from 4 to 6 stories near NC 540 to 2 to 4 near Sancroft Drive.

South of Sancroft Drive, East of the Natural Buffer

Natural Buffer: The Corporate Campus and Commercial Land Uses should be supported south of the planned extension of Sancroft Drive and east of the existing natural buffer, with 5 story buildings abutting NC 540, transitioning to lower buildings near Sancroft Drive. The mix of uses in this area should be incorporated across multiple, standalone buildings and/or in vertically stacked mixed-use buildings.

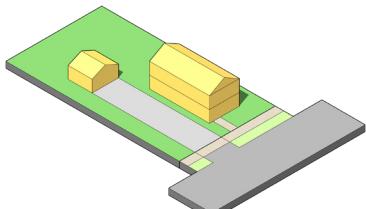
Land Uses & Building Height

- **Detached Dwellings:** 1-2 stories
- **Low-Density Mixed Dwellings:** 2-3 stories
- **Mixed-Use:** 2-4 stories near Sancroft Drive, 4-6 stories near NC 540 and major roadways, transitioning away from residential uses
- **Corporate Campus:** 2-3 stories near Sancroft Drive, 4-5 stories near NC 540
- **Commercial:** 2-3 stories

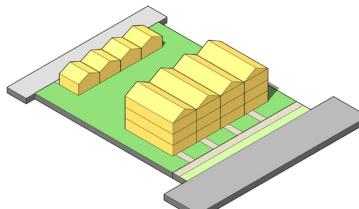
Parking

Parking should be provided in structures for Mixed-use areas whenever feasible. Lots should be designed in a manner that would allow them to transition into structures in the future. Lots within Corporate Campus areas should be integrated into campus site designs to minimize visual impacts. Parking for residential areas should primarily be located in private garages.

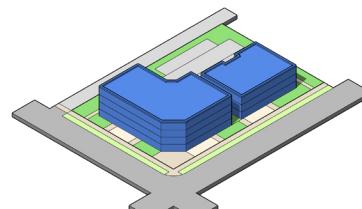
Development Typologies



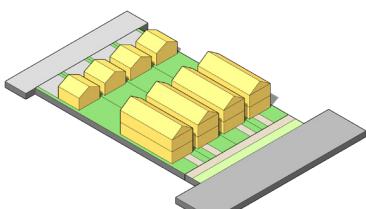
Land Use: Detached Dwellings
Development Typology: Traditional Detached Dwelling



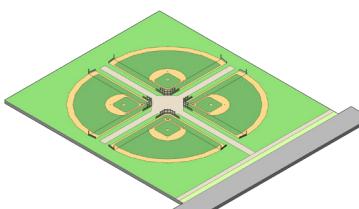
Land Use: Low-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



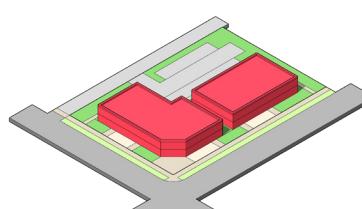
Land Use: Office
Development Typology: Office and Corporate Campus



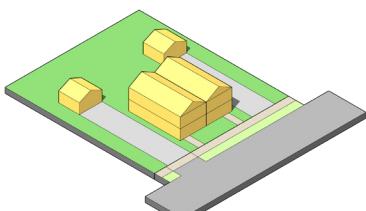
Land Use: Low-Density Mixed Dwellings
Development Typology: Small Lot Detached Dwelling



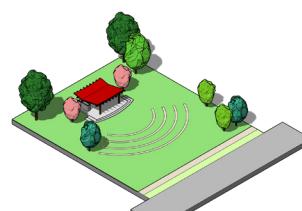
Land Use: Low-Density Mixed Dwellings
Development Typology: Regional Recreation Destination



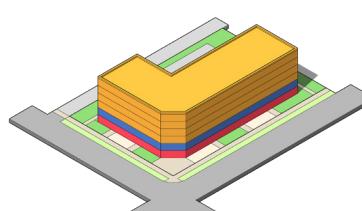
Land Use: Commercial
Development Typology: Commercial (2-3 stories)



Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



Land Use: Low-Density Mixed Dwellings
Development Typology: Special Event Space



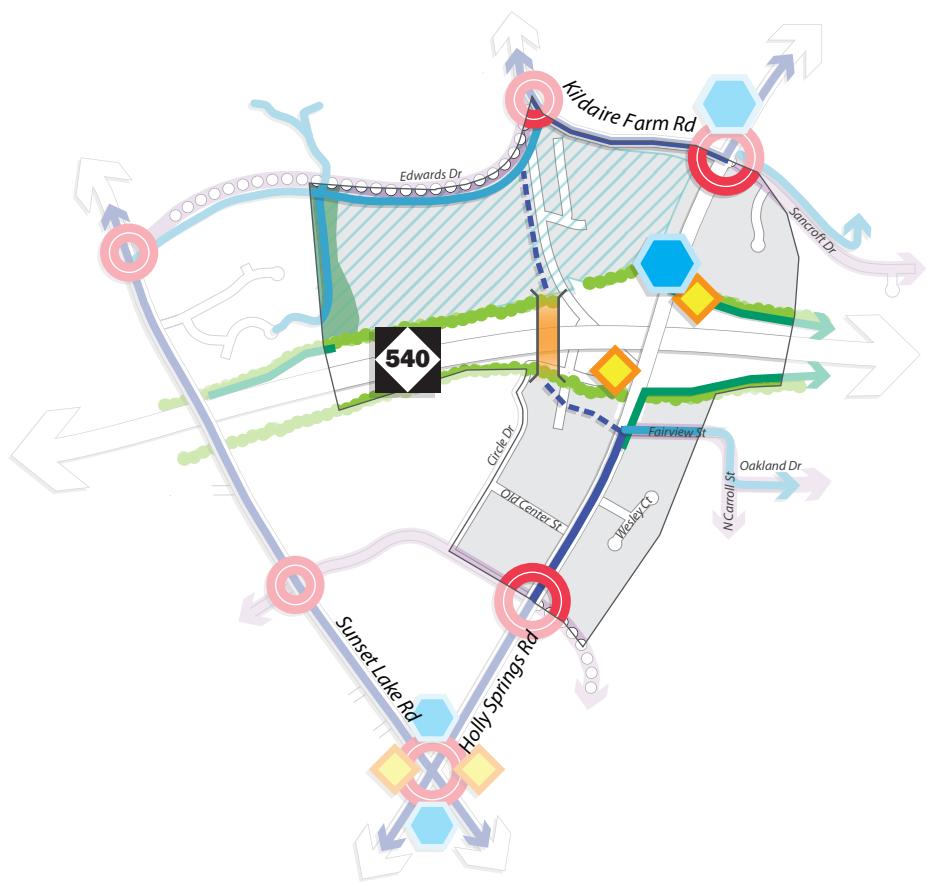
Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)

GATEWAY CORE

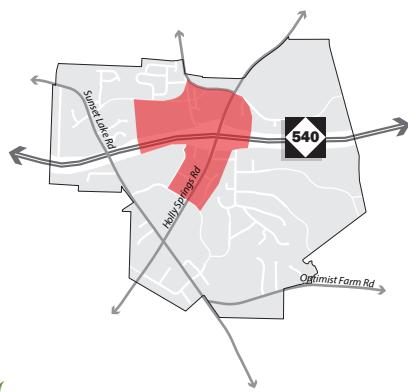
Functional Subarea 3 is located in the heart of the Northeast Gateway, adjacent to the future NC 540 and Holly Springs Road interchange. Future development in this area should be the highest intensity development in the Gateway to best leverage this area's visibility from NC 540 and easy access from the interchange. As development approaches Lockley Road and Wesley Court, development intensity should decrease to ensure appropriate transitions to surrounding functional subareas.

IMPROVEMENT CONSIDERATIONS

Functional Subarea 3 will act as the entry point to Holly Springs for westbound NC 540 travelers. As such, the Town should coordinate with NCDOT on the installation of wayfinding signage at the interchange. Wayfinding signs should not only direct people to sites within the Northeast Gateway, but to key destinations in the Town as a whole. Planned side paths along Holly Springs Road should connect with existing greenways. If feasible, Lockley Road should incorporate a shared bike route to ensure safe and easy multimodal access. Vegetative screening and/or a sound wall should be installed along NC 540 to minimize negative impacts to surrounding property owners.



Improvements Framework



■ Sidepath	■ Wayfinding Signage
■ Greenway (Planned and Proposed)	■ Roadway Connection
■ Bike Route	■ Traffic Calming
■ Pedestrian Crossing	■ Natural Buffer (Existing)
■ Pedestrian Under or Overpass	■ NC 540 Buffer
■ Gateway Signage	■ Noise Wall
	■ Key Opportunity Site

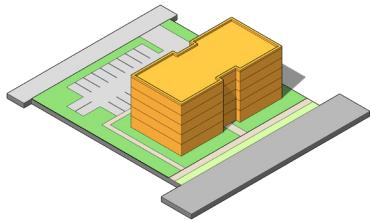
DEVELOPMENT PATTERN

Future development in Functional Subarea 3 has the opportunity to further solidify Holly Springs' reputation as a desirable community where people can live, work, and play. The multimodal transportation network should connect to all areas of Functional Subarea 3 and provide connections to surrounding neighborhoods and commercial areas. Function Subarea 3 should provide access to Holly Spring's vibrant neighborhoods, public spaces, and retail districts.

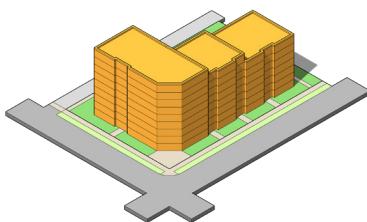
Future development is envisioned to be predominantly 5 stories tall. Buildings that are 7 to 10 stories would be considered landmark type development, or buildings that serve as a point of reference and define the character of the area surrounding the interchange, and would be located towards major roadways, transitioning away from residential uses.

Southeast of Edwards Drive and NC 540: The Corporate Campus land use should be supported south of the planned extension of Edwards Drive and east of the natural buffer. Building should be 4 to 5 stories abutting NC 540, transitioning to lower buildings near Edwards Drive.

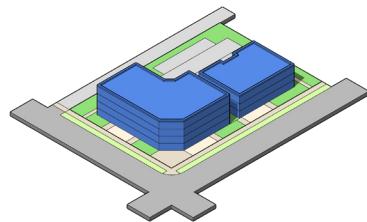
Development Typologies



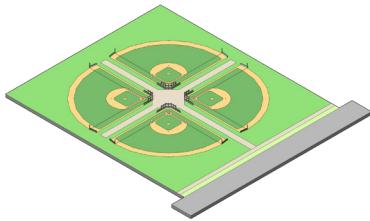
Land Use: Apartment Dwellings
Development Typology: Mid Rise Apartment Dwellings (4-6 stories)



Land Use: High Density Apartment Dwellings
Development Typology: High Rise Apartment Dwellings (7-10 stories)



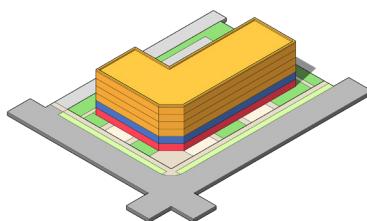
Land Use: Office
Development Typology: Office and Corporate Campus



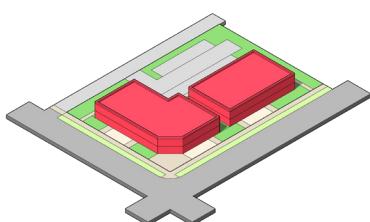
Land Use: Apartment Dwellings
Development Typology: Regional Recreation Destination



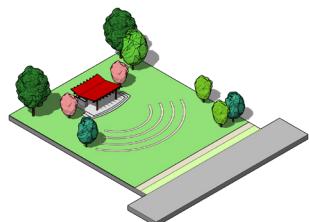
Land Use: High Density Apartment Dwellings
Development Typology: Plaza or Gathering Space



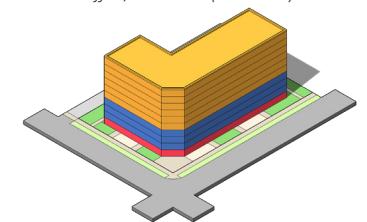
Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)



Land Use: Commercial
Development Typology: Commercial (2-3 stories)



Land Use: High Density Apartment Dwellings
Development Typology: Special Event Space



Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (7-10 stories)

FUNCTIONAL SUBAREA 3 CONCEPTUAL LAND USE PLAN

Functional Subarea 3 is located in the heart of the Northeast Gateway, adjacent to the future NC 540 and Holly Springs Road interchange. Future development in this area should be the highest intensity development in the Gateway to best leverage this area's high visibility from NC 540 and easy access from the interchange.

Although the conceptual land use plan should provide direction to the Town, property owners, developers, and residents, they should not be seen as cast in stone.

Minimum Mix of Land Uses

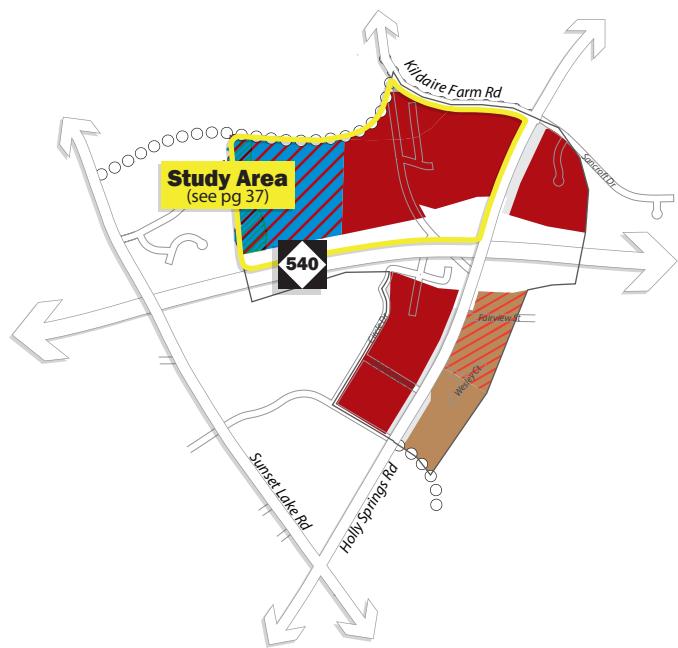
Functional Subareas 3 is envisioned to be developed with a mix of land use categories, as detailed in the table below. A range of land use category distribution is included to provide flexibility to the Town, property owners, and developers and to also ensure that no single land use category is developed in excess or in a manner that prevents the eventual development of a more desirable land use mix. The table does not include a distinct parks and open space land use category. The Town of Holly Springs requires parks and open space be integrated into all new development and is therefore counted as an integral component of the land use distribution percentage. Building height ranges are also detailed in the table. In instances where two height ranges are provided, the building height map included on page 29 should be utilized to determine the appropriate building height per location.

Functional Subarea 3 – Minimum Mix of Land Uses		
Land Use Category	Percent Distribution	Building Height
Apartment Dwellings	15%- 20%	4-6 stories
Mixed-Use	50%- 55%	4-6 stories*
Office	15%- 20%	2-3 stories & 4-5 stories

* 7-10 for landmark buildings near the NC 540 interchange should be considered

Desirable Use Types

The Northeast Gateway as a whole, and specifically Functional Subareas 3, is envisioned to be pedestrian oriented community and regional destinations. To ensure this vision comes to fruition, the Town should consider prohibiting auto-oriented uses such as gas stations, automobile service and repair, drive throughs, and more. Instead, the Town should focus on attracting and accommodating uses that would establish this area as an entertainment destination in the Town and region, per the recommendations of the Land Use & Character Plan. Uses such as indoor entertainment, experiential retail, bars, sit down restaurants, breweries, wineries, distilleries, artisan manufacturing, and more are all uses that positively contribute to the creation of an entertainment district.



Land Use

	Apartment Dwellings
	Commercial
	Mixed-Use
	Office
	Natural Buffer



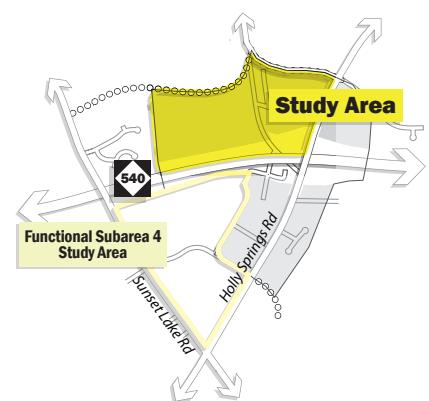
Functional Subarea 3 STUDY AREA VISUALIZATION

Building Characteristics

- ① Mid Rise Apartment Dwelling with Attached Parking Structure
- ② Mixed-Use (Commercial and Apartment Dwellings)
- ③ Mixed-Use (Commercial and Apartment Dwellings)
- ④ Mid Rise Apartment Dwelling
- ⑤ Mixed-Use (Commercial, Office, and Apartment Dwellings) with Attached Parking Structure
- ⑥ Mixed-Use (Commercial, Office, and Apartment Dwellings)
- ⑦ Hotel
- ⑧ Mixed-Use (Commercial and Apartment Dwellings)
- ⑨ Mixed-Use (Commercial and Apartment Dwellings)
- ⑩ Office with Attached Parking Structure
- ⑪ Mixed-Use (Commercial and Office) with Attached Parking Structure
- ⑫ Office
- ⑬ Office
- ⑭ Office
- ⑮ Mixed-Use (Commercial and Office)
- ⑯ Townhome or Rowhome
- ⑰ Townhome or Rowhome

Development Characteristics

- ① Preserved Natural Buffer
- ② Trailhead and Open Space
- ③ Trail and Linear Park/Open Space
- ④ Public Plaza
- ⑤ NC 540 Vegetative Buffer and Noise Walls
- ⑥ Park/Open Space
- ⑦ Park/Open Space
- ⑧ Trail
- ⑨ Preserved Tree Canopy
- ⑩ Preserved Natural Buffer
- ⑪ Park/Open Space



COMMERCIAL CENTER

Functional Subarea 4 is located in the southwest portion of the Northeast Gateway, including the land area around the intersection of Holly Springs Road and Sunset Lake Road. Much of the area is developed with primarily auto-oriented commercial uses. Future development in this Functional Subarea should work to transform the area into a pedestrian-friendly environment, with greater focus on how buildings, rather than parking lots, interact with the public right-of-way. Special consideration should be given to housing affordability in this area to minimize the displacement of current residents.

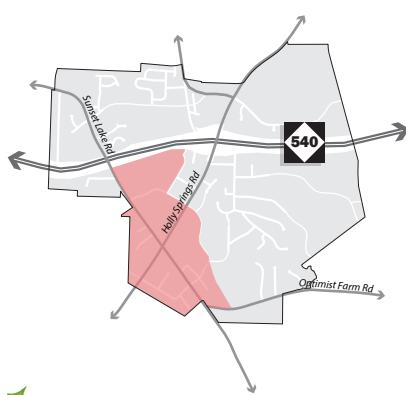
IMPROVEMENT CONSIDERATIONS

Functional Subarea 4 is bounded by the planned roadway connections of Lockley Road and Lassiter Road. The new collector should be improved with pedestrian facilities and bike facilities, whenever possible, to ensure that area residents are easily able to access shopping and dining opportunities without a car. Natural buffers should be maintained and improved with greenways. Existing greenways should be connected to planned side paths along Holly Springs Road and Sunset Lake Road.



Improvements Framework

■ Sidepath	■ Wayfinding Signage
■ Greenway (Planned and Proposed)	■ Roadway Connection
■ Bike Route	■ Traffic Calming
■ Pedestrian Crossing	■ Natural Buffer (Existing)
■ Pedestrian Under or Overpass	■ NC 540 Buffer
■ Gateway Signage	■ Noise Wall
	■ Key Opportunity Site



DEVELOPMENT PATTERN

Future development should build off and enhance existing commercial uses.

Southwest of Sunset Lake Road and Holly Springs Road: The Mid-Density Mixed Dwellings Land Use should be supported to the south and west of the intersection. Higher density housing types should be located near the intersection, while lower density housing types should be supported near existing residential neighborhoods on the periphery of the Gateway. Pedestrian walkways should connect the residential portions with mixed-use and commercial areas.

Area Surrounding Lockley Drive and Lassiter Road: The Mid-Density Mixed Dwellings Land Use should be supported between the existing commercial development and future Lockley Road and Lassiter Road. The natural buffer between Sunset Lake Commons and Lassiter Road should be integrated into the site design as an amenity for residents.

Area Surrounding Sunset Lake Road and Holly Springs Road: The Mixed-Use Land Use should be supported in the area surrounding the intersection of Holly Springs Road and Sunset Lake Road. The Mixed-Use Land Use should support both horizontal and vertical development. Buildings should be located near the property line and walkways should be available in parking lots, between adjacent buildings, and connecting building entrances to sidewalks. The Mixed-Use Land Use should support walkability between other Mixed-Use Land Use buildings and Commercial Land Use buildings.

The Commercial Land Use should be supported in the area surrounding the intersection of Holly Springs Road and Sunset Lake Road. Buildings should be located near the property line and, similar to the Mixed-Use Land Use, walkways should be provided throughout Commercial Land Use development.

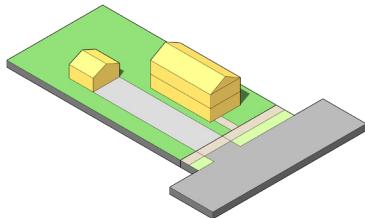
Land Uses & Building Height

- **Mid-Density Mixed Dwellings:** 2-4 stories
- **Apartment Dwellings:** 4-6 stories
- **Mixed-Use:** 2-4 stories
- **Commercial:** 2-3 stories

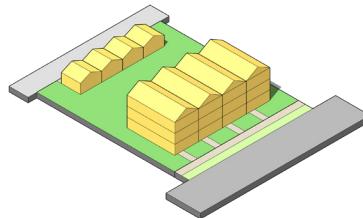
Parking

Parking for Mid-Density Mixed Dwelling areas should primarily be in private garages accessed off rear alleys. Parking for Apartment Dwelling and Mixed-use areas should be integrated into the overall site design to minimize visual impacts. Parking should be to the side or rear of buildings.

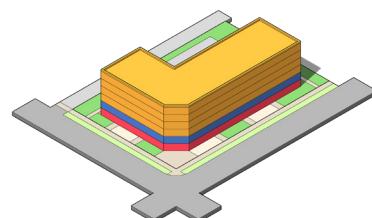
Development Typologies



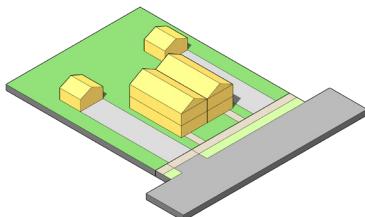
Land Use: Mid-Density Mixed Dwellings
Development Typology: Traditional Detached Dwelling



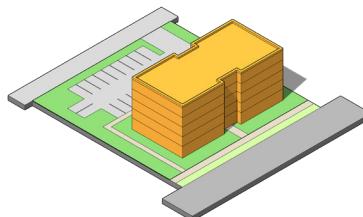
Land Use: Mid-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



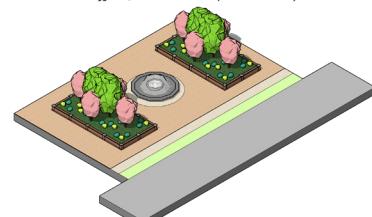
Land Use: Mixed-Use
Development Typology: Mixed-Use - Commercial and Office/Residential (4-6 stories)



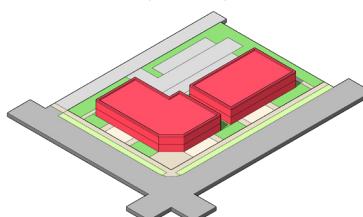
Land Use: Mid-Density Mixed Dwellings
Development Typology: Duplex



Land Use: Apartment Dwellings
Development Typology: Mid Rise Apartment Dwellings (4-6 stories)



Land Use: Mixed-Use
Development Typology: Plaza or Gathering Space



Land Use: Commercial
Development Typology: Commercial (2-3 stories)

FUNCTIONAL SUBAREA 4 CONCEPTUAL LAND USE PLAN

Functional Subarea 4 is located in the southwest portion of the Gateway, including the land area around the intersection of Holly Springs Road and Sunset Lake Road. Much of the area is developed with primarily auto-oriented commercial uses. Future development in this Functional Subarea should work to transform the area into a pedestrian-friendly environment, with greater focus on how buildings, rather than parking lots, interact with the public right-of-way. **Although the conceptual land use plan should provide direction to the Town, property owners, developers, and residents, they should not be seen as cast in stone.**

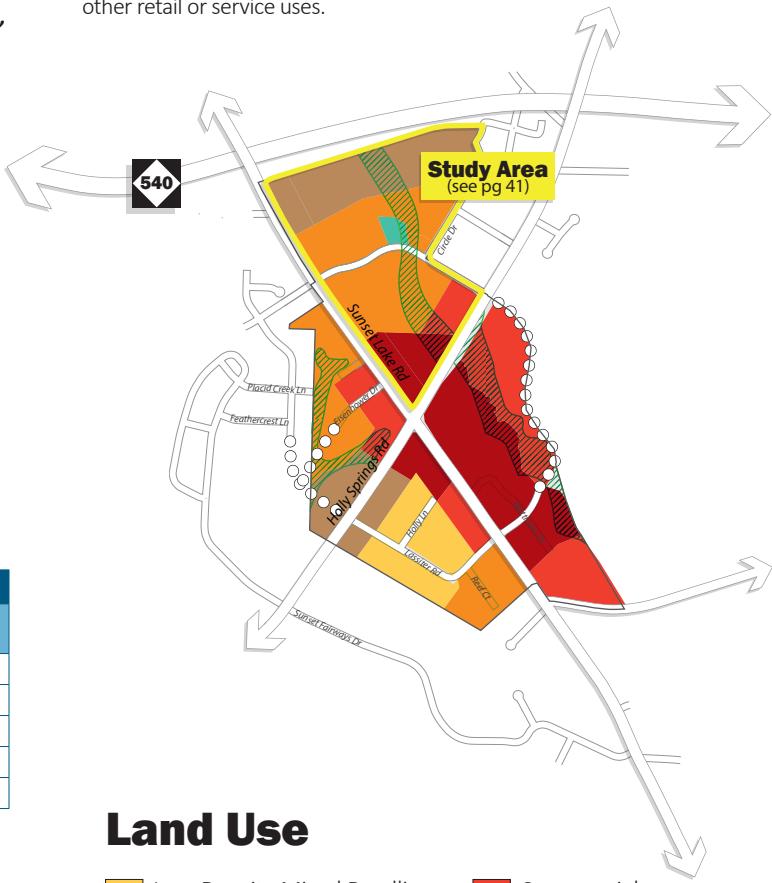
Minimum Mix of Land Uses

Functional Subarea 4 is envisioned to be developed with a mix of land use categories, as detailed in the table below. A range of land use category distribution is included to provide flexibility to the Town, property owners, and developers and to also ensure that no single land use category is developed in excess or in a manner that prevents the eventual development of a more desirable land use mix. The table does not include a distinct parks and open space land use category. The Town of Holly Springs requires parks and open space be integrated into all new development and is therefore counted as an integral component of the land use distribution percentage. Building height ranges are also detailed in the table. In instances where two height ranges are provided, the building height map included in the following pages should be utilized to determine the appropriate building height per location.

Functional Subarea 4 – Minimum Mix of Land Uses		
Land Use Category	Percent Distribution	Building Height
Low-Density Mixed Dwellings	5%- 10%	2-3 stories
Mid-Density Mixed Dwellings	40%- 45%	2-4 stories
Apartment Dwellings	15%- 20%	4-6 stories
Mixed-Use	20%- 30%	2-6 stories
Commercial	5%- 10%	2-6 stories

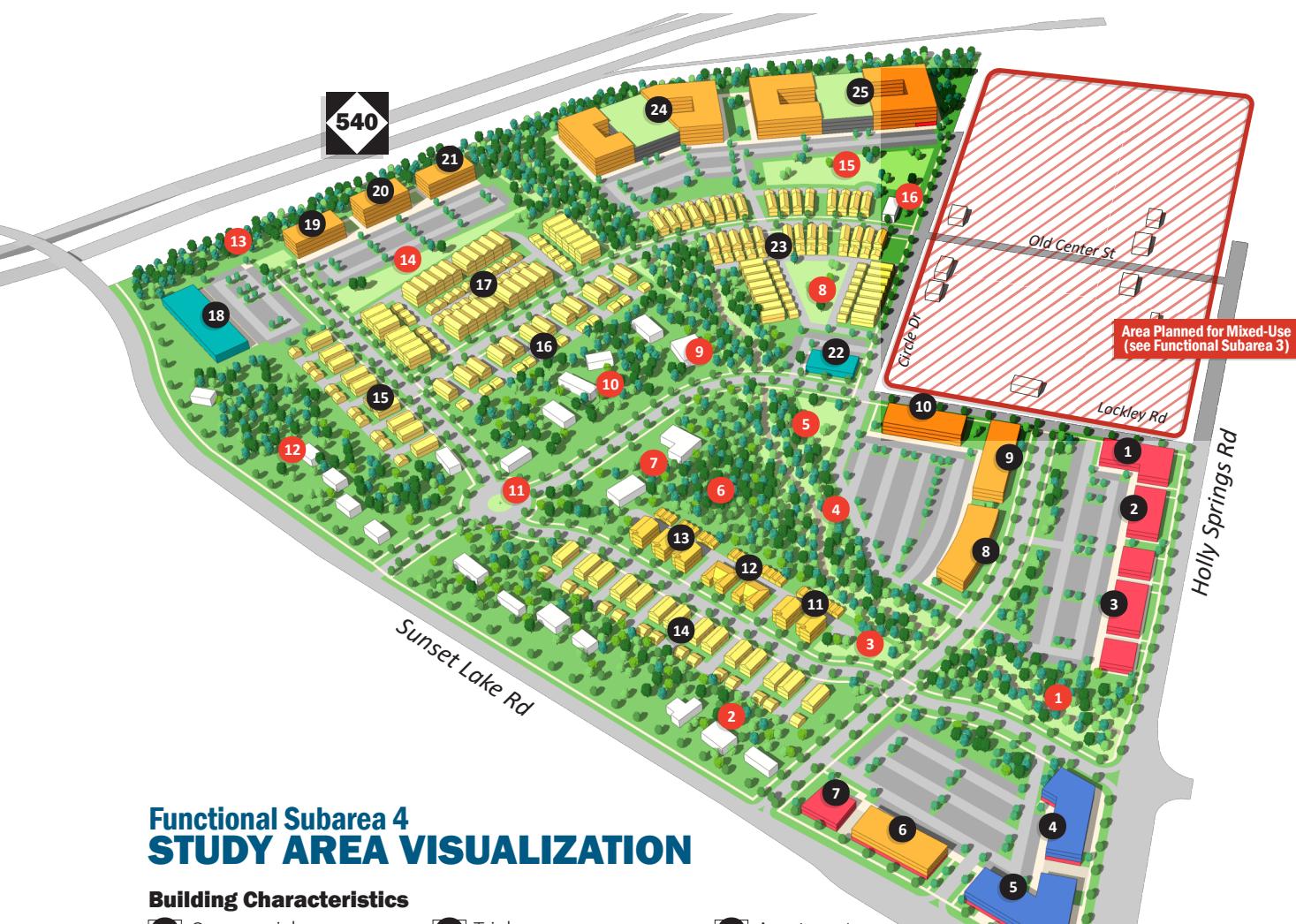
Desirable Use Types

The Northeast Gateway as a whole, and specifically Subarea 4, are envisioned to be pedestrian oriented community and regional destinations. Subarea 4 is envisioned to include diverse housing types as well as uses that fulfill residents' everyday needs, such as Commercial, Public/Semi-Public, and Open Spaces. Residential uses include Low-Density Mixed Dwelling, Mid-Density Mixed Dwellings, Apartment Dwellings, and Mixed-Uses, where residential units are located on the upper floors. Commercial uses that meet residents' everyday needs include restaurants, grocery stores, pharmacies, and other retail or service uses.



Land Use

Yellow	Low-Density Mixed Dwelling
Orange	Mid-Density Mixed Dwellings
Brown	Apartment Dwellings
Red	Commercial
Dark Red	Mixed-Use
Teal	Public/Semi-Public
Green	Natural Buffer



Functional Subarea 4 STUDY AREA VISUALIZATION

Building Characteristics

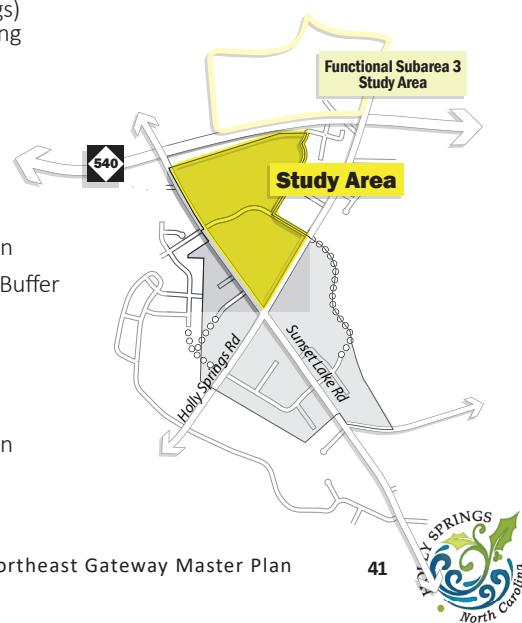
- 1 Commercial
- 2 Commercial
- 3 Commercial
- 4 Mixed-Use (Commercial and Office)
- 5 Mixed-Use (Commercial and Office)
- 6 Mixed-Use (Commercial and Apartment Dwellings)
- 7 Commercial
- 8 Apartment Dwellings
- 9 Apartment Dwellings
- 10 Apartment Dwellings
- 11 Triplex
- 12 Quadplex
- 13 Triplex
- 14 Traditional Detached Dwellings
- 15 Traditional Detached Dwellings
- 16 Traditional Detached Dwellings
- 17 Townhome or Rowhome
- 18 Public Institution (Ex. church, school, daycare, community center, etc.)
- 19 Apartment Dwellings
- 20 Apartment Dwellings

- 21 Apartment Dwellings
- 22 Public Institution (Ex. church, school, daycare, community center, etc.)
- 23 Small Lot Detached Dwellings
- 24 Apartment Dwellings with Attached Parking Structure
- 25 Mixed-Use (Commercial and Apartment Dwellings) with Attached Parking Structure

Development Characteristics

- 1 Preserved Natural Buffer
- 2 Existing Residential Dwellings to Remain
- 3 Park/Open Space
- 4 Trail
- 5 Park/Open Space
- 6 Preserved Tree Canopy
- 7 Existing Residential Dwellings to Remain
- 8 Park/Open Space
- 9 Existing Church to Remain
- 10 Existing Residential Dwellings to Remain
- 11 Roundabout

- 12 Existing Residential Dwellings to Remain
- 13 NC 540 Vegetative Buffer and Noise Walls
- 14 Park/Open Space
- 15 Park/Open Space
- 16 Existing Residential Dwellings to Remain

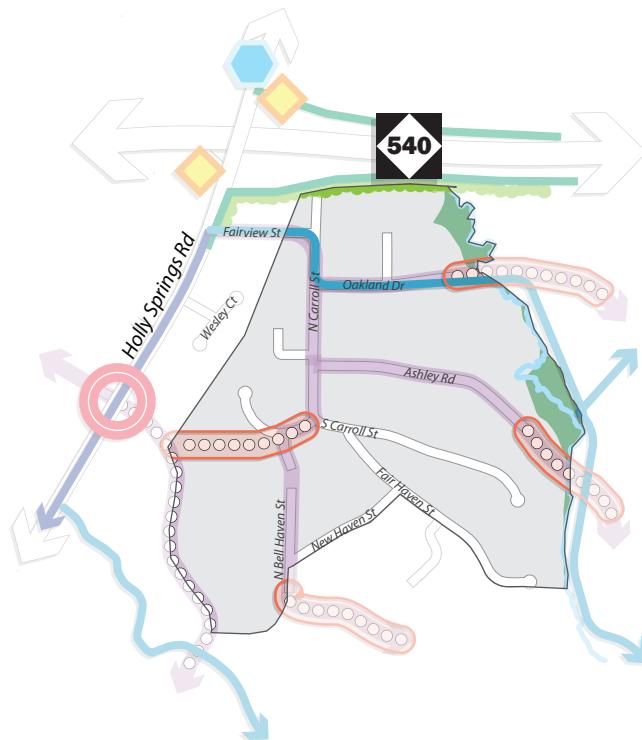


NEIGHBORHOOD CORE

Functional Subarea 5 is in the heart of the Northeast Gateway, east of Holly Springs Road and south of NC 540. It currently comprises older detached dwellings and mobile homes. Future development should provide a transition between low density residential neighborhoods in Functional Subareas 6 and 7 and the high intensity uses planned in Functional Subareas 3 and 4. Special consideration should be given to housing affordability in this area to minimize the displacement of current residents.

IMPROVEMENT CONSIDERATIONS

Functional Subarea 5 includes many planned roadway extensions including Oakland Drive, Ashley Road, and North Bell Haven Street. The southwest boundary of the subarea is the proposed extension of Lassiter Road. Future roadway extensions should be improved with bike routes and pedestrian facilities to improve connectivity between residential and mixed-use areas. Traffic calming measures should be placed on the eastern portions of Oakland Drive, Ashley Road, and N Bell Haven Street. Traffic calming is important throughout these street sections as the land will transition from the high density Apartment Dwellings Land Use to a lower density Mid-Density Mixed Dwellings Land Use, which contains small lots and single-family dwellings. Traffic calming measures include decreased vehicle travel lanes, pedestrian medians, and additional vegetation or parking buffers, separating automobiles from pedestrians and cyclists. The intersection of Lassiter Road and Holly Springs Road should be improved to better accommodate pedestrian crossings. Existing greenways should be maintained and connected via side paths along Holly Springs Road. Vegetative screening and/or a sound wall should be installed along NC 540 to minimize negative impacts to surrounding property owners.



Improvements Framework

■ Sidepath	■ Wayfinding Signage
■ Greenway (Planned and Proposed)	■ Roadway Connection
■ Bike Route	■ Traffic Calming
■ Pedestrian Crossing	■ Natural Buffer (Existing)
■ Pedestrian Under or Overpass	■ NC 540 Buffer
■ Gateway Signage	■ Noise Wall
	■ Key Opportunity Site

DEVELOPMENT PATTERN

Future development in Functional Subarea 6 should include varying housing types and densities.

Area Surrounding NC 540: The Apartment Dwellings Land Use should be supported in areas adjacent to NC 540. Taller building heights near the expressway should transition to lower heights closer to lower density residential development.

Throughout the Subarea: The majority of the subarea should be developed according to the Mid-Density Mixed Dwellings Land Use. Duplexes, triplexes, and quadplexes should be interspersed throughout the area, while multi-unit dwellings and courtyard buildings should be located at intersections. At the southeast edge of the subarea, small lot detached dwellings and cottage homes should be developed to provide a transition between higher density and lower density housing. A neighborhood park and other resident amenities should be integrated into the development.

Land Uses & Building Height

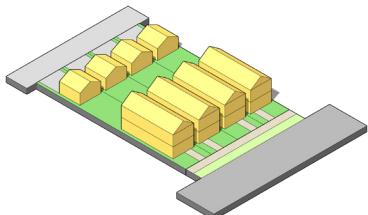
- **Mid-Density Mixed Dwellings:** 2-4 stories
- **Apartment Dwellings:** 4-6 stories

Parking

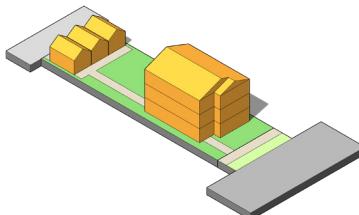
Parking for Mid-Density Mixed Dwelling areas should be located to the rear of buildings and be accessed by an alley or shared access drive.

Parking for Apartment Dwelling areas should be integrated into the overall site design to minimize visual impacts onto the right-of-way and common areas.

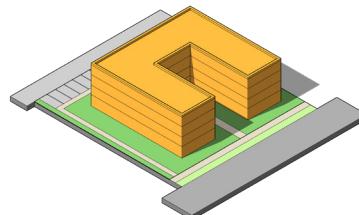
Development Typologies



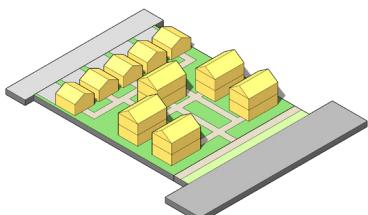
Land Use: Mid-Density Mixed Dwellings
Development Typology: Small Lot Detached Dwelling



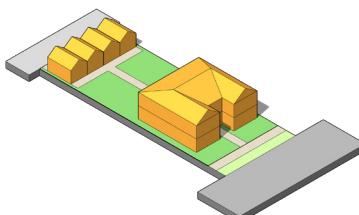
Land Use: Mid-Density Mixed Dwellings
Development Typology: Triplex



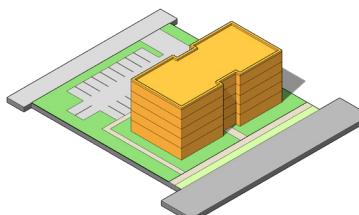
Land Use: Mid-Density Mixed Dwellings
Development Typology: Courtyard Building



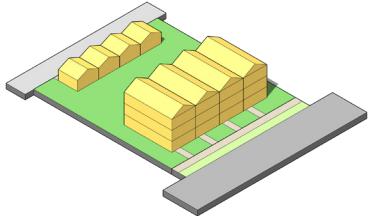
Land Use: Mid-Density Mixed Dwellings
Development Typology: Cottage Homes



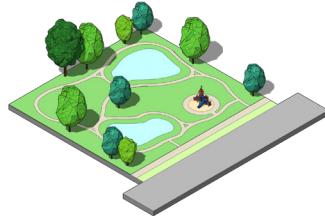
Land Use: Mid-Density Mixed Dwellings
Development Typology: Quadplex



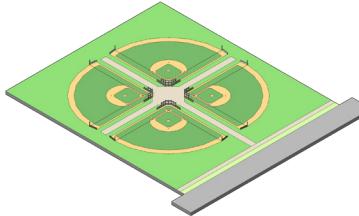
Land Use: Apartment Dwellings
Development Typology: Mid Rise Apartment Dwellings (4-6 stories)



Land Use: Mid-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



Land Use: Mid-Density Mixed Dwellings
Development Typology: Park



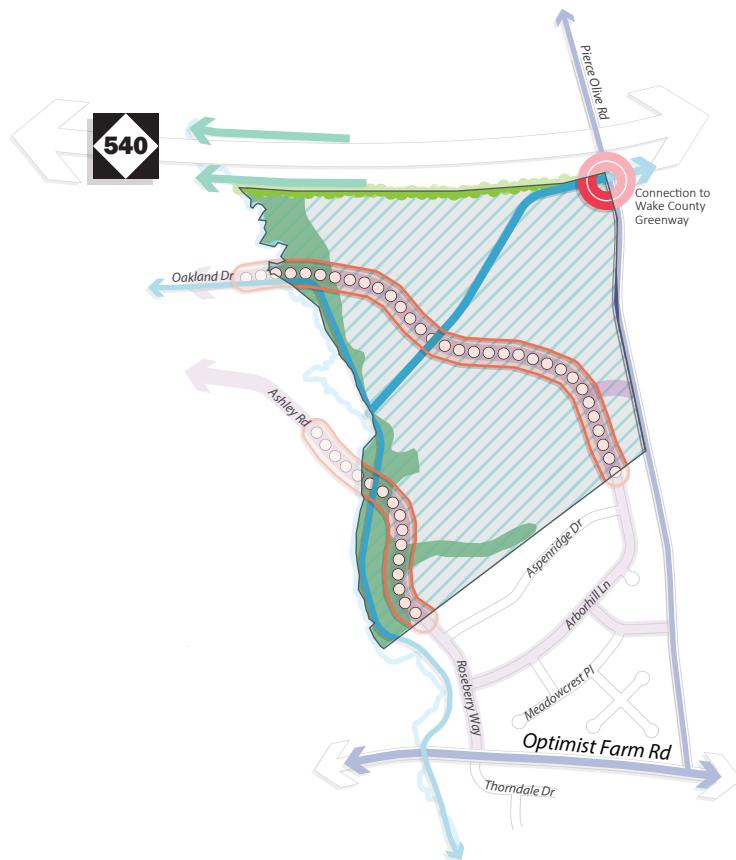
Land Use: Apartment Dwellings
Development Typology: Regional Recreation Destination

NEIGHBORHOOD EDGE

Functional Subarea 6 is located on the easternmost side of the Northeast Gateway and currently contains vacant or agricultural land. Future development in this Functional Subarea should provide a transition between the low density residential neighborhoods on the periphery of the Gateway and the higher density housing planned in Functional Subarea 5.

IMPROVEMENT CONSIDERATIONS

As the largest, undeveloped area of the Gateway, Functional Subarea 6 presents a significant potential for development. The planned connection of Oakland Drive and Arbor Hill Lane and Ashley Road and Roseberry Way should serve as residential collector roadways. Traffic calming elements should be utilized to maintain traffic speeds that are appropriate for residential neighborhoods and improve pedestrian safety. Local roads should connect with the new collectors, which should be improved with facilities for bicycles and pedestrians. Greenways should be maintained, and new connections should be constructed with new development. An improved pedestrian crossing should be installed at the intersection of the greenway and Pierce Olive Road to ensure safe crossings. Vegetative screening and/or a sound wall should be installed along NC 540 to minimize negative impacts to surrounding property owners.



Improvements Framework

■ Sidepath	■ Wayfinding Signage
■ Greenway (Planned and Proposed)	■ Roadway Connection
■ Bike Route	■ Traffic Calming
■ Pedestrian Crossing	■ Natural Buffer (Existing)
■ Pedestrian Under or Overpass	■ NC 540 Buffer
■ Gateway Signage	■ Noise Wall
	■ Key Opportunity Site

DEVELOPMENT PATTERN

Future development in Functional Subarea 5 must complement existing neighborhoods to the south and east.

Areas Adjacent to Neighborhoods: Portions of the subarea directly adjacent to these neighborhoods should be developed according to the Detached Dwellings Land Use, primarily the Traditional Single Family Detached Development Typology. Lot sizes and development characteristics should reflect those of the surrounding neighborhoods, including setbacks, height, and architectural features.

Area Surrounding NC 540: The Low-Density Mixed Dwellings Land Use should be supported in areas closer to NC 540. The Townhome or Rowhome Development Typology should be located near the expressway, while the Small Lot Single Family Development Typology should act as a transition between the Traditional Single Family Detached Development Typology area to the south. A neighborhood park and other resident amenities should be integrated into the development.

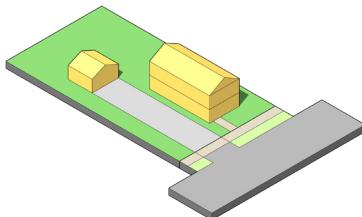
Land Uses & Building Height

- **Detached Dwellings:** 1-3 stories
- **Low-Density Mixed Dwellings:** 1-3 stories

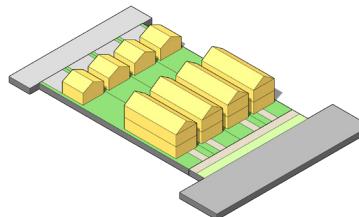
Parking

Parking for Detached Dwelling areas should primarily be in private garages accessed off rear alleys or front-loaded driveways. Parking for Low-Density Mixed Dwelling areas should primarily be located in private garages accessed off of rear alleys.

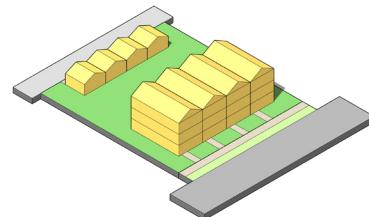
Development Typologies



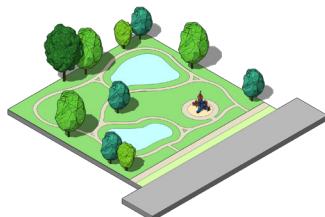
Land Use: Detached Dwellings
Development Typology: Traditional Detached Dwelling



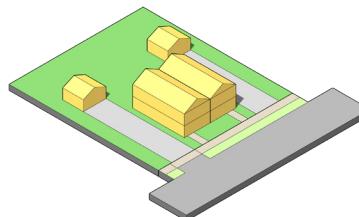
Land Use: Low-Density Mixed Dwellings
Development Typology: Small Lot Detached Dwelling



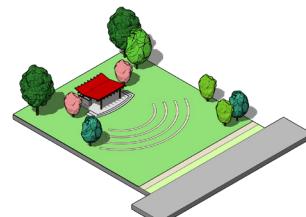
Land Use: Low-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



Land Use: Detached Dwellings
Development Typology: Park



Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



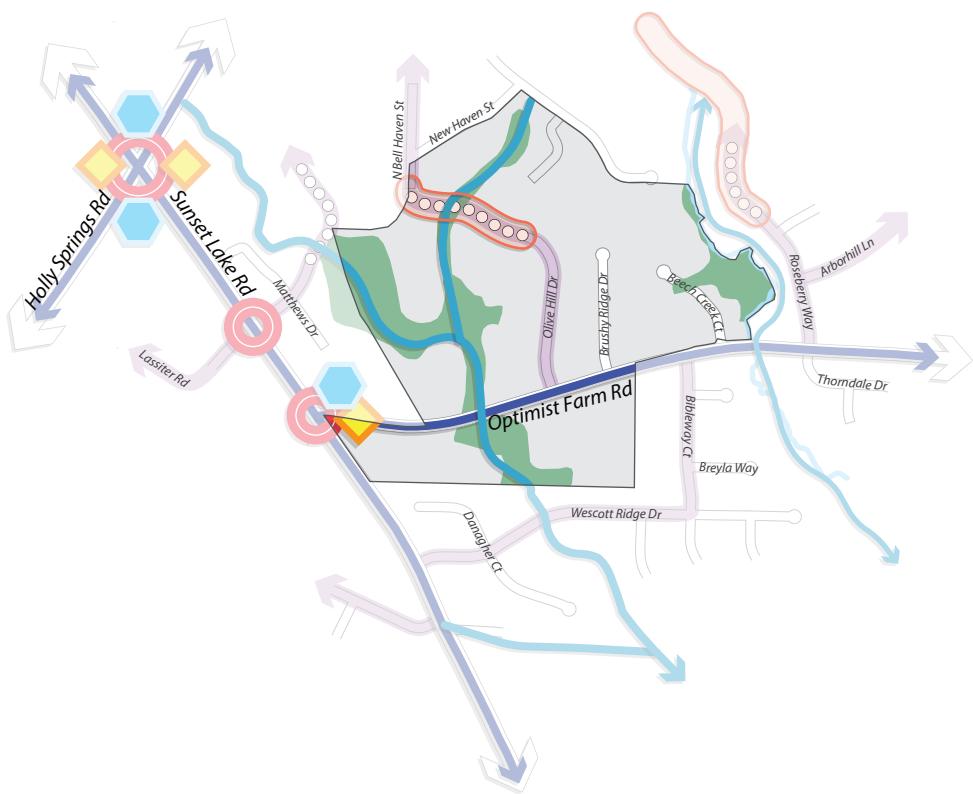
Land Use: Low-Density Mixed Dwellings
Development Typology: Special Event Space

EASTERN GATEWAY

Functional Subarea 7 is in the southeast portion of the Northeast Gateway and currently contains small residential subdivisions, large lot single family homes, and vacant land. Future development in this Functional Subarea should complement the existing residences and provide additional opportunity for shopping and dining within walking distance.

IMPROVEMENT CONSIDERATIONS

Like Functional Subareas 5 and 6, Functional Subarea 7 will be impacted by planned road extensions. These extensions, along with other main roads, should incorporate bicycle route that connect to greenways and sidepaths in the area. Greenways should be maintained and extended as a part of new development where possible. The intersections of Sunset Lake Road at Lassiter Road and Sunset Lake Road at Optimist Farm Road should be improved to enhance pedestrian and cyclist safety. Natural buffers should be maintained and integrated into the development as an amenity for residents.



Improvements Framework

Sidepath	Wayfinding Signage
Greenway (Planned and Proposed)	Roadway Connection
Bike Route	Traffic Calming
Pedestrian Crossing	Natural Buffer (Existing)
Pedestrian Under or Overpass	NC 540 Buffer
Gateway Signage	Noise Wall
	Key Opportunity Site

DEVELOPMENT PATTERN

Future development in Functional Subarea 7 should reflect the neighborhoods to the south and east.

Throughout the Subarea: The majority of the area should be developed according to the Detached Dwellings Land Use, with the Traditional Single Family Detached Development Typology at the periphery.

Areas Adjacent to Natural Buffers: In areas impacted by natural buffers, the Small Lot Detached Dwelling, Cottage Dwelling, and Duplex Development Typologies should be supported through cluster or conservation development.

Areas Adjacent to Sunset Lake Road: The Commercial Land Use should be located along Sunset Lake Road, west of the natural buffer. Buildings should be neighborhood oriented and fit within the context the surrounding residential areas. Natural buffers should be maintained between commercial and residential areas.

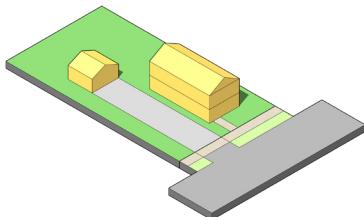
Land Uses & Building Height

- **Detached Dwellings:** 1-3 stories
- **Low-Density Mixed Dwellings:** 1-3 stories
- **Commercial:** 2-3 stories

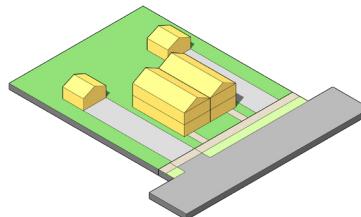
Parking

Parking for Detached Dwelling and Low-Density Mixed Dwelling areas should primarily be in private garages accessed off rear alleys. Front-loaded driveways are also appropriate in Detached Dwelling areas. Parking in Commercial areas should be screened from adjacent residential uses.

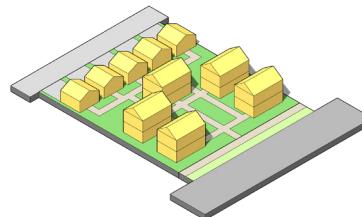
Development Typologies



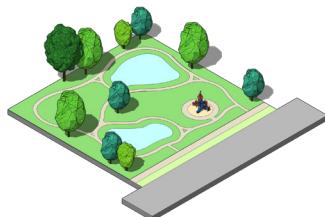
Land Use: Detached Dwellings
Development Typology: Traditional Detached Dwelling



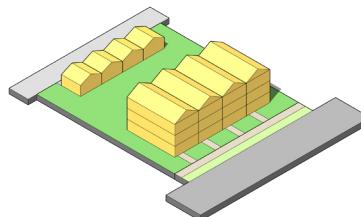
Land Use: Low-Density Mixed Dwellings
Development Typology: Duplex



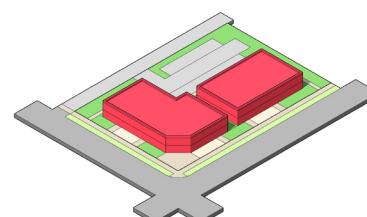
Land Use: Low-Density Mixed Dwellings
Development Typology: Cottage Homes



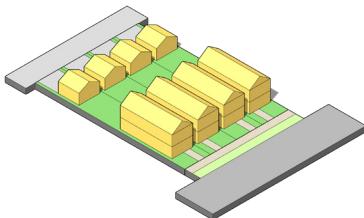
Land Use: Detached Dwellings
Development Typology: Park



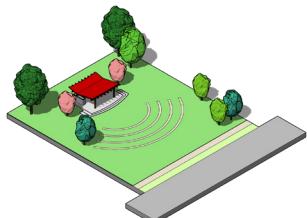
Land Use: Low-Density Mixed Dwellings
Development Typology: Townhome or Rowhome



Land Use: Commercial
Development Typology: Commercial (2-3 stories)



Land Use: Low-Density Mixed Dwellings
Development Typology: Small Lot Detached Dwelling



Land Use: Low-Density Mixed Dwellings
Development Typology: Special Event Space

CHAPTER ORGANIZATION

This Plan provides direction for future development surrounding the Northeast Gateway. This chapter should be used as a resource for the Town when reviewing and approving proposals for development, for property owners and developers as they formulate development applications. The Implementation chapter is broken out into the following sections:

- **Section 1 Regulatory Framework:** Includes recommendations on how the Town's UDO can be updated to better align with this Plan.
- **Section 2 Roadway Improvements:** Summarizes the general roadway improvement approach for the Northeast Gateway.
- **Section 3 Placemaking Improvements:** Identifies the improvements that should be made to ensure the public realm sets the stage for future investment.
- **Section 4 Design Guidelines:** Provides more detailed guidance to property owners and developers on the desired building and site design features for residential uses and multifamily, mixed use, and non-residential uses.
- **Section 5 Potential Funding Sources:** Outlines potential funding sources that the Town can pursue to support plan implementation.
- **Section 6 Action Matrix:** Presents a list of actionable recommendations made within the Northeast Gateway Master Plan.

REGULATORY FRAMEWORK

LAND USE AND ZONING DISTRICT ALIGNMENT

The Northeast Gateway Master Plan establishes eight land use categories within which various development typologies and patterns are appropriate. Although a detailed land use plan is not included in the Master Plan, direction is given as to the appropriate location of the various land uses in each functional subarea. Since the majority of development in the Northeast Gateway area would require rezoning, the Town should *consider either developing a new Northeast Gateway District and rezone the entire area to that district or rezone individual parcels as development is proposed.*

If the latter approach is preferred, the following land use category and zoning district crosswalk should be utilized to guide developers, property owners, and the Town and to provide fair certainty to neighbors. The level of alignment between the land use category and zoning district is identified by the color of the zoning district cell. Green represents zoning districts that are fully aligned with the associated land use category. Blue represents zoning districts that would require minimal amendments in order to be aligned with the associated land use category. Additional detail on the minimal changes that would be required to fully align the zoning district with the associated land use category is below. It is important to note, that much of the development that will occur in the Northeast Gateway will likely require approval through the conditional zoning district process.

Land Use Category	Compatible Zoning District
Detached Dwellings	SR- Suburban Residential
Low-Density Mixed Dwellings	NR – Neighborhood Residential
Mid-Density Mixed Dwellings	NCR- Neighborhood Center Residential
Apartment Dwellings	MXR- Mixed-Use Residential
High-Density Apartment Dwellings	MXR- Mixed-Use Residential
Mixed-Use	RMX- Regional Mixed-Use
Commercial	CB- Community Business
Corporate Campus	SP – Special District

ZONING DISTRICT AMENDMENTS FOR FULL ALIGNMENT

Minimal amendments to the Mixed-Use Residential and Regional Mixed-Use zoning districts should be considered in order to fully align the districts with their associated Northeast Gateway Master Plan Land Use Category. Recognizing that the amendments detailed below, if made, would impact all areas where the districts are applied, the Town should consider whether the amendments are appropriate in all areas or whether area specific zoning should be established. Area specific zoning could include an overlay district, a requirement for Conditional Zoning Districts, or the establishment of new districts.

High-Density Apartment Dwellings Land Use Category and Mixed-Use Residential Zoning District

In order to bring the High-Density Apartment Dwellings land use category into full alignment with the Mixed-Use Residential zoning district, the Town should *consider allowing density greater than 20 dwelling units per acre with Conditional Zoning Districts (CD) (LU-ZD 1).*

Mixed-Use Land Use Category and Regional Mixed-Use Zoning District

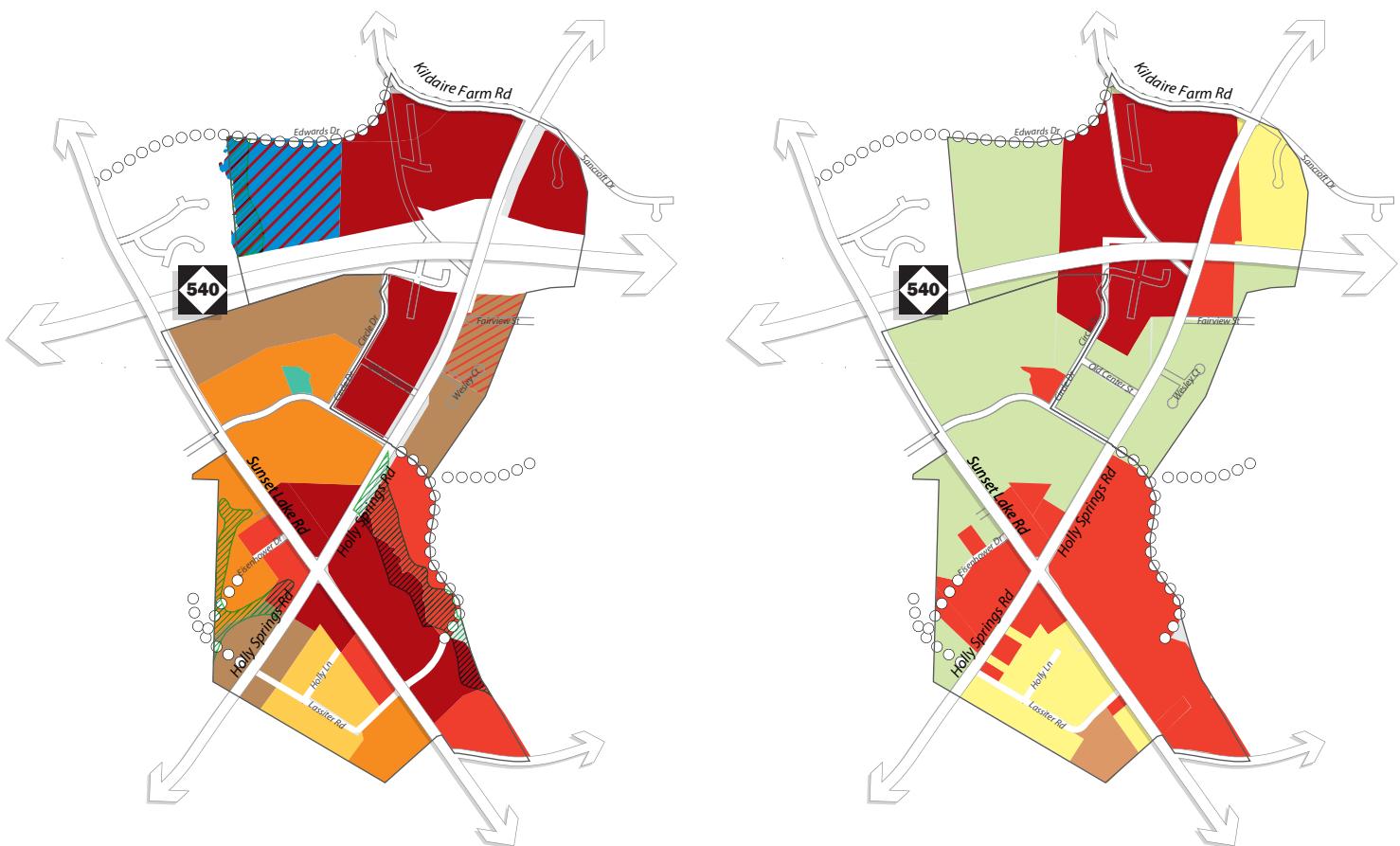
In order to make the Regional Mixed-Use zoning district applicable to the portions of the Northeast Gateway area identified for mixed-use land uses, the Town should *consider lowering the minimum development area requirement from 20 acres to 10 acres (LU-ZD 2).*

Commercial Land Use Category and Community Business Zoning District

In order to make the Community Business District applicable to portions of the Northeast Gateway identified for commercial land uses, the Town should *consider restricting drive in/drive through, fueling station, vehicle service (minor), and other auto-oriented uses to Conditional Zoning District only (CD) (LU-ZD 3).* The conditional zoning district process provides the Town with the discretion needed to deny applications for auto-oriented uses in the Northeast Gateway based on lack of alignment with adopted Plans of the community.

Land Use and Current Zoning

The maps below represent the conceptual land use plans for Functional Subareas 3 and 4, as illustrated in the *Functional Subarea* chapter on pages 34 and 38, respectively along with the current zoning districts. It is important to note that the conceptual land use plan should provide direction to the Town, property owners, developers, and residents, they should not be seen as cast in stone.



Land Use

Yellow	Low-Density Mixed Dwelling
Orange	Mid-Density Mixed Dwellings
Brown	Apartment Dwellings
Red	Commercial
Dark Red	Mixed Use
Blue	Office
Teal	Public/Semi-Public
Green Diagonal Lines	Natural Buffer

Current Zoning

Dark Red	CB: Commercial Business
Orange	NMX: Neighborhood Mixed-Use
Yellow	SR: Suburban Residential
Light Green	RR: Rural Residential
Brown	MXR: Mixed-Use Residential

DEVELOPMENT TYPOLOGIES AND ALLOWED USES ALIGNMENT

The Northeast Gateway Master Plan establishes 14 development typologies, a mix of which are appropriate in the various land use categories. Building off the land use category and zoning district alignment detailed above, the development typologies alignment assesses what UDO use type would be most closely tied to the development typologies. The table below details whether the definition of the UDO use type aligns with the development typology description in the Master Plan. The level of alignment is identified by the color of the cell. Green represents UDO use definition or allowances that are fully aligned with the associated development typology and land use category. Blue represents the UDO use type that would require minimal amendments in order to be aligned with the associated land use category. Additional detail on the minimal changes that would be required for full alignment is below. Since mixed-use is not a use type but a development format no applicable UDO use type is identified.

Development Typology	UDO Use Type
Traditional Detached Dwelling	Detached Dwelling
Small Lot Detached Dwelling	Detached Dwelling
Cottage Dwelling	Attached Dwelling
Duplex	Attached Dwelling
Townhome or Rowhome	Attached Dwelling
Triplex	Attached Dwelling
Quadplex	Attached Dwelling
Multi-Unit Dwelling	Attached Dwelling
Courtyard Building	Apartment Dwelling
Mid Rise Apartment Dwelling	Apartment Dwelling
High-Rise Apartment Dwelling	Apartment Dwelling
Mixed-Use	n/a
Commercial	Retail Use
	Personal Services
	Amusement (indoor)
	Bar/Nightclub/Tasting Room
	Food/Restaurant Use
	Theater
Office	Office Use
	Medical Office Use

UDO USE TYPE DEFINITION AMENDMENTS FOR FULL ALIGNMENT

Amendments to the definition of “Attached Dwelling” and “Retail Use” should be considered in order to fully align the UDO uses with their associated Northeast Gateway Master Plan Development Typology. Recognizing that the amendments detailed below, if made, would impact all areas where the UDO use type is allowed, the Town should consider whether the amendments are appropriate in all areas or whether area specific zoning should be established. Area specific zoning could include an overlay district or the establishment of new districts.

Retail Uses

The current definition of “Retail Uses” in the Town’s UDO includes a detailed list of specific retail uses that would fall into the general use category. Several of the specific uses, such as tool and equipment rental, automobile parts sales, and bank machine, are auto-oriented uses that may detract from the desired character and development pattern of the Northeast Gateway. The Town should *consider narrowing the definition of “Retail Uses” (DT-AU 4)*.

Attached Dwelling

Cottage dwellings are currently defined as attached dwellings in the Town’s UDO however the definition of attached dwelling does not apply to the cottage dwelling development format as cottage dwellings are not attached to another dwelling by a wall, floor, or ceiling that separates living spaces. To provide greater clarity in the UDO and better align the regulations with this Master Plan, the Town should *consider amending the definition of “Dwelling, Attached” to exclude cottage dwellings and update the definition of “Dwelling, Detached” to include it (DT-AU 1)*. If the Town desires to keep cottage dwellings distinct from detached dwellings, it should *consider adding cottage dwellings as a separate use in Table 3.2.A (DT-AU 2)*.

The current definition of “Dwelling, Attached” in the Town’s UDO specifies that “Two-Family Dwellings”, “Multi-Family Townhouses”, and “Multi-Unit Dwellings” are allowed attached dwelling formats. This Master Plan recommends that these specific attached dwelling formats be allowed differently per land use category. For example, in the Low-Density Mixed Dwellings land use category, duplexes and townhome/rowhomes are identified as appropriate development typologies while triplex, quadplex, and multi-unit dwellings are not. To better align the attached dwelling UDO use category with the associated development typologies, the Town should *consider breaking down the use category based on number of units per building (DT-AU 3)*. For example, the use category could be broken down into “Attached Dwelling, 2 units”, “Attached Dwellings, 3-4 units”, and “Attached Dwellings, 5-6 units”. Not only would this help to align the attached dwelling use category with the associated development typologies, it would also help to clarify the difference between the definitions of “Dwelling, Attached” and “Dwelling, Apartment”, which are currently redundant.

LAND USE AND DEVELOPMENT TYPOLOGY TRANSITIONS

Appropriate transitions between varying land uses and development typologies is essential to ensuring new development and redevelopment that is compatible with existing neighborhoods and desirable for current and future residents, businesses, and visitors.

Transitions between land uses and development typologies should be accomplished through a multi-pronged approach. First, gradual changes in land use intensity should be prioritized, meaning detached dwelling land use areas should abut low-density or mid-density mixed dwelling land use areas rather than higher density apartment dwelling land use areas. Although this approach should be prioritized, it should not be required as it is not always feasible due to site constraints or differences between existing land use and desired future land use. Where gradual land use changes are not feasible, transitions should be provided through natural or manmade buffers and infill development standards.

The Town currently addresses man made buffers in Section 5.3.1 Perimeter Buffer of the UDO. This section establishes three buffer yard types including open, semi-opaque, and opaque, and requires the application of the types based on the district of the subject lot and the district of the abutting lot. Since a wide variety of use types are allowed in the Town's zoning districts the application of buffer yard types based on district may not provide adequate transitions between use types. The Town should *consider updating Table 5.3.2 Required Perimeter Buffer to be use rather than district based (LU-DT 1)*.

The UDO currently includes standards for infill development that allow for flexibility in yard setbacks in areas of the Town that were developed prior to the lot and development standards of the UDO and zoning in general. Although these standards are important, they could be expanded and enhanced to better address transitions between infill development that is of a higher density or intensity than existing development. The Town should *consider updating its UDO to include infill development standards like those of Morrisville, North Carolina (LU-DT 2)*. Morrisville's standards, included in Section 5.9.7(3)(a) establish four transition techniques, three of which must be utilized when an infill building will have a height one story or taller than adjacent development. The techniques include building height and mass "step downs", deeper setbacks, variations in building wall and roof form in a manner that breaks down visual mass, and the use of dormers and sloping roofs to accommodate upper stories.

HIGH QUALITY SIGN INCENTIVES

Signs play a significant role in reinforcing sense of place. To encourage high quality signs in the Northeast Gateway, the Town should *consider establishing a Comprehensive Sign Plan process (HQS 1)*. This process would allow for flexibility in the strict application of the sign standards established in Chapter 9 of the Town's UDO in exchange for a greater amount of discretion on the Town's part regarding sign appearance and quality. A Comprehensive Sign Plan should be reviewed and approved by the Development Review Committee or Planning Board in a quasi-judicial procedure. Applicants should be required to identify all deviations from established sign standards that they are requesting and justify those requests based on an established list of standards. Standards could include plan and policy alignment and compatibility with area identity amongst others.

LAND ASSEMBLAGE

To achieve the cohesive and connected development envisioned for the Northeast Gateway, the Town should *encourage land assemblage (LA 1)*. Land assemblage will ensure that development is master planned, making it easier for the desired sense of place and area identity to be realized. To encourage land assemblage, the Town should *consider establishing a minimum development area for the NMX Neighborhood Mixed-Use and CB Community Business districts (LA 2)*. The minimum development area should be 10 acres as is recommended for the RMX Regional Mixed-Use district in the Zoning District Amendments for Full Alignment section above.

COORDINATE DEVELOPMENT WITH INFRASTRUCTURE IMPROVEMENTS

The Northeast Gateway does not currently have the roadway or utility infrastructure needed to support the development envisioned in this Master Plan. As is currently required in Holly Springs, per **Section 7: Streets, Utilities, and Other Infrastructure** of the UDO, infrastructure demands *should be assessed, and improvements required as needed as a part of all development review and approval processes*. This will ensure that the infrastructure needed to support current and future development is in place as development occurs without requiring the Town to fully fund improvements using tax payer dollars. Following the completion of the Northeast Gateway Area Master Plan, the Town *should conduct a detailed Water and Sewage Engineering Study to approximate the necessary infrastructure improvements needed to support planned development*.

SCHOOL DISTRICT COORDINATION

Wake County Public Schools has identified the Northeast Gateway area as a potential location for a new school site. A new school in the Northeast Gateway would be a welcome and compatible addition to the area and should be considered as development proposals are brought forward. To ensure Wake County Public Schools is aware of and has opportunity to comment on development proposals, the Town should *consider amending its public notice requirements to include the school district in mailing notice standards (SD 1)*.

AFFORDABLE HOUSING INCENTIVES

NOTE: The Town of Holly Springs is in the process of studying affordable housing options throughout the community. The Housing Affordability Study is an ongoing process and is yet to be adopted, recommendations offered in the Northeast Gateway Plan may need to be updated to better align with the Study once the Plan is adopted.

The development of the Northeast Gateway and associated rise in area property values has the potential to displace existing residents. The Town is committed to accommodating housing at all price points in order to serve all current and future residents of the community. To balance new development with the provision of affordable housing, the Town should *consider affordable housing incentives (AHI 1)*.

Many communities across the United States work to proactively increase the supply of affordable housing and encourage mixed-income communities through incentives in their ordinances. Holly Springs should *consider similar measures to encourage the provision of affordable housing as development occurs over time (AHI 2)*. It is recommended that the Town *incentivize the inclusion of affordable housing in new development rather than require it (AHI 3)*. Incentives that the Town should consider include:

Density Bonuses

Density bonuses allow for greater building height and lot coverage in exchange for the provision of affordable housing. These bonuses help to make the affordable units feasible by allowing the developer additional developable area and return on their investment in the property. *The amount of bonus should be tied to the percentage of units to be deed restricted as affordable but should be limited to 30 percent of all units in order to avoid the over concentration of affordable dwelling units (AHI 4)*.

Required Parking Reductions

Individuals and households earning below the area median income own cars at lower rates, making the amount of parking typically required an unnecessary added cost. Since developers often pass on the cost to provide parking to tenants, outsized parking requirements can cause rental rates to increase. The Town should *consider allowing for a by-right reduction in required parking if a certain percent of the units in the building are deed restricted as affordable (AHI 5)*.

Expedited Permitting

The time associated with receiving the permits required for development can add to cost and ultimately cause rental rates to increase. The Town should *consider expediting the permit approval process for residential development when a certain percent of units are deed restricted as affordable (AHI 6)*.

Fee Waivers

Fees associated with development approval can add to cost and ultimately cause rental rates to increase. The Town should *consider waiving or lowering fees for residential development when a certain percent of units are deed restricted as affordable (AHI 7)*.

ROADWAY IMPROVEMENTS RECOMMENDATIONS AND UDO ALIGNMENT

This Master Plan includes roadway improvements recommendations on a variety of topics including intersections and pedestrian crossings, pedestrian connections, bike facilities, public transit, parking, and cross access. The Town's UDO regulates these topics primarily in Chapter 6: Parking, Chapter 7: Streets, Utilities, and other Infrastructure, and Chapter 8: Building, Site, and Subdivision Lot Design Standards. The roadway improvements recommendations are consistent with the Capital Area MPO's Southwest Area Study as endorsed by the CAMPO Executive Board in August 2019; as well as the 2050 Metropolitan Transportation Plan that was adopted in December, 2021. The following bullet points assess how the regulations of these chapters align with the roadway improvements recommendations.

Intersections and Pedestrian Crossings

To reach the goal of transforming the Northeast Gateway into a pedestrian-oriented live, work, play destination, enhanced mid-block crosswalks are recommended in nonresidential and mixed-use areas. Section 7.4.3.H of the UDO encourages enhanced crosswalks near schools, parks, and other locations that warrant high visibility crosswalks. To better align the Master Plan and the UDO, the Town should *consider requiring enhanced crosswalks in areas identified in the Improvements Framework (RI 1)*.

Pedestrian Connections

Pedestrian access and mobility are key to transforming the Northeast Gateway into an area where residents can live, work, and play all within walking distance. Section 7.6.1 of the UDO requires sidewalks and sidepaths to be located on both sides of all public streets. The UDO regulation is aligned with the Master Plan recommendation and no amendments are needed.

Bike Facilities

Bicycle facilities and amenities are recommended to be included in all future roadway improvements in the Northeast Gateway. The Town's Comprehensive Transportation Plan establishes the cross section requirements for all roadway types in the community, all of which require shared bicycle and vehicle lanes or off-street multi-use paths. The UDO regulation is aligned with the Master Plan recommendation and no amendments are needed.

Cross Access

To enhance the pedestrian environment, the Master Plan recommends limiting curb cuts and requiring cross access

between private off-street parking lots. Section 8.4.D.3 establishes requirements for internal cross access accommodations in new parking lots. The UDO regulation is aligned with the Master Plan recommendation and no amendments are needed.

Public Transit

The Master Plan anticipates an NC 540 Park-and-Ride facility in the Northeast Gateway and recommends it be integrated into a larger mixed-use development. Section 3.3.9.D of the UDO establishes standards for principal use parking lots. In subsection (2) higher standards for principal use parking lot design, location, and screening are established for the Downtown Mixed-Use district. To better align the Master Plan and the UDO, the Town should *consider expanding the higher standards applied to principal use parking lots in the Downtown Mixed-Use district to principal use parking lots in the Regional Mixed-Use district (RI 2)*.

Parking

To establish a consistent street wall, the Master Plan recommends that off-street parking lots be located to the side or rear of buildings. Table 6.3.A of the UDO details the permitted location for parking lots in different contexts. The allowed location of parking for residential uses other than detached and attached dwellings as well as uses in the Regional Mixed-Use district are consistent with the recommendations of the Master Plan. However, Table 6.3.A does not detail the allowed location of nonresidential uses in residential districts. To ensure that a consistent street wall is established throughout the Northeast Gateway, regardless of zoning district, the Town should *consider updating Table 6.3.A to include nonresidential uses in residential districts and restrict the location of parking lots to rear and side yards only (RI 3)*.

Parking Structures

The Northeast Gateway Master Plan envisions parking being accommodated in parking structures rather than surface lots. To incentivize the construction of parking structures, the Town should *consider adopting incentives, such as reductions to required parking or density/building height bonuses*. The Town could also *consider establishing a fee-in-lieu of parking and utilize the funds for a publicly owned parking structure*.

Parking Access

Since parking is recommended to be located to the side or rear of buildings rather than in front of buildings, parking access should be accommodated primarily through alleys. Where alleys are infeasible or undesirable however, shared access drives should be allowed. In nonresidential settings, shared access drives should mimic the look of public streets and could include "on-street" parking, medians, and other features typical of roadways. In residential settings, shared access drive width should be minimized to lessen disruptions to the sidewalk network.

PLACEMAKING AND URBAN DESIGN IMPROVEMENTS RECOMMENDATIONS AND UDO ALIGNMENT

This Master Plan includes placemaking and urban design improvements recommendations on a variety of topics including gateway and wayfinding signs, street furniture and street trees, interaction with the street, third places and placemaking, parks, and the preservation of natural features. The Town's UDO regulates these topics primarily in Chapter 2: Districts, Chapter 4: Open Space and Conservation, Chapter 8: Building, Site, and Subdivision Lot Design Standards, and Chapter 9: Signs. The following bullet points assess how the regulations of these chapters align with the placemaking and urban design improvements recommendations.

Gateway and Wayfinding Signs

Appropriate locations for gateway and wayfinding signs are identified in the Improvements Framework of this Master Plan. Section 8.3.A.1 of the UDO requires that gateway features be developed in conjunction with projects located at an intersection designated as primary or secondary in the Comprehensive Plan. To ensure that gateway features are installed in the locations identified in the Improvements Framework of this Master Plan, the Town should *consider amending this UDO section to also require gateway features be installed in locations identified in the Improvements Framework (P-UDI 1)*.

Street Furniture and Street Trees

Street furniture is recommended to be utilized to improve pedestrian safety and comfort in mixed-use and nonresidential areas. Section 8.3.B of the UDO establishes public realm standard options of which development in commercial and mixed-use zoning districts must choose. To better align the UDO with the Northeast Gateway Master Plan, the Town should *consider expanding the list of public realm standard options to include street furniture (P-UDI 2)*.

Street trees are an essential streetscape component in pedestrian oriented areas like the Northeast Gateway. Section 5.3.5 of the UDO establishes requirements for street trees including their type, size, spacing, location, distance, and quality. The UDO regulations are aligned with this Master Plan recommendation and no amendments are needed.

Interaction with the Street

To help foster a welcoming and safe environment for residents, business patrons, and Gateway visitors, strong interactions between buildings and the street are recommended. Table 2.2.1.A and Table 2.2.2.A establish the development standards for the Town's zoning

districts, including required building setbacks. Both a minimum and maximum front setback is established for the Neighborhood Residential, Neighborhood Center Residential, Mixed-Use Residential, Neighborhood Mixed-use, Regional Mixed-use, and Innovation Village Mixed-Use zoning districts, ensuring that new development will have a strong interaction with the street. Further, Section 8.2 of the UDO establishes building design standards and requires a minimum amount of façade articulation and activation that will further strengthen the relationship between new buildings and the street in the Northeast Gateway. The UDO regulations are aligned with this Master Plan recommendation and no amendments are needed.

Third Places and Placemaking

A key goal of the Northeast Gateway Master Plan is to create a unique area in the community with a distinct identity through placemaking. Public art is a critical component of placemaking and murals are a low-barrier public art option. The Town currently regulates murals through its sign ordinance, which can be an overly restrictive approach. To allow murals more broadly throughout the community, including in the Northeast Gateway, the Town should *consider eliminating murals as a defined term of art in the UDO (P-UDI 3)*. Instead, it is recommended that the Town *establish a façade easement program by which the Town would manage the establishment of murals in the community (P-UDI 4)*.

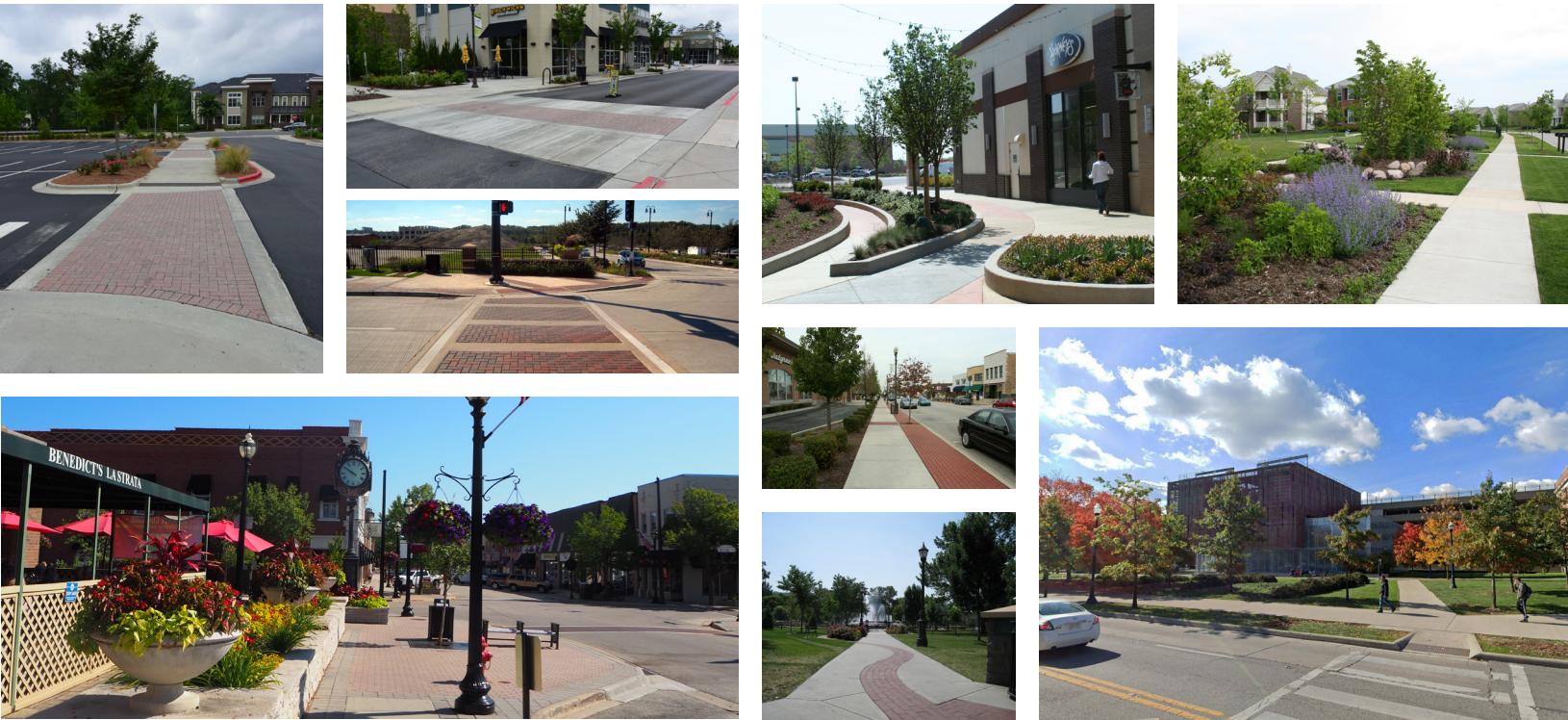
Parks

Portions of the Gateway are included in Park Search Area #3, which is proposed to include pocket parks to serve mixed residential and mixed-use development, and neighborhood parks for residential neighborhoods. Chapter 4: Open Space and Conservation establishes requirements and standards for parkland dedication or the payment of a fee in lieu of parkland dedication for all residential development in the community. The UDO regulations are aligned with this Master Plan recommendation and no amendments are needed.

Preservation of Natural Features

The preservation of creeks, streams, wetlands, flood prone soils, stands of mature trees, and other natural features should be a top priority as development in the Northeast Gateway is proposed. To accomplish this, the Town should *incentivize cluster or conservation development, an approach to development that preserves contiguous areas of open space and natural areas by clustering smaller parcels and higher density development on select areas of the site (P-UDI 5)*. Currently, the UDO allows conservation subdivision in only limited circumstances. The Town should *consider allowing conservation subdivision to occur in all residential zoning districts (P-UDI 6)* and *consider allowing the maximum density allowed per district to be exceeded by up to a certain amount if specified natural features, beyond floodplains, are preserved in a conservation easement (P-UDI 7)*.

ROADWAY IMPROVEMENTS



ROADWAY IMPROVEMENTS

The new NC 540 extension and interchange at Holly Springs Road will greatly impact traffic demand in the Northeast Gateway. The Town's Comprehensive Plan, specifically Section 2: Comprehensive Transportation Plan (CTP), and the Capital Area MPO's Southwest Area Study, specifically Capture 8- Roadway, anticipates and plans for improvements necessary to accommodate this additional demand in a manner that is safe and efficient for all modes of transportation and abilities. More specifically, the CTP outlines a vision for the future transportation network and establishes policies and projects to achieve that vision. Two policies and projects identified in the CTP include a Traffic Study Policy and a Streetscape Design Guide. The following section summarizes the general improvement approach for the Northeast Gateway.

INTERSECTIONS AND PEDESTRIAN CROSSINGS

As roadways are improved to better accommodate increased traffic, intersections and pedestrian crossings should be improved to ensure pedestrians are able to safely navigate the Gateway area. Intersections and pedestrian crossings should be improved with refuge islands and curb extensions to minimize vehicle and pedestrian conflicts by increasing pedestrian visibility and reducing exposure. Midblock crossings, accompanied by Rectangular Rapid Flash Beacons, *should be utilized in portions of the Northeast Gateway where mixed-use and nonresidential development is envisioned*. These improvements should also work to reinforce a unique sense of place in the Northeast Gateway. For example, the concrete utilized for the pedestrian crossing could be dyed to reflect a color utilized in gateway and wayfinding signage.

PEDESTRIAN CONNECTIONS

Pedestrian access and mobility are key to transforming the Northeast Gateway into an area where residents can live, work, and play all within walking distance. Pedestrian connections from residential neighborhoods to mixed-use and nonresidential areas *should be a component of all new development and redevelopment. Pedestrian connections should be provided through sidewalks and greenways* to ensure that all people, regardless of age or ability, are able to comfortably navigate the Gateway by foot.



BIKE FACILITIES

Roadway improvements in the Northeast Gateway **should include bicycle facilities, including shared vehicle and bicycle lanes (sharrows) or off-street multi-use paths, depending on the volume of traffic the roadway is built to accommodate**. Roadways built for high travel volumes and speed should have off-street multi-use paths whenever feasible, while shared vehicle and bicycle lanes **should be included in lower volume roadways**. Supporting facilities, such as bicycle signage and markings, bicycle signals, bike boxes, and bicycle parking, **should be utilized in portions of the Northeast Gateway where mixed-use and nonresidential development is envisioned**. These elements should be designed to reinforce a unique sense of place in the Northeast Gateway. For example, bike boxes could be painted with colors or a pattern that are utilized in gateway and wayfinding signage and bicycle parking racks could incorporate similar elements such as the holly design utilized in the Town's signage system.

PUBLIC TRANSIT

The Northeast Gateway has been identified as a potential future location of a NC 540 Park-and-Ride Facility, pending the findings and recommendations of the in progress Wake Bus Plan. The Town should **continue to coordinate with GoCary and advocate for the NC 540 Park-and-Ride Facility to be constructed in the Gateway area**. If chosen, the Town should integrate the facility into a larger mixed-use development to better leverage Park-and-Ride Facility users as patrons for Gateway businesses.

PARKING

To establish a consistent street wall, off-street parking lots **should be located to the side or rear of buildings away from street view**. If site conditions allow, the Town **should consider requiring low masonry walls and landscape strips between parking lots and rights-of-way to maintain the street wall illusion and screen parking lots**. To improve safety, landscaping and structures should not exceed 3 feet in height to ensure pedestrians in parking lots are visible from the right-of-way.

CROSS ACCESS

To further enhance the Northeast Gateway's pedestrian environment, the Town **should consider limiting curb cuts and requiring cross access between private off-street parking lots**. Cross access allows for more uses to be served by fewer curb cuts, lowering the risk of pedestrian/cyclist and vehicle conflicts. Access points into developments **should be highlighted with landscaping and enhanced with crosswalks and sidewalk connectivity**.

PLACEMAKING IMPROVEMENTS



PLACEMAKING AND URBAN DESIGN IMPROVEMENTS

Holly Springs envisions the Northeast Gateway as an identifiable entry point into the community and desirable destination for living, working, and recreating. The following section identifies the improvements that should be made to ensure the public realm sets the stage for future investment.

GATEWAY AND WAYFINDING

In 2018, Holly Springs finalized its Gateway and Wayfinding Sign System. Since then, many gateway and wayfinding signs have been installed throughout the Town, including at the intersection of Holly Springs Road and Sunset Lake Road in the Gateway area. Since NC 540 will bring additional visitors and residents through the Northeast Gateway, **additional wayfinding signs should be installed**.

Recommended locations for wayfinding signs are identified in the Improvements Framework map. Gateway signs **should also be installed in key locations, using cohesive design elements as the wayfinding system, such as the decorative brackets and color palette**.

STREET FURNITURE

Street furniture should be utilized in mixed-use and nonresidential areas to improve pedestrian comfort and safety. Examples include benches, landscape planters, trash and recycling receptacles, bollards, pedestrian scale lighting, and festoon lighting. Street furniture **should be consistent in design and style to support a cohesive and recognizable Gateway identity**. Creative street furniture, such as swings or hammocks, **should be considered to enhance the Northeast Gateway's sense of place and further it as a destination in the community**.

STREET TREES

Street trees provide a myriad of benefits to the public realm. They are beneficial to the environment by absorbing stormwater runoff and combatting the urban heat island effect. Street trees also provide shade and comfort for pedestrians and improve safety by creating an effective barrier between pedestrians and vehicles. Street trees **should be featured along all roadways in the Northeast Gateway and located between the sidewalk and roadway back of curb**.



INTERACTION WITH THE STREET

For future development to benefit from roadway improvements, and vice versa, it is essential that buildings treat the street as their “front door.” Strong interactions between buildings and the street will help foster a welcoming and safe environment for residents, business patrons, and Gateway visitors, and encourage social interaction. Primary entrances, patios, outdoor dining areas, porches, and balconies **should be located along streets rather than along or within parking lots**. High levels of transparency **should be encouraged with glass windows and doors, and blank walls should be minimized**. Within residential areas, front porches or patio areas **should be encouraged in new development to create semi-public spaces for interactions between neighbors**.

THIRD PLACES AND PLACE MAKING

Future development should provide opportunities for enhanced placemaking, public art, community identity, and the development of “third places.” Third places are informal areas where residents and visitors can meet and gather outside of home (first place) or work (second place). These amenities offer an opportunity for social interaction, anchoring civic life in the Northeast Gateway. Third places, such as small plazas and parklets, **should be supported as focal points for future pedestrian activity, functioning as an amenity to business patrons as well as residents and NC 540 travelers**.

PARKS

Holly Springs currently offers a high level of service for parkland and trails throughout the Town, and should also in the Northeast Gateway. Portions of the Gateway are included in Park Search Area #3, which is proposed to include pocket parks to serve mixed residential and mixed-use development, and neighborhood parks for residential neighborhoods. It also proposes a special use park, which could be a unique opportunity for a public-private partnership to create a state-of-the-art recreational open space compatible with the urban setting. Future development in the Gateway **should include or contribute to the establishment of these park facilities**.

PRESERVATION OF NATURAL FEATURES

Creeks, streams, wetlands, flood prone soils, stands of mature trees, and other natural features are located throughout the Northeast Gateway and contribute to the area’s desirable character. Future development **should preserve these features as much as possible and integrate them into site designs as a development amenity**. To accomplish this, the Town should **incentivize cluster or conservation development, an approach to development that preserves contiguous areas of open space and natural areas** by clustering smaller parcels and higher density development on select areas of the site.

DESIGN GUIDELINES

PURPOSE OF THE DESIGN GUIDELINES

As NC 540 will extend through Holly Springs, the Town's Northeast Gateway will become a highly visible regional corridor. The expressway extension will spur development interest in the area making these Design Guidelines essential for the realization of the Town's vision for the area and the creation of cohesive subareas with a unique and identifiable character.

The Northeast Gateway includes seven functional subareas – the Northern Gateway, Live-work Center, Gateway Core, Commercial Center, Neighborhood Core, Neighborhood Edge, and Eastern Gateway. These different portions of the Gateway support eight land uses and development typologies that are intended to complement one another, establishing a vibrant gateway into Holly Springs.

The Northeast Gateway should foster development that is compatible with existing neighborhoods and leverages the expressway corridor in terms of scale, placement, and orientation. While architectural diversity should be encouraged, the Town should utilize these Design Guidelines to establish a unique Northeast Gateway identity.

Where appropriate, these Design Guidelines provide specific recommendations for the design and character of the Land Uses identified in **Chapter 3: Functional Subareas** of this Plan. Refer to **Chapter 3: Functional Subareas** for more information on the definition and intent of these land uses.

USE AND APPLICATION

The Design Guidelines should be used by the Town, architects, and developers on a cooperative basis to promote high quality building design and redevelopment, that is unique to the Northeast Gateway but reflects the character and charm that makes Holly Springs distinct.

- The Design Guidelines should be used as a framework by the Town and others in reviewing plans and proposals for new Northeast Gateway projects and improvements.
- The Design Guidelines should be distributed to property owners and prospective developers as a statement of the Town's desires and preferences regarding Northeast Gateway development.
- The Design Guidelines should be used as a reference by architects and developers as they prepare plans for new Northeast Gateway projects.

RESIDENTIAL AND NON-RESIDENTIAL USES

The Northeast Gateway will support eight different types of land uses, which can be divided into two categories: non-residential uses and residential uses. Non-residential uses include the Commercial use and Corporate Campus use. This category is comprised of retail, services, restaurants, neighborhood manufacturing, hospitality, and offices.

Residential uses include the Detached Dwelling Development Typology, which contains Traditional Detached Dwellings, Small Lot Detached Dwellings, and Cottage Homes. The residential category also includes multifamily land uses such as Duplexes, Townhomes or Rowhomes, Tripleplexes, Quadplexes, and Mid to High Rise Apartment Dwellings. These Land Uses range in density, but each support solely residential uses as well as parks and open space.

The Mixed-use land use can fit in both the residential and non-residential categories. Mixed-use buildings should support 4 to 6 stories or 7 to 10 stories, depending on location. Buildings typically include commercial space on the first floor and residential or office space on the floors above.

MULTIFAMILY, MIXED-USE, AND NON-RESIDENTIAL USES

The guidelines below should be followed for multifamily, mixed-use, and non-residential developments in order to maintain a cohesive design throughout the site.

BUILDING PLACEMENT AND ORIENTATION

- Buildings should be located near the property line and walkways and should be well connected to parking lots, adjacent buildings, sidewalks, and public gathering spaces like plazas.
- Buildings that are situated such that the centerline of a street, open space, or public gathering place intersects with the building, the building façade should be located and designed as a vista termination to visually attract a viewer's attention at the end of a visual axis. The façade should be designed to terminate a view with an architectural feature such as a tower, symmetrical façade centered on a visual axis, an architecturally embellished entrance, or similar architectural devices. Whenever possible building entrances should be collocated with vista terminations.
- Multi-unit dwellings that are oriented towards side or rear property lines should include sufficiently wide walkways with landscape buffers on either side to avoid crowding.
- Buildings in the Apartment Dwellings, High Density Apartment Dwellings, and Mixed-use Land Use areas located at the corner of two streets should be sited to connect or anchor the corner with prominent architectural features and site treatments.
- Outdoor parking lots or detached garages should be placed in the rear of the principal structure.



The images above show how building façades should be oriented along the sidewalk to encourage a pedestrian-friendly environment.

BUILDING SCALE AND DENSITY

- Buildings adjacent to NC 540 should be at least five stories in height while landmark buildings may be between seven and 10 stories.
- Buildings should step down in height as they move outwards from the interchange to appropriately transition between high density uses adjacent to the interchange and lower density residential neighborhoods.

ARCHITECTURAL STYLE

- Consistent architectural features such as decorative cornices, columns, reliefs, and other façade ornamentation and detailing should be utilized throughout the Northeast Gateway to create a cohesive identity.
- Architectural details should be visible from the street. Buildings should be attractive at both a pedestrian and vehicular scale.
- Building forms should be articulated by varying roof height, massing, and wall planes to create a residential rhythm to façades. Long, unbroken volumes and large, unarticulated wall and roof planes are discouraged.
- One-story commercial buildings should appear to be two stories. One-story buildings should provide visual continuity among other buildings that are two or more stories.
- Side and rear façades should maintain the architectural design, articulation, level of detail, and materials consistent with the front, providing a “360-degree” appearance.
- Between two and four building materials and colors should be utilized to provide variation and visual interest. When two or more building materials are used on a single façade, the material closest to the ground should be visually heavier than the material used above to give a sense of support and grounding.
- The Town should consider allowing a reduction in the percent of brick required per the UDO if more modern materials, such as a combination of glazing and high quality, smooth metal panels, are used.
- The use of garish, high-intensity, metallic, fluorescent, day glow, or neon material is strongly discouraged.



The image above displays the appropriate height of buildings adjacent to NC 540.



The images above show how the architectural style of buildings in the Northeastern Gateway should be interesting and attractive.

WINDOWS AND ENTRANCES

Windows

- Windows, of clear glass or with a low-emissivity coating, should comprise at least 40 percent of ground floor façades.
- If colored glazing is needed, a solid color, in keeping with the colors of the exterior building cladding materials, should be utilized. Mirror glazing should be prohibited.
- Window size should respect the pedestrian scale and be aligned to follow the grade of the sidewalk.
- Horizontal banding on ground floor windows should be avoided and mullions should be limited to reduce visual barriers between pedestrians and storefronts.
- Ground floor windows are encouraged to be utilized for merchandise display or in another manner that creates visual interest.
- Fully obstructed ground floor windows should be prohibited.
- Large ground-floor bays and display windows with bulkheads are strongly encouraged.
- Windows should complement the architectural style of the building.



The images above show that windows should respect the pedestrian scale and main entrances should be located along streets or public spaces.



The images above show that awnings are encouraged to be integrated with the architecture of the building and should have no slope or a straight slope.

SIGNS

- Exterior signs should be limited to business identification and description; temporary signs for special promotions, sales, products, and advertising are discouraged.
- The size, material, color, and shape of signs should complement the architectural style and scale of the building.
- When the building contains multiple storefronts, signage for all businesses should be consistent in design and placement.
- Signs on neighboring buildings should be compatible in terms of scale, colors, and materials.
- Individually affixed letter/logo signs, mounted directly on the building face are encouraged.
- Wall-mounted signs should be designed as an integrated component of the building façade and should not cover architectural details.
- Small signs, graphics and logos applied directly on ground floor windows and doors should be encouraged but should not cover more than 25 percent of window area.
- Free-standing signage within the corridor should be limited to low-profile monument signs for multi-tenant commercial properties. Monument signs should be attractively landscaped and constructed of the same building materials as the primary building on the site.
- For multi-tenant commercial structures, wall signs should be compatible in design and consistent in placement.
- The use of temporary sidewalk “sandwich board” signs could be considered, subject, to strict control for safety and accessibility.
- Branding signs for the Northeastern Gateway should contribute to beautification efforts of the district, such as public landscaping, streetscape design, holiday design, and special event advertising.



The images above show that exterior signs should display business identification and the size should be appropriate to the scale of the building.

LIGHTING

- Full cut off, pedestrian oriented streetlights should be provided to ensure adequate light for public safety.
- Exterior building lighting to highlight architectural elements of Non-Residential and Mixed-use building, including up lighting or spotlighting, should be encouraged.

SERVICE AND LOADING AREAS

- Off-street loading should be located on the rear, side, or corner side of the building.
- All loading facilities, loading docks, service doors, and other service areas, should be located and/or screened so as not to be visible from a public street, park, or residential property. Screening examples could include walls, evergreens, opaque fencing, and similar treatments.
- Dumpster and mechanical equipment enclosures should be of materials and incorporate design elements that complement the primary structure. Dumpster enclosures should be well landscaped and located at the rear or sides of buildings so as not to be visible from the public street or primary building entrances.
- Rooftop-mounted equipment, vents, and building-mounted pipes and other utility equipment should be screened from view along all sides of a building. Rooftop screening should be incorporated into the overall design of the building and be an integral part of the architecture.
- Wall-mounted equipment and pipes should be screened so as not to be visible from the public street or primary entrances, or wall-mounted equipment and pipes should be painted to match the same color as the façade.



The images above show that service and loading areas should be located away from the public right-of-way and should be screened with walls or natural buffers.

PARKING LOTS AND GARAGES

Location and Access

- Shared parking and vehicular cross access between Non-Residential uses should be encouraged to get the maximum use of parking lots and reduce the need for more surface parking.
- The potential NC 540 Park-and-Ride Facility should be integrated into a larger Mixed-use or Non-Residential development.
- Parking lots should be located to the side or rear of buildings away from street view, except if locating the parking lot to the side or rear of the building would make the parking lot share a lot line with a residential property. In this instance, the parking lot should be located in front of the building and landscaping beyond what is otherwise required should be provided.
- Pedestrian access to and through parking lots should be provided through planned walkways.
- Pedestrian alleys, located in gaps between buildings, that connect to parking lots should be encouraged and utilized as public gathering space. Pedestrian alleys should be well lit, include wayfinding signs, and feature murals, benches, and other amenities.

Landscape

- Landscaped islands and medians should be provided within the interior of surface parking lot areas and should be utilized for on-site stormwater management whenever feasible.
- Drought tolerant, native species should be utilized.
- Parking lots should be screened from view along sidewalks and streets with low walls of a material matching the primary building as well as landscaping.

Parking Garages

- Parking garages should complement the primary structure design in terms of scale, materials, bulk, etc.
- Parking garages should be surrounded by buildings or have commercial uses on the ground floor.
- The exterior building cladding materials utilized on façades which face or are visible from public right-of-way should match those utilized in adjacent buildings.



The images above show that parking should be appropriate in scale depending on the use it is serving and it should include landscaped islands and medians that screen parking lots. Parking lots should be adjacent to other buildings and should complement the architectural style of other buildings.

ACCESS AND CIRCULATION

- Circulation plans should minimize conflict points between pedestrians and vehicles and ensure visible and accessible crosswalks are installed where conflicts might occur.
- Curb cuts for vehicles shall be consolidated wherever possible, including consolidation of two or more private drives.
- Access points into developments should be highlighted with landscaping and enhanced with crosswalks and sidewalk connectivity.
- Cross access between adjacent developments should be provided whenever possible.
- Traffic calming features, such as on-street parking, bulb-outs, textured and differentiated paving, and crosswalks should be provided to reinforce a pedestrian oriented environment.

NON-VEHICULAR CONNECTIONS

- Pedestrian connections from residential neighborhoods to Mixed-Use and Non-Residential areas should be a component of all new development and redevelopment. Pedestrian connections should be provided through sidewalks and greenways to ensure that all people, regardless of age or ability, are able to comfortably navigate the Northeast Gateway by foot.
- Facilities, such as bicycle signage, markings, and parking, should be incorporated.
- Public transit stops should be connected to adjacent businesses and shopping areas by sidewalks and should include shelters, signage, benches, and route information.



The images above show that streets should include access points and cross access between adjacent developments. Pedestrian circulation should include pedestrian medians, textured and differentiated paving, and bulb-outs.



The images above display that non-vehicular connections are encouraged from residential neighborhoods to Mixed-Use and Non-Residential areas.

GATEWAY AND WAYFINDING

- The identity of the Northeast Gateway should build off the Town's established identity to ensure that people traveling through Holly Springs on NC 540 are aware of their entrance into the community.
- Since NC 540 will bring additional visitors and residents through the Gateway, additional wayfinding signs should be installed. Gateway signs should also be installed in key locations, using cohesive design elements as the wayfinding system, such as the decorative brackets and color palette.
- Future development should provide opportunities for enhanced placemaking, public art, community identity, and the development of "third places."
- Third places, such as small plazas and parklets, should be supported as focal points for future pedestrian activity, functioning as an amenity to business patrons as well as residents and NC 540 travelers.

STREETSCAPING

- Street furniture should be consistent in design and style to support a cohesive and recognizable Gateway identity. Creative street furniture, such as swings or hammocks, should be considered to enhance the Gateway's sense of place and further it as a destination in the community.
- Streetscape improvements such as coordinated landscaping on both sides of the street, pedestrian and street lighting, and wayfinding signage should be provided at both a pedestrian and vehicular scale to create a more welcoming and safer environment for all users.



The images above show that the Northeast Gateway should include gateway and wayfinding elements to enforce the Town's identity and provide a sense of place.

PUBLIC GATHERING SPACES

- Ample public gathering space should be integrated in non-residential developments through plazas and outdoor dining areas, and in residential neighborhoods through community and neighborhood parks.
- Public gathering spaces should complement the fabric of the overall area, rather than being perceived as separate uses. Residents and visitors should be able to visit public and recreational spaces located adjacent and nearby employment, shopping, and dining areas by foot and bike.
- Public art installations should be prioritized in public gathering spaces to provide aesthetic interest and to serve as recognizable landmarks.
- Public and recreational spaces should prioritize a pedestrian scaled environment. Pedestrian movement and interaction should be a key design principle for the relationship between buildings and public gathering spaces with an emphasis on safety, convenience, quality, and accessibility.



OPEN SPACES AND NATURAL AREAS

- Open space and natural areas should be integrated into new development as amenities for residents and visitors.
- Natural features, including significant existing trees and vegetation, topography, wetlands, and drainage characteristics, should be protected and incorporated into the planning and design of development.
- Adequate transitions should be created between lower density areas and higher density and intensity development. Transitions should not only include buffer yards and screening, but also use transitions that take into consideration and leverage Holly Springs' natural areas and features.



The images to the right display how the Northeast Gateway should incorporate ample public and open spaces such as plazas, outdoor dining areas, and active or passive recreation areas.

RESIDENTIAL USES

The following section pertains to future residential uses in order to encourage compatible building and block patterns that will complement existing residential neighborhoods.

BUILDING PLACEMENT AND ORIENTATION

- Buildings should have consistent setbacks. Where setbacks vary, they should create a rhythmic character through the number and placement of windows and doors on the façade.
- Building entrances should face the main roadway, public plazas, or resident amenity areas in order to promote safety and visibility of residents.
- Infill residential uses should be set back to align with existing residential uses adjacent to the proposed buildings.
- Front yards should provide semiprivate space but should not be fully enclosed. Front yards should provide space for an entrance, walkway, front porch or patio, and landscaping.
- Outdoor parking lots or detached garages should be placed in the rear of the principal structure.

BUILDING SCALE AND DENSITY

- New buildings should be compatible in height, scale, massing, and proportion with those found in adjacent neighborhoods. Extreme variations in scale should be avoided unless adequately mitigated through buffer yards, physical separation, or other means.
- Higher density housing types should be located near NC 540 and major intersections.
- Lower density housing types should be located near existing residential neighborhoods on the periphery of the Northeast Gateway.
- Buildings adjacent to the NC 540 should be 7 to 10 stories in height while buildings transitioning away from the interchange and towards residential districts should be at least 5 stories in height.
- Buildings should step down in height as they move outwards from the interchange to appropriately transition between high density uses adjacent to the interchange and lower density residential neighborhoods.



The images above show how buildings should have consistent setbacks and buildings should be positioned along main roadways or public plazas.



The images above show that Mixed Dwellings should be consistent in height, scale, massing, proportion, and design.

BLOCK CONFIGURATION

- Street configuration should be designed to follow a blocked, or curved grid structure with a clear hierarchy of access and circulation throughout the site.
- The use of cul-de-sacs in neighborhood design should be minimized and used only when necessary. When used, pedestrian trail or sidewalk connections should be provided to prevent a "dead end" for those walking or biking.

LANDSCAPING AND VEGETATION

- A local aesthetic should be reinforced through the use of trees, shrubs, vines, perennial grasses, and forbs native to North Carolina and appropriate for the context, habitat, and conditions of a particular site. The use of these features is encouraged for all ornamental planted spaces.
- All landscaping should be maintained in a healthy and attractive condition. Maintenance programs should be established as part of new development approvals to ensure that private landscaping is adequately cared for and that its value is retained over time.
- Landscape features that mitigate stormwater should be incorporated wherever possible, specifically adjacent to paved surfaces such as driveways, sidewalks, or parkways. For example, rain gardens should be encouraged in parkways, bioretention systems should be implemented in parking lots, and paved areas should be graded so that runoff flows towards landscaping.
- The integration of naturalistic, ornamental plantings that reinforce the Holly Springs character is encouraged at locations of high visibility such as entrances, signage locations, and displays.
- Natural buffers should be preserved to enhance the transition between non-residential and higher density residential uses to lower density residential.



The images above show how landscaping and vegetation should be encouraged and maintained throughout all residential neighborhoods.

POTENTIAL FUNDING SOURCES

A description of potential funding sources is summarized below. It is important to note that the Town should continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available, or to update this list as sources change.

AFFORDABLE HOUSING LOW-INCOME HOUSING TAX CREDIT

The U.S. Department of Housing and Urban Development's Low-Income Housing Tax Credit (LIHTC) subsidizes the acquisition, construction, and rehabilitation of affordable rental housing for low- and moderate-income tenants. The federal government issues tax credits to state and territorial governments. State housing agencies then award the credits to private developers of affordable rental housing projects through a competitive process. Developers generally sell the credits to private investors to obtain funding. Once the housing project is placed in service, investors can claim the LIHTC over a 10-year period.

ECONOMIC DEVELOPMENT

TRIANGLE J COUNCIL OF GOVERNMENTS ECONOMIC DEVELOPMENT DISTRICT

Triangle J Council of Governments (TJCOG) is a locally-based, regionally-driven economic development corporation, that oversees implementation of the region's Comprehensive Economic Development Strategy (CEDS), a strategic blueprint that defines the regional economic vision and coordinates efforts to achieve the vision. The TJOG Economic Development District (EDD) received federal designation from the U.S. Economic Development Administration (U.S. EDA) on February 8, 2018. The U.S. EDA provides funding for projects that meet the economic development needs of distressed communities, and TJOG serves as the liaison between the U.S. EDA and eligible applicants in the EDD. The project can leverage support and economic development from TJCOG to provide housing, transportation, and infrastructure which will ensure a strong economy for the region.

WAKE COUNTY BUSINESS DEVELOPMENT GRANT

Wake County Economic Development (WCED) is the region's chamber of commerce. WCED offers the Wake County Business Development Grant, which provides a series of five tiers with investment and job thresholds. The Grant addresses barriers that businesses may face, including expansion or relocation costs, equipment costs, and the cost of training employees. As the Business Development Grant targets growth area communities, the Northeast Gateway may be eligible to receive to receive funding based on the number of jobs the number of jobs created.

EMPLOYMENT

JOB DEVELOPMENT INVESTMENT GRANT

The Job Development Investment Grant (JDIG) is a performance-based, discretionary incentive program that provides cash grants directly to a company when the company creates jobs and invests in the state. Grants are awarded only in competitive recruitment or retention situations. JDIG grants hold companies to strict performance targets, but the grant helps offset the cost of locating or expanding a facility in the state. JDIG awards are calculated by weighing a number of factors, including the location of a project, the number of net new jobs created in North Carolina, and the wages of the jobs as compared to the given county average wage. As companies choose to locate their business in the Northeast Gateway, they are eligible for this grant based on the number of new jobs created and the level of investment this will make for North Carolina.

ONE NORTH CAROLINA FUND

The One North Carolina Fund (One NC) is a discretionary cash-grant program that allows the Governor to respond quickly to competitive job-creation projects. The North Carolina Department of Commerce administers One NC on behalf of the Governor. Awards are based on the number of jobs created, the level of investment, the location of the project, the economic impact of the project, and the importance of the project to the state and region.

SMALL BUSINESS CENTER NETWORK

The North Carolina Community Colleges Small Business Center Network (SBCN) is the largest state-supported small business assistance initiative. The purpose of the SBCN is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners which will lead to job creation and retention. Currently, there are 60 SBCN sites throughout the state with centers located within a 30-minute drive of every North Carolinian. SBCN provides free, confidential one-on-one business counseling services; resource and referral information for a variety of business needs; and seminars and classes available free of charge or for a minimal registration fee.

THE SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER

The Small Business and Technology Development Center (SBTDC) works with local businesses to provide in-depth management counseling and education services designed to help entrepreneurs and business owners make better decisions in achieving their goals. SBTDC efforts are supplemented by the engagement of students and faculty from all University of North Carolina system campuses and a number of private universities and colleges. Basic counseling services are provided without charge, as the SBTDC is funded in part by federal and state tax dollars. Additional services, including management education and in-depth marketing research, are provided on a cost-recovery basis.

PURPOSE

The Action Matrix presents a list of actionable recommendations made within the Holly Springs Northeast Gateway Master Plan. The table include key actions, time horizons, and partners associated with each action.

As with the rest of the Northeast Gateway Master Plan, the Action Matrix is a flexible document that should be regularly updated and revised to reflect the evolving needs and opportunities within the Holly Springs community.

KEY ACTIONS

Key actions include capital projects, policy or regulatory amendments, and strategies that should be prioritized to lay the foundation for long-term Plan implementation.

TIME HORIZON

Time estimates indicate, in years, how long it would take to complete a specific action. These utilize the following time periods:

- **Short-term:** less than two years.
- **Mid-term:** two to five years.
- **Long-term:** more than five years.
- **Ongoing:** continuous monitoring required.

PARTNERS

Holly Springs will require the assistance of local and regional governments, organizations, and community groups to fully implement the Northeast Gateway Master Plan. While the Town of Holly Springs is generally responsible for initiating and implementing most of the Plan's policies and recommendations, there are many partnership opportunities that will be required to achieve the goals and supporting strategies within the Plan. The partners section of the Action Matrix identifies potential partner organizations.

ACTION MATRIX TABLE

#	Key Action	Time Horizon	Partners
Land Use Actions Key Action			
1	Update the Future Land Use Map to reflect the land use recommendations made by this plan.	Short-term	Development Services
2	Consider creation of a Northeast Gateway Zoning District, and either rezone the entire area to that district or rezone individual parcels as development is proposed.	Long-term	Town Council, Development Services, Development Community
3	Encourage gradual development typology transitions so that high-density/intensity areas are not in direct proximity to low density/intensity areas.	Ongoing	Town Council, Development Services, Development Community
4	Encourage higher development density/intensity closer to NC 540.	Ongoing	Town Council, Development Services, Development Community
5	Consider allowing density greater than 20 dwelling units per acre with Conditional Zoning Districts (CD).	Mid-term	Town Council, Development Services, Development Community
6	Consider restricting drive in/drive through, fueling station, vehicle service (minor), and other auto-oriented uses to Conditional Zoning District only (CD).	Short-term	Town Council, Development Services
7	Consider narrowing the definition of "Retail Uses."	Short-term	Town Council, Development Services
8	Encourage land assemblage.	Ongoing	Development Services, Development Community
9	Consider lowering the minimum development area requirement from 20 acres to 10 acres.	Mid-term	Town Council, Development Services
10	Consider establishing a minimum development area for the NMX Neighborhood Mixed-Use and CB Community Business districts.	Mid-term	Town Council, Development Services, Development Community
11	Amend Table 5.3.2 of the UDO to make perimeter buffer requirements based on use rather than zoning district.	Short-term	Town Council, Development Services
12	Consider updating the UDO to include infill development standards like those of Morrisville, North Carolina.	Short-term	Town Council, Development Services
Community Character Actions			
1	Conduct a branding study to establish a distinct brand that creates a sense of place and reinforces the Northeast Gateway as a destination in the region.	Short-term	Town Council, Development Services, Communications & Marketing, Local Businesses
2	Incorporate the Holly Springs brand as part of public improvements throughout the community.	Ongoing	Town Council, Development Services, NCDOT, Utilities & Infrastructure
3	Install the Town's branded gateway and wayfinding signage in key locations, as identified on the Improvements Framework Map	Mid-term	Development Services, Communications & Marketing
4	Consider amending UDO Section 8.3.A.1 to also require gateway features be installed in locations identified in the Improvements Framework.	Short-term	Town Council, Development Services
5	Establish a quasi-judicial procedure for reviewing comprehensive sign plans to allow flexibility for applicants while giving the Town greater discretion with respect to appearance and quality.	Short-term	Development Review Committee, Board of Adjustment
6	Consider expanding the list of public realm standard options in the UDO to include street furniture.	Short-term	Town Council, Development Services, Utilities & Infrastructure
7	Consider eliminating murals as a defined term of art in the UDO.	Short-term	Town Council, Development Services
8	Establish a facade easement program for the Town to manage the establishment of murals in the community.	Long-term	Town Council, Communications & Marketing, Development Services
Building and Site Design Actions			
1	Use the Design Guidelines as a framework in reviewing plans and proposals for new Northeast Gateway projects and improvements.	Ongoing	Development Services
2	Encourage residential development to incorporate front porches, upper story balconies, and patios to encourage interaction between neighbors and the street.	Ongoing	Development Services, Development Community
3	Encourage non-residential buildings along heavily used streets to orient building entrances to the street rather than the rear or parking areas of the buildings.	Ongoing	Development Services, Development Community
4	Require iconic building architecture and site design to achieve the highest allowed building heights recommended by this plan.	Ongoing	Development Services, Development Community



ACTION MATRIX TABLE

#	Key Action	Time Horizon	Partners
5	Encourage non-residential development to provide public gathering space amenities in the form of plazas, pocket parks, and outdoor dining areas.	Ongoing	Town Council, Development Services, Parks & Recreation, Development Community
6	Consider allowing vehicle-restricted streets, alleys, and malls adjacent to new commercial development to encourage easy bike and pedestrian access to shops, restaurants, and entertainment and to create a sense of place.	Long-term	Town Council, Development Services, Parks & Recreation, Development Community, Utilities & Infrastructure, Communications & Marketing
7	"Consider adopting incentives, such as reductions to required parking or density/ building height bonuses. The Town could also consider establishing a fee-in-lieu of parking and utilize the funds for a publicly owned parking structure."	Mid-term	Town Council, Development Services, Utilities & Infrastructure, Finance
8	Encourage use of shared parking lots between land uses which are most active at different times (e.g. apartment dwellings and offices).	Mid-term	Town Council, Development Services, Development Community
9	Require placement of off-street parking to the side or rear of buildings.	Ongoing	Town Council, Development Services
10	Consider expanding the higher standards applied to principal use parking lots in the Downtown Mixed-Use district to principal use parking lots in the Regional Mixed-Use district.	Short-term	Town Council, Development Services
11	Consider updating UDO Table 6.3.A to include nonresidential uses in residential districts and restrict the location of parking lots to rear and side yards only.	Short-term	Town Council, Development Services
Housing Actions			
1	Encourage a diverse array of missing middle housing types close to mixed-use and non-residential areas to promote open space provision and connectivity.	Long-term	Town Council, Development Services, Development Community
2	Consider an Affordable Housing Bonus. The amount of bonus should be tied to the percentage of units to be deed restricted as affordable but should be limited to 30 percent of all units in order to avoid the over concentration of affordable dwelling units.	Mid-term	Town Council, Development Services, Nonprofit Organizations, Development Community
3	Allow a by-right reduction in required parking stalls if a development meets a certain percentage of deed-restricted affordable units.	Mid-term	Town Council, Development Services, Nonprofit Organizations, Development Community
4	Incentivize provision of affordable housing by creating a procedure for expedited permitting if a development meets a certain percentage of deed-restricted affordable units.	Mid-term	Town Council, Development Services, Nonprofit Organizations, Development Community
5	Consider amending the definition of "Dwelling, Attached" to exclude cottage dwellings and update the definition of "Dwelling, Detached" to include cottage dwellings.	Short-term	Town Council, Development Services
6	Consider adding cottage dwellings as a separate use in Table 3.2.A.	Short-term	Town Council, Development Services
7	Consider breaking down the use category based on number of units per building.	Short-term	Town Council, Development Services
8	Consider UDO amendments to encourage the provision of affordable housing as development occurs over time.	Mid-term	Town Council, Of Services, Finance
9	Incentivize the inclusion of affordable housing in new development rather than require it.	Mid-term	Town Council, Development Services
10	Consider waiving or lowering fees for residential development when a certain percentage of units are deed restricted as affordable.	Mid-term	Town Council, Development Services, Finance
Infrastructure and Public Facilities Actions			
1	Continue to require development to construct roadway improvements identified in Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan.	Ongoing	Town Council, Development Services, Utilities & Infrastructure, Development Community
2	Use Transportation Bond funds to partner with development to complete the widening of Sunset Lake Road.	Mid-term	Town Council, Development Services, Utilities & Infrastructure, Development Community

ACTION MATRIX TABLE

#	Key Action	Time Horizon	Partners
3	Require traffic calming measures when new development connects to roadways in existing development.	Ongoing	Town Council, Development Services, Utilities & Infrastructure, Development Community
4	Continue filling sidewalk gaps to strengthen pedestrian connectivity.	Ongoing	Town Council, Development Services, Parks & Recreation, NCDOT, Development Community
5	Consider requiring enhanced crosswalks, curb extensions, and refuge islands in areas identified in the Improvements Framework.	Short-term	Town Council, Development Services, Utilities & Infrastructure, NCDOT
6	Midblock crossings, accompanied by Rectangular Rapid Flash Beacons, should be utilized in portions of the Northeast Gateway where mixed-use and nonresidential development is envisioned.	Ongoing	Development Services, Utilities & Infrastructure, Development Community
7	Complete the upgrades to the Eastern Regional Pump Station so that the sanitary sewer system has capacity to meet the demand of the Northeast Gateway area.	Short-term	Town Council, Development Services, Utilities & Infrastructure, Development Community
8	Conduct a detailed Water and Sewage Engineering Study to approximate the necessary infrastructure improvements needed to support planned development.	Short-term	Town Council, Development Services, Utilities & Infrastructure, Development Community
9	Seek a location for a new Fire Station to serve the Northeast Gateway area.	Mid-term	Development Services, Fire
10	Continue coordination with GoCary and advocate for an NC 540 Park-and-Ride Facility to be constructed in the Gateway area	Mid-term	Town Council, Development Services, Utilities & Infrastructure,
11	Consider amending public notice requirements to include the school district in mailing notice standards.	Short-term	Development Services, Town Clerk
12	Coordinate with Wake County Public Schools for a new school to serve the anticipated development in the Northeast Gateway area.	Ongoing	Development Services
Parks and Open Spaces Actions			
1	Incorporate park facilities recommended in this plan into new residential subdivisions whenever possible.	Ongoing	Town Council, Development Services, Parks & Recreation, Development Community
2	Identify a location for a new pedestrian under or overpass and seek funding to construct the improvement.	Mid-term	Town Council, Development Services, Parks & Recreation, Utilities & Infrastructure
3	Require pedestrian trail, bicycle, or sidewalk connections on cul-de-sac bulbs to prevent creation of dead ends in residential neighborhoods.	Ongoing	Town Council, Development Services, Parks & Recreation, Utilities & Infrastructure
4	Incentivize cluster or conservation development, an approach to development that preserves contiguous areas of open space and natural areas by clustering smaller parcels and higher density development on select areas of the site.	Mid-term	Town Council, Development Services, Development Community, Nonprofit Organizations
5	Consider allowing conservation subdivision to occur in all residential zoning districts.	Mid-term	Town Council, Development Services
6	Consider allowing the zoning district maximum density to be exceeded by up to a certain amount if specified natural features, beyond floodplains, are preserved in a conservation easement.	Mid-term	Town Council, Development Services
7	Explore incentives for tree preservation in concert with the Tree Preservation Areas outlined in the Town's UDO.	Short-term	Development Services, Tree Advisory Committee, Parks & Recreation, Development Community, Nonprofit Organizations
8	Natural elements such as slopes, waterways, and wetlands should be used whenever possible to transition between lower and higher density/intensity areas.	Ongoing	Town Council, Development Services, Development Community