

Vision Holly Springs Comprehensive Plan



Section 1: Land Use & Character Plan Appendix E: Downtown Area Plan

December 2023

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1. EXECUTIVE SUMMARY

Executive Summary



Residents enjoying a “Beats at the Block” event.
Source: Amber Foster Smith Photography

What is this plan?

In three short decades, the town of Holly Springs has grown from just over 1,000 residents to over 50,000. The population is projected to grow by another 67% to 80,000 by 2040. Strategic planning is vital for the town to safely and comfortably accommodate this rapid growth. The Downtown Area Plan (DAP), previously known as the Village District Area Plan, is a timely report in response to the growing desires of Holly Springs residents and businesses for a vibrant Downtown district. This plan lays out an overall vision and goals for Downtown Holly Springs and details recommendations regarding land use, urban design, transportation, and placemaking.

Why now?

Since the last Downtown-focused plan was completed in 2006, Holly Springs has continued to grow. Major infrastructure and civic investments, including the Library and Cultural Center, Town Hall Commons, the Block on Main and others, have changed the physical and energetic quality of Downtown Holly Springs. The Downtown area offers more to Holly Springs’ growing population than ever before, though the COVID-19 pandemic and an influx of new families to the Town have highlighted the need for more equitable, kid-friendly public spaces. In planning for the future, the Town must be sure to honor and incorporate its rich history, particularly the contributions of historically underrepresented populations.

The Downtown Area Plan anticipates a 10-year planning horizon.

Process and Key Findings

The planning process lasted less than a year and built momentum and excitement through multiple public participation events. The plan incorporates both qualitative and quantitative research in order to create a comprehensive, practical plan. The action plan provided in Chapter 7 will be used as a guidebook to achieve the vision and goals outlined in the plan.

Project Goals

Five key themes emerged from initial community input that informed the creation of project goals. They act as a guidepost for the key projects, and action items. Figure 1 lists all five goals and strategies to achieve those goals.

1. An Authentic-to-Holly Springs Downtown
2. A More Connected District
3. An Intact Downtown
4. Acknowledge and Celebrate History
5. A Thriving Downtown

Action Items

Action items are steps for the Town and its partners to take in order to achieve the project goals. Listed in Chapter 7 of this plan, they are organized in a matrix with priority, costing, and estimated time line. The matrix is meant to be a living document, updated by the Town as projects are completed, new funding becomes available, and priorities shift.

Defining Downtown Holly Springs

During the planning process, residents shared the desire to focus efforts on the more central, mixed-use portion of the Downtown Village District. As the update to the 2006 Village District Area Plan, the original intent was for this plan to consider the entire Downtown Village District character area boundary as defined by the Town’s Future Land Use Map. However, as progress has been made over the last 17 years and infill development has resulted in a more defined Downtown core surrounded by traditional

Figure 1: Project Goals

AN AUTHENTIC-TO-HOLLY-SPRINGS DOWNTOWN
<ul style="list-style-type: none">• Support events• Character (architectural and public realm)• Local shopping and restaurants• Family-focused activities
A MORE CONNECTED DISTRICT
<ul style="list-style-type: none">• Greenways• Increase multimodal infrastructure (walking, biking, and transit)• Alternative routes to/through the District• Traffic calming• Connect Cultural Center and Downtown• Locate adequate parking where it belongs
AN INTACT DOWNTOWN
<ul style="list-style-type: none">• Pursue and incentivize redevelopment• Design standards• Focus on public realm (gathering, “sticky” spaces, character)• Identify catalyst sites
ACKNOWLEDGE AND CELEBRATE HISTORY
<ul style="list-style-type: none">• Storytelling in the Public Realm• Define and protect residential neighborhoods• Diversity, Equity, and Inclusion (DEI)-focused engagement and opportunities
A THRIVING DOWNTOWN
<ul style="list-style-type: none">• A mix of land uses (commercial, civic, residential, hospitality)• Curate businesses to suit local market position• Incentivize vertical mixed-use• Parks as regional destination

lower-density residential neighborhoods, the decision was made to focus this plan on the areas of Downtown that are most likely to see change and investment over the course of the planning horizon.

This Plan shifts the focus of the planning area from the broader Downtown Village District to a more narrowly defined Downtown Area (Figure 2). The Downtown Area Plan includes land in the commercial core (or what is sometimes referenced as the “bowtie”) as well as Mims Park, the County property containing the Cultural Center and Library as well as land to the south, and properties flanking Main Street between Earp Street and Holly Springs Road. The Downtown boundary is generally located between Elm Avenue at the south, Holly Springs Road at the north, Raleigh Street and Grigsby Avenue at the east, and the Library and Cultural Center at the west.

While Plan recommendations focus primarily on the Downtown, a number of recommendations remain covering important considerations for the remainder of the Downtown Village District character area.

These include:

Land Use: Pursue continued health care and related employment along the Avent Ferry Road corridor in the southern portion of the Downtown Village District character area to support the existing hospital.

Character and Experience: Locate Downtown markers/monuments at key access points into the Downtown, including NC 55 and S. Main Street, NC55 and Ballentine Street, and N. Main Street and Holly Springs Road.

Multi-modal Transportation: Construct sidewalks on streets accessing Downtown as identified in the Vision Holly Springs Section 2: Comprehensive Transportation Plan, including S. Main Street, Elm Avenue, Oak Avenue, and Pine Avenue.

Priority Recommendations

Throughout the planning process, residents had opportunities to consider priority projects that can significantly shape the future of Downtown and align with a collective vision for the future. Five priority recommendations ultimately rose to the top of public sentiment. These priorities are found throughout this document, and include:

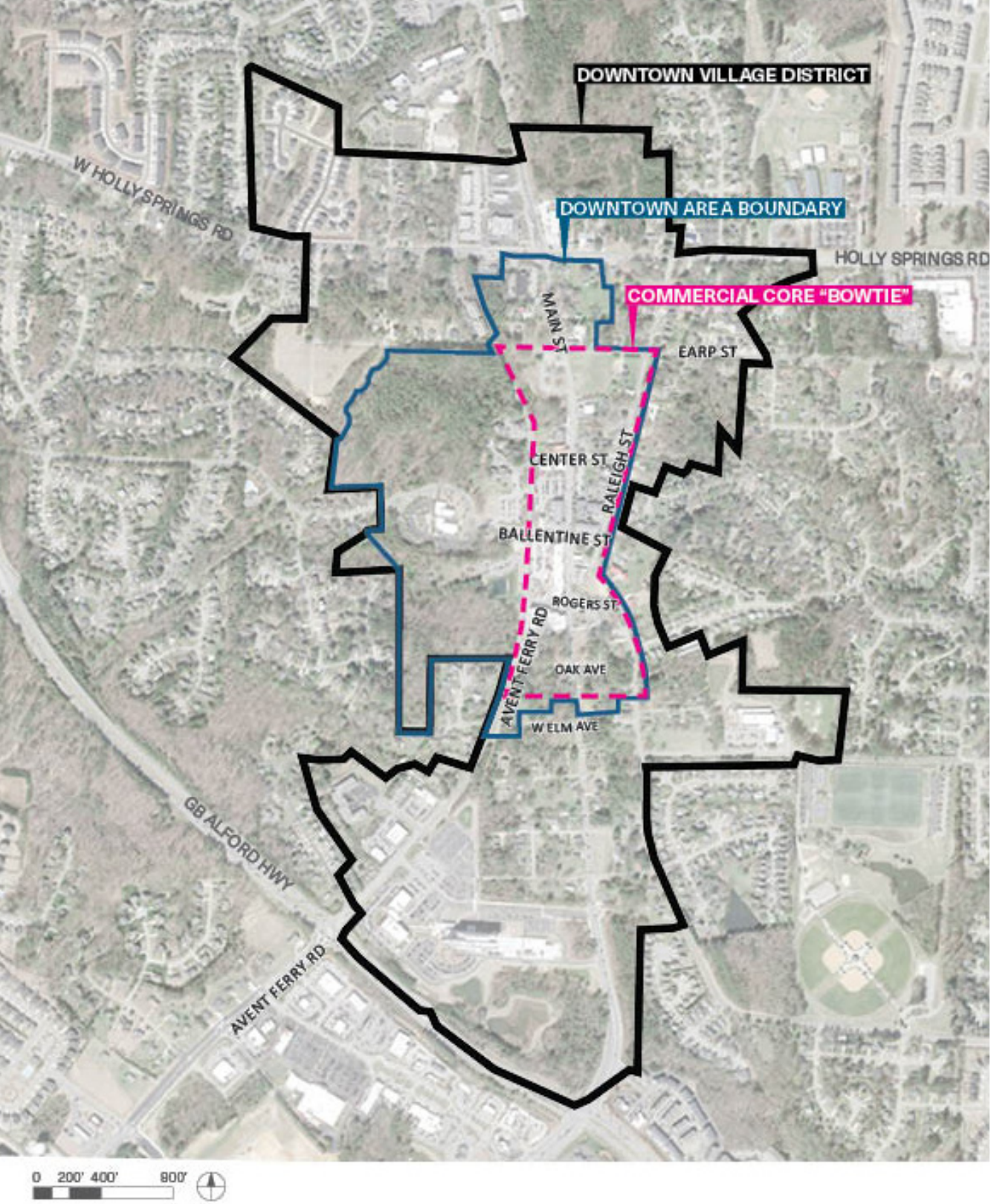
- 1. Mims Park (Page 51-54)
- 2. Festival Street (Page 39-40)
- 3. Public Market (Page 27-30)
- 4. Greenway Connections (Page 63-65)
- 5. A Curated Downtown (Page 35-36)

Figure 3 includes a summary of each recommendation. Throughout this Plan document, the priority recommendations are highlighted in two ways. When mentioned in the text, the priority recommendations are noted by their **bold, blue text**. They are also highlighted by a blue flag in the top corner of the page.

Priority Project

More information about the community engagement process and how the priority recommendations were selected can be found in Appendix C: Public Engagement.

Figure 2: Downtown Village District, Downtown Area, and Commercial Core “Bowtie” Boundaries



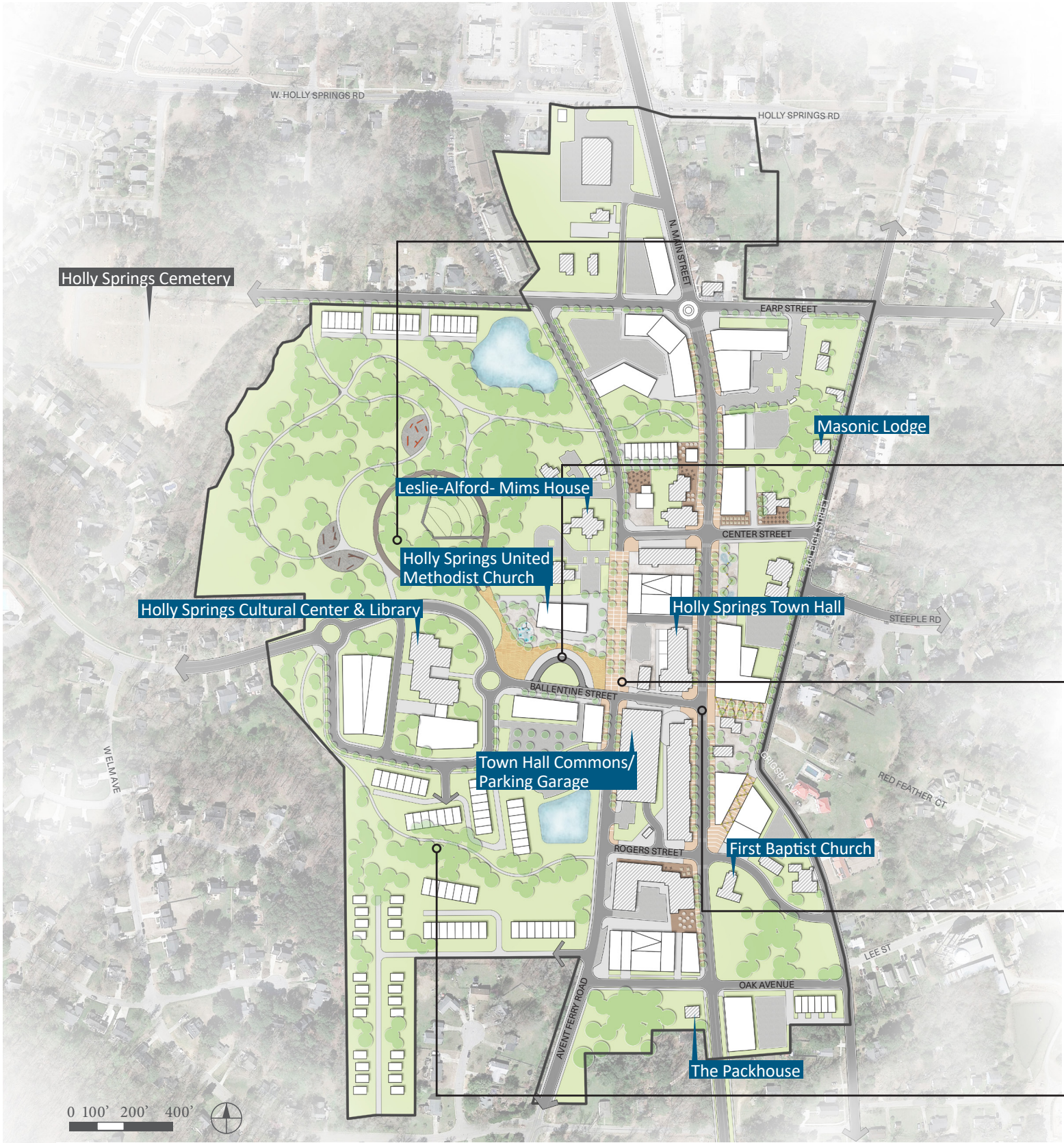
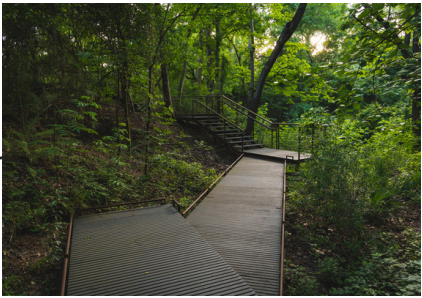


Figure 3: Downtown Framework



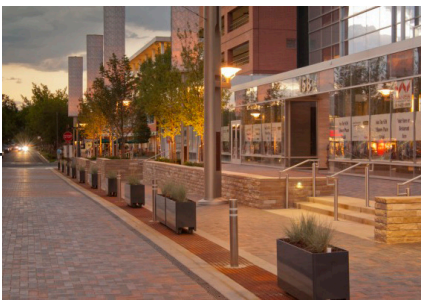
Mims Park

Holly Springs residents appreciate the value that nature brings to the community. Thoughtfully developed improvements to the Mims Park property could create both a signature natural destination and a meaningful place of recreation and reflection Downtown.



Public Market

The Holly Springs Farmers Market is a beloved weekly event, and the Public Market gives a permanent home to the Farmers Market while also providing a flexible, multi-functional space that can support entrepreneurship, lifelong learning, and social interaction for Holly Springs residents and non-profit organizations.



Festival Street

The Festival Street concept is a redesign of portions of Avent Ferry Road to emphasize the pedestrian experience and allow for the closure to vehicular traffic during events. Through changes in paving materials and enhanced landscaping, the Festival Street can become a catalytic place and better connect Main Street and the Cultural Center.



A Curated Downtown

When asked what they would like to see more of Downtown, Holly Springs residents were vocal about their appreciation for existing businesses while wanting more opportunity to build on the overall character to encourage neighbors to meet neighbors, peruse shops and restaurants comfortably, and build a Downtown environment that is unique to Holly Springs.



Greenway Connections

The vast majority of those who visit Downtown get there by car, but many residents would walk or ride bikes Downtown if it felt safe, comfortable, and connected. This idea looks to use open space corridors and town streets to provide recreation pathways that connect the Downtown to adjacent neighborhoods, parks, and regional trails.

2. VISION, GOALS AND PRIORITIES

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Vision, Goals and Priorities



View of Main Street. Source: Town of Holly Springs

Plan Vision

A vision was drafted based on themes that emerged through the planning process. It is meant to serve as an aspirational guide throughout the implementation process and a touchstone for assessing future projects and initiatives.

Plan Goals

Five key themes emerged from initial community input that informed the creation of project goals. They act as a guidepost for the key priority and implementation action plan (Chapter 8).

1. An Authentic-to-Holly Springs Downtown
2. A More Connected District
3. An Intact Downtown
4. Acknowledge and Celebrate History
5. A Thriving Downtown

Plan Vision

Downtown will be widely recognized as a vibrant, family-friendly destination, celebrating its rich history and diverse culture, weaving the natural beauty of the area throughout, and supporting the entrepreneurial spirit of the Holly Springs community.

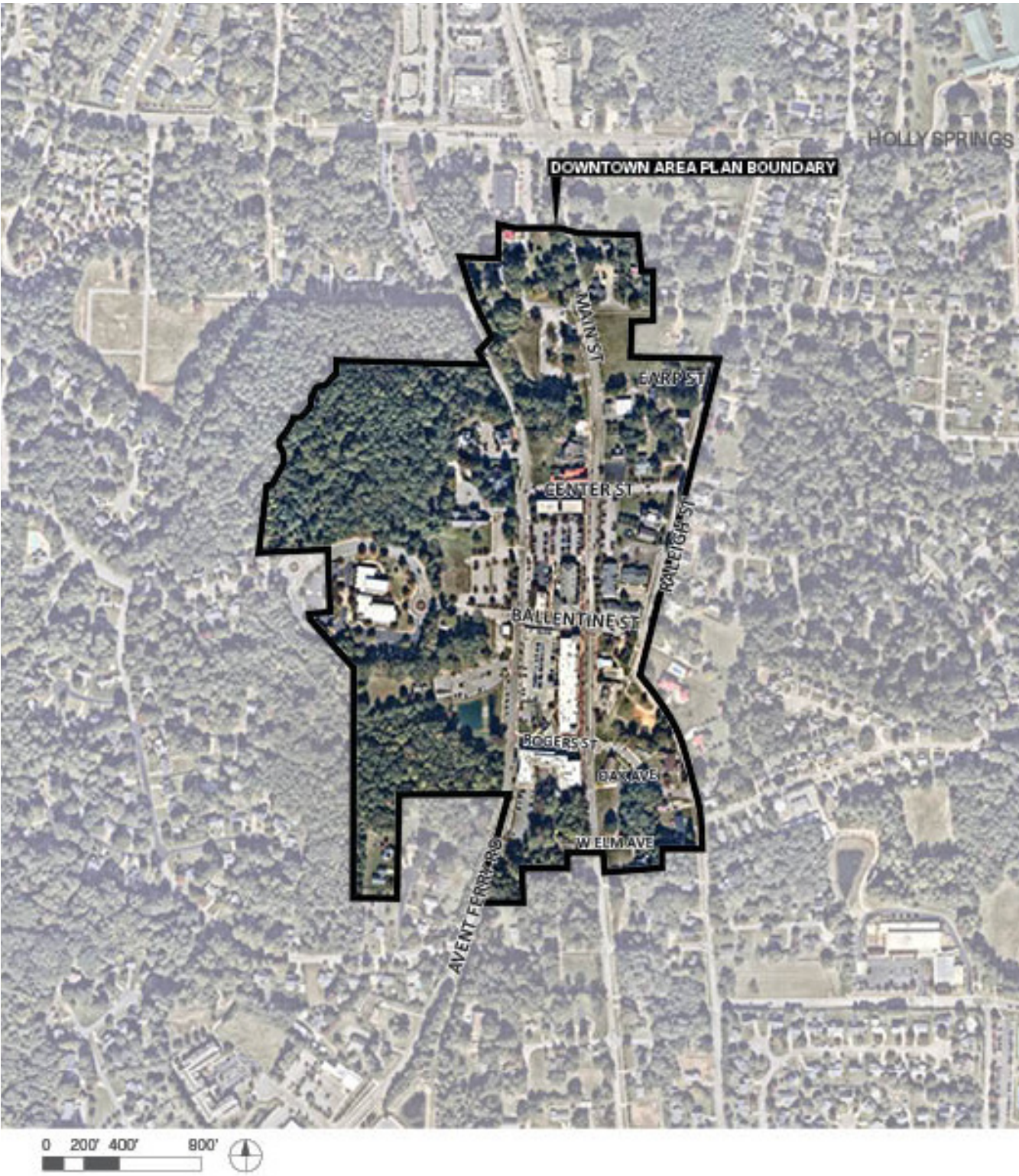


Figure 4: Downtown Area Plan Boundary

Priority Projects

Throughout the planning process, residents had opportunities to consider priority projects that can significantly shape the future of Downtown and align with a collective vision for the future. Five priority recommendations ultimately rose to the top of public sentiment. These priorities are found throughout this document, and include:



1. **Mims Park:** The town owns a large parcel of undeveloped land north of the Library and Cultural Center. Referred to throughout this document as Mims Park, the land has long been proposed to be developed into a public park. Recommendations in this document include making sure that happens.
2. **Public Market:** Holly Springs' Farmers Market is a popular weekly event held outside the Library and Cultural Center. The market has moved three times to accommodate growth and expansion. To encourage daily use, the farmers market should combine uses with other public and private uses and become a regional draw.
3. **Festival Street:** A festival street is one that can be temporarily or permanently closed to vehicles to encourage a festival atmosphere. Avent Ferry Road's location between the Library and Cultural Center and S. Main Street makes it a perfect candidate.
4. **Curated Downtown:** The enigmatic descriptor "small town charm" is often heard when describing Holly Springs. But how does this convert to the built environment? A "Curated Downtown" ensures that the architecture, design, and tenant types are consistent with the small town identity that attracts Holly Springs residents.
5. **Greenway Connections:** Connectivity for bicycles and pedestrians is a key opportunity for Holly Springs. Building on the proposed network outlined in Vision Holly Springs Section 2: Comprehensive Transportation Plan, a network of greenways that follow existing drainage corridors is proposed for Downtown.



Main Street, Holly Springs. Source: Town of Holly Springs.

3. LAND USE

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Land Use

Introduction

Over the last 20 years, Downtown Holly Springs has transitioned from a sparsely populated, small town residential district complemented by important historic properties, community churches, and a handful of businesses and civic buildings to an active, mixed-use destination for a community that has seen tremendous residential growth in that time. The Downtown today is experiencing an important evolution, one that must balance the community’s desire to build a more vibrant community and cultural center while respecting the integrity of historic development patterns and the expectations of long-term residents.

Today, the Downtown functions as one of the few truly mixed-use districts in Holly Springs. The diversity of civic, cultural, employment, residential, retail, and food and beverage uses across the district creates the framework for the social and economic success of Downtown. As the town looks to the future of the Downtown, it will be important to curate a balance of land uses that bolsters the vibrancy and vitality of the area.

Five key community priorities rose to the top early in the engagement process: improvements to Mims Park, a public market, a festival street, a curated Downtown, and greenway connections. These are reflected throughout the Plan, and particularly woven into the land use recommendations in this chapter.

Overall Land Use

The recommended land use map reflects the community's desire to create a vibrant mixed-use downtown, pursue additional employment and commercial uses at the north and south extents of the Downtown Village District character area, and maintain the neighborhood character in between. The Downtown is ideal for mixed-use development (both horizontally and vertically), incorporating a spectrum of retail, commercial (office), and residential uses. Infill opportunities in existing residential areas should largely be consistent with historic development patterns – although some larger undeveloped lots may support increased detached and attached residential development. And commercial centers located along major transportation corridors (Holly Springs Road and NC 55 at the north and south extents of the Downtown Village District character area) should continue to develop to provide goods and services needed by the Holly Springs community.



A diversity of uses encourages activation throughout the day. Image source: Santana Row.

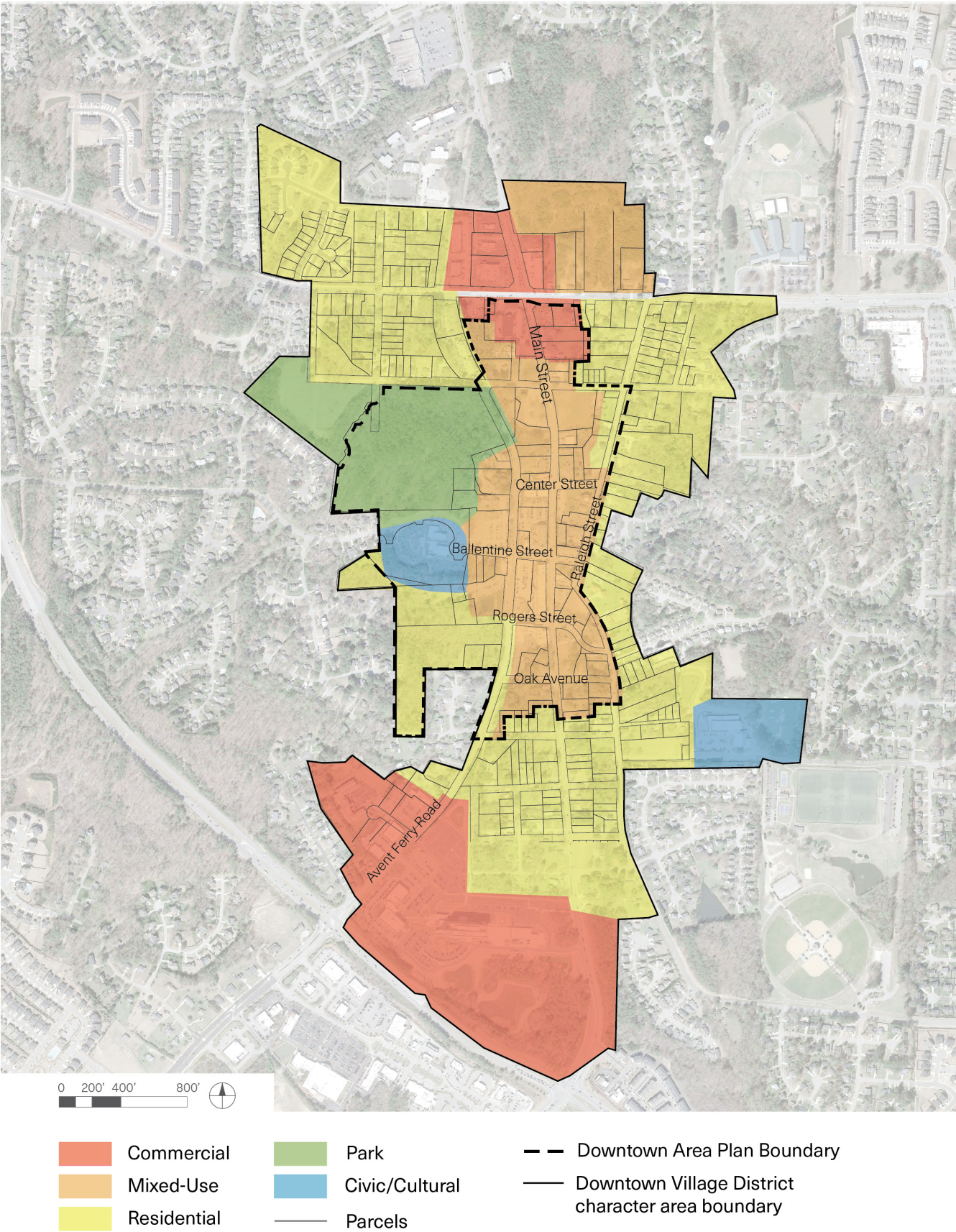


Figure 5: Downtown Land Use

Land Use - Mixed-Use

Mixed-Use

One of the community priorities that arose during the area plan process is the desire to build on the existing boutique experience by providing a greater diversity of shops, boutiques, restaurants and cafes. Today, most Downtown businesses are clustered along the west side of S. Main Street corridor between Center Street and Oak Avenue, with stand-alone office buildings and residences scattered throughout and north toward Holly Springs Road. There are catalytic opportunities for infill development within Downtown, with the potential for additional mixed-use development along Main Street north to Holly Springs Road, along Avent Ferry Road between Oak Avenue and Center Street, and along Ballentine Street between Avent Ferry Road and the Cultural Center.

In order to build upon the character of the Downtown, it is important to ensure that the majority of street-facing uses at the ground floor of buildings are active uses (Figure 14). Preferred active uses include retail shops, cafes, restaurants, and art galleries. Other uses may include athletic clubs (non-residential) and personal services (salons, etc.). Active uses would not generally include professional office space, building lobbies, residential dwellings, or parking.

MIXED-USE GOAL 1

Pursue infill ground-floor retail development along key Downtown corridors.

Strategies

1. Require a minimum 70% of ground-floor street-facing uses to be active uses for development proposals within the Downtown area (Figure 6).
2. Require a minimum 80% clear glazed storefront for all ground-floor street-facing uses in new development.

MIXED-USE GOAL 2

Increase the diversity of retail and food and beverage businesses Downtown.

Strategies

1. Maintain a detailed inventory of vacant retail spaces or potential building conversions that could support new business.
2. Develop a strategy to recruit new businesses Downtown, including a retail gap analysis to identify missing sectors.
3. Look for applicable funding opportunities to assist start up and growth of Downtown businesses.
4. Grow the influence of a Downtown Holly Springs Business Alliance as advocates for the curation of businesses in the Downtown as well as business-focused events and programming.

In order to achieve the community’s desire to keep Downtown Holly Springs a local business destination and discourage chain retailers and restaurants, it is advisable to update the Unified Development Ordinance and/or provide incentives that either limit the size of tenant spaces in new construction or support the reuse of existing buildings for new food and beverage or retail uses.

MIXED-USE GOAL 3

Utilize incentives, policies or regulations to assist in industry selection and the rightsizing of retail spaces to accommodate local small businesses and entrepreneurs.

Strategies

1. Where proposed retail space in a multi-tenant building is greater than a combined total of 5,000 sf, limit the size of tenant spaces so that no single space is greater than 4,000 sf.
2. For adaptive reuse projects where existing parking abuts Main Street, provide a minimum 30’ setback from the primary street for surface parking and buffer with qualifying Urban Civic Space (as further explained in Chapter 4 of this plan).
3. Parking for new development may not be located between the primary building façade and the right-of-way along Main Street.
4. Adjust the way in which funding eligibility is calculated for the Downtown Development Investment Policy to align with rising costs of renovation of existing buildings and development of new buildings.



Pimiento Tea Room. Source: Cary Magazine. Photography credit: Jonathan Fredin.



The Block on Main at Main and Rogers Streets. Source: Main & Broad. Photography credit: Jonathan Fredin.



Osha Thai Kitchen & Sushi. Photography credit: Vincent Remini.

Commercial

A vibrant Downtown requires a constant and consistent population to support existing and new businesses that would complement the existing businesses Downtown. A diversity of employers, public sector employees, and local businesses that attract people at different times of day is desirable to achieve steady pedestrian traffic. A 2022 study published by the International Downtown Association (IDA) investigated the balance between employment and residential land uses in growing downtowns across the country. The study noted that in growing downtowns, the average jobs in downtown as a percentage of all jobs city-wide is 24%. In 2022, the Downtown Village District employment represented just over 10% of overall employment. While the communities in the study are larger than Holly Springs, a case can be made that in order to support the vitality of Downtown, town leaders should strive to recruit more employers into the Downtown and encourage developers to build more space for employers.

While it is likely not desirable to achieve a 24% job share within the district due to the potential negative impacts on character and congestion, it is recommended that the Town pursue modest job growth. Within the Downtown, the target employment market should be employers with 30 or fewer employees, boutique retail/food and beverage, and personal and professional services businesses. Within the larger Downtown Village District character area, the focus should be on the pursuit of additional health care and professional services jobs to compliment UNC Rex Hospital.

COMMERCIAL GOAL 1

Pursue additional jobs within the Downtown, with the goal of increasing the job share to 15% of total Holly Springs employment.

Strategies

1. Encourage the development of employment uses above the first floor within the Downtown Mixed-Use (DMX) zoning district.
2. Retain and expand town administrative staff within town buildings in the Downtown.
3. Consider a staff position to coordinate with a small business specialist to recruit new businesses and jobs Downtown.



Source: Unsplash



Source: Thrive Coworking

Figure 6: Active Ground Floor Usage

— Downtown Area Plan Boundary
— Active Ground Floor Usage

Land Use - Residential

Residential

The same IDA study also noted that the average growing downtown is home to 5% of total residential population. By contrast, in 2022 the population of Downtown and the surrounding neighborhoods represented just over 1% of overall town households (195 of approximately 15,000 total). For the same reasons noted in the commercial section, it is likely not supportable by the community to attempt to achieve a 5% residential share in the Downtown area. However, with the community's expressed desire to increase the number and diversity of businesses Downtown, some residential growth will be necessary to sustain new business.

As of 2022, detached housing represents approximately 85% of total housing units town wide. This is in contrast with Wake County and the state (both at 70%). In addition to the housing unit type disparity, Holly Springs housing stock is also largely owner occupied (81%), in contrast with Wake County (61%) and the state (58%). These statistics are not surprising, as the town's population growth over the past three decades has largely been comprised of small and growing families moving to Holly Springs. However, as neighborhoods age and grown children move out, Holly Springs' capacity to retain downsizing empty nesters, appeal to a generation returning from college or service, or attract a young workforce with attainable or right-sized housing opportunity may be at risk.

Given its compactness and easy access to goods and services, Downtown is

an ideal location to pursue higher housing densities and smaller unit sizes that are priced to meet the Town's affordable housing goals and sized to provide a greater diversity of housing type within the Holly Springs community. The Town may consider partnerships with downtown developers to incorporate a percentage of affordably priced units into development projects in exchange for incentives.

While additional housing is recommended within the Downtown, it is not without some important restraints. During the planning process, the community focused on the importance of protecting the character and scale of the area. Strong consideration has been taken in this plan to ensure that the district grows in a thoughtful way, and the approach to residential infill reflects the community's input. Recommendations for residential growth are focused primarily within the Downtown to encourage the stability of existing housing and ownership patterns throughout the surrounding neighborhoods.



The scale and character of future Downtown housing is important to protect the integrity of the district. Source: Wheeler District

RESIDENTIAL GOAL 1

Pursue residential infill development within the Downtown to increase the housing share to 3% of total Holly Springs households.

Strategies

1. Encourage the development of residential uses above the first floor within the Downtown Mixed-Use (DMX) zoning district.
2. Encourage clustered housing development in the neighborhoods surrounding Downtown to provide smaller housing units appealing to a diverse population while preserving open space and natural areas.
3. Update the Future Land Use map to reflect the Downtown Area Plan land use recommendations for residential uses.
4. Consider incentivizing the development of affordable housing within Downtown.

RESIDENTIAL GOAL 2

Limit building heights and residential densities within the Downtown and surrounding neighborhoods.

Strategies

1. In the Downtown Mixed-Use (DMX) zoning district use district, restrict building height to four stories max as measured from Main Street.
2. In residential neighborhoods surrounding Downtown, limit residential density per parcel to 20 du/ac max.
3. In residential neighborhoods surrounding Downtown, limit building height to three stories max.



Mixed-use is encouraged in Downtown Holly Springs with active ground floor uses such as retail, dining, and gyms, while providing options for people seeking multi-family housing. Source: KTG Architecture and Planning

Civic and Institutional

Before Downtown was a vibrant retail district, the civic, cultural and religious institutions served as the places where community came together. These facilities and the communities they serve continue to play a critical role in the success and character of Downtown. The Plan strives to protect and preserve the beloved buildings and places where people have historically come together, and to build on the civic and cultural uses that bring newer generations of Holly Springs residents Downtown.

The Cultural Center and Library are key destinations in Downtown, and an important goal of the area plan is to better connect these facilities to the existing retail core. While catalytic sites are identified between S. Main Street and the Cultural Center to physically close the gap, the growing success

of the complex and its programs will likely require its expansion within the tenure of this plan. There is an opportunity to rethink the organization of the County property to bring future facilities closer to the Downtown and reconsider where parking is located.

Throughout the area plan engagement process, the community continually identified the farmers' market as one of Downtown's beloved destinations. Over the years, the farmers market has relocated multiple times in order to keep up with the increased visitation, growing vendor requests, and diversification of offerings. To more fully support not only the farmers' market itself but the ideals it represents – community convening, entrepreneurship, and cultural diversity—the plan recommends the development of a **permanent Public Market facility**. As imagined, the permanent Public Market would include the following amenities:

- 1. A semi- or fully-conditioned pavilion building to host the farmers market and other events throughout the week, month and year—including, potentially, a ghost kitchen, café space, and public restrooms
- 2. Parking to support temporary vendor loading and smaller non-market events or meetings
- 3. Electrical service for vendors and food trucks
- 4. Events support (electrical, acoustics, etc.)
- 5. Shade and seating
- 6. Child-focused amenities that would support the use of the space for day camps or other activities



The Holly Springs Farmers Market has outgrown its venue for three years in a row. Source: Town of Holly Springs.

While the location of the Public Market requires additional study, the plan recommends the northwest corner of Avent Ferry Road and Ballentine Street. This location would further close the gap between the Downtown retail core and the Cultural Center and Library, while serving as a gateway into Mims Park. It is also one of the few parcels Downtown that is under single ownership and large enough to support the anticipated programmatic needs. In addition, the town should consider repurposing the first floor of the Town Hall Annex building to support programming associated with the Public Market, such as administrative staff, meeting space, or ghost kitchen.

In order to ensure that the Public Market meets the vision of the community, the Town should take an active role in its planning and development. Town leaders should develop a program plan, consult with non-profits, operators and other partners that may be end users, determine a suitable location, and work to purchase a property for the Public Market.

CIVIC & INSTITUTIONAL GOAL 2

Create a multi-functional Public Market to serve as a home for the farmers' market and support additional programming such as a ghost kitchen, day camps, creative (maker) training and classes, public events, and private rentals.

Strategies

- 1. Work with town departments, non-profit partners, businesses, and educational providers to identify desired programming opportunities, and cost of a public market facility.
- 2. Prepare a study to determine the appropriate size, needs, location, programming opportunities, and cost of a public market facility.
- 3. Fund the purchase of the land required to fully develop the proposed Public Market as necessary.
- 4. Consider repurposing the first floor of the Town Hall Annex building to support Public Market programming.
- 5. Create a dedicated annual funding source for management and operations of the Public Market (either by Town staff or external operators).

CIVIC & INSTITUTIONAL GOAL 1
Collaborate with Wake County on a concept plan to consider the next evolution of the Cultural Center and Library, including a potential phasing plan.

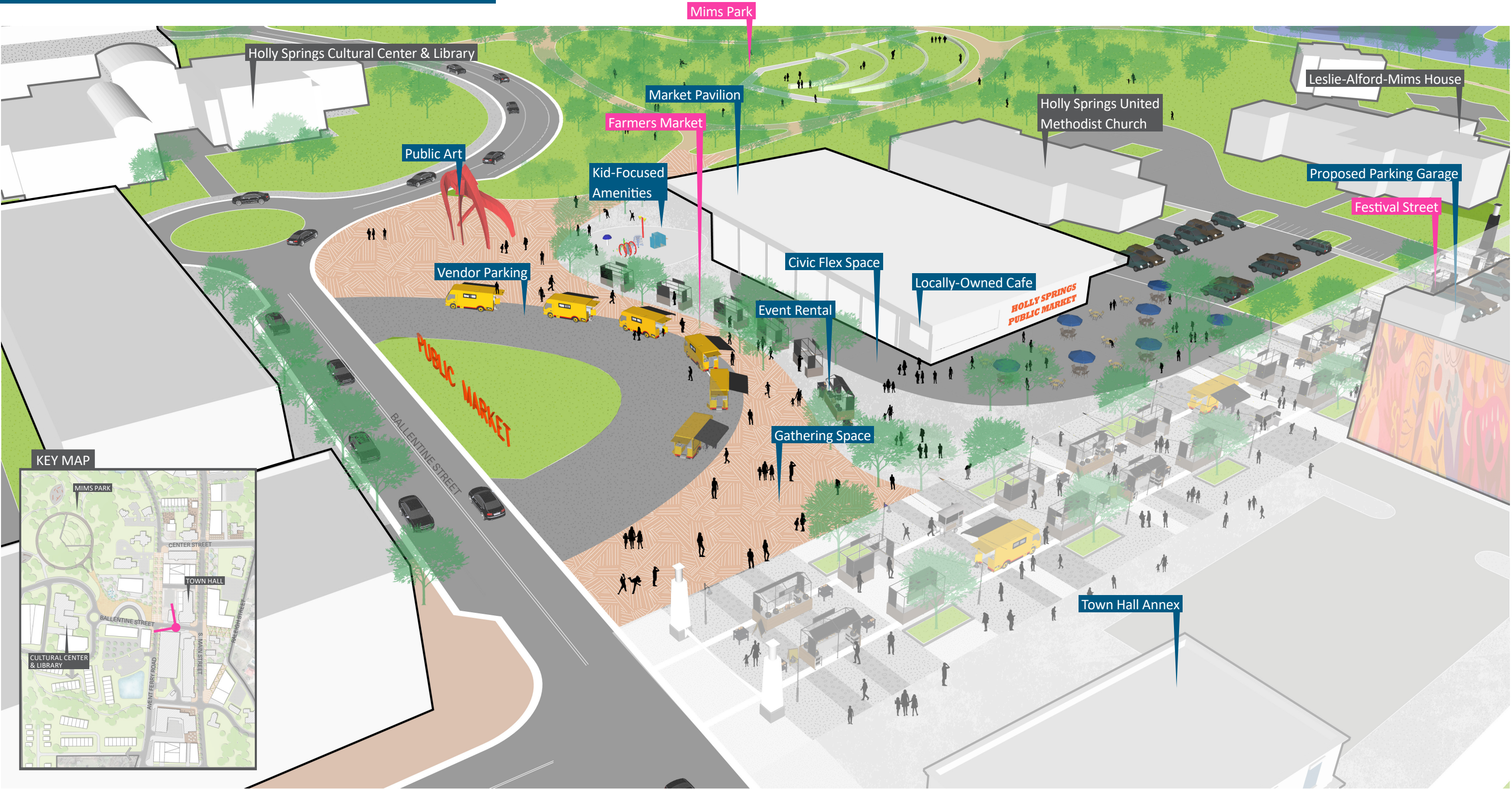


Figure 7: Potential Public Market

Land Use - Development Capacity

Development Capacity Potential

To determine the infill development capacity of Downtown Holly Springs, undeveloped properties or properties likely to transition within the next 20 years were identified. These properties were then evaluated for their likelihood to develop or redevelop, their importance in allowing other plan priorities to occur, and the likely use and development coverage anticipated based on development trends and site capacity. Recommendations were also made for rezoning to support the Future Land Use Map. Existing ordinance requirements or limitations were then applied to arrive at an overall infill development capacity given these assumptions. For the purposes of this analysis, it was assumed that properties within the Downtown Mixed-Use (DMX) zoning district would be limited to 4 stories in height, and residential properties would be limited to 20 dwelling units per acres maximum.

Nearly 29 acres of property within the Downtown were identified as having high potential for development or redevelopment. Of these 29 acres, nearly 4 acres were not included in the calculations due to mitigating factors including topography and drainage, current use as city-owned parking and detention, and historic significance (the Packhouse property).

It was assumed that 75% of ground floor space would be developed as retail space. Parking needs were evaluated by land use, with the assumption that all residential units would have parking provided on site while retail and office uses would be parked primarily in a parking garage (or garages) as part of a proposed Downtown parking district.

Based on these assumptions, the capacity study identifies the potential for nearly 115,000 sf of additional retail use, nearly 141,000 sf of office space, 80 hotel rooms, and 440 residential dwelling units within the Downtown, and also including additional undeveloped land to the south of the Cultural Center. To support the parking needs of office, retail and hospitality growth as well as the loss of existing parking to redevelopment, potential parking garage locations have been identified in the Plan.

72 acres
within Downtown



115,000+ sf
retail/restaurant/services



141,000+ sf
commercial/office



440
dwelling units

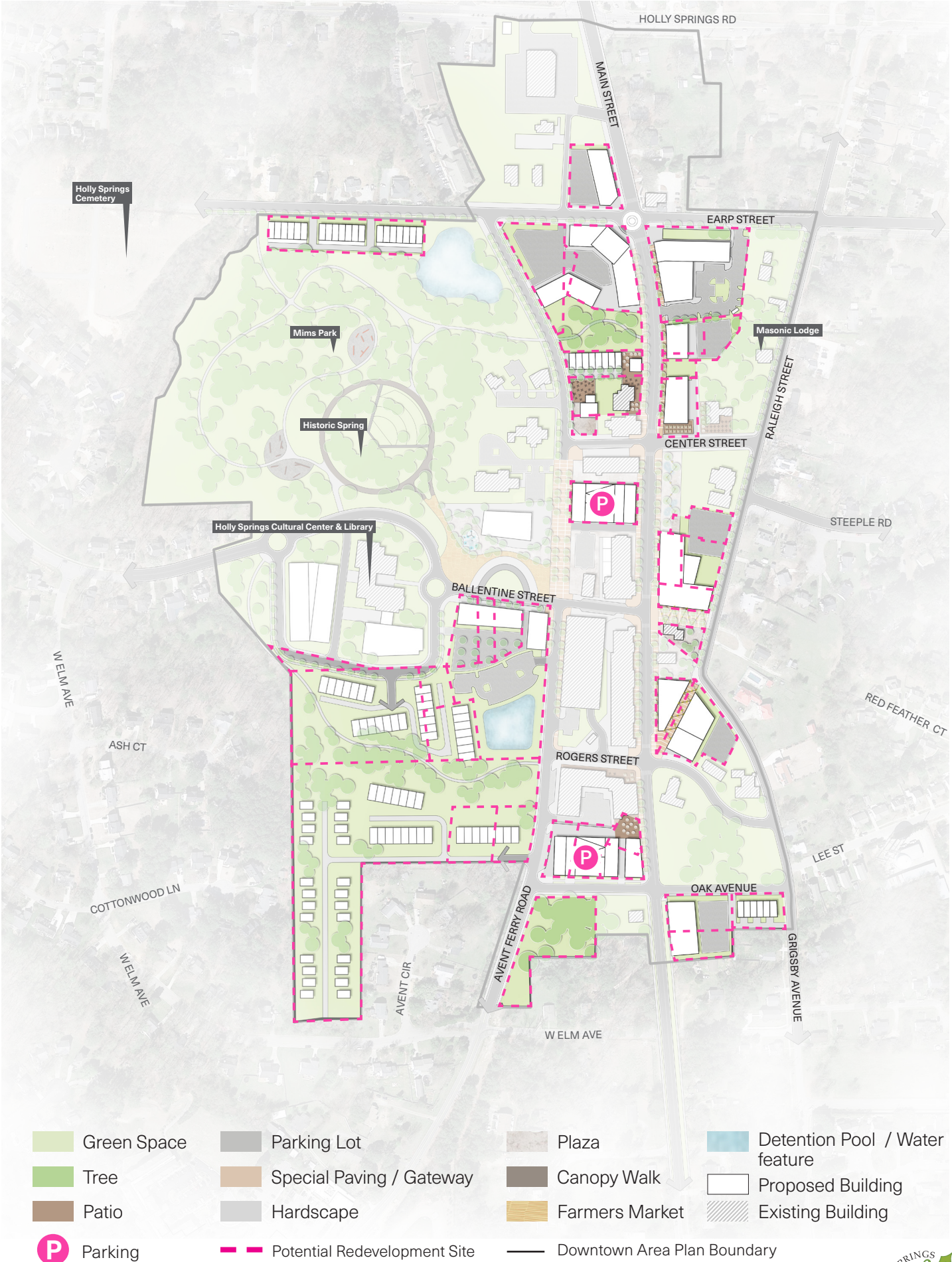


Figure 8: Development Capacity Potential

4. CHARACTER AND EXPERIENCE

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Character and Experience



Downtown Holly Springs. Source: Town of Holly Springs

What makes a great downtown?

The look and feel of the Downtown directly influences its social vibrancy and economic vitality. Well curated downtowns are the result of a deliberate and thoughtful approach to creating places that encourage people to gather and congregate, provide infrastructure and amenities that create safe pedestrian spaces and facilitate comfortable mixed-mode circulation, and give the creative class the opportunity to shape the downtown canvas in a way that is artful and memorable.

The pieces of the tool kit on the following page all contribute to the sense of place of Downtown and respond directly to community desires to maintain Holly Springs’ “small town feel” (Figure 9). These attributes work best when they are strategically located throughout downtown. Place-making is not something that happens by accident - it takes a commitment to understanding how people use space and what elements are needed to provide opportunities for rest, play, commerce, interaction, and demonstration of civic pride. Place-making gives thoughtful

consideration to the use of paving materials, a healthy and robust tree canopy, street furniture, and public art. It guides architectural character and cadence of the built environment and it instills a distinct character that is authentic to Downtown Holly Springs and reflects community values.



Main Street looking south. Source: Town of Holly Springs

Figure 9: Downtown Tool Kit



Town Square



Public Art



Boutique Retail



Street Composition



Vertical Mixed-Use



Urban Civic Spaces



Downtown Business Alliance

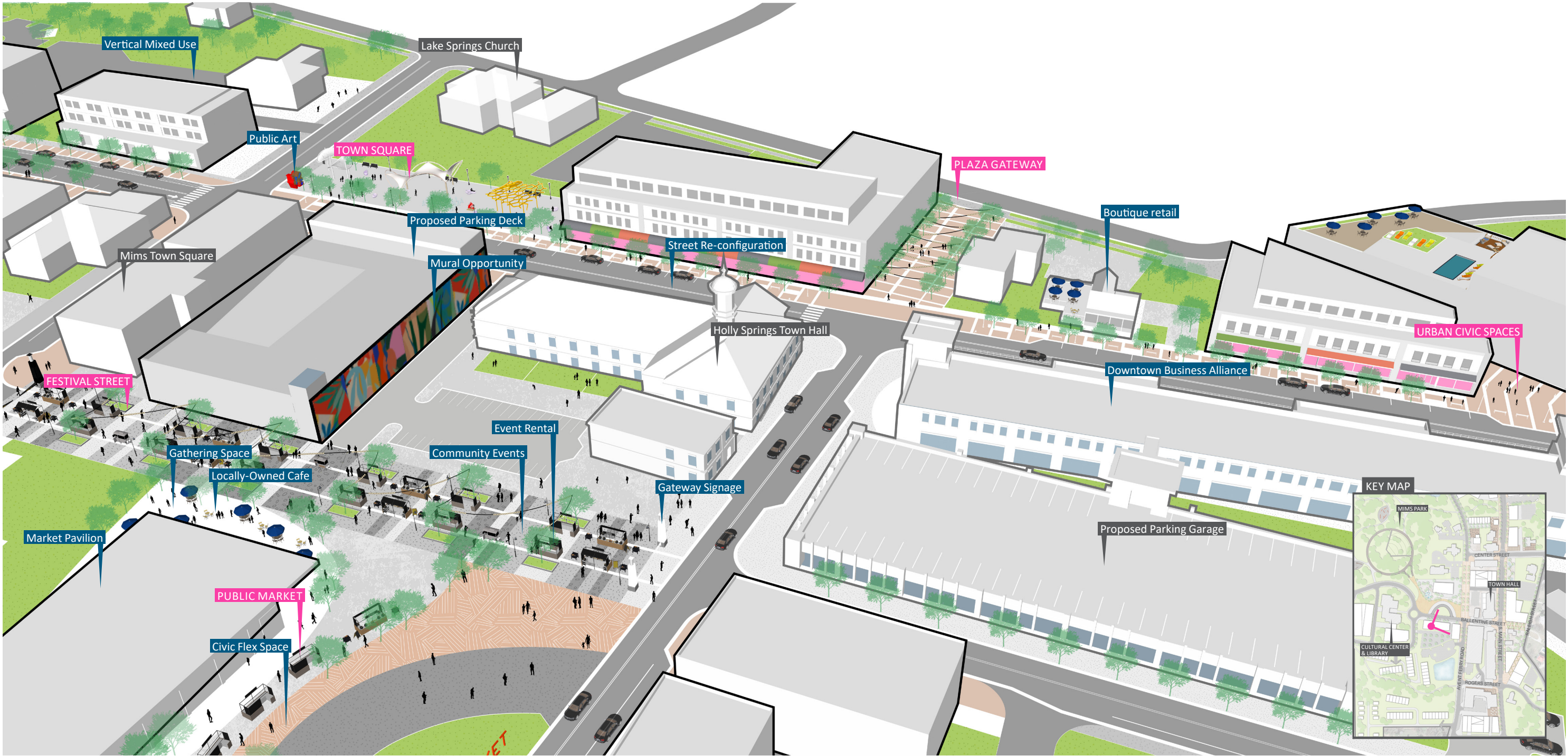


Figure 10: A Curated Downtown

Streetscapes

Streetscapes

Downtown streetscapes are critical to the vitality and function of the overall environment. The balance of land reserved for pedestrian use, the shade and comfort provided by a consistent tree canopy, the consideration of lighting for both safety and ambiance, and the furnishings placed on the ground are all elements that need to be considered in order to achieve an experience that supports the community vision of a boutique Downtown experience.

Most of the development projects completed within the downtown over the last two

decades, along with additional town-funded streetscape improvements, have adopted the use of a consistent paving pattern and street tree locations. These improvements establish a level of expectation of quality and materiality that also create a sense of place. This plan recommends the continued use of the paving pattern throughout downtown, with some modifications to tree planting, lighting locations, and furnishings, to bolster the pedestrian comfort and experience within the streetscape and provide distinct zones of activity. Many of the following strategies are supported by the Design Guidelines appendix to this Plan.

STREETSCAPE GOAL 1

Continue to implement a consistent streetscape design for streets within the Downtown.

Strategies

1. Build on the existing cadence of paver fields and concrete banding found along Main Street and Avent Ferry Road to complete the downtown sidewalk network.
2. Define distinct zones within right-of-way for public space amenities, clear pedestrian travel, and transition uses (patios, outdoor merchandising, public art) within the streetscape zone.
3. Require setbacks along Main Street to insure the adequate provision of space for comfortable pedestrian movement and social spaces.
4. Enhance the street tree canopy, particularly along Main Street and Avent Ferry Road, by decreasing the spacing of trees.

5. Update the preferred street tree list to reflect species that will achieve a consistent canopy at maturity and create more canopy diversity within the Downtown.
6. Locate pedestrian-scale lighting within the amenity zone.
7. Consistently utilize standard furnishings (benches, trash/recycling receptacles, bike racks, planter pots) within the amenity zone.
8. Encourage the use of creative, high-quality furnishings, railings, and other treatments within the transition zone to allow businesses to extend their unique identity into the public realm.
9. Develop a strategy for phased undergrounding of overhead utilities along Main Street and Avent Ferry Road.
10. Install power outlets at all tree locations.



Distinct paving creates visual cues for different public space zones, including walkways, travel, and transition uses.



Required setbacks ensure adequate space for comfortable pedestrian movement and social spaces.



Undergrounding wires allows for decorative lighting that contributes to a festival-like atmosphere.

Festival Street

A concept that received consistent support through the process was a Festival Street within Downtown. A **Festival Street** is designed to prioritize the pedestrian experience and provide a location for events and festivals throughout the year. The street would generally be open to traffic with a reduced street width but could be closed to auto traffic during events. The plan recommends redesigning a portion of Avent Ferry Road from Ballentine Street to Center Street to include elements such as a curbsless street section, enhanced paving materials, a large tree canopy, overhead string lights, gathering spaces and seating, and public art.

STREETSCAPE GOAL 2

Construct improvements to portions of Avent Ferry Road to create a Festival Street.

Strategies

- 1. Develop schematic design drawings for the festival street, including an opinion of probable cost.
- 2. Identify funding for the construction of improvements to Avent Ferry Road, potentially in concert with the construction of an adjacent parking garage.
- 3. Develop a new road cross-section typology if current cross-section standards are not viable.

Figure 11: Potential Festival Street

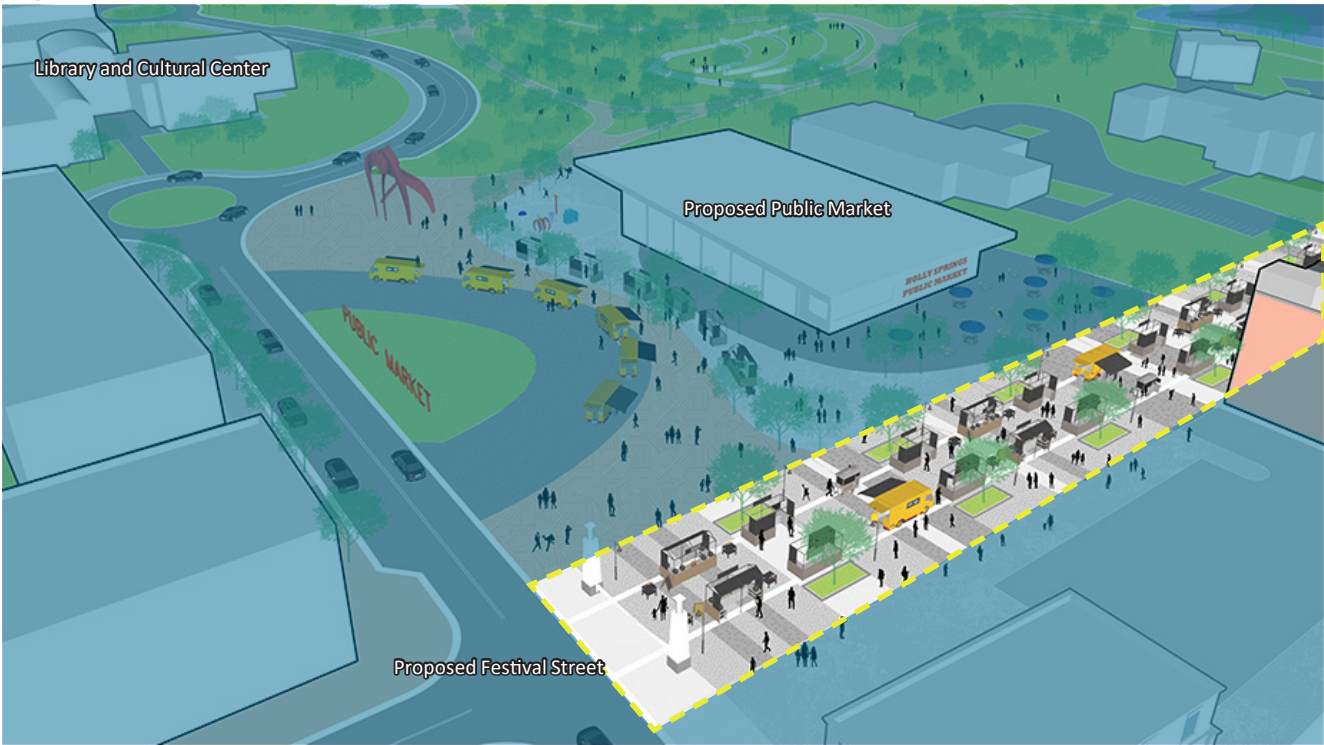


Figure 12: Festival Street on a Normal Day

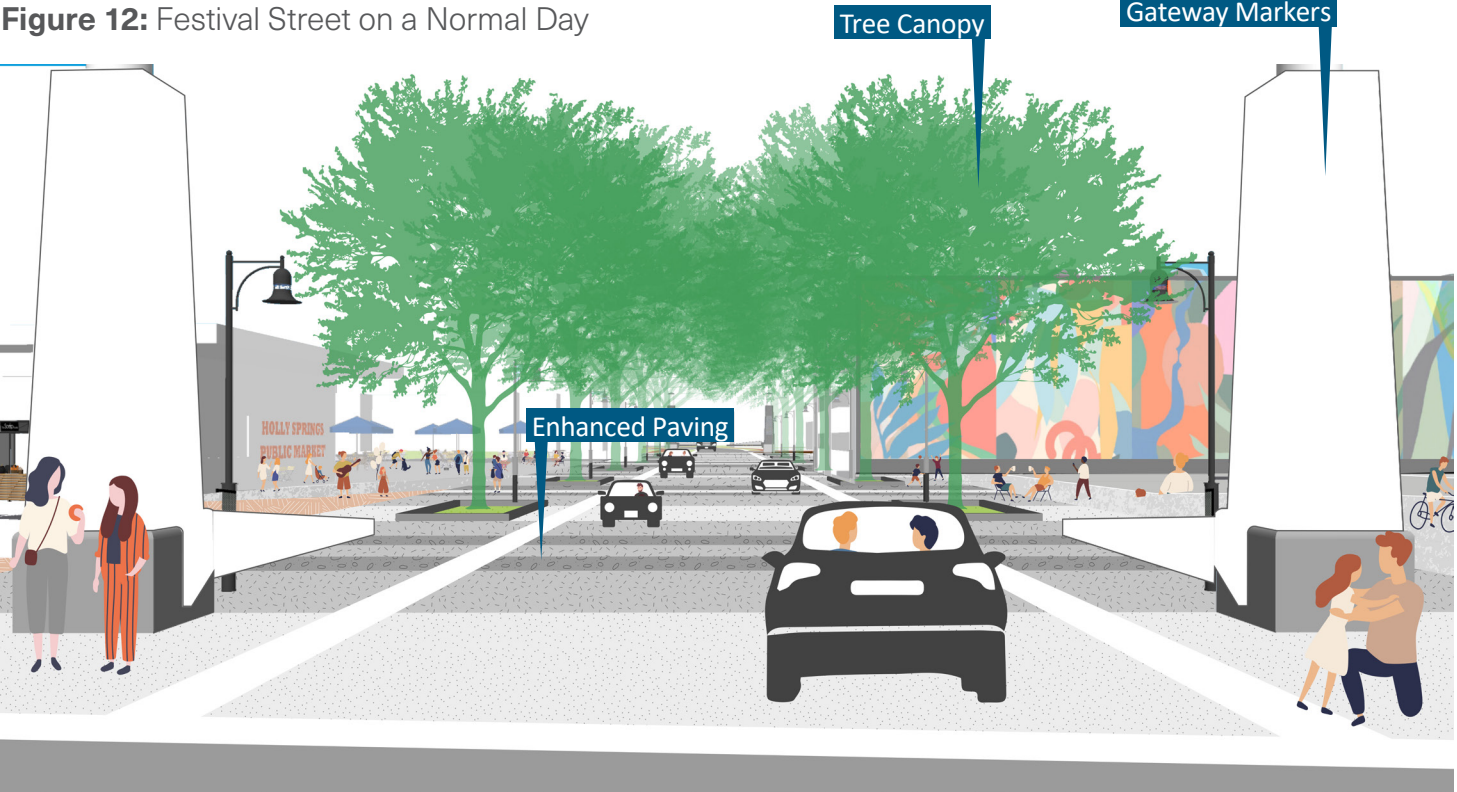


Figure 13: Festival Street During an Event



Urban Civic Spaces

Urban Civic Spaces

Downtown Holly Springs is different from many other growing North Carolina communities in the way it has developed over time. While other downtowns and Main Streets were built out over one or two decades in the late 19th to early 20th centuries, with a generally continuous building façade and consistent setback from the street, Holly Springs’ Downtown is a collection of building types from many different eras, with distinct characteristics that create opportunities to activate the spaces between buildings. These spaces have the potential to provide a character of public space that is distinct to Downtown Holly Springs.

The concept of Urban Civic Spaces is embedded in the Unified Development Ordinance today. These are spaces of different types and scale that allow for outdoor gathering areas for tenants and patrons. There are opportunities to clarify the expectations for their location, size, programing and function in order to create off-street spaces that add to the visual interest and social vitality of the outdoor



Urban civic spaces provide a canvas for various public events like markets and concerts. Source: Triangle Pop-up.

environment Downtown. Urban Civic Spaces should provide a variety of types of spaces and activities that allow businesses to provide goods and services in the outdoors, encourage social activity, allow for rest and repose, create interesting found spaces, and celebrate civic pride.

URBAN CIVIC SPACES GOAL 1

Update the Unified Development Ordinance to clarify the intent and incentivize the development of Urban Civic Spaces within the downtown.

Strategies

1. Define Urban Civic Spaces as spaces outside of the defined streetscape zone that are activated by adjacent businesses, programmed by a Downtown Business Alliance, or support civic activity or events.
2. Develop an Urban Civic Spaces guide describing typologies, including pocket parks, paseos, courtyards, squares, and gardens. Include examples of successful (and unsuccessful) precedents, activities, and amenities for each typology.
3. As existing buildings are adapted for retail or food and beverage uses, allow for and encourage the creation of patios, plazas, courtyards or gardens within setbacks to create nodes of activity.
4. Encourage the use of ambient lighting adjacent to or within Urban Civic Spaces, including building-mounted downlight, overhead catenary lighting, and accent lighting on seat or site walls.



Successful urban civic spaces attract people of all ages and from all walks of life.

During public outreach, the community identified the creation of a Town Square as one of the top priorities of the plan. A Town Square is a civic-oriented space that supports daily activity, is located within an active downtown, and has edges activated by public uses or retail/restaurant frontage. Town Squares do not need to be large – 1/4 acre to one acre is adequate for a downtown of Holly Springs’ size – but should be thoughtfully curated with amenities and activities that build civic pride, encourage both social interaction and respite, and create multi-generational activity.

Public Wi-Fi access is another key amenity that can improve the Downtown experience, especially for visitors and remote workers. The Town should consider locations with a reliable power source, network connection, and a dense user base for expansion.

URBAN CIVIC SPACES GOAL 2

Identify a location within downtown and adjacent to Main Street that can be developed by the town into Holly Springs’ Town Square.

Strategies

1. Develop a budget and endow the funding for land acquisition (as necessary), design, and construction of a Town Square.

URBAN CIVIC SPACES GOAL 3

Continue to evaluate expansion opportunities for public Wi-Fi access in the Downtown area.

Strategies

1. Target high-traffic areas where access to power and direct connectivity to the Town’s main data network are readily available.

Gateways and Identity



The Landing in Fort Wayne, Indiana welcomes visitors with signature gateway and monumentation signage.
Source: The Landing

Gateways and Identity

Downtown Holly Springs is, at least for first time visitors, a discovered place. With few visual cues from key highways and arterial roads, it is important to make visually clear to visitors the procession into Downtown in order to support the businesses that depend on their patronage. The Downtown identity is also important to establish, as it is a cue to both residents and visitors that the downtown is not just a collection of buildings and businesses, but a thoughtfully curated place with a distinct atmosphere and collective personality.

A branding campaign should be considered to establish the identity of Downtown and use that identity to promote downtown activities, events, and businesses. This identity can further be used to promote projects, policy, and partnership activities to

show the public how and when plan priorities are being implemented.

The brand should reflect the vision and goals of this plan - factoring in the area's rich history and cultural diversity, building on the significant impact that nature brings to the Downtown, and reinforcing the importance of an authentically-local experience.



History
& Culture



Connection
to Nature



Authentic
Holly Springs

Moreover, the brand should be simple yet impactful in its expression. Because it is intended to be used to promote and celebrate Downtown in an array of ways - digitally, in print, and on banners and signage - it should be direct and meaningful at all scales.

GATEWAYS AND IDENTITY GOAL 1

Develop a brand identity for Downtown Holly Springs that reflects the vision for downtown as established in this plan.

Strategies

1. Develop a Downtown brand with support from town leadership, staff, and the business community.
2. Create a communications campaign that promotes the Downtown identity and connects it to events, activities, and projects within the Downtown.
3. Create a seasonal beautification strategy to update planting, lighting, banners, and other elements that add to the character of the Downtown.

GATEWAYS AND IDENTITY GOAL 2

Develop and implement an updated gateways and signage program based on the downtown brand.

Strategies

1. Develop an overall gateways and signage program, including the design of all signage, markers, and monumentation elements as well as a location plan.
2. Develop an implementation plan to upgrade all non-decorative street signs and street light posts to the decorative fixtures currently in use.
3. Locate Downtown markers/monuments at key entries into the downtown, including NC 55 and S. Main Street, NC 55 and Ballentine Street, and N. Main Street and Holly Springs Road.
4. Locate Downtown gateway features near the intersections of N. Main Street with Earp Street, S. Main Street and Oak Avenue, as well as Avent Ferry Road and Ballentine Street.
5. Build on the existing Holly Springs wayfinding signage to include emerging Downtown destinations, including public parking at key locations along Main Street, Avent Ferry Road, and Ballentine Street.

Gateway and signage are important breadcrumbs that viscerally and physically connect people to a place. Effective signage and gateway programs create awareness, identify thresholds, provide clear wayfinding and direction – and reflect the brand and character of the place. While the Downtown has some elements of a complete signage and gateway program, an effort should be made to extend its influence and reflect the downtown brand.



Gateway signage signals a sense of arrival, contributes to a sense of identity and place, and helps orient visitors.

Public Art

A public art program can elevate the quality and experience of Downtown, supporting local artists, contributing to the overall downtown brand, and creating both ephemeral and iconic moments. Given the current discontinuity of the built realm in downtown Holly Springs, art can also be a way to create interest, signify progress, provide temporary canvases, or protect important places.

There are myriad ways in which art can be deployed in downtowns. Many communities develop public art collections, purchasing or commissioning works that are typically permanently displayed. Others work with local art museums to provide rotational art in public spaces, allowing pieces to be traded out or moved over time. Business alliances can also play a key role in public art, employing mural programs or art-related events (such as sidewalk chalk art festivals).

Art can be a key component of place-making within Downtown. Sidewalks, open spaces, plazas, and civic buildings or properties. The Town can show a commitment to art and artists by using it to anchor new and existing public parks and plazas. Art can be used to express gateways and as a component of a Downtown wayfinding system. Art can also be used in a temporal way, as temporary installations in the public realm that serve as a draw for visitors and residents alike.

Art should be a component of the experience of being in downtown Holly Springs, and the approach should likely be multi-pronged in order to provide the most opportunity and creativity.



Murals bring life and color to public space.

PUBLIC ART GOAL 1

Develop an overall strategy to bring more public art into Downtown, including both static and interactive or experiential installations.

Strategies

1. Consider the creation of a “percent for arts” program for all public projects or private development projects that receive town incentives within downtown.
2. As new public spaces are developed, reserve locations and provide funding for permanent public art installations.
3. Employ and fund a public art program to encourage murals or other large-format art installations on blank building façades or to screen parking.
4. Develop an Art Trail loop along Main Street and Avent Ferry Road from the hospital to Earp Street showcasing both new and future art pieces.

Historic Resources

Holly Springs has a rich history dating back to the 1700s. The village started as a farming town with a strong community focused foundation. It remained a relatively small community throughout the 20th century, with civic-minded Black mayors and town council members ushering the town into a more modern era with parks, schools, and infrastructure. The late 20th century began a major shift in the community, with explosive residential growth allowing the Downtown to develop as a local economic hub. (see a timeline on the following pages).

With the continued population growth of Holly Springs and the changing demographics and economy, there is a desire to protect and revitalize many of the historic resources that exist in the Downtown. While a number of buildings are already officially recognized for their contribution to Holly Springs’ history, there is still work to do to ensure that additional important places and cultural assets are both preserved and celebrated.

The Pack House was identified throughout the engagement process as an important cultural and historic resource. Once a bustling social and community hub for Black Holly Springs residents, the property has seen a deleterious decline in both the physical integrity of the building and opportunity to play a role in the lives of residents. It is important that the Town take a leadership role in defining a community expectation for the future of the Pack House and the opportunity to return it back to its former place of community gathering and celebration of Black culture.

HISTORIC RESOURCES GOAL 1

Rehabilitate the Pack House to protect its historic architectural and cultural integrity and create opportunity to again use it as the community asset it once was.

Strategies

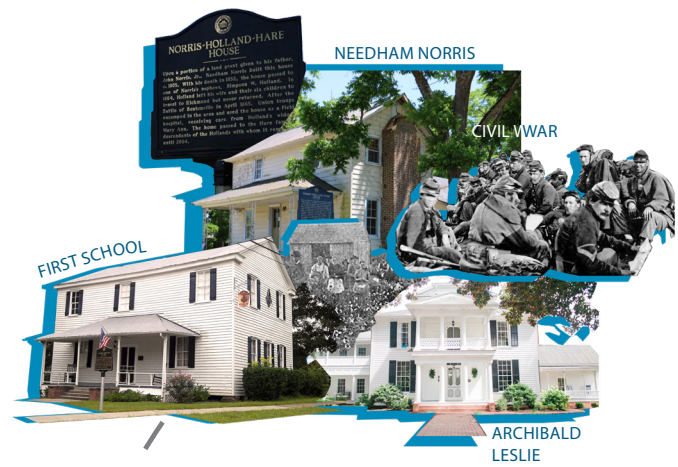
1. Investigate the opportunity and cost to purchase the Pack House property from its current ownership group.
2. Pursue grant funding to create a plan for the protection and rehabilitation of the Pack House building along with the use of the remainder of the grounds as a community social space and gateway to Downtown.



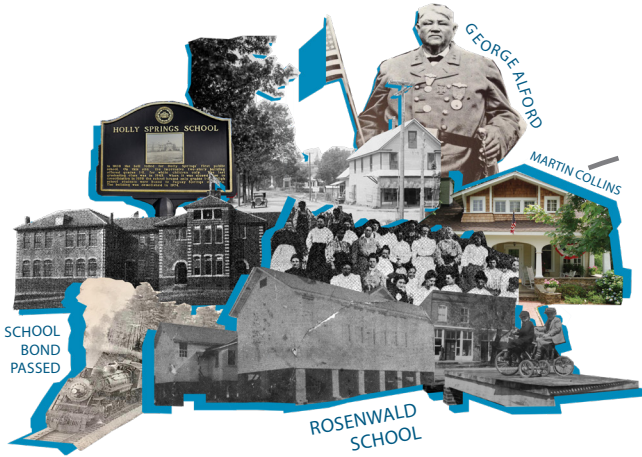
The Pack House is an important structure that contributes to the history of Holly Springs. It served as a community gathering space for Black residents throughout the latter half of the 20th century.

History and Culture

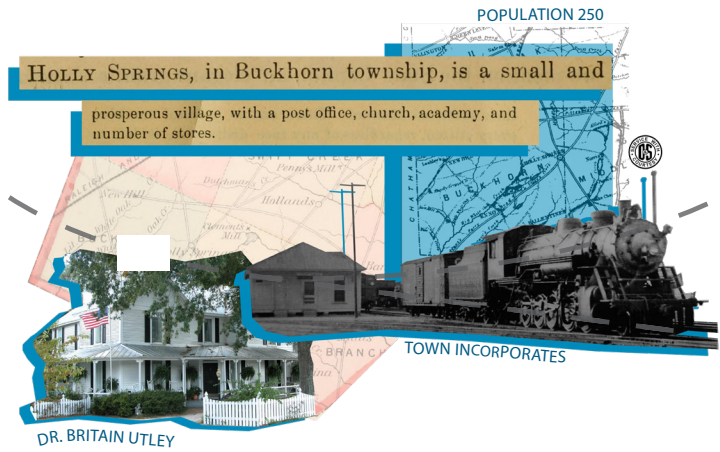
A YOUNG VILLAGE
EARLY TO LATE 1800s



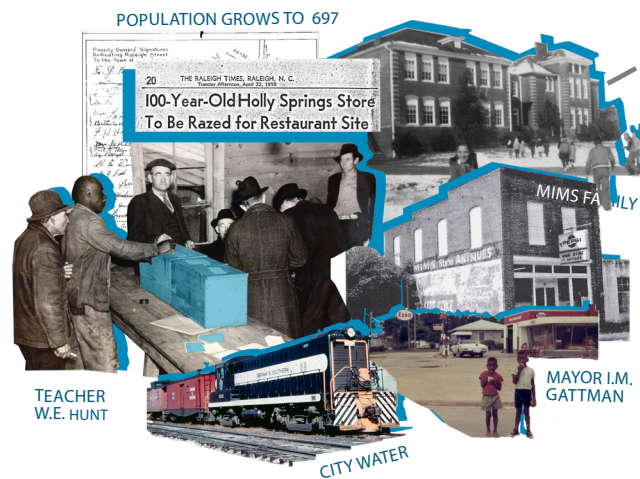
AN EDUCATION & CIVIC GEM
1900 - GREAT DEPRESSION



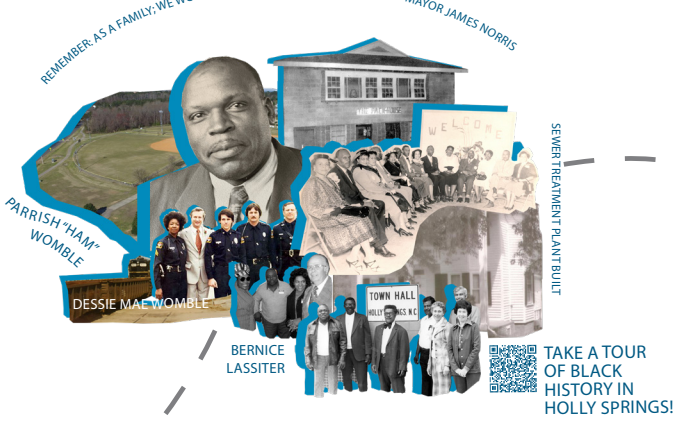
OPEN FOR BUSINESS
LATE 1800s- 1900



HOLLY SPRINGS REBOUNDS
GREAT DEPRESSION - EARLY 1970s



AFRICAN AMERICAN CIVIC LEADERS
EARLY 1970s - LATE 1990s



OUTGROWING THE VILLAGE
2000s - TODAY



5. PARKS AND TRAILS

51	Mims Park
55	Stormwater Management

Parks and Trails

Parks and Trails

One of the community’s most beloved characteristics of Holly Springs in general and Downtown in particular is the impact that nature continues to have on daily life. There is a strong sentiment that the natural areas within Downtown are important to the identity of the town, and that the community should have access to public open space.

Mims Park

While there are a number of parks and open spaces within the vicinity of Downtown, the crown jewel opportunity lies in the **Mims Park** property (Figure 21). A topographically diverse landscape with mature forested areas, Mims Park has long been a beautiful backdrop for the Downtown. Over the years, plans have been developed to install improvements within the property to activate the space and create a destination for Holly Springs residents. While there has been some progress with trail construction in recent years, the majority of the land remains unimproved. This may be a blessing in disguise, as public sentiment about the character and programming of the park seems to have shifted. Today, there is an expressed interest to create a destination park that provides access to residents and visitors, providing a number of activities for interaction, recreation, and respite – all while focusing on the natural attributes and approaching improvements with a light touch on the land and vegetation.



Mims Park informational signage referencing The Springs.

PARKS AND TRAILS GOAL 1
Develop an updated vision plan for Mims Park and begin phased improvements within 3 years of the approval of this plan (Figure 22).

Strategies

- 1. Update the vision for Mims Park.
- 2. Develop a funding strategy for phased park improvements. Consider the sale of a small portion of park land to seed funding.
- 3. Prioritize phase 1 park improvements to be mobilized within 3 years of adoption of this plan.

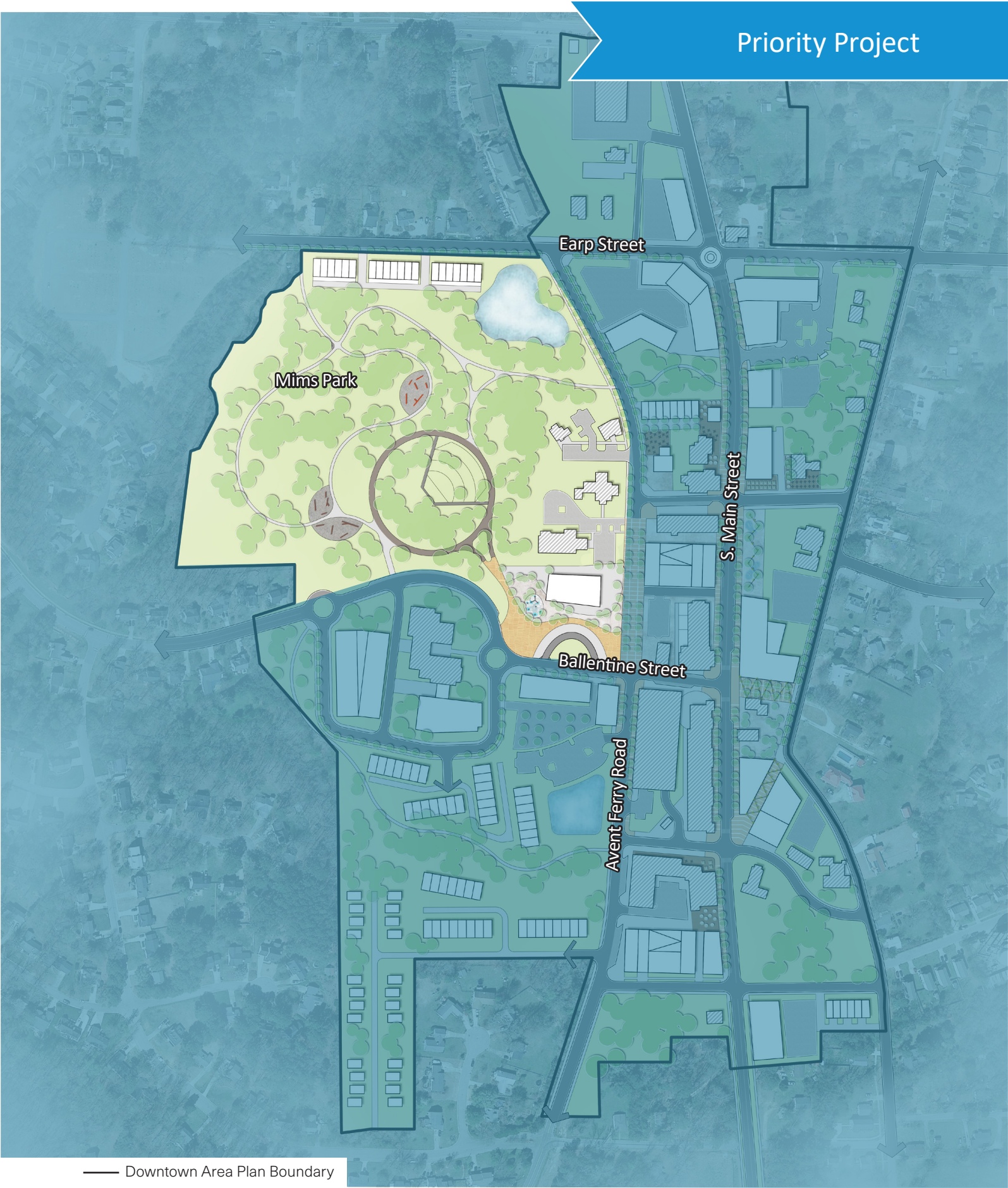
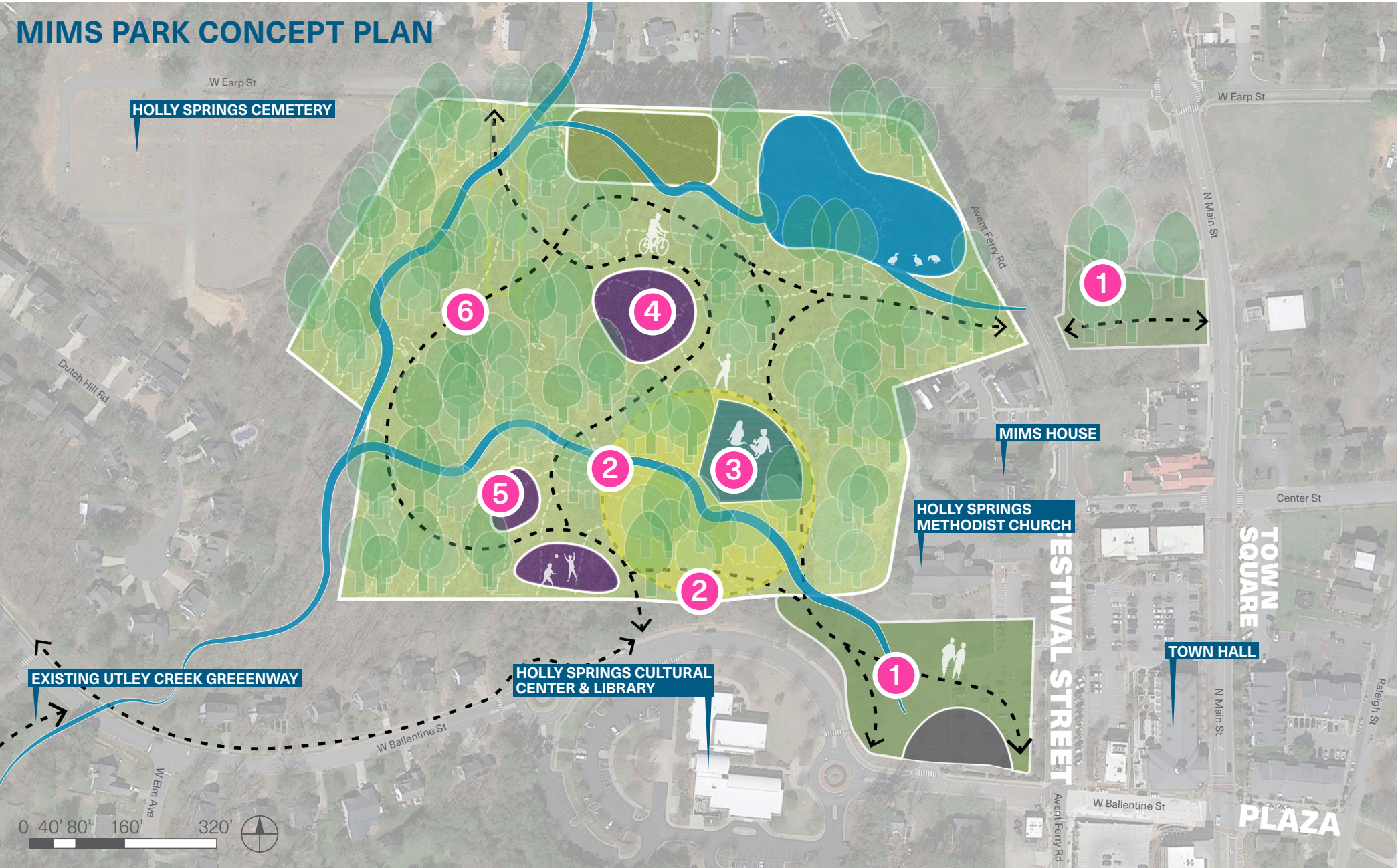


Figure 14: Mims Park within Downtown



GATEWAYS



CANOPY WALK



NATURE AMPHITHEATER



MOMENTS OF DISCOVERY



NATURE-BASED PLAY



STROLLING LOOPS



KEY CONCEPTUAL FEATURES

- Public Market Gateway
- Canopy Walk
- Nature Amphitheater
- Strolling / Walking Loops
- North Main Gateway
- Moments of Discovery
- Nature-based Play
- Highlight the Historic Spring

Figure 15: Mims Park Concept Plan

Stormwater Management

Stormwater Management

As Downtown continues to develop, the capture, detention and release of stormwater will be an important consideration. While some communities require stormwater to be dealt with on a site-by-site basis, this is not an approach that is advisable in downtown Holly Springs where lots are generally small and topographic change is intense. The Town has recognized the need for a basin-focused detention strategy and the existing pond near Avery Ferry Road and Rogers Street has served the Downtown well. However, additional development and opportunities for economic development will require the town to expand capacity.

While a regional basin approach to stormwater can help the Town overcome topographical challenges, localized solutions should be considered that allow stormwater to be captured, held and treated before release to downstream detention ponds. The use of rain gardens, bioswales, underground detention vaults and other practices can help to ensure improved water quality as it is released into the larger regional system.

STORMWATER GOAL 1
Create a plan for stormwater management that anticipates infill development and highest and best use of land.

Strategies

1. Determine the feasibility of relocating the existing town detention pond on Avent Ferry Road downstream to increase capacity and allow for the development of town properties fronting Avent Ferry Road.
2. Design and construct a new detention pond within the Mims Park property with capacity to anticipate infill development along the northern section of Main Street within the downtown core.
3. Allow for regional stormwater treatment exceptions for on-site green infrastructure improvements (rooftop gardens, bioswales, rain gardens, etc.).



Existing detention pond in Downtown Holly Springs.



A bird's eye view of downtown Main Street. Source: Town of Holly Springs

6. MULTI-MODAL TRANSPORTATION

59	Main Street Redesign
62	Greenway Connections
65	Parking District

Main Street

Multi-modal Transportation

Main Street Redesign

As the primary route into Downtown, Main Street sees a tremendous amount of traffic when compared to the size of the Downtown. While it is anticipated that the opening of NC 540 north of Downtown will alleviate some of the commuter traffic that happens during the morning and evening rush, there will remain a significant amount of traffic on Main Street, particularly as infill development occurs and more people come to the downtown core as a destination.

There are opportunities within the current cross-section of Main Street to enhance the character and sense of pedestrian safety of the Downtown. By narrowing traffic lanes, incorporating on-street parking, and providing opportunities for parklets, Main Street can become a more comfortable environment for pedestrians, better support local businesses, and slow traffic speeds (Figure 19).

The following goals and strategies are plan recommendations that should be considered as improvements to the corridor are analyzed with relationship to traffic engineering best practices.



MAIN STREET GOAL 1

Reallocate space within the existing curb alignment along Main Street to create a more comfortable pedestrian experience and better support local businesses.

Strategies

1. Develop a Schematic Design package and cost estimate for the redesign of Main Street between Earp Street and Oak Avenue.
2. Between the north side of intersection with Rogers Street and Earp Street, consider eliminating the middle turn lane along Main Street.
3. Consider extending on-street parking on the west side of S. Main Street from Rogers Street to Oak Avenue.
4. Consider providing on-street parking along the east side of S. Main Street from Rogers Street to Center Street.
5. Consider providing on-street parking along the west side of N. Main Street from Center Street to Earp Street.
6. Consider narrower traffic lanes.
7. Where additional width is found on the side of the street opposite on-street parking, use striping and signage to indicate that vehicles are not allowed or consider the use of town-owned parklets to allow for pedestrian and business use of the space.

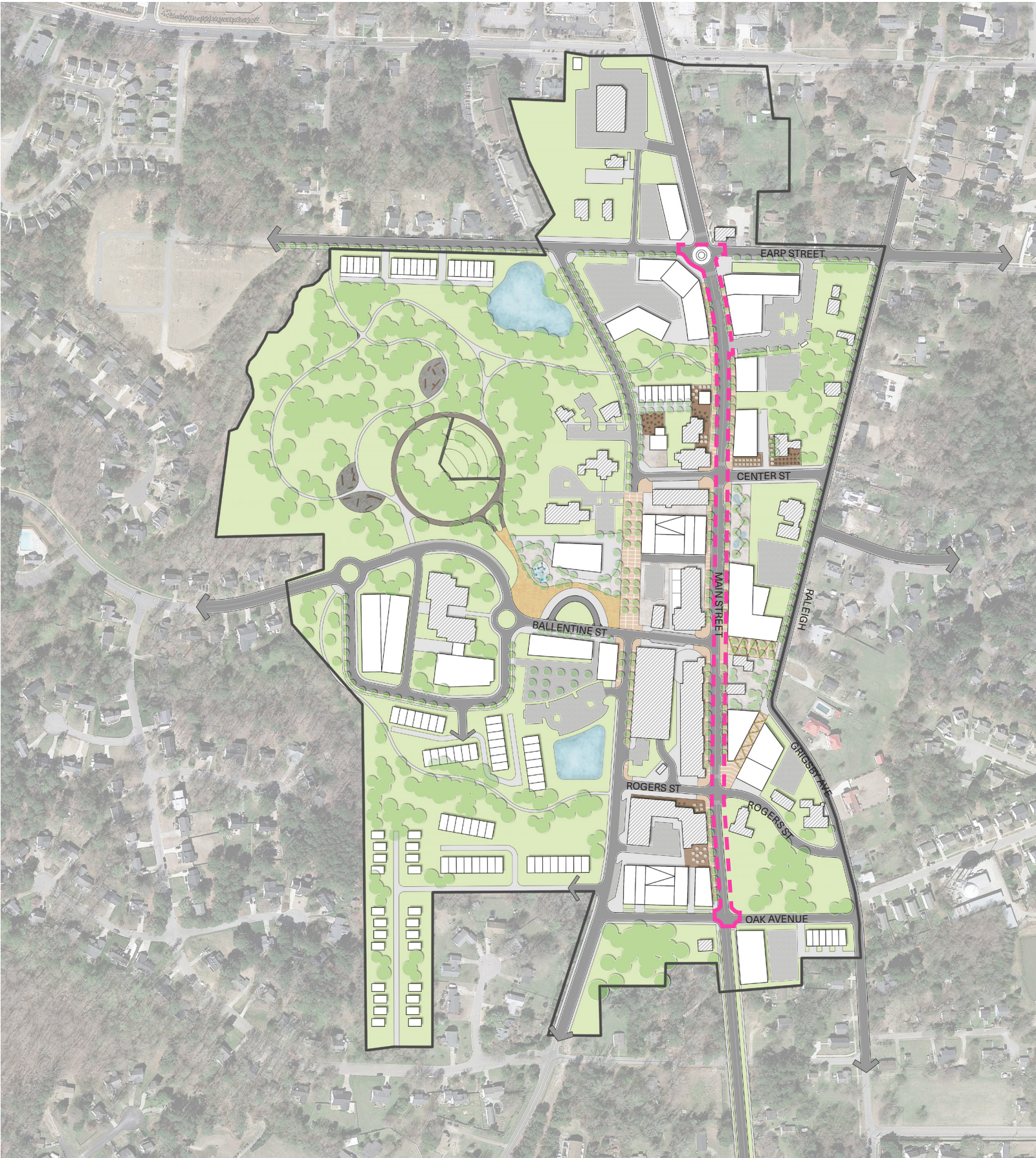
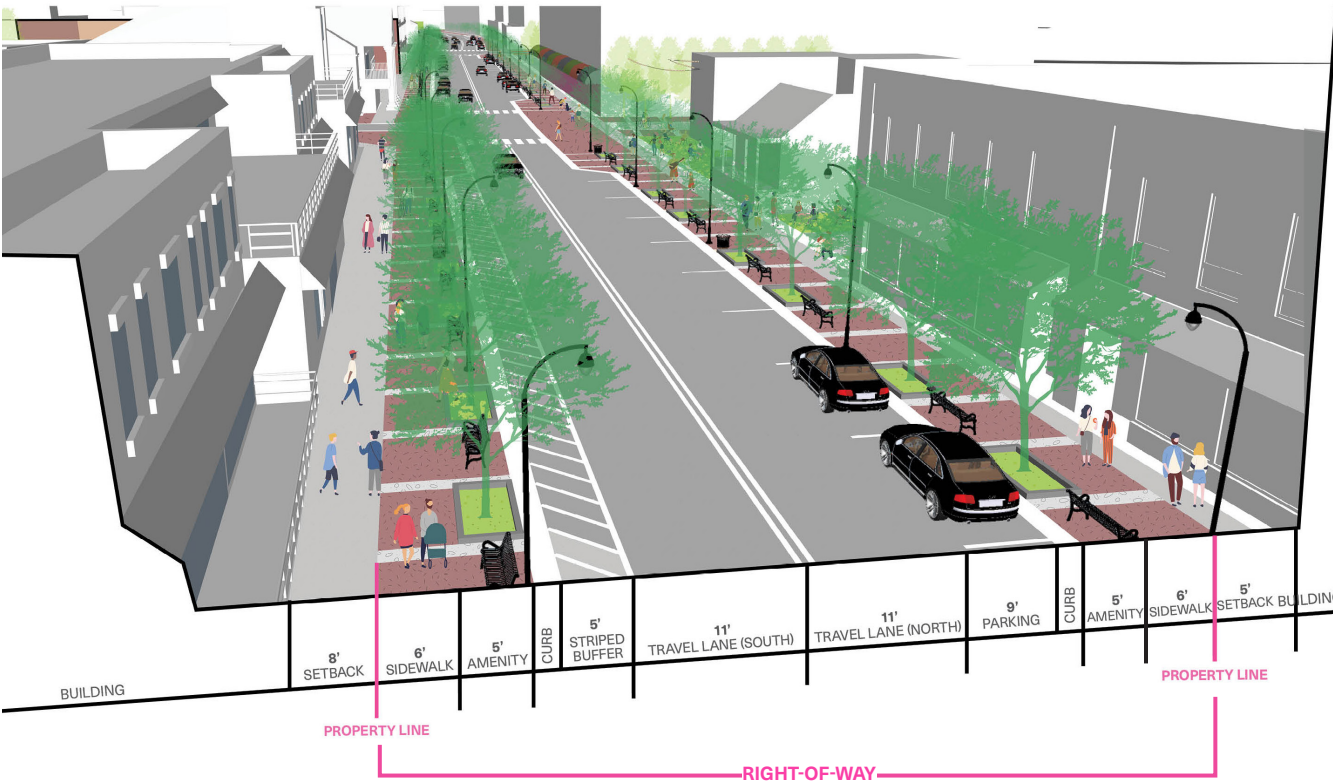


Figure 16: Main Street Redesign Area

— Downtown Area Plan Boundary
- - - Main Street Redesign

Figure 17: Main Street Proposed Section



MAIN STREET GOAL 2

Reallocate space within and adjacent to the right-of-way along Main Street to create a more comfortable pedestrian experience and better support local businesses.

Strategies

1. Designate a 5'-wide amenity zone on each side of the street as measured from the back of curb within which street trees, pedestrian-scale and traffic lighting, and site furnishings are to be located.
2. Beyond the amenity zone, designate a clear 6'-wide pedestrian corridor to allow for comfortable pedestrian movement.

3. On the west side of the street, change the setback requirement from 0' to 8' to allow for restaurant patios and other planters and furnishings as desired by ground floor tenants.
4. On the east side of the street, designate a 5' setback requirement from the property line to the closest face of building.

Greenway Connections

One of the consistent messages that the community shared through community outreach is the desire to safely visit Downtown without the need of a vehicle. There are many neighborhoods surrounding the Downtown that are within easy walking or biking distance, however there are few designated connections that allow people to get into the Downtown core from the town's extensive trails network.

The plan recommends the closure of those gaps to provide both on- and off-street designated bike and pedestrian corridors, or **Greenway Connections**, in each ordinal direction into downtown to provide clear, safe and comfortable routes (Figure 20).



A cohesive system of protected bikeways may encourage more residents to adopt multi-modal transportation to get around town.

GREENWAY CONNECTIONS GOAL 1

Provide on-street bike and pedestrian connections into the downtown.

Strategies

1. Construct a new sidewalk and sidepath on Avent Ferry Road between the hospital and the downtown per Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan.
2. Provide temporary bike lane striping along Earp Street and Ballentine Street to connect to neighborhoods to the east and west of downtown in anticipation of future sidewalk and sidepath improvements.
3. Develop sidepaths on Grigsby Avenue and Stinson Avenues to better connect downtown with WE Hunt Recreation Center, Womble Park, and neighborhoods to the southeast of downtown.
4. Prepare a bikeway signage package, including a downtown map, directional signage, and bikeway branding consistent with the Downtown brand.
5. Construct sidewalks on streets accessing Downtown as identified in Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan, including S. Main Street, Elm Avenue, Oak Avenue, and Pine Avenue.

GREENWAY CONNECTIONS GOAL 2

Pursue off-street trail corridors along drainage ways accessing downtown.

Strategies

1. Create a commuter bike route within the Mims Park property, separate from pedestrian trails, that can safely be used by high-speed cyclists to access Downtown amenities.
2. Determine the feasibility of a bikeway between Ballentine Street at the east entrance to the Cultural Center property and Avent Ferry Road at Rogers Street along the existing drainage way.



Mims Park could play a key role in increasing connectivity for Holly Springs residents on foot/bike.



A commuter bike route through Mims Park would create accessibility for east-west connections and protect motorists, cyclists, and pedestrians. Image: NYC DOT

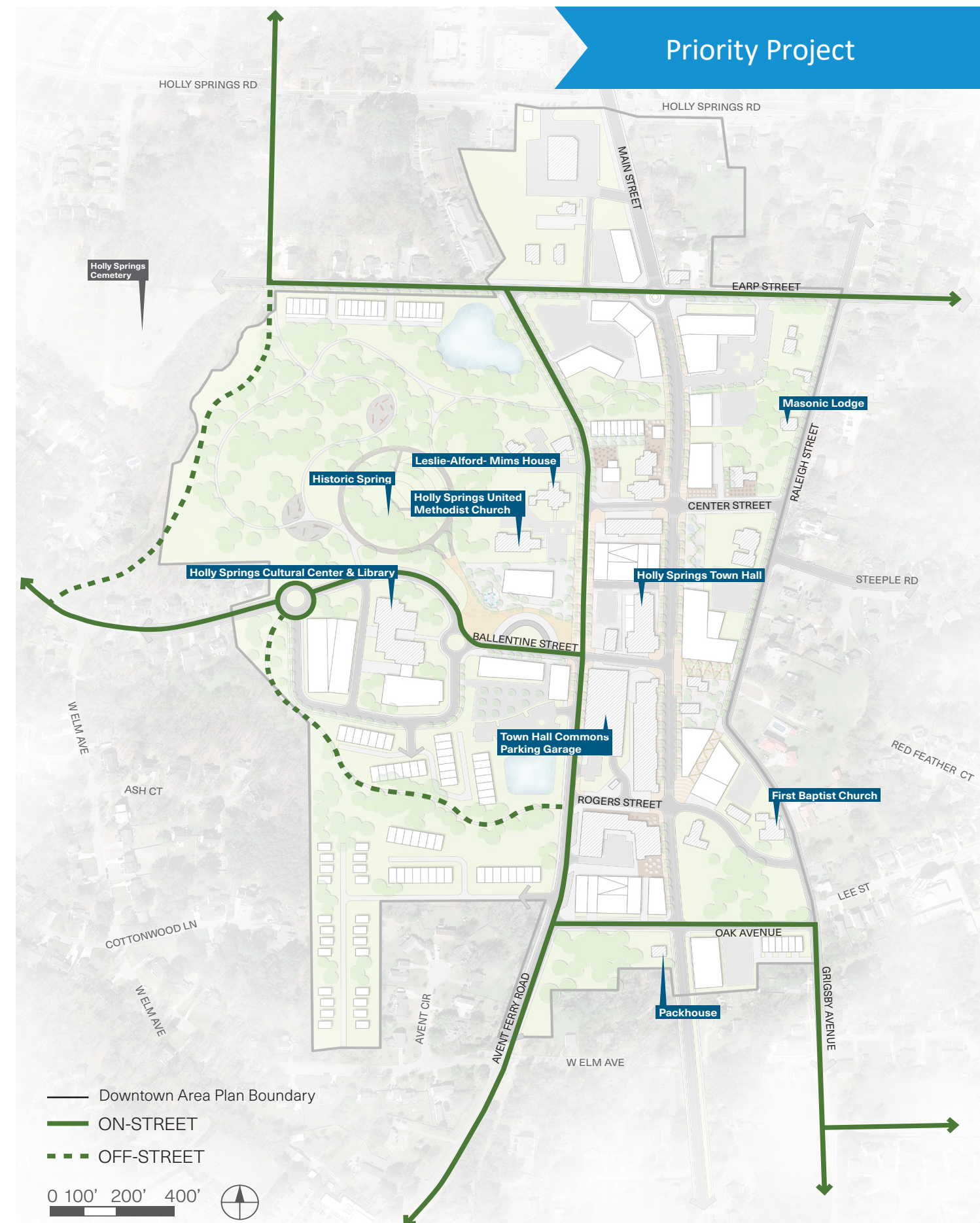


Figure 18: Proposed Greenway Connections

Parking District

Parking District

As with most downtowns, plans for orchestrated infill development and population growth cannot occur without a clear plan to accommodate parking. The Downtown Mixed-Use (DMX) zoning district, which covers the majority of the Downtown area, does not have parking minimums, further highlighting the importance of having a downtown-wide strategy to manage parking.

The plan recommends the creation of a Downtown parking district and construction of town-owned parking to accommodate commercial parking needs within the Downtown. The parking district would provide parking at ratios as defined by land use in the Unified Development Ordinance to accommodate daytime and evening traffic – with the caveat that parking may be shared by those uses whose hours don’t tend to coincide (office requirements, for instance, may share parking allocation with restaurant uses that are generally open in the evening or support Downtown office workers during the workday).

Using the growth projections defined in Chapter 1, Section 6, it is anticipated that there will be a net additional parking demand of 860 spaces at build-out. This number gives the town a general understanding of the future parking need, yet will need to be updated on a regular basis as development proposals are submitted and approved. Development review should consider the commercial parking needs of potential projects as they are received and compare them to parking district supply to ensure that new infill projects and parking allocation are aligned.



Public parking is critical for a successful downtown.

As it pertains to residential parking within the Downtown, parking for residential units should be constructed by the developer and be located on or immediately adjacent to any proposed project that contains residential units at ratios consistent with residential land uses in the Unified Development Ordinance.

 **860 additional spaces**
needed at Downtown build-out

PARKING GOAL 1

Create a parking district for the Downtown and determine the general geographic allocation of parking facilities within the downtown and investigate the feasibility of property acquisition (as necessary) and constructability.

Strategies

1. Develop a parking district strategic plan to define the town role in parking provision, funding tools and mechanisms, and a preliminary phasing approach to implementation. Consider opportunities for public-private partnerships to offset costs.
2. Identify town-owned property of feasible size to accommodate a parking garage (generally at least 120' x 195' in size).
3. Identify potential properties or property assemblages of adequate size to accommodate a parking garage and have discussions with property owners on the potential for a public-private partnership, property swap, or town purchase.
4. Prepare high-level cost estimates for the construction of parking at each potential location based on property acquisition, excavation, vertical construction, etc.

PARKING GOAL 2

Require on-site parking for all developments containing residential uses.

Strategies

1. Update the Unified Development Ordinance to require on-site parking for all developments in Downtown that contain residential dwelling units.



A parking plan consisting of geographic allocation and funding tools and mechanisms will help the town accommodate growth.

7. ACTION PLAN

69	Adoption of Design Guidelines
70	Create a Municipal Service District (MSD)
71	Near-Term Implementation Priorities
75	Implementation Table

Action Plan

The Action Plan provides a strategy to implement the Downtown Area Plan in a way that clearly outlines key actions that need to take place to achieve the community's vision. This chapter also assigns strategies to near, mid- and long-term time frames to serve as a work plan for town staff and establish clear expectations to support or justify annual capital budgeting.

While most of the items in the action plan appear in the different plan chapters, there are two additional action items that should be considered early in the implementation process as they will can support multiple plan goals. These items include the adoption of design guidelines and the creation of a municipal service district.

Adoption of Design Guidelines

In order to protect the integrity of the downtown character, design guidelines are established. The guidelines describe the elements of the public realm - or publically accessible spaces outside of buildings - that are important to achieving the community vision for Downtown. Design guidelines guide the allocation of space between streets and buildings, and include dedicated zones for pedestrians, trees and amenities. They address approved use of paving materials and site furnishings, and they address the way building façades interface with the public realm. Design guidelines are included as an appendix to this Downtown Area Plan.

Design Guidelines support the following goals:

Streetscape Goal 1:
Continue to implement a consistent streetscape design for streets within the Downtown.

Urban Civic Spaces Goal 1:
Update the Unified Development Ordinance to clarify the intent and incentivize the development of Urban Civic Spaces within the Downtown.

Gateways and Identity Goal 2:
Develop and implement an updated gateways and signage program based on the Downtown brand.

Public Art Goal 1:
Develop an overall strategy to bring more public art into Downtown, including both static and interactive or experiential installations.

Transportation Goal 2:
Reallocate space within and adjacent to the right-of-way along Main Street to create a more comfortable pedestrian experience and better support local businesses.

Create a Municipal Service District (MSD)

An MSD is a tax district formed by private commercial property owners and businesses within a distinct boundary. Businesses in the MSD pay a special tax to cover the expense of providing the MSD with services beyond what the town can generally provide. Among other things, MSDs can:

- Advocate and lobby on behalf of downtown businesses
- Generate financing for capital improvements (such as raising money to purchase materials or infrastructure for events), regular maintenance (such as power-washing of sidewalks or seasonal planting), or infrastructure alterations (such as funding upgrades to historic street lighting)
- Hire ambassadors for additional safety and security and to interface with visitors

An MSD could support the following goals:

Streetscape Goal 1:
Continue to implement a consistent streetscape design for streets within the Downtown.

Streetscape Goal 2:
Construct improvements of portions of Avent Ferry Road to create a Festival Street.

Streetscape Goal 3:
Update the Unified Development Ordinance to clarify the intent and incentivize the development of Urban Civic Spaces within the Downtown.

Public Art Goal 1:
Develop an overall strategy to bring more public art into Downtown, including both static and interactive or experiential installations.

Transportation Goal 2:
Reallocate space within and adjacent to the right-of-way along Main Street to create a more comfortable pedestrian experience and better support local businesses.

Action Plan

Near-Term Implementation Priorities

The following goals and strategies are important early steps that can either cause other dominoes to fall or achieve the priorities identified by the community.

ACTION ITEM 1: Develop a parking strategy for Downtown, including phased parking locations and financing.

MULTI-MODAL TRANSPORTATION

Parking Goal 1:

1. Develop a parking district strategic plan to define the Town role in parking provision, funding tools and mechanisms, and a preliminary phasing approach to implementation. Consider opportunities for public-private partnerships to offset costs.
2. Identify town-owned property of feasible size to accommodate a parking garage (generally at least 120' x 195' in size).
3. Identify potential properties or property assemblages of adequate size to accommodate a parking garage and have discussions with property owners on the potential for a public-private partnership, property swap, or town purchase.
4. Prepare high-level cost estimates for the construction of parking at each potential location based on property acquisition, excavation, vertical construction, etc.

ACTION ITEM 2: Develop an updated overall plan for Mims Park, including community outreach and full design services for Phase 1 improvements.

PARKS AND TRAILS

Parks and Trails Goal 1:

1. Update the vision for the park through a highly visible and interactive community engagement process.
2. Develop a funding strategy for phased park improvements. Consider the sale of a small portion of park land to seed funding.
3. Prioritize Phase 1 park improvements to be mobilized within 3 years of adoption of this plan.

ACTION ITEM 3: Study the feasibility of the Public Market and determine the best location within Downtown.

LAND USE

Civic and Institutional Goal 2:

1. Work with town departments, non-profit partners, businesses, and educational providers to identify desired programming opportunities, and cost of a public market facility.
2. Prepare a study to determine the appropriate size, needs, location, programming opportunities, and cost of a public market facility.

ACTION ITEM 4: Roll out a new Downtown brand that can be used to create awareness of implementation projects, Downtown events, new businesses and other activities.

CHARACTER AND EXPERIENCE

Gateways and Identity Goal 1:

1. Develop a Downtown brand with support from town leadership, staff, and the business community.
2. Create a communications campaign that promotes the downtown identity and connects it to events, activities, and projects within the Downtown.
3. Create a seasonal beautification strategy to update planting, lighting, banners, and other elements that add to the character of the Downtown.

Gateways and Identity Goal 2:

1. Develop an overall gateways and signage program, including the design of all signage, markers, and monumentation elements as well as a location plan.
2. Develop an implementation plan to upgrade all non-decorative street signs and street light posts to the decorative fixtures currently in use.

ACTION ITEM 5: Install Phase 1 sidewalks and bikeways on streets identified in this plan.

MULTI-MODAL TRANSPORTATION

Greenway Connections Goal 1:

1. Construct a new sidewalk and sidepath on Avent Ferry Road between the hospital and the downtown per Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan.
2. Provide temporary bike lane striping along Earp Street and Ballentine Street to connect to neighborhoods to the east and west of downtown in anticipation of future sidewalk and sidepath improvements.

Greenway Connections Goal 2:

3. Create a commuter bike route within the Mims Park property, separate from pedestrian trails, that can safely be used by high-speed cyclists to access Downtown amenities.
4. Determine the feasibility of a bikeway between Ballentine Street at the east entrance to the Cultural Center property and Avent Ferry Road at Rogers Street along the existing drainage way.

Action Plan

ACTION ITEM 6: Update the Unified Development Ordinance to reflect the recommended changes to land use designations.

LAND USE

Mixed-Use Goal 1:

- 1. Require a minimum 70% of ground-floor street-facing uses to be active uses for development proposals within the Downtown area (reference page 21 of this plan for an explanation of allowable active uses).
- 2. Require a minimum 80% clear glazed storefront for all ground-floor street-facing uses in new development.

Mixed-Use Goal 3:

- 1. Where proposed retail space in a multi-tenant building is greater than a combined total of 5,000 sf, limit the size of tenant spaces so that no single space is greater than 4,000 sf.
- 2. For build-to-suit businesses or adaptive reuse projects, provide a minimum 30' setback from the primary street for surface parking and buffer with qualifying Urban Civic Spaces.
- 3. Parking for new development may not be located between the primary building facade and the right-of-way along Main Street.

Residential Goal 1:

- 1. Encourage the development of residential uses above the first floor within the Downtown Mixed-Use (DMX) zoning district.
- 2. Encourage clustered housing development in the neighborhoods surrounding Downtown to provide smaller housing units appealing to a diverse population while preserving open space and natural areas.
- 3. Update the Future Land Use map to reflect the Downtown Area Plan land use recommendations for residential uses.

CHARACTER AND EXPERIENCE

Urban Civic Spaces Goal 1:

- 1. Define Urban Civic Spaces as spaces outside of the defined streetscape zone that are activated by adjacent businesses, programmed by the Downtown Business Alliance, or support civic activity or events.
- 2. Develop an Urban Civic Spaces guide describing typologies, including pocket parks, paseos, courtyards, squares, and gardens. Include examples of successful (and unsuccessful) precedents, activities, and amenities for each typology.

MULTI-MODAL TRANSPORTATION

Parking Goal 2:

- 1. Update the Unified Development Ordinance to require on-site parking for all developments in Downtown that contain residential dwelling units.

Implementation Table

		Near Term (0-3 Years)	Mid Term (3-7 Years)	Long Term (7 Years +)
Action 0	Adopt Downtown design guidelines			
Action 1	Develop a parking strategy for the Downtown, including phased parking locations and financing.			
Action 2	Develop an updated overall plan for Mims Park, including community outreach and full design services for phase 1 improvements.			
Action 3	Study the feasibility of the Public Market and determine the best location within Downtown.			
Action 4	Roll out a new Downtown brand that can be used to create awareness of implementation projects, Downtown events, new businesses and other activities.			
Action 5	Install phase 1 sidewalks and bikeways on streets identified in this plan.			
Action 6	Update the Unified Development Ordinance to reflect the recommended changes to land use designations.			

LAND USE				
Mixed-Use		Near Term (0-3 Years)	Mid Term (3-7 Years)	Long Term (7 Years +)
1.1	Require a minimum 70 percent of ground-floor street-facing active uses for development proposals within the downtown area.			
1.2	For all ground-floor street-facing uses, require a minimum 80% clear glazed storefront in new development.			
2.1	Maintain a detailed inventory of vacant retail spaces or potential building conversions that could support new business.			
2.2	Develop a strategy to recruit new businesses downtown, including a retail gap analysis to identify missing sectors.			
2.3	Look for applicable funding opportunities to assist start up and growth of downtown businesses.			
2.4	Grow the influence of a Downtown Holly Springs Business Alliance as advocates for the curation of businesses in the Downtown as well as business-focused events and programming.			
3.1	Where proposed retail space in a multi-tenant building is greater than a combined total of 5,000 sf, limit the size of tenant spaces so that no single space is greater than 4,000 sf.			
3.2	For build-to-suit businesses or adaptive reuse projects, provide a minimum 30' setback from the primary street for surface parking and buffer with qualifying Urban Civic Spaces			
3.3	Parking may not be located between the parallel lines projecting from the primary building façade and the right-of-way along Main Street.			
3.4	Adjust the way in which funding eligibility is calculated for the Downtown Development Investment Policy to align with rising costs of renovation of existing buildings and development of new buildings.			

Action 0	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6	No Specific Action
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Commercial				
1.1	Encourage the development of employment uses above the first floor within the Downtown Mixed-Use (DMX) zoning district.			
1.2	Retain and expand town administrative staff within town buildings in the downtown.			
1.3	Consider a staff position to coordinate with a small business specialist to recruit new businesses and jobs downtown.			
Residential				
1.1	Encourage the development of residential uses above the first floor within the Downtown Mixed-Use (DMX) zone district.			
1.2	Encourage clustered housing development in the neighborhoods surrounding Downtown to provide smaller housing units appealing to a diverse population while preserving open space and natural areas.			
1.3	Update the Future Land Use map to reflect the Downtown Area Plan land use recommendations for residential uses.			
1.4	Consider incentivizing the development of affordable housing within Downtown.			
2.1	In the Downtown Mixed-Use (DMX) zoning district, restrict building height to 4 stories max as measured from Main Street.			
2.2	In residential neighborhoods downtown, limit residential density per parcel to 20 du/ac max.			
2.3	In residential neighborhoods surrounding the downtown, limit building height to 3 stories max.			
Civic & Institutional				
2.1	Work with town departments, non-profit partners, businesses, and educational providers to identify desired programming opportunities, and cost of a public market facility.			
2.2	Prepare a study to determine the appropriate size, needs, location, programming opportunities, and cost of a public market facility.			
2.3	Fund the purchase of the land required to fully develop the proposed Public Market as necessary.			
2.4	Consider repurposing the first floor of the Town Hall Annex building to support Public Market programming.			
2.5	Create a dedicated annual funding source for management and operations of the Public Market (either by Town staff or external operators).			

CHARACTER AND EXPERIENCE				
Streetscape		Near Term (0-3 Years)	Mid Term (3-7 Years)	Long Term (7 Years +)
1.1	Build on the existing cadence of paver fields and concrete banding found along Main Street and Avent Ferry Road to complete the downtown sidewalk network.			
1.2	Define distinct zones for public space amenities, clear pedestrian travel, and transition uses (patios, outdoor merchandising, public art) within the streetscape zone.			
1.3	Require setbacks along Main Street to insure the adequate provision of space for comfortable pedestrian movement and social spaces.			
1.4	Enhance the street tree canopy, particularly along Main Street and Avent Ferry Road, by decreasing the spacing of trees.			
1.5	Update the preferred street tree list to reflect species that will achieve a consistent canopy at maturity and create more canopy diversity within the Downtown.			
1.6	Locate pedestrian-scale lighting within the amenity zone.			
1.7	Update, as necessary, standards for downtown furnishings (benches, trash/recycling receptacles, bike racks, planter pots) within the amenity zone.			
1.8	Encourage the use of creative, high-quality furnishings, railings, and other treatments within the transition zone to allow businesses to extend their unique identity into the public realm.			
1.9	Develop a strategy for phased undergrounding of overhead utilities along Main Street.			
1.10	Install power outlets at all tree locations.			
2.1	Develop schematic design drawings for the festival street, including an opinion of probable cost.			
2.2	Identify funding for the construction of improvements to Avent Ferry Road, potentially in concert with the construction of an adjacent parking garage.			
2.3	Develop a new road cross-section typology if current cross-section standards are not viable.			
Urban Civic Spaces				
1.1	Define Urban Civic Spaces as spaces outside of the defined streetscape zone that are activated by adjacent businesses, programmed by a Downtown Business Alliance, or support civic activity or events.			
1.2	Develop an Urban Civic Spaces guide describing typologies, including pocket parks, paseos, courtyards, squares, and gardens. Include examples of successful (and unsuccessful) precedents, activities, and amenities for each typology.			
1.3	As existing buildings are adapted for retail or food and beverage uses, allow for and encourage the creation of patios, plazas, courtyards or gardens within setbacks to create nodes of activity.			
1.4	Encourage the use of ambient lighting adjacent to or within Urban Civic Spaces, including building-mounted downlight, overhead catenary lighting, and accent lighting on seat or site walls.			

2.1	Develop a budget and endow the funding for land acquisition (as necessary), design, and construction of a Town Square.			
3.1	Target high-traffic areas where access to power and direct connectivity to the Town's main data network are readily available.			
Gateways and Identity				
1.1	Develop a Downtown brand with support from town leadership, staff, and the business community .			
1.2	Create a communications campaign that promotes the Downtown identity and connects it to events, activities, and projects within the Downtown.			
1.3	Create a seasonal beautification strategy to update planting, lighting, banners, and other elements that add to the character of the Downtown.			
2.1	Develop an overall gateways and signage program, including the design of all signage, markers, and monumentation elements as well as a location plan.			
2.2	Develop an implementation plan to upgrade all non-decorative street sign and street light posts to the decorative black tear drop fixtures currently in use.			
2.3	Locate Downtown markers/monuments at key entries into the downtown, including NC 55 and S. Main Street, NC 55 and Ballentine S. Street, and N. Main Street and Holly Springs Road.			
2.4	Locate Downtown gateway features near the intersections of N. Main Street with Earp Street, S. Main Street and Oak Avenue, as well as Avent Ferry Road and Ballentine Street.			
2.5	Build on the existing Holly Springs directional signage to include emerging Downtown destinations, including public parking at key locations along Main Street, Avent Ferry Road, and Ballentine Street.			
Public Art				
1.1	Consider the creation of a "percent for arts" program for all public projects or private development projects that receive town incentives within downtown.			
1.2	As new public spaces are developed, reserve locations and provide funding for permanent public art installations.			
1.3	Employ and fund a public art program to encourage murals or other large-format art installations on blank building façades or to screen parking.			
1.4	Develop an Art Trail loop along Main Street and Avent Ferry Road from the hospital to Earp Street showcasing both new and future art pieces.			
Historic Resources		Near Term (0-3 Years)	Mid Term (3-7 Years)	Long Term (7 Years +)
1.1	Investigate the opportunity and cost to purchase the Pack House property from its current ownership group.			
1.2	Pursue grant funding to create a plan for the protection and rehabilitation of the Pack House building along with the use of the remainder of the grounds as a community social space and gateway to Downtown.			

PARKS AND TRAILS

Parks and Trails

1.1	Update the vision for Mims Park.			
1.2	Develop a funding strategy for phased park improvements. Consider the sale of a small portion of park land to seed funding.			
1.3	Prioritize phase 1 park improvements to be mobilized within 3 years of adoption of this plan.			

Stormwater

1.1	Determine the feasibility of relocating the existing town detention pond on Avent Ferry Road downstream to increase capacity and allow for the development of town properties fronting Avent Ferry Road.			
1.2	Design and construct a new detention pond within the Mims Park property with capacity to anticipate infill development along the northern section of Main Street within the downtown core.			
1.3	Consider local, site-specific approaches to stormwater management, including integration of green infrastructure within rights-of-way and private property.			

MULTI-MODAL TRANSPORTATION

Main Street

1.1	Develop a Schematic Design package and cost estimate for the redesign of Main Street between Earp Street and Oak Avenue.			
1.1	Between the north side of intersection with Rogers Street and Earp Street, consider eliminating the middle turn lane along Main Street.			
1.2	Consider extendng on street parking on the west side of S. Main Street from Rogers Street to Oak Avenue.			
1.3	Consider providing on-street parking along the east side of S. Main Street from Rogers Street to Center Street.			
1.4	Consider providing on-street parking along the west side of N. Main Street from Center Street to Earp Street.			
1.5	Size traffic lanes at 11' in width.			
1.6	Where additional width is found on the side of the street opposite on-street parking, use striping and signage to indicate that vehicles are not allowed or consider the use of town-owned parklets to allow for pedestrian and business use of the space.			
2.1	Designate a 5'-wide amenity zone on each side of the street as measured from the back of curb within which street trees, pedestrian-scale and traffic lighting, and site furnishings are to be located.			
2.2	Beyond the amenity zone, designate a clear 6'-wide pedestrian-corridor to allow for comfortable pedestrian movement.			
2.3	On the west side of the street, change the setback requirement from 0' to 8' to allow for restaurant patios and other planters and furnishings as desired by ground floor tenants.			

2.4	On the east side of the street, designate a 5' setback from the property line to the closest face of building.			
Greenway Connections				
1.1	Construct a new sidewalk and sidepath on Avent Ferry between the hospital and the downtown per Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan.			
1.2	Provide temporary bike lane striping along Earp Street and Ballentine Street to connect to neighborhoods to the east and west of downtown in anticipation of future sidewalk and sidepath improvements.			
1.3	Develop sidepaths on Grigsby Avenue and Stinson Avenues to better connect downtown with WE Hunt Recreation Center, Womble Park, and neighborhoods to the southeast of downtown.			
1.4	Prepare a bikeway signage package, including a downtown map, directional signage, and bikeway branding consistent with the Downtown brand.			
1.5	Construct sidewalks on streets accessing Downtown as identified in Vision Holly Springs Comprehensive Plan Section 2: Comprehensive Transportation Plan, including S. Main Street, Elm Avenue, Oak Avenue, and Pine Avenue.			
2.1	Create a commuter bike route within the Mims Park property, separate from pedestrian trails, that can safely be used by high-speed cyclists to access Downtown amenities.			
2.2	Determine the feasibility of a bikeway between Ballentine Street at the east entrance to the Cultural Center property and Avent Ferry Road at Rogers Street along the existing drainage way.			
Parking				
1.1	Develop a parking district strategic plan to define the town role in parking provision, funding tools and mechanisms, and a preliminary phasing approach to implementation. Consider opportunities for public-private partnerships to offset costs.			
1.2	Identify town-owned property of feasible size to accommodate a parking garage (generally at least 120' x 195' in size).			
1.3	Identify potential properties or property assemblages of adequate size to accommodate a parking garage and have discussions with property owners on the potential for a public-private partnership, property swap, or town purchase.			
1.4	Prepare high-level cost estimates for the construction of parking at each potential location based on property acquisition, excavation, vertical construction, etc.			
2.1	Update the Unified Development Ordinance to require on-site parking for all developments in Downtown that contain residential dwelling units.			

A. DESIGN GUIDELINES

DESIGN GUIDELINES

What are Design Guidelines?

Design Guidelines are a tool used to ensure that development meets the intended performance metrics of a successful urban environment, as defined by a community’s vision of its future self. They provide clear instructions for creating strong neighborhoods and setting expectations for the quality and character of public spaces and how they interface with buildings and the existing context. Perhaps most importantly, Design Guidelines are a way of protecting investment and providing a cohesive urban experience.

Design Guidelines are recommended for downtown Holly Springs for a number of reasons. When properly followed and administered, they can preserve and enhance the qualities that make downtown a beloved place. They can enhance property values and improve the quality of new development, and can protect downtown from development that is incompatible with the goals of this plan.

How to use these Guidelines

The Design Guidelines are formatted to describe the intent of the public realm and adjacent development along downtown street corridors. The Standards are organized in a simple matrix format that allows landowners and developers to easily discern what requirements and characteristics are associated with the particular street that their property abuts. Visual graphics are included to clarify the intent of certain Guidelines, and a glossary of terms can be found on the following page.

Terms and Definitions

Amenity Zone

A portion of the public right-of-way, adjacent to the sidewalk, but outside of the pedestrian walking area, which includes streetscape elements, street furniture, landscaping and/ or street trees.

Façade

A building façade is a vertical bulk building plane. Variations to the building façade may include vertical and horizontal fenestration, exposed columns, building entries, unenclosed canopies, cornices, balconies, etc.

Fenestration

Fenestration is defined as the combination of windows, storefront and entry doors.

Front Facade

The front of a building visible from a public street and facing a highly visible area or other public areas such as parks, open spaces, urban civic spaces, etc..

Lot Line Coverage

The percent of the horizontal lot line that building facades occupy.

Public Realm

The public realm is defined as the space between the private property line (or outer limits of public right-of-way (ROW)) and the back of the curb.

Setback Zone

The setback zone addresses the area directly adjacent to the building and within the property line. This zone provides a buffer and a refuge where window shoppers, restaurant patrons and lingering pedestrians can escape the flow of pedestrian traffic in the sidewalk zone.

Sidewalk Zone

A portion of the public right-of-way that is intended to be unencumbered by fixed objects to allow for clear pedestrian movement.

Storefront

A storefront is the façade and entryway at the ground or second floor of a commercial, non-residential building, typically with one or more display windows.

Figure 19: Public Realm Standards

Public Realm							
		Main Street	Avent Ferry Road	Ballentine Street	Earp Street/Center Street	Raleigh Street/Grigsby Avenue	Rogers Street/ Oak Avenue
SB	Setback Zone						
SB1	Width	8'-0" (west); 5'-0" (east)	No minimum	No minimum	No minimum	No minimum	No minimum
SB2	Paving Materials	Concrete, stone, unit paver ¹	Concrete	Concrete	Concrete	Concrete	Concrete
SB3	Fences/Railings	42" high max, min. 80% opacity	42" high max, min. 80% opacity	42" high max, min. 80% opacity	42" high max, min. 80% opacity	48" high max, min. 80% opacity	42" high max, min. 80% opacity
SW	Sidewalk (or Sidepath) Zone						
SW1	Width (min.)	6'-0" ²	8'-0"	5'-0"	5'-0"	5'-0"	5'-0"
SW2	Paving Materials ³	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers
SW3	Required Paving Pattern ²	Match existing Main Street standard (ref. detail HS329)	n/a	n/a	n/a	n/a	Match adjacent enhanced paving (Center, Avent Ferry to Main)
AM	Amenity Zone						
AM1	Width (min.)	6'-0" ²	6'-0"	5'-0" (west of Avent Ferry)	5'-0" (south side)	5'-0" (one side only)	5'-0"
AM2	Paving Materials	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers	Concrete, unit pavers
AM3	Required Paving Pattern	Refer to detail HS329	Refer to detail HS372	Refer to details HS329, HS372	Refer to detail HS372	n/a	Refer to detail HS372
AM4	Amenities (please see following spread for standard furnishings)						
AM4A	Street Lighting	Reference Town of Holly Springs Street Lighting Policy and Duke Energy standards. Decorative fixture required.					
AM4B	Pedestrian Lighting ⁴	Required, generally 60'-0" to 75'-0" o.c.	Required, generally 60'-0" to 75'-0" o.c.	Required (west of Avent Ferry), generally 60'-0" to 75'-0" o.c.	Required (south side), generally 60'-0" to 75'-0" o.c.	Allowable, not required	Required (south side), generally 60'-0" to 75'-0" o.c.
AM4C	Benches	Min. 2 per block face	Min. 2 per block face	Min. 2 per block face	Allowable, not required	Allowable, not required	Allowable, not required
AM4D	Trash & Recycling	Min. 1 pair per block face	Min. 1 pair per block face	Min. 1 pair per block face	Allowable, not required	Allowable, not required	Allowable, not required
AM4E	Bike racks	Min. 3 per block face	Min. 3 per block face	Min. 3 per block face	Allowable, not required	Allowable, not required	Allowable, not required
AM5E	Setback Zone	Where patios are not located along tenant frontage, incorporate a minimum of 2 of the following for every 30' of frontage: planter pots, seating (min. 2 people), sandwich-board signs, vendor displays	None required	None required	None required	None required	None required

NOTES:

1. Unit pavers used in setback zone should not match standard pavers in sidewalk and amenity zones in either color or orientation.
2. Sidewalk zone and amenity zone
3. Reference detail HS329 for the herringbone paving detail, HS372 for the brick banding detail, and HS327 for the standard concrete detail.
4. Pedestrian lights to be located 2'-6" beyond back of curb.

Figure 20: Main Street Dimensional Requirements

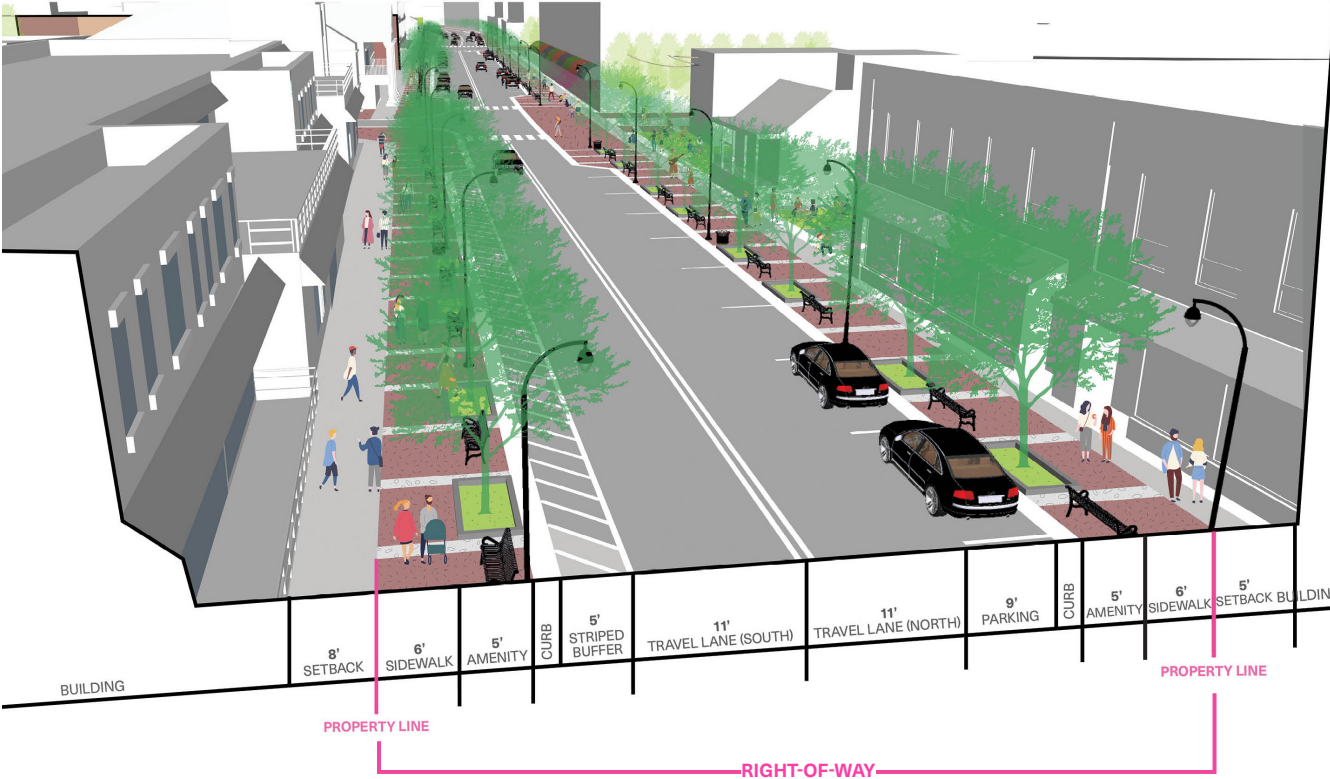
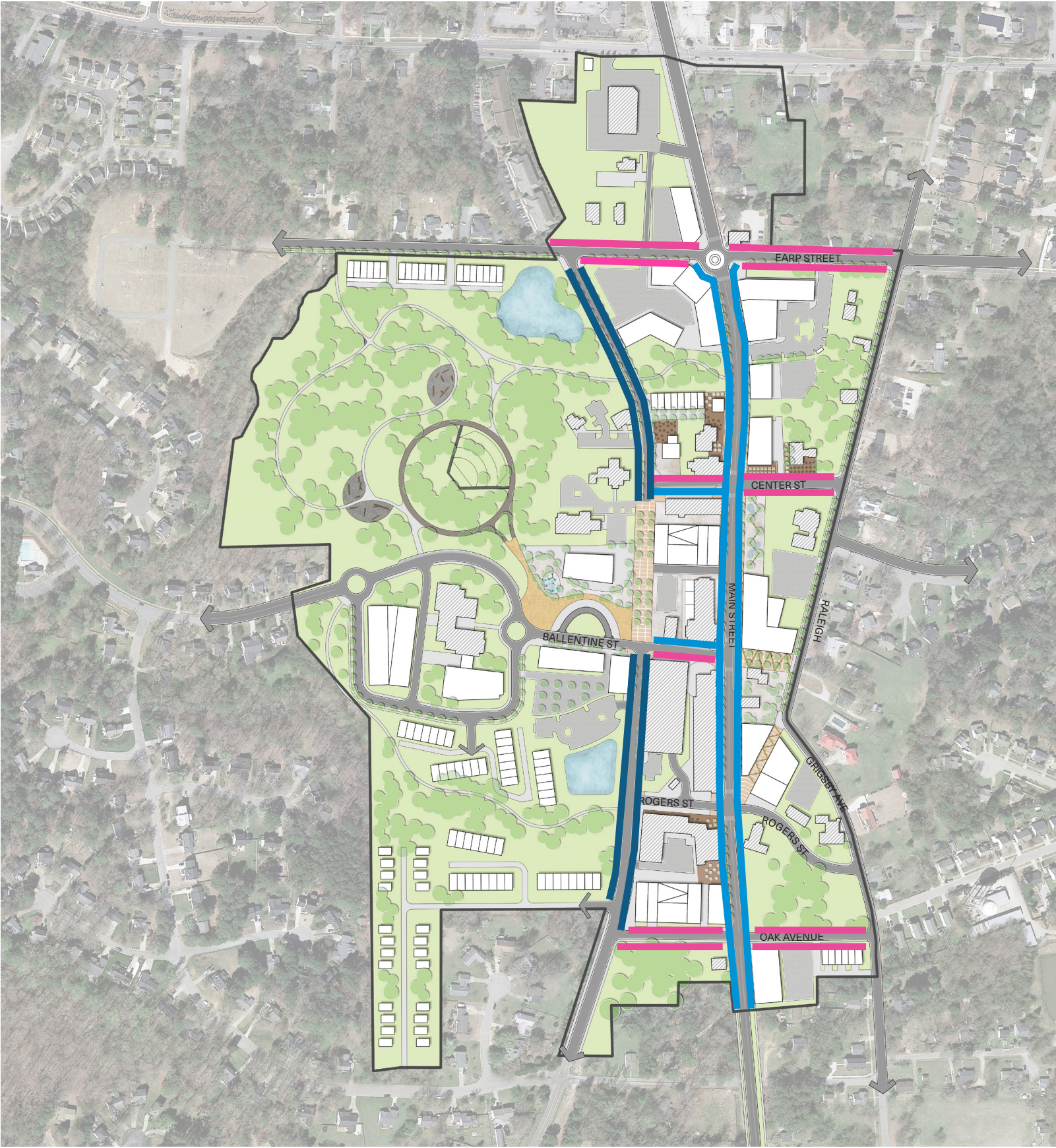


Figure 21: Pedestrian Right-of-Way Zones



Figure 22: Sidewalk Typologies



- Detail HS329 (12')
- Detail HS329 (8')
- Detail HS372

Standard Amenity Zone Furnishings

Bench

Manufacturer: Victor Stanley
Model Number: CR-138
Length: 4' or 6'
Color: Black



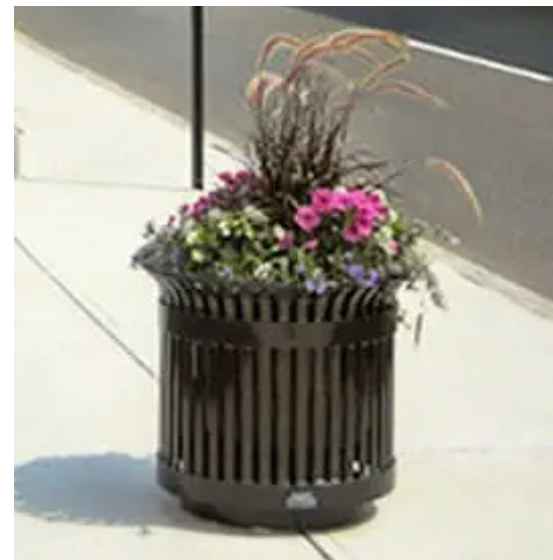
Litter and Recycling Receptacle

Manufacturer: Victor Stanley
Model Number: SD-42, side opening
Options: Dome lid, plastic liner
Color: Black (litter), Blue (recycling)



Planter

Manufacturer: Victor Stanley
Model Number: S-24
Options: Plastic liner
Color: Black



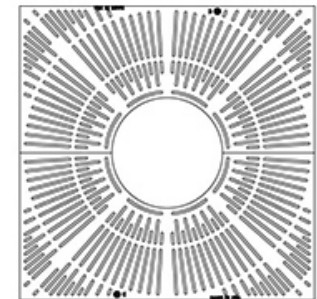
Bike Rack

Manufacturer: Victor Stanley
Model Number: BRCS-101
Mounting: In-ground
Color: Black



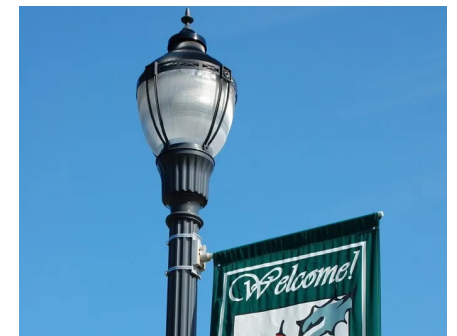
Tree Grate

Manufacturer: East Jordan Iron Works, or similar
Model Number: 8671 - or - 8686
Size: 48" x 48" - or - 36" x 60"



Pedestrian Light

Source: Duke Energy
Fixture: Mitchell LED Top Hat with Ribs, Bands and Medallions
Pole: 16' Style V - or - 16' Style VIII Breakaway
Color: Black



Tear Drop Street Light

Source: Duke Energy
Fixture: Teardrop LED
Pole: 30' H, concrete
Color: Black



Figure 23: Public Realm Standards Continued

Public Realm Continued							
		Main Street	Avent Ferry Road	Ballentine Street	Earp Street/Center Street	Raleigh Street/Grigsby Avenue	Rogers Street/ Oak Avenue
ST	Street Trees ¹						
ST1	Required?	Yes	Yes	Yes	Yes	Yes	Yes
ST2	Tree Spacing	Less than or equal to 30'-0" o.c.			Less than or equal to 30'-0" o.c.		
ST3	Soil Area	75 sf of surface area min. ²			75 sf of surface area min. ¹		
ST4	Irrigation	Dedicated irrigation required			Dedicated irrigation required		
LA	Landscaping						
LA2	Turf grass	Not allowed	Not allowed	Not allowed	Allowed within amenity zone	Allowed within amenity zone	Allowed within amenity zone
LA2	Ground cover, perennials, shrubs	Allowed in curbed planters within amenity zone; plant material not to exceed 30" h	Allowed in curbed planters within amenity zone; plant material not to exceed 30" h	Allowed in curbed planters within amenity zone; plant material not to exceed 30" h	Allowed within amenity zone	Allowed within amenity zone	Allowed within amenity zone
LA3	Irrigation	Required; drip only			Required; spray allowed only for turf areas		

NOTES:

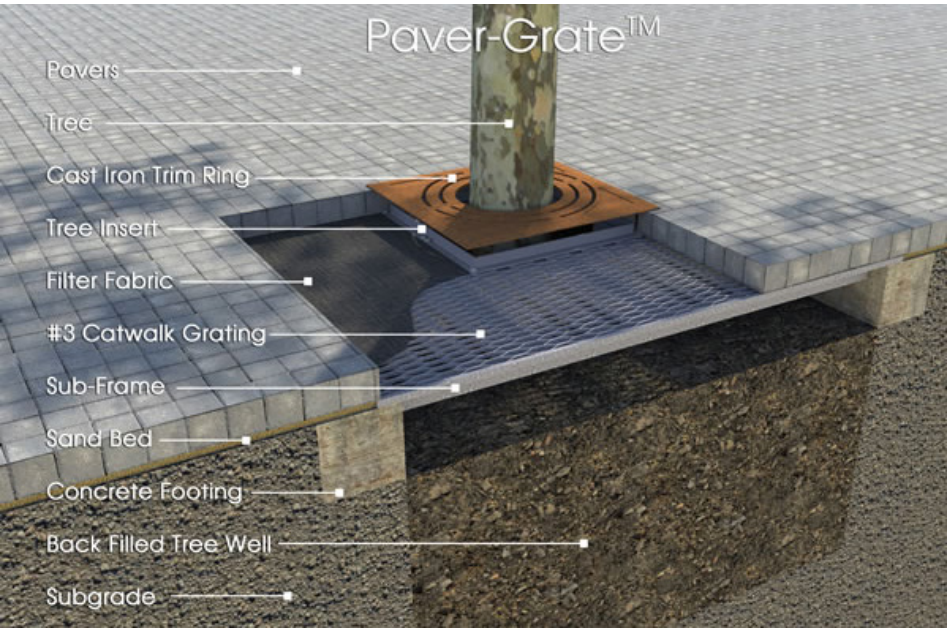
- 1. Please see Recommended Tree Species at the end of these Design Guidelines for street tree species.
- 2. Soil surface area is defined as uncompacted soil; may include curbed planters, suspended paving systems, soil cells, or turf areas

Soil Cells



Soil cells allow tree roots to extend beyond the planting zone by supporting uncompacted, nutrient-rich soil within a 3-dimensional structural grid. (Image courtesy GreenBlue Urban)

Suspended Paving



Suspended paving systems allow pavers to be placed on a suspended metal grid, allowing water to drain through and air to circulate while reducing compaction of the soil due to foot traffic. (Image courtesy Ironsmith)

Figure 24: Building Guideline Standards

Building Guidelines							
		Main Street	Avent Ferry Road	Ballentine Street	Earp Street/Center Street	Raleigh Street/Grigsby Avenue	Rogers Street/ Oak Avenue
BP	Building Placement						
BP1	Front Façade Setback Line Coverage	Min. 70%	Min. 50%	Min. 70%	Min. 50%	Min. 50%	Min. 50%
BP2	Side Façade Setback Line Coverage (corner-side)	Min. 50%	Min 50%	Min 50%	Min. 50%	Min 30%	Min 30%
BP3	Parking	Not allowed on ground at front lot line	Allowed; surface lots must have vegetated screening or site walls (36"-42" high)	Not allowed on ground at front lot line, surface nor structured	Allowed; surface lots must have vegetated screening or site walls (36"-42" high)	Allowed; surface lots must have vegetated screening or site walls (36"-42" high)	Allowed; surface lots must have vegetated screening or site walls (36"-42" high)
BP4	Site Access	Max. 2 vehicular access points (per block face)	Max. 1 vehicular access point (per block face)	Max. 2 vehicular access points (per block face)	Max. 1 vehicular access point (per block face)	Max. 1 vehicular access point (per block face)	Max. 1 vehicular access point (per block face)
BA	Building Articulation						
BA1	Fenestration: Ground Story	Min 75% of front façade	Min 70% of front façade	Min 70% of front façade	Min 40% of front façade	n/a	Min 70% of front façade
BA2	Fenestration: Second Story	Min. 60% of front second floor façade	Min. 60% of front second floor façade	Min. 60% of frontsecond floor façade	Min. 60% of frontsecond floor façade	n/a	Min. 60% of front second floor façade
BA3	Fenestration: Above Second Story	Punched window openings required (max. 60% of front façade)	Punched window openings required (max. 60% of front façade)	Punched window openings required (max. 60% of front façade)	Punched window openings required (max. 60% of front façade)	n/a	Punched window openings required (max. 60% of front façade)
BA4	Entries	Recessed, min. 4' depth, 6' width; Ground floor entries at every 60'-0" min.	Recessed, min. 4' depth, 6' width; Ground floor entries at every 60'-0" min.	Recessed, min. 4' depth, 6' width; Ground floor entries at every 60'-0" min.	Recessed, min. 4' depth, 6' width; Ground floor entries at every 60'-0" min.	n/a	Recessed, min. 4' depth, 6' width; Ground floor entries at every 60'-0" min.
BA5	Balconies	May not extend beyond the front building façade	May not extend beyond the front building façade	May not extend beyond the front building façade	May not extend beyond the front building façade	n/a	May not extend beyond the front building façade
BA6	Horizontal Articulation	Required every 60'-0" min.	Required every 60'-0" min.	Required every 60'-0" min.	Required every 60'-0" min.	n/a	Required every 60'-0" min.
BA7	Vertical Articulation	Cornice/frieze banding required between 2nd/3rd floors on buildings 3 or more floors	Cornice/frieze banding required between 2nd/3rd floors on buildings 3 or more floors	Cornice/frieze banding required between 2nd/3rd floors on buildings 3 or more floors	Cornice/frieze banding required between 2nd/3rd floors on buildings 3 or more floors	n/a	Cornice/frieze banding required between 2nd/3rd floors on buildings 3 or more floors
BM	Building Materials						
BM1	Ground and Second Floors	Masonry/stone, architectural precast concrete (if the surface is designed to simulate brick or stone) are acceptable	Masonry/stone, architectural precast concrete (if the surface is designed to simulate brick or stone) are acceptable	Masonry/stone, architectural precast concrete (if the surface is designed to simulate brick or stone) are acceptable	Masonry/stone, architectural precast concrete (if the surface is designed to simulate brick or stone) are acceptable	Masonry/stone, wood (if the surface is designed to simulate brick or stone) are acceptable	Masonry/stone, architectural precast concrete (if the surface is designed to simulate brick or stone) are acceptable
BM2	Prohibited Materials	Vinyl siding, EIFS/stucco, synthetic stone	Vinyl siding, EIFS/stucco, synthetic stone	Vinyl siding, EIFS/stucco, synthetic stone	Vinyl siding, EIFS/stucco, synthetic stone	Vinyl siding, EIFS/stucco, synthetic stone	Vinyl siding, EIFS/stucco, synthetic stone
BM3	Glazing/Storefront	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors	Clear glazing on ground and second floor; tinted (but not mirrored) on all other floors
BO	Building Ornamentation						
BO1	Awnings/Canopies	Encouraged	Encouraged	Encouraged	Allowed	Not Allowed	Allowed
BO2	Building-mounted Lighting	Full cut-off required above 8'-0" on first floor façade at horizontal articulation changes	Full cut-off required above 8'-0" on first floor façade at horizontal articulation changes	Full cut-off required above 8'-0" on first floor façade at horizontal articulation changes	Full cut-off required above 8'-0" on first floor façade at horizontal articulation changes	Allowed	Allowed



Figure 25: Building Placement, Facade Lot Line Coverage

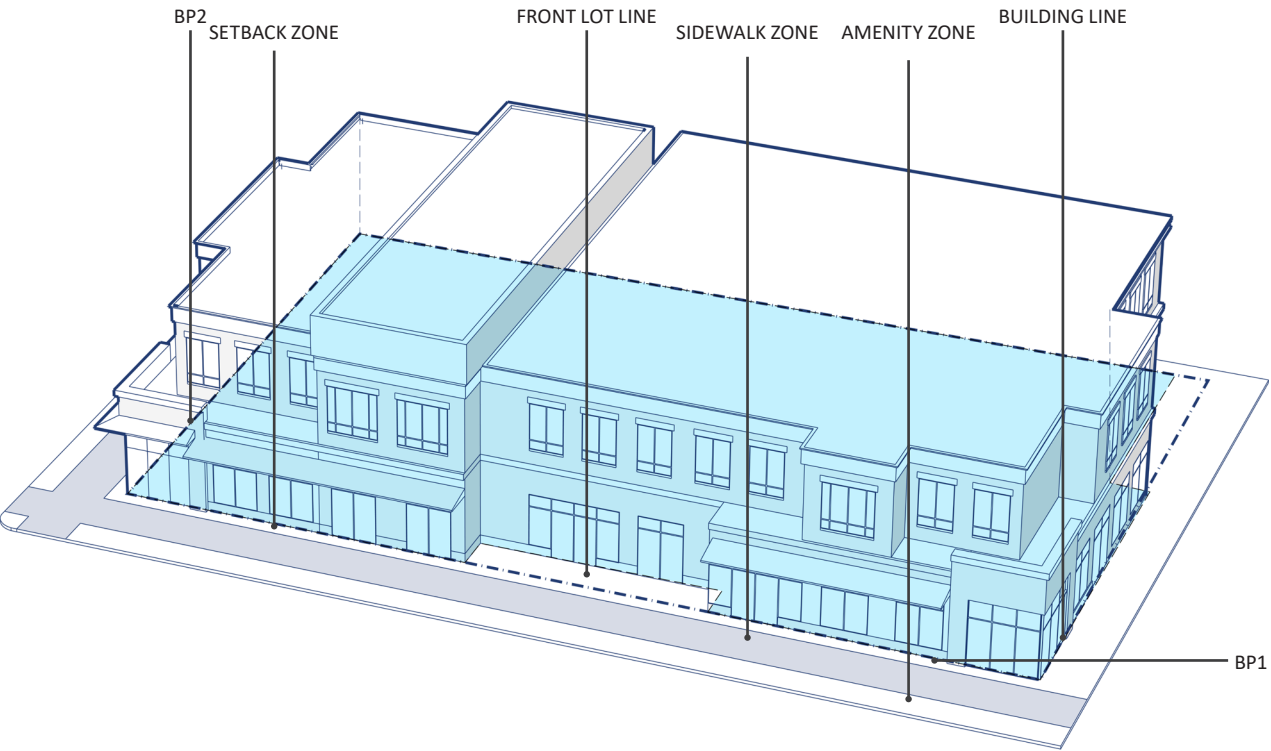


Figure 26: Building Placement, Facade Lot Line Coverage (Corner Building)

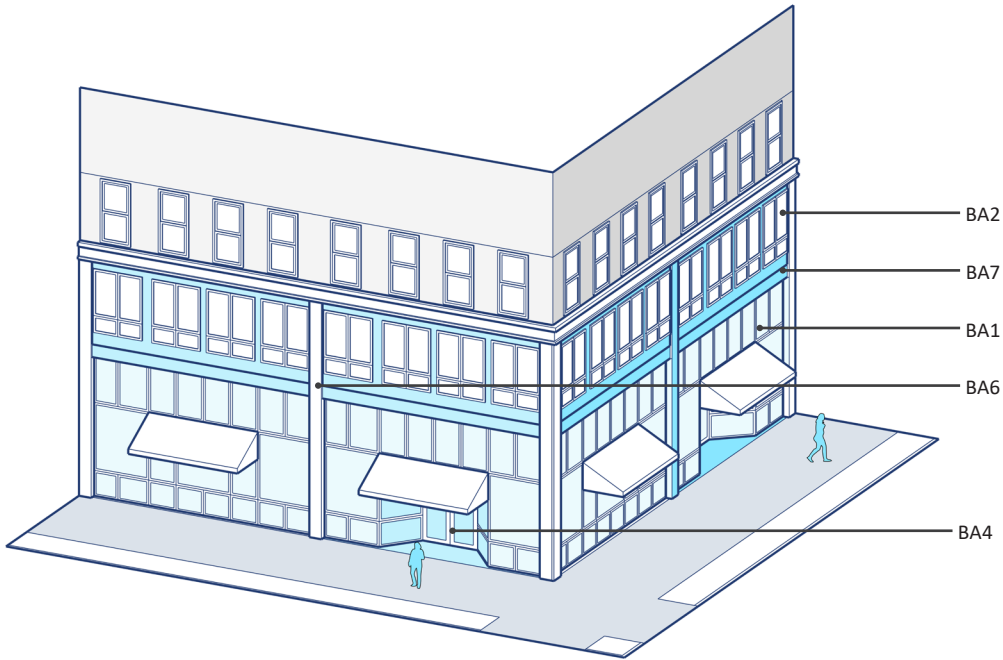


Figure 27: Building Ornamentation, Awnings/Canopies



Recommended Tree Species

Table 1: Recommended Tree Species

Main Street		
Desired Character	Recommended Species	Notes
Fall color, large mature size (35'-50')	Schenck White Oak (<i>Quercus alba</i> 'Schenck')	Primary Main Street corridor tree
	Schumard Oak (<i>Quercus shumardii</i>)	
Fall color and/or flowering, medium mature size	Palisade American Hornbeam (<i>Carpinus caroliniana</i>)	Use at corners or land use/building transitions; no more than 2 consecutive
	Durable American Linden (<i>Tilia americana</i>)	

Avent Ferry Road, Center, Rogers, Earp, & Ballentine Streets		
Desired Character	Recommended Species	Notes
Fall color, large mature size (35'-50')	Shingle Oak (<i>Quercus imbricaria</i>)	No more than 3 of a single species consecutively
	Lacebark Elm (<i>Ulmus parvifolia</i>)	
	Serenity Fringetree (<i>Chionanthus virginicus</i>)	
Fall color and/or flowering, medium mature size	Eastern Redbud (<i>Cercis canadensis</i>)	Use on Festival Street
	Palisade American Hornbeam (<i>Carpinus caroliniana</i>)	
	Schenck White Oak (<i>Quercus alba</i> 'Schenck')	

Raleigh Street, Grigsby, Elm, & Oak Avenues		
Desired Character	Recommended Species	Notes
Fall color, large mature size (35'-50')	Lacebark Elm (<i>Ulmus parvifolia</i>)	
	Highpoint Nuttall oak (<i>Quercus nuttallii</i>)	
	Jefferson American Elm (<i>Ulmus americana</i> 'Jefferson')	

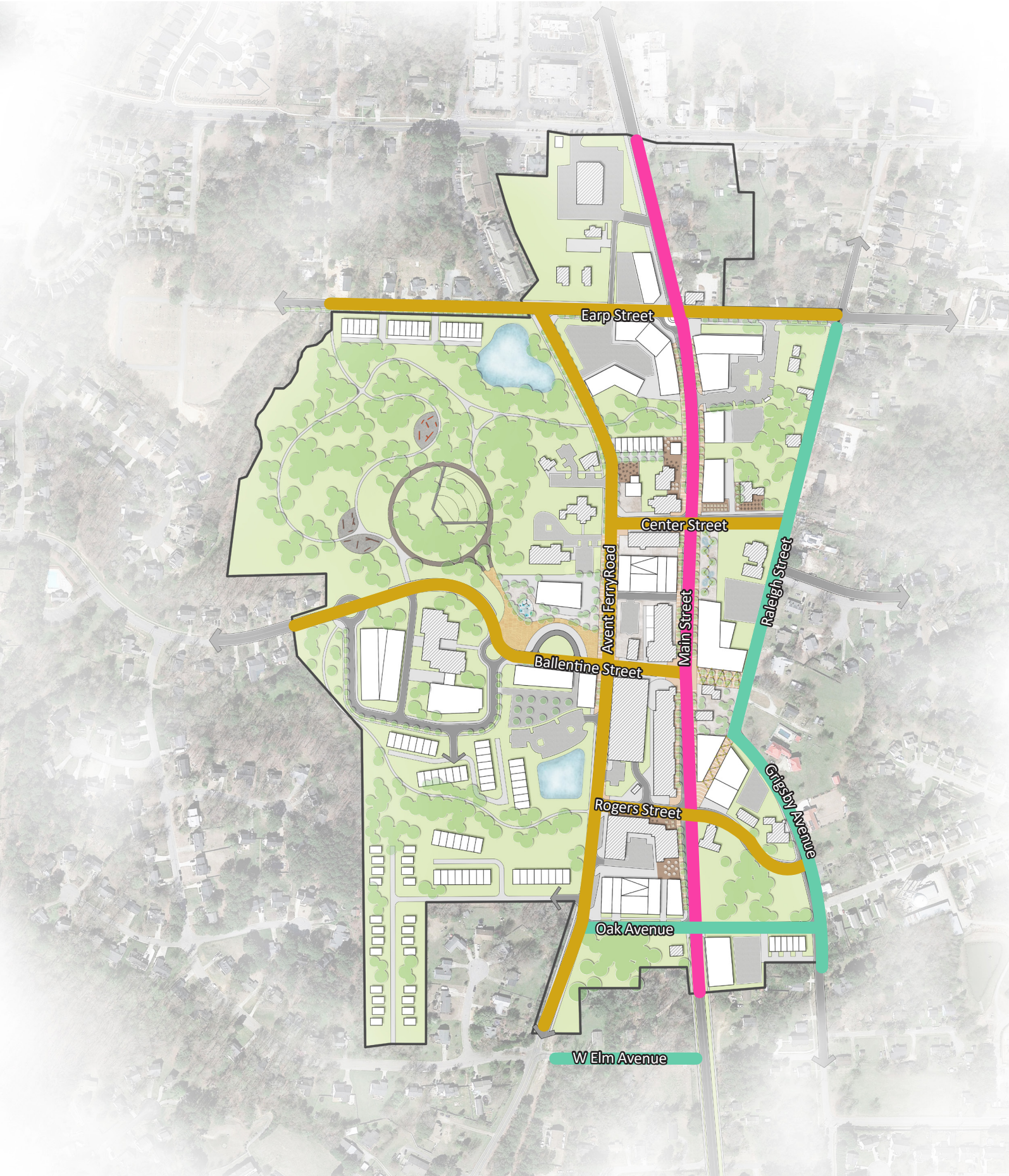


Figure 28: Street Tree Placement

B. PUBLIC ENGAGEMENT

Engagement Summary

Introduction

The best plans are those that reflect the needs and desires of community members. Holly Springs is a rapidly growing community with an engaged citizenry, including both those who have lived here their entire lives and those who are new to town. Public buy-in helps plans become actualized with the support and momentum of people holding elected officials accountable.

The public engagement process of this project had two main goals: inform the public

about the planning process and obtain their feedback at key milestones (Figure 28). This was achieved through a combination of online surveys, in-person open house events, one-on-one meetings, and focus groups to ensure that the plan represents as broad a swath of the community as possible, with special consideration for land and property owners in the study area. The strategies employed and feedback collected are summarized in the following section.

**Key Milestone**

**Online Survey**
Questionnaire, feedback forms

**Town Council**
Presentation to Town Council

**In-person Engagement**
Open house, tabling

**Advisory Committee + Stakeholders**

Advisory Committee

The Advisory Committee was made up of key stakeholders, including property and business owners in the district, and downtown residents were consulted at key milestones and provided integral feedback on both the desirability and feasibility of proposed concepts throughout the process.

Town Council Meetings

Town Council was kept informed about the plan throughout the process and provided feedback at three key milestones. Their input and guidance was integral to the success of the planning process and will prove essential during implementation.



Figure 29: Public Engagement Timeline



Baseline Survey

An online survey generated responses from 638 individual participants (Figure 30). The results established a foundation of understanding how people perceive downtown Holly Springs, how they access downtown (i.e., driving vs. walking), and their vision for the future. The most popular desired uses to emerge from the survey were retail and dining. Residents want Downtown to be a walkable and family-friendly center of social life in Holly Springs where they can shop and dine at local businesses.



Figure 30: Baseline Survey Participant Demographics

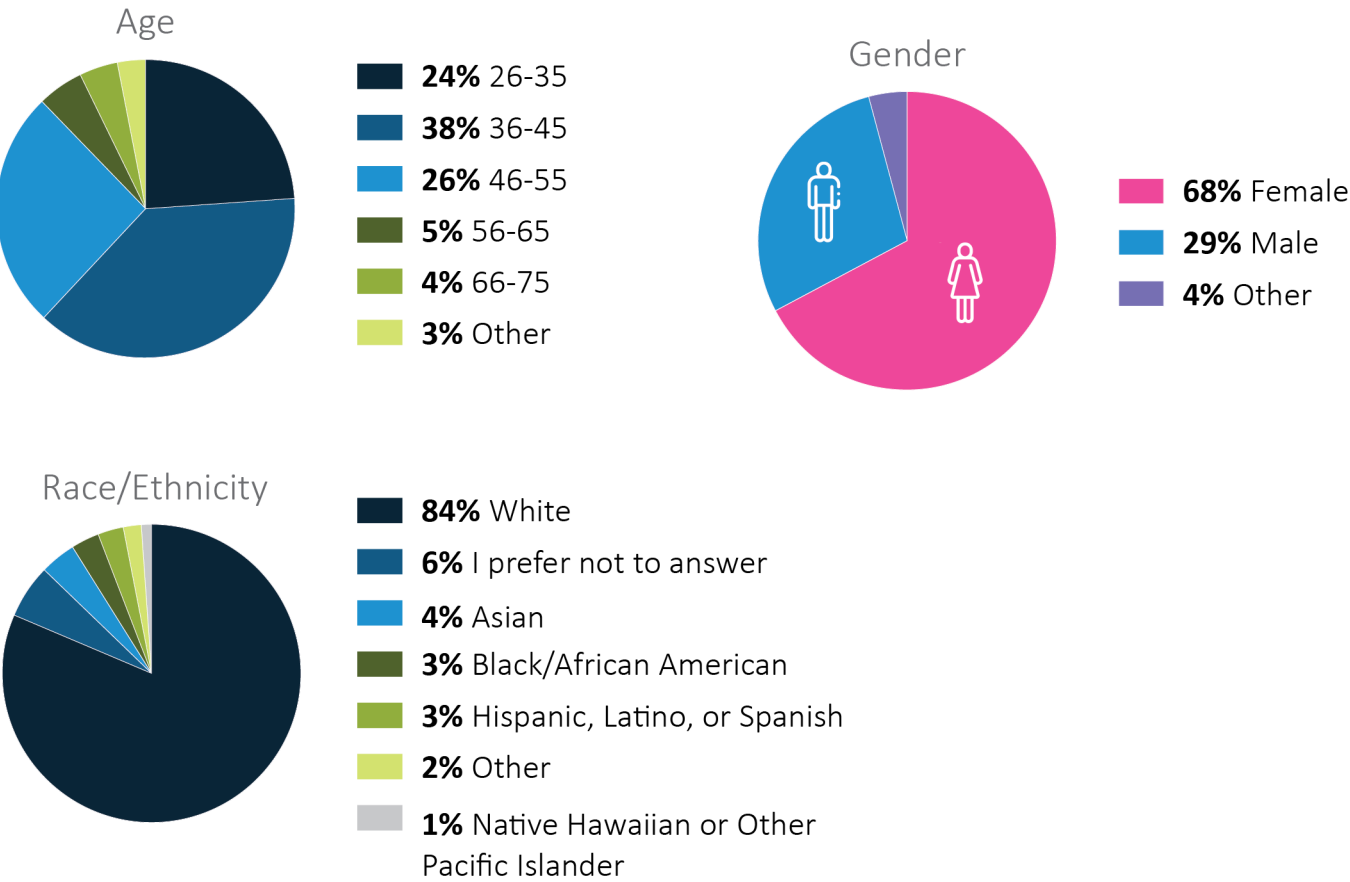
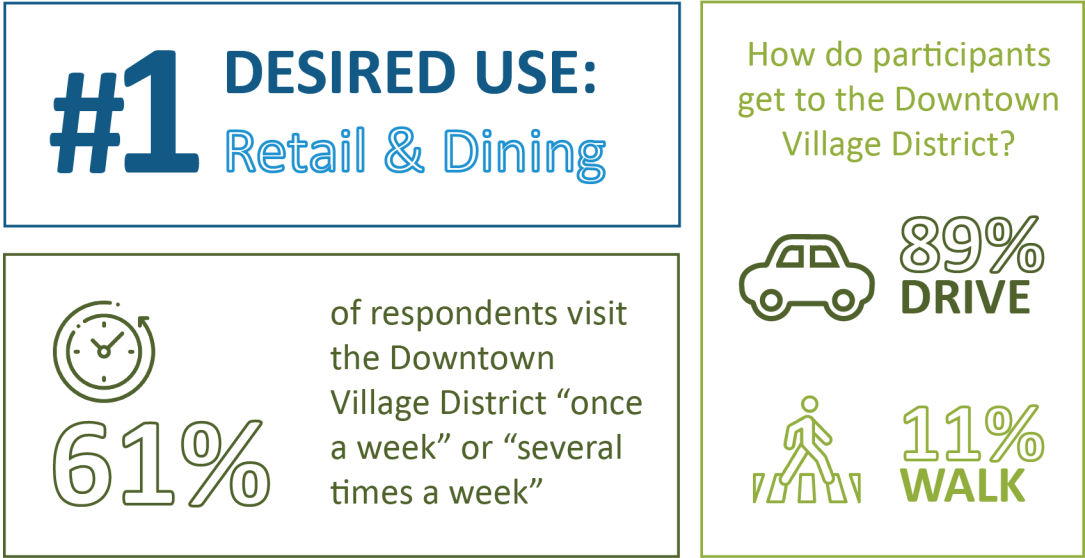


Figure 31: Baseline Survey Response Summary

How participants describe the Downtown Village District today:

up-and-coming Traffic
cute POTENTIAL
small town good start Restaurants
car wash



What do residents want the Downtown Village District to be in the future?



Community Workshop #1

The first community workshop was an open house held on November 17, 2022 at Holly Springs Town Hall. The event was well-attended, with approximately 50 participants and the overall feedback from participants was positive. Attendees appreciated the type of outreach and expressed positive feelings about the project.

Attendees were able to learn about the scope of the project, provide feedback in the form of visual preference boards, and place pins on a large aerial map indicating the district's existing assets and opportunities for improvement. Some attendees spent up to 30 minutes talking with neighbors around the preference boards and map. Those neighbor-to-neighbor conversations are valuable for building community and project support.

The visual preference boards presented an opportunity for participants to respond to potential activities, amenities, and land uses. Each participant was given 3 green dots to place on images that they thought appropriate, and 3 red dots to place on images to avoid. Feedback showed that most individuals responded to things that they want most, rather than things that they don't believe are appropriate.

At the map station, participants indicated excitement to see more family-friendly spaces to gather and celebrate events. Participants indicated a desire for more of a draw/reason to come downtown such as festivals, markets, restaurants, shopping, and more spaces to activate. Many yellow pins, indicating opportunities for improvement, were placed on vacant lots and office



Residents place pins on the map.

Community Workshop #1 Key Themes

- Traffic calming is needed on Main Street.
- Events and restaurants are a key reason people come to downtown; currently there aren't enough of either to prevent people from going to more established downtowns in the region.
- The Pack House is an important building to Black residents and to the history of Holly Springs. Efforts to rehabilitate it should focus on social functions that hearken to its history as opposed to for-profit uses.
- Participants talked about the need for amenities, social spaces and "third places" that encourage people to stay downtown for different activities.
- Gateways and defining the downtown core through branding will be important to establish an identity.
- There is overall excitement about the opportunity to design Mims Park.

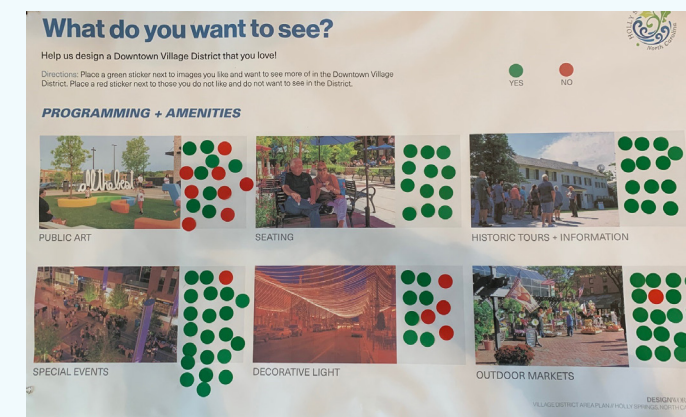
Figure 32: Visual Preference Survey Results

TRANSPORTATION + CONNECTIVITY



- Parking – 11 green / 12 red
- Transit availability – 13 green / 8 red
- Shaded pathway – 7 green / 1 red
- Bike paths that connect to neighborhoods – 13 green / 2 red
- Sidewalks and paths that connect to neighborhoods – 23 green / 0 red
- Safer street crossing – 9 green / 1 red

PROGRAMMING + ACTIVITIES



- Public art – 8 green / 8 red
- Seating – 12 green / 0 red
- Historic tours + information – 13 green / 0 red
- Special events – 21 green / 1 red
- Decorative light – 7 green / 4 red
- Outdoor markets – 16 green / 2 red

LAND USE



- Single family residences – 3 green / 17 red
- Multi-family residences – 4 green / 13 red
- Mixed-use – 14 green / 3 red
- Dining options – 21 green / 0 red
- Retail options – 11 green / 0 red
- Parks/Green space – 17 green / 5 red

condos, highlighting the east side of S. Main Street in the downtown core.

Community Workshop #1
(continued)

Visual Preference Summary

The visual preference boards were organized into three categories: transportation and connectivity, programming and amenities, and land use (Figure 8). On the ‘transportation and connectivity’ board, the category with the highest favorability was ‘sidewalks and paths that connect to neighborhoods’. The category with the highest favorability on the ‘programming and amenities’ board was ‘special events’. For the ‘land use’ board, the category with the highest favorability was ‘dining options’, followed closely behind by ‘parks/green space’.



Attendees participate in the mapping exercise at Community Workshop #1.

Mapping Exercise Summary

- Participants indicated a concentration of opportunity areas on the east side of Main Street in the core, particularly on un-utilized or under-utilized properties.
- Concerns were noted about traffic speed and congestion along Main Street.
- There is a perceived disconnection of the Cultural Center and downtown core.
- Participants view the medical center as a key asset to the district.
- There are questions about the development opportunities at N. Main and Earp Street.
- The Pack House was indicated as an opportunity to leverage the history and culture of Holly Springs.
- Mims Park was indicated as a key regional destination.

Community Workshop #2

Community Workshop #2 was held in March of 2023, and consisted of both in-person open houses and an on-line survey (Table 2). Two open houses were held, one at Holly Springs United Church of Christ in the afternoon and the other at the Cultural Center in the evening. The survey was available on-line for four weeks.

A series of 13 boards displayed the study area, project background and context, and presented three “big ideas,” which consisted of five urban design components each. The ideas were paired with ‘catalytic sites,’ which are parcels that could realistically support said urban design component. Attendees and online respondents were asked to select their top five urban design components from all three ideas (Figure 34).

Idea 1 | The Crossroads

This idea seeks to better connect the energy between Main Street and Cultural Core. The idea reinforces downtown’s place as the “heart” of Holly Springs – celebrating the people, activities, and events that bring the community together.

- Festival Street
- Permanent Farmers Market
- Cultural Core
- Town Square
- Boutique Experience

Idea 2 | Park Avenues

This idea emphasizes the beautiful landscapes and topography that are hallmark to the Downtown. This idea focuses on



More than 150 residents attended Community Workshop #2.

the future of Mims Park as a community destination and the connection of Holly Springs’ neighborhoods into downtown along pedestrian greenways.

- Nature at the Core
- Connected Greenways
- Downtown Living
- Infill Mixed-use
- Green Streets

Idea 3 | Gateways

This idea emphasizes the Downtown core through the expression of gateways at the north, south and west sides of downtown. The idea builds on the treasured history of the town, reinforcing walkable neighborhood nodes where culture and community come together.

- Gateways to Downtown
- Community Nodes
- Traditional Infill
- Employment Center
- Cottage Community

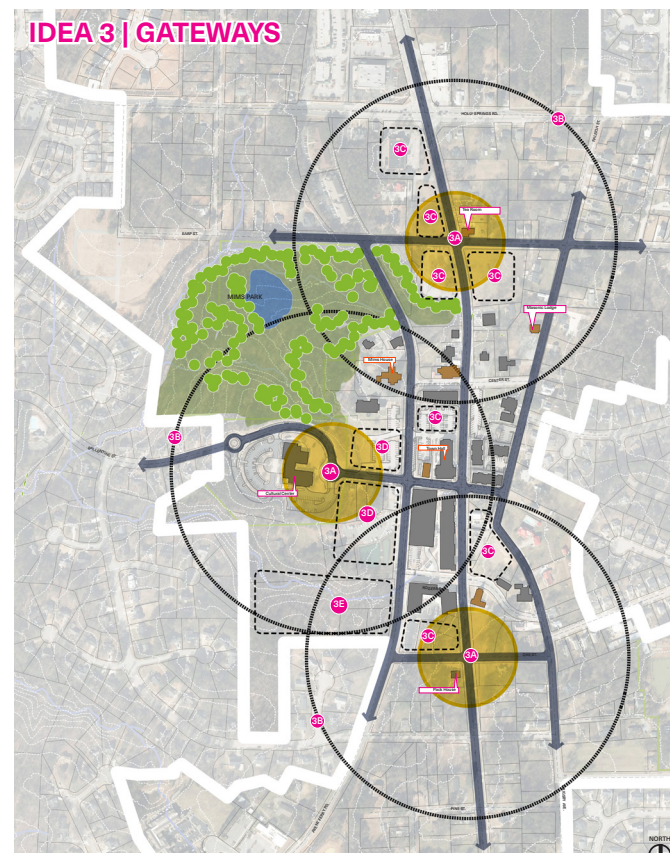
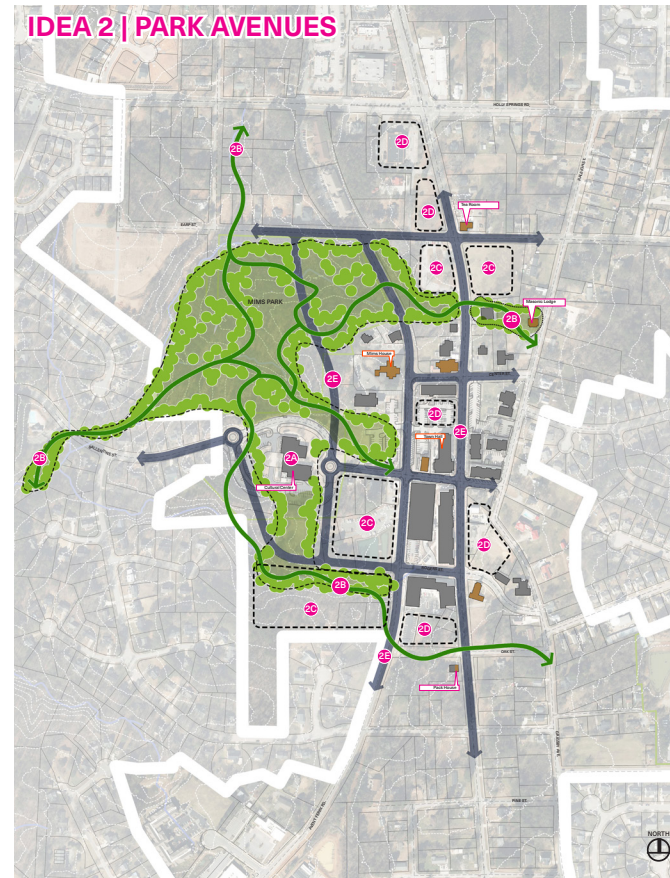


Figure 33: Three big ideas were presented at Community Workshop #2.

Open House – Holly Springs United Church of Christ

The first of two open house events on Monday, March 20th was held at Holly Springs United Church of Christ. The goal was to meet residents where they are comfortable, at a time that is convenient for them. For residents who have been members of the congregation for many years (often generations), this is a safe space. Five residents attended and were grateful for the timing so they could avoid rush hour traffic at the evening open house later in the day. The themes of their feedback were centered on trust. Residents wanted to know how this plan differed from previous plans, and if/how the Town could be trusted to follow-through on the plan. They were particularly concerned if a change in elected leadership were to drastically alter or cancel the plans created today.

Attendees did not gravitate towards one big idea over another but noted fears of displacement and increased traffic. In response to Idea 3: Gateways, attendees noted that the town has already invested in improved signage and wayfinding.

Open House – Cultural Center

The open house was well attended, with an estimated 150 residents stopping by over the course of two hours. While many attendees said they had planned to come to the event, a significant number were already at the Cultural Center and decided to pop into the multi-purpose room on their way in or out. The location was integral to the success of the open house. The overall feedback on the concepts and materials was positive, and

many residents expressed excitement about the future of the Downtown.

Many residents noted the desire to restore the Pack House as a museum and/or community space to honor its cultural significance. Attendees spanned the generational spectrum, and people of all ages noted the importance of activities for families downtown. They want a kid-friendly place where they can shop, eat out, and celebrate community events.

Table 2: Online Survey Results

IDEA	%	COUNT
Permanent Farmers Market	65%	907
Connected Greenways	60%	829
Town Square	49%	676
Festival Street	48%	673
Boutique Experience	47%	659
Nature at the Core	34%	466
Cultural Core	33%	462
Green Streets	33%	458
Traditional Main Street Infill	27%	377
Infill Mixed Use	16%	229
Gateways to Downtown	13%	177
Downtown Living	9%	123
Community Nodes	9%	120
Cottage Community	5%	71
Employment Center	3%	45

Table 3: Survey Comments

COMMENT	UPVOTES
Imagining an entire Saturday afternoon and evening out and about with our family - things to do, great food and entertainment, and the ability to walk everywhere!	101
Downtown desperately needs gathering and hang out places and I hope that will be a priority. I love the idea of a splash pad, a big green space to toss a frisbee or eat ice cream, etc. Mims Park has a lot of potential that I hope will incorporate a large natural playground. I'd like to see a more permanent market. Of course, more restaurants, shops and events are all exciting to, though I hope the quaint small town feel will be carefully preserved. Incorporating history would be great to see.	80
It would be nice to see more businesses on both sides of Main St.	65
Family friendly events, Mims Park, and a place to hang out. The festival street was very interesting. I could see a lot of fun events taking place downtown.	38
Please do not put high rise apartment buildings downtown.	29
Love the idea of a unified true "downtown" that keeps the small-town charm and family-friendliness that Holly Springs is known for. More dining options as well as dedicated space for community events and festivals. Need to make sure there is adequate parking.	23
Turning Mims Park into the jewel of downtown with gardens, areas to play/explore, greenways and more. Developing a permanent market that includes green space to encourage gathering and play. The Crossroads layout seems the best overall, but we hope park development comes first. Don't forget bike racks!	19
I really like both the community-centric feel of the Crossroads concept (town square, boutiques, restaurants, splash pad, festival street) as well as the emphasis on nature with the Park Avenues concept (connected greenways, trails, nature core, emphasis on Mims Park). I'd like to keep the small-town charm of Holly Springs without our downtown becoming congested or over-crowded.	19
Thinking about being able to safely bike or walk downtown with the kids to enjoy some lunch or ice cream, grab some produce from the farmer's market or books from the library, and spend some time outside.	17
Downtown needs should be family friendly, but not too kiddie with loads of splash pads and play sets; We have plenty of parks for that. We need a "Fenton"-like vibe, farmers market, retail shops, cultural activities, and festival street all in in one place. It should be a place for residents to enjoy and "getaway".	17
Turning Mims Park into a special place. The master plan that had a beautiful permanent farmers market with a nice green space, a tucked away play area and botanical garden all seemed magical. A town square is a great idea maybe with some fun water features for kids.	16
The cultural center/library has been outgrown by the town. We need a larger space for community events and gatherings. A permanent spot for the farmer s market would be great. I would love to keep the small-town feel (no high rises, chain restaurants or large office buildings) with a connection to nature and other parts of town.	14
The conceptual plan for the Crossroads is great with additional emphasis on the development of Mims Park and usable green space/trails. I'd like to see places for families to hang out.	14
Imagining the new food options that are beyond Italian and ice cream shops. Though wonderful, it would be nice to have more options (e.g. Caribbean, sandwich shop, salad place, wing place, BBQ, etc.) PLEASE	12
More green spaces, parks, walking trails, picnic areas, bike paths, etc. please. The town is being built out commercially completely so preserving and protecting these areas for nature related activities now is important. Thanks!	11
Really like the idea of greenways and a nature core that are connected to community elements such as festival streets, a town square, and boutiques and upscale restaurants on par with Vieni and Osha Thai. Would also love tic there was a large unique playground, especially if it could be integrated with nature.	10

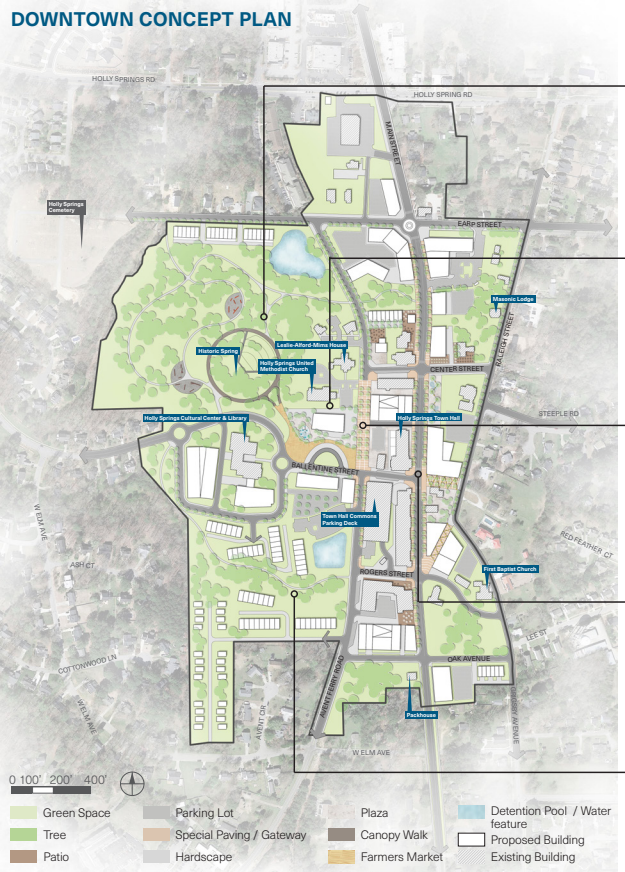
Community Workshop #3

The third and final community workshop took place on Saturday, August 26, 2023 and was held in the Cultural Center in conjunction with the Farmers Market. More than 200 residents participated in Community Workshop 3, providing feedback on the preferred concept. Their feedback was consolidated and informed the refinement of the final concept, which is presented in this document.

Participants voted for their top priority project(s) by putting five marbles in jars of their choice that represented the priority recommendations. Each marble was intended to represent \$100, and participants were able to prioritize investments in one priority or spread across multiple. Results indicated a strong preference for the public market, followed by “a curated downtown,” Mims Park improvements, a festival street, and greenway connections.



Attendees used marbles to vote for their top priority project at Community Workshop #3.



Attendees were presented with the framework plan for the first time at Community Workshop #3. It has since been refined into what is presented in this plan.

Acknowledgments

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Shaun McGrath
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Josh Prizer, Planning Board Alternate
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Parks and Recreation Advisory Committee

Jodi Carey, Parks and Recreation Committee Alternate
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Tree Advisory Committee

Kelly Oten, Tree Advisory Committee Chair

Residents/Business Owners

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Beth Arthur, Homeowner/Resident (Town-wide)
Blake Rogers, Homeowner/Resident (Town-wide)
Craig Kessler, Homeowner/Resident (Town-wide)
Gabriel Duncan, Business Community (Downtown)
Jodi Stevens, Business Community (Downtown)
Joe Fanjoy, Homeowner/Resident (Town-wide)
Jose Rodriguez, Homeowner/Resident (Downtown)
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C. EXISTING CONDITIONS

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Raleigh, North Carolina 27603
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MEMORANDUM

To: Town of Holly Springs
From: Design Workshop
Date: February 6, 2023
Project Name: Holly Springs Downtown Village District Area Plan
Project #: 6967
Subject: Demographics, Housing, and Real Estate Existing Conditions
Copy To: File

Introduction

This memorandum provides a baseline assessment of demographic, economic, and real estate market conditions of the Downtown Village District (Study Area), Holly Springs, Wake County, and the State of North Carolina. Data has been sourced from multiple resources for this analysis, including ESRI, CoStar, Redfin, and the U.S. Census. To understand what the best programming for the Study Area is, it is important to examine current and projected conditions and needs of Holly Springs.

Socioeconomic Existing Conditions

Population & Growth Projections

Table 1 illustrates population and population growth projections for the Study Area, Holly Springs, Wake County, and the State of North Carolina. According to data retrieved from ESRI, the Study Area's 2022 population was 517. Between 2010 and 2022 the Study Area experienced growth, increasing from 391 residents to 517 residents. This annual growth rate of 2.69% is lower when compared to the town (5.13%) but higher than the county (2.67%) and state (0.99%). Looking at the increase in growth for Holly Springs, the county, and state, along with the 2010-2022 growth rates, the Study Area will experience similar future growth given current development patterns and zoning. Holly Springs has experienced the highest percentage of growth from 2010-2022 when compared to the Study Area, county, and state, so it is important to note that the Study Area should consider accommodating a portion of future population growth.

Community	2010 Population	2022 Population	2010-2022 Annual Growth Rate %	2030 Projected Population	2040 Projected Population	2050 Projected Population
Downtown Village District (Study Area)	391	517	2.69%	624	789	955
Town of Holly Springs	25,922	47,231	5.13%	62,407	78,967	95,526
Wake County	900,861	1,189,437	2.67%	1,366,607	1,625,997	1,885,406
North Carolina	9,535,483	10,671,397	0.99%	11,625,716	12,817,720	14,012,819

Table 1. Population Trends, 2010-2050. Source: ESRI, State Demographer, and Holly Springs.

Household & Growth Projections

Between 2010 and 2022 the number of households within the Study Area increased by 2.95% per year, growing from 144 to 195 households. Like population growth, the Study Area has a lower annual household growth rate when compared to the town (6.18%) but higher than the county (2.77%) and state (1.15%). Household growth within the Study Area is forecasted to grow at a rate of 1.49% annually over the next five years, outpacing household growth projections for the county (1.30%) and state (0.64%). Family households account for 67.18% of all households in the Study Area, with an average family size of 2.57 persons – lower than the town but comparable to the county and state.

Community	2010 Households	2022 Households	2022 Total Family Households	2010-2022 Annual Growth Rate %	2027 Households	2022-2027 Annual Growth Rate %	2022 Average Household Size
Downtown Village District (Study Area)	144	195	67.18%	2.95%	210	1.49%	2.57
Town of Holly Springs	8,532	14,858	79.97%	6.18%	16,063	1.57%	3.08
Wake County	345,600	460,632	63.38%	2.77%	491,278	1.30%	2.54
North Carolina	3,745,155	4,262,517	64.37%	1.15%	4,400,253	0.64%	2.54

Table 2. Household Historic and Future Growth. Source: ESRI.

Age

In the Study Area, the median age is 35.6, which is slightly older than the town (34.6) but younger than both the county (36.2) and state (39.2). The largest age group for both Holly Springs and the Study Area is 35–44-year-olds. Based on this analysis, these areas are populated largely by middle-aged adults with children.

2022 Total Population	Downtown Village District (Study Area)	Town of Holly Springs	Wake County	North Carolina
Median Age	35.6	34.6	36.2	39.2
Age 0-4 (%)	8.5%	8.2%	6.3%	5.8%
Age 5-9 (%)	9.3%	9.2%	6.7%	6.0%
Age 10-14 (%)	9.1%	9.5%	6.9%	6.3%
Age 15-19 (%)	6.4%	7.2%	6.7%	6.4%
Age 20-24 (%)	5.2%	4.8%	7.2%	6.6%
Age 25-34 (%)	10.4%	11.5%	14.3%	13.5%
Age 35-44 (%)	16.1%	17.0%	14.6%	13.0%
Age 45-54 (%)	15.1%	14.8%	13.2%	12.5%
Age 55-64 (%)	9.2%	9.6%	11.5%	12.9%
Age 65-74 (%)	6.0%	5.6%	7.7%	10.4%
Age 75-84 (%)	3.2%	2.2%	3.5%	5.1%
Age 85+ (%)	1.1%	0.5%	1.2%	1.8%

Table 3. Median Age and Age Distribution. Source: ESRI.

Income

The Study Area's 2022 median household income was \$86,859. While it is lower than the town (\$118,822) and county (\$92,501), it is significantly higher than the state (\$62,513). At all levels, the median household income will continue to increase, although the Study Area is expected to have the lowest growth rate at 0.32% annually given current conditions. By 2027, the Study Area's median household income will be \$88,261, remaining significantly higher than the state but lower than both the town and county. Income

distribution of the population is skewed toward upper middle to upper income households, with 60.5% of the population making over \$75,000 per year.

2022 Median Household Income	Downtown Village District (Study Area)	Town of Holly Springs	Wake County	North Carolina
2022 Median Household Income	\$86,859	\$118,822	\$92,501	\$62,513
2027 Median Household Income Projected	\$88,261	\$132,119	\$107,207	\$76,011
less than \$15,000 (%)	8.2%	2.8%	4.8%	9.4%
\$15,000-\$24,999 (%)	7.7%	2.3%	5.1%	8.4%
\$25,000-\$34,999 (%)	7.7%	2.9%	6.2%	8.7%
\$35,000-\$49,999 (%)	3.6%	5.8%	9.2%	12.9%
\$50,000-\$74,999 (%)	12.8%	10.8%	14.8%	17.8%
\$75,000-\$99,999 (%)	18.5%	12.5%	13.2%	13.3%
\$100,000-\$149,999 (%)	20.5%	26.2%	20.5%	15.6%
\$150,000-\$199,999 (%)	9.7%	16.8%	12.9%	6.7%
\$200,000 or greater (%)	11.8%	19.8%	13.3%	7.1%
2022-2027 Annual Growth Rate	0.32%	2.24%	3.18%	4.32%

Table 4. Median Household Income and Income Distribution (% of Households). Source: ESRI.

Race & Ethnicity

From the Study Area to the state, the predominate ethnicity is white. The Study Area is 63.17% white compared to 70% in Holly Springs overall. The Black/African American population is the second largest ethnicity in the Study Area composing 16.6% of the population. When compared to the town, state, and county, the Study Area has the highest percentage of those who identify as two or more races at 8.7%. The Study Area's Hispanic population is also at 8.7%. Other races/ethnicities make up for a small percentage of the population with Asian and American Indian accounting for 2.7% and 0.4% respectively. 2.9% of the population reported as "other race."

2022 Race	Downtown Village District (Study Area)		Town of Holly Springs		Wake County		North Carolina	
TOTAL POPULATION	562	100%	49,227	100%	1,325,505	100%	11,829,479	100%
White Population	355	68.7%	34,468	75.1%	696,939	58.6%	6,587,849	61.7%
Black/African American Population	86	16.6%	4,059	8.8%	219,986	18.5%	2,184,665	20.5%
American Indian/Alaska Native Population	2	0.4%	162	0.4%	6,131	0.5%	132,875	1.2%
Asian Population	14	2.7%	2,244	4.9%	99,899	8.4%	359,991	3.4%
Pacific Islander Population	0	0.0%	17	0.0%	598	0.1%	8,767	0.1%
Other Race Population	15	2.9%	1,134	2.5%	73,034	6.1%	642,225	6.0%
Population of Two or More Races	45	8.7%	3,820	8.3%	92,850	7.8%	755,025	7.1%
Hispanic Population	45	8.7%	3,323	7.2%	136,068	11.4%	1,158,082	10.9%

Table 5. Race and Ethnicity. Source: ESRI.

Employment

The Study Area's daytime population increases over 300% from 517 to 1,659 during working hours. This follows the same pattern as the town and county. The increase in the Study Area, town, and county's populations indicates the area is a net attractor for employees who live outside of the area. The Study Area's daytime population is comprised of 82% workers and 18% residents. There are 118 total businesses in the Study Area, employing 1,362 total employees. At the town and state level, the number of employees is less than 50% of their daytime population. The Study Area has a 1.4% unemployment rate, which is the lowest compared to the town, county, and state.

2022 Employment	Downtown Village District (Study Area)	Town of Holly Springs	Wake County	North Carolina
Total Population	517	25,922	1,189,437	10,671,397
Total Daytime Population	1,659	37,938	1,214,235	10,634,697
Daytime Population: Workers	1,362	13,614	634,777	5,081,735
Daytime Population: Residents	297	24,324	579,458	5,552,962
Civilian Population Age 16+ in Labor Force	220	22,308	631,896	5,243,108
Employed Civilian Population Age 16+	217	21,809	615,119	5,053,636
Unemployment Rate	1.4%	2.2%	2.7%	3.6%

Table 6. Employment Trends. Source: ESRI.

Business

the Study Area's largest sector of employment is within Health Care & Social Assistance (13.6%) (which is higher than the town, county, and state) and Unclassified Establishments (14.4%). The third and fourth highest percentage of workers within the Study Area are in the Professional, Scientific & Tech Services and Other Services, both at 9.3% each. VDAP has a significantly lower percentage of workers in the Retail Trade Business and Construction Businesses when compared to the town, county, and state. However, the Study Area has a significantly higher percentage of workers in Public Administration compared to the others.

	Downtown Village District (Study Area)	Town of Holly Springs	Wake County	North Carolina
Total Businesses	118	1,047	48,475	402,186
Agriculture, Forestry, Fishing & Hunting Businesses (%)	0.0%	0.3%	0.3%	1.0%
Mining Businesses (%)	0.0%	0.0%	0.1%	0.1%
Utilities Businesses (%)	0.0%	0.0%	0.0%	0.1%
Construction Businesses (%)	5.1%	7.5%	7.3%	7.1%
Manufacturing Businesses (%)	0.8%	2.3%	2.3%	3.1%
Wholesale Trade Businesses (%)	0.8%	1.4%	2.3%	2.7%
Retail Trade Businesses (%)	6.8%	9.7%	11.1%	13.9%
Transportation & Warehousing Businesses (%)	0.8%	1.1%	1.7%	2.3%
Information Businesses (%)	2.5%	2.0%	2.4%	1.8%
Finance & Insurance Businesses (%)	5.9%	4.8%	4.8%	4.5%
Real Estate, Rental & Leasing Businesses (%)	6.8%	5.3%	6.3%	5.8%
Professional, Scientific & Tech Services (%)	9.3%	8.7%	11.8%	8.5%
Management of Companies & Enterprises (%)	0.0%	0.3%	0.5%	0.4%
Admin & Support & Waste Mgmt & Remediation (%)	1.7%	3.1%	3.8%	3.3%
Educational Services (%)	3.4%	3.2%	2.5%	2.3%
Health Care & Social Assistance (%)	13.6%	9.8%	8.3%	8.5%
Arts, Entertainment & Recreation (%)	1.7%	3.2%	1.9%	2.0%
Accommodation & Food Services (%)	7.6%	8.4%	6.0%	6.6%
Other Services (%)	9.3%	10.3%	10.8%	13.2%
Public Administration (%)	7.6%	2.9%	1.8%	3.3%
Unclassified Establishments (%)	14.4%	15.7%	13.9%	9.6%

Table 7. Business Profile. Source: ESRI.

Holly Springs follows similar business patterns to the Study Area, with a high percentage of workers in the Health Care & Social Assistance field. Holly Springs also has a significant percentage of Retail Trade.

Housing

Housing Stock Existing Conditions

Detached Dwellings vs. Attached Dwellings

To determine what type of housing should be in the Study Area it is important to understand the housing conditions and needs of Holly Springs. Based on the 2022 ESRI data, Holly Springs has a total of 15,781 housing units. Table 8 breaks down these units into three categories: single-family units, multi-family units, and mobile homes. Nearly all (91.2%) of Holly Springs' housing stock is classified as single-family homes, while 8.4% is classified as multi-family housing and 0.3% is classified as mobile homes.

Single family homes are defined by the U.S. Census Bureau as “fully detached, semi-detached, semi-attached, side-by-side, row houses, and townhouses.” For the purpose of this analysis, townhomes are considered a type of single-family home. At 91.2%, or approximately 14,392 units, nearly all of Holly Springs' housing stock is comprised of single-family homes. This is significantly higher than the county and state, in which single-family homes comprise about 70% of all housing.

Multi-family homes are defined by the U.S. census bureau as “residential buildings containing units built one on top of another and those built side-by-side which do not have a ground-to-roof wall and/or have common facilities (i.e., attic, basement, heating plant, plumbing, etc.).” At 8.4%, or 1,326 units, Holly Springs has significantly fewer multifamily units as a proportion of total housing than both the county and state. Based on supply, the Study Area could help address the need for more multi-family housing within the town to bring more balance and choice to housing options.

Housing Type	Downtown Village District (Study Area)	Holly Springs	Wake County	North Carolina
Total Single-family	69.1%	91.2%	70.1%	69.6%
Detached	58.1%	81.4%	59.0%	65.3%
Attached	11.0%	9.8%	11.1%	4.3%
Multi-family Units	30.8%	8.4%	27.2%	18.0%
Mobile Homes	0.0%	0.3%	2.7%	12.4%

Table 8. Housing by Type. Source: ESRI.

Total Occupied Units and Housing Tenure

Out of Holly Springs 15,871 housing units, 93.6%, or 14,855 units are occupied. This is consistent with the county's occupancy rate of 94.4% but higher than the state's occupancy rate of 88.2%. Holly Springs' high occupancy rate can be interpreted to mean that housing units are being absorbed by the market as they become vacant or are built.

Holly Springs has a drastically higher proportion of owner-occupied units than both the county and state, while the Study Area is generally consistent with the county and state (Table 9). Based on 2022 ESRI data, 81.1% of Holly Springs' housing units are owner occupied, significantly higher than owner occupied units within the county (60.7%), and at the state level (57.9%). Inversely, Holly Springs has a lower renter population than both the county and the state, likely due to the limited number of multi-family units within the town. As of 2022, 12.5% of Holly Springs' housing units are renter occupied, lower than renter

occupied units within the county (33.7%) and at the state level (30.3%). Based on these observations, there is likely strong demand in Holly Springs for more rental housing.

Housing Tenure	Downtown Village District (Study Area)	Holly Springs	Wake County	North Carolina
Total Housing Units	215	15,871	487,639	4,833,419
Owner Occupied	58.6%	81.1%	60.7%	57.9%
Renter Occupied	32.6%	12.5%	33.7%	30.3%
Vacant Housing	9.3%	6.4%	5.5%	11.8%

Table 9. Ownership Status. Source: ESRI.

Housing units by Number of Bedrooms

The number of available bedrooms within an area's housing stock is important to accommodate living situations such as multi-generational households and larger families. At 89%, Holly Springs has more three-, four- and five plus-bedroom units than both the county (67.7%) and state (67%). Holly Springs' high number of three plus bedroom dwelling units is a result of the town's high concentration of single-family homes and relatively large family size. While large dwelling units are common in Holly Springs, one- and two- bedroom units are limited, with only 11.1% of housing units having one and two bedrooms. With too few one-and-two-bedroom units available, smaller households may be forced to look elsewhere to find size appropriate housing options.

Number of Bedrooms	Holly Springs	Wake County	North Carolina
0 Bedrooms	0.3%	1.4%	1.7%
1 Bedroom	3.6%	9.9%	6.8%
2 Bedrooms	7.2%	21.0%	24.5%
3 Bedrooms	37.0%	37.7%	47.0%
4 Bedrooms	35.9%	22.3%	15.8%
5 or More Bedrooms	16.1%	7.7%	4.2%

Table 9. Number of Bedrooms by Structure. Source: American Community Survey Five-year Estimates.

Multi-family Rentals Market Analysis¹

Inventory & Vacancy Trends

Holly Springs has 16 multi-family rental apartment developments with 2,160 total dwelling units. A portion of multi-family inventory in Holly Springs is available for both senior and low-income tenants, with three apartment developments (121 units total) currently designated for senior housing, and three apartment developments (195 units) designated as affordable housing. Most multi-family housing in Holly Springs is newer than the detached dwelling housing stock, with seven developments and 74% of all units built within the last 10 years. Figure 1 illustrates the distribution of multi-family throughout Holly Springs.

¹ Data retrieved from CoStar, 2022.

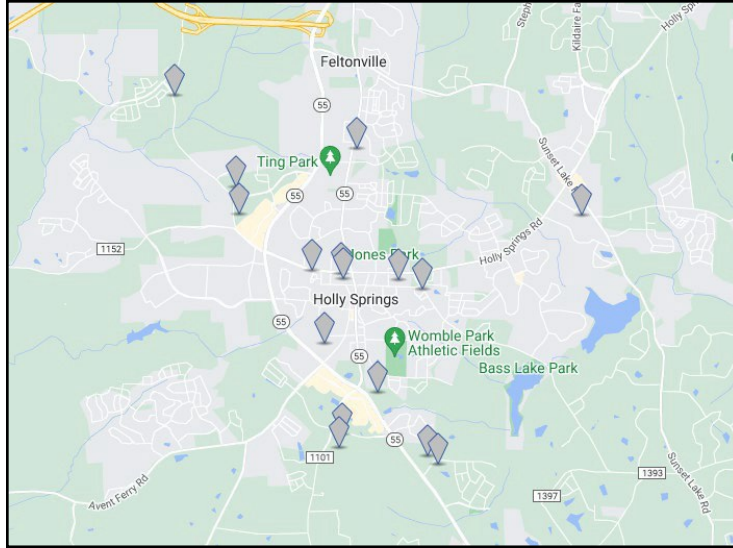


Figure 1. Holly Springs Multi-Family Locations. Source: CoStar.

Occupancy rates within the Holly Springs multi-family market have historically ranged between 82.95% and 95.88%, with a current occupancy rate of 93.78%. While occupancy rates have remained mostly stable, there have been periods of reduced occupancy over the past ten years, typically induced by the delivery of a large number of units into the market during a short time frame. Figure 2 illustrates historic and current occupancy trends for rental multi-family units in Holly Springs. Given historic and projected vacancy trends, it is predicted that occupancy within the Holly Springs market will remain above 90%, even as more multi-family products are introduced.

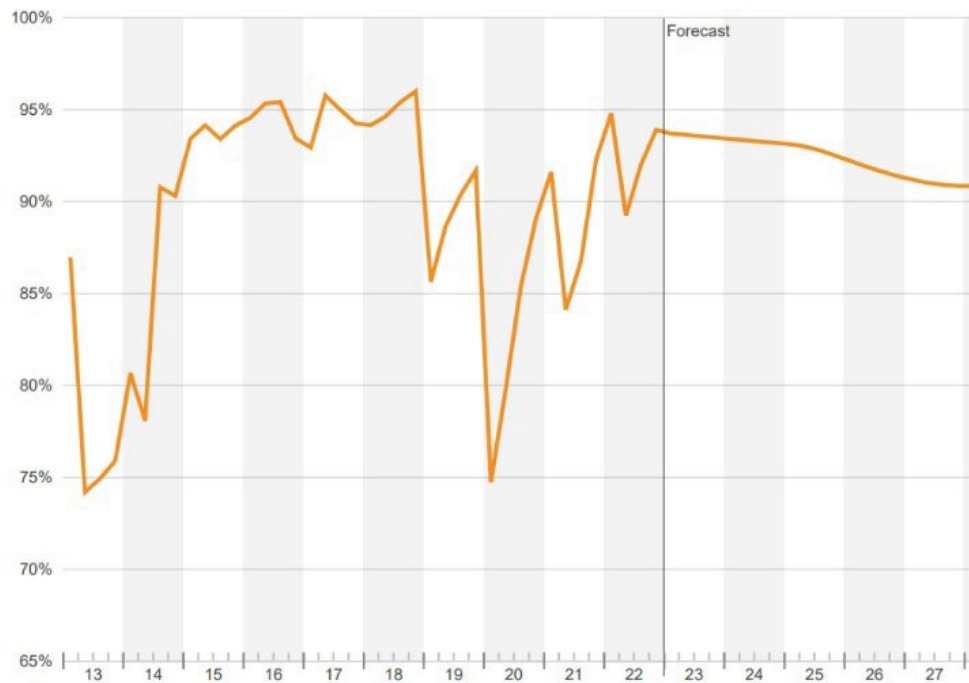


Figure 2. Holly Springs Multi-family Occupancy Trends (X-axis=year starting with 2013). Source: CoStar

Rental Rates

The current median market rent per unit in Holly Springs is \$1,426 per month. Multi-family rental rates have mostly increased over the past years, typically rising between 0.2% to 8.5% annually. Within the last year though, rental rates have decreased 2.9%. This may be due to inflation, higher rents, etc.

Effective rent, or the monthly rental rate paid after concessions are applied, has historically been equal to asking rent. Forecasts predict that over the next five years rental rates will increase significantly, reaching a median of \$1,552 per month by 2027. Figure 3 illustrates historic and predicted rental rate increases and current and asking rent in Holly Springs.

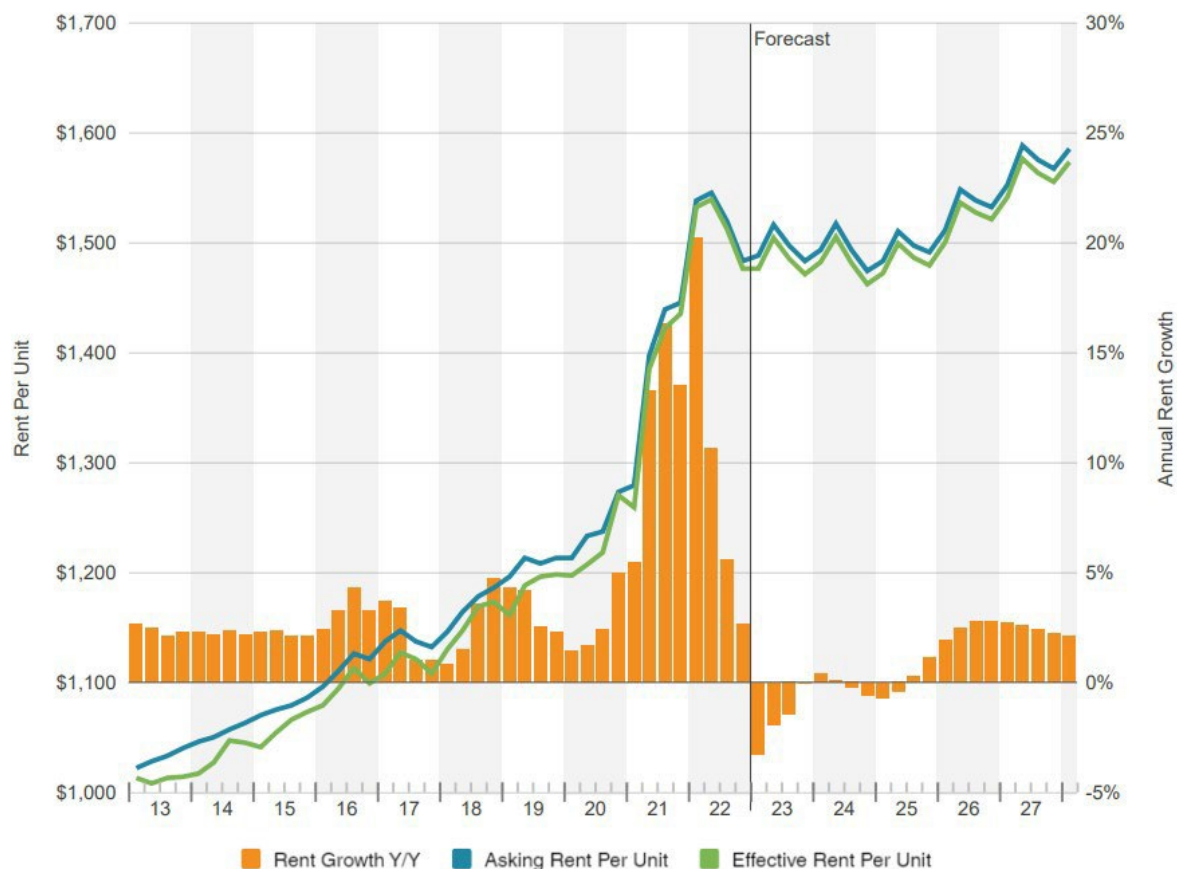


Figure 3. Holly Springs Historic and Projected Rent (X-axis=year starting with 2013). Source: CoStar.

Types of Rental Units

The current rental market is dominated by one-bedroom (43%) and two-bedroom (47%) units. Studios and units with four or more bedrooms make up less than 1% of the market. Figure 4 illustrates the residential unit profile in Holly Springs.

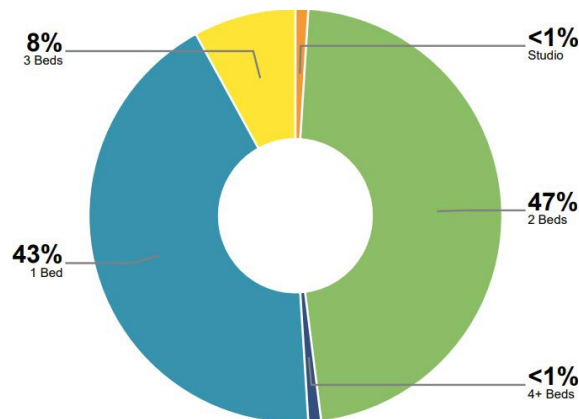


Figure 4. Holly Springs Absorption, Deliveries, and Vacancy Trends. Source: CoStar.

New Deliveries & Absorption

The Holly Springs market has experienced mostly positive absorption over the past 10 years. Since 2012, the market has experienced several large deliveries of new multi-family rental units, adding 1,660 units. Historic trends indicate that the market does absorb new units as they are introduced, with vacancy rates generally dropping to their typical range within one year following new construction.

Currently, there are two known proposed multi-family projects within Holly Springs. Both projects are south of the Study Area, totaling 462,000 sf. Figure 5 illustrates historic and current absorption, deliveries, and vacancies in Holly Springs for multi-family rental units.

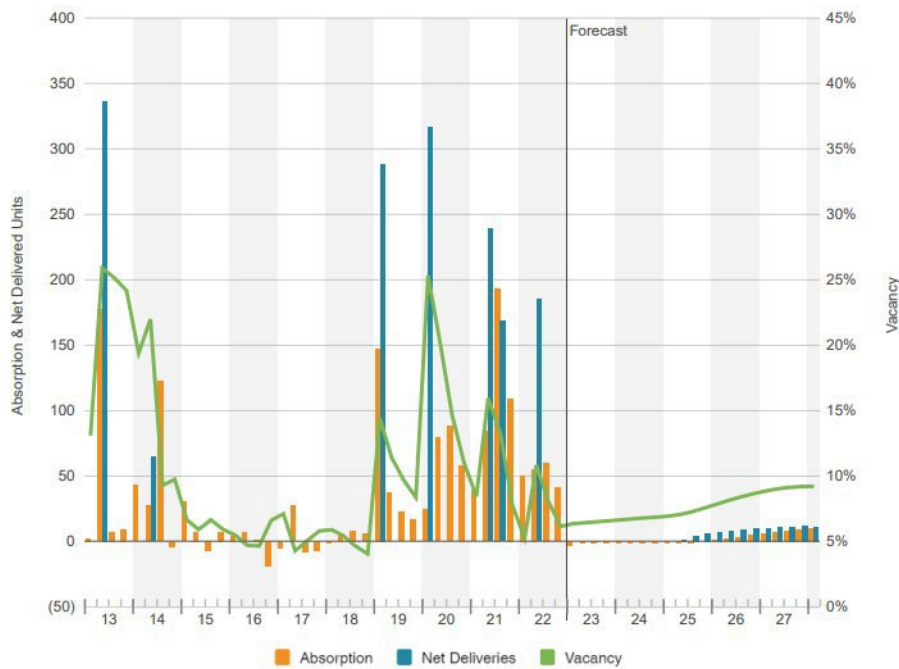


Figure 5. Holly Springs Absorption, Deliveries, and Vacancy Trends (X-axis=year starting with 2013). Source: CoStar.

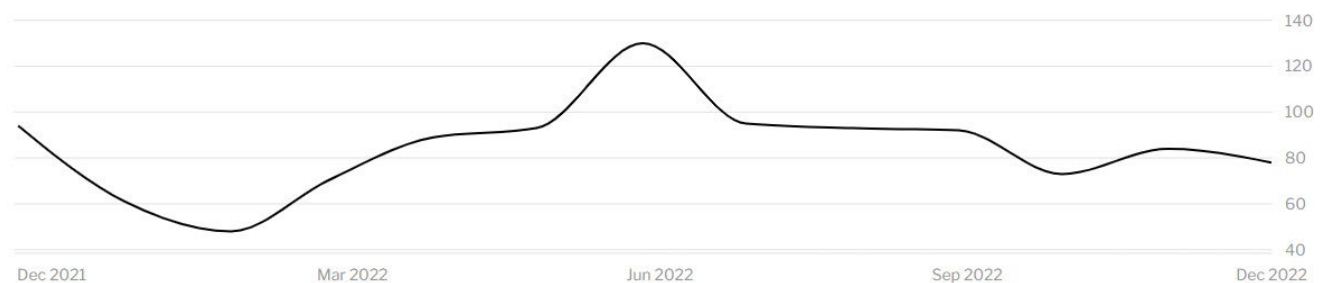
Rental Residential Observations

While Holly Springs appears to have a strong residential market, the decreases in asking rent may indicate inflation, high market rent, etc. If rent prices continue to rise, there may be a risk of lower occupancy rates. There is also a lack of studio apartments, along with units with three or more bedrooms. Given the demographics of Holly Springs and the steady increase in family households, having more supply of 3+ bedroom units should be explored. Also, with many jobs having a hybrid work schedule, where workers can split time between home and the office, there may be a need for more bedrooms to convert to office spaces. If Holly Springs wants to develop the Study Area to appeal to younger generations, having more studio apartments available may bring in younger residents.

For-Sale Homes Market Analysis²

Sale Trends

The median sales price of a house in Holly Springs in 2022 was \$645,328. This is a 24.3% increase from the previous year. While the price has increased, the number of homes sold within the past year has decreased by 17%, with only 78 homes selling within the last year. The number of days on the market has increased, from 28 to 49 days. Figure 6 illustrates the number of homes sold on the market within the past year.



Based on Redfin calculations of home data from MLS and/or public records.

Figure 6. Number of homes sold within the past year. Source: Redfin.

At the beginning of 2022 there was a low number of homes sold due to lack of supply. An increase in homes sold occurred towards July but then dropped down again at the end of the year. This most likely occurred due to high interest rates deterring home buyers.

For Sale Residential Observations

Despite the recent real estate trends, Holly Springs still has a competitive market. With the demographics and growing number of family households, expanding the residential real-estate market would be recommended. Given the current median income and median sale prices, it would be encouraged to explore having more middle-class and affordable housing options.

² Data retrieved from Redfin, 2023.

Real Estate Trends & Forecasts

Retail³

Inventory & Vacancy

Holly Springs has approximately 123 buildings and 1.9 million square feet of existing retail inventory. Occupancy within the market is very high, with 97.2% of all available retail space currently occupied. The majority of Holly Springs' retail space is concentrated along Main Street, GB Alford Highway, and the intersection of Sunset Lake Road with Holly Springs Road. The majority of retail development within Holly Springs is Neighborhood Center style development (e.g., mid-scale strip malls), General Retail development (e.g., standalone strip centers or pad site retail space), and Community Centers development (e.g., big box retailers and supermarkets). Figure 7 illustrates the distribution of retail throughout Holly Springs.

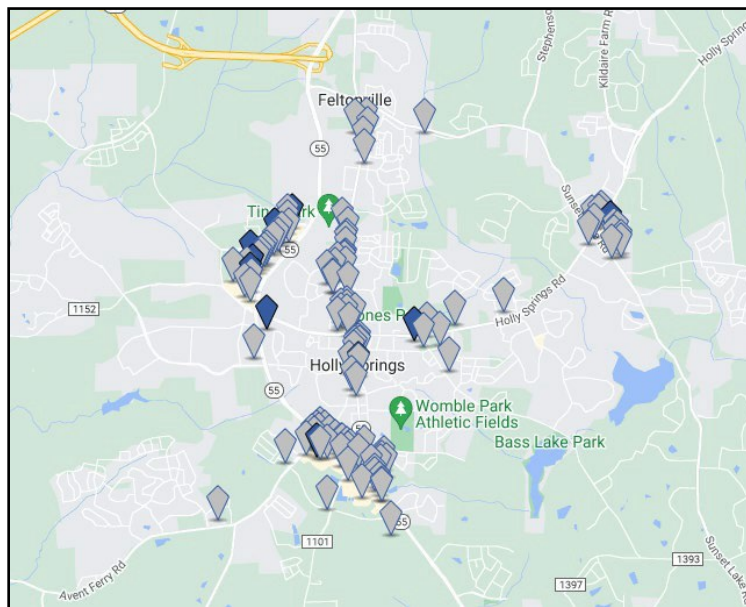


Figure 7. Holly Springs Retail Locations. Source: CoStar.

Vacancy rates within the Holly Springs market have historically ranged between 2.82% and 7.36%, indicating a strong retail market that can absorb new retail space as it is made available or introduced into the market. Vacancy rates have trended downward over the past year, dropping from 4% in 2022 to the current rate of 2.8%. Vacancy rates are projected to continue to go lower for 2023 before increasing slowly in the future, ranging between 1.3% and 2.9% between 2024 and 2027. Figure 8 illustrates historic and predicted future vacancy trends in Holly Springs. Given historic and projected vacancy trends, it is predicted that vacancies within the Holly Springs market will continue to remain low, even as more retail inventory is introduced into the market.

³ Data retrieved from CoStar, 2022.



Figure 8. Holly Springs Retail Vacancy Trends (X-axis=year starting with 2013). Source: CoStar.

Rental Rates and Pricing

The current market rent per square foot in Holly Springs is \$28.26. Rental rates within Holly Springs have been climbing steadily for the past ten years, rising from \$18.88 in 2013 to their current high of \$28.26, and are forecasted to continue rising until 2026, growing to \$29.77 and then plateauing.

Asking rent, or the rent paid after concessions are applied to rental rates, has fluctuated in Holly Springs over the past 10 years, dropping to a low of \$16.05 in 2013. The current asking rent is less than the market rent, which may be because there is not high enough demand. This may be due to the lack of amenities in a space, older buildings, etc. so it is not as competitive, and owners must give concessions. Figure 9 illustrates historic and projected market and asking rent in Holly Springs.

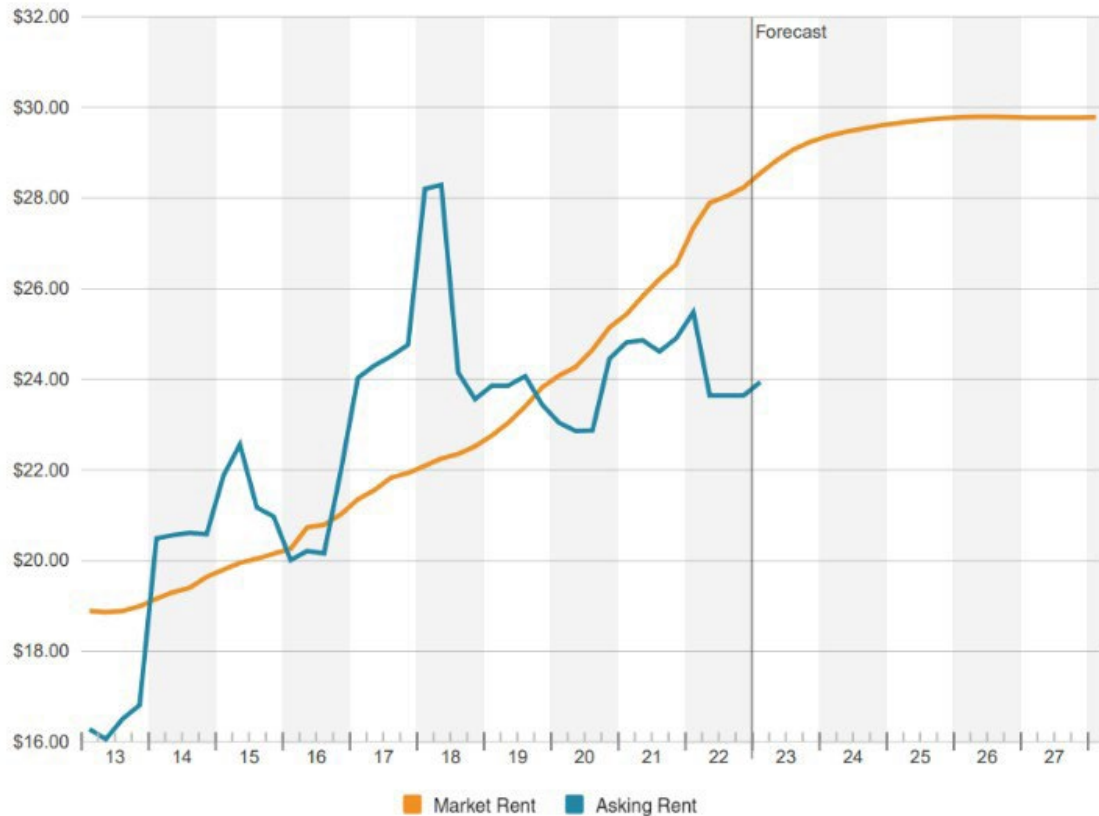


Figure 9. Holly Springs Historic and Projected Rent (X-axis=year starting with 2013). Source: CoStar.

New Deliveries & Absorption

Holly Springs has experienced a significant amount of new retail development, with 894,000 square feet of new retail space delivered since 2012. Retail deliveries have slowed more recently, with only 194,000 square feet of new retail delivered from 2020 to 2023. Currently, there are seven retail developments equaling around 11,500 sf under construction in Holly Springs. One development is 0.25 miles northeast of the Study Area, consisting of 7,836 square foot storefront retail and the remaining six developments are less than a mile south of VDAP. These developments include retail, mixed use, and an 87,000 square foot supermarket.

Figure 10 illustrates historic and predicted future absorption, deliveries, and vacancy in Holly Springs.

Absorption within the Holly Springs market is strong, with approximately 31,900 square feet of retail space leased between January 2022 and January 2023. Historic trends indicate that as existing or new retail space is introduced, the market is quick to absorb it – with a 50% chance that space will be leased within 7.5 months.

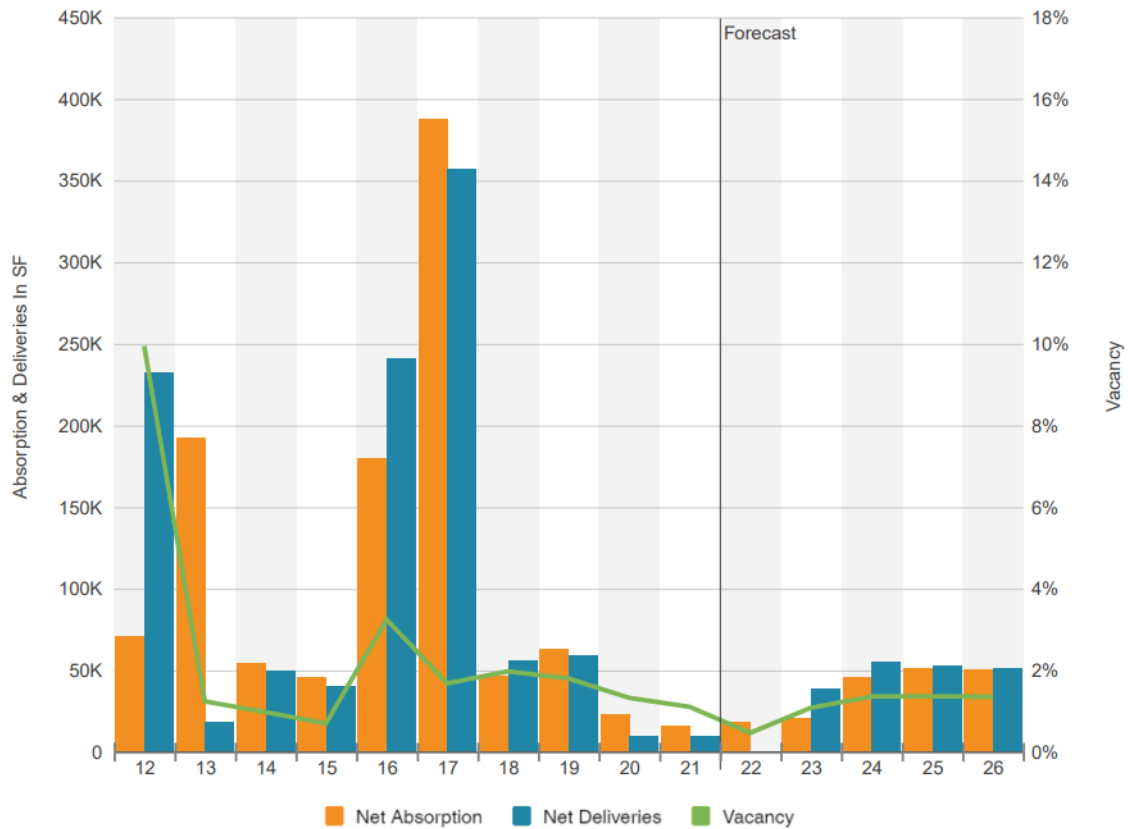


Figure 10. Holly Springs Absorption, Deliveries, and Vacancy Trends (X-axis=year starting with 2012). Source: CoStar.

Retail Market Observations

Given the Study Area's central location in Holly Springs, retail market trends, and business profile of Holly Springs, there is an opportunity to successfully expand retail. Retail should serve residents, employees, and adjacent communities.

Office⁴

Inventory & Vacancy Trends

In Holly Springs, the office market contains a fair number of single-family homes converted for office use. Given the scope of the Study Area programmed for office buildings, it is fair to only examine traditional office buildings. When looking at office spaces above 5,000 square feet, Holly Springs has approximately 26 buildings and 533,000 square feet of existing office inventory. Occupancy of these office spaces is strong, with approximately 98.6% of all available office space occupied. Approximately 40.6% of Holly Springs office space is rated as Class B. Class B buildings are generally well maintained and overall functional, with adequate mechanical, electrical, safety and security systems, a mid-quality level of interior finish, and tend to compete for a wide range of tenants within a market area. The remaining office space within Holly Springs consists of 35.2% Class A office space and 5.4% Class C office space. Figure 11 illustrates the distribution of offices throughout Holly Springs.

⁴ Ibid.

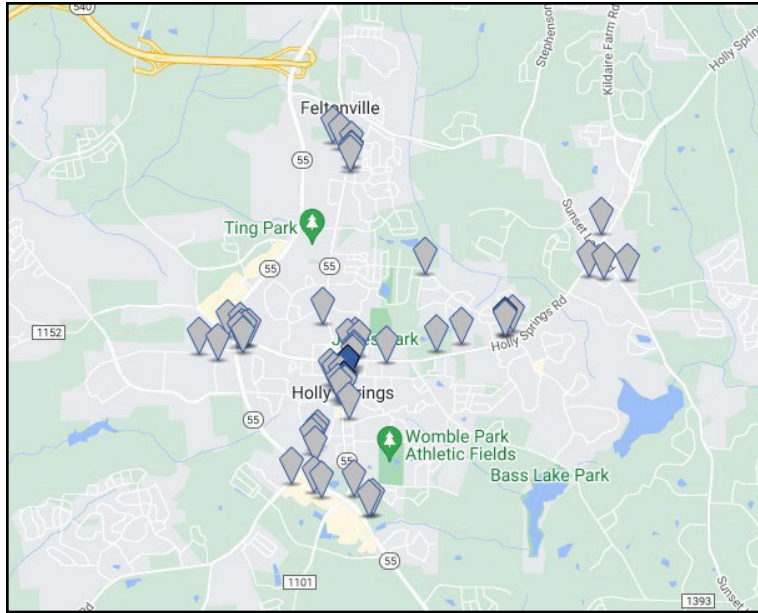


Figure 11. Holly Springs Office Locations. Source: CoStar.

Vacancy rates within the Holly Springs office market have historically ranged between 1.47% and 8.48%, indicating a mostly strong office market that generally maintains lower levels of vacancy and absorbs new square footage as it is introduced into the market. Office vacancy rates have trended downward over the past year for office space, with rates dropping from 5.3% in 2022 to the current rate of 1.44%.

Figure 12 illustrates historic and current vacancy trends for office space in Holly Springs. Given historic and projected vacancy trends, it is predicted that vacancies within the Holly Springs market will continue to remain low.



Figure 12. Holly Springs Office Vacancy Trends (X-axis=year starting with 2013). Source: CoStar

Rental Rates and Pricing

The current market rent per square foot for office space in Holly Springs is \$28.29. Rental rates within the Holly Springs office market have historically ranged between \$19.04 and \$25.86, so the current market rent at a higher rate indicates a strong market and high demand. Rental rates for office products are projected to continue increasing, reaching \$30.84 by 2027. Figure 13 illustrates the market rent per square foot in Holly Springs.

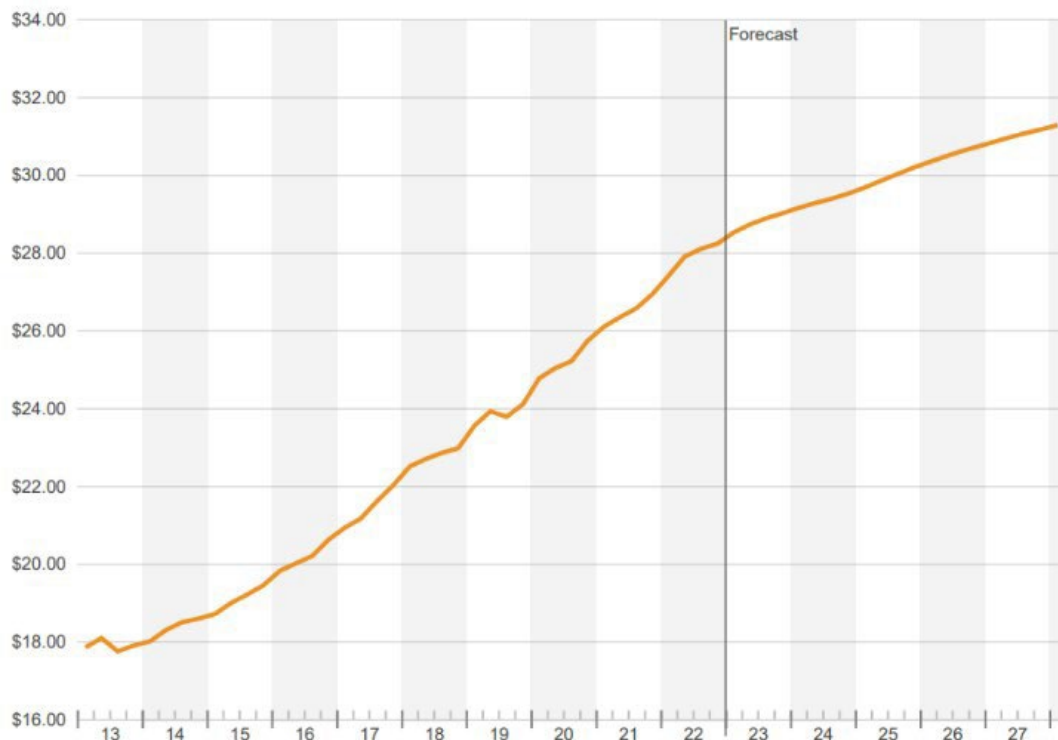


Figure 13. Holly Springs Market Rent Per SF (X-axis=year starting with 2013). Source: CoStar.

New Deliveries & Absorption

Holly Springs has experienced significant new office construction, with 239,000 square feet of new office space delivered since 2012. Currently, there are ten office developments equaling around 33,700 square feet under construction in Holly Springs. One of the office developments is within the Study Area, which is a proposed 18,996 square foot medical office in the southern part of the district.

Absorption of office space within the Holly Springs market has been steady, with 14,600 square feet of office space leased for 2022. Historic trends indicate that as existing or new office space is introduced, the market will absorb it, though the rate at which space is leased tends to vary by year and market conditions. Office space is leased quickly in the Holly Springs market, with a 50% probability that it will be leased within 5.5 months. Figure 14 illustrates historic and current absorption, deliveries, and vacancy in Holly Springs.

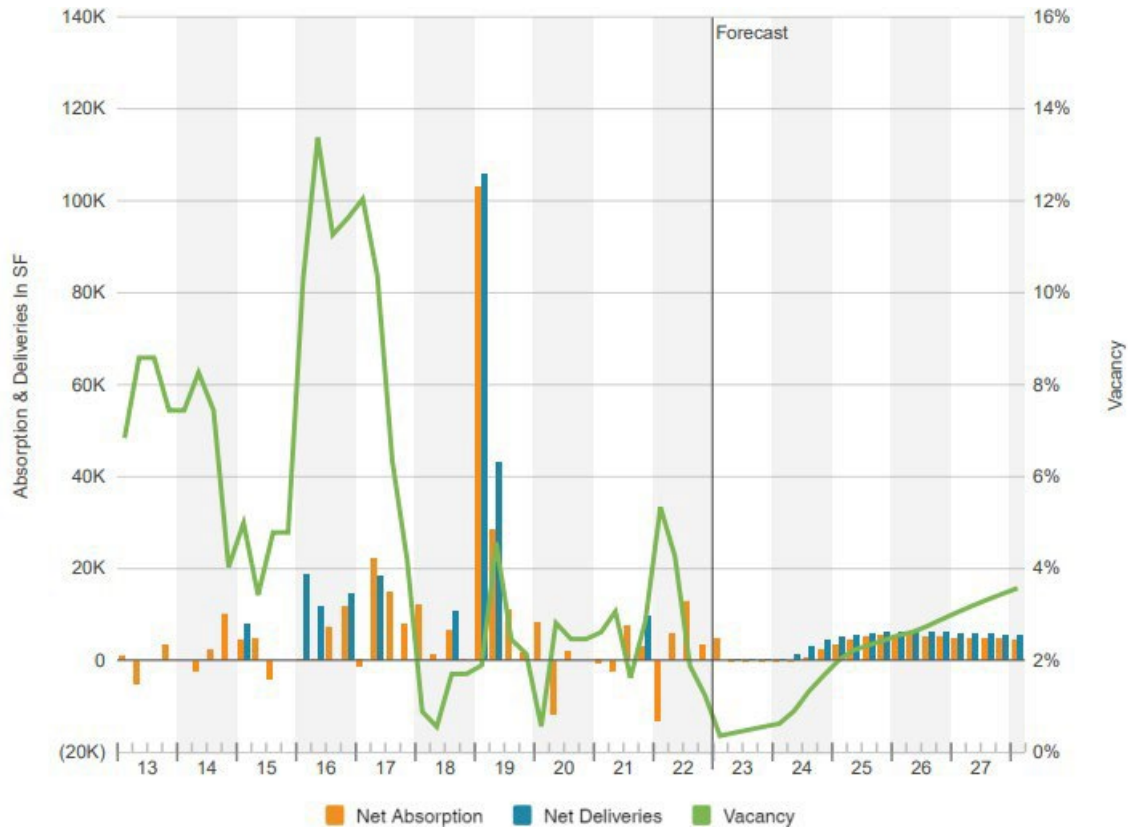


Figure 14. Holly Springs Absorption, Deliveries, and Vacancy Trends (X-axis=year starting with 2013). Source: CoStar.

Office Market Observations

Based on Holly Springs' office real estate, there is an opportunity to successfully expand these offerings. Observing the business profile of Holly Springs and the Study Area, with a high percentage of workers in the Health Care & Social Assistance field, there may be a need for more medical offices in particular.

Hospitality⁵

Inventory & Occupancy Trends

Holly Springs has only one hotel, which is the Hampton Inn by Hilton. Located near the intersection of GB Alford Highway and South Main Street, this hotel has 124 rooms and markets to an upper midscale price point. The Hampton Inn was built in 2010 and includes the amenities of a business center, fitness center, on-site retail, pool, and room service. Figure 15 illustrates the location of the hospitality development.

⁵ Data retrieved from CoStar, 2022.

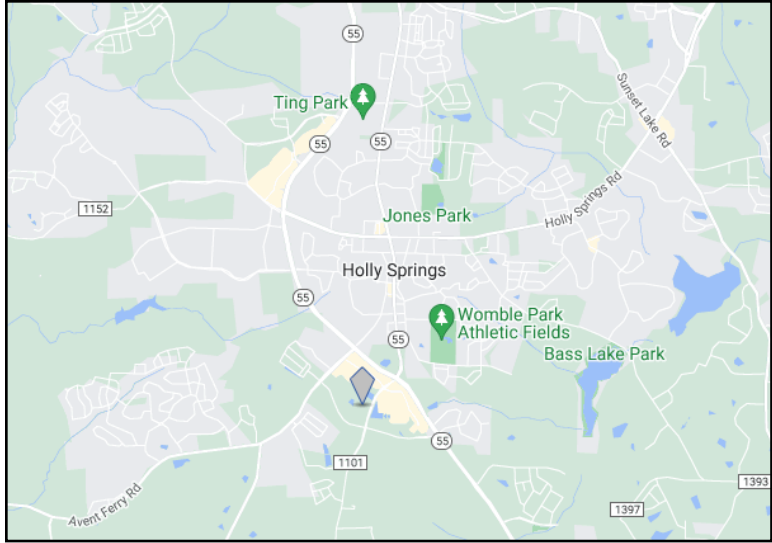


Figure 15. Holly Springs Hospitality Locations. Source: CoStar.

Occupancy rates within the Holly Springs hospitality market have historically ranged between 54.71% and 68.79%, with a current occupancy rate of 67.55%. This is higher than both Wake County’s 60.7% and the state’s 61.97% occupancy rates. Figure 16 illustrates a distribution of hotel inventory by hotel class, number of rooms, occupancy, and brand.

Hotel Class	Star Rating	Median Yr Built	Number of Rooms	12-mo Avg. Occupancy	Typical Occupancy Rate	Avg. Daily Rate	Brand
Upper Midscale	3	2010	124	54.71% - 68.79%	67.55%	\$119	Hampton by Hilton

Figure 16. Holly Springs Hospitality Locations. Source: CoStar.

Given historic and projected vacancy trends, it is predicted that occupancy within the Holly Springs market will remain above 65%. Figure 17 illustrates historic and current occupancy trends for hospitality in Holly Springs over the past 10 years. Given historic and projected vacancy trends, it is predicted that occupancy within the Holly Springs market will remain above 65%.

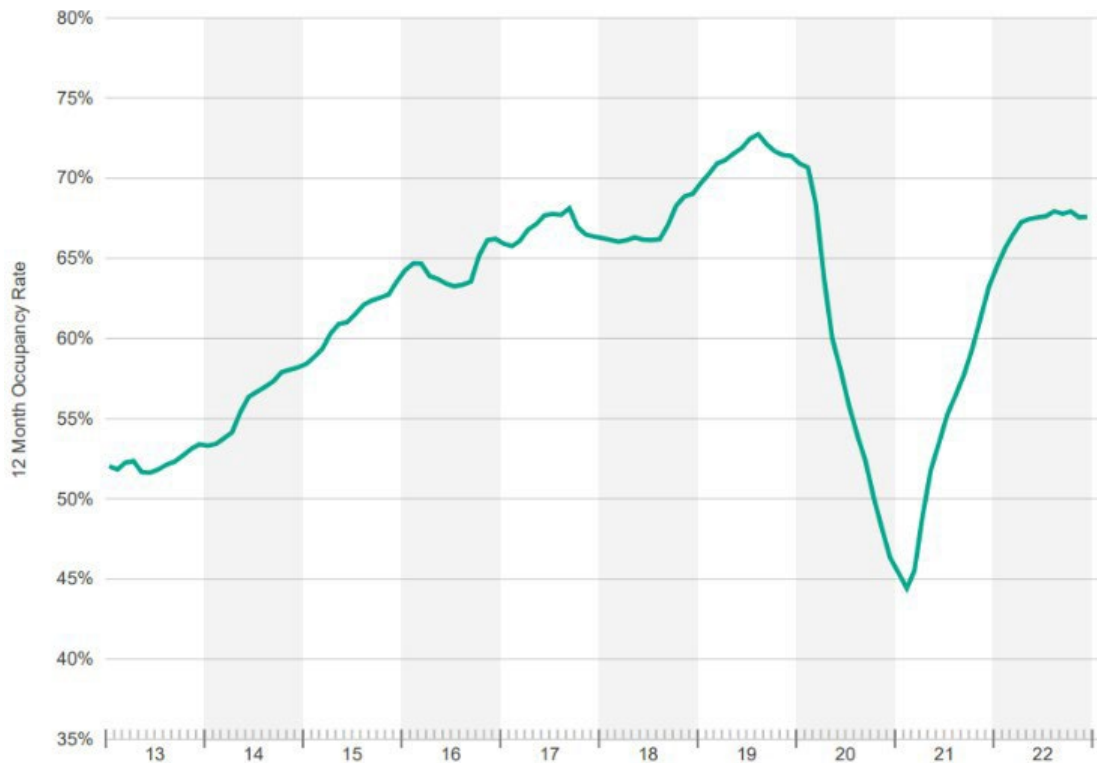


Figure 17. Holly Springs Hospitality Occupancy Trends (X-axis=year starting with 2013). Source: CoStar

Recent and Planned New Construction

Currently, there is only one hospitality development in Holly Springs, less than 0.5 miles south of the Study Area. Scheduled to finish construction in April 2023, the new Holiday Inn Express will add 104 rooms to the hospitality market. Property features will include high-speed internet access and a fitness center.

Average Daily Rate and Revenue Per Occupied Room

The Average Daily Rate (ADR) is a measure of the average rate paid for rooms sold, while Revenue Per Occupied Room (RevPAR) is a hotel's net revenue per available room. Hospitality providers in Holly Springs have seen a steady increase in ADR and RevPAR over the past 10 years. Currently, the 12-month average daily rate is \$118.60, higher than the historic ADR range of between \$88.57 and \$103.39. Holly Springs' daily rate is higher than both the state (\$111.98) and county (\$114.91). The 12-month RevPAR average is \$65.46, in alignment with the historic range of between \$49.44 and \$69.68. Holly Springs' RevPAR is lower than both the state (\$73.75) and county (\$75.70). Figure 18 depicts trends in occupancy, ADR, and RevPAR since 2014.

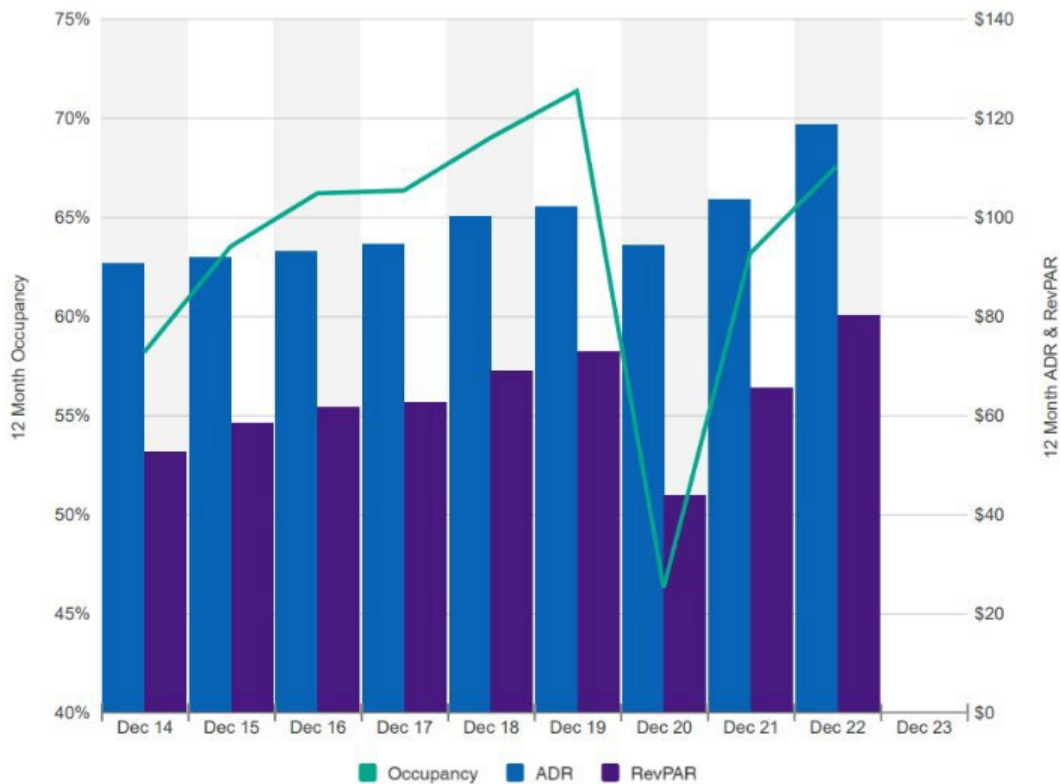


Figure 18. Holly Springs Hospitality Occupancy, ADR, and RevPAR. Source: CoStar.

Future Tourism Potential in Holly Springs

While Holly Springs currently does not have a lot of tourism, with the future development of the Study Area there is a potential to bring in tourism. This can include programming for an arts district, along with creating a social district or using sports tourism and recreation.

Hospitality Market Observations

Based on the location of Holly Springs, not being close to a major university and not central to the two metropolitan areas of Raleigh and Durham, there is not a strong influx of visitors. The airport, located 20 minutes away, may bring in visitors, but not enough to maintain a thriving hospitality market. With the upcoming Holiday Inn Express under construction, the traditional hospitality market may become saturated. However, boutique offerings with a specific visitor focus may be successful.

Overall Observations & Recommendations

Holly Springs has experienced strong growth since 2010. This strong growth is projected to continue and will require a thoughtful and strategic approach to the Downtown Village District Area Plan to provide suitable housing and amenities to support a growing population. The following section summarizes observations and recommendations from these existing conditions analysis and provides recommendations for how Holly Springs may respond to demographic shifts, housing needs, and real estate opportunities.

Demographics:

- Holly Springs' population is projected to continue growing, increasing by approximately 15,000 residents by 2030 to reach a population of 64,160. Holly Springs has a higher growth rate when compared to the county and state.
- Holly Springs' median age of 34.6, in combination with the town's high rate of family households (79.77%) and high household size (3.08) can be interpreted to mean that Holly Springs is currently home to a significant population of households with children.
- The median income in the study area (\$86,859) is significantly lower than the town (\$118,822), indicating an economic disparity between the Study Area and larger Holly Springs.
- Holly Springs, and specifically the Study Area, is a major employment center attracting thousands of commuters each day. During working days, the population of the Study Area grows from 517 to 1,659.

Real Estate

- Retail performs very well in Holly Springs, with nearly all square footage currently under lease. It is highly advisable that future development in the Study Area include retail space, either as standalone or mixed with residential or office uses.
- With 602,000 square feet of office space located within Holly Springs at a current 1.5% vacancy rate, development of new office space is also advisable.
- There is a significant need for for-rent and multi-family development in Holly Springs. With a low supply of for-rent and for-sale multi-family units, along with the increase in population in Holly Springs, multi-family development is an ideal land use for the Study Area.
- With the increase in population and families, it is encouraged to look at affordable for-sale real estate housing options. This could appeal as starter-homes or for those who make below the median area income.
- Looking at the demographic and real estate market trends, Holly Springs seems to have a growth of families. If Holly Springs wants to take the approach of being a place for residents from Raleigh or Durham to move to and start a family, the Study Area should be programmed to be family-focused. This can include expansion of retail, restaurants, starter homes, rental multi-family housing, etc.
- Holly Springs may also create a tourist attraction to bring in visitors, which in turn could create more job opportunities for tourism, hospitality, retail, etc.