



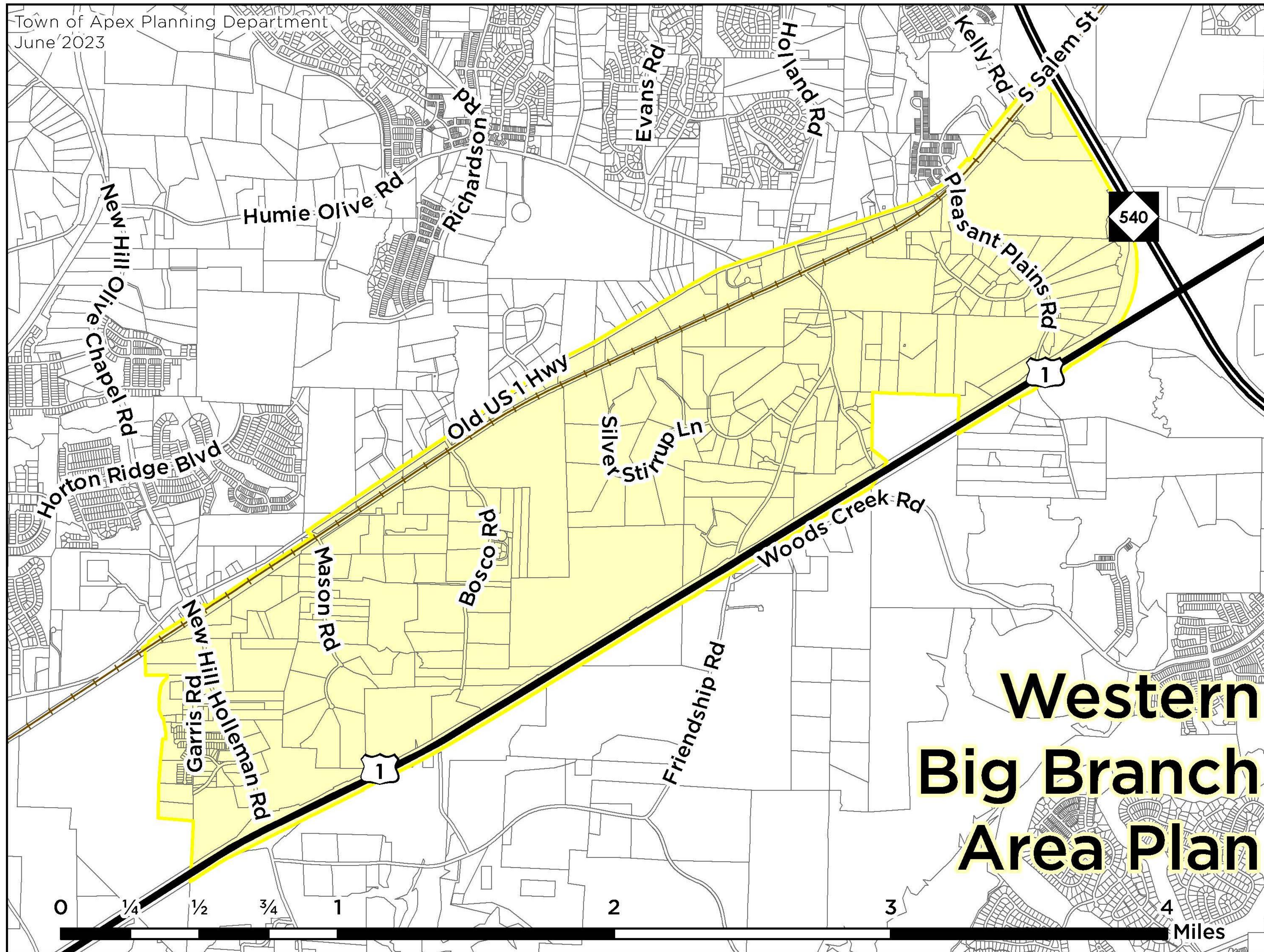
Western Big Branch Area Plan

Spring 2024 Public Input Summary



Overview

- Presentation includes summary of input on:
 - Three plan amendment scenarios
 - Friendship and New Hill Community Land Use Map & Neighborhood Conservation Overlay District
- Staff report **also** includes summary of input on:
 - Draft Additional Plan Recommendations
 - Draft Vision & Goals

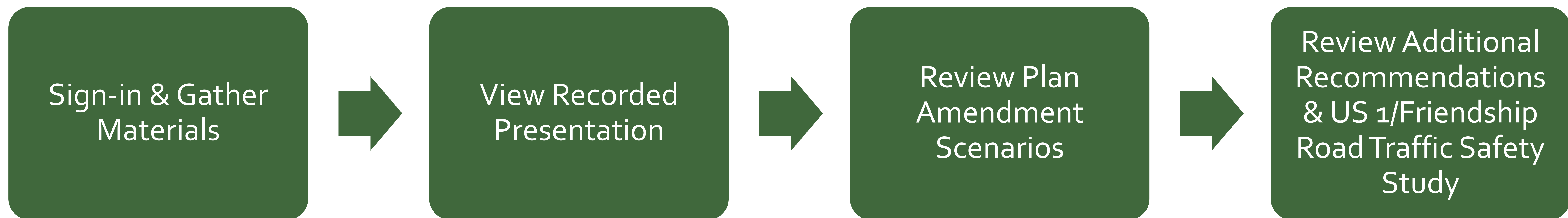


Western Big Branch Area Plan



March 2024 Public Meetings

- March 6th at Apex Senior Center
 - 26 attendees
- March 18th at Pleasant Plains Baptist Church
 - 29 attendees
- March 20th at New Hill Community Center
 - 20 attendees





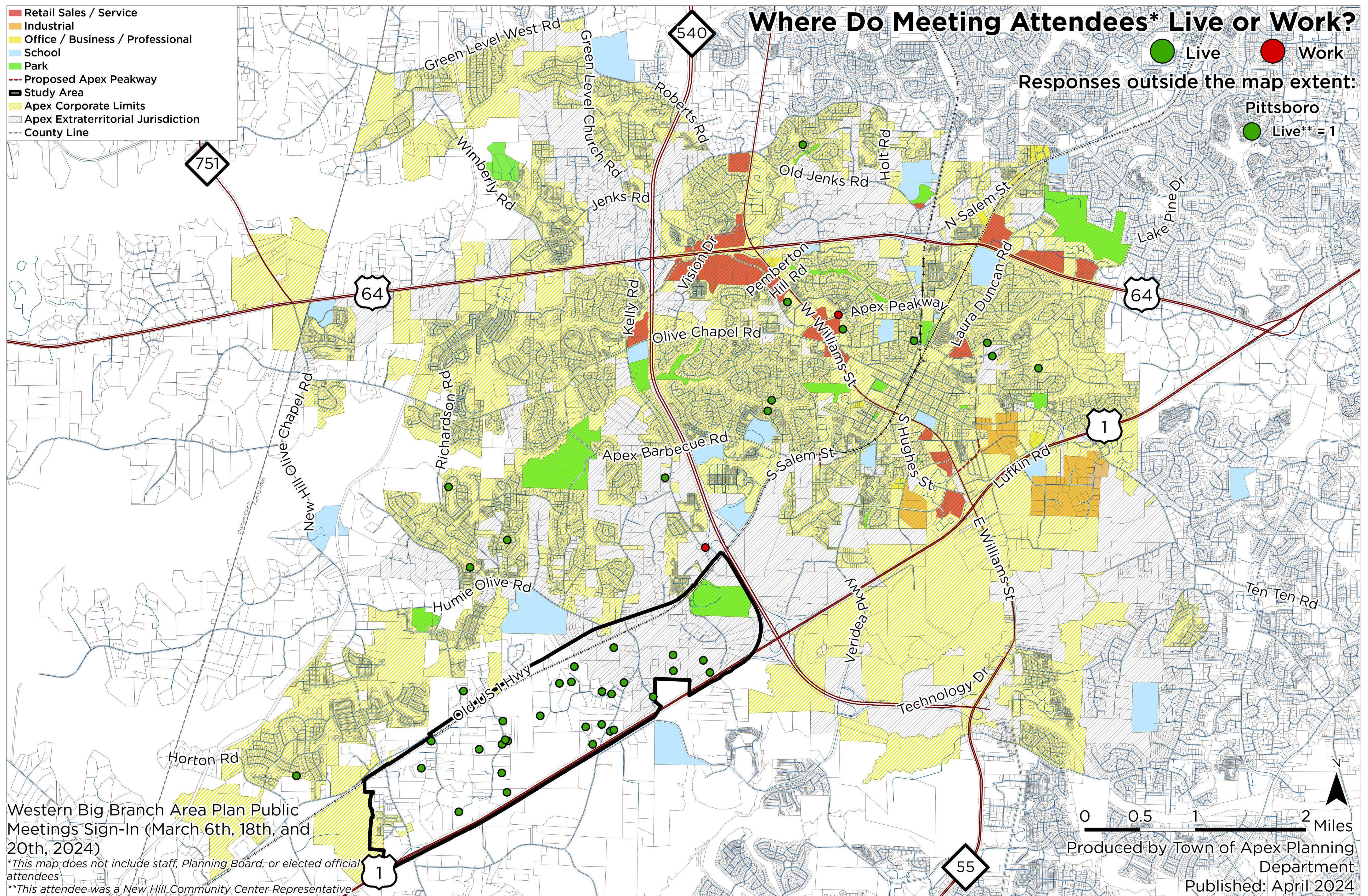
- Retail Sales / Service
- Industrial
- Office / Business / Professional
- School
- Park
- Proposed Apex Peakway
- Study Area
- Apex Corporate Limits
- Apex Extraterritorial Jurisdiction
- County Line

Where Do Meeting Attendees* Live or Work?

- Live
- Work

Responses outside the map extent:

- Pittsboro**
- Live** = 1



Western Big Branch Area Plan Public Meetings Sign-In (March 6th, 18th, and 20th, 2024)
 *This map does not include staff, Planning Board, or elected official attendees
 **This attendee was a New Hill Community Center Representative

0 0.5 1 2 Miles

 Produced by Town of Apex Planning Department

 Published: April 2024



Online Opportunity

- Meeting materials posted online February 20th
- Online survey period: February 20th – April 1st
- 81 online and paper survey responses
- Community input, separate from online survey, provided through email
- 474 views of the recorded presentation on YouTube



Presentation Purpose and Overview

- August 2023 Public Input Summary
- Draft Study Area Vision & Goals
- Plan Amendment Scenarios and how to provide input
- Additional Plan Recommendations
- Next Steps



Scenarios Introduction

Scenario 1

↓ Land Use Intensities

↓ Transportation Network

Scenario 2

Land Use Intensities



Transportation Network

Scenario 3

↑ Land Use Intensities

↑ Transportation Network



Scenario Preferences

- Most preferred: Scenario 1
- Second preferred: Scenario 2
- Least preferred: Scenario 3

	Scenario 1	Scenario 2	Scenario 3
Top Rank	43	15	6
Second Rank	5	38	12
Third Rank	16	3	37
Weighted Rank	1.6	1.8	2.6



Scenario One: Minimize Change



Scenario One Comments: General

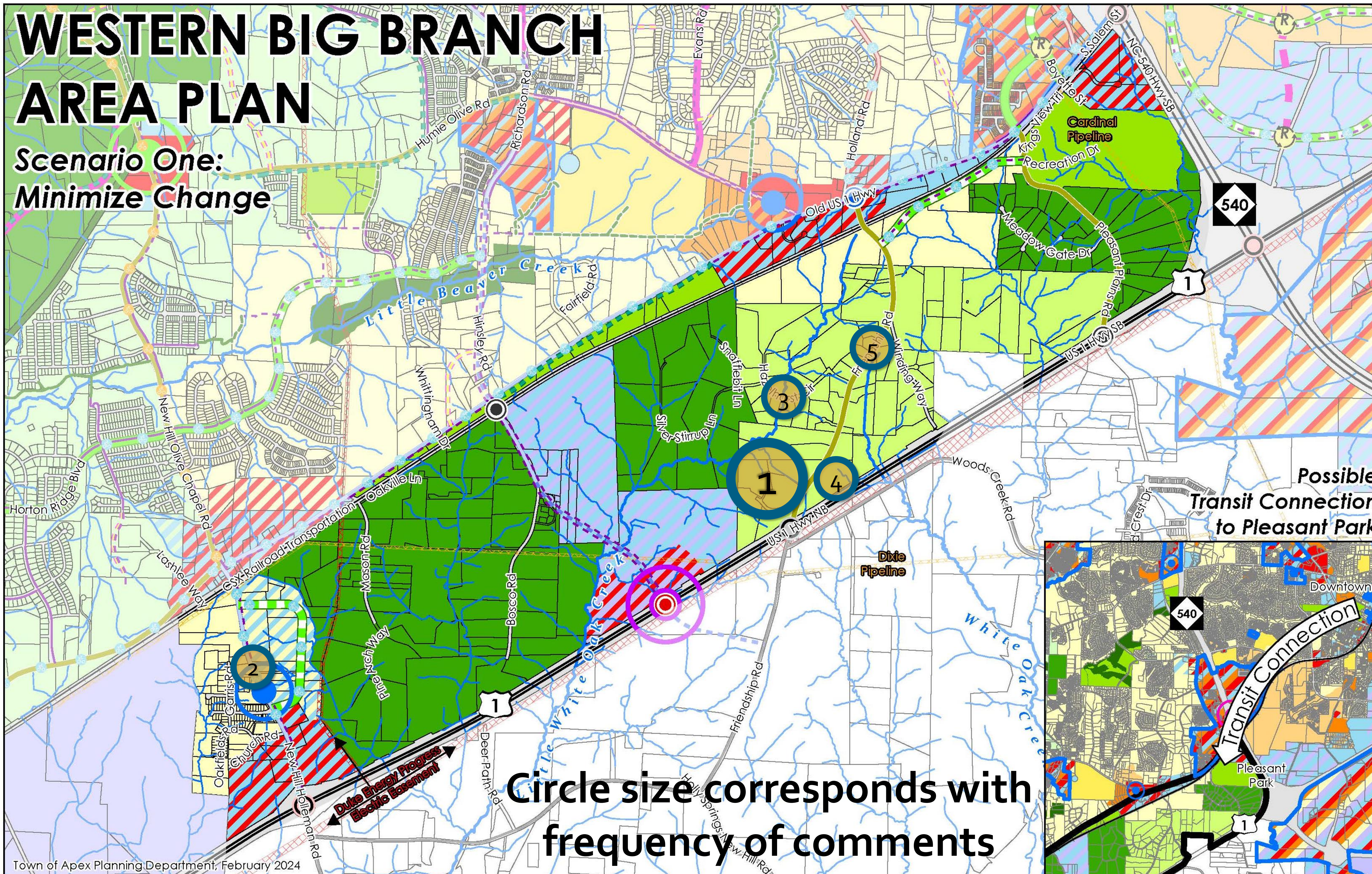
Comment	Frequency
Maintain the rural feel (low density and few vehicles).	5
Leave us and the area alone/keep the area the same.	4
It is not realistic to expect this area to stay as is (new water, sewer, etc.).	4
Support this scenario.	2
Do not support this scenario.	1
Concerned it pushes housing further into non-developed areas with less infrastructure.	1
Current pace of town growth is not sustainable.	1
There is a misperception on what the Future Land Use Map (FLUM) does. The FLUM does not force sales or require right-of-way dedication.	1
Allow people to stay in the area or sell if they choose.	1
Half of Bosco Road is destroyed.	1
*Update map to reflect Enhanced Voluntary Agricultural Districts and Voluntary Agricultural District properties.	

* Comment submitted separately from survey



WESTERN BIG BRANCH AREA PLAN

Scenario One:
Minimize Change



Circle size corresponds with
frequency of comments

Location-Specific Land Use Comments

1. Change the Kilcastle Farms properties to Rural Density Residential
2. Change both sides of New Hill Holleman Rd to Low/Rural Density, apart from the US 1 interchange
3. Support the Rural Transition Density along Hazelhurst Cir
4. Change 3601 Friendship Rd to Rural Density Residential
5. Change both sides of Friendship Rd to Rural Density Residential

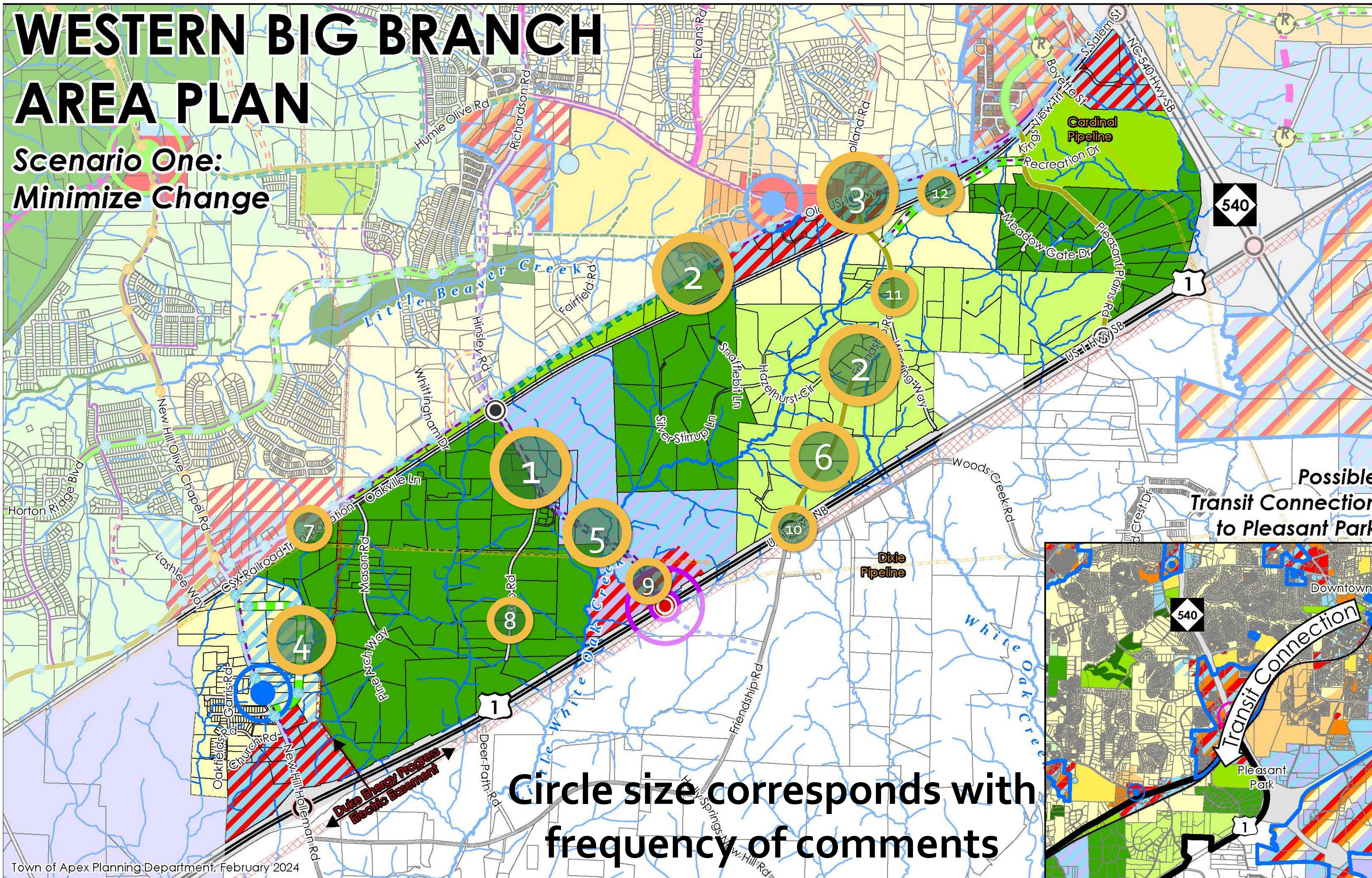
General Land Use Comments

- Like the rural development levels/atmosphere (5)
- Support density around major intersections (1)
- Support life science campus (or similar) rather than subdivisions with commercial, with the exception of grocery (1)
- Concerned the medium density and commercial areas will have a domino effect (1)
- The US 1 / NC 540 area should not be fully preserved. Provide options for people to live and work. (1)



WESTERN BIG BRANCH AREA PLAN

Scenario One:
Minimize Change



Circle size corresponds with
frequency of comments

Location-Specific Transportation Comments

1. Shift Richardson Rd away from Country Haven Ln and Bosco Rd
2. Transportation improvements are needed, particularly along Friendship Rd and Old US 1
3. Improve Friendship Rd/Old US 1 intersection
4. Against New Hill Loop collector
5. Against Richardson Rd extension
6. Against Friendship Rd widening – protect historic structure
7. Support side path along Old US 1
8. Support removal of Bosco Rd collector
9. Support Richardson Rd/Bosco Rd alignment
10. Close Friendship Rd bridge
11. Against removal of bike lanes from Friendship Rd
12. Against collector street between Friendship Rd and Pleasant Plains Rd

General Transportation Comment

- Bike lanes are needed (1)



Scenario Two: Incremental Change



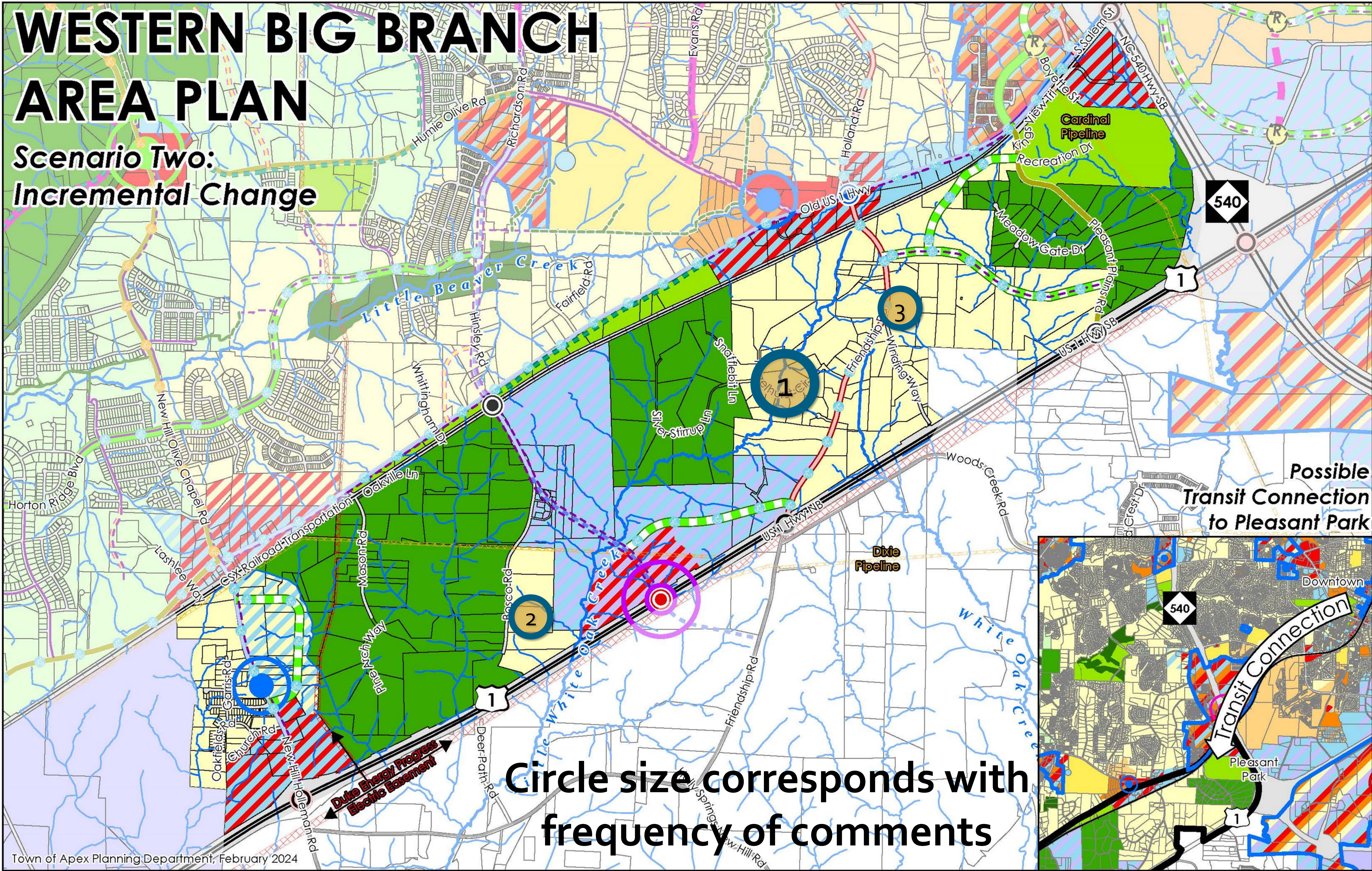
Scenario Two Comments: General

Comment	Frequency
Do not support.	5
Leave us/the area alone.	4
Best balance of development and road improvements.	3
Good overall.	2
Average / safe.	1
Hoping this will bring a good mix of housing and business with the necessary infrastructure improvements.	1
Since the current infrastructure is overwhelmed by growth, we need transportation updates. At the same time, this plan will help preserve the unique history and nature of the Friendship Community.	1
Support 3-lanes along Friendship Road, but without land use changes to Creeks Bend. Prefer rural density for Creeks Bend.	1
Buildings are often abandoned. Green areas and trees should be prioritized.	1
Keep the rural nature.	1
Receive resident approval before future planning.	1
Half of Bosco Road is destroyed.	1



WESTERN BIG BRANCH AREA PLAN

Scenario Two:
Incremental Change



Circle size corresponds with
frequency of comments

Location-Specific Land Use Comments

1. Prefer Rural Transition Density instead of Medium Density for Hazelhurst Cir
2. Concerned about Medium Density along Bosco Rd
3. Second choice because Friendship Rd area is Medium Density rather than Low Density

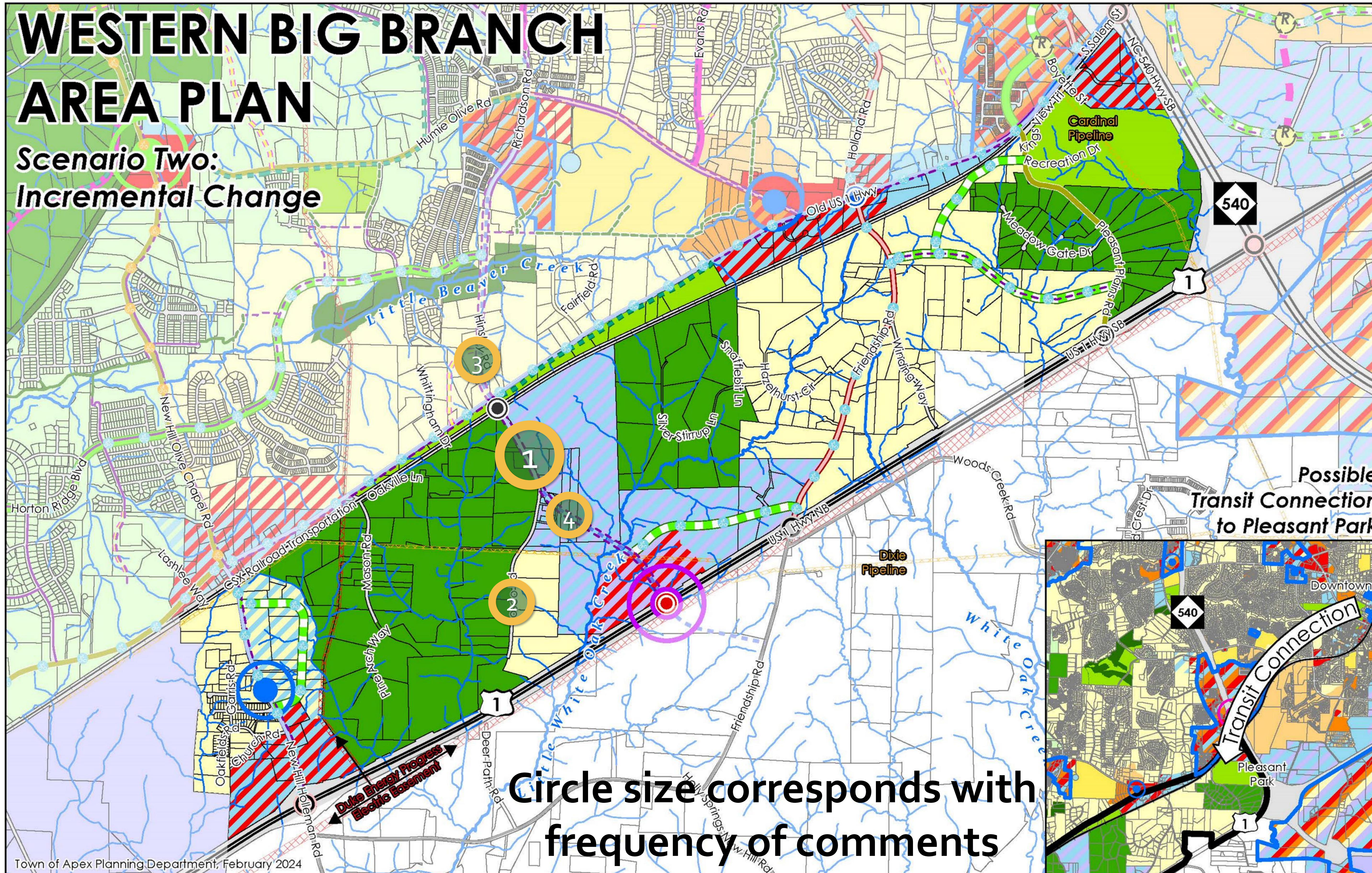
General Land Use Comments

- Not balanced - development area is larger than rural area (2)
- Not sufficient - higher intensity is needed (2)
- Seems optimal - keep major retail along major corridors, especially US 1 (1)



WESTERN BIG BRANCH AREA PLAN

Scenario Two: Incremental Change



Location-Specific Transportation Comments

1. Shift Richardson Rd away from Country Haven Ln and Bosco Rd
2. Support removal of Bosco Rd collector
3. Support Richardson Rd extension to Old US 1 only
4. Against Richardson Rd extension

General Transportation Comments

- Support the bike lanes (2)
- Close, but improvements will not keep up with development (1)
- Prioritize infrastructure improvements that focus on public safety and congestion reduction (1)
- Raise fee in lieu costs to match actual costs (1)



Scenario Three: Expand Transportation Network



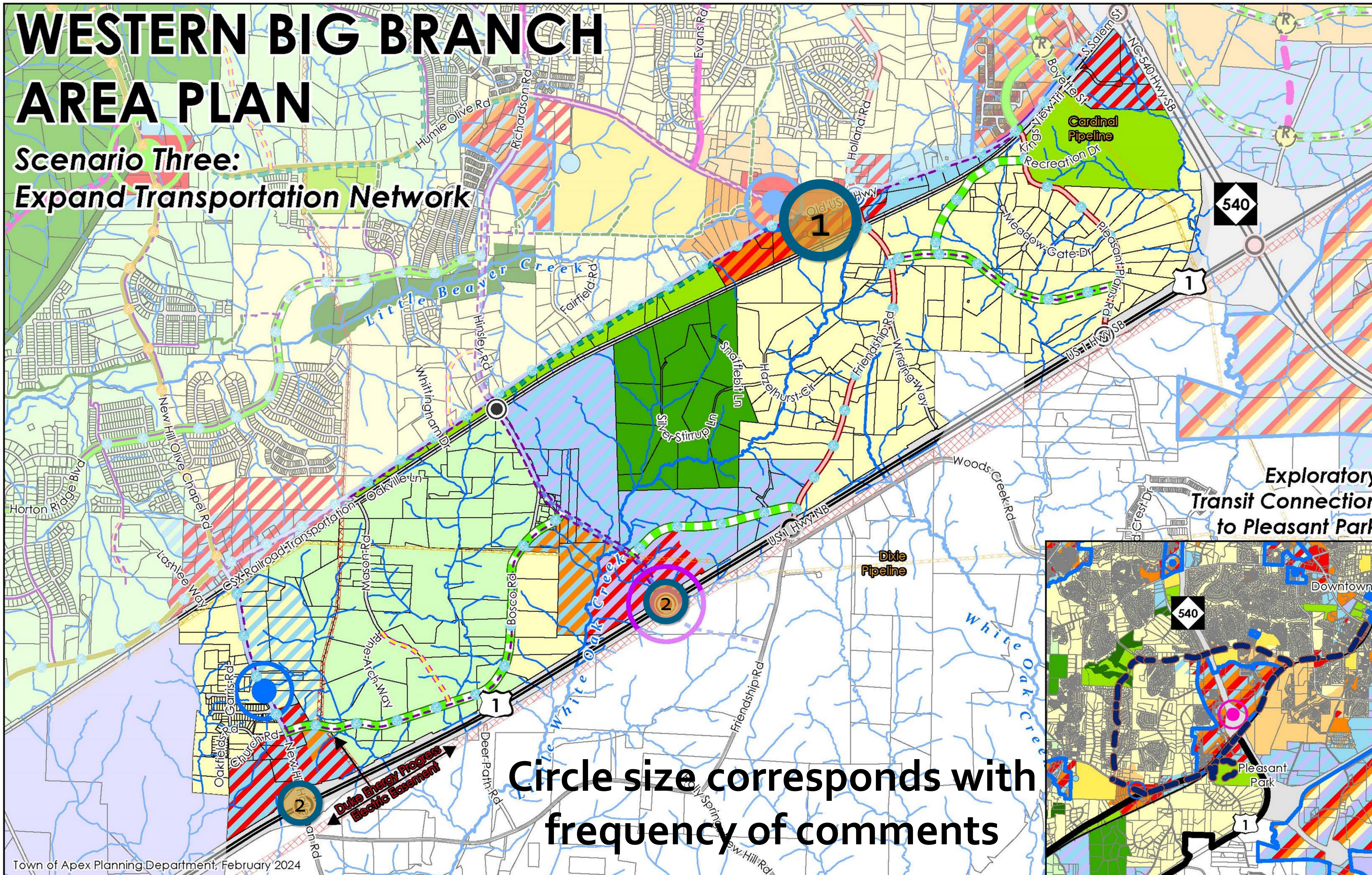
Scenario Three Comments: General

Comment	Frequency
Do not support.	6
Leave us/the area alone.	5
Costs to the Town and environmental impacts outweigh benefits.	2
If roads are changing, builders will offer more money and land will sell. Have a plan for future land owners, not current ones.	1
This scenario would destroy the rural character and historic structures in Friendship.	1
Good overall.	1
Half of Bosco Road is destroyed.	1
Expanding the street network and increasing density is needed to reduce traffic all over town.	1



WESTERN BIG BRANCH AREA PLAN

Scenario Three: Expand Transportation Network



Location-Specific Land Use Comments

1. Against Medium Density or High Density around Old US 1/Friendship Rd/Humie Olive Rd
2. Makes use of the existing and proposed interchanges at US 1 to provide economic growth

General Land Use Comments

- Too dense (3)
- Community does not want more townhomes (1)
- Puts density near major intersections and possible public transit (1)
- Too much residential development (1)
- Increased density around Vicious Fishes will be good for Apex and surrounding areas (1)
- Fills the gap in residential density between north of Old US 1 and Holly Springs (1)
- Higher intensity uses will support public transit (1)

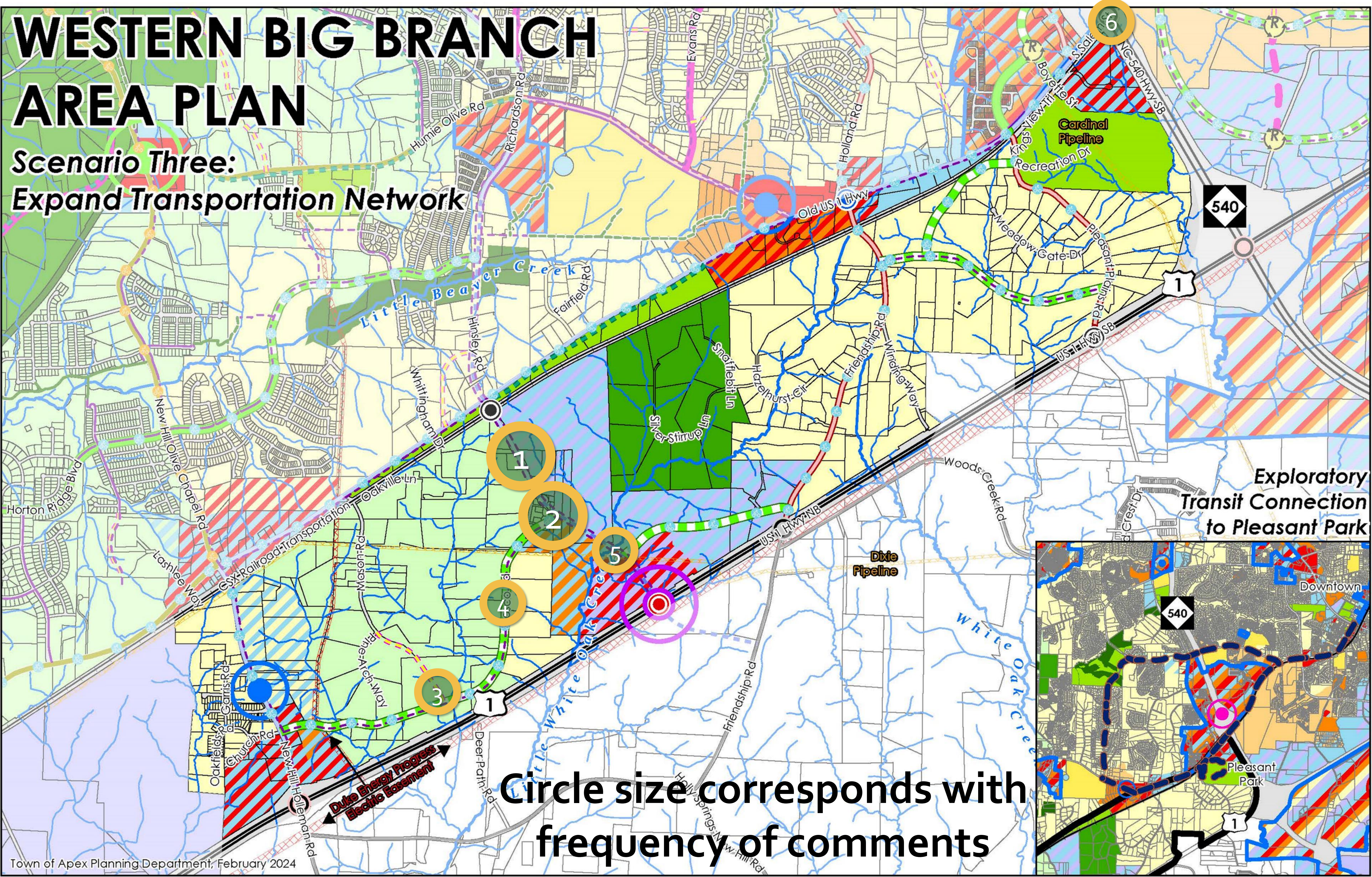
Exploratory
Transit Connection
to Pleasant Park

Circle size corresponds with
frequency of comments



WESTERN BIG BRANCH AREA PLAN

Scenario Three:
Expand Transportation Network



Town of Apex Planning Department, February 2024

Location-Specific Transportation Comments

1. Shift Richardson Rd away from Country Haven Ln and Bosco Rd
2. Remove the existing intersection of Bosco Rd and Richardson Rd to eliminate cut-through traffic
3. Two streets, Bosco Rd collector and new local connection, are proposed through 8164 Providence Oak Path
4. Against Bosco Rd collector
5. Against Richardson Rd extension
6. Additional travel lane needed on Old US 1 bridge over NC 540 to downtown

General Transportation Comments

- Support expanded public transit (2)
- Against planning for transit (1)
- Roads will not handle traffic volumes (1)
- Improve safety for cyclists, beyond bike lanes (1)
- Add roadways through undeveloped land that is not historic (1)
- Against Church Rd extension through New Hill Community Center property (1)
- Expanding the street network is preferred to adding lanes to US 1 (1)
- Support expanding the transportation network to reduce congestion (1)



Summary of Friendship and
New Hill Community Land Use
Map & Neighborhood
Conservation Overlay District



Overlay District Proposal

- Residential development:
 - Provisions regarding building height, fencing, buffers, stormwater, tree preservation, and seller disclosure
- Citizen Advisory Committee:
 - Review and provide non-binding comments on pre-applications for development
 - Participate in neighborhood meetings
 - Participate in Town Council Work Sessions, Technical Review Committee meetings, and public hearings



Land Use Map Comments

- Residential development:
 - No more than one home per acre (Rural Transition Density Land Use Category)
- Commercial development:
 - Target commercial development along Old US 1, New Hill Holleman Road, and future Richardson Road
 - Do not allow mixed-use commercial with residential development
 - Encourage agritourism



Transportation Plan Comments

- Focus on improvements to perimeter roads (Old US 1, NC 540, New Hill Holleman Road)
- Minimize interconnectivity
- Shift future Richardson Road east



Next Steps

- Prepare & release a draft Plan Document for public comment
- Develop a Final Draft Plan and hold public hearings