

Appendix B. Fall 2023 Draft Vision & Goals Public Input Summary



Western Big Branch Area Plan

Draft Vision & Goals

Fall 2023 Public Input Summary



Purpose & Process

- Purpose of vision & goals
 - Capture the community's input into a vision statement and set of goals for the study area to inform Draft Plan recommendations.
- Public input process
 - Draft vision & set of goals were developed based on input provided at the August 2023 public open houses.
 - Online survey to gather input on the draft vision & goals was posted on the website and open from October 25 – November 13, 2023.
 - Maintained draft vision and added one goal based on online survey results.
 - Used updated vision & goals to inform Draft Plan recommendations.
 - Draft Plan recommendations will be presented to the public for input in Spring 2024.



Draft Study Area Vision

Posted on the project website on October 25, 2023.

The Western Big Branch Area Plan envisions a future where the rural residential character of the study area is valued and actively protected, the unique history of the New Hill and Friendship communities is acknowledged and celebrated, new development is responsive to the needs of surrounding residents, and multimodal travel is safe and context sensitive.



Draft Study Area Goals

Posted on the project website on October 25, 2023.

1. Preserve rural residential land, agriculture, and open space
2. Maintain and enhance the tree canopy
3. Protect water resources
4. Honor the history of the Friendship and New Hill communities
5. Encourage development of a small-scale downtown near the intersection of Humie Olive Road and Old US 1
6. Encourage development of grocery/convenience offerings near the intersection of New Hill Holleman Road and US 1
7. Improve the safety of area roadways for motorists, cyclists, and pedestrians
8. Mitigate the impact of surrounding development on existing roads
9. Provide trails, greenways, and trailheads



Online Survey Questions

1. The draft vision captures the public input received for the Western Big Branch study area.
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree
 - Comments on the draft vision:
2. The draft goals capture the public input received for the Western Big Branch study area.
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree
 - Comments on the draft goals:



Online Survey Results

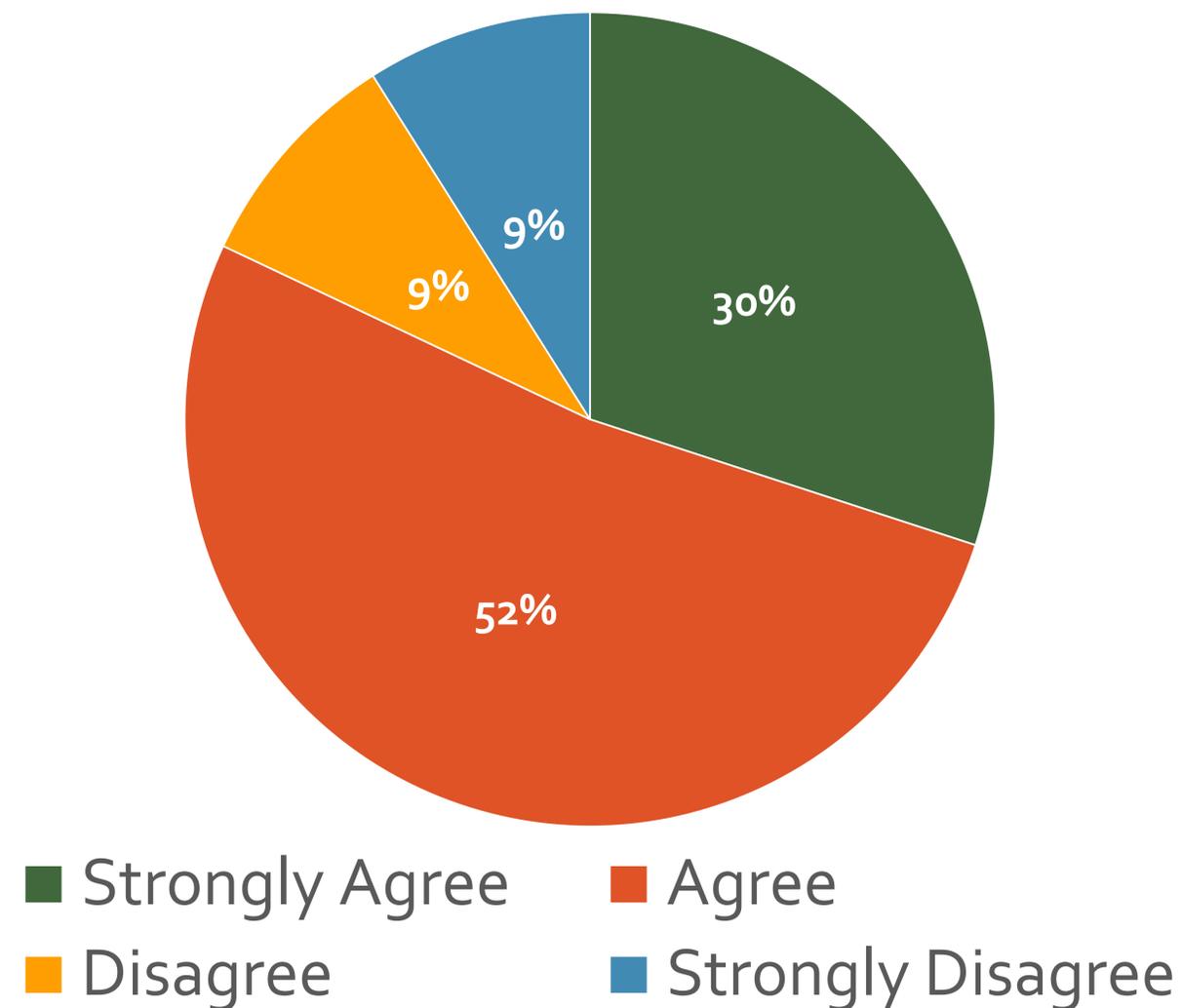
- Survey period: October 25 – November 13, 2023
- 71 participants
 - 131 responses
 - 47 online comments
 - 2 emailed comments



Draft Study Area Vision

- 82% of respondents either Agree or Strongly Agree with the draft vision

Draft Study Area Vision

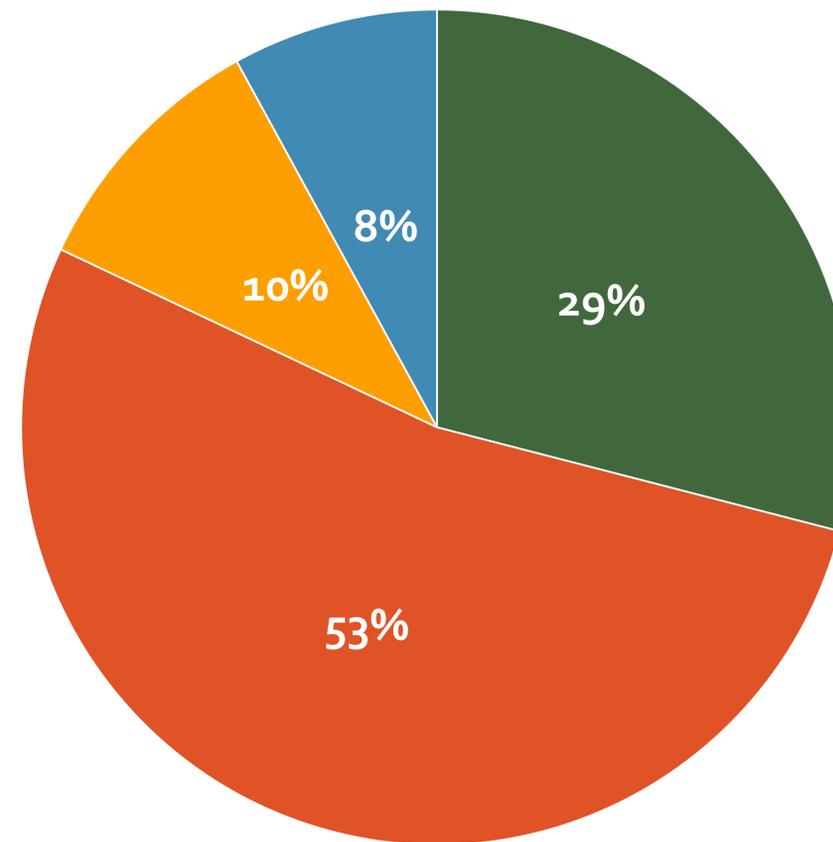




Draft Study Area Goals

- 82% of respondents either Agree or Strongly Agree with the draft goals

Draft Study Area Goals



■ Strongly Agree ■ Agree
■ Disagree ■ Strongly Disagree



Summary of Survey Comments

Comment	Frequency
Limit development / no more housing	3
Prioritize input from land owners	3
Leverage opportunities for higher density and commercial development at major intersections	2
Focus on improving traffic conditions and enhancements across Apex and do not allow new development	2
Solicit input and consider preferences from community members outside of the study area	1
Approved development does not align with this vision	1
Consider school placement in relation to transportation impacts	1
The goals reflect community input, but are conflicting – transportation improvements will not be made without development	1
Newer communities have a desire for more commercial development in New Hill	1
Disagree with development of a small-scale downtown and grocery/convenience offerings	1
Do not construct medians on New Hill Holleman Road	1
Prioritize maintenance of Old US 1 between Hew Hill Holleman Road and NC 540	1
Question of whether this vision is driven by residents of the planning area or if this vision represents what is best for all of Apex. This study area is an opportunity to bring jobs and distribute the tax base for all residents in Apex. There should be a stronger focus on economic development opportunities.	1
Fix traffic issues along Old US 1, especially at Friendship Road	1
Address traffic and speeding issues	1
Do not extend Richardson Road through Bosco Road	1
Do not build a connector road from Bosco Road to Mason Road	1
Concerned about impacts from the Big Branch Pump Station and Force Main project	1



Planning Staff Recommendation

- **As a result of public input, no changes were made to the Vision Statement that will be used for the Draft Plan, one change was made to the study area goals. Please see added goal #7 below.**
 1. Preserve rural residential land, agriculture, and open space
 2. Maintain and enhance the tree canopy
 3. Protect water resources
 4. Honor the history of the Friendship and New Hill communities
 5. Encourage development of a small-scale downtown near the intersection of Humie Olive Road and Old US 1
 6. Encourage development of grocery/convenience offerings near the intersection of New Hill Holleman Road and US 1
 - 7. Encourage economic development along the Richardson Road corridor south of Old US 1 and at the future Richardson Road/US 1 interchange**
 8. Improve the safety of area roadways for motorists, cyclists, and pedestrians
 9. Mitigate the impact of surrounding development on existing roads
 10. Provide trails, greenways, and trailheads