

Appendix E. Spring 2024 Plan Amendment Scenarios Public Input Summary and Staff Responses

Western Big Branch Area Plan: Spring 2024 Plan Amendment Scenarios Public Input Summary and Staff Responses

The following tables summarize the comments received from the public on the three Plan Amendment Scenarios during the Spring 2024 input period, as well as staff responses to the comments. The public overwhelmingly preferred Scenario One. Scenario One was used as the starting point for the Plan. The final column in the table notes if the Plan includes a deviation from Scenario One, in response to the comment provided. Repeat comments are captured once, in the Comments on Multiple Scenarios table.

Comments on Multiple Scenarios

Comment	Total Frequency	Staff Response	Proposed change to Scenario One?
Leave us and the area alone/keep the area the same.	13	Overall, the land use intensities have decreased in the Plan in comparison to the adopted 2045 Land Use Map. The Rural and Rural Transition designations are lower densities than allowed with the current Wake County zoning of R-30 for much of the study area, resulting in little development potential above what is allowed under current zoning in these areas.	Yes, expand areas designated as Rural Density at Friendship Road and US 1. Change area along Old US 1 between Friendship Road and Pleasant Plains Road to Low Density.
Shift Richardson Road away from Country Haven Lane and Bosco Road	11*	The Plan includes changes reflecting these comments.	Yes, realign Richardson Road consistent with the Hot Spot Study at US 1 and previously-adopted Transportation Plan approaching Old US 1.
Against Richardson Road extension	4	The 2050 Triangle Regional Model (TRM) forecasts Richardson Road between Old US 1 and US 1 to receive total daily volume of approximately 10,000 vehicles without a connection of Richardson Road north of Old US 1. The Friendship Road Hot Spot Interchange Study (Hot Spot Study), led by the Capital Area Metropolitan Planning	No

Comment	Total Frequency	Staff Response	Proposed change to Scenario One?
		Organization (CAMPO), included additional model analysis with the extension of Richardson Road to Humie Olive Road and widening of Richardson Road from Humie Olive Road to Olive Chapel Road. The Hot Spot Study confirmed the need for Richardson Road to be a four-lane median divided roadway. Model projections anticipate 2050 daily volumes of: 21,100 north of Old US 1 Highway, 21,000 between Old US 1 Highway and US 1, 16,900 south of US 1, and 17,200 north of Friendship Road. These volumes warrant a 4-lane, median-divided roadway.	
Bike lanes are needed	4	Bicycle lanes are proposed along New Hill Holleman Road. The adopted Transportation Plan includes bicycle lanes along Old US 1. Bicycle lanes are not proposed along Friendship Road or Pleasant Plains Road as the proposed land uses along these roadways, Rural Transition Residential and Rural Density Residential, would not support substantial roadway widening through development. Roadway improvements typically occur through private development.	No
Half of Bosco Road is destroyed.	3	In the Plan, Richardson Road is shifted to the east, away from Bosco Road.	Yes, align Richardson Road with the recommended alignment in the Friendship Road Hot Spot Interchange Study (Hot Spot Study), led by the Capital Area Metropolitan Planning Organization at US 1 and previously-adopted Transportation Plan approaching Old US 1.
Support expanding the transportation network to reduce congestion	2	In the Plan, there are limited new collector streets in the study area, but Old US 1 and New Hill Holleman Road are still planned as 4-lane median-divided thoroughfares. Land Use Map classifications do not support substantial roadway improvements.	No

*Comment submitted both in the survey and separately from survey

Scenario One: Minimize Change

General Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Maintain the rural feel (low density and few vehicles).	5	Rural Density Residential and Rural Transition Residential are recommended throughout much of the study area. Given that many of the roads are connections between thoroughfares and between more intense land uses, the community should anticipate increased traffic volumes even with Rural Land Use designations on the Land Use Map.	No
It is not realistic to expect this area to stay as is (new water, sewer, etc.).	4	The Plan includes limited opportunities for residential, office, commercial, and industrial development. It is acknowledged that there will be more opportunity for development than proposed with the Plan, but the Plan is largely reflective of community feedback.	No
Support this scenario.	2	N/A	No
Do not support this scenario.	1	N/A	No
Concerned it pushes housing further into non-developed areas with less infrastructure.	1	A large portion of the study area is proposed as Rural Transition Residential (1 unit per acre) and Rural Density Residential (1 unit per 5 acres). Overall, this is consistent with the existing conditions. The limited development opportunities with this designation could mean more intense development in other areas to meet the demand for housing in the region. Within the Town of Apex Planning Area, Land Use Map designations for more intense development are mainly east of NC 540 and along the US 64 corridor.	No
Current pace of town growth is not sustainable.	1	The Plan is designed to balance land preservation and new development. Given how transportation funding is distributed and prioritized, it is typical that transportation network improvements follow behind growth.	No
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	This is correct and the purpose of the Land Use Map and Transportation Plan are clarified in the Plan.	No
Allow people to stay in the area or sell if they choose.	1	The Plan does not impact the ability to buy or sell property.	No
**Update map to reflect Enhanced Voluntary Agricultural Districts and Voluntary Agricultural District properties.		Voluntary Agricultural Districts are not displayed on the Land Use Map or Transportation Plan. These properties and districts are included in the Community Resources map in the Plan.	No

**Comment submitted separately from survey

Location-Specific Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Change the Kilcastle Farms properties to Rural Density Residential	6	Recommend this change as all neighbors have agreed and adjacent properties are proposed as Rural Density Residential.	Yes, consistent with comment.
Change both sides of New Hill Holleman Road to Low/Rural Density, apart from the US 1 interchange (3521 Womble Circle property owner)	1	New Hill Holleman Road is a major thoroughfare with direct access to US 1 and Old US 1. There is existing Medium Density Residential along the west side of New Hill Holleman Road. During the August 2023 public open houses, members of the community have expressed support for one story office, grocery, and small-scale commercial in the study area. The Plan includes the following properties along the east side of New Hill Holleman Road as Rural Density Residential based on this comment and additional public comments: <ul style="list-style-type: none"> • 0 Womble Circle • 3521 Womble Circle • 3501 Womble Circle • 3529 Womble Circle • 2921 New Hill Holleman Road • 2917 New Hill Holleman Road 	Yes, the six listed properties to Rural Density Residential.
Support the Rural Transition Residential along Hazelhurst Cir	1	N/A	No
Change 3601 Friendship Road to Rural Density Residential	1	The Plan includes this change.	Yes, consistent with comment.
Change both sides of Friendship Road to Rural Density Residential	1	Many of the existing properties along Friendship Road are smaller than 5 acres and do not currently meet the Rural Density Residential Designation (1 unit per 5 acres). In the Plan, properties along Friendship Road, adjacent to the bridge over US 1, are designated as Rural Density Residential.	No

General Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Like the rural development levels/atmosphere	5	N/A	No
Support density around major intersections	1	N/A	No

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Support life science campus (or similar) rather than subdivisions with commercial, with the exception of grocery	1	This type of use is allowable in the Plan, along future Richardson Road, and at the Old US 1/New Hill Holleman Road interchange.	No
Concerned the medium density and commercial areas will have a domino effect	1	In the Plan, the Medium Density Residential designation along Friendship Road has been changed to Rural Transition Residential and Low Density Residential.	Yes, as described in the staff response.
The US 1 / NC 540 area should not be fully preserved. Provide options for people to live and work.	1	The Plan includes limited opportunities for residential, office, commercial, and industrial development. It is acknowledged that there will be more opportunity for development than proposed with this Plan, but the Plan is largely reflective of community feedback.	No

Location-Specific Transportation Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Transportation improvements are needed, particularly along Friendship Road and Old US 1	6	Old US 1 is planned as a four-lane median-divided thoroughfare. Roadway improvements typically occur through private development and must have a rational nexus to the development that occurs. Substantial roadway improvements would not be required by development that falls under the Rural Density Residential designation. Therefore, Friendship Road would not be widened to three lanes if the land use designation along Friendship Road is Rural Density Residential or Rural Transition Residential. Additionally, the 2050 traffic projection from the Triangle Regional Model for Friendship Road is less than 6,000 cars per day. The Friendship Road bridge over US 1 is not large enough to add any travel lanes and widening this bridge is not included in the 10-Year State Transportation Improvement Program (STIP).	No
Improve Friendship Road/Old US 1 intersection	3	A developer agreement to install turn lanes and a traffic signal at the intersection of Old US 1 and Friendship Road and a traffic signal at the intersection Old US 1 at Holland Road is under consideration. The fiscal year 2024-2025 annual budget includes funding toward construction of these turn lanes, assuming a fee-in-lieu contribution from Holly Springs. The funding allocation does not currently include a traffic signal at Friendship Road. The developer is responsible for a traffic signal or fee-in-lieu at Holland Road.	No, traffic signals and turn lanes are not displayed on the Transportation Plan.

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Against New Hill Loop collector	2	The Plan does not include the New Hill Loop collector	Yes, remove the New Hill Loop collector.
Against Friendship Road widening – protect historic structure	2	Scenario One does not include Friendship Road widening. Friendship Road is designated as a 2-Lane Rural Thoroughfare. If development does occur along Friendship Road, right-of-way dedication consistent with the 2-Lane Rural Thoroughfare typical section along the frontage of developing properties would be required.	No
Support side path along Old US 1	1	N/A	No
Support removal of Bosco Road collector	1	N/A	No
Support Richardson Road/Bosco Road alignment	1	In the Plan, Richardson Road is being realigned away from Bosco Road based on public comment.	No
Close Friendship Road bridge	1	Friendship Road provides a thoroughfare connection over US 1 between Apex and Holly Springs. An elementary school is located near Friendship Road in Holly Springs. This roadway needs to stay open for connectivity and emergency services.	No
Against collector street between Friendship Road and Pleasant Plains Rd	1	Apex Emergency Services have indicated the need to improve access to Pleasant Park. This road would provide an additional connection.	No

Scenario Two: Incremental Change

General Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Do not support.	5	N/A	No
Best balance of development and road improvements.	3	N/A	No
Good overall.	2	N/A	No
Average / safe.	1	N/A	No
Hoping this will bring a good mix of housing and business with the necessary infrastructure improvements.	1	In the Plan, the primary land use classifications are Rural Density Residential and Rural Transition Residential, but there are areas for higher density residential, commercial, industrial, and office. The transportation network improvements are limited due to the low intensity land uses.	No

Comment	Frequency	Staff Response	Proposed change to Scenario One?
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	In the Plan, the perimeter roadways and Richardson Road are still planned as 4-lane median-divided thoroughfares, but Friendship Road and Pleasant Plains Road are designated as 2-lane thoroughfares due to the low intensity land uses.	No
Support 3-lanes along Friendship Road, but without land use changes to Creeks Bend. Prefer rural density for Creeks Bend.	1	Roadway improvements typically occur through private development and must have a rational nexus to the development that occurs. Substantial roadway improvements would not be required by development that falls under the Rural Density Residential designation. Therefore, Friendship Road would not be widened to three lanes if the land use designation along Friendship Road is Rural Density Residential or Rural Transition Residential.	No
Buildings are often abandoned. Green areas and trees should be prioritized.	1	A large portion of the study area is proposed as Rural Density Residential and Rural Transition Residential.	No
Keep the rural nature.	1	A large portion of the study area is proposed as Rural Density Residential and Rural Transition Residential.	No
Receive resident approval before future planning.	1	Members of the community are welcome to participate in the planning process and share feedback during the public hearings. Approval of long-range plans is made by the Town Council.	No

Location-Specific Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Prefer Rural Transition Residential instead of Medium Density for Hazelhurst Cir	2	The Plan designates this area as Rural Transition Residential.	No
Concerned about Medium Density along Bosco Rd	1	The Plan includes Rural Density Residential along Bosco Road.	No
Second choice because Friendship Road area is Medium Density rather than Low Density	1	The Plan includes Rural Transition Residential along most of Friendship Road, Low Density Residential along the northeastern portion of Friendship Road, and Rural Density Residential along the southern portion of Friendship Road that is north of US 1.	No

General Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Not balanced - development area is larger than rural area	2	In the Plan, a large portion of the study area is proposed as Rural Density Residential (1 unit per acre) and Rural Density Residential (1 unit per 5 acres).	No
Not sufficient - higher intensity is needed	2	Most of the public input called for maintaining the rural atmosphere.	No
Seems optimal - keep major retail along major corridors, especially US 1	1	In the Plan, retail is planned along major corridors including Old US 1 and at the existing and future US 1 interchanges, and the intersection of Friendship Road and Old US 1. A small area of Commercial has been added to one parcel on the west side of Pleasant Plains Road, consistent with a property-owner request, and supportive of Pleasant Park.	Yes, along Pleasant Plains Road.

Location-Specific Transportation Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Support removal of Bosco Road collector	1	N/A	No
Support Richardson Road extension to Old US 1 only	1	The 2050 Triangle Regional Model (TRM) forecasts Richardson Road between Old US 1 and US 1 to receive total daily volume of approximately 10,000 vehicles without a connection of Richardson Road north of Old US 1. The Friendship Road Hot Spot Interchange Study (Hot Spot Study), led by the Capital Area Metropolitan Planning Organization (CAMPO), included additional model analysis with the extension of Richardson Road to Humie Olive Road and widening of Richardson Road from Humie Olive Road to Olive Chapel Road. The Hot Spot Study confirmed the need for Richardson Road to be a four-lane median divided roadway. Model projections anticipate 2050 daily volumes of: 21,100 north of Old US 1 Highway, 21,000 between Old US 1 Highway and US 1, 16,900 south of US 1, and 17,200 north of US 1.	No

General Transportation Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Close, but improvements will not keep up with development	1	Roadway improvements typically occur through private development and must have a rational nexus to the development that occurs. Substantial roadway improvements would not be required by development that falls under the Rural Density Residential designation.	No
Prioritize infrastructure improvements that focus on public safety and congestion reduction	1	Based on crash data from 2019-2024, crashes in the study area occurred primarily along Old US 1 Highway and New Hill Holleman Road. The Plan includes widening along Old US 1 and New Hill Holleman Road, in addition to the extension of Richardson Road, and a new collector street between Friendship Road and Pleasant Plains Road. In addition, the Plan recommends ongoing work to improve the intersection of Old US 1 and Friendship Road.	No
Raise fee in lieu costs to match actual costs	1	Fee in lieu estimates are based on comparative construction costs and design assumptions for when they are collected. Staff review and approve the estimates. However, if the fee in lieu is not spent for a long period of time, construction and land costs increase rapidly in a short period of time, or design criteria changes by the time a project proceeds then ultimately those fees may not cover the actual cost of construction. The Town is limited on how much the fee in lieu estimates can be inflated to account for future costs.	N/A

Scenario Three: Expand Transportation Network

General Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Do not support.	6	N/A	No
Costs to the Town and environmental impacts outweigh benefits.	2	In the Plan, a substantial portion of the study area is designated as Rural Density Residential or Rural Transition Residential.	No
If roads are changing, builders will offer more money and land will sell. Have a plan for future land owners, not current ones.	1	Roadways are typically constructed and improved through private development. The Plan was developed primarily based on the public input received and critical mobility needs.	No

Comment	Frequency	Staff Response	Proposed change to Scenario One?
This scenario would destroy the rural character and historic structures in Friendship.	1	The Plan includes Rural Transition Residential and Rural Density Residential along Friendship Road, with the exception of the parcels along the east side of Friendship Road that are adjacent to the railroad tracks.	No
Good overall.	1	N/A	No
Expanding the street network and increasing density is needed to reduce traffic all over town.	1	The Plan includes High Density Residential in the vicinity of Old US 1/Friendship Road. The Plan includes limited new roadways in the study area due to the land use intensities.	Yes, change four parcels in the Old US 1/Friendship Road/Humie Olive Road area to High Density Residential and Commercial Services.

Location-Specific Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Against Medium Density or High Density around Old US 1/Friendship Road/Humie Olive Rd	**	The August 2023 public input identified a need for a small-scale downtown in the study area. There is potential for this type of development, supported by High-Density Residential in the vicinity of Old US 1/Friendship Road/Humie Olive Road.	Yes, change four parcels in the Old US 1/Friendship Road/Humie Olive Road area to High Density Residential and Commercial Services.
Makes use of the existing and proposed interchanges at US 1 to provide economic growth	1	The Plan expands the Commercial Services area at the future US 1/Richardson Road interchange and changes Office Employment to Industrial Services at this future interchange.	No

**Comment submitted separately from survey

General Land Use Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Too dense	3	Overall, land use densities are lower in the Plan in comparison to Scenario Three.	No
Community does not want more townhomes	1	There is minimal Medium Density Residential and High Density Residential proposed in the Plan.	No
Puts density near major intersections and possible public transit	1	The Plan includes density near major intersections. It is less likely that public transit will serve this area given the proposed density levels.	No
Too much residential development	1	Overall, land use densities are lower in the Plan in comparison to Scenario Three.	No
Increased density around Vicious Fishes will be good for Apex and surrounding areas	1	The Plan includes High Density Residential in the vicinity of Old US 1/Friendship Road.	Yes, change four parcels in the Old US 1/Friendship Road/Humie Olive Road area to High Density Residential and Commercial Services.
Fills the gap in residential density between north of Old US 1 and Holly Springs	1	Overall, land use densities are lower in the Plan in comparison to Scenario Three.	No
Higher intensity uses will support public transit	1	Overall, land use densities are lower in the Plan in comparison to Scenario Three, but there are still opportunities for non-residential development and pockets of higher density development.	No

Location-Specific Transportation Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Remove the existing intersection of Bosco Road and Richardson Road to eliminate cut-through traffic	3	In the Plan, future Richardson Road only intersects with Bosco Road in the vicinity of Old US 1.	Yes, realign Richardson Road east.
Two streets, Bosco Road collector and new local connection, are	2	The Plan does not include the Bosco Road collector or the new local connection, consistent with Scenario One.	No

Comment	Frequency	Staff Response	Proposed change to Scenario One?
proposed through 8164 Providence Oak Path			
Against Bosco Road collector	1	In the Plan, the Bosco Road collector has been removed.	No
Additional travel lane needed on Old US 1 bridge over NC 540 to downtown	1	The Plan maintains S Salem Street/Old US 1 as a 4-lane median-divided thoroughfare. However, it is unlikely that the existing bridge over NC 540 will be replaced in the foreseeable future as it is a relatively new bridge.	No

General Transportation Comments

Comment	Frequency	Staff Response	Proposed change to Scenario One?
Support expanded public transit	2	The Rural Residential and Rural Transition Residential densities in the Plan are unlikely to support fixed-route public transit to this area. Other opportunities for public transit will be explored in the future.	No
Against planning for transit	1	The Town prioritizes transit planning and services in areas that have transit-supportive land uses as part of providing a multi-modal transportation network.	No
Improve safety for cyclists, beyond bike lanes	1	Planned side path and street-side greenway are included along Old US 1. Planned side path is included on the east side of New Hill Holleman Road.	No
Add roadways through undeveloped land that is not historic	1	In the Plan, the only new collector street is between Friendship Road and Pleasant Plains Road, parallel to the railroad tracks.	Yes, remove the New Hill Loop collector.
Against Church Road extension through New Hill Community Center property	1	In the Plan, Church Road is not extended east of New Hill Holleman Road.	No
Expanding the street network is preferred to adding lanes to US 1	1	In the Plan, there are limited new collector streets in the study area, but Old US 1 and New Hill Holleman Road are still planned as 4-lane median-divided thoroughfares. There is not a funded project to widen US 1 in this area.	No