



MEMORANDUM

To: Mayor Strickland and Village Council
From: Darryn Burich, Director of Planning and Inspections
Date: September 22, 2022
Subject: Pinehurst South Small Area Plan Update

At its September 13, 2022 meeting, Council asked if staff could develop a preferred land use scenario that incorporated the high intensity land uses proposed on the west side of NC-5 with that of the low intensity land use scenario on the east side of NC-5 south of Blake Boulevard. Staff has made those adjustments and created a new map titled “Preferred Build Out-Plan” for Council consideration. The map is added as a separate exhibit in Novus Agenda and has not yet been incorporated into the Small Area Plan and won’t until there is general consensus on the map.

Please note that approving the plan with this new map does not establish any new regulatory control within the area because approving the Plan doesn’t change existing zoning. What the map does is provide a guide to developing zoning code updates to implement the Plan similar to the work underway for the Village Place Plan and in particular the Regulating Plan that will control building form, type, and land use. Please see the agenda materials in Novus Agenda for the September 15, 2022 Planning and Zoning Board Work Session for more information and an example of the process that will be followed with Pinehurst South code updates.

Questions also came up at the last meeting regarding potential trip generation with the various land use scenarios which staff has done some follow-up research on. At this point in the planning process only trip generation generalities can be provided based on the types of land uses proposed in the area because there are so many different variables that impact trip generation. Differing land uses have different trip generation rates in general and different sized developments will generate differing amounts of trips. Different types of commercial and retail operations that have differing trip generation rates. For example, a fast food restaurant generates more trips than does a fast casual than does a quality restaurant. The same concept applies to various other use categories as well. The size of these operations also impact trip generation.

Not knowing specifically, the exact type and size of the land use type make it very hard to provide a very accurate trip generation number given that the land uses and development pattern shown on the maps are all illustrative and subject to change. Yes, the boxes on the plan that show types of nonresidential development but what is not known exactly is the type of commercial or retail use or if the building is only one story. That is why when we actually have a development proposal, we can run trip generation numbers and even potentially require a traffic impact analysis. However, those too are estimates based on models and studies and can be inaccurate.

In general, retail produces the most peak trips per hour followed by office, single family, industrial, apartments/condos/townhouses according to the Institute of Transportation Engineers (ITE) Trip Generation Report 10th Edition. I have included an article from Mike Spack, PE, PTOE Professional Traffic Operations Engineer highlighting some “general” trip generation and road capacity. Am also including “Common Trip Generation Rates (PM Peak Hour) from differing land use types for reference from the 10th Edition Trip Generation Report (2017).

Hopefully the new map and traffic information is helpful and Council will be able to approve the Plan. Staff and P&Z can then commence work on the code updates along with the Village Plan Small Area Plan.