

FOCUS AREA 2: HIGHWAY 5 COMMERCIAL AREA

New investment in the existing employment center on NC Highway 5, near the intersection of Blake Boulevard, provides interesting options to expand job opportunities in Pinehurst and increase access to facilities and services needed by residents. Approximately 150 acres in the Highway 5 focus area are represented by 80 different parcels. 43% of the land was identified as undeveloped in 2018, and additional land may be available to redevelop existing, low-profile buildings for employment uses, or for infill development on undeveloped land in between existing buildings for the same. Property owned by the Village along Monticello Drive (south of the Pinehurst Harness Track) provides interesting opportunities to influence development types and intensities near the employment center.



BUSINESS-AS-USUAL

The Business-as-Usual Scenario contemplates how the area might develop following the Village's currently-adopted long-range comprehensive plan and zoning ordinance, including completion of two committed office projects in the Trotter Hill Development. New buildings in the area would be limited to one story tall to complement existing development in the area.

ALTERNATIVE SCENARIO NO. 1

Alternative Scenario No. 1 contemplates how the area might develop if it was transformed into an employment center, changing undeveloped parcels previously identified for retail, multifamily, single family, and open space uses to general office. The scenario also assumes limited infill development opportunities for medical office uses and development of a portion of the Harness Track property north of Monticello Drive. New development would be similar in intensity and style to Turnberry Woods on Morganton Road.

ALTERNATIVE SCENARIO NO. 2

Alternative Scenario No. 2 contemplates how the area might develop if it was transformed into an innovation village, targeting greenfield development, infill development, and re-development opportunities in one connected master plan concept. The scenario assumes a portion of the Harness Track property, north of Monticello Drive, is developed with a mix of uses to support the new village. Primary uses targeted for the village include medical, life science, and research facilities. Supporting uses may include retail, service, and some residential above first-floor, non-residential uses. New buildings in the area may be one to three stories tall. Surrounding residential neighborhoods would be connected to the village via a grid of walkable streets.

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SCENARIO COMPARISON

Development Program	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
Preserved Open Space (acres)	1	1	1
Recreation (acres)	19	0	0
Single-Family Detached (d.u.)	146	87	87
Single-Family Attached (d.u.)	0	29	29
Stacked Multifamily (d.u)	133	0	220
General Office (s.f.)	326,645	1,132,638	466,942
Medical Office (s.f.)	4,371	4,371	93,119
General Retail (s.f.)	271,581	144,162	219,096
Lodging (rooms)	0	0	0
Light Industrial (s.f.)	0	23,539	0
Institutional (s.f.)	0	16,395	0

Likely Infrastructure Impacts	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
New Students (students)	169	83	191
New Water Demand (mgd)	0.11	0.14	0.14
New Sewer Demand (mgd)	0.10	0.14	0.13
New Daily Trips (trips)	9,444	11,893	12,383

Community Character (% of acres)	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
Open Space	7.7%	0.3%	0.3%
Rural Living	0.0%	0.0%	0.0%
Suburban Neighborhood	40.9%	26.7%	26.7%
Suburban Center	51.4%	73.0%	30.6%
Walkable Community Activity Center	0.0%	0.0%	42.4%
Regional Activity Center	0.0%	0.0%	0.0%

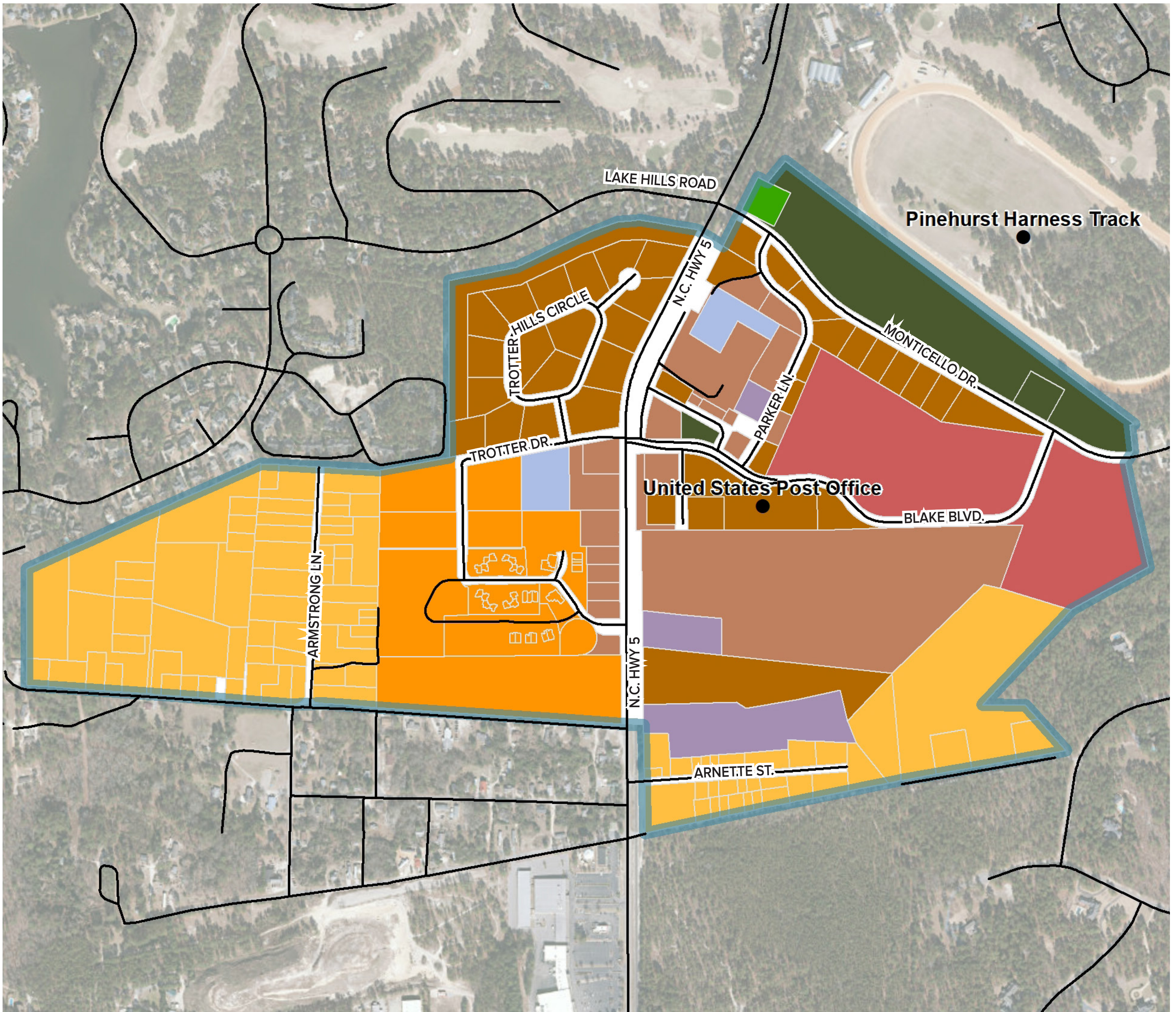
Home Choices	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
Single-Family Detached	52.3%	75.0%	25.9%
Single-Family Attached	0.0%	25.0%	8.6%
Stacked Multi-Family	47.7%	0.0%	65.5%

Community Characteristics	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
New Residents	510	444	568
New Employees	2,147	5,241	2,937

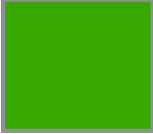

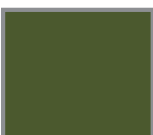






Special Intensity Allocation	Business-As-Usual	Alt. Scenario 1	Alt. Scenario 2
WS-II BW Watershed (acres)	130	138	138
WS-III BW Watershed (acres)	-	-	-

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BUSINESS-AS-USUAL

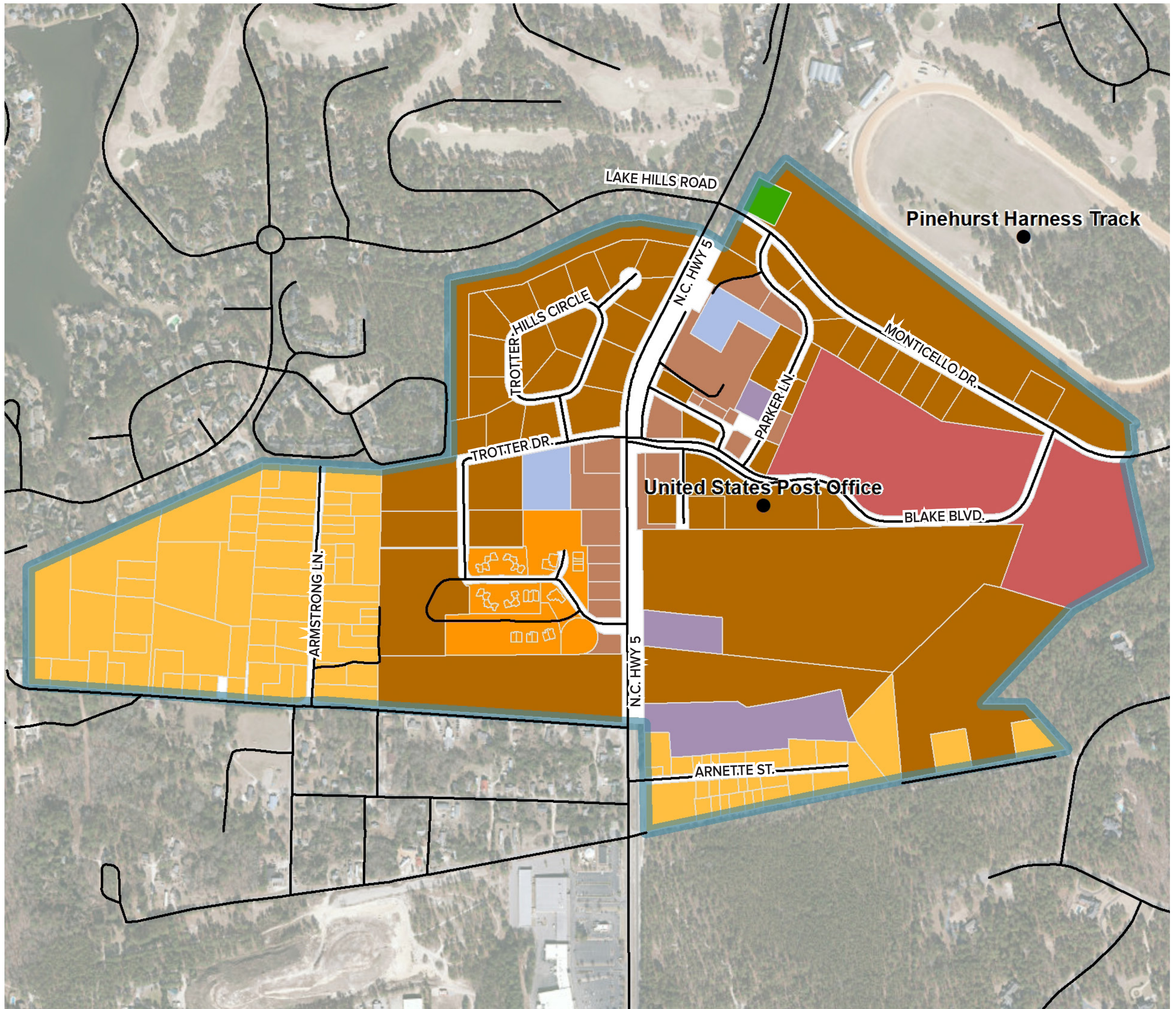


Scenario Plan








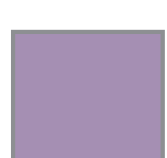
	Open Space		General Office
	Recreation		Medical Office
	Single Family High		Institutional
	Multifamily		Light Industrial
	General Retail		

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ALTERNATIVE SCENARIO NO. 1

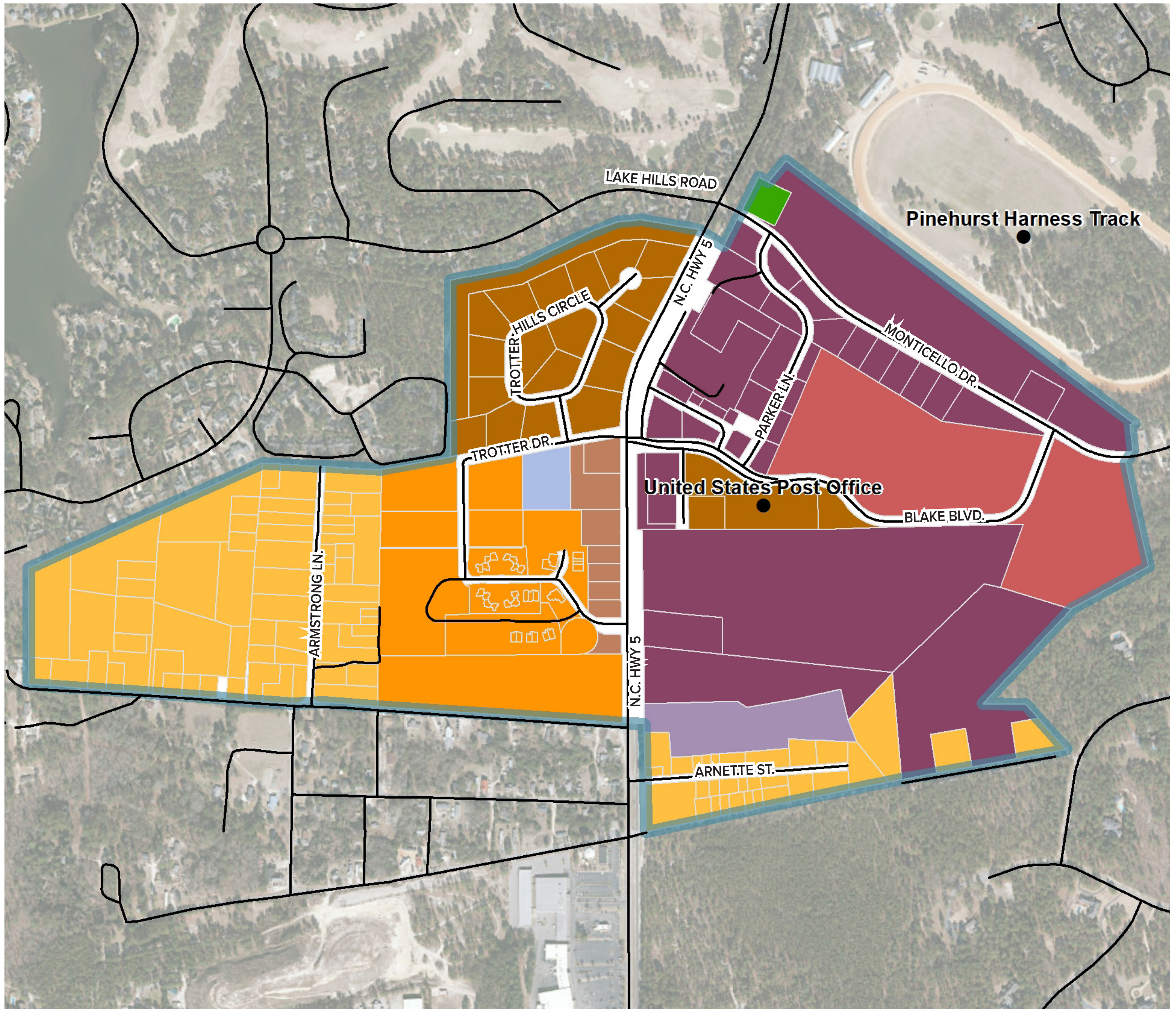


Scenario Plan










	Open Space		General Office
	Single Family High		Medical Office
	Multifamily		Institutional
	General Retail		Light Industrial

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ALTERNATIVE SCENARIO NO. 2



Scenario Plan

	Open Space		Medical Office
	Single Family High		Institutional
	Multifamily		Light Industrial
	General Retail		Major Employment Center
	General Office		