



# VILLAGE OF PINEHURST SMALL AREA PLANS

Public Workshop #1 - Summary

MARCH 4, 2021 | FINAL

Design  
Collective

DUGGAL  
REAL ESTATE ADVISORS

Moving forward.  
RKA  
RAMEY KEMP ASSOCIATES





# PHASE 1: COMMUNITY ENGAGEMENT SUMMARY

## Overview

Stakeholder input and feedback are critical to creating a community-supported vision for Village Place and Pinehurst South. Public participation ensures that the plan addresses community concerns and ideas, fosters an inclusive and transparent planning process, identifies key opportunities and priority areas, and builds momentum to move the plan towards adoption and implementation.

In November 2020, the consultant team led by Design Collective, Inc. was engaged by the Village of Pinehurst to begin the Small Area Plans and Form-Based Codes for Pinehurst South and Village Place. The process approach was structured on a series of three phases to effectively examine, envision, and create a set of planning recommendations for the study areas.

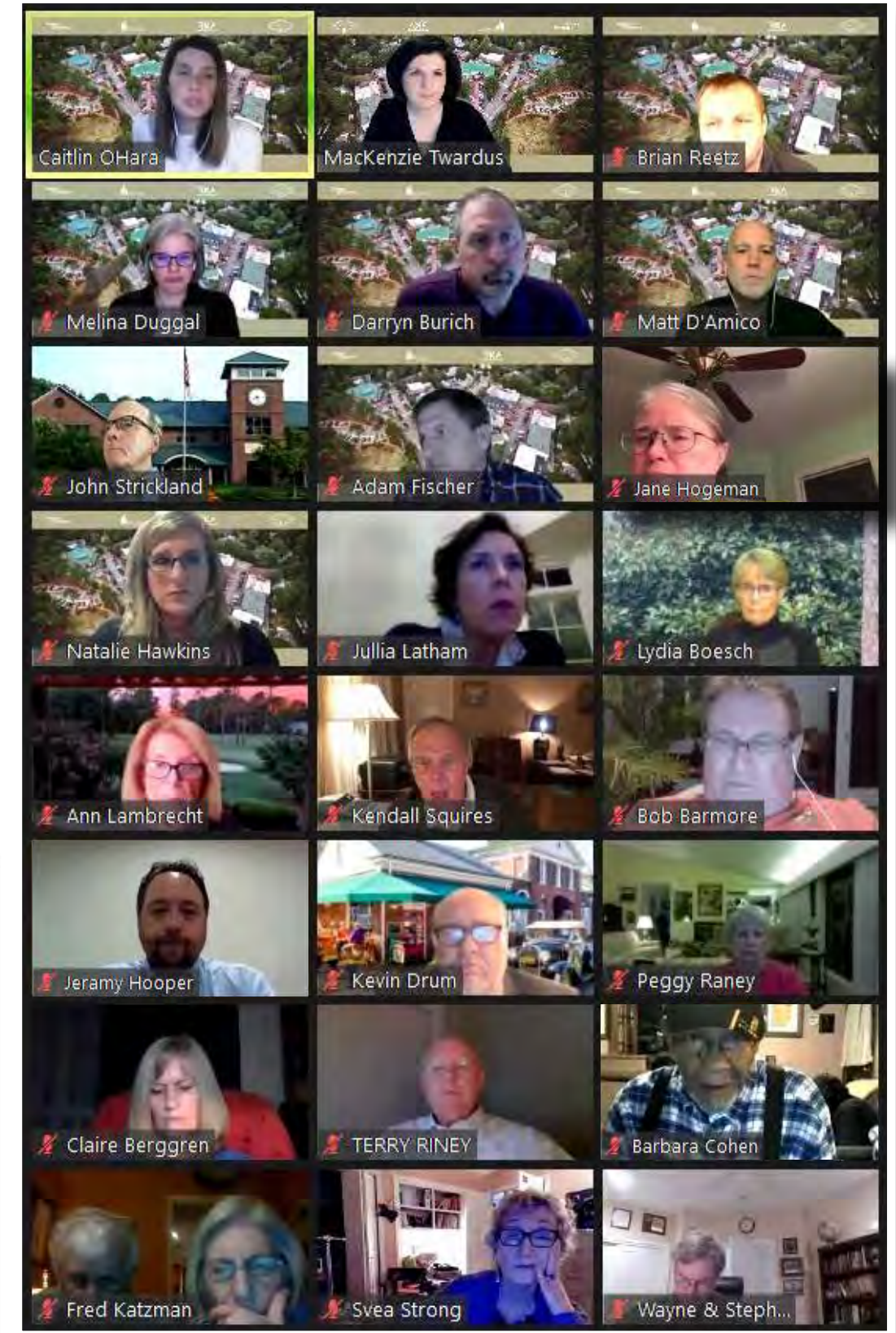
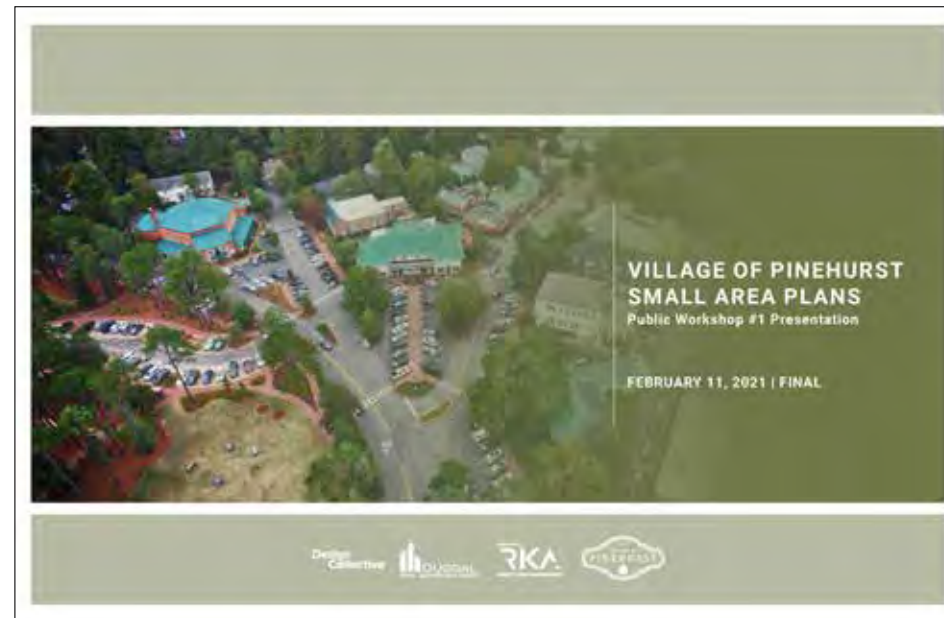
A critical task in Phase 1 was to gather stakeholder input. This engagement was conducted through a variety of outreach methods.

Throughout December 2020 and January 2021, the consultant team conducted over 20 key stakeholder interviews, discussing the two plan areas with Village staff, appointed and/or elected officials, agency representatives, committee chairs, residents, local businesses and merchants, golf and tourist industry representatives, major employers, property owners, developers, brokers, and others to further understand their viewpoints.

In February 2021, the consultant team and Village of Pinehurst held Public Workshop 1 (of 3) to outline a vision for the future of the two Small Area Plans with public input and guidance. The Public Workshop was held virtually due to COVID-19. There were 148 registrants (including consultant and Village staff team members), and approximately 100 attendees participated. Darryn Burich (VOP) introduced the team and gave an overview of the project goals and objectives. Cecily Bedwell and Caitlin O'Hara (DCI) presented the project team, project introduction, project schedule and Existing Conditions. Melina Duggal (Dugaal Advisors) presented the Market and Economic Analysis.

Breakout Rooms were utilized to give participants the opportunity to ask questions, give input, and listen to other stakeholders. Each breakout room was facilitated by a member of the project team. Additionally, the project website provided outreach materials as well as an online survey and a summary of the presentation.

The following pages summarize the feedback received as a result of Public Workshop 1. The Appendix includes specific details from each of the seven Breakout Rooms.



SCREENSHOTS FROM THE VIRTUAL PUBLIC WORKSHOP PRESENTATION

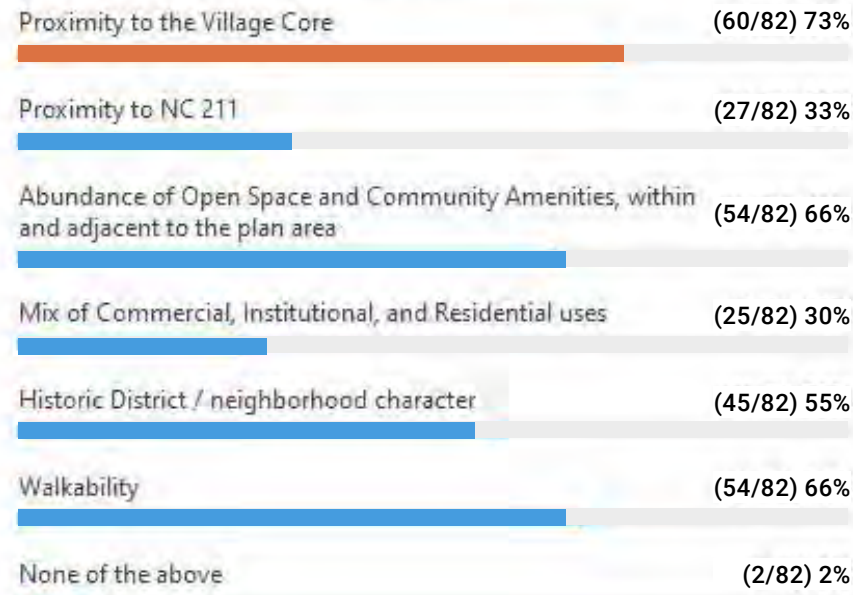


## VILLAGE PLACE POLLING QUESTIONS

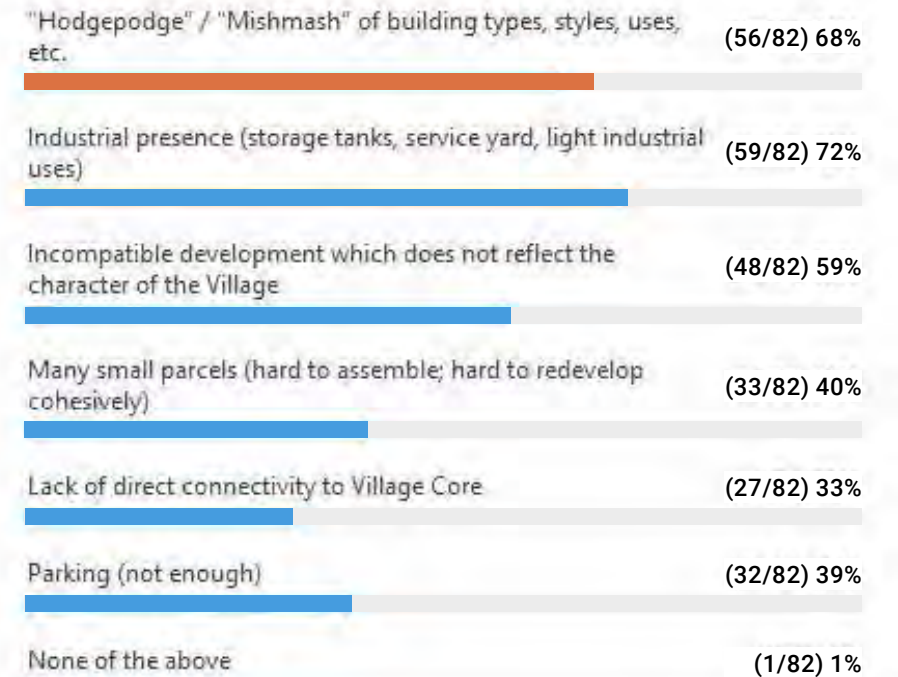
The Public Workshop included two rounds of Polling Questions, one for Village Place and one for Pinehurst South. The polls were available live during the Public Workshop and also on the Project website for 10 days following the event. Participants were encouraged to use the polling questions to express their views on the strengths, weaknesses, and opportunities relating to each Small Area Plan.

This page shows the cumulative results of the Polling Questions for Village Place.

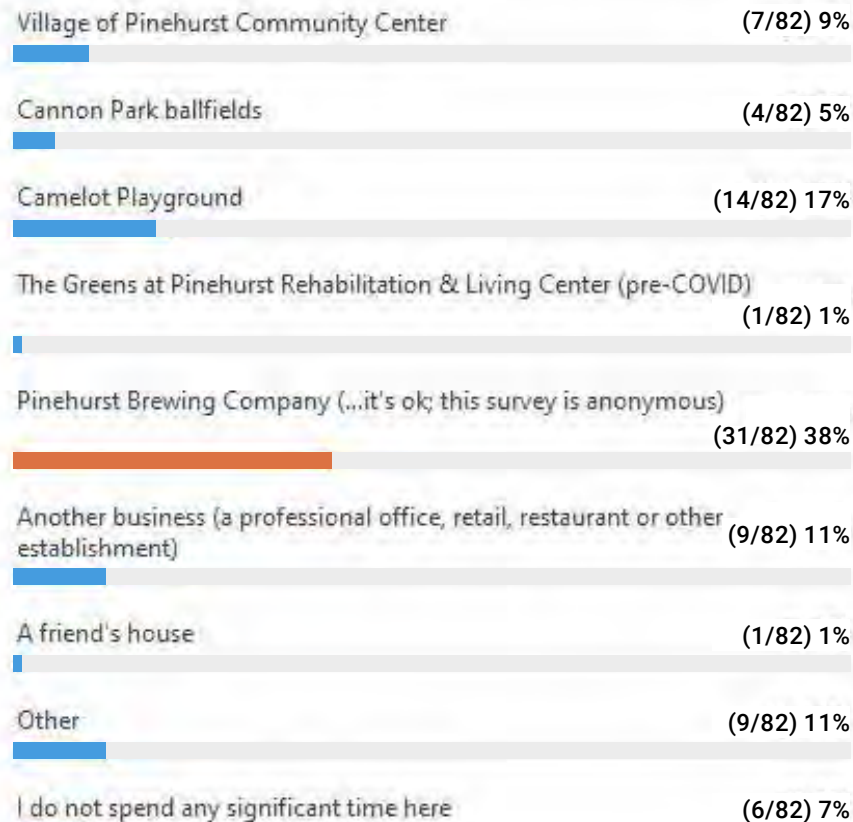
### 1. What are the strengths of Village Place, as it exists today? Check all that apply. (Multiple choice)



### 2. What are the weaknesses of Village Place, as it exists today? Check all that apply. (Multiple choice)



### 3. What is your favorite or most frequented place to visit within Village Place? Choose one.



### 4. What would you like to see (more) of in Village Place? Check all that apply. (Multiple choice)

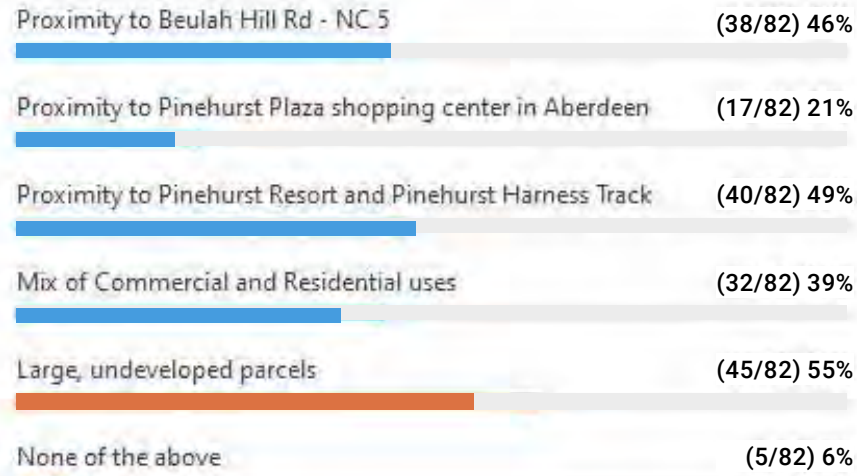


## PINEHURST SOUTH POLLING QUESTIONS

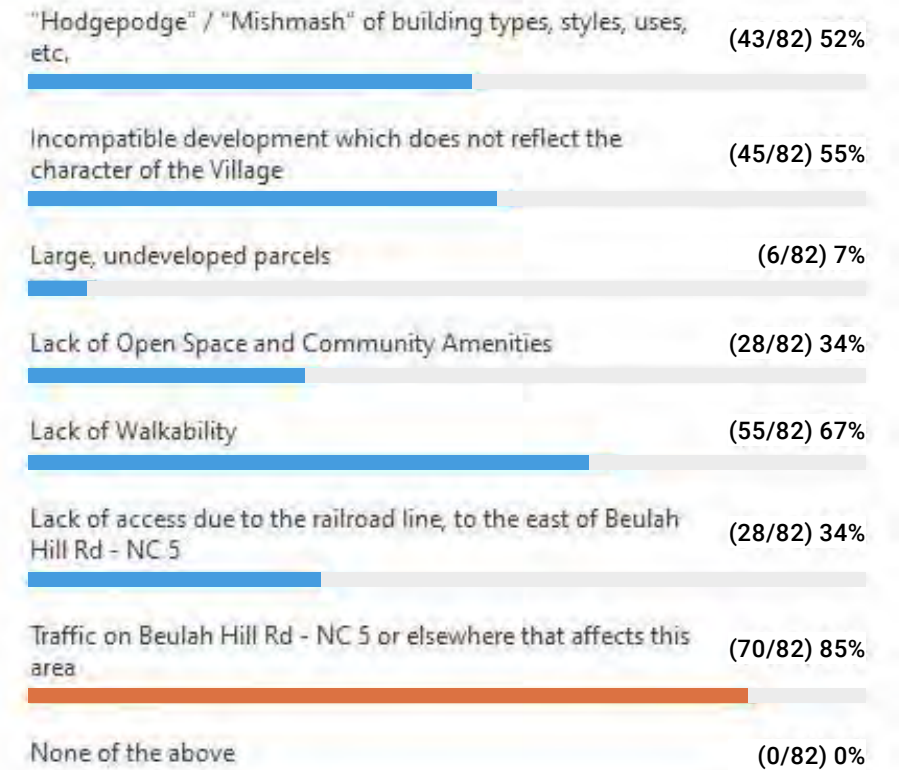
The Public Workshop included two rounds of Polling Questions, one for Village Place and one for Pinehurst South. The polls were available live during the Public Workshop and also on the Project website for 10 days following the event. Participants were encouraged to use the polling questions to express their views on the strengths, weaknesses, and opportunities relating to each Small Area Plan.

This page shows the cumulative results of the Polling Questions for Pinehurst South.

### 1. What are the strengths of Pinehurst South, as it exists today? Check all that apply. (Multiple choice)



### 2. What are the weaknesses of Pinehurst South, as it exists today? Check all that apply. (Multiple choice)



### 3. What would you like to see (more) of in Pinehurst South? Check all that apply. (Multiple choice)



### 4. What is your favorite or most frequented place to visit within Pinehurst South? Choose one.





# VILLAGE PLACE

## PUBLIC WORKSHOP 1

The Public Workshop offered the community an opportunity to voice their observations and concerns about the future of Village Place and Pinehurst South. The list below is a compilation of the comments received during Public Workshop 1, as well as additional comments received by staff post workshop. For a full list of comments recorded during Public Workshop 1, please reference the Appendix of this document.

### Land Use

- » Village Place lacks a sense of place and is currently a hodgepodge of uses
- » Pinehurst is established as a destination resort for golfers, therefore the needs and desires of visitors should be taken into account as it is a major source of revenue for businesses. Consider amenities or retail options that support these users – i.e. golf related retail
- » Desires:
  - A library to be located in this area, particularly across from Village Hall - 2-story building
  - Uses that serve the community; i.e. personal services, neighborhood serving retail, open space, library
  - Live/work or other creative solutions for residential. However, some stakeholders are concerned that apartments above retail currently do not work well in VC (most likely due to parking)
  - Multi-family or townhouses (mixed opinions from stakeholders)
  - There are mixed opinions about restaurants in this area. Some stakeholders feel they are needed, as there is nowhere to go right now, however there is concern for character, competition with the VC and more traffic
  - Village Place would be a good opportunity for retail space if not in competition with VC
  - The uses in this area should complement the VC, be an extension of it and serve the community, not compete with the VC
- » Concerns:
  - Apartments may attract residents who are not invested in the community
  - Concern about industrial uses – safety for children, truck traffic
  - The Public Service area is an eyesore, this area would be better as mixed use for the public



### PUBLIC INPUT RECEIVED BASED ON BREAKOUT ROOM DISCUSSIONS

The pages above are examples of notes taken in various Breakout Rooms during the Public Workshop. For a full reference of these comments, please see the Appendix.

### Character

- » Village Place lacks an overall plan
- » Architecture:
  - Concern for existing uses that do not match the character of VOP, overall the entire area needs better architectural character.
  - Architectural character should blend in with the Village, more traditional
  - Desire for adaptive reuse, not for new construction or cheap construction
  - Maintain scale and character of older single family detached homes, preserve historic character
  - “New England Small Town”
- » Landscaping & open space are very important to the character of Pinehurst
- » Concern for protecting existing trees
- » Some stakeholders believe this area should have no more rental units and no new construction over 2 stories

### Transportation

- » Need for an independent, professional traffic study
- » Overall need for improvement in pedestrian circulation in this area. Pedestrians currently walk but it is not safe. If it were safer, more people (families) would walk between destinations as opposed to drive
  - Connecting to the schools
  - Connecting various open spaces
  - Connecting to VC (residents already bike/walk from here to VC)
  - Paths along Rattlesnake Trail , esp. west side
  - Consider a bike-share program
- » Considerations for paths:
  - Consider longevity of sidewalks – brick sidewalks and sand sidewalks require a lot of maintenance - mixed opinions about desired sidewalk material
  - Maintain clay paths where it makes sense in the historic district
  - Consider visual interest along pathways – i.e. buildings that are visually interesting, buildings lining the street
  - Need crosswalks along Rattlesnake, not just at 211
  - Consider use by golf carts
  - Desire for a singular path that links everything together
  - Leverage public/private partnerships to improve sidewalks/trail connectivity
- » Traffic is an overall concern in the area, roads are stressed, current infrastructure will not support increase in traffic

- Pinehurst Brewery is attracting outside traffic. Some stakeholders find this traffic concerning
- Cut through traffic on the side streets – i.e. Woods Rd, Fields Rd to get to the Village Core
- » Rattlesnake Trail
  - There needs to be a better gateway from 211 – although some stakeholders think the opposite, do not want to entice visitors
  - This road should feel like a Pinehurst street, not a commercial street, i.e. improve landscape and streetscape to be consistent with streets in VC
  - Mixed opinions about a cut-through for Rattlesnake – a pedestrian connection would be beneficial, not sure about vehicular
  - Rattlesnake could be a better entrance, a big connector to the hospital as well
- » Parking is a major concern:
  - If there is more development, will need even more parking.
  - Parking needs to be convenient and safe
  - Need parking south of McCaskill to support the Brewery, Manor Inn and Village Center parking needs
  - No parallel parking on residential streets, walking paths on every street
  - Opportunity in this area for an aesthetic parking garage
- » Concern that widening roads which will displace existing trees
- » Extension of Kelly Road could be a good idea if “cleaned up” and leading to a destination



# PINEHURST SOUTH

## PUBLIC WORKSHOP 1

The Public Workshop offered the community an opportunity to voice their observations and concerns about the future of Village Place and Pinehurst South. The list below is a compilation of the comments received during Public Workshop 1, as well as additional comments received by staff post workshop. For a full list of comments recorded during Public Workshop 1, please reference the Appendix of this document.

### Land Use

- » Development right now is inconsistent
- » Strong desire for a public open space in this area
  - Some stakeholders mentioned open space like Tufts Park
  - Build/extend recreational amenities for families in the area
- » Low density residential desired by some stakeholders
- » Desire for mixed-use:
  - Consider mixed use that disperses traffic, encourages internal circulation
  - This area is currently a bedroom community, needs businesses to help tax base
  - The area between Dawn Rd and Parker Lane is seen as an opportunity for mixed-use, it is missing retail right now. A coffee shop or deli would be great – it is easily accessible
- » Office space is needed in Moore County – Class A and B is lacking – which would fit this area. Although some stakeholders noted cautioning too much office space as COVID has altered the need for it and the future of office is undetermined
- » Given proximity to Aberdeen, Rt. 1 and the railroad, Light Industrial may be attracted to this area
- » Opportunity for retail:
  - Along Gaines street
  - Desire for retail uses along Monticello
  - Some stakeholders would like to see a grocery store in this area, while others are happy to go elsewhere
  - Small scale businesses, golf businesses, golf centers?
- » Desire for office space – clinical/research businesses
- » The Innovation HUB as planned in the NewCore masterplan does not resonate with some stakeholders, they are confused by this concept and think it is too much development



### PUBLIC INPUT RECEIVED BASED ON BREAKOUT ROOM DISCUSSIONS

The pages above are examples of notes taken in various Breakout Rooms during the Public Workshop. For a full reference of these comments, please see the Appendix.

### Character

- » Pinehurst has numerous neighborhoods that are unique, it is okay to keep them different, but connected to each other
- » There is no cohesiveness to character in this area
- » Keep country area look
- » Trotter Hills coming along nicely, a great opportunity for more development, stakeholders like the park-like setting
- » Desire for development like Turnberry Wood
- » Landscape:
  - Consider buffers along NC5 – keep greenery and protect the pines, set development back from the road.
- » Future development needs to fit in with the pines and the gateway and the tone of VOP – growth and change need to be monitored.
- » Consider façade improvements for Existing Businesses near Carter St, future businesses should vary, not be the same types of uses
- » Concern about new vinyl sided homes and large homes – not sure they match VOP character
- » No chain restaurants, no strip centers
- » Reuse existing buildings such as Elmore Furniture

### Transportation

- » Need for an independent, professional traffic study
- » Pedestrian:
  - Promote pedestrian circulation over vehicular, make more walkable
  - Walking from residences to retail is desired
  - Desire to cross NC5
- » Vehicular:
  - Traffic on NC5 is a nightmare, corridor is littered with trash
  - Trucks on NC5 from the Aberdeen landfill are a concern, a lot of truck traffic
  - NC5 intersections of Cotton, Dawkins, Gaines, very difficult turns on both sides
  - Doral Woods exit onto Morganton is very traffic heavy
  - Monticello is used as a cut through
  - The future development off Blake Blvd for 38 homes raises traffic concerns for some stakeholders
  - Residential would need to be low density due to traffic concerns
  - ABC Store and Post Office bring lots of traffic
  - Concern for how to solve traffic, railroad limits widening the roadway.
  - Need for another entrance off Blake Rd past

- the new liquor store
- » Need to connect back to the VC to make this area feel like it is part of VOP, not isolated/disconnected
- » Consider bike and horse trails near Pinehurst Rehab Center





ARCHITECTURE

ARCHITECTURE

STREETSCAPE/ PARKING

PARKS/ OPEN SPACE

# SMALL AREA PLAN PRECEDENTS

**PUBLIC INPUT RECEIVED BASED ON BREAKOUT ROOM DISCUSSIONS**

The feedback above is a summary of all Breakout Rooms. Participants were encouraged to respond to "like" (green) or "dislike" (red) for each photo.



An aerial photograph of a campus or residential area. The image shows several large buildings with distinct roofs: a prominent one with a bright blue roof on the left, and others with green and white roofs in the center and right. There are multiple parking lots filled with cars, and roads with yellow and white markings. The area is surrounded by trees and greenery. A semi-transparent green overlay covers the right side of the image, where the text is located.

# APPENDIX

*The following notes were compiled by the facilitators during the live Public Workshop event on February 11, 2021 and are included for reference only.*







VILLAGE PLACE

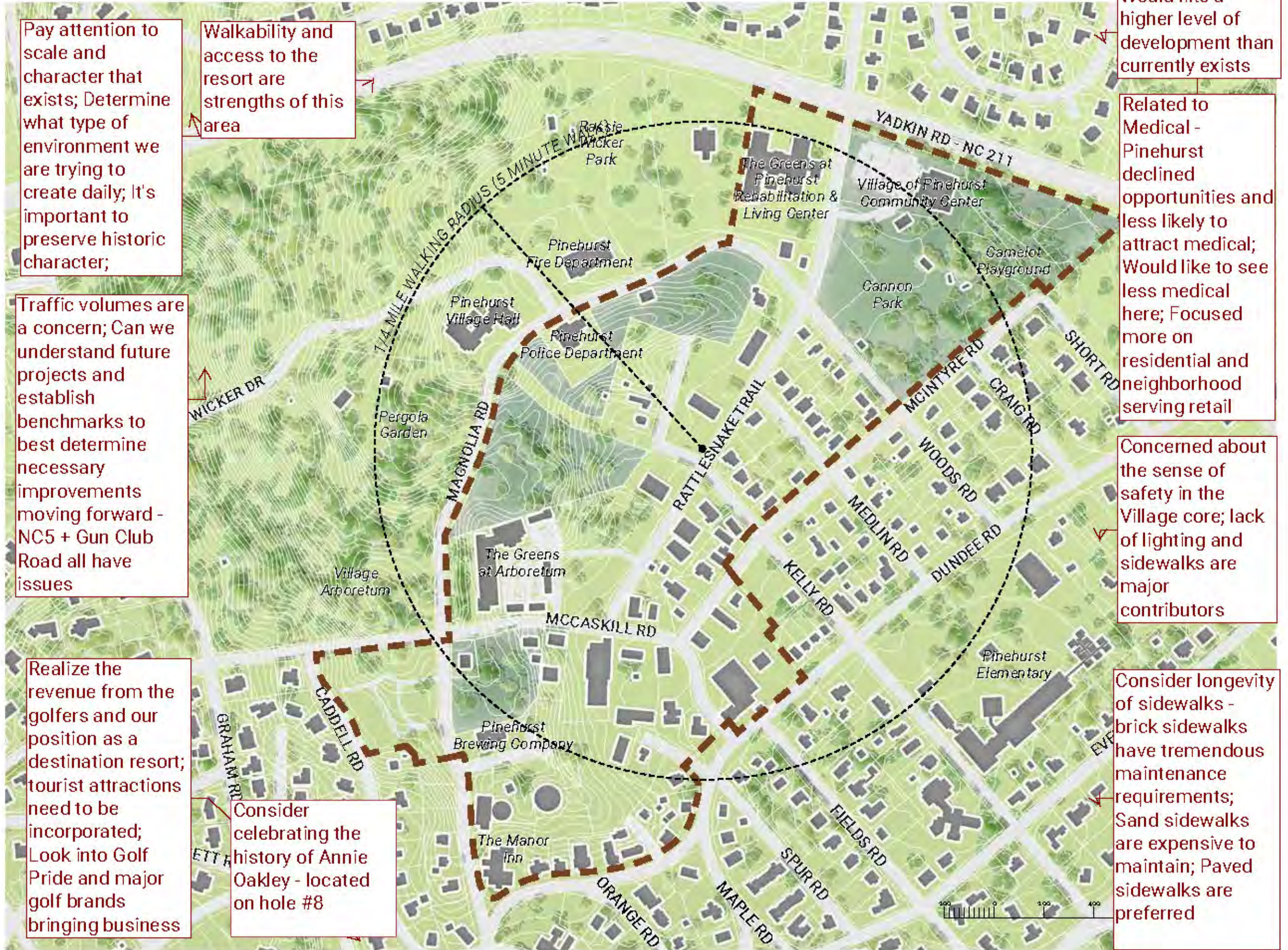
Existing Conditions

Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

KEY

-  SMALL AREA PLAN (SAP) BOUNDARY
-  VILLAGE OF PINEHURST
-  BUILDING FOOTPRINTS
-  PARKS/ OPEN SPACE



Pay attention to scale and character that exists; Determine what type of environment we are trying to create daily; It's important to preserve historic character;

Walkability and access to the resort are strengths of this area

Would like a higher level of development than currently exists

Related to Medical - Pinehurst declined opportunities and less likely to attract medical; Would like to see less medical here; Focused more on residential and neighborhood serving retail

Traffic volumes are a concern; Can we understand future projects and establish benchmarks to best determine necessary improvements moving forward - NC5 + Gun Club Road all have issues

Concerned about the sense of safety in the Village core; lack of lighting and sidewalks are major contributors

Realize the revenue from the golfers and our position as a destination resort; tourist attractions need to be incorporated; Look into Golf Pride and major golf brands bringing business

Consider celebrating the history of Annie Oakley - located on hole #8

Consider longevity of sidewalks - brick sidewalks have tremendous maintenance requirements; Sand sidewalks are expensive to maintain; Paved sidewalks are preferred

VILLAGE PLACE NOTES - BREAKOUT ROOM 1



PINEHURST SOUTH

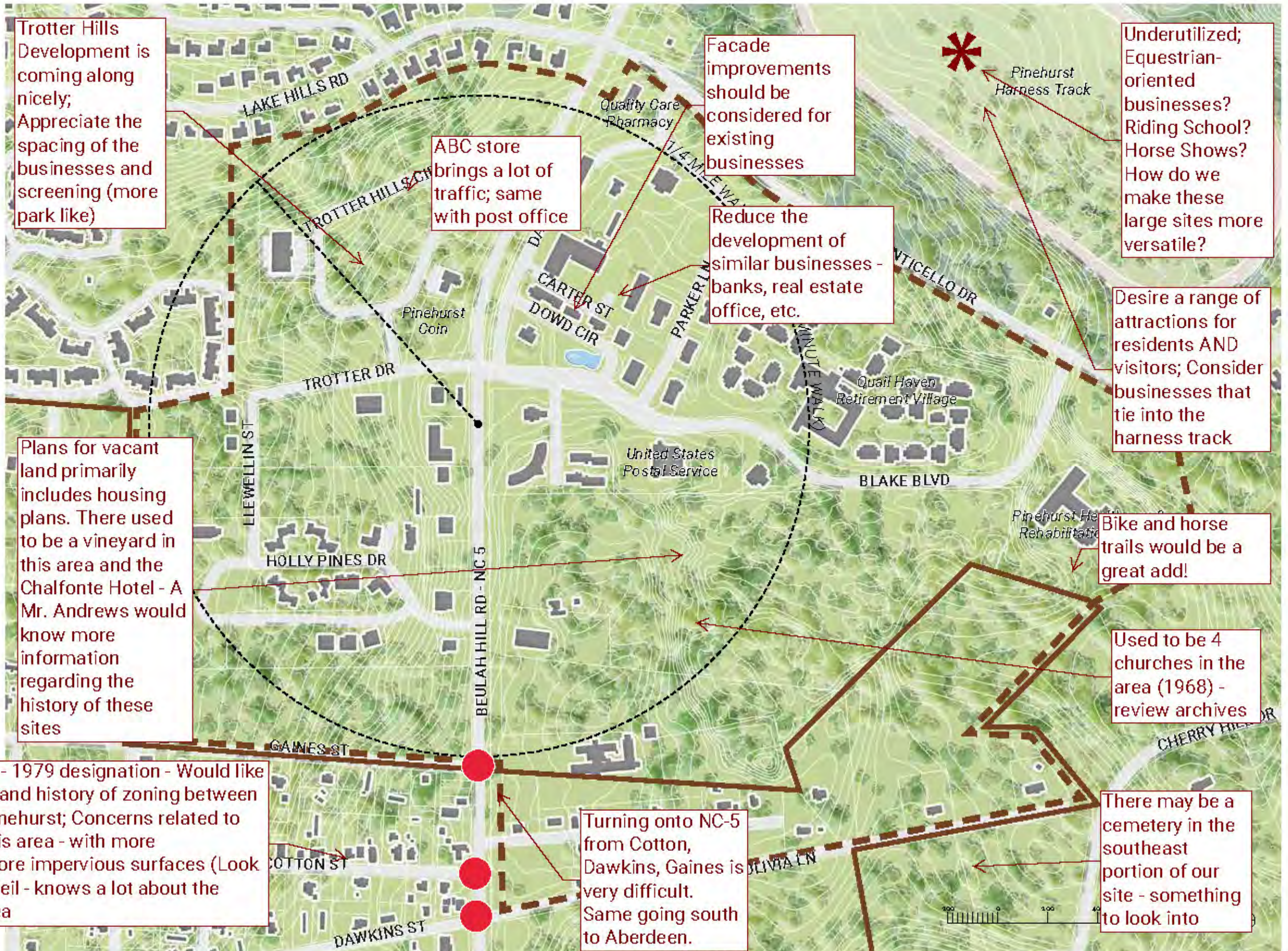
Existing Conditions

Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

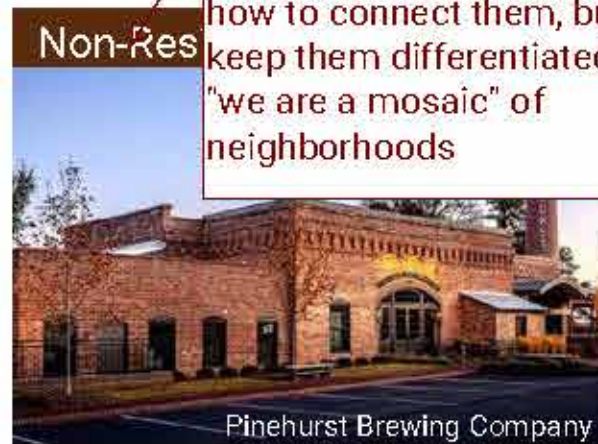
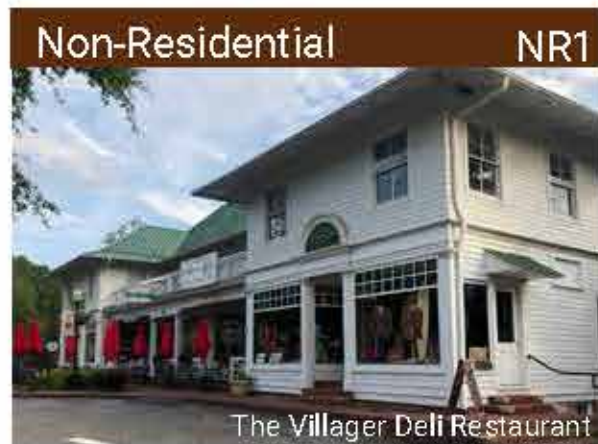
KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE



# PINEHURST SOUTH NOTES - BREAKOUT ROOM 1





Regarding architectural character and style - We have numerous neighborhoods that are uniquely defined; figure out how to connect them, but keep them differentiated - "we are a mosaic" of neighborhoods



ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 1



VILLAGE PLACE

Sidewalk from community center to elementary school is funded and will be built later this year

Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

Opportunity for aesthetic parking garage

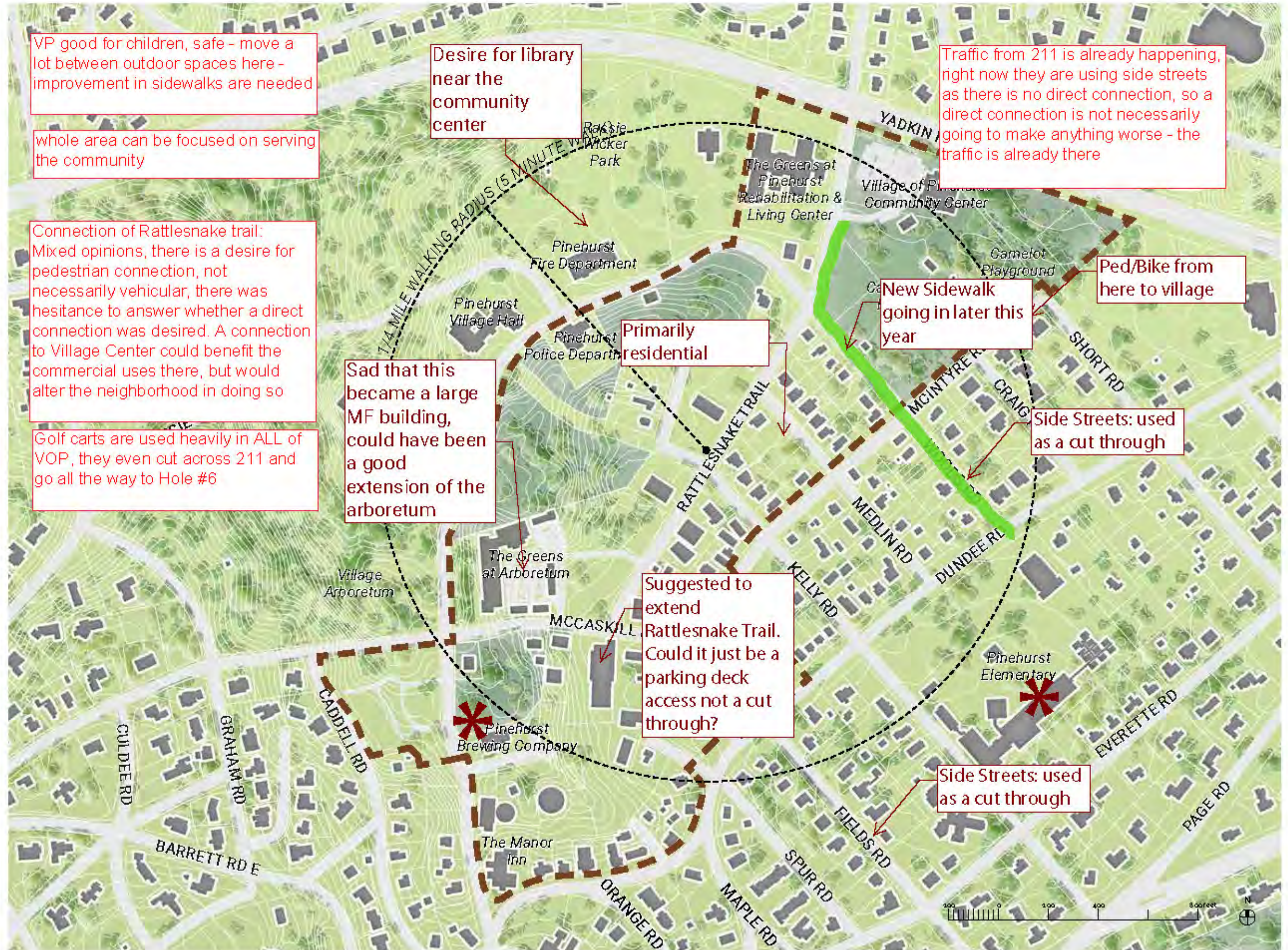
Village public service department is an eye sore

Fragmented ownership of parcels

Walk-ability problem from elementary school, school is to open in Fall - walking from village acres to pinehurst elementary

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE

- Street: [Red Arrow]
  - Arch Character: [Red Arrow]
  - Ped/Bike: [Green Arrow]
  - Traffic: [Red Arrow]
- ● \*



VP good for children, safe - move a lot between outdoor spaces here - improvement in sidewalks are needed

whole area can be focused on serving the community

Desire for library near the community center

Traffic from 211 is already happening, right now they are using side streets as there is no direct connection, so a direct connection is not necessarily going to make anything worse - the traffic is already there

Connection of Rattlesnake trail: Mixed opinions, there is a desire for pedestrian connection, not necessarily vehicular, there was hesitation to answer whether a direct connection was desired. A connection to Village Center could benefit the commercial uses there, but would alter the neighborhood in doing so

Sad that this became a large MF building, could have been a good extension of the arboretum

Primarily residential

New Sidewalk going in later this year

Ped/Bike from here to village

Side Streets: used as a cut through

Suggested to extend Rattlesnake Trail. Could it just be a parking deck access not a cut through?

Side Streets: used as a cut through

VILLAGE PLACE NOTES - BREAKOUT ROOM 2

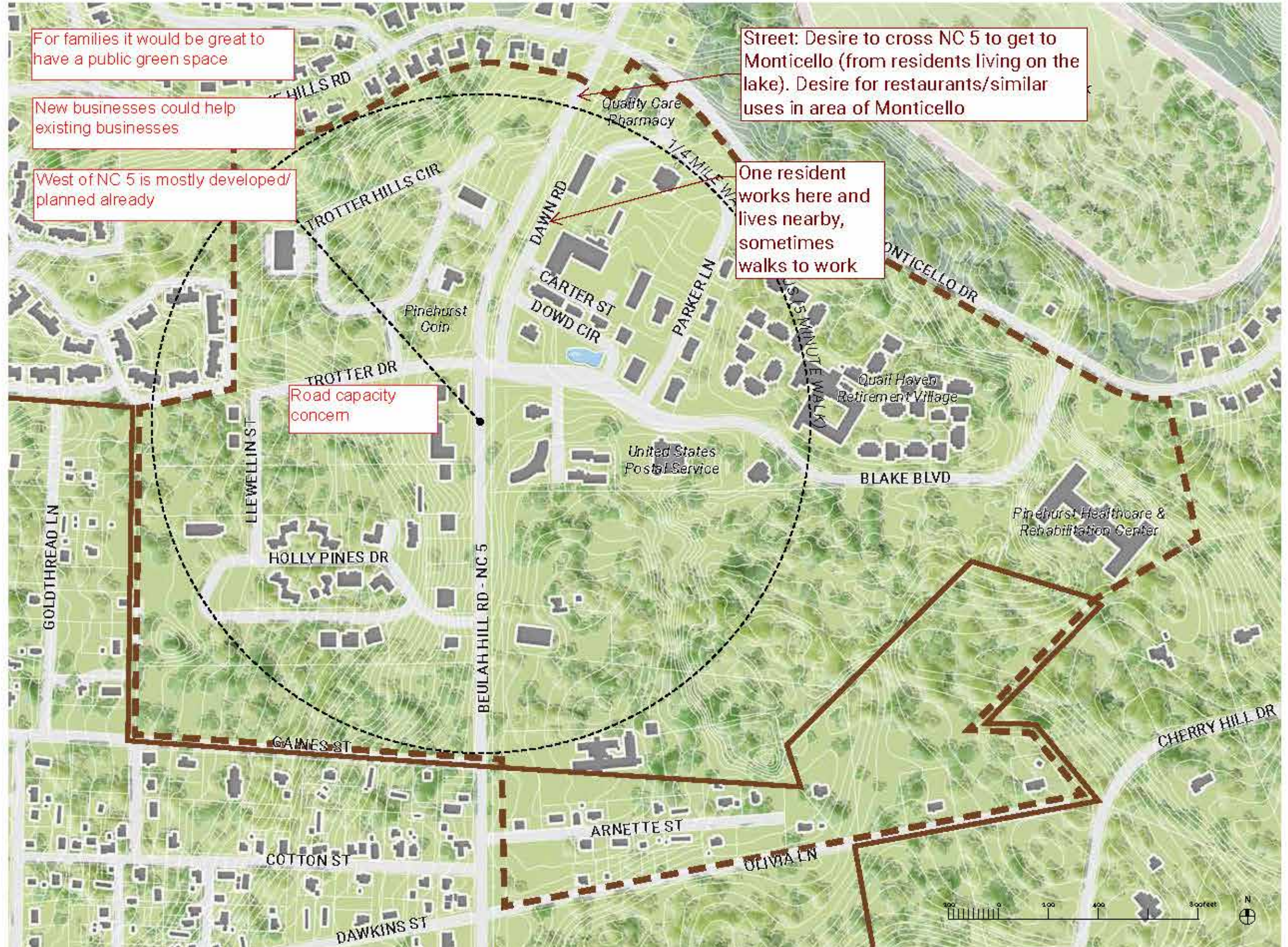


PINEHURST SOUTH

Existing Conditions

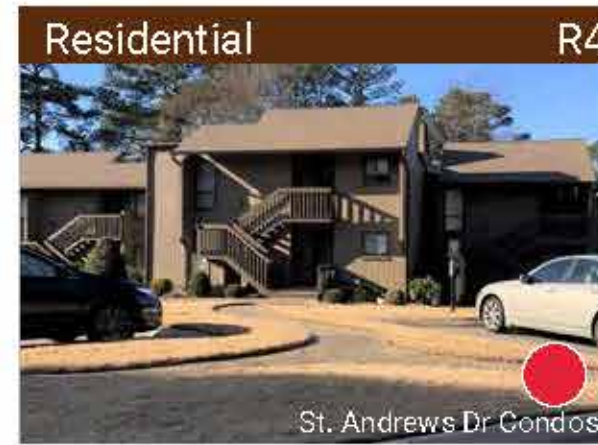
Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

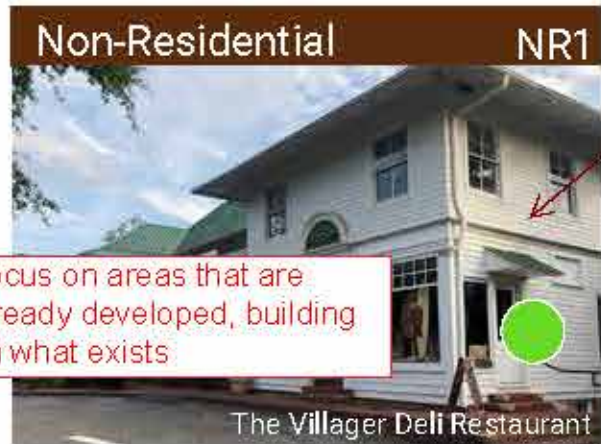


PINEHURST SOUTH NOTES - BREAKOUT ROOM 2





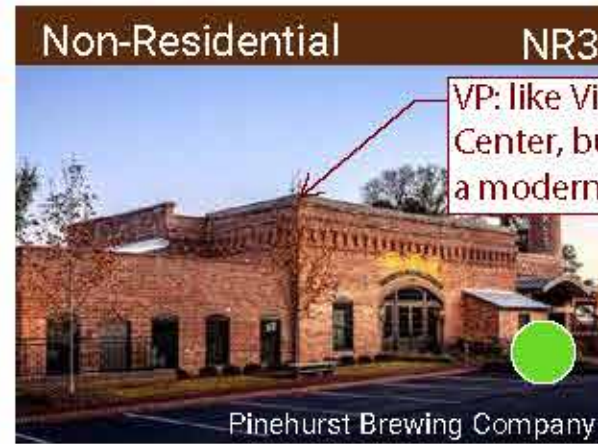
ARCHITECTURE



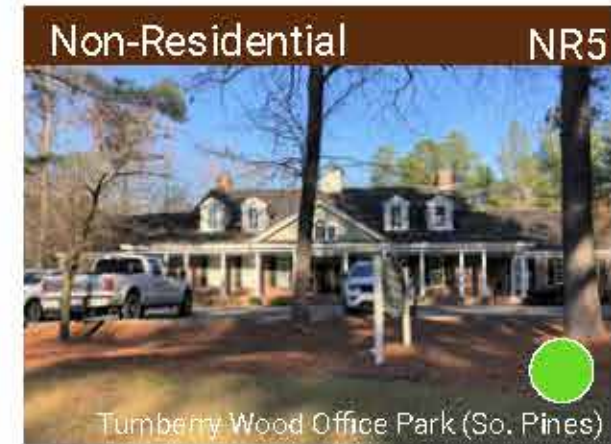
Focus on areas that are already developed, building on what exists



VP: Should be congruent with Village Center



VP: like Village Center, but possibly a modern take



ARCHITECTURE



walking paths on every street  
green area between sidewalk and road



Look back at Olmstead plans, maintain clay paths where it makes sense in the historic district



no parallel parking on residential streets

STREETSCAPE/PARKING



PARKS/ OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 2

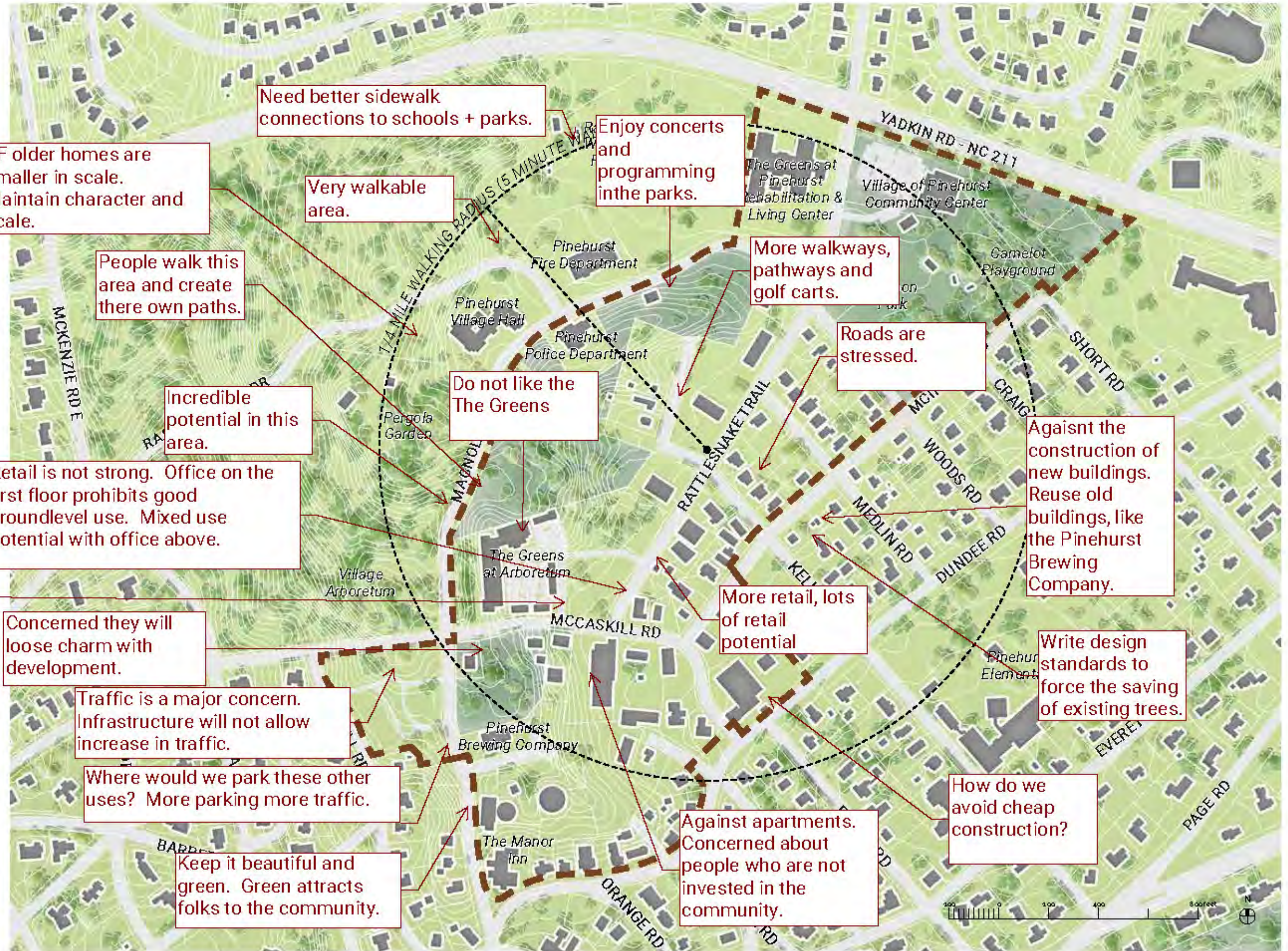


VILLAGE PLACE

Existing Conditions

Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.



Need better sidewalk connections to schools + parks.

Enjoy concerts and programming in the parks.

SF older homes are smaller in scale. Maintain character and scale.

Very walkable area.

People walk this area and create their own paths.

More walkways, pathways and golf carts.

Roads are stressed.

Do not like The Greens

Against the construction of new buildings. Reuse old buildings, like the Pinehurst Brewing Company.

Incredible potential in this area.

Retail is not strong. Office on the first floor prohibits good groundlevel use. Mixed use potential with office above.

More retail, lots of retail potential

Write design standards to force the saving of existing trees.

KEY  
SM  
VI  
BU  
PA  
Concerned that removing trees and widening streets will impact character/charm.

Concerned they will lose charm with development.

Traffic is a major concern. Infrastructure will not allow increase in traffic.

Where would we park these other uses? More parking more traffic.

How do we avoid cheap construction?

Keep it beautiful and green. Green attracts folks to the community.

Against apartments. Concerned about people who are not invested in the community.

VILLAGE PLACE NOTES - BREAKOUT ROOM 4

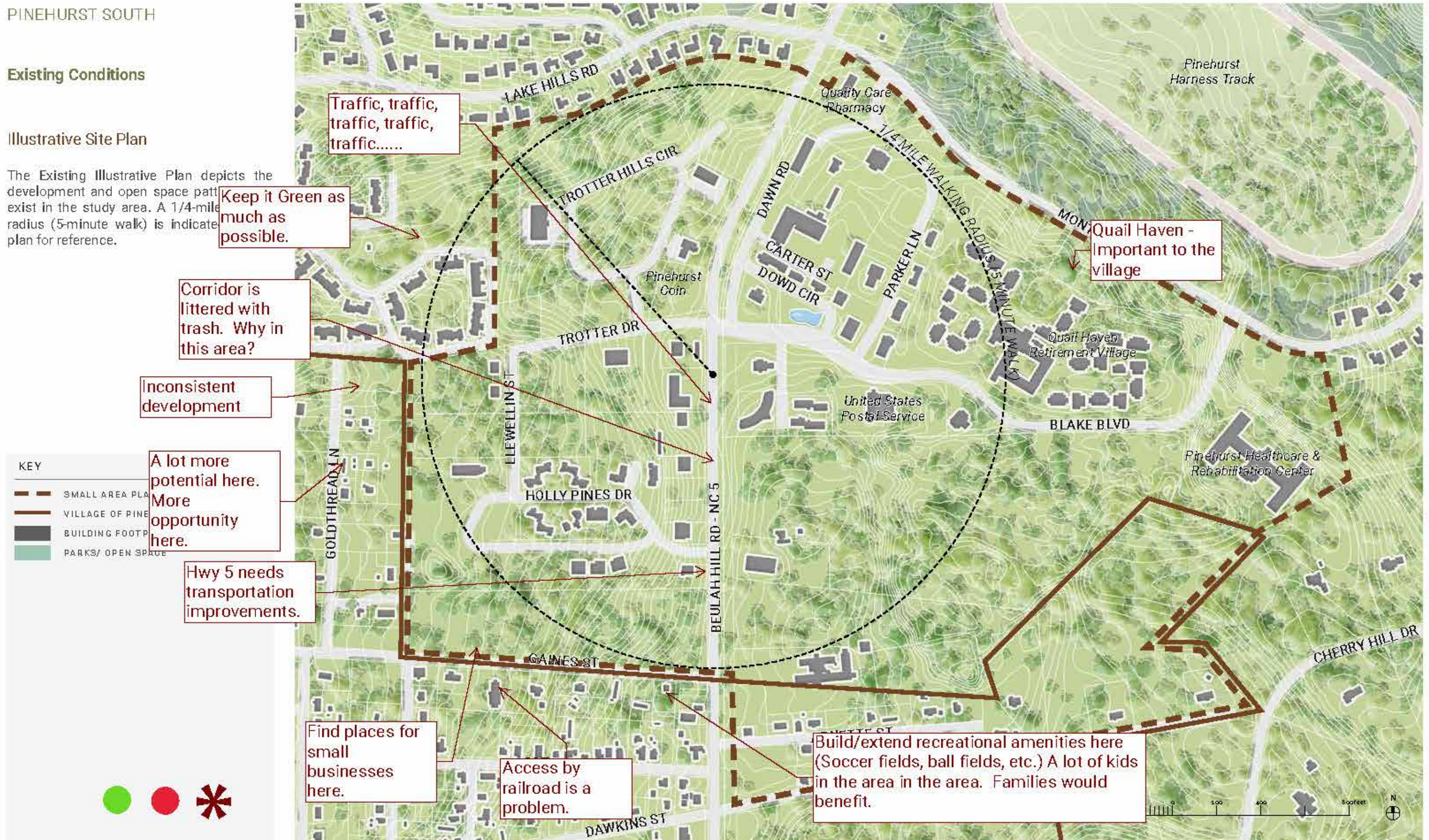


PINEHURST SOUTH

Existing Conditions

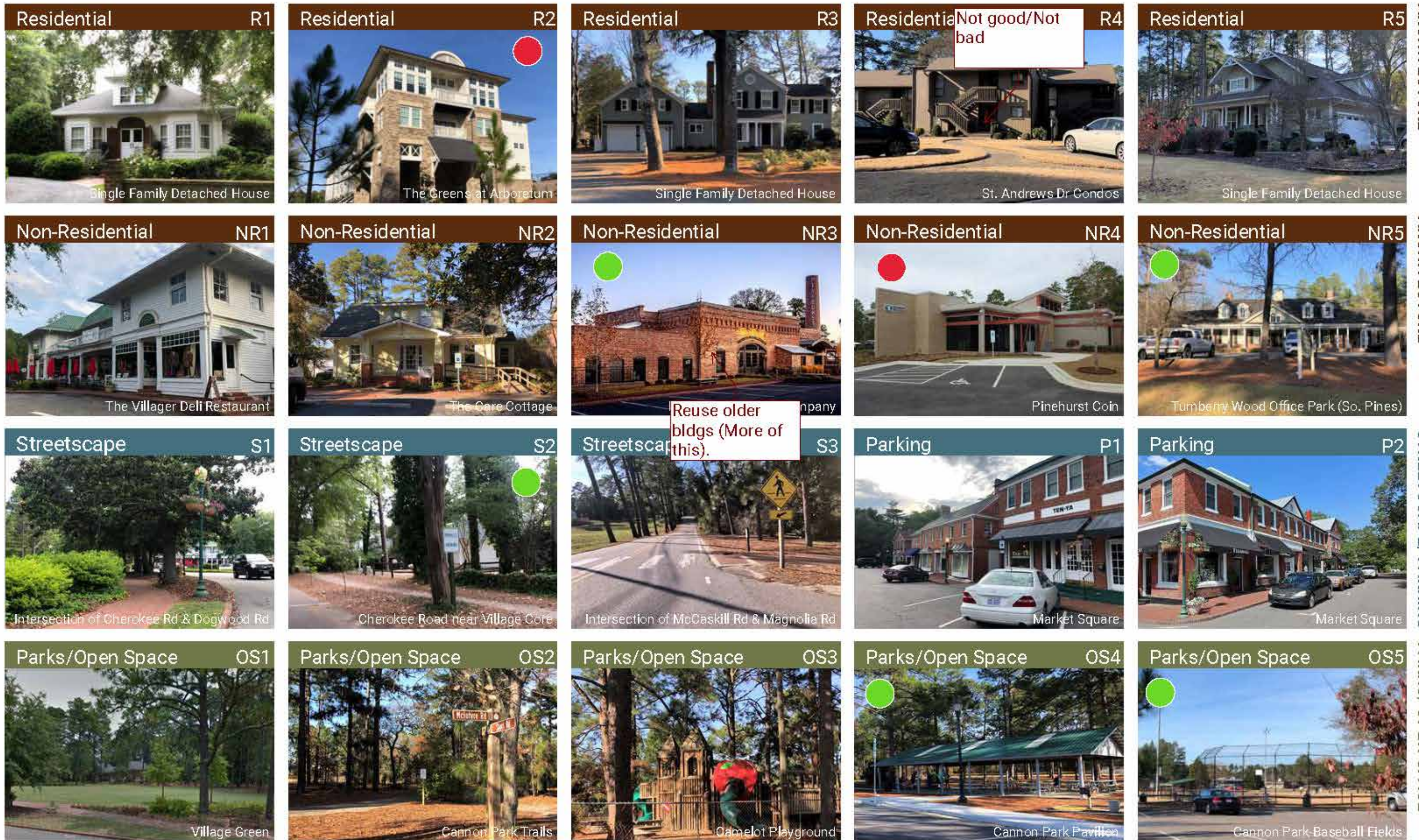
Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that currently exist in the study area. A 1/4-mile radius (5-minute walk) is indicated in the plan for reference.



**PINEHURST SOUTH NOTES - BREAKOUT ROOM 4**





ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 4



VILLAGE PLACE  
 Existing Condition  
 Q: Is anyone going to be looking into LED and energy efficiency and things like that?

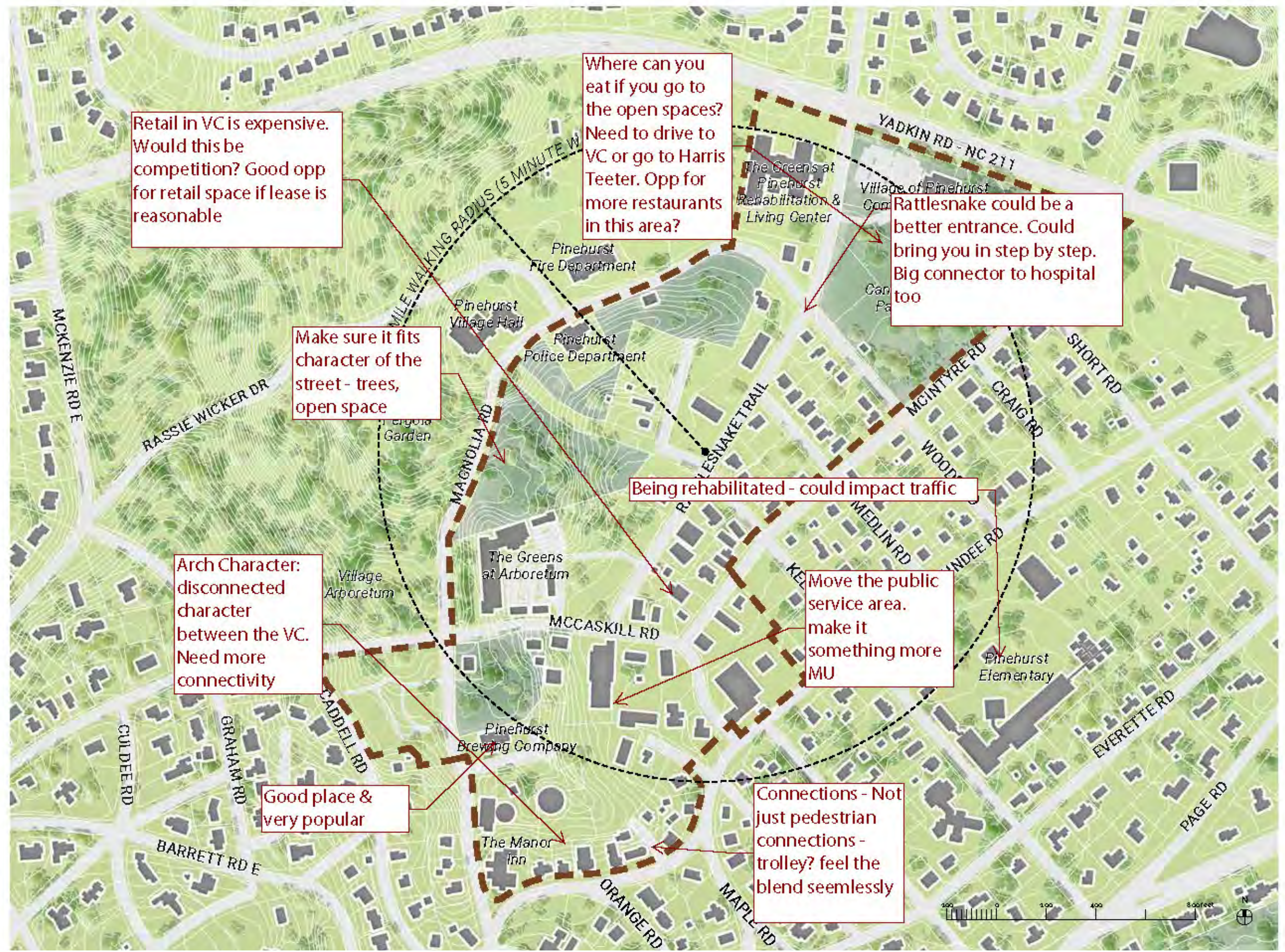
Overall - need better architecture on buildings  
 Plan depicts the space patterns that exist. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

Library location?

Landscaping very important.  
 Architecture very important. have it blend with the Village

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE



# VILLAGE PLACE NOTES - BREAKOUT ROOM 5



PINEHURST SOUTH

Golf businesses?  
 Could be a part of the golf center.  
 Small scale is fine.  
 Manufacturing in other places.  
 Innovation Hub?  
 Not sure

Residential - would need to be low density due to traffic. Traffic on NC 5 & RR and keep a country look to area

Office space needed in Moore County. Class A & B is lacking. Good go in here (planning area overall). People would like to get a quick coffee or lunch. Need to make sure there is MU and businesses so people can have access to that

Lovely place for businesses. Still opportunity for more development

Boys & Girls Club going to this building

HBA bought in this area bc of commercial uses. Good hub for HBA. Center of the county. Easy for people to get here

Traffic Cut through traffic

Need a coffee shop or something like that. No place to get a sandwich or anything in this area - need to get in car to go to shopping center

buffers - build away from NC 5. Keep greenery & protect pines

Traffic: Is NC5 going to be expanded?

Mixed-use appropriate in entire area (not just this block). Missing retail

KEY

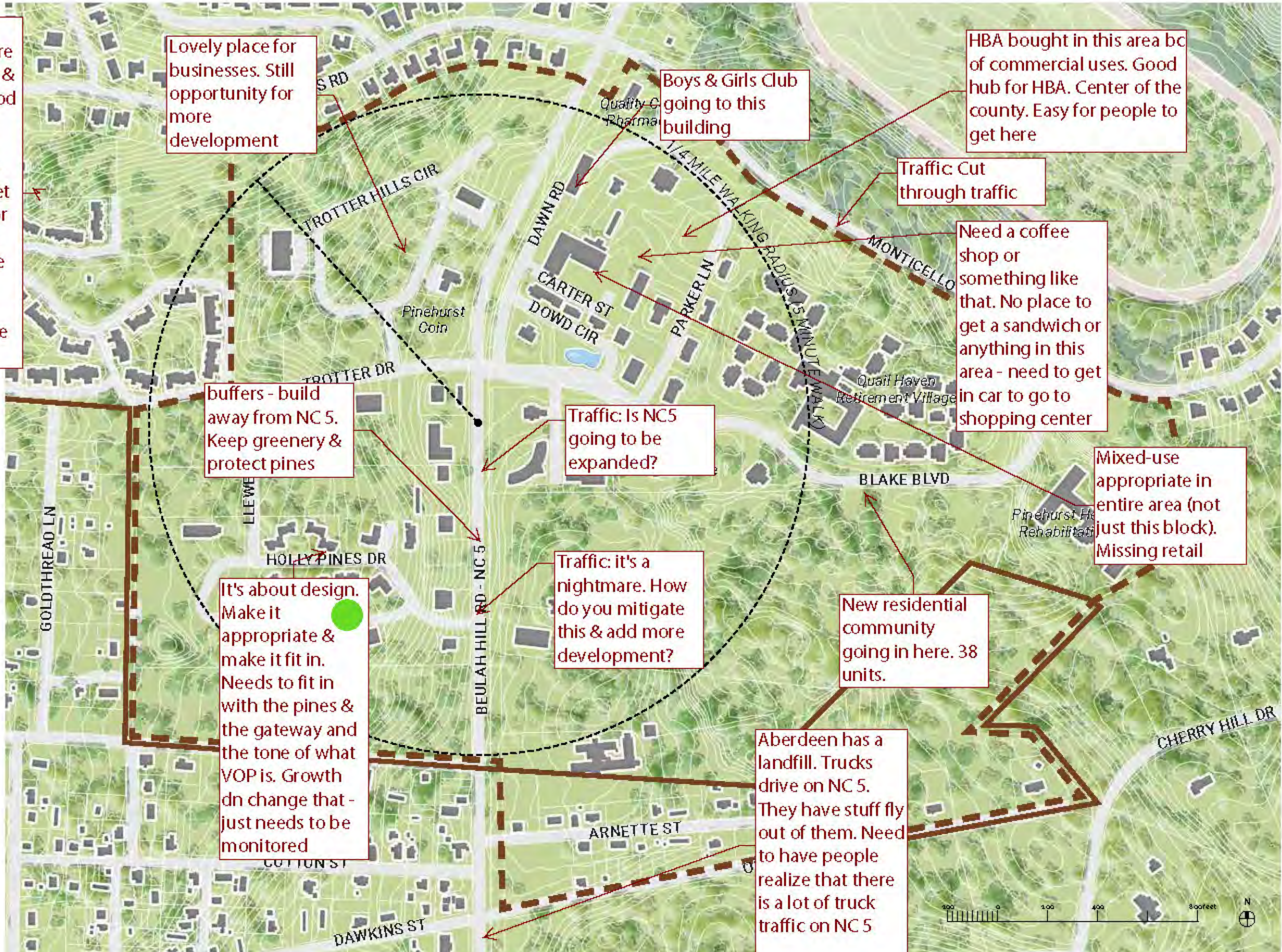
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE

It's about design. Make it appropriate & make it fit in. Needs to fit in with the pines & the gateway and the tone of what VOP is. Growth dn change that - just needs to be monitored

Traffic: it's a nightmare. How do you mitigate this & add more development?

New residential community going in here. 38 units.

Aberdeen has a landfill. Trucks drive on NC 5. They have stuff fly out of them. Need to have people realize that there is a lot of truck traffic on NC 5



PINEHURST SOUTH NOTES - BREAKOUT ROOM 5



Comment:

They did the best they could

Like look, not sure it fits in to the SAP

w/o landscaping, it's a red

Could be more attractive & use landscaping

Comment: All the ones with lots of landscaping fit the nature of VOP.

Residential R1

Residential R2

Residential R3

Residential R4

Residential R5



Non-Residential NR1

Non-Residential NR2

Non-Residential NR3

Non-Residential NR4

Non-Residential NR5



Streetscape S1

Streetscape S2

Streetscape S3

Parking P1

Parking P2



Parks/Open Space OS1

Parks/Open Space OS2

Parks/Open Space OS3

Parks/Open Space OS4

Parks/Open Space OS5



ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 5

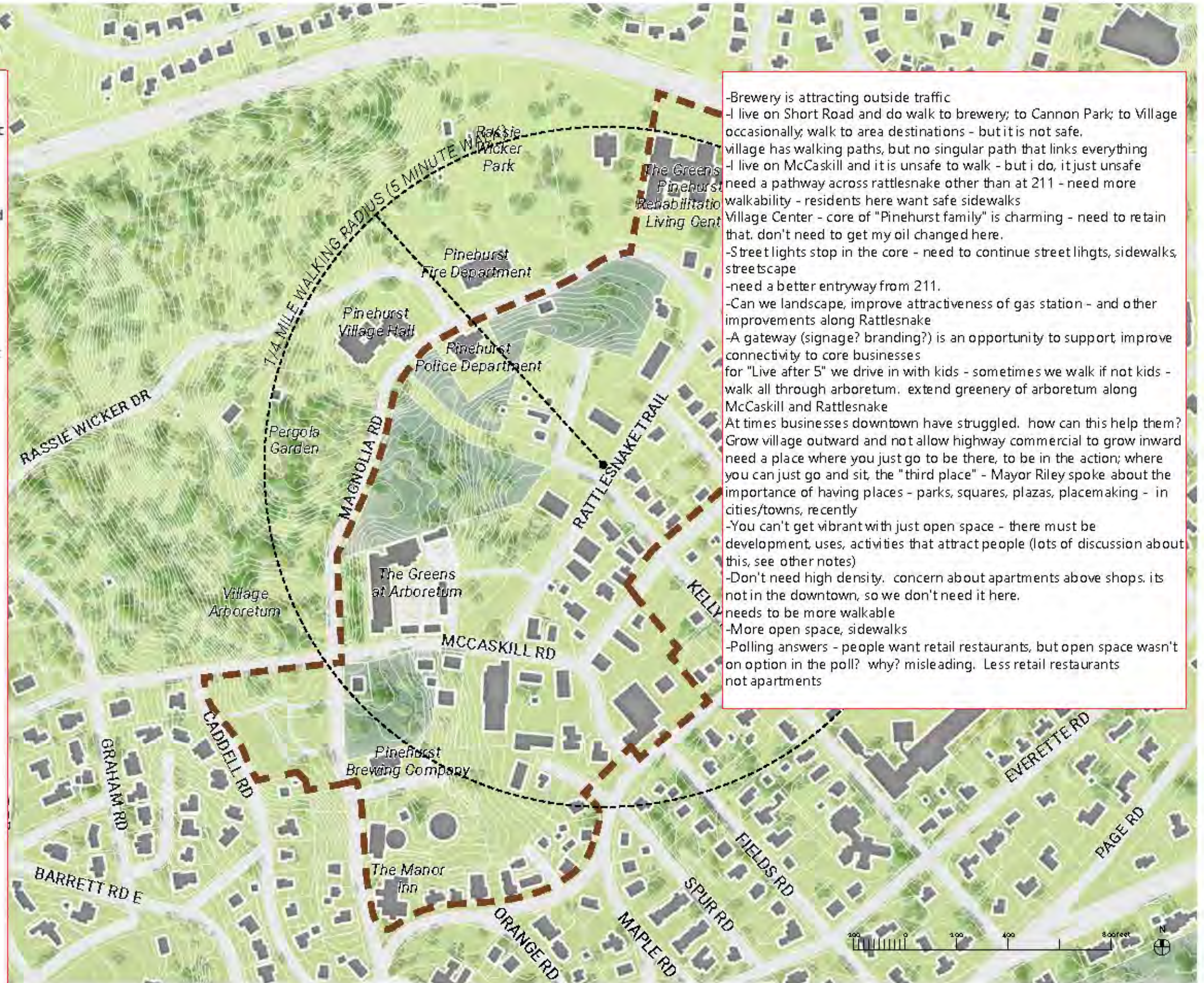


# VILLAGE PLACE

## General Notes:

### Following Manning Plan

- protect, respect residential character and children in nearby neighborhoods
- concern about industrial uses, incompatible with residential, truck traffic speeding is a problem
- tractor trailer impacts, cement mixers, kids in street are safety concern
- Hughes Plumbing, Car dealerships - all contribute to industrial character, truck traffic, incompatible with residential character
- Previous New Core Plan was rejected by community - this is not desired (supported by Council, not community, and not executed - see notes below)
- whatever we do should not put downtown out of business
- more vibrant will make Rattlesnake Trail feel like an extension of downtown - Rattlesnake should feel, function, and look like a typical Pinehurst street and not a commercial street
- Critical mass is lacking - but not necessarily more development. not advocating for more development, but a critical mass and character that is respectful of, and an extension of, the Village
- Don't want a plan on a shelf - need a fresh perspective - need something that can be supported and executed
- Need a cohesiveness - ie Manning Plan, What would Manning do?
- Critical mass is not more development - need a balance do it in a way that minimizes traffic impacts
- Human scale - respectful of the past, history
- Critical mass in a congruent sense - (lots of discussion about what is meant by critical mass - some participants support mixed-use, reasonable development that adds vibrancy, activity, character while some participants are not in support of (too much) development and prefer focus to be about more open space, trails, landscape improvements)
- Reasonable development is ok, but its more about being vibrant, respectful of Manning, fits in Pinehurst Family
- continuity - ie extension of Village, supportive/complimentary to downtown businesses, compatible with nearby residential character uses /development is likely inevitable - so lets define our destiny in a way that works best for us.
- Development is a given so lets define what we want it to look like we don't want to continue paralyzing ourself - brewery has pushed boundary a bit; it feels connected. great example, proof of concept. although, some suggest it is bringing in out-of-town traffic - and only adds to traffic, congestion, safety
- Bow to history
- New Core plan was not rejected by Council, but was never executed. Adopted but not executed. Market did not materialize.
- want more depth to this plan compared to New Core Plan - do we want it like Pinehurst? low key residential? some say yes.
- vibrant will add more people, more traffic - not necessarily good. (some discussion about what is meant by vibrancy. People, walking, talking, socializing, interacting - this definition of vibrant is not contingent upon more development. While some believe a reasonable amount of appropriate development (the right uses, scale, similar to village) is needed for vibrancy - not 100% agreement)
- traffic is coming through Pinehurst to get to other places - can we prevent this, reroute?






- Brewery is attracting outside traffic
- I live on Short Road and do walk to brewery; to Cannon Park; to Village occasionally, walk to area destinations - but it is not safe.
- village has walking paths, but no singular path that links everything
- I live on McCaskill and it is unsafe to walk - but i do, it just unsafe need a pathway across rattlesnake other than at 211 - need more walkability - residents here want safe sidewalks
- Village Center - core of "Pinehurst family" is charming - need to retain that. don't need to get my oil changed here.
- Street lights stop in the core - need to continue street lihghts, sidewalks, streetscape
- need a better entryway from 211.
- Can we landscape, improve attractiveness of gas station - and other improvements along Rattlesnake
- A gateway (signage? branding?) is an opportunity to support, improve connectivity to core businesses
- for "Live after 5" we drive in with kids - sometimes we walk if not kids - walk all through arboretum. extend greenery of arboretum along McCaskill and Rattlesnake
- At times businesses downtown have struggled. how can this help them?
- Grow village outward and not allow highway commercial to grow inward
- need a place where you just go to be there, to be in the action; where you can just go and sit, the "third place" - Mayor Riley spoke about the importance of having places - parks, squares, plazas, placemaking - in cities/towns, recently
- You can't get vibrant with just open space - there must be development, uses, activities that attract people (lots of discussion about this, see other notes)
- Don't need high density. concern about apartments above shops. its not in the downtown, so we don't need it here.
- needs to be more walkable
- More open space, sidewalks
- Polling answers - people want retail restaurants, but open space wasn't on option in the poll? why? misleading. Less retail restaurants not apartments

# VILLAGE PLACE NOTES - BREAKOUT ROOM 3



PINEHURST SOUTH

- I live off Monticello should still respect Manning Plan and fit in Pinehurst family, but not necessarily as literal - the spirit of manning
- Not Broadview Heights, Ohio, no chain restaurants; no strip commercial
- Needs vibrancy, people outside talking socializing;
- Form Based Code will guide qualitative aspects, character, and what we want and not simply how much stuff or the quantity of uses - we need an approach that defines and guides change to be exactly what we want
- more development will only add to traffic along 5
- RR is a constraint; impact and limit to retail and other uses
- 40 more homes on Blake Blvd - 80 cars is an issue - too much
- need to consider mixed-use that disperses traffic, keeps traffic contained, encourages internal circulation, reduces # trips (see, also, discussions above about development, mixed-use, vibrancy - differences of opinion on this)
- promote ped - reduce cars
- need dedicated public open space
- concern that survey did not have open space as an option. will provide misleading answers.
- no one looking at qualitative considerations in survey
- more open space
- need more walkability
- concern about development, erosion, esp as it flows to lake. more development here is causing erosion and environmental problems for homes down towards the lake
- do something like Turnberry Wood - this is a good example
- Open Space
- how can we make Pinehurst South more walkable?
- Need to improve connectivity so it feels like part of Pinehurst and not isolated or disconnected

-  VILLAGE OF PINEHURST
-  BUILDING FOOTPRINTS
-  PARKS/ OPEN SPACE

General Notes:



PINEHURST SOUTH NOTES - BREAKOUT ROOM 3



Comment:



Residential R1



Single Family Detached House

Residential R2



The Greens at Arboretum

Residential R3



Single Family Detached House

Residential R4



St. Andrews Dr Condos

Residential R5



Single Family Detached House

Non-Residential NR1



The Villager Deli Restaurant

Non-Residential NR2



The Care Cottage

Non-Residential NR3



Pinehurst Brewing Company

Non-Residential NR4



Pinehurst Coin

Non-Residential NR5



Tumberry Wood Office Park (So. Pines)

Streetscape S1



Intersection of Cherokee Rd & Dogwood Rd

Streetscape S2



Cherokee Road near Village Core

Streetscape S3



Intersection of McCaskill Rd & Magnolia Rd

Parking P1



Market Square

Parking P2



Market Square

Parks/Open Space OS1



Village Green

Parks/Open Space OS2



Cannon Park Trails

Parks/Open Space OS3



Camelot Playground

Parks/Open Space OS4



Cannon Park Pavilion

Parks/Open Space OS5



Cannon Park Baseball Fields

ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 3



VILLAGE PLACE

Existing Conditions

Illustrative Site Plan

The Existing Illustrative Plan depicts development and open space patterns that exist in the study area. A 1/4-mile radius (5-minute walk) is indicated on plan for reference.

- 1. More retail desired
- 2. Parking is hard to find
- 3. Would like to see a bikeshare program
- 4. Desire for more sidewalks

**General Comments for VP:**

- 'New England small town to the South'. Like Old Salem in Winston-Salem, architecture outside historic district doesn't need to match exactly/follow same rules, as long as it fits with surroundings.
- Rent is too high for most entrepreneurs
- need more retail / mixed use so you can eat/shop after work, get coffee.
- figure out how to get more people back in the area
- wayfinding signs and maps for visitors
- Currently the hotel shuttles people to Southern Pines - need to keep those people/dollars in VoP
- bringing existing vacant building up to code can be cost prohibitive for development
- highest/best use for VP is mixed-use walkability

**Ped/Bike: Village has done great job with walkability and like the greenways.**

- What about bike rental places like at the beach?

**Ped/Bike: Need to get more pedestrians/foot traffic downtown to attract boutique retailers/mixed use in general.**

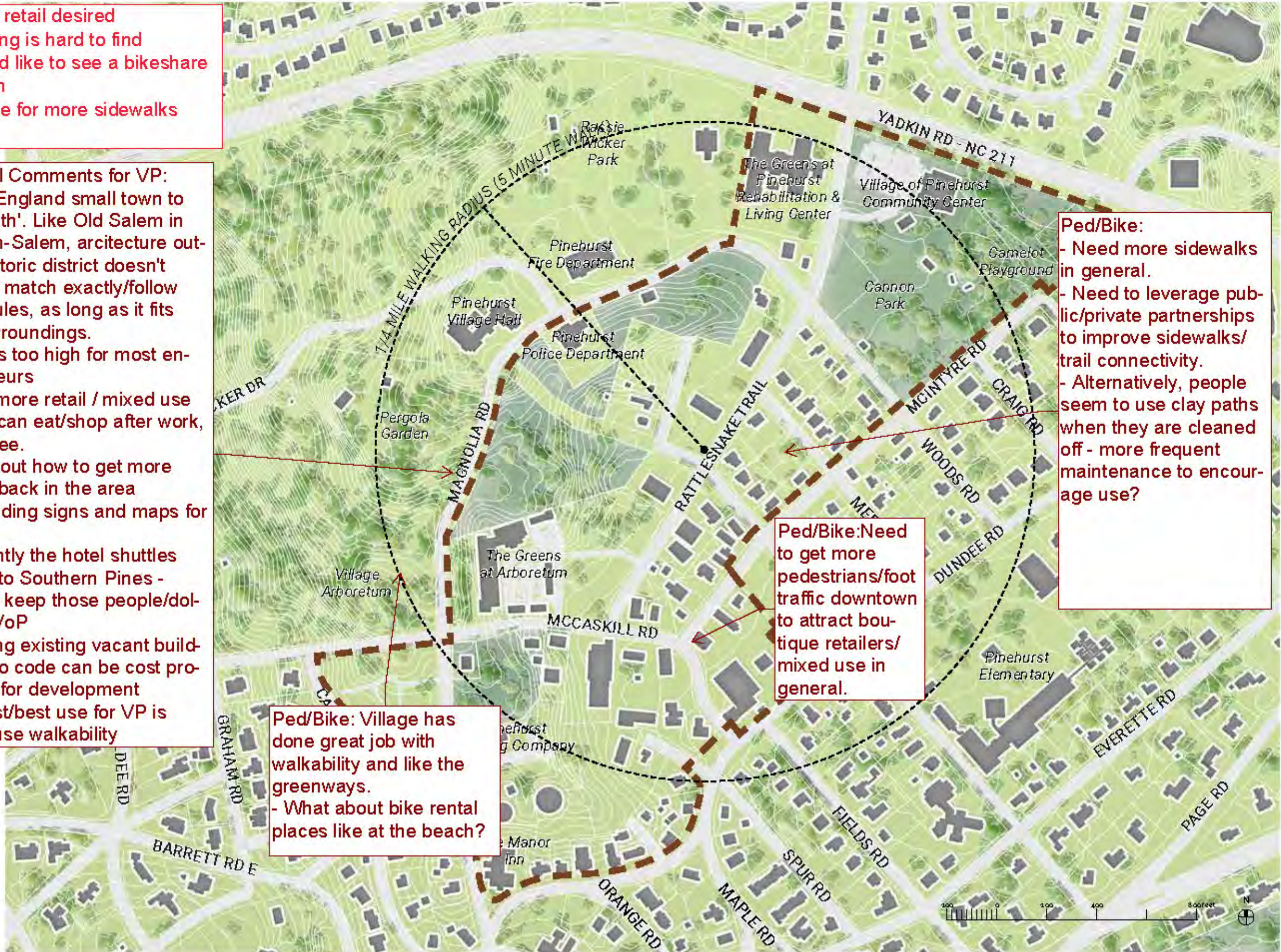
**Ped/Bike:**

- Need more sidewalks in general.
- Need to leverage public/private partnerships to improve sidewalks/trail connectivity.
- Alternatively, people seem to use clay paths when they are cleaned off - more frequent maintenance to encourage use?

**KEY**

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE

- Street:
- Arch Character:
- Ped/Bike:
- Traffic:



# VILLAGE PLACE NOTES - BREAKOUT ROOM 6







PINEHURST SOUTH

Existing Conditions

Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

KEY

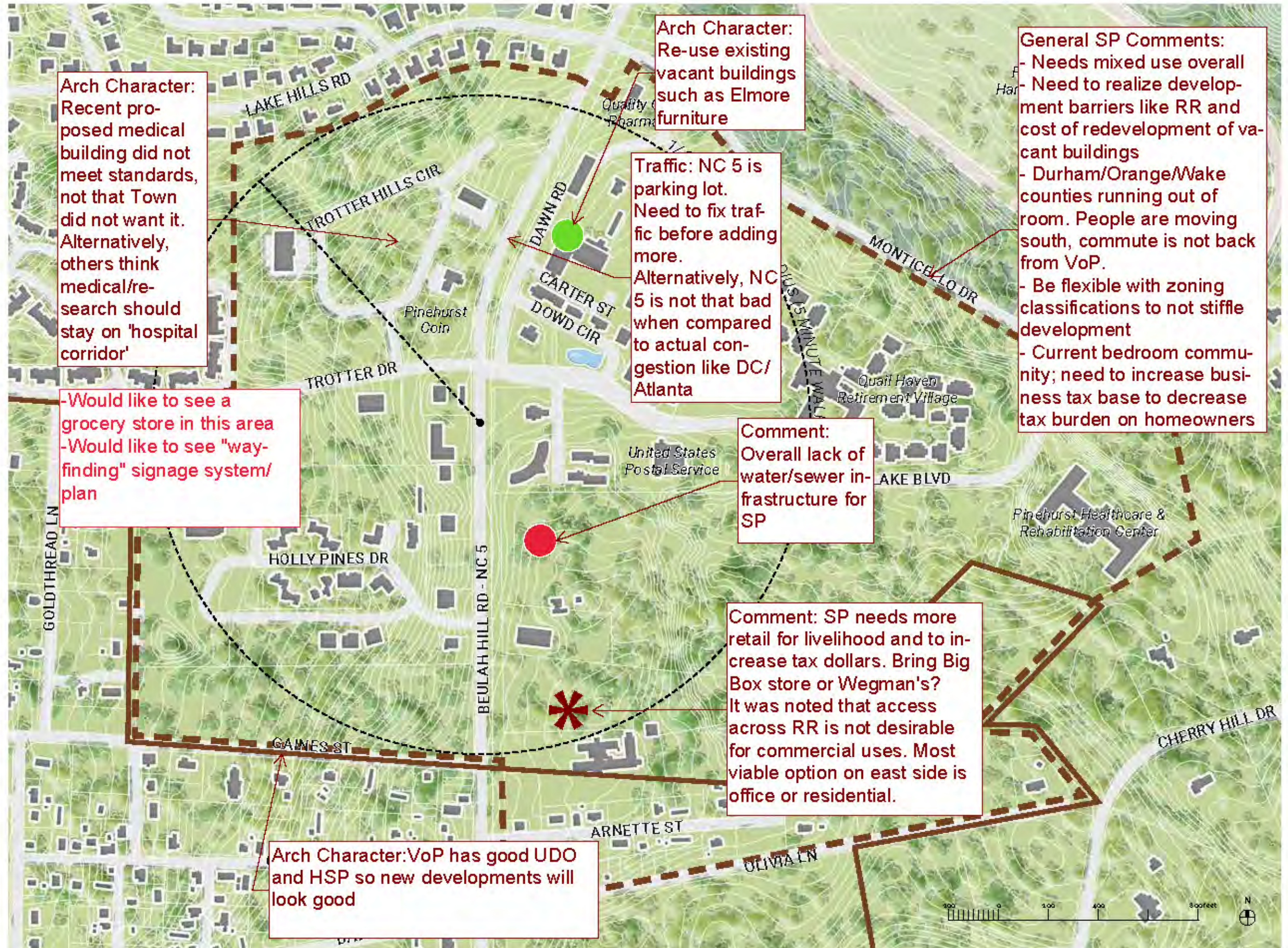
-  SMALL AREA PLAN (SAP) BOUNDARY
-  VILLAGE OF PINEHURST
-  BUILDING FOOTPRINTS
-  PARKS/ OPEN SPACE

Street:

Arch Character:

Ped/Bike:

Traffic:



Arch Character: Recent proposed medical building did not meet standards, not that Town did not want it. Alternatively, others think medical/research should stay on 'hospital corridor'

-Would like to see a grocery store in this area  
-Would like to see "way-finding" signage system/plan

Arch Character: VoP has good UDO and HSP so new developments will look good

Arch Character: Re-use existing vacant buildings such as Elmore furniture

Traffic: NC 5 is parking lot. Need to fix traffic before adding more. Alternatively, NC 5 is not that bad when compared to actual congestion like DC/Atlanta

Comment: Overall lack of water/sewer infrastructure for SP

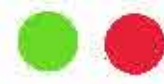
Comment: SP needs more retail for livelihood and to increase tax dollars. Bring Big Box store or Wegman's? It was noted that access across RR is not desirable for commercial uses. Most viable option on east side is office or residential.

General SP Comments:  
- Needs mixed use overall  
- Need to realize development barriers like RR and cost of redevelopment of vacant buildings  
- Durham/Orange/Wake counties running out of room. People are moving south, commute is not back from VoP.  
- Be flexible with zoning classifications to not stifle development  
- Current bedroom community; need to increase business tax base to decrease tax burden on homeowners

PINEHURST SOUTH NOTES - BREAKOUT ROOM 6



Comment:



Residential R1



Single Family Detached House

Residential R2



The Greens at Arboretum

Residential R3



Single Family Detached House

Residential R4



St. Andrews Dr Condos

Residential R5



Single Family Detached House

Non-Residential NR1



The Villager Deli Restaurant

Non-Residential NR2



The Care Cottage

Non-Residential NR3



Pinehurst Coin

Comment: Re-use existing buildings like PBC did. Maybe inventory vacant buildings available for redevelopment?

Non-Residential NR4



Pinehurst Coin

Comment: No 'ultra modern' buildings. Arch needs to fit surroundings

Non-Residential NR5



Tumberry Wood Office Park (So. Pines)

Comment: varying building facades are good to build charm, character, not 'stamped' developments

Streetscape S1



Intersection of Cherokee Rd & Dogwood Rd

Comment: Need more landscaping to separate bike/ped from road. Also, need more sidewalks.

Streetscape S2



Cherokee Road near Village Core

Comment: Once the sand/clay paths are cleaned off, people seem to use them more.

Streetscape S3



Intersection of McCaskill Rd & Magnolia Rd

Parking P1



Market Square

Comment: More parking that is convenient. Any way possible.

Parking P2



Market Square

Parks/Open Space OS1



Village Green

Parks/Open Space OS2



Cannon Park Trails

Comment: VoP has done good job with greenways/trails

Parks/Open Space OS3



Camelot Playground

Parks/Open Space OS4



Cannon Park Pavilion

Parks/Open Space OS5



Cannon Park Baseball Fields

ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 6



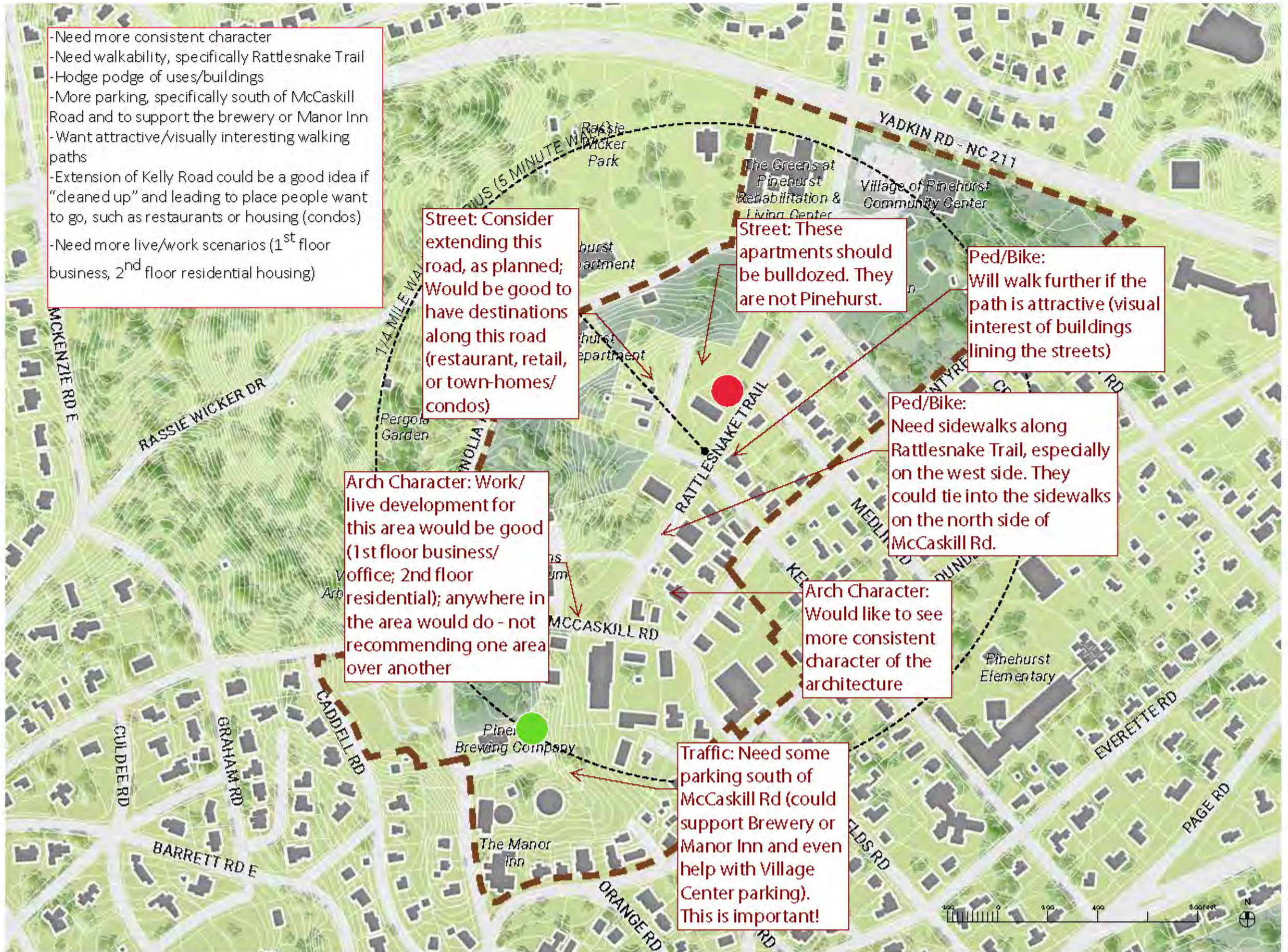
# VILLAGE PLACE

## Existing Conditions

## Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

- Need more consistent character
- Need walkability, specifically Rattlesnake Trail
- Hodge podge of uses/buildings
- More parking, specifically south of McCaskill Road and to support the brewery or Manor Inn
- Want attractive/visually interesting walking paths
- Extension of Kelly Road could be a good idea if "cleaned up" and leading to place people want to go, such as restaurants or housing (condos)
- Need more live/work scenarios (1<sup>st</sup> floor business, 2<sup>nd</sup> floor residential housing)



# VILLAGE PLACE NOTES - BREAKOUT ROOM 7



PINEHURST SOUTH

Existing Conditions

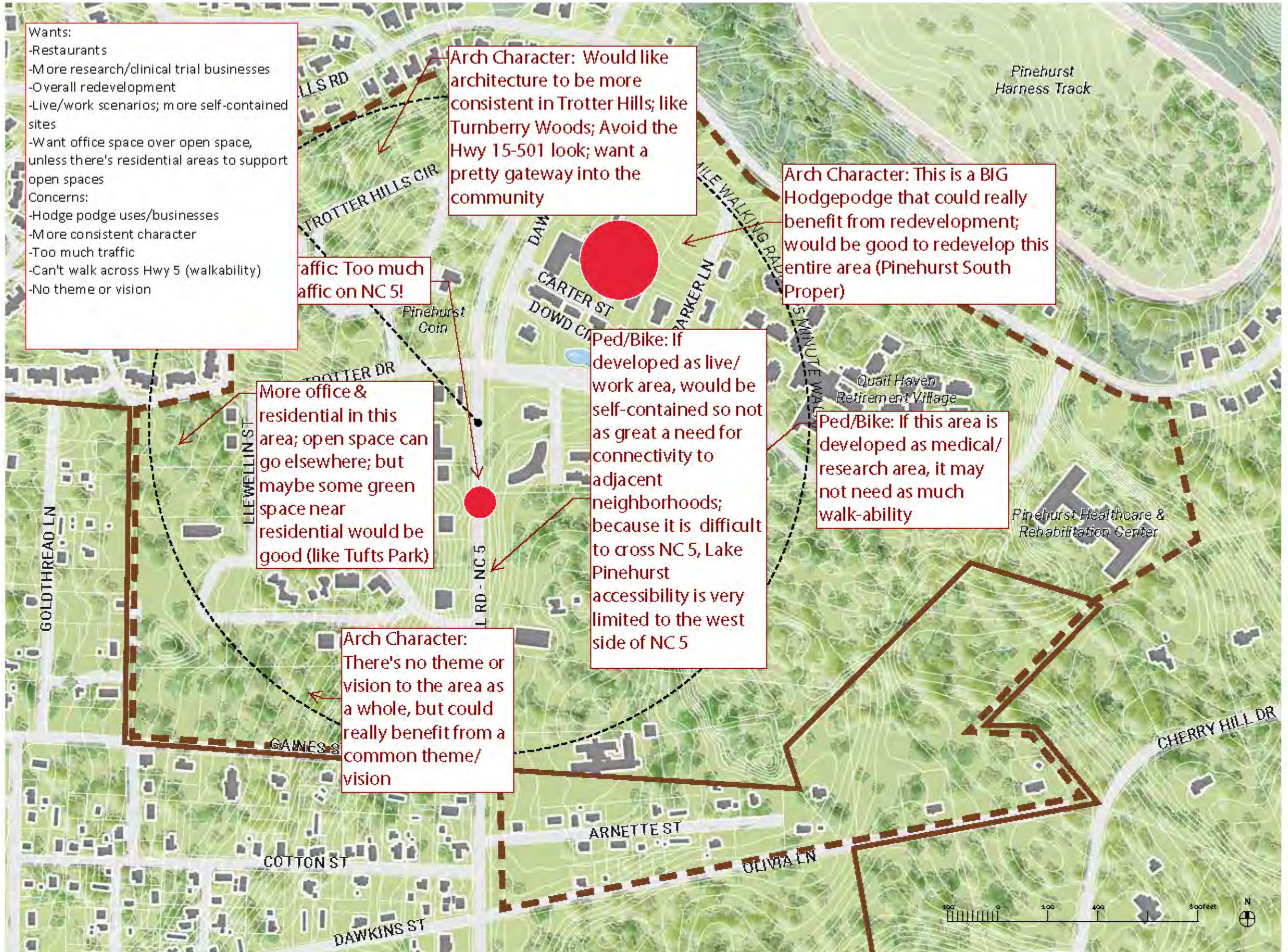
Illustrative Site Plan

The Existing Illustrative Plan depicts the development and open space patterns that exist in the study area. A 1/4-mile walking radius (5-minute walk) is indicated on the plan for reference.

- Wants:
- Restaurants
  - More research/clinical trial businesses
  - Overall redevelopment
  - Live/work scenarios; more self-contained sites
  - Want office space over open space, unless there's residential areas to support open spaces
- Concerns:
- Hodge podge uses/businesses
  - More consistent character
  - Too much traffic
  - Can't walk across Hwy 5 (walkability)
  - No theme or vision

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- PARKS/ OPEN SPACE

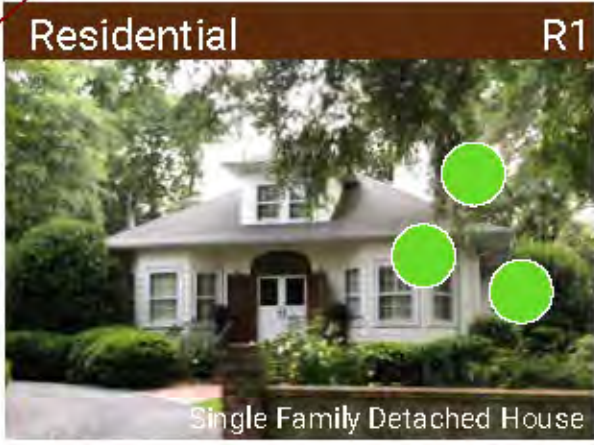


PINEHURST SOUTH NOTES - BREAKOUT ROOM 7



Need more creative live/work designs than is what is in these images

**Residential R1**



Single Family Detached House

**Residential R2**




The Greens at Arboretum

**Residential R3**



Single Family Detached House

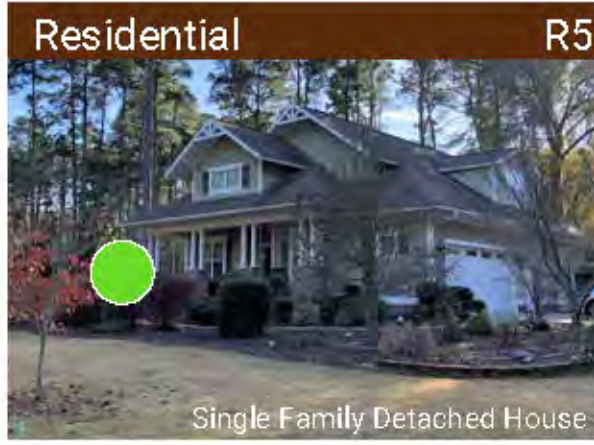
**Residential R4**



St. Andrews Dr Condos

Want to see town homes & condos in Village Place (but not ones that look like this)

**Residential R5**



Single Family Detached House

**Non-Residential NR1**



The Villager Deli Restaurant

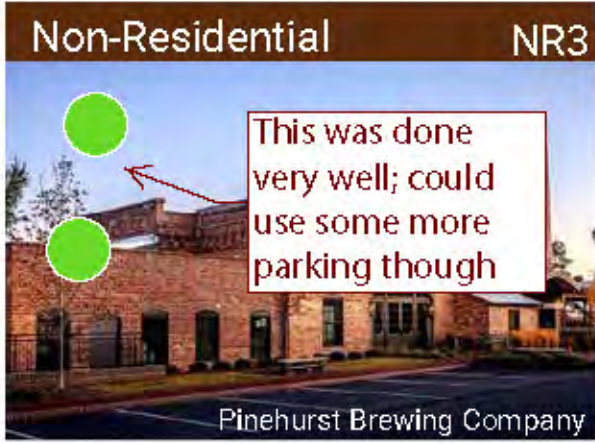
Want a traditional look (like this) for non-residential in Village Place

**Non-Residential NR2**



The Care Cottage

**Non-Residential NR3**



Pinehurst Brewing Company

This was done very well; could use some more parking though

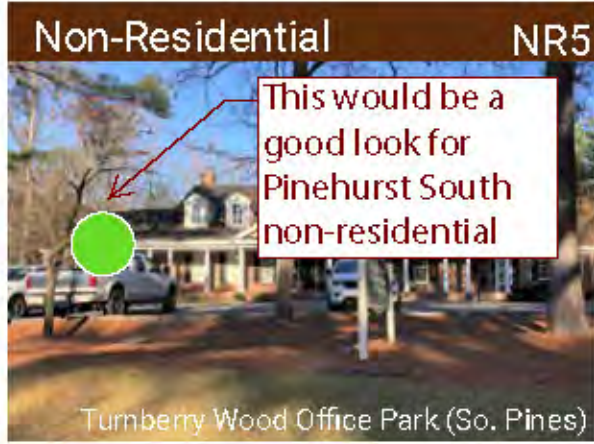
**Non-Residential NR4**



Coin

This was not done well and don't want to see anymore of this

**Non-Residential NR5**



Tumberly Wood Office Park (So. Pines)

This would be a good look for Pinehurst South non-residential

**Streetscape S1**



Intersection of Cherokee Rd & Dogwood Rd

**Streetscape S2**



Cherokee Road near Village Core

Would like to extend sand/clay paths where we can with landscaping between path & road (per Olmsted's plan)

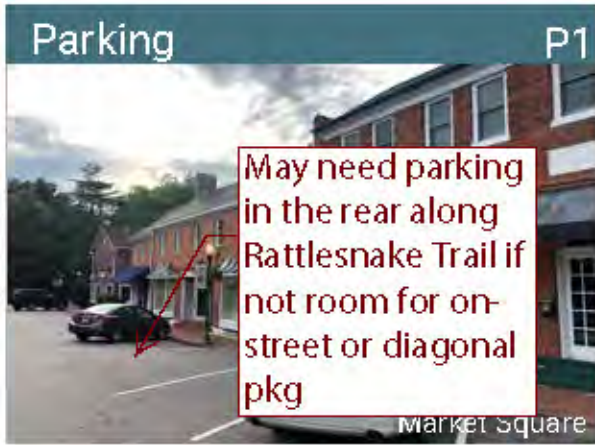
**Streetscape S3**



Intersection of Rd

This is missing lush green landscaping like what is desired & shown in S1

**Parking P1**



Market Square

May need parking in the rear along Rattlesnake Trail if not room for on-street or diagonal pkg

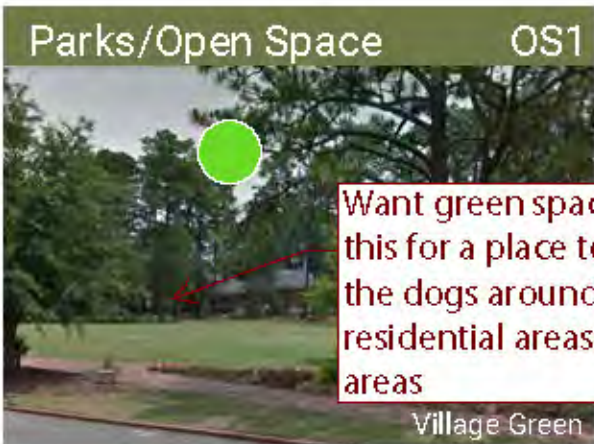
**Parking P2**



Market Square

Like this look for live/work space that could be in both focus areas


**Parks/Open Space OS1**



Village Green

Want green space like this for a place to take the dogs around residential areas in focus areas

**Parks/Open Space OS2**



Cannon Park Trails

**Parks/Open Space OS3**



Camelot Playground

**Parks/Open Space OS4**



Cannon Park Pavilion

**Parks/Open Space OS5**



Cannon Park Baseball Fields

ARCHITECTURE

ARCHITECTURE

STREETSCAPE/PARKING

PARKS/ OPEN SPACE

# PRECEDENT NOTES - BREAKOUT ROOM 7