



**VILLAGE OF PINEHURST
SMALL AREA PLANS**
Public Workshop #1 Presentation

FEBRUARY 11, 2021 | FINAL

Design
Collective

 **DUGGAL**
REAL ESTATE ADVISORS

Moving forward.
RKA
RAMEY KEMP ASSOCIATES





AGENDA

Introductions **6:00-6:10pm**

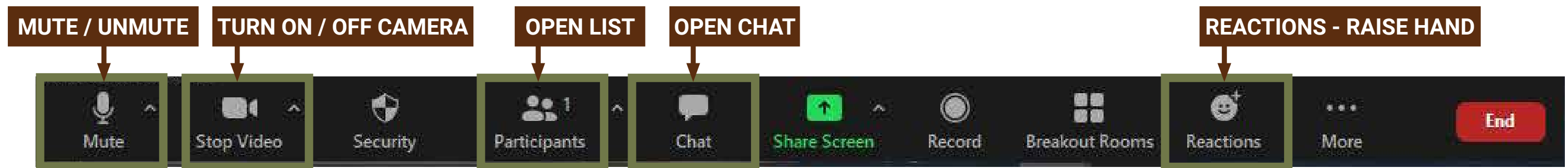
Presentation **6:10-6:40pm**

Next Steps **6:40-6:45pm**

Break-Out Room
Discussions/
Questions + Answers **6:45-7:45pm**

HOW TO PARTICIPATE - ZOOM

- This meeting is being recorded.
- If you have an urgent question during the Presentation, please use the Chat feature, accessed from the bottom toolbar, to send your question to the host and co-host.
- The Breakout Room session will be the time to ask questions, give input, and listen to other stakeholders. One facilitator from our team will be in each room.
- If you logged into Zoom on two devices (e.g., laptop and mobile phone), we will need to link your devices. Please send a Chat message with your two log-in name(s)/ number(s).





PROJECT TEAM



TEAM ORGANIZATION



MANAGEMENT / DESIGN TEAM

Design Collective, Inc.

Principal-in-Charge
Matt D'Amico, PLA, ASLA

Project Manager
Cecily Bedwell, AICP, LEED AP BD+C

Planner/Urban Designer
Caitlin O'Hara

Landscape Architects
Brian Reetz, RLA, ASLA
MacKenzie Twardus, PLA

CONSULTANT TEAM

Duggal Real Estate Advisors, LLC *Ramey Kemp Associates, Inc.*

Market Analysis
Melina Duggal, AICP

Transportation Consultant
Adam Fischer, PE
Jessica McClure, PE



PROJECT INTRODUCTION

VILLAGE OF PINEHURST

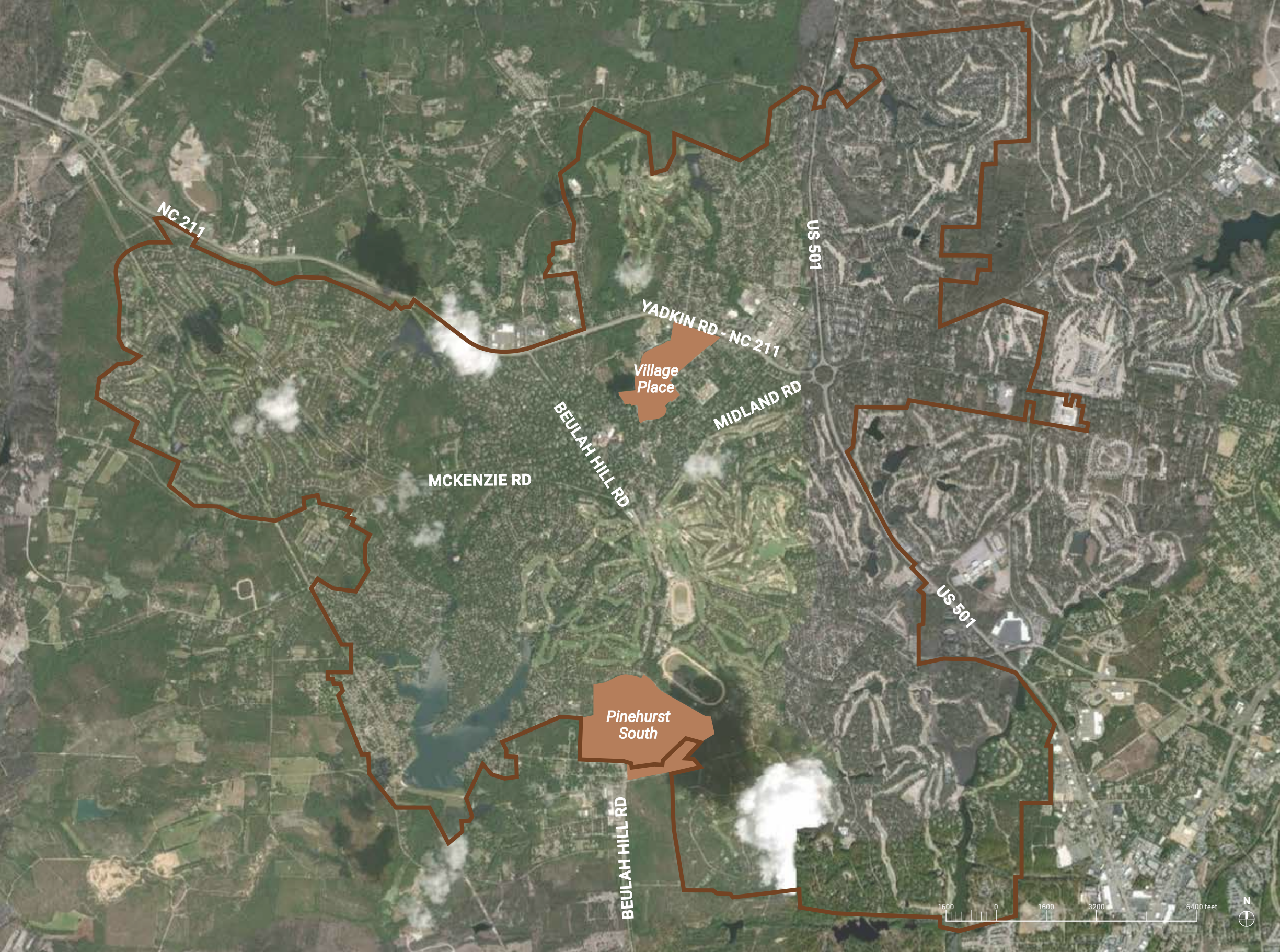
Locator Map

- Village of Pinehurst boundary encompasses approximately 17.3 square miles
- Village Center is the historic hub of the community
- Two Small Area Plan (SAP) boundaries
 - » Village Place
 - » Pinehurst South

KEY

— VILLAGE OF PINEHURST

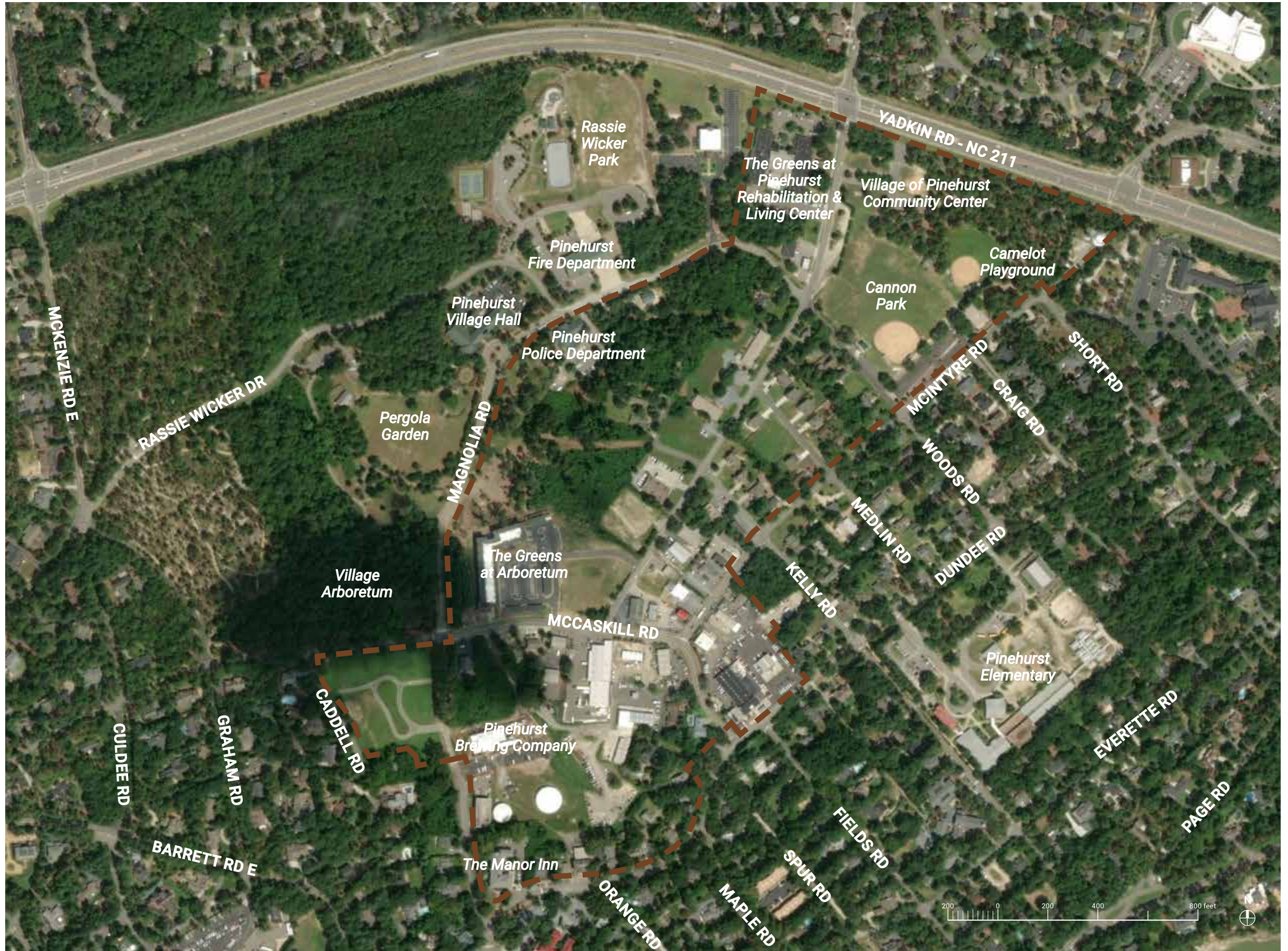
■ SMALL AREA PLAN BOUNDARIES



VILLAGE PLACE

Site Aerial

- Village Place Small Area Plan (SAP)
- Approx. 100 Acres
- Bounded primarily by Yadkin Road - NC 211, Magnolia Road, and McIntyre Road
- Characterized by single-family detached residential and a mix of non-residential and undeveloped properties.



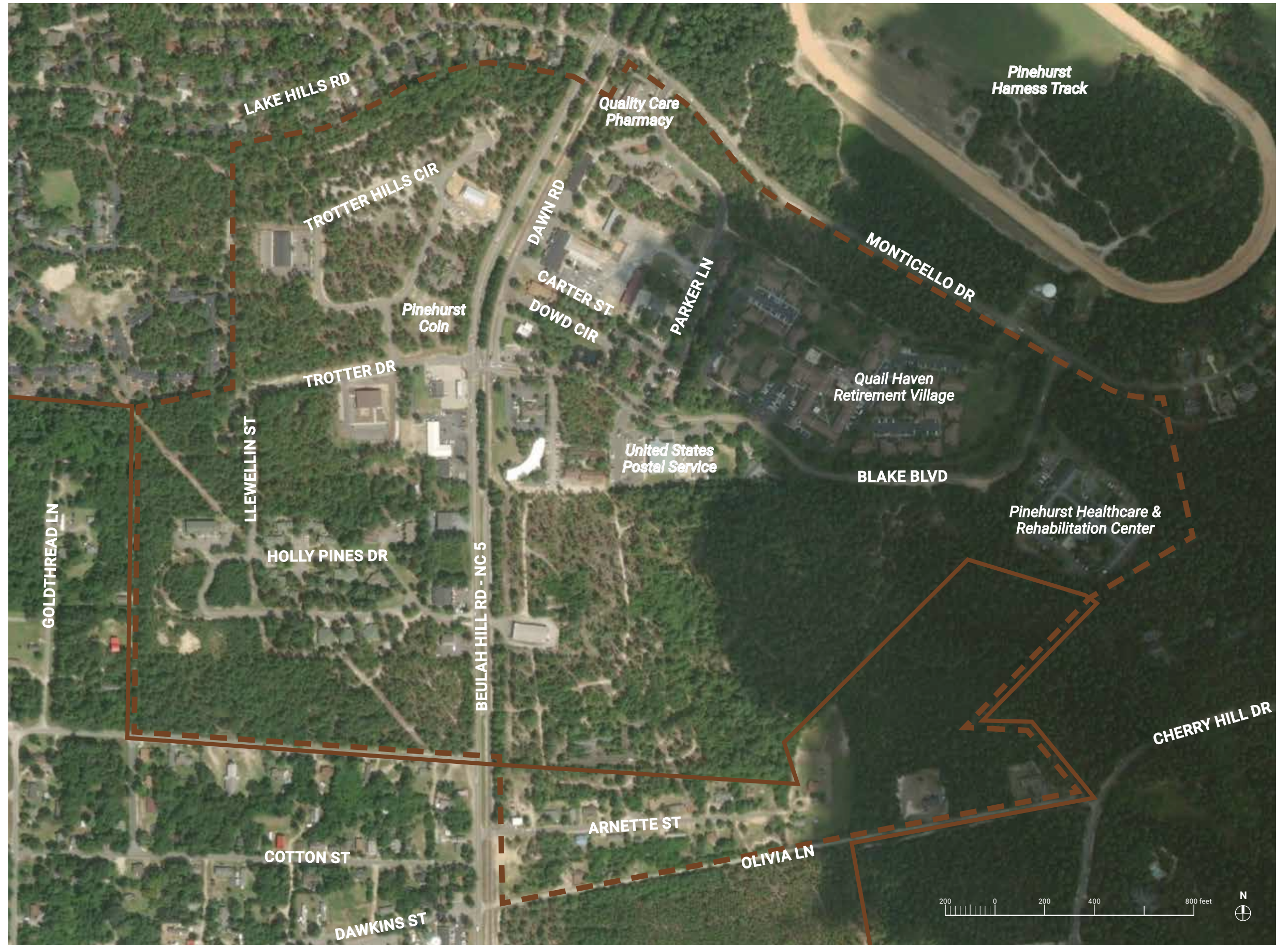
KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST

PINEHURST SOUTH

Site Aerial

- Pinehurst South Small Area Plan (SAP)
- Approx. 290 Ac.
- Flanks Beulah Hill Road - NC 5 south of the Pinehurst Harness Track and north of Pinehurst Plaza
- Characterized by commercial uses along Beulah Hill Road - NC 5 and residential and undeveloped parcels to either side



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST

PROJECT GOALS + OBJECTIVES



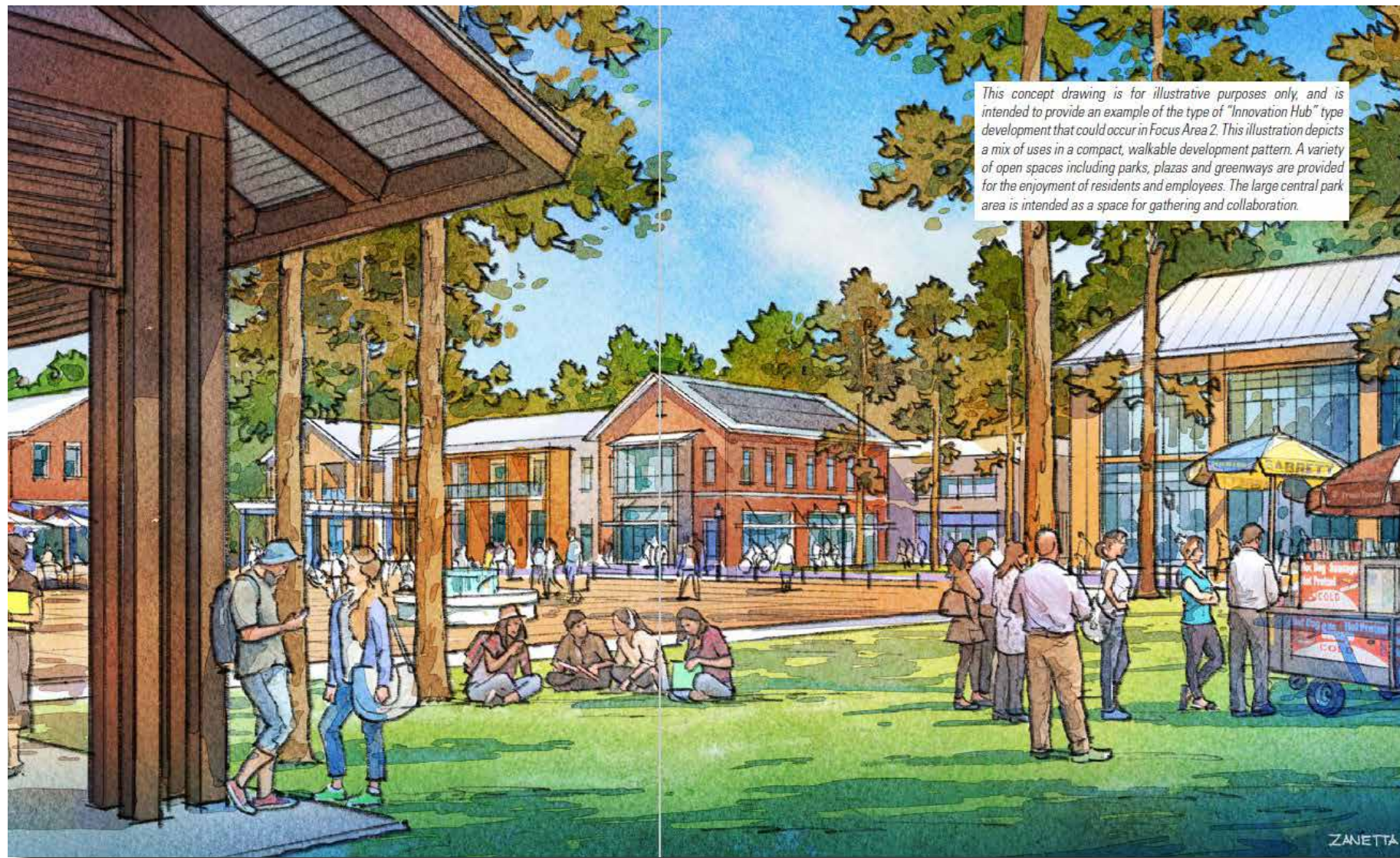
- Create two Small Area Plans and Form-Based Codes (FBC)
- Reference the newly adopted 2019 Comprehensive Plan
- Provide recommendations and an implementation strategy
- Focus on planning, landscape, transportation, streetscape, and market & economic improvements
- Build support through a robust engagement process

2019 COMPREHENSIVE PLAN - VILLAGE PLACE



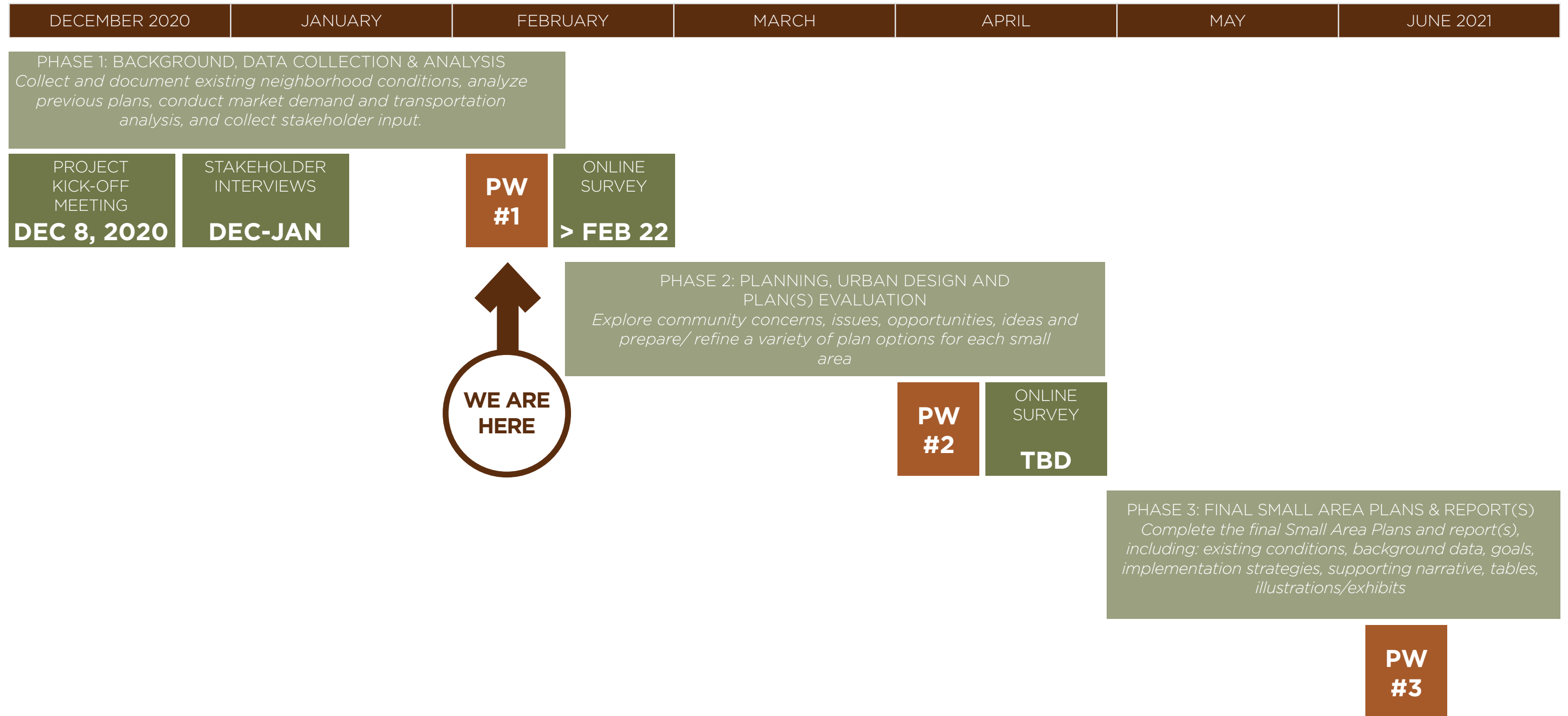
- Redevelopment to focus on a mixed use, walkable destination that is an extension of the historic core.
- Existing industrial, retail and multi-family uses to be redeveloped into destinations that reinforce the Village character
- New buildings: 1-3 Stories
- Parking to be addressed by a new parking deck, parking lots, and on-street parking

2019 COMPREHENSIVE PLAN - PINEHURST SOUTH



- Develop an Innovation HUB
- Target Greenfield, Infill and Re-development within one connected master plan
- Primary use targeted towards medical, life science, and research facilities.
- Supporting uses may include retail, service and low rise mixed use
- New Buildings: 1-2 Stories
- Connect residential neighborhoods via grid of walkable streets

PROJECT SCHEDULE + SCOPE





PUBLIC PROCESS

PUBLIC PROCESS




- A robust, highly-interactive public participatory process
- Virtual and In-person
- Multi-pronged approach: 3 Public Workshops, Stakeholder Interviews, and outreach materials and surveys available on project website



ENGAGE PINEHURST - PROJECT WEBSITE

HTTPS://ENGAGE.VOPNC.ORG/SMALL-AREA-PLANS



Home | Get Started Here | VOP Website | My VOP | Library Needs Assessment | Small Area Plans | Search | Sign In | Register

Home » Small Area Plans

Small Area Plans

[Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

About the Project

Two Small Area Plans were identified as priorities for further study in the 2019 Comprehensive Plan, known as *Envision the Village*. For more information on the *Envision the Village* Comprehensive Plan, see www.envisionthevillage.com.


Unlike the broad focus of *Envision the Village*, which was a Long-Range Comprehensive Plan Update, this Small Area Plans effort will be targeted and specific - a deeper dive into the following two focus areas:

- Village Place/Rattlesnake Trail: Located immediately north of the historic Village Center and stretching to NC Highway 211; defined as Focus Area 4 in the 2019 Comprehensive Plan
- Pinehurst South - Also known as the Highway 5 Commercial Area; defined as Focus Area 2 in the 2019 Comprehensive Plan

Village Place

EXISTING CONDITIONS VILLAGE PLACE

Illustrative Site Plan



KEY

- VILLAGE PLACE BOUNDARY
- VILLAGE OF PINEHURST
- SUBDIVISIONS
- PLANNED OPEN SPACE

Documents

- Existing Conditions Diagrams.pdf (2.92 MB) (pdf)
- Project Timeline (77.1 KB) (pdf)

Key Dates


First Public Workshop
February 11 2021

Who's Listening

Darryn Burich

Planning & Inspections Director
Village of Pinehurst

Phone 910-295-1900
Email dburich@vopnc.org









EXISTING CONDITIONS ANALYSIS

VILLAGE PLACE

Illustrative Site Plan

- Depicts the development and open space patterns
- Indicates 1/4-mile walking radius (5-minute walk)

KEY

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



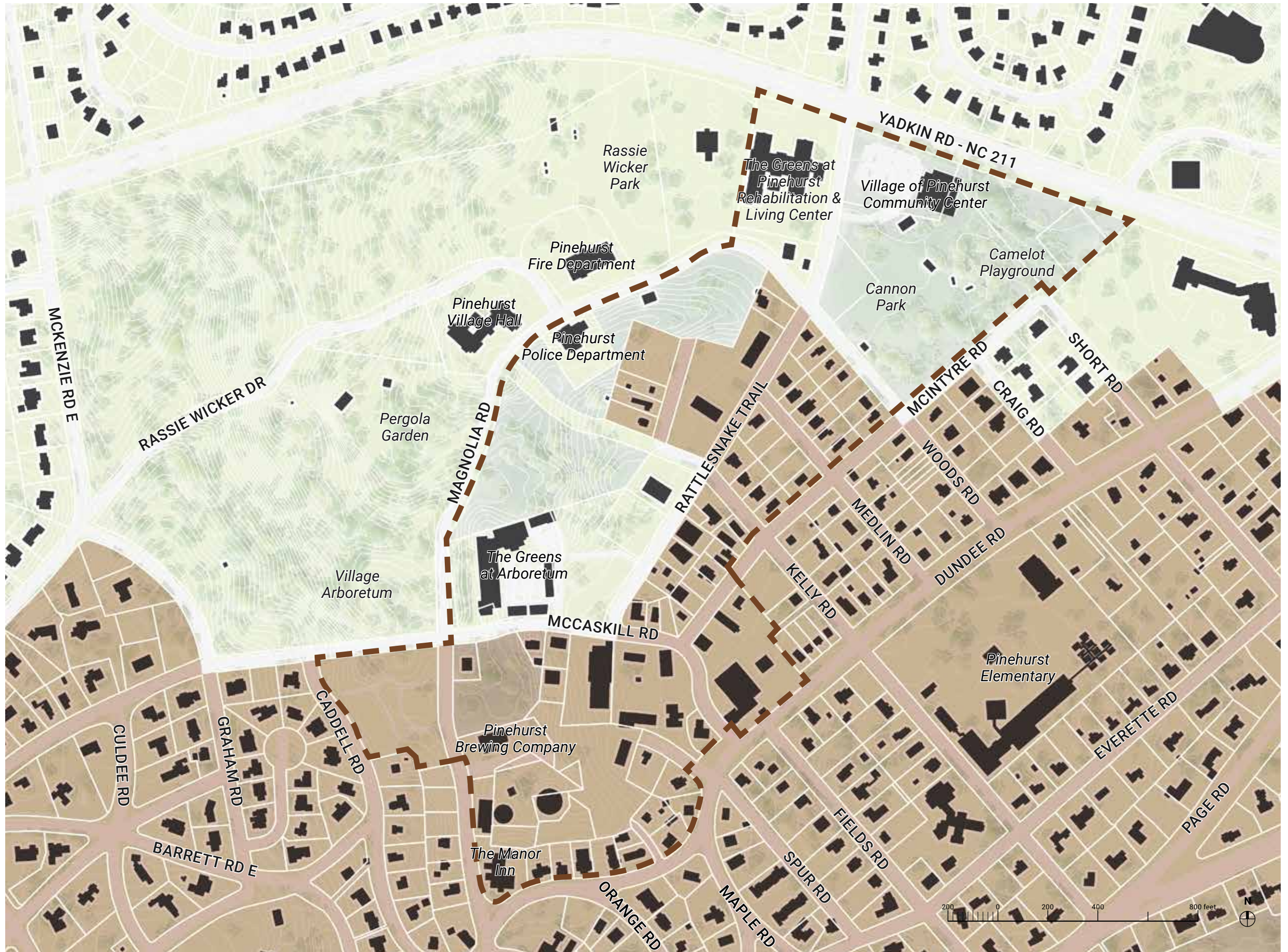
VILLAGE PLACE

Historic District

- Indicates the National Historic Landmark District and important fixtures within the community
- Subject to review by Historic Preservation Commission per the Historic District Guidelines

KEY

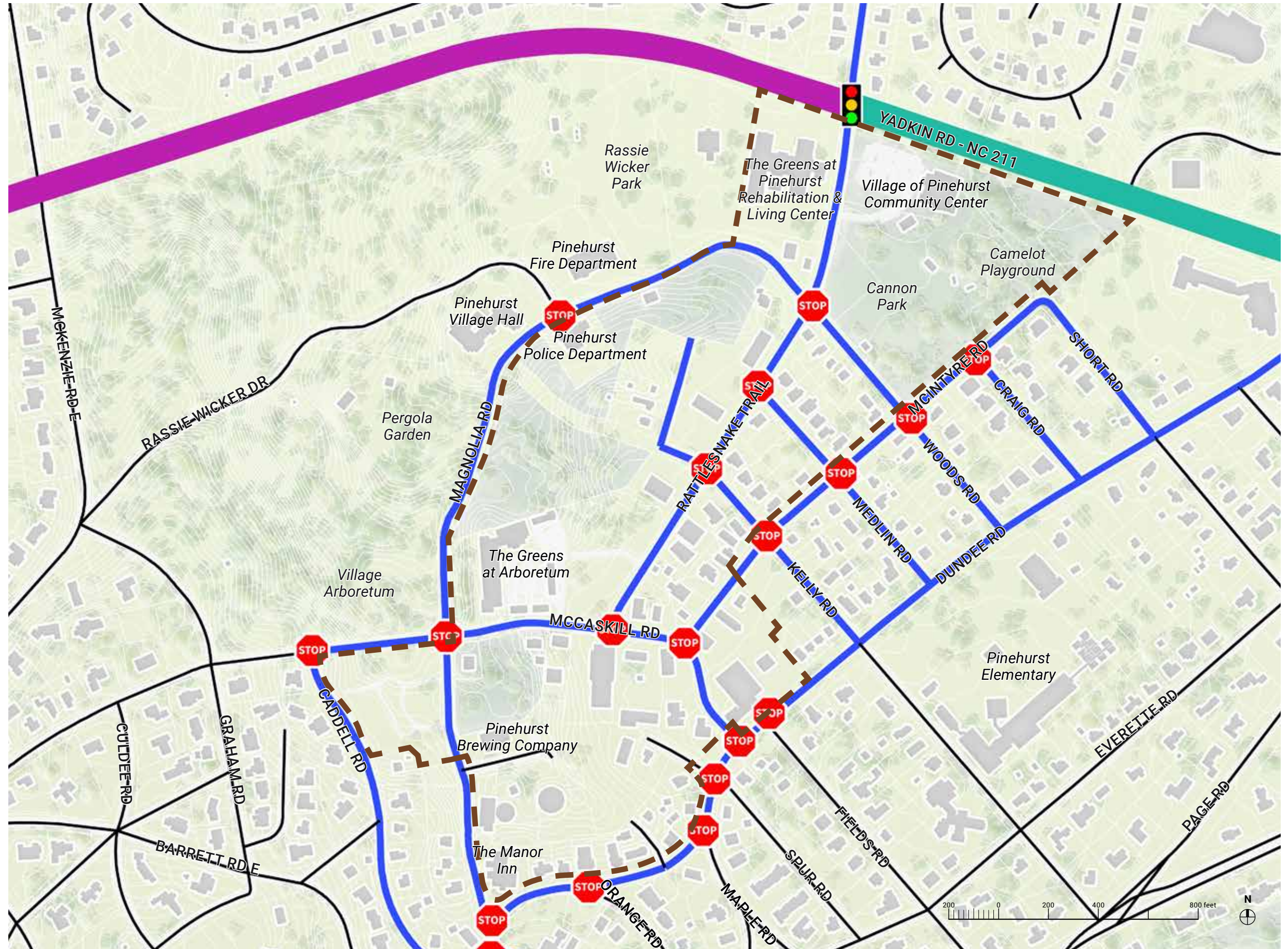
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- HISTORIC DISTRICT OVERLAY



VILLAGE PLACE

Posted Speed and Traffic Control

- Highways have posted speeds of 45-55 mph
- Neighborhood streets have posted speeds of 25 mph
- Stop signs located at most intersections
- Traffic signal located at Rattlesnake Trail and Yadkin Road - NC 211



KEY

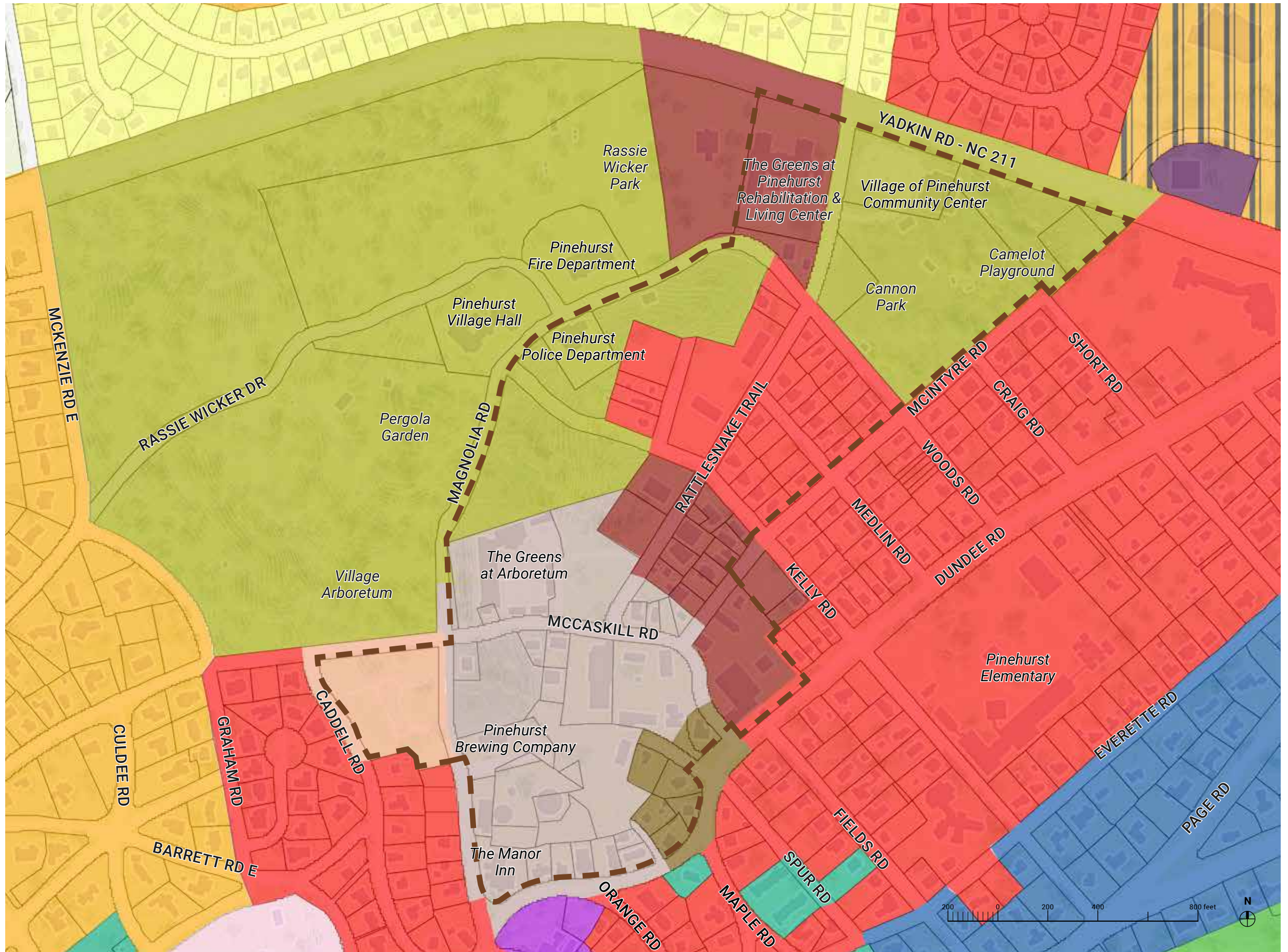
- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- STOP STOP CONTROL
- TRAFFIC SIGNAL
- NO DATA AVAILABLE
- 25 MPH
- 35 MPH
- 45 MPH
- 55 MPH

VILLAGE PLACE

Zoning

- Mix of Public Conservation (PC) and Residential (R10) in the northern half
- Mix of Neighborhood Commercial (NC), Village Mixed-Use (VMU), Village Cottage Professional (VCP), and Village Residential (VR) in the southern half

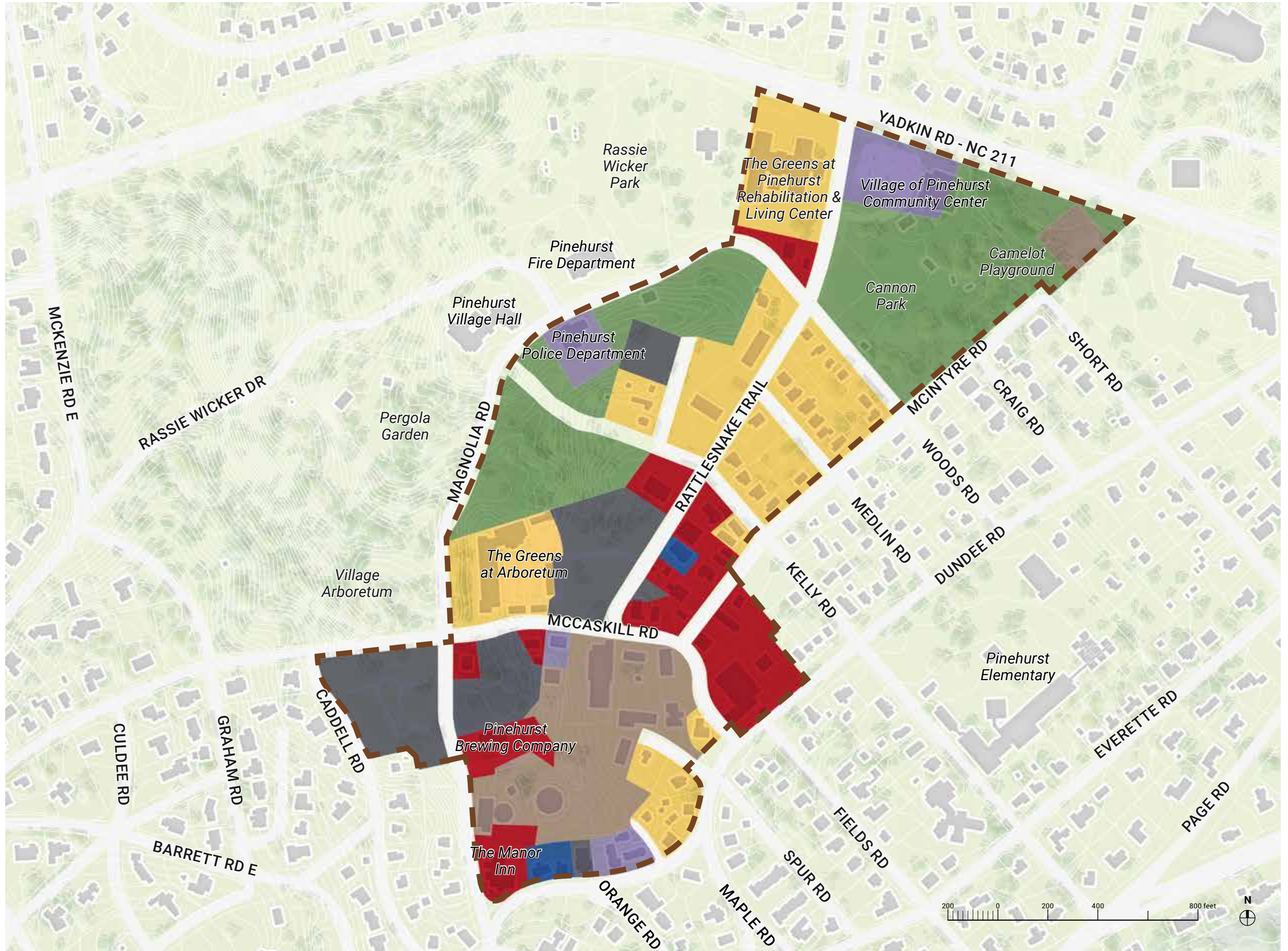
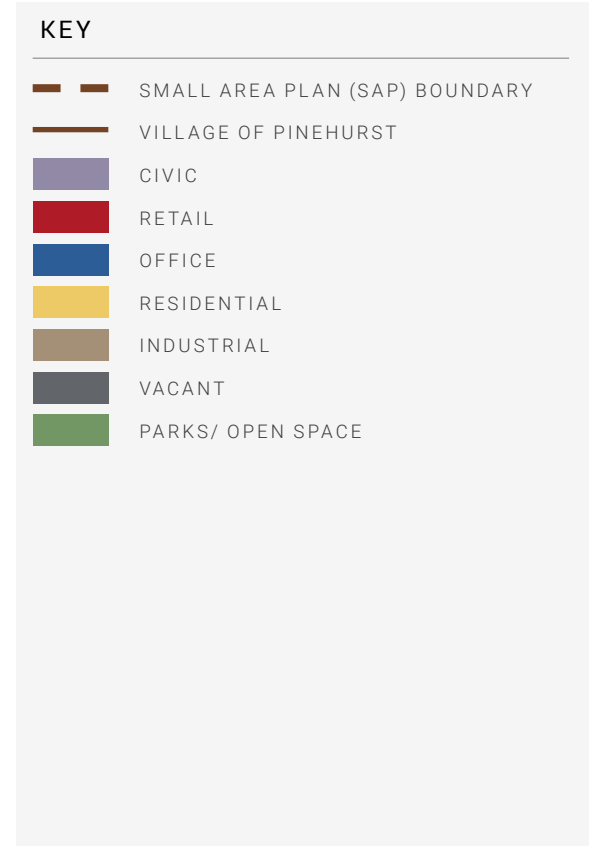
KEY	
	SMALL AREA PLAN (SAP) BOUNDARY
	VILLAGE OF PINEHURST
	R8 - RESIDENTIAL
	R10 - RESIDENTIAL
	R20 - RESIDENTIAL
	R30 - RESIDENTIAL
	RMF - RESIDENTIAL MULTIFAMILY
	VR - VILLAGE RESIDENTIAL
	HD - HOSPITAL DEVELOPMENT
	NC - NEIGHBORHOOD COMMERCIAL
	OP - OFFICE & PROFESSIONAL
	PC - PUBLIC CONSERVATION
	RD - RECREATIONAL DEVELOPMENT
	VC - VILLAGE COMMERCIAL
	VCP - VILLAGE COTTAGE PROFESSIONAL
	VMU - VILLAGE MIXED USE



VILLAGE PLACE

Land Use

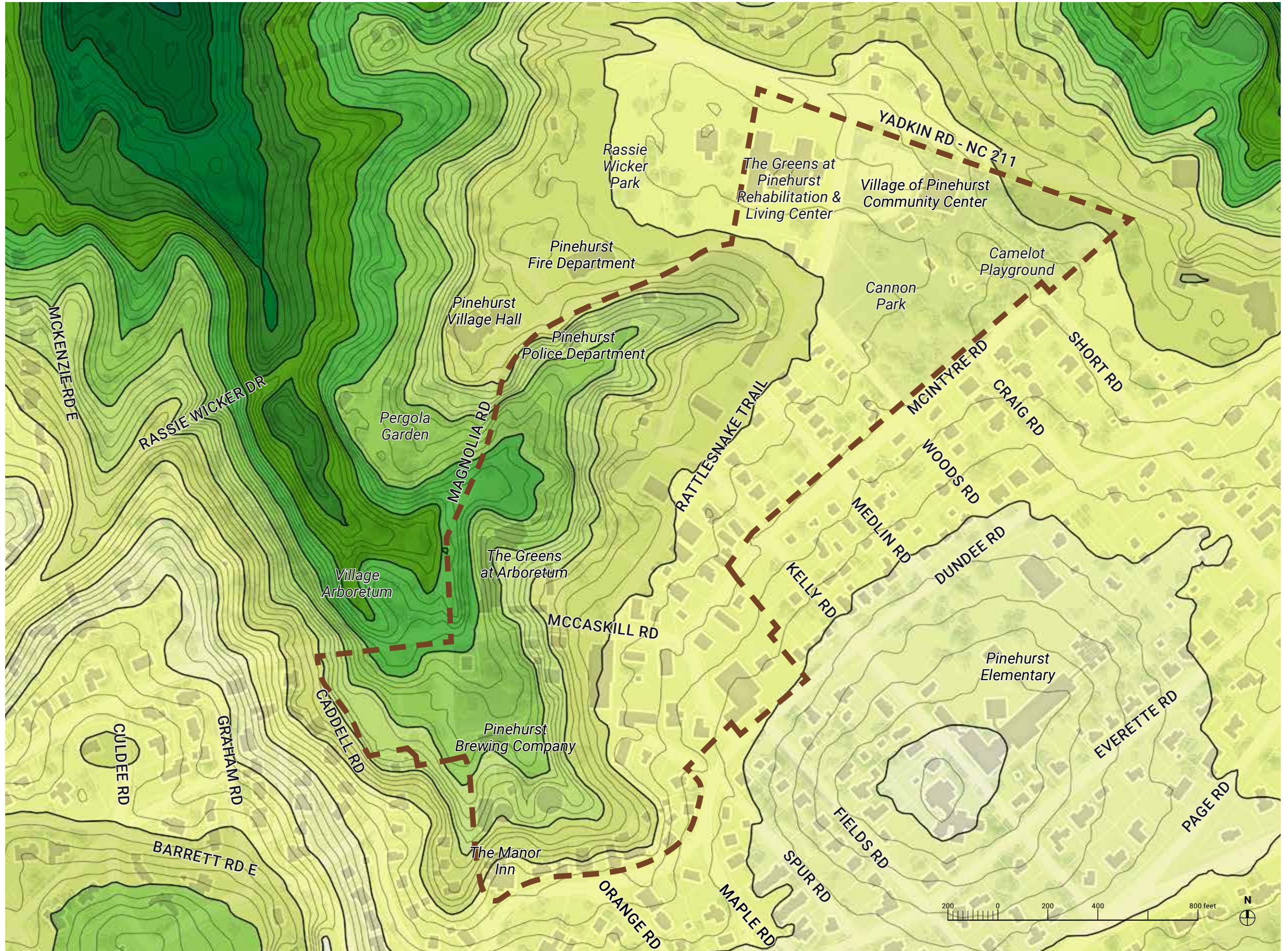
- Residential, Parks, and Open Space uses exist in the northern half
- Retail, civic, and industrial uses are located in the southern half closer to the Village Center
- Vacant parcels are interspersed throughout



VILLAGE PLACE

Topography

- Characterized by a natural ridge line along Rattlesnake Trail
- Grades slope downward to the west and upward to the east of Rattlesnake Trail and south towards Village Core



KEY


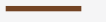
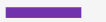
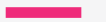
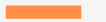

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- +520
- +420

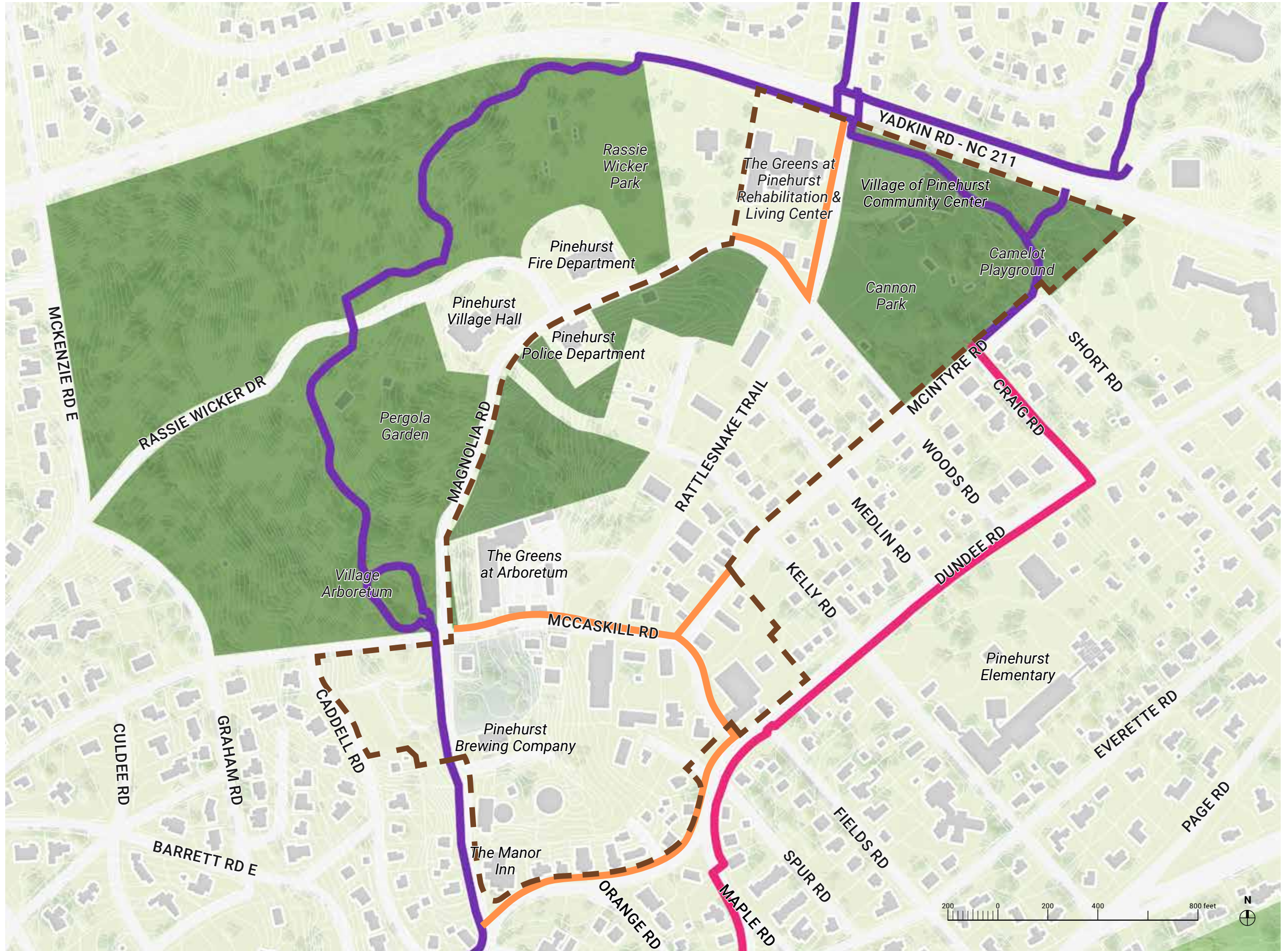
VILLAGE PLACE

Open Space + Pedestrian Network

- Variety of active and passive parks and gardens
- Cannon Park is 15-acre recreation and play space
- Rassie Wicker Park is 103 acres with recreational amenities, 33-acre arboretum, and gardens
- Network of greenway trails, walkway trails, and sidewalks

KEY

-  SMALL AREA PLAN (SAP) BOUNDARY
-  VILLAGE OF PINEHURST
-  GREENWAY TRAILS
-  WALKWAY TRAILS
-  SIDEWALKS
-  PARKS/ OPEN SPACE



POLLING QUESTIONS

- Series of 4 questions
- 3 Multiple and 1 Single choice answer
- Based on input from Key Stakeholder Interviews

KEY

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







PINEHURST SOUTH

Illustrative Site Plan

- Depicts the development and open space patterns
- Indicates 1/4-mile walking radius (5-minute walk)

KEY

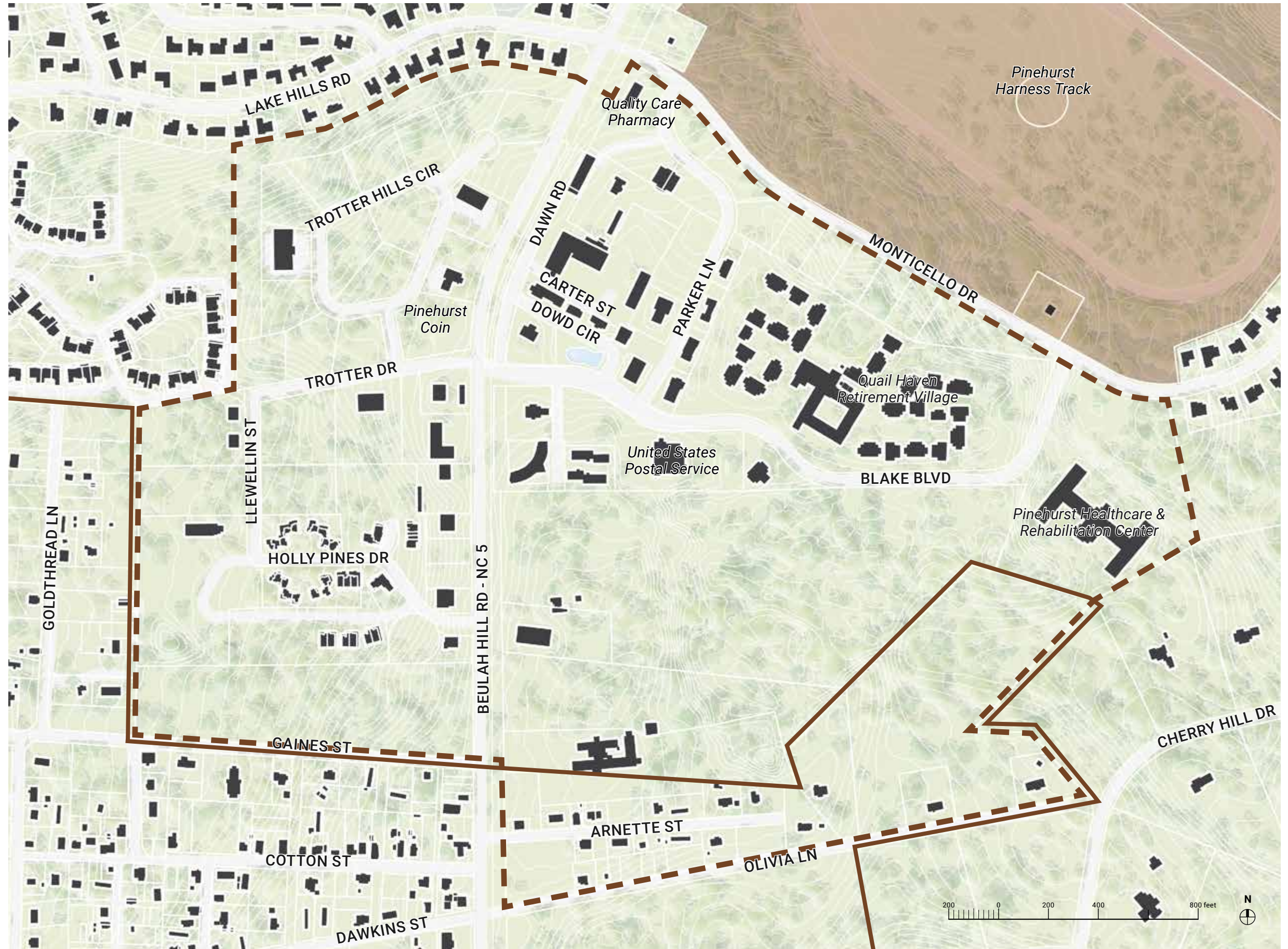
-  SMALL AREA PLAN (SAP) BOUNDARY
-  VILLAGE OF PINEHURST
-  BUILDING FOOTPRINTS
-  PARKS/ OPEN SPACE



PINEHURST SOUTH

Historic District

- Indicates the National Historic Landmark District and important fixtures within the community
- No Historic District parcels within the plan area



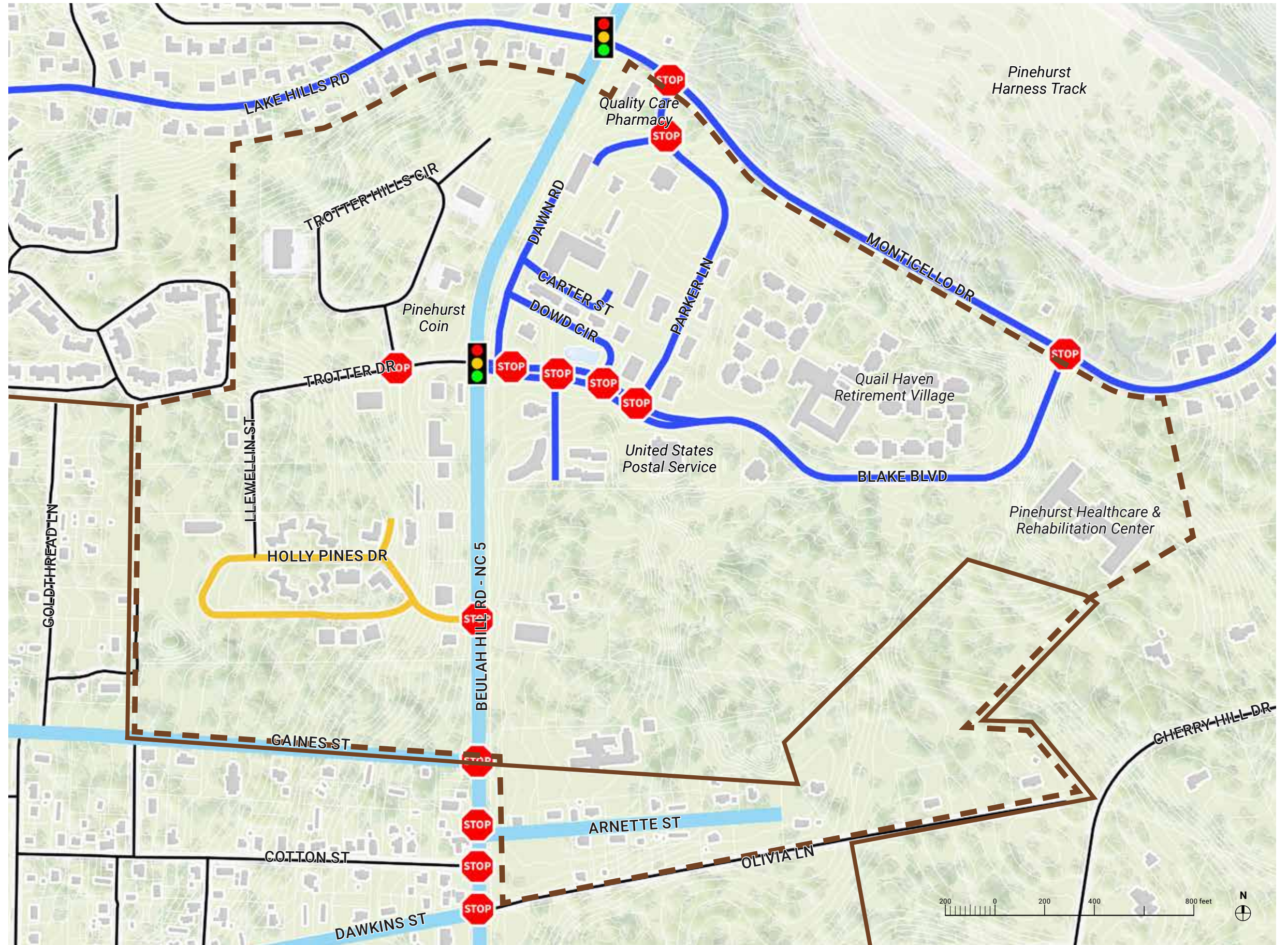
KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- BUILDING FOOTPRINTS
- HISTORIC DISTRICT OVERLAY

PINEHURST SOUTH

Posted Speed and Traffic Control

- Major Connector Streets have posted speeds of 35 mph
- Neighborhood streets have posted speeds of 10-25 mph
- Stop signs located at all Beulah Hill Road - NC 5 intersections
- Traffic signals located along Beulah Hill Road - NC 5 at Blake Blvd and Monticello Dr



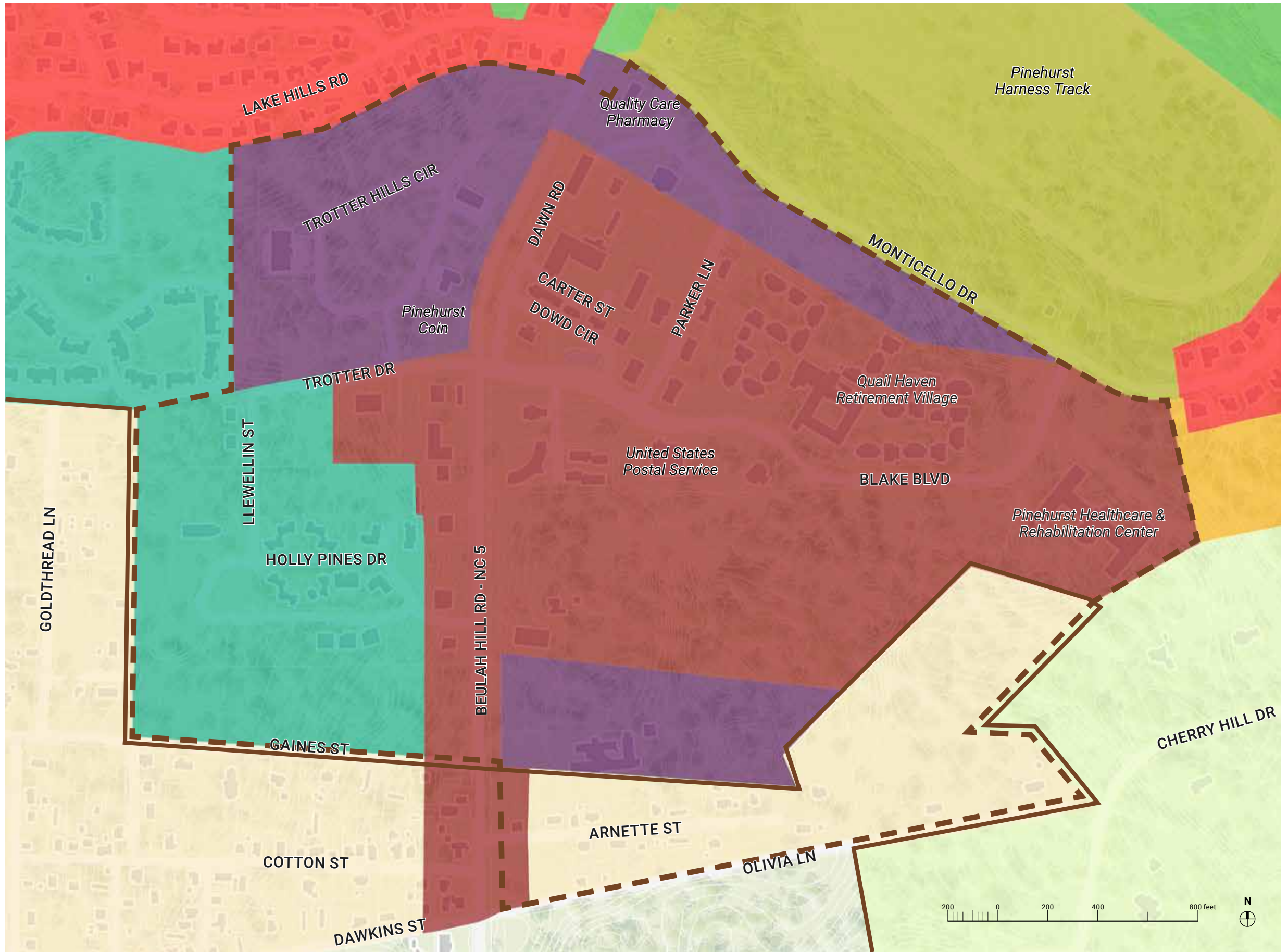
PINEHURST SOUTH

Zoning

- Primarily Neighborhood Commercial (NC) with a mix of Office and Professional (OP) and Residential (R5) zones to the east
- Mix of Office Professional (OP) and Residential Multifamily (RMF) to the west

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- R5 - RESIDENTIAL
- R10 - RESIDENTIAL
- R30 - RESIDENTIAL
- RMF - RESIDENTIAL MULTIFAMILY
- NC - NEIGHBORHOOD COMMERCIAL
- OP - OFFICE & PROFESSIONAL
- PC - PUBLIC CONSERVATION
- RD - RECREATIONAL DEVELOPMENT



PINEHURST SOUTH

Land Use

- Commercial uses exist along Beulah Hill Road - NC 5
- A mix of residential and large vacant properties exist to either side
- A large percentage of the study area is vacant or underutilized



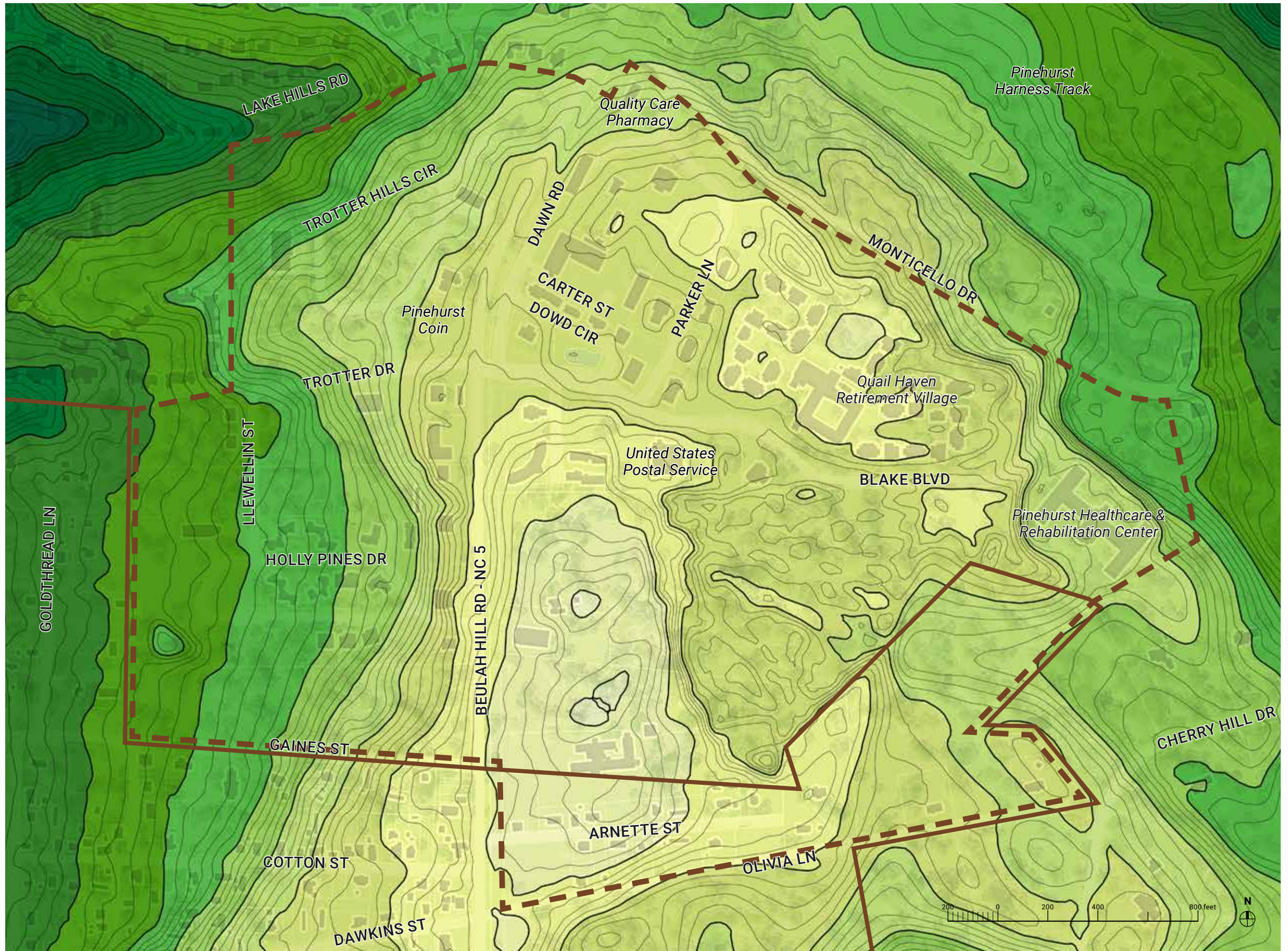
KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
- CIVIC
- RETAIL
- OFFICE
- RESIDENTIAL
- INDUSTRIAL
- VACANT
- PARKS/ OPEN SPACE

PINEHURST SOUTH

Topography

- Characterized by a natural ridge line along Beulah Hill Road - NC 5
- Study area sits at a plateau along the east with grades sloping west towards Pinehurst Lake









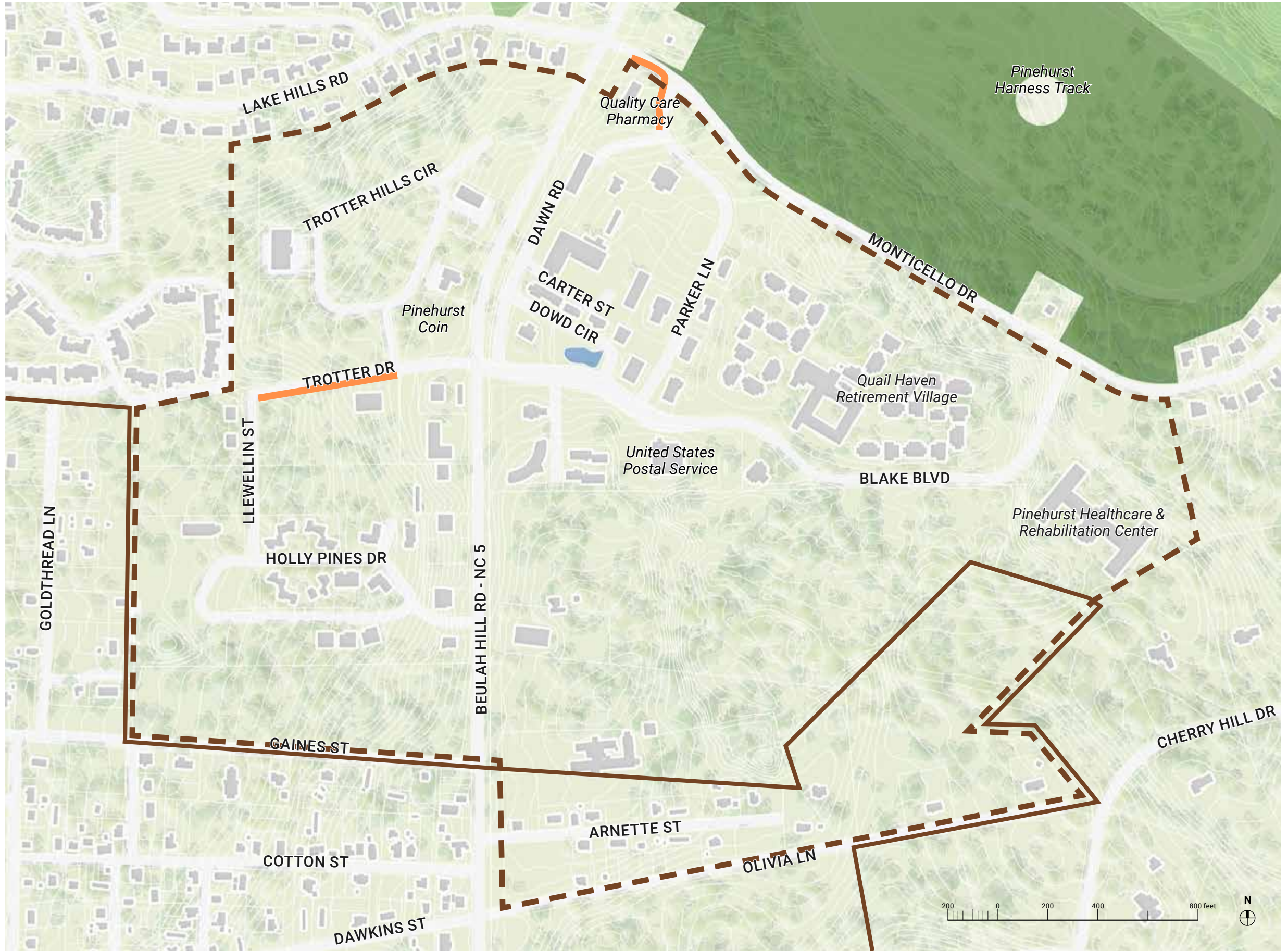
PINEHURST SOUTH

Open Space + Pedestrian Network

- No dedicated public open space exists in the study area
- The Pinehurst Harness Track is located just north of the study area boundary
- Only two segments of sidewalks exist within the plan area

KEY

-  SMALL AREA PLAN (SAP) BOUNDARY
-  VILLAGE OF PINEHURST
-  GREENWAY TRAILS
-  WALKWAY TRAILS
-  SIDEWALKS
-  PARKS/ OPEN SPACE



POLLING QUESTIONS

- Series of 4 questions
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- Based on input from Key Stakeholder Interviews

KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- VILLAGE OF PINEHURST
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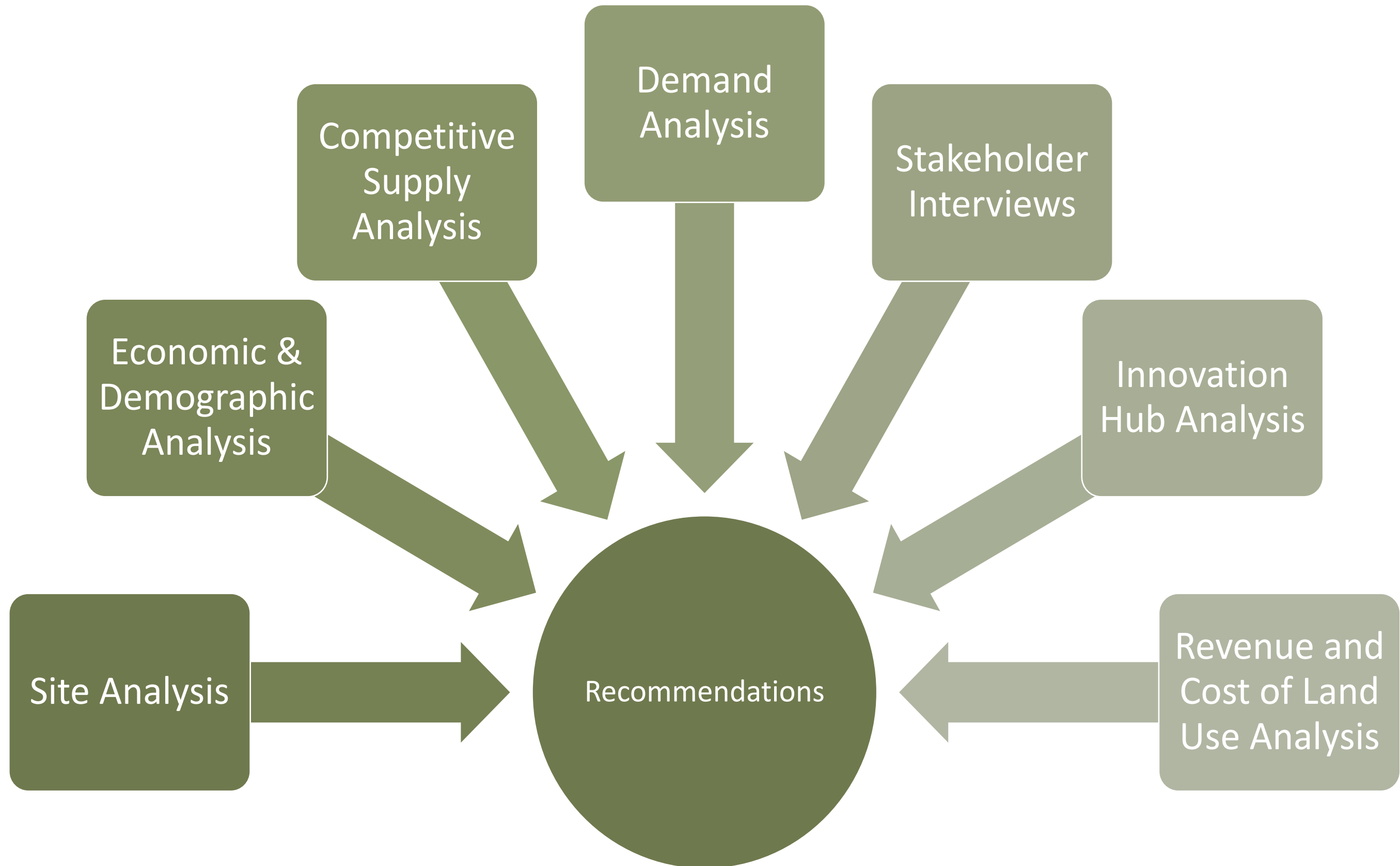




MARKET + ECONOMIC ANALYSIS

MARKET STUDY

METHODOLOGY



VILLAGE PLACE SITE ANALYSIS

Overall, Village Place offers a strong opportunity to develop a variety of land uses. Drawing upon the Village Center as inspiration, Village Place can complement what is already part of the community.

Strengths

- Location close to Village Center provides a strong foundation
- Community Center and Cannon Park
- Walkable to Village Center
- Large number of amenities
- Strong brand of Pinehurst
- Some redevelopment already occurring (Pinehurst Brewery)

Weaknesses

- Some of the properties are older
- Parking challenges
- Limited amount of available land

Opportunities

- Build off the success of historic Village Center
- Growth in nearby neighborhoods
- Redevelopment of public works
- Redevelopment of older properties
- Close to NC 211 – build a better gateway

Threats/Challenges

- Inability to create a strong link between Village Core and Village Place
- Not being able to move the tanks and public works



Pinehurst Brewing Company



Old Fire House



Community Center



The Village Quarters



The Greens at Arboretum



Single-family detached home

PINEHURST SOUTH SITE ANALYSIS

Overall, Pinehurst South is best suited for residential and office uses. Hospitality could be an option as well. Large-scale retail would be challenging given the access issues, but locally-serving retail would be viable.

Strengths

- Land availability
- Direct access to Pinehurst Resort via NC 5
- New development in area
- Strong businesses in area (such as Quail Haven Retirement Village)

Weaknesses

- No common theme to buildings
- Unrelated land uses
- Traffic issues

Opportunities

- Capitalize on growth along NC 5
- Concentration of public and semi-public services (post office, fire station, VA services)
- Create a distinct identity for area
- Build off of USGA
- Infill development

Threats/Challenges

- RR crossings & limited access
- Significant amount of vacant land south of the study area along NC Hwy 5 that could take demand potential away



Quail Haven Retirement Village



Fire station



Abingdon Square Townhomes



Retail



Veterans Guardian Claim Consulting



Open space along Blake Blvd.

MARKET STUDY

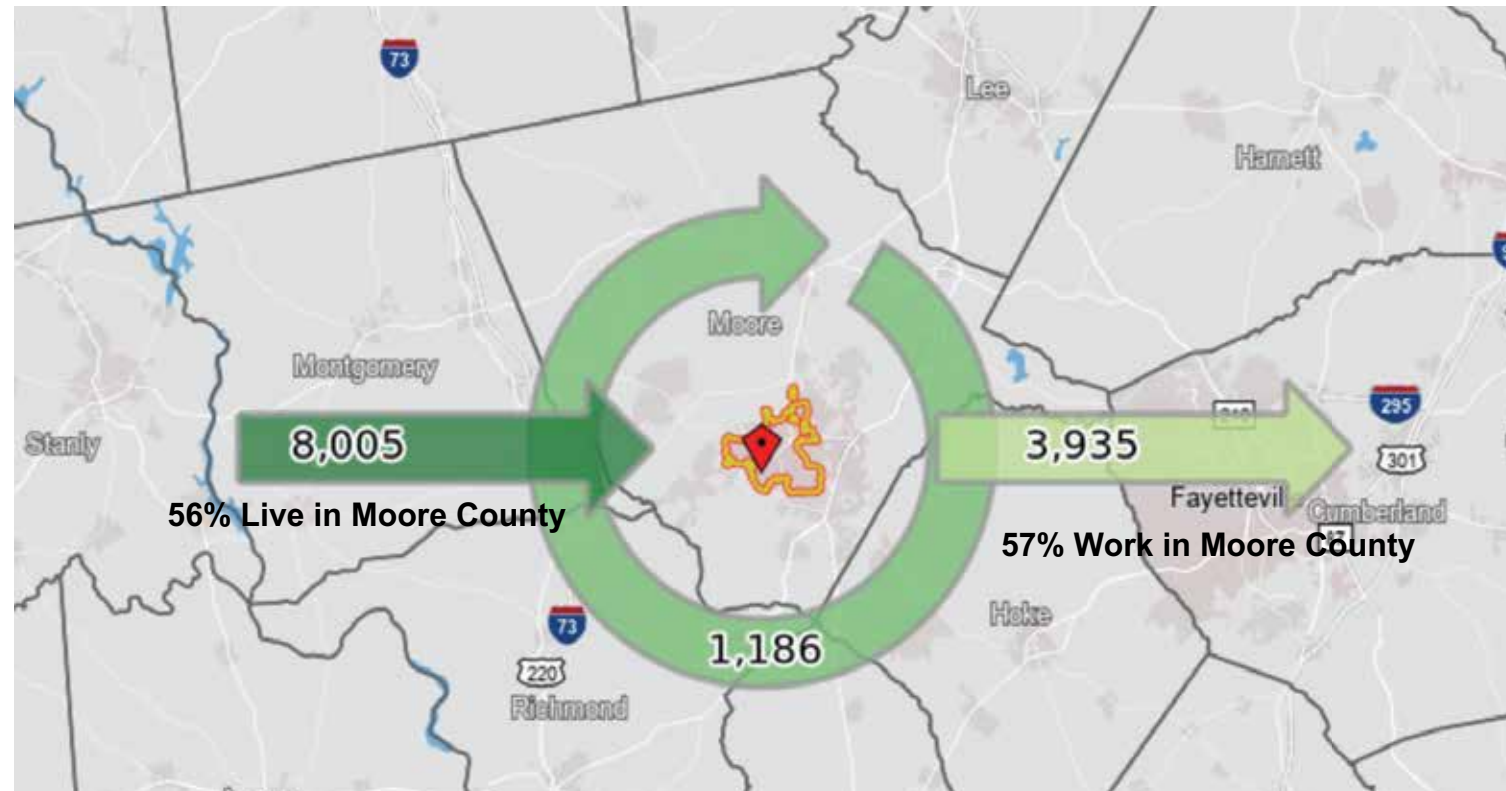
ECONOMIC AND DEMOGRAPHIC ANALYSIS

Moore County, NC Employment
(2000-2020)



Source: BLS

Inflow and Outflow of Workers in Pinehurst (2017)



Source Census on the Map

Jobs by Industry in Pinehurst (2020)

Industry	Busin esses	%	Empl oyees	%
Health Care and Social Services	575	54%	5,880	52%
Accommodation and Food Services	42	4%	2,839	25%
Other Services - Repair, Personal Care, Laundry, Religious, etc.	69	6%	434	4%
Professional, Scientific, and Technical Services	58	5%	396	3%
Arts, Sports, Entertainment, and Recreation	23	2%	358	3%
Retail: Home, Food, Automobiles, Personal Care	35	3%	262	2%
Education	11	1%	257	2%
Real Estate and Rentals	47	4%	234	2%
Public Administration	12	1%	173	2%
Banking, Finance and Insurance	56	5%	145	1%
Construction	25	2%	89	1%
Information	12	1%	85	1%
Other	108	10%	248	2%
Total	1,073	100%	11,400	100%

Source: North Carolina Department of Commerce, Labor & Economic Analysis

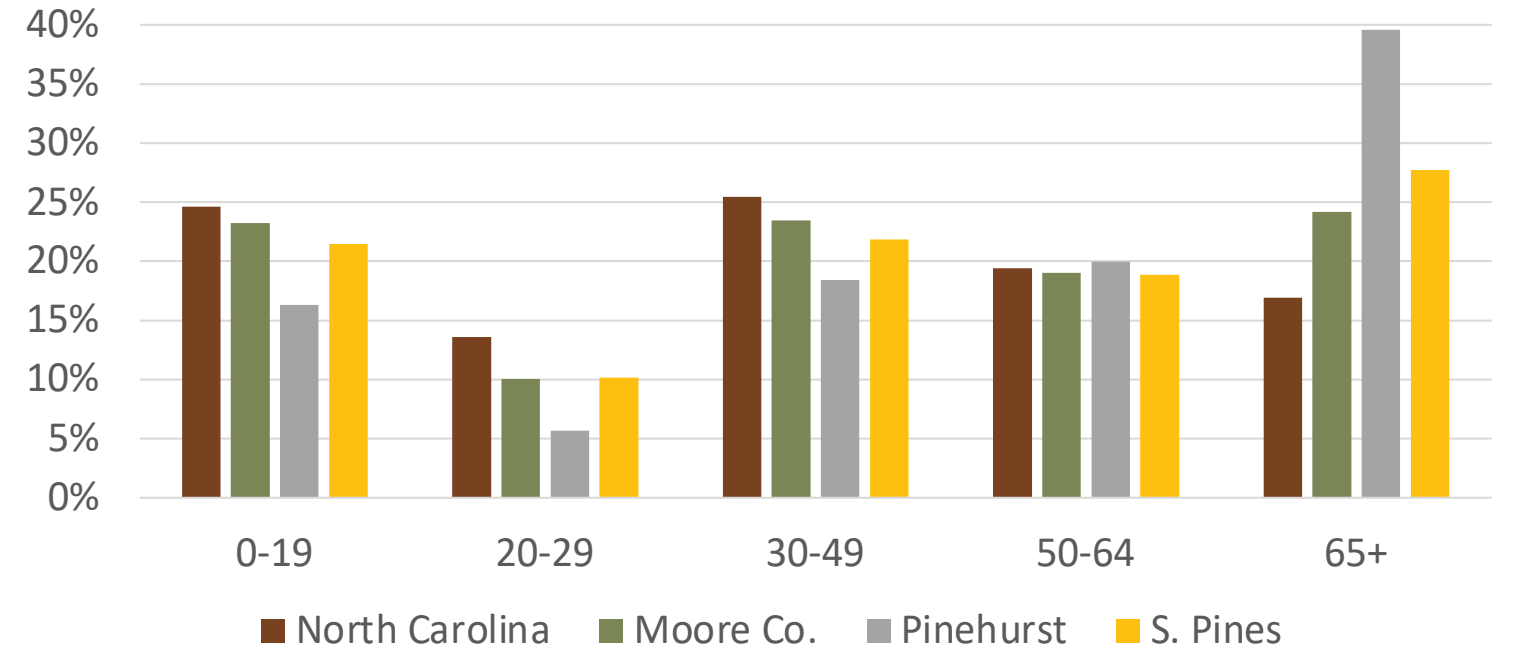
ECONOMIC AND DEMOGRAPHIC ANALYSIS

Household Data for NC, Moore County, Pinehurst, and Southern Pines (2020-2025)

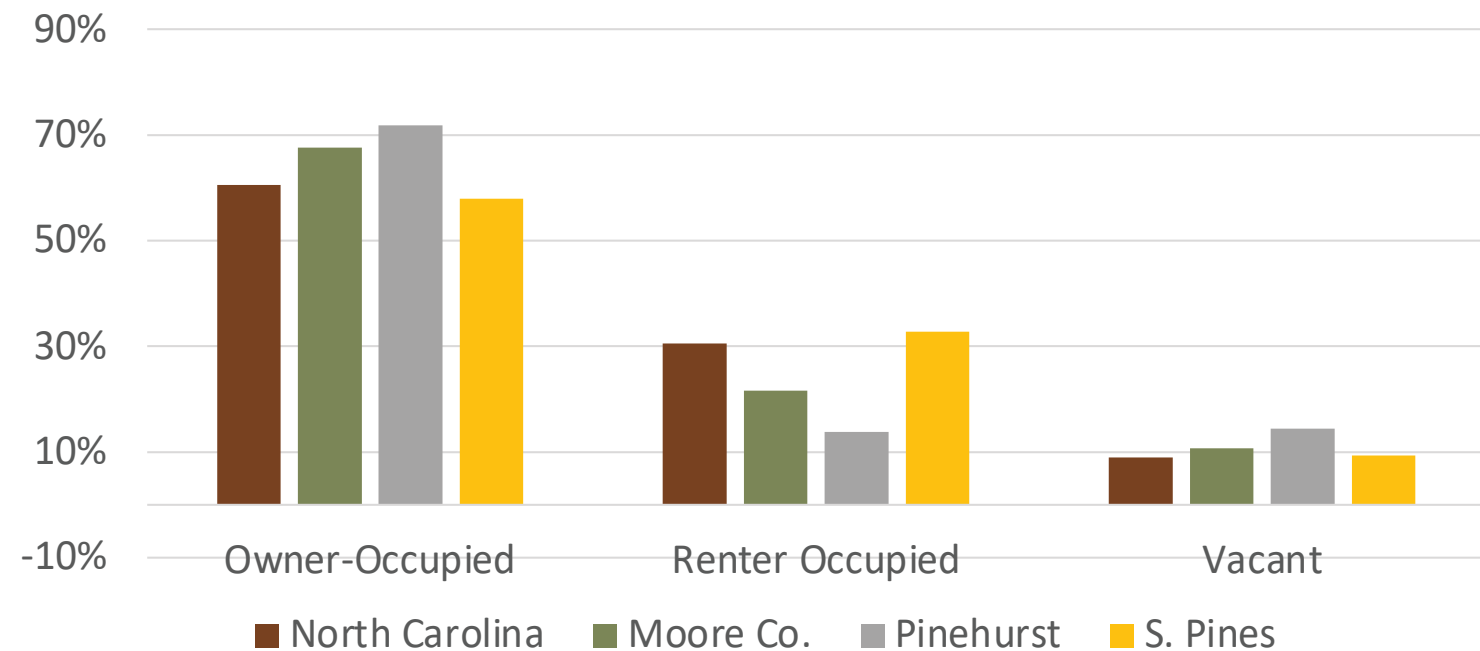
Geography	2020	2025	Growth	Annual Growth Rate
North Carolina	4,341,543	4,494,724	153,181	0.7%
Moore County	43,651	45,169	1,518	0.7%
Moore Co. as % of NC	1.0%	1.0%	1.0%	
Pinehurst Village	7,885	8,100	215	0.5%
Pinehurst as % of Moore	18.1%	17.9%	14.2%	
Southern Pines Town	7,142	7,207	65	0.2%
Southern Pines as % of Moore	16.4%	16.0%	4.3%	

Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis

Age Distribution, 2020

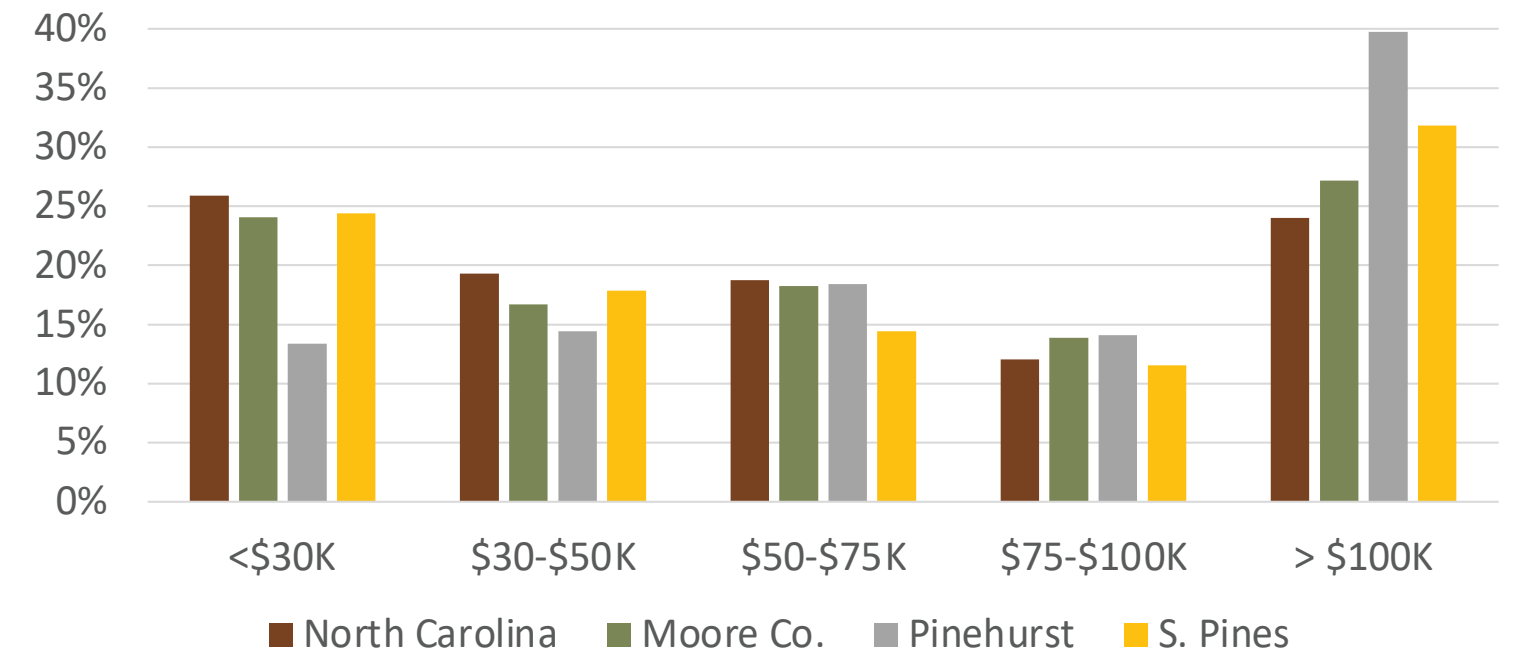


Housing Units Distribution, 2020

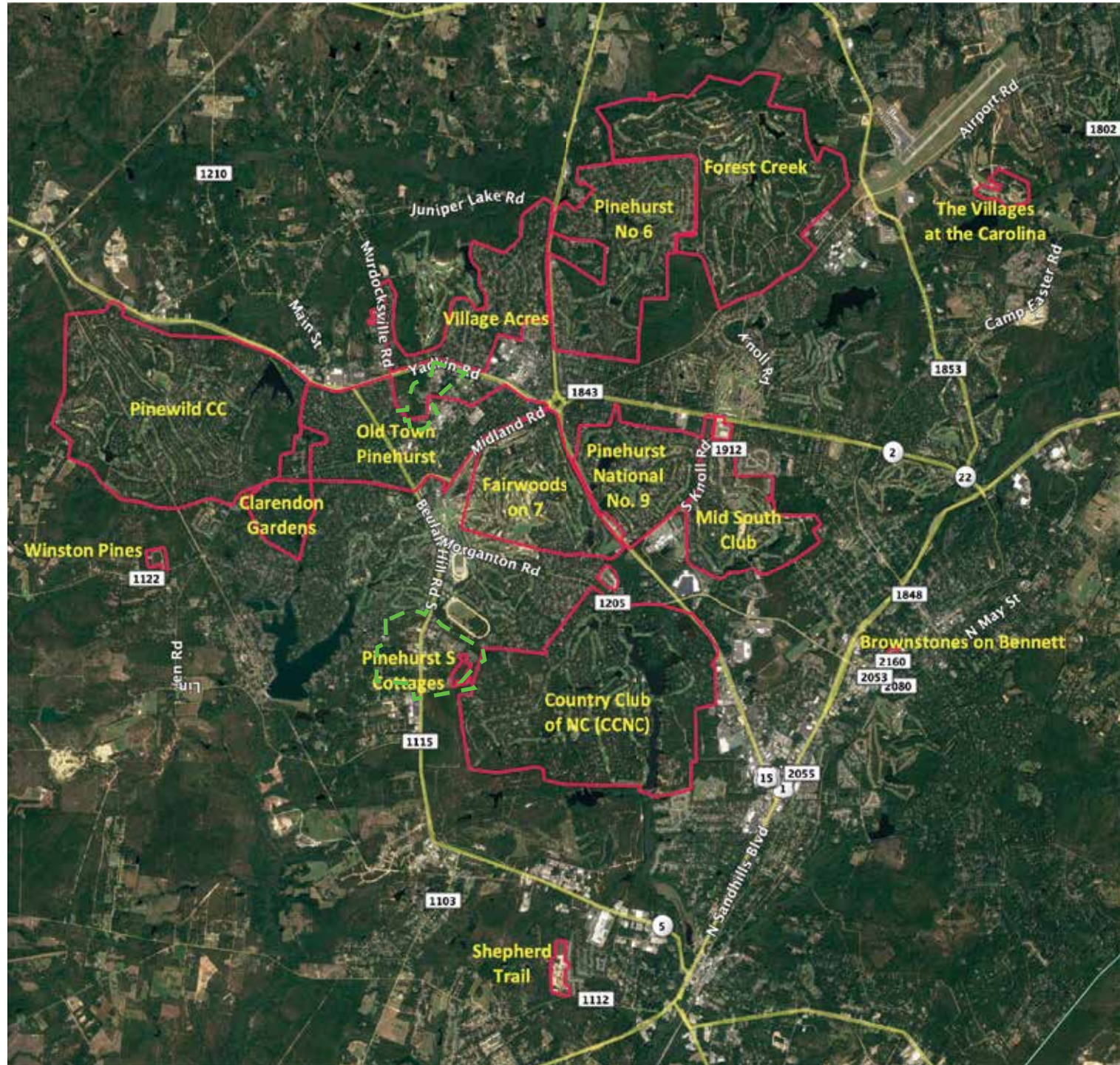


Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis

Income Distribution, 2020



Source: AccessNC, North Carolina Department of Commerce, Labor and Economic Analysis



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- FOR-SALE COMMUNITY OUTLINE



Permits and sales continue to increase
Healthy market with strong demand fundamentals
 For-sale in Pinehurst tends to be single-family detached
 Demand is high



Home prices continue to rise in Pinehurst - still more attainable/affordable than similar housing in other parts of the country
 New homes in non-golf oriented communities are \$300,000 to \$500,000 on average
 New, infill housing in golf-oriented master-planned communities are \$450,000 to \$750,000



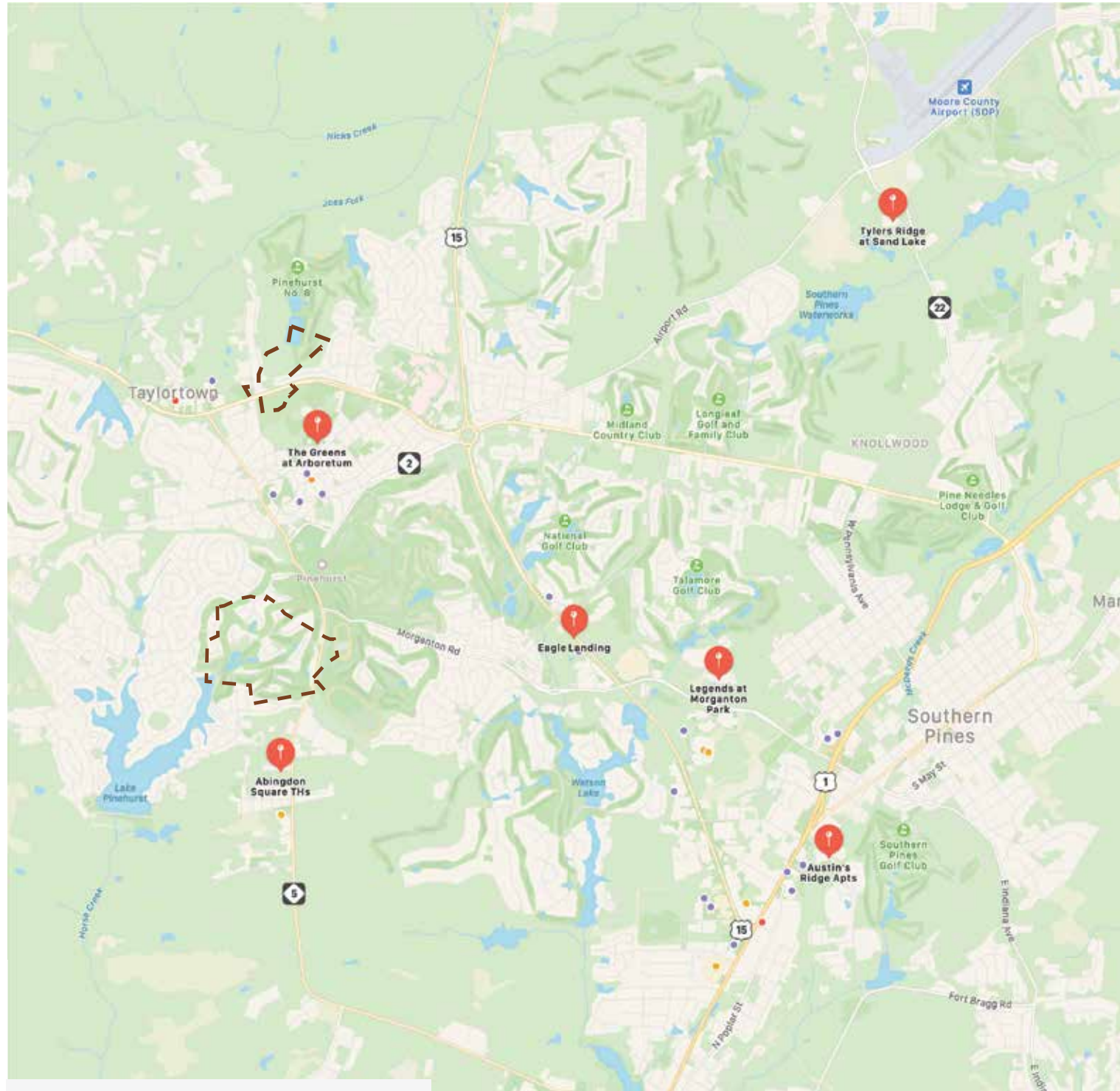
Single-family homes selling in Village Place tend to be priced from \$200,000 to \$400,000. **Two new homes sold for approximately \$300,000**
 New product within the study area could be a combination of small lot single-family detached, townhome/attached, and possibly condominium product
 The price point would likely be above existing homes within the study area



There are very few for-sale houses within the Pinehurst South study area
 Nearby townhouse community built in the late 1980s sells for approximately \$180,000 and \$230,000
 For-sale homes would be marketable in the study area. There could be a combination of small lot single-family detached and townhome/villa product
 The pricing would be above the existing product, and likely within the middle band of new houses in the Pinehurst area

Pinehurst is projected to see strong owner household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods

FOR-RENT RESIDENTIAL ANALYSIS



KEY

- SMALL AREA PLAN (SAP) BOUNDARY
- APARTMENT COMPLEX



Vacancy continues to remain low (3%) despite the addition of 180 apartment units since 2020
 Most Pinehurst rental product is single-family detached homes
Strong, in-balance apartment market
 Demand is moderate



Rental rates, although not overly high compared to more suburban areas, have continued to rise in recent years
 New rental product in Pinehurst is likely to rent at the higher end of the market, similar to The Greens at Arboretum
 One bedrooms range from \$1.43 to \$1.63 per square foot, two bedrooms range from \$1.18 to \$1.26 per square foot, and three bedrooms range from \$1.25 to \$1.55 per square foot



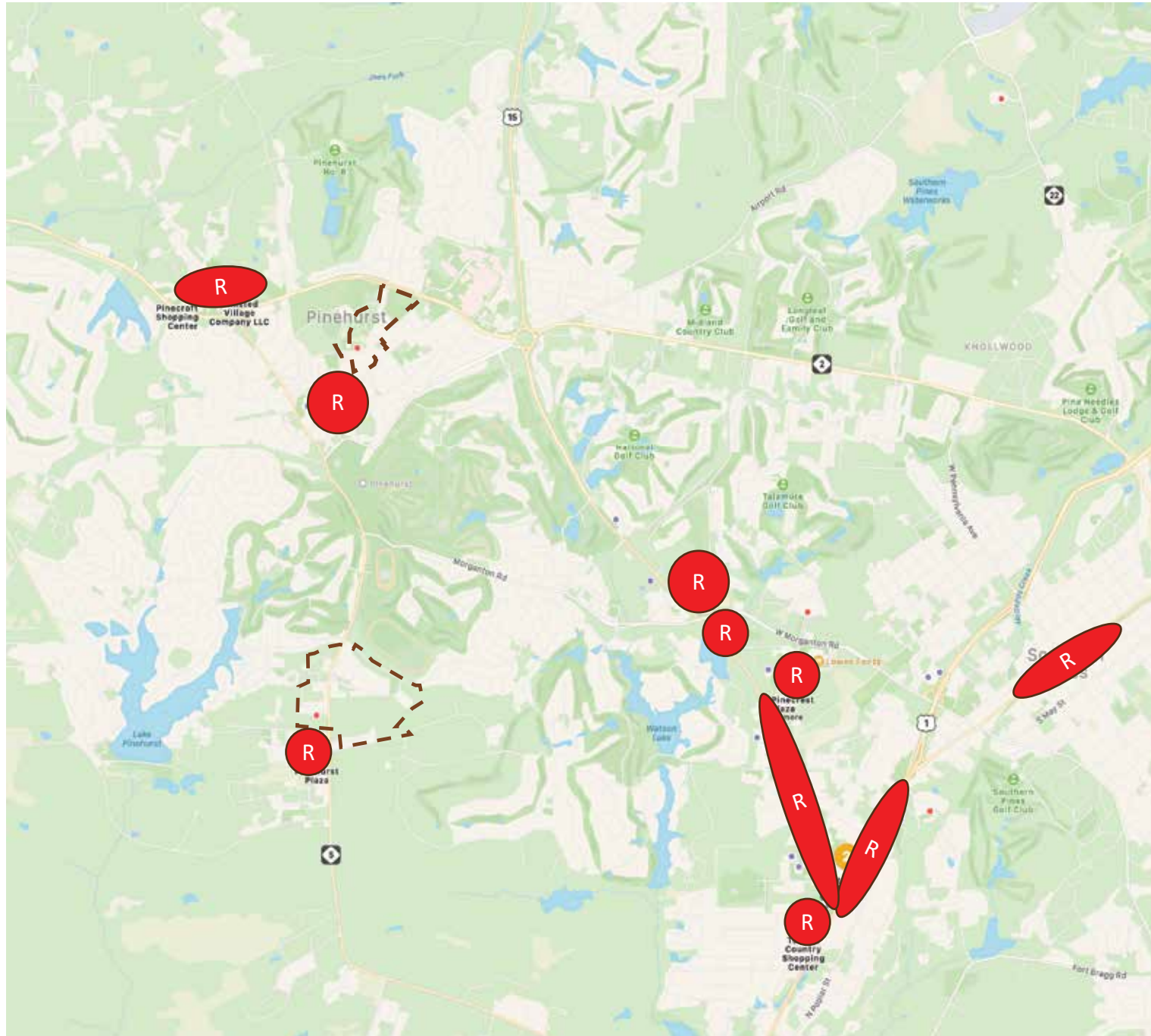
The Greens, a relatively new apartment complex, is located within Village Place
 Additional new for-rent residential would be marketable within the study area
 It is walkable to the Village Core, is close to services and amenities, and close to open space





Pinehurst South currently has a rental townhome community, Abingdon Square Townhomes, and the Inn at Quail Haven Village, a senior continuing care retirement community (CCRC)
 It would be a marketable location for a rental community
 It would likely be positioned below new apartments in Village Place given it is not walkable and farther from services and amenities

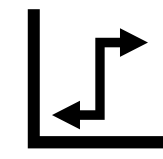
Pinehurst is projected to see modest rental household growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods

RETAIL ANALYSIS



KEY

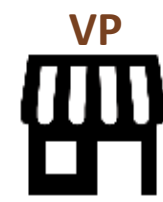
-  SMALL AREA PLAN (SAP) BOUNDARY
-  RETAIL SHOPPING



Retail occupancy is currently down due to Covid-19, but still performing relatively well compared to other similar parts of the state
 Occupancy should increase after the pandemic is over
 Demand is moderate, and tied to household growth



The average rental rate has been relatively stable
 Rental rates are approaching the amount needed for new construction (roughly \$24 to \$30/SF)



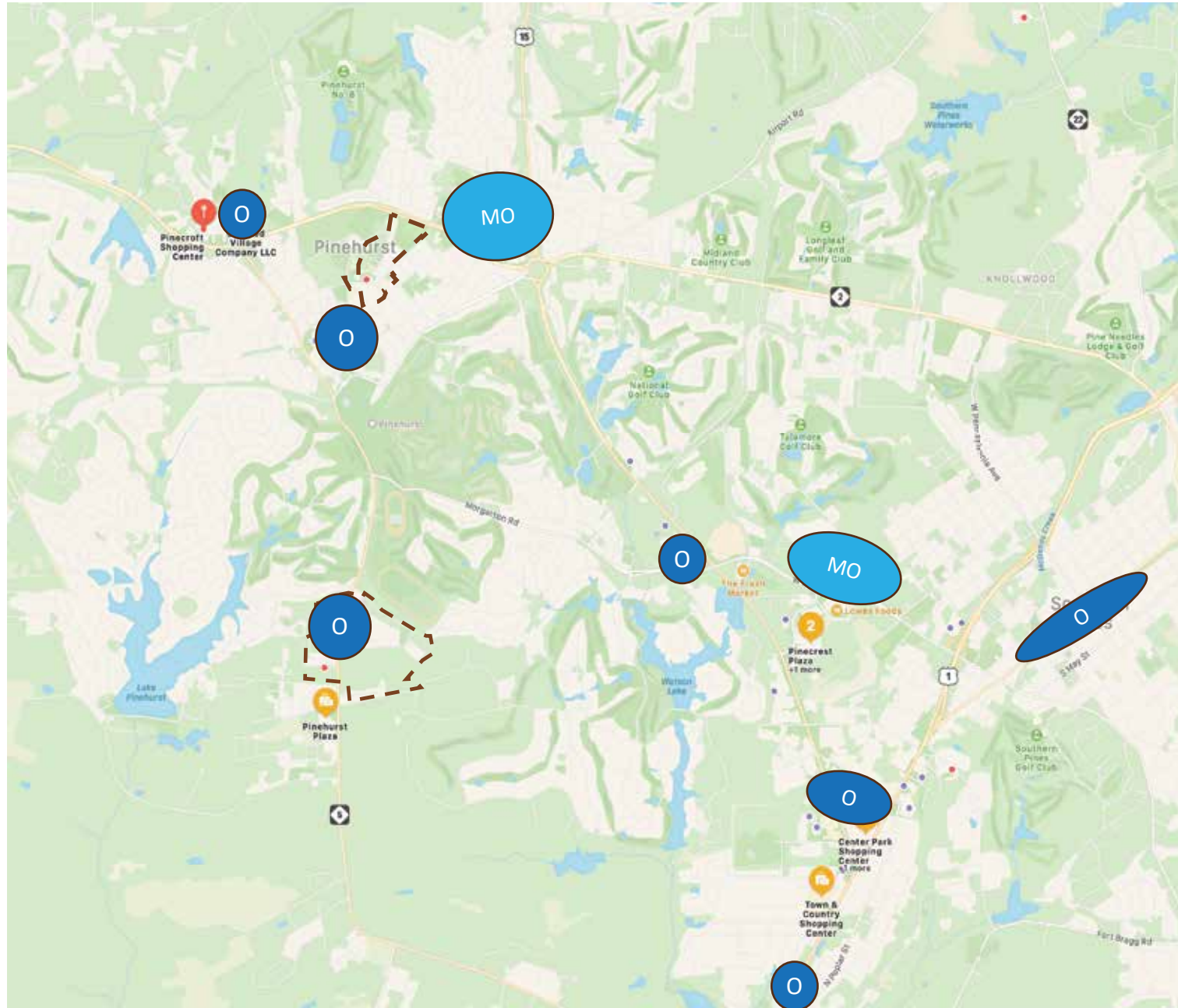
Village Place is adjacent to the Village Center
 Small retail cluster along Rattlesnake Trail. This area could be built upon
 Village Place would be an appropriate location for retail including restaurants, entertainment, tourist-oriented, and locally serving retail.
 Larger format retail would prefer to be along NC 211, while smaller retail could be an extension of the Village Core, brewery, and retail along Rattlesnake Trail



Pinehurst South is adjacent to some underperforming, older retail
 A few retail businesses in PS including the new ABC store, bank, and framing shop
 Pinehurst South reasonable location for retail. Main challenge on eastern side of NC 5 is access – retail needs good access, and the rail road crossings make that difficult
 Western side of NC 5 would be a good location for locally-serving retail and perhaps shopping center


Pinehurst is projected to see modest retail growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.


OFFICE ANALYSIS





KEY

-  SMALL AREA PLAN (SAP) BOUNDARY
-  GENERAL OFFICE
-  MEDICAL OFFICE

 Occupancy continues to remain high and there has been turnover within buildings
 New space has been constructed and slowly leased within the area
 Pinehurst office is primarily medical and/or locally serving
 Demand is relatively low

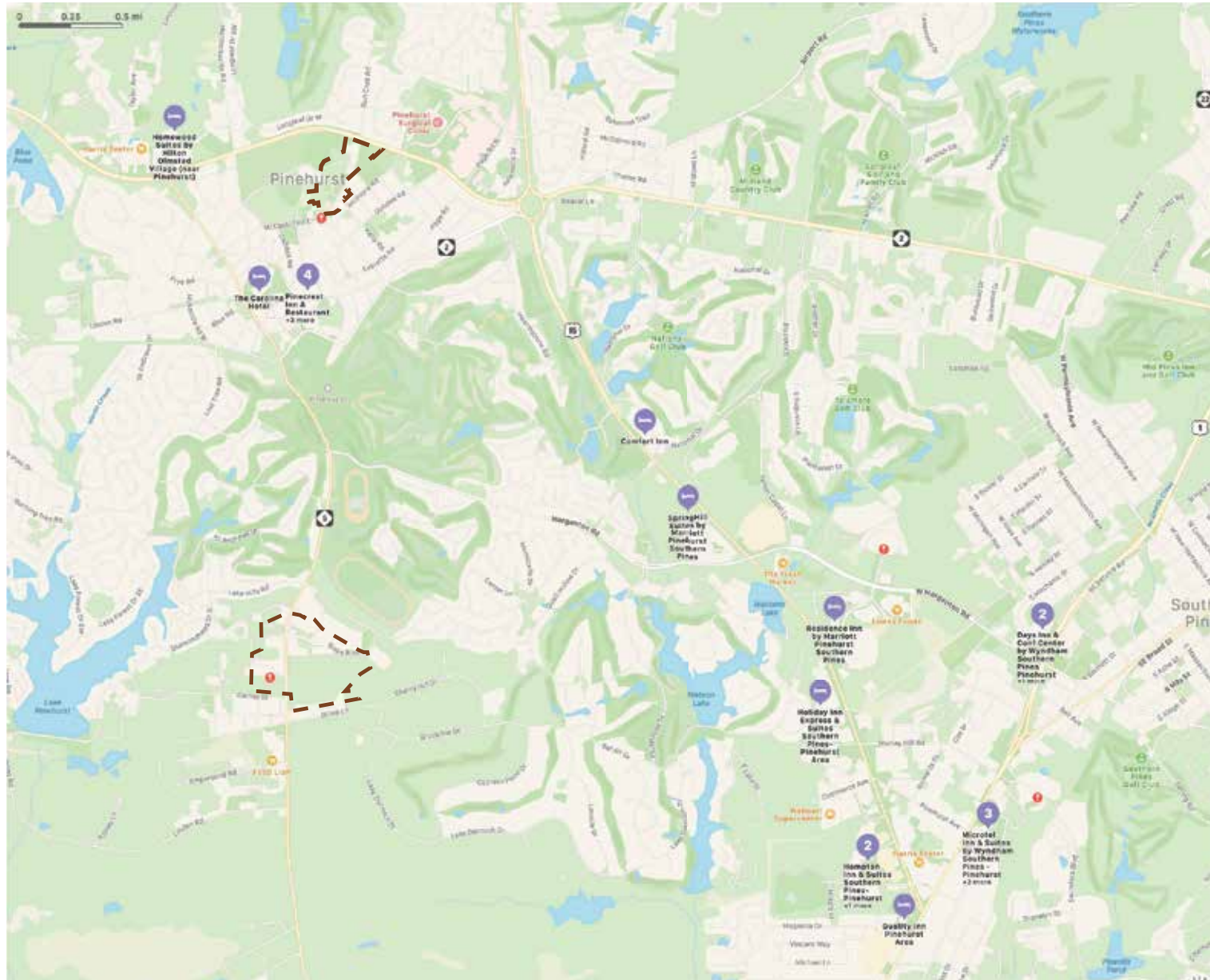
 Rental rates for most tenants remains below the threshold to build new product
 New office product can be built when leases reach \$18-\$22/SF
 This is starting to happen through the Pinehurst area, so new office construction begins to be feasible

 There is very little office currently located within Village Place
 Location would be appropriate for small-scale office that is locally-serving and generated such as accountants and real estate professionals

 Pinehurst South has a fair amount of office
 Some of it is medical office, such as dentists, and some is locally-serving such as financial planners
 Location would be appropriate for both office mixed in with other uses as well as more stand-alone, larger office given land availability

Pinehurst is projected to see limited office growth over the coming years; both Village Place and Pinehurst South could capture this growth. In VP it would be part of a walkable, mixed-use neighborhoods. In PS it could also be more office-park like space.

HOSPITALITY ANALYSIS



KEY

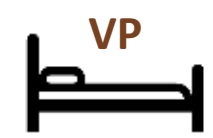
-  SMALL AREA PLAN (SAP) BOUNDARY
-  HOTELS



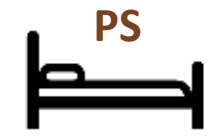
Occupancy is currently down due to Covid-19
 After the pandemic, market is likely to fully rebound to previous occupancy levels (65%)
 Demand is low to moderate



The Average Daily Rate has remained strong despite Covid-19 at \$131 for 2020
 RevPAR is down to \$61 for 2020, but should return to pre-Covid levels (\$90 in 2019)



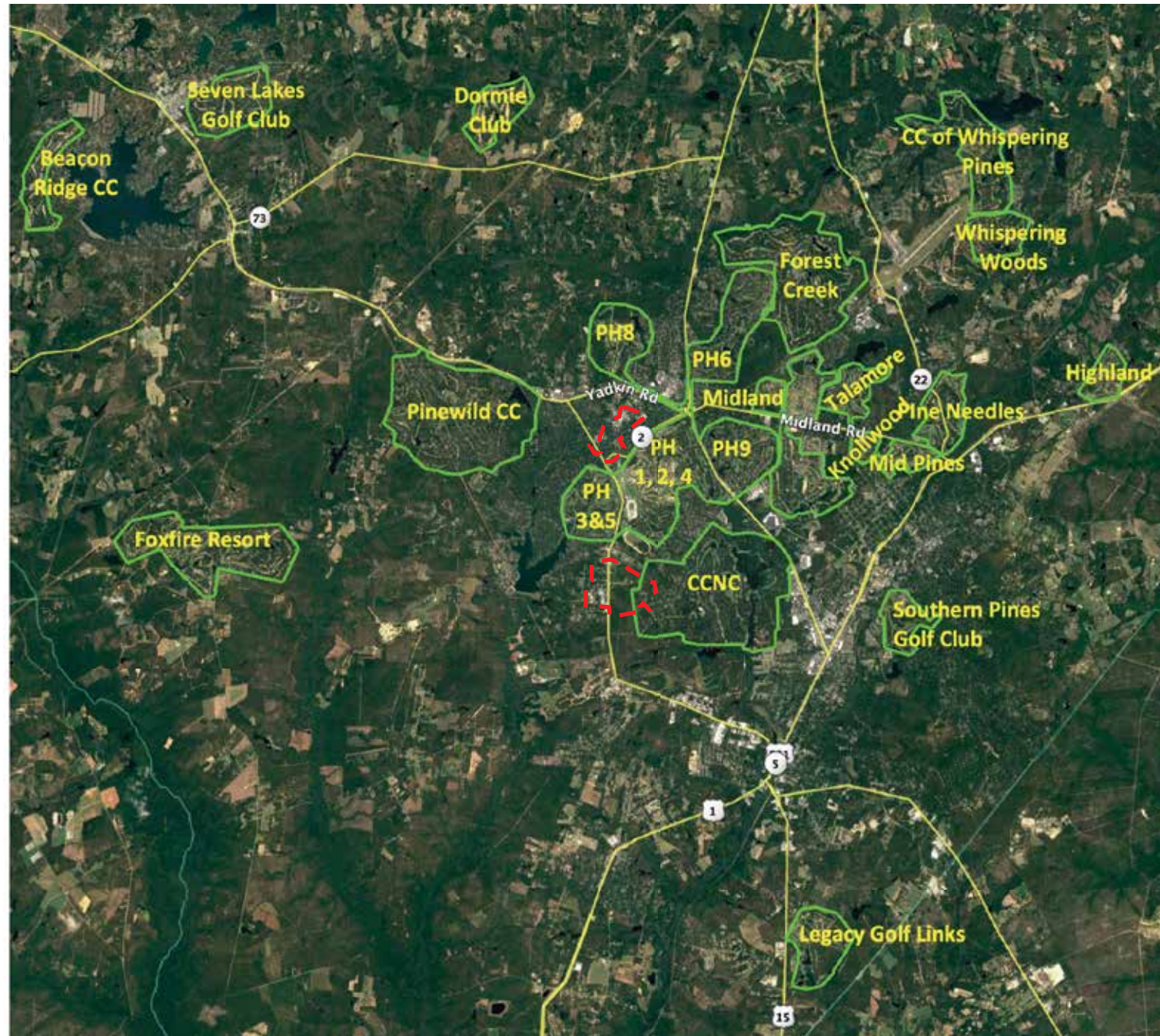
The Manor is located within Village Place. 42 rooms and recently renovated. Higher-end hotel in the area
 Village Place good location for additional hotel rooms. Close to downtown, NC 211, and could appeal to golf, medical, and business travelers



There are no hotels currently in or near Pinehurst South
 Majority of hotels in the area are concentrated either close to Pinehurst Center or along the major highways including US 15-501 and US 1
 Currently, Village Place would be a more attractive location for a hotel than Pinehurst South

Pinehurst is projected to see modest hospitality growth over the coming years; both Village Place and Pinehurst South could capture this growth and help create new, walkable, mixed-use neighborhoods.

GOLF ANALYSIS



KEY

- - - SMALL AREA PLAN (SAP) BOUNDARY
- GOLF COURSE OUTLINE



Participation is currently up in the US for the first time in many years
 Pinehurst has also seen an increase in the amount of golfers and rounds played this year



According to the National Golf Foundation, the average round in the US costs \$61 in 2020
 Pinehurst has rates far above the national average for golf



Village Place cannot accommodate a new golf course
 Given the nature of the other land uses, this is not as good of a location for other golf uses that might be appropriate in Pinehurst South



Pinehurst South cannot accommodate a new golf course
 It could be an appropriate location for golf operations facilities

Pinehurst and the surrounding area are projected to see modest golf growth in the coming years; neither Village Place nor Pinehurst South could support a golf course. Pinehurst South could be a viable location of golf-support activities (maintenance, back of house, etc.).

MARKET ANALYSIS

CONCLUSIONS

Summary of Market Opportunity

Land Use	Overall Market Opportunity	Village Place	Pinehurst South
For-Sale Residential	XXXXX	XXXX	XXXX
For-Rent Residential	XXX	XXX	XXX
Retail	XXXX	XXX	XXX
Office	XX	XX	XX
Hospitality	XXX	XXX	XXX
Golf	XX	O	X

Key: XXXXX = best, X = worst, O = none

Summary of Demand

Land Use	Demand Potential	Locations within Pinehurst
For-Sale Residential	80-120 homes/year	Almost anywhere
For-Rent Residential	15-25 units/year	Major roads, VP, PS, Village Cntr
Retail	20-25,000 SF/ every 5 years	Major roads, VP, PS, Village Cntr
Office	Up to 5,000 SF/year	Medical area, VP, PS, Village Cntr
Hospitality	25 rooms/yr. in Moore Co.	Resort, Village Cntr, PS, VP
Golf	2-3 courses over the next 10 years in Moore Co.	Focus Area 1 is the only area with space

Summary of Demand for Land Uses within Planning Areas

Land Use	Village Place	Pinehurst South
For-Sale Residential	Unlimited at build-out 1 project would sell approximately 15-25 homes per year	Unlimited at build-out 1 project would sell approximately 15-25 homes per year
For-Rent Residential	At build-out, 1 to 2 projects of 70-100 units each Timing depends on where else apartments have been constructed (e.g. Village only has demand for 1 project every 5-10 years)	At build-out, 1-2 projects of up to 200 units each, depending on location Timing depends on where else apartments have been constructed
Retail	25,000-50,000 SF at build-out	Up to 80,000 SF with grocery, 40,000 SF without grocery at build-out
Office	25,000 – 30,000 SF at build-out Limited amount per year. 5,000 SF total in Village. Village Place could capture some of that, but likely less than Pinehurst South	Up to 100,000 SF at build-out Limited amount per year. 5,000 SF total in Village. Pinehurst South could capture some of that. Could increase, depending on impact of USGA
Hospitality	At build-out, 1 hotel with 75-100 rooms as well as bed and breakfasts	At build-out, 1 hotel with approximately 100 rooms
Golf	None	Possibly some support functions (although the land probably has a higher and better use than maintenance for golf)



NEXT STEPS



NEXT STEPS

Following the Workshop:

- Materials will be posted to the Engage Pinehurst Project Website:

[HTTPS://ENGAGE.VOPNC.ORG/SMALL-AREA-PLANS](https://engage.vopnc.org/small-area-plans)

- A brief survey will be available for those who were not able to attend the Workshop or who would like to give additional input (same polling questions)
- Workshop 2: Draft Concept Plans; Recommendations, Form-Based Code (FBC), etc.
- Workshop 3: Preview of Final Reports and FBCs



BREAK-OUT ROOM DISCUSSIONS

BREAK-OUT ROOM DISCUSSIONS



- 8-14 people per break-out room
- Facilitator in each break-out room
- Base map and precedents in each break-out room
- 1 hour discussion
- Goal: Tell us about the unique characteristics of the Village of Pinehurst; help us understand the concerns, opportunities, and priorities you share with your neighbors

Farmer's Market	Unique Seating	Bike Share	Paved Shared-Use Trail
Outdoor Movie Night	Yoga in the Park	Street Festivals	Passive Recreation
Food Truck Events	Art + Music Festivals	Interactive Art	Interactive Water Feature

AMENITIES & ACTIVITIES

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 (3-minute walk) is indicated on the plan for reference.

KEY

- SMALL AREA PLAN QUARTER BOUNDARY
- VILLAGE OF PINEHURST
- EXISTING BUILDINGS
- PAVED OPEN SPACE

THE VILLAGE OF PINEHURST SMALL AREA PLANS

