Advisory Committee Meeting #2

Hickory Flat Area Plan // November 16, 2020

Today's Agenda

- Opening and Introductions

- Meeting Protocol

- Project Background and Role of the Advisory Committee

- Recap and Results from Public Meeting #1

- Challenges

- Next Steps

- Open Discussion

Introductions

- Share your name,

- If you're a Hickory Flat resident, employee or both,

- And if you were a previous participant

Meeting Protocol

- Presentations
  - All participants will be muted.
  - Any questions or comments can be submitted via Chat.

- Open Discussion
  - Please raise your (blue) hand by your name in the Participants window to be recognized.
  - Everyone should listen respectfully to each other.
  - Only one person should speak at the same time and the speaker should not be interrupted.

Purpose of the Area Plan

Create a more in-depth plan for the Hickory Flat area that addresses issues identified in Comprehensive Plan Update

- Traffic Congestion
- Annexation
- Pedestrian and Bike Facilities
- Tree Protection
- Rural Character
- Public Services

"Failing to Plan is Planning to Fail."

Set a detailed work program for County to help achieve desired community vision

Role of the Advisory Committee

- Contemplate how the community could be improved to better serve you and/or your organization

- Advise the project team on the goals and direction of the plan

- Engage the community and hear their ideas, concerns, etc.

- Spread word about the area plan and the process by encouraging participation

Project Update

- Public Engagement paused in spring 2020 after 2 advisory group meetings and 1 public meeting

- Planning Continued
  - Market study completed by Bleakly Advisory Group
  - Studied examples of virtual public engagement
  - Developed Case Studies

- Restart approved by BOC in early October
  - Hickory Flat is at a critical point
  - Additional rezonings and development eliminate opportunities to create community vision
  - Market Study looses value over time

Virtual Meeting Information

- All meetings will be virtual
  - General Public
  - Advisory Committee

- Virtual format addresses:
  - Public health concerns
  - Offers greater flexibility to encourage more participation
  - Keeps the planning process moving forward in a timely manner

Recap & Results

Public Meeting #1

Recap

- 3 week time frame

- Virtual with alternative participation options

- 44 individual map responses

- 37 survey responses

- 95 presentation comments across 3 videos

- Many conflicting or unclear statements

  - Wanted: "Better infrastructure" like wider roads but preservation too; inducing demand

  - Better restaurants/amenities; but don't want the rooftops required to bring these businesses

  - The <u>STUDY AREA</u> is quite developed but many comments call for keeping it rural

General Comments

- Traffic and transportation improvements were common comments

- Numerous respondents desire more sidewalks and walkability
  - Pedestrian connections between neighborhoods and commercial areas

- Residential density is a concern

- Other options for dining besides fast food

- Entertainment and gathering space; Small scale town center

- Supporting Schools, Parks and Recreation

- Preserving greenspace and rural character

- Maintaining safety

- Holly Springs concerns

- Helping longtime residents protect family property investments

- Preserving and using the old school gym

Introduction and Overview Presentation

- Connectivity to regional public transit

- Improving area internet access

- Attracting higher-paying industry

- Improving the pedestrian/biking infrastructure

- Slowing growth

- Remedying traffic

- Improving recreation opportunities

- Dining options other than fast food

- Preserving and promoting rural character and greenspaces

- Adhering to land use plans that are made

- Prohibit multi-family, high density residential

- Limiting Holly Springs expansion

- Improve "cohesiveness." Less piece-meal

- Architectural standards

- Create a central gathering location

Area History and Mapping Presentation

- A desire to protect what remains of early history

- Need for beautification projects

- History and character can be used for marketing, branding, etc

- Many questions about the nature of the boundary

Market Study Results Presentation

- Mostly the same comments expressed previously

  - Traffic Concerns

  - Residential Density

  - Holly Springs annexations

  - Adhering to established plans; give no variances

  - Schools strained

- Some understanding of foreseeable development

  - But find ways to preserve rural areas and characteristics

Mapping Activity
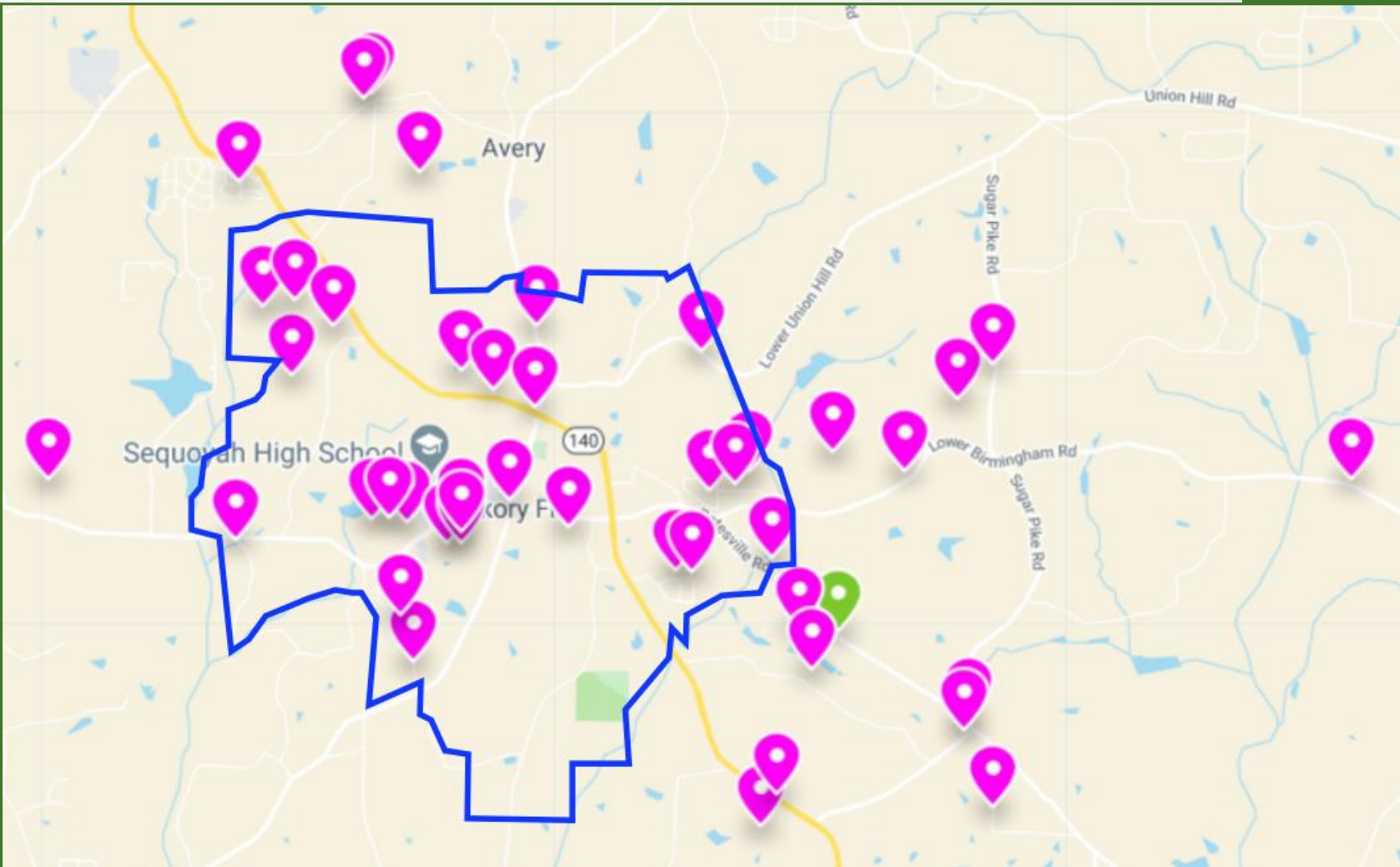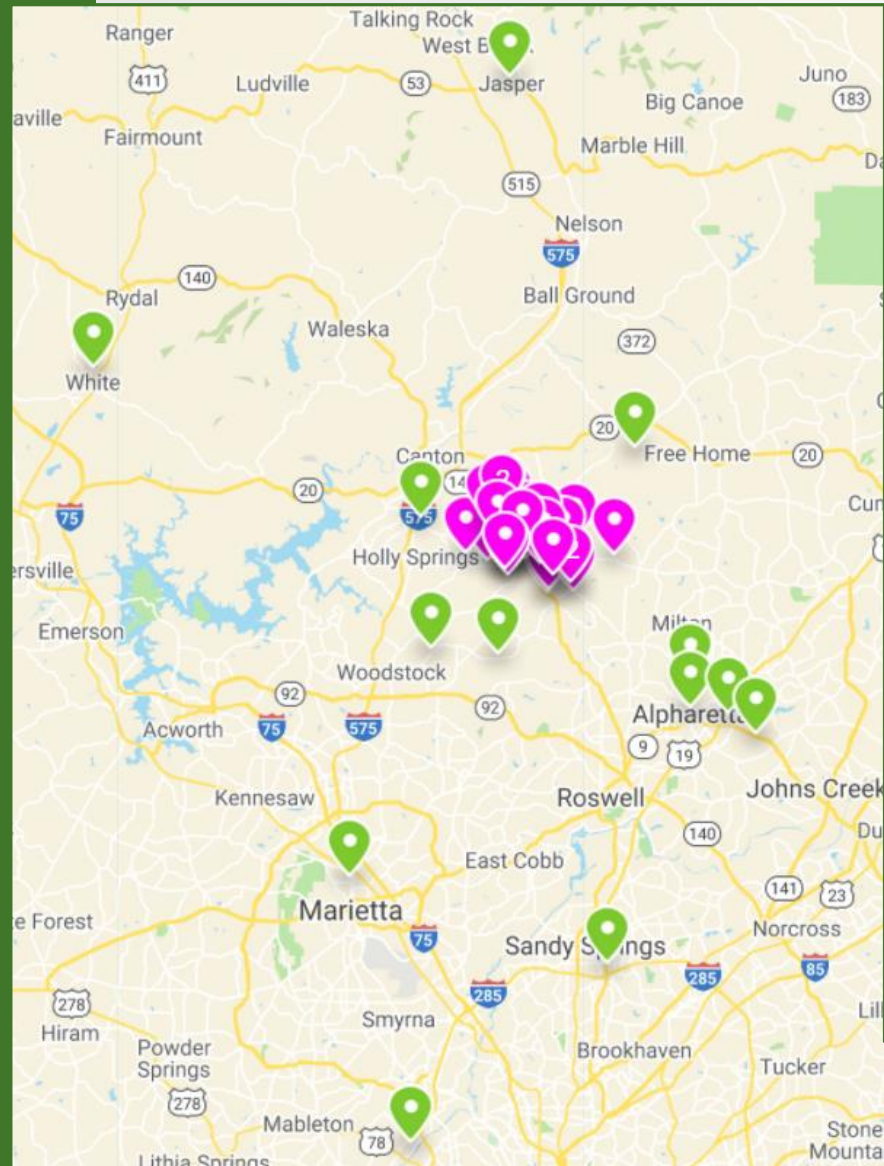
Word Exercise:
"How do you envision Hickory Flat?"
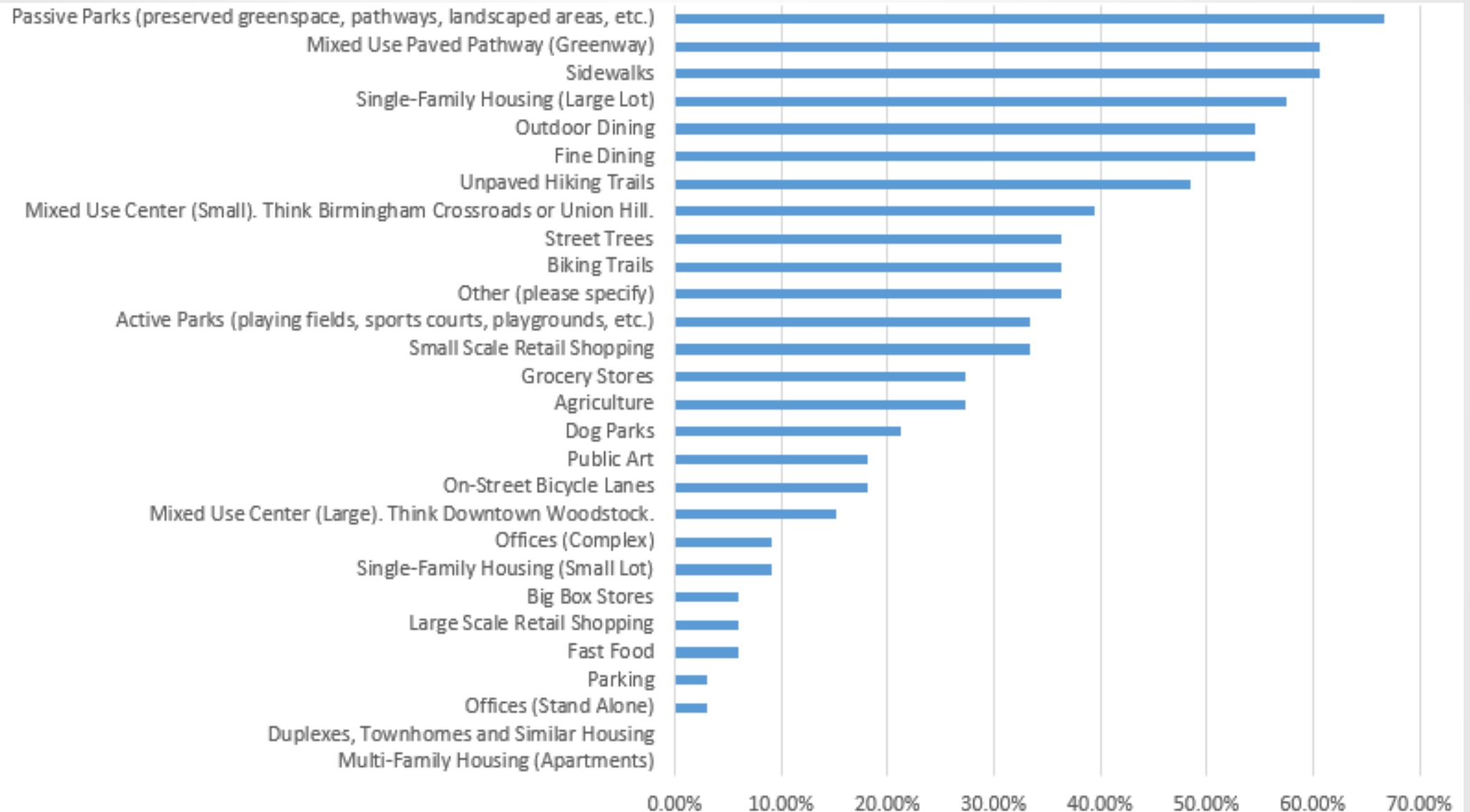
- Presently:

- In the year 2040?

Word Exercise:
"How is Hickory Flat unique?"

Community Wish List Activity

Challenges

- Well publicized and many people visited the site but relatively low participation

> - **2.5k individual visitors**
> - **<100 people participating**

- Misinformation
  - No preconceived plan for Hickory Flat
    - Community will create plan for BOC approval
    - Not a top down planning process
  - Holly Springs has shifted focus
    - 575 and downtown core
    - Infill
- Some participants seem focused on "greater area" and not on the study area
  - Planning is no focused on "rural" areas outside "suburbanizing" study area

Next Steps

- Public Meeting #2 Outline (December 2)
  - Bleakly Advisory Group – Market Study Presentation #2
  - Upcoming Community Improvements
    - Transportation
    - Parks and Recreation - County and Holly Springs
    - Library plan
  - Visual Preference Survey
- How can we generate more participation, not just publicity?
- Do we adjust timing?
  - Participation peaked after the deadline was extended for total of 3 weeks
- What can we do to create optimism? Generate positivity?

Open Discussion

- Share your thoughts!