



McCrimmon  
TRANSIT SMALL AREA PLAN  
**TOWN OF MORRISVILLE**

Adopted June 25, 2013

Designing for Appropriate Transit-Oriented  
Development in Morrisville, North Carolina



Executive Summary . . . . . 4

1 | Vision . . . . . 6

2 | Planning Process . . . . . 10

3 | Technical Analysis . . . . . 12

    Existing Conditions . . . . . 12

 Market Analysis . . . . . 14

 Workforce Housing . . . . . 20

 Traffic and Transportation . . . . . 24

4 | TOD Policy Goals and Objectives . . . . . 28

 5 | TOD Concept Design . . . . . 32

6 | TOD Action Plan . . . . . 40



Adopted by the Morrisville Town Council on June 25, 2013.

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 TOD planning process.



# Executive Summary

## BACKGROUND

Morrisville was born as a railroad town in the mid-19th century. Today, the community's location along the North Carolina Railroad corridor provides a rare opportunity to help address current-day issues with traffic congestion, workforce housing, and transportation choice. Recent plans in the Triangle call for a major new investment in public transit service to expand travel options for area residents as the region grows. These new options are slated to include both expanded bus service and rail transit service. However, the success of the transit system and the benefits that it will provide to Morrisville and other communities along its path depend in large part on how land is planned around each of the transit stations.





Station areas that are highly accessible, both on foot/bicycle and by automobile, and that have high quality development design are more likely to become vibrant centers of community activity. As a result, Morrisville has prepared this McCrimmon Transit Small Area Plan to describe a vision, goals, objectives, and implementation steps for supporting appropriate

transit-oriented development around the intersection of McCrimmon Parkway and NC 54.

Developed with significant technical analysis and substantial public input, the Plan serves as the Town's official policy guidance on how land should be used in this part of the community and how new

development can be effectively integrated with nearby transportation facilities. By implementing the Plan, Morrisville can position the Town to maximize the benefits from new transit service in the region, support economic development in the community, provide workforce housing, and create a new transportation and lifestyle option for local residents and businesses.

# 1 | Vision

## BACKGROUND

Over the past three decades, Morrisville has changed from a rural depot village to a rapidly growing town in the center of the Triangle Region. Located next to Research Triangle Park (RTP) and the Raleigh-Durham International Airport (RDU), Morrisville has more than tripled in population over the past decade, growing from 5,200 residents in 2000 to more than 21,000 in 2012. In addition, thousands of commuters pass through the Town every day to reach job centers such as Perimeter Park, RTP, and RDU. Yet, despite its central location, Morrisville suffers from a lack of transportation options. Currently, Morrisville has only one bus stop and no rail transit service.





As a result, Morrisville's 2009 community-wide Land Use and Transportation Plans include goals and policies to integrate land use and transportation planning, and support walkable, mixed-use development around planned transit stations (see full range of applicable goals and policies on page 8). The plans also identify the intersection of McCrimmon Parkway and NC 54 as a suitable location for a potential transit station, establish general parameters for transit-oriented development, and call for a more detailed study of how to redevelop land around the McCrimmon Parkway-NC 54 intersection for transit-oriented development.

In 2011, the Town Council passed a resolution strongly supporting the McCrimmon Parkway transit station and the concept of transit-oriented development in this location (Resolution 2011-095). This *McCrimmon Transit Small Area Plan* implements the goals of the adopted *Land Use and Transportation Plans* and establishes a more detailed policy framework for how transit-oriented development should occur in this location. In so doing, it describes a vision for a vibrant activity center in northern Morrisville that is connected to high-quality transit service and linked by safe pedestrian connections to surrounding neighborhoods and businesses.

## Applicable Goals – 2009 Morrisville Land Use and Transportation Plans

**GOAL 1:** Ensure a diverse development pattern that sustains livability and the environment by encouraging future development and public infrastructure that is complementary with existing development.

- » Policy 1A: Promote growth and development that contributes to and builds upon the Town's overall image as a well-planned, attractive, livable, and unique community the Triangle Region.
- » Policy 1B: Promote and plan for the future of Morrisville as an environmentally friendly and energy efficient community.
- » Policy 1D: Concentrate higher-density, mixed-use development near existing and proposed transit centers, and at activity centers to provide services to Town citizens and day-time employees in a pedestrian-friendly environment.

**GOAL 2:** Ensure that Morrisville retains a small town atmosphere by integrating attractively and sustainably designed communities of complementary uses.

- » Policy 2A: Promote development that fosters a sense of place by improving the character the built environment, including visually appealing buildings, streetscapes, amenities, and public spaces.
- » Policy 2E: Promote lifecycle housing options that allow residents to continue to live in our community even as their needs change over time.

**GOAL 3:** Improve transportation mobility by integrating land uses with transportation infrastructure.

- » Policy 3A: Establish development patterns supportive of a walkable, multi-modal community, including higher-density residential development and complementary land uses in the Town Center and around planned and potential transit and activity centers.
- » Policy 3B: Actively encourage pedestrian-oriented development through site design, building orientation, interconnected parking facilities, and streetscape improvements.
- » Policy 3C: Encourage infill and redevelopment of existing areas as a way to promote compact, efficient development, and support transportation options.

**GOAL 4:** Provide community services and public infrastructure to maintain and enhance the quality of life for Town citizens of today; the elderly that have enriched our past, and future generations.

- » Policy 4B: Encourage building and site design that conserves water and energy; reduces wastewater; reduces future infrastructure costs; and lengthens the lifespan of existing and future infrastructure.

**GOAL 5:** Foster a collaborative environment internally and with relevant local, regional, state, and federal partners to develop new opportunities for Morrisville's residents and business community.

- » Policy 5C: Work closely with and take into consideration other local government and regional plans when making day-to-day and long-term land use and transportation decisions.



The *McCrimmon Transit Small Area Plan* supports the goals and policies of the Town's community-wide Land Use and Transportation Plans in the following ways:

1. It promotes **livability** by supporting the creation of a new and increasingly popular transportation and lifestyle option in the community.
2. It supports an **environmentally friendly and energy efficient community** by creating less-polluting travel choices, such as walking and transit, and providing more energy efficient development, such as multi-family housing in near proximity to shopping, offices, and premium transit options.
3. It fosters a **sense of place** through the use of high-quality design principles and the creation of vibrant public spaces.
4. It promotes **lifecycle housing** by integrating workforce housing into the development design, combining this with affordable transit service.
5. It improves **transportation mobility** by supporting the expansion of transportation options available to Morrisville residents and area workers.
6. It promotes **infill development** and environmental quality by promoting redevelopment of a brownfields site.
7. It supports the **elderly, the young, and those with disabilities** by creating centers of activity that are accessible on foot and by transit.
8. It **enhances economic competitiveness** by creating a focal point for high-quality new development, and by supporting new travel options near major employment and educational facilities including Perimeter Park, Lenovo, and the planned technology campus for Wake Technical Community College.

In these ways, the Plan helps lay the foundation for more sustainable lifestyles and investments that advance Morrisville's community vision.



Lincoln Property Company



# 2 | Planning Process

## BACKGROUND

The planning process for the McCrimmon TOD paired background analysis with public involvement to provide a strong technical foundation and stakeholder support for the resulting plan. The Town hired consultants to prepare a *TOD Market Analysis* and a *Workforce Housing Needs Assessment* to better understand the market demand for development and the need for housing in the project area. The findings of these studies are described in more detail in the next section.



The Town held three public workshops in the spring and fall of 2012 to share background information and receive input as part of the planning process. The Town advertised the workshops through postcard mailings to every address in Morrisville, as well as through e-blasts, website announcements, and outdoor banners. The Town sent out press releases in advance of the workshops, and two articles on the project appeared in the *Cary News*.

The workshops focused on Transportation, Market Analysis, Housing, and Design issues. Each session included poster displays, expert presentations, small group discussions, electronic keypad polling with instant audience feedback, and lots of opportunities for input. Project staff also posted surveys online after the second and third workshops to facilitate input from stakeholders who couldn't attend the meetings. In addition to the workshops, project staff also held three focus groups with agency staff and other organizational stakeholders to get their input on this important regional project.

In these ways, the Town advertised the planning process, involved the public, shared information, and received stakeholder feedback. The measures used are in substantial accordance with guidance published by the Federal Transit Administration (FTA) on how to conduct public outreach for TOD projects.<sup>1</sup> The input received on the different development concepts and features was used to help craft a "preferred"

conceptual design for the McCrimmon transit-oriented development.

Subsequent sections in this plan provide more background information on the study area and describe the results of the planning process. Part 3 of this plan summarizes the existing conditions of the study area and the technical analysis conducted for the project. Part 4 outlines the goals and objectives identified during the planning process. Part 5 describes the resulting concept design for the McCrimmon TOD. Together, Parts 4 and 5 establish the Town's official policy on how land should be used in this part of the community. Part 6 then details an action plan for achieving this community vision and supporting the creation of a vibrant northern center of activity linked to high-quality transit service.



<sup>1</sup> Reconnecting America and the Center for Transit-Oriented Development, "Station Area Planning: How To Make Great Transit-Oriented Places," February 2008. Page 17.

# 3 | Technical Analysis

## Existing Conditions

### BACKGROUND

This section of the report provides an overview of the study area and summarizes the results of a *Market Analysis*, *Workforce Housing Needs Assessment*, and *Transportation Analysis* prepared for the project. In so doing, it provides a foundation for understanding the opportunities and challenges in developing the study area as a vibrant activity center linked to transit service.



## Overview of Study Area

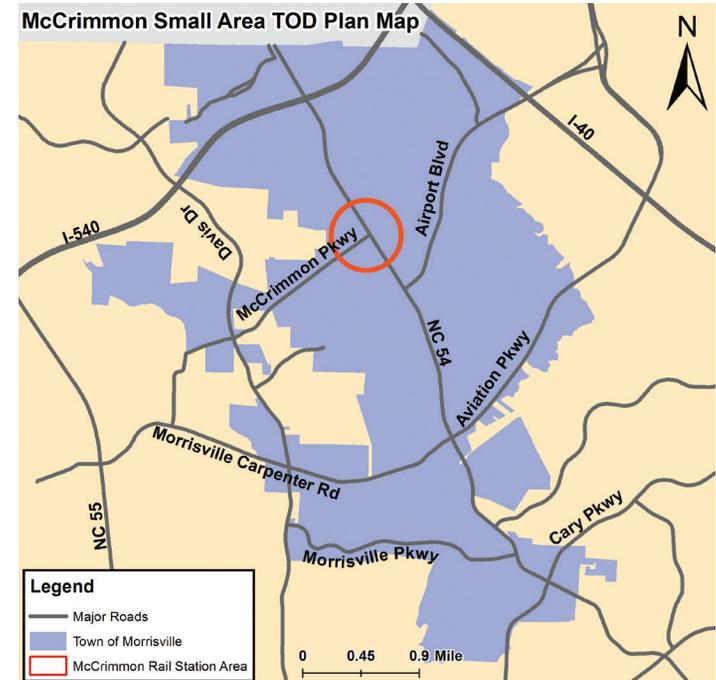
Focused around the intersection of McCrimmon Parkway and NC Highway 54 in northern Morrisville, the study area extends for approximately one half mile in each direction. The main development parcel is the northwest quadrant of the intersection where the transit station is planned. This is an aging office and industrial area located along a major commuting corridor between the Town of Cary and Research Triangle Park. The study area includes part of Perimeter Park, a major office park that extends to the east and northeast. It is also home to Adams Products (subsidiary of Oldcastle), a long-time Morrisville business that offers masonry, stonework, and pavers for commercial and residential construction. In addition, it contains a Superfund site which has been undergoing clean up for a number of years. The northeastern edge of the study area includes the new RTP campus of Wake Technical Community College, slated for construction starting in 2015.

The study area is bisected from north to south by Chapel Hill Road (NC 54). This two-lane road hasn't changed much in the past decade, and neither has its traffic load — 18,000 vehicles per day (vpd) in 2001 and 18,000 vpd in 2011, according to NCDOT traffic counts. The likely reason for this is not that there isn't more demand for travel from these fast-growing areas, but instead that the roadway has reached its limit of the amount of cars it can carry. This reality highlights the need for more transportation options. While all of the major

roadways serving and around the study area are over capacity, the construction of I-540 and the Triangle Expressway have increased the accessibility in the vicinity of the study area, improving its market potential.

Also bisecting the study area from north to south is the North Carolina Railroad Corridor. Currently, it carries 8-12 freight trains daily. In addition, Amtrak passenger service is currently set at six trains per day, and is ultimately planned to carry 10 trains per day en route between Charlotte and Raleigh. Traffic congestion and safety issues associated with crossing this corridor at grade highlight the need for a bridge to carry McCrimmon Parkway over the railroad tracks.

The eastern half of the study area is located in a section of Morrisville's Airport Overlay Zone that does not allow new residential development and other noise sensitive land uses such as day cares and primary and secondary schools. In contrast, new residential development and other noise sensitive uses are allowed west of NC 54 as long as they include sound proofing and grant the right to overflight to the Raleigh-Durham Airport Authority.



# Market Analysis

## BACKGROUND

The Town of Morrisville understands that the viability of a transit-oriented development (TOD) location depends heavily on the features that it possesses to attract businesses and residential construction to the station area. This section summarizes the results of a Market Analysis of the study area conducted by the Noell Consulting Group.



To understand the market demand for new development around the planned McCrimmon Parkway station, the Town hired the Noell Consulting Group to conduct a Market Analysis for the study area. Many of the attributes that make the McCrimmon station area a strong TOD candidate also make it a good candidate for mixed-use development generally – even without public transportation being present. The strong positives include proximity to the Region’s large employment centers, affluence, high-quality schools, and planned park and greenway spaces in

the vicinity. The addition of a new Wake Technical College campus in the vicinity and access to major roadways, particularly I-540 and the Triangle Parkway, greatly enhance the accessibility of this location. Counterbalancing these positives are a lack of local street connectivity brought about by proximity to the rail corridor and existing industrial land uses and nearby residences that will have to be considered during the design of the station area. Traffic and transportation concerns are presented as well in a subsequent section of this report.

Both a residential and a commercial assessment were conducted for the McCrimmon station area, an analysis that has conclusions that are valid with or without a premium transit service entering the study area in the near term. Leasing and rental properties have shown strong growth, and are expected to be a popular residential product for years to come. These properties are also affordable workforce options for many more people than the single-family, detached home market (see also the workforce housing section that follows). The following table summarizes the demand for residential space.

ESTIMATED HOUSING DEMAND										
Housing by Year	Small Lot Single-Family Homes	Entry-Level Town-homes	Walkable Town-homes	Total Acres Devoted to Town-homes	Condo Units	Total Acres Devoted to Condos	Apart-ments	Total Acres Devoted to Apart-ments	Total Dwelling Units	Total Acres Devoted to Housing
2010-2015	33	69	0	3.8	0	0	0	0	102	3.8
2015-2020	68	113	38	8.9	37	1.8	194	9.7	450	20.4
2020-2025		74	64	7.7	53	2.6	283	11.8	474	22.1
2025-2030		0	0	0	50	2.1	231	7.7	281	9.8
2030-2035		0	0	0	47	1.9	214	7.1	261	9
Totals	101	255	101	21	186	9	922	36	1568	65.1



The demand for retail development will likely be limited to local residents and employees within two miles, a fact that further underscores the desirability of a mixed-use development to create a “virtuous circle” of demand and supply for goods and services. The total amount of retail at the McCrimmon station area site may top out at 100,000 square feet, with approximately 40% of that space being dedicated to restaurants and another 17,000 square feet providing grocery space for specialty retailers such as Trader Joe’s or Whole Foods markets. Conversely,

the demand for office space – a use that has fueled much of the recent growth in Morrisville – is largely going to be driven by offices serving people well outside the Town, perhaps as much as 80% of the total 250,000 square feet of office space that is the upper limit for this use in the station area. An important consideration in the development of this much office space is how it visually and functionally integrates with and supports the “walkable” character of the station area without dramatically increasing construction costs borne by private developers.

Smaller offices, which may comprise as much as 43,000 square feet of anticipated office space, may also develop to service small firms and start-ups. These smaller firms are an important consideration when trying to diversify the area’s job opportunities for local residents and support a resilient employment base in the Town. Non-residential land uses are described in the table below.

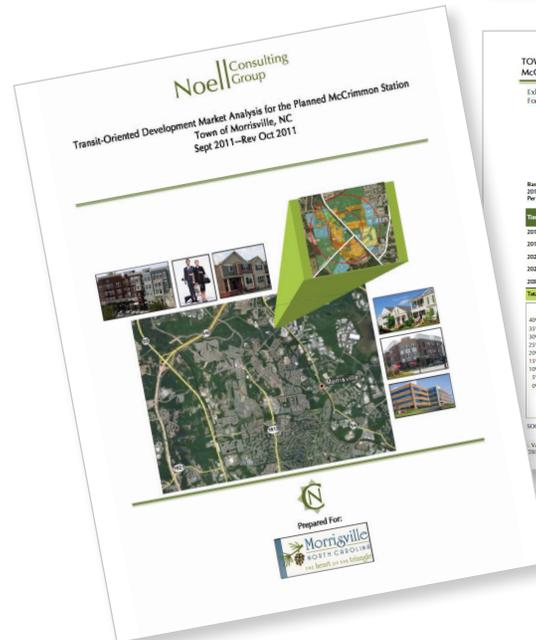
ESTIMATED COMMERCIAL DEMAND						
Non-Residential Land Use, by year	New Walkable Core Office SF	New Regional Office SF	Retail (square feet)	Limited Service Hotel (acres)	Total Non-Residential (square feet)	Total Acres Devoted to Non-Residential Uses
2010-2015	0	28,901	52,700	0	81,602	6.5
2015-2020	10,000	47,232	17,389	4	74,621	9.2
2020-2025	11,000	50,624	16,487	4	78,111	8.8
2025-2030	11,000	42,369	9,115	0	62,485	3.8
2030-2035	11,000	28,572	10,353	0	49,925	3.3
Totals	43,000	197,698	106,044	8	346,744	31.6



While the station area is well-positioned from a regional market demand perspective, Morrisville will need to create a sense of destination locally to maximize demand potential. With proper design Wake Tech's campus and the planned RTP park can help create synergy with the McCrimmon site.

- » Morrisville will need to "amenitize" the location beyond commuter/light rail for demand potential to be realized & maximized. This includes fostering the creation of "location" through a public park/town green, potentially some type of civic anchor, implementation of design guidelines, and controlling/taming parking and road sizes.
- » Given achievable rents and prices, development formats will largely be horizontally-integrated, with the possible exception of limited retail under residential and some small office "above the shops."
- » To encourage development potential, Morrisville should implement strategies to expedite permitting and entitlements and remove political uncertainty from the development process, in part through adopting the aforementioned design guidelines.
- » Commuter rail will enhance the attractiveness of the study area for development, but will not be a necessary driver of demand, with highway access and other location and market factors having more significant impacts on demand potential.

- » An over-abundance of non-residential land, partially dictated by flight contour/noise issues may result in the remainder of "unused" acres (for transit-supportive uses) being absorbed for one-story flex office space.
- » Additional support exists for multifamily and townhouse development east and north of NC 54 should residential opportunities arise in that area (and noise issues be addressed).
- » Given the current inability to develop residential north/east of NC 54 and the lack of non-residential support to fully absorb available commercial acres, we believe the over-whelming majority of commercial development must occur north and east of NC 54 with only minimal commercial space being provided to the west and south.



TOWN OF MORRISVILLE  
MCCRIMMON STATION AREA DEVELOPMENT MARKET ANALYSIS

Exhibit 16  
Forecasted Station Area New Development Value by 2035

Land Use Category	Product Picture	Intensity	Total Demand 2010 - 2035	Total Acres	Average Local Market Value (Units of \$2011)	Total Estimated Station Area Value 2035	Share of Total Value in 2035	
Traditional Neighborhood Design Single Family Homes		507 average Units / 2.4 DU/AC	501	13.7	\$385,000	\$18,848,417	8%	
Entry Level Townhomes		Two Story 14 - 20 DU/AC	255	13.3	\$175,000	\$44,691,607	19%	
Walkable Core Townhomes		Two to Three Story 14 - 16 DU/AC	301	6.7	\$200,000	\$27,308,241	7%	
Walkable Core Condominiums		Three Story, Stone Clad 18 - 24 DU/AC	186	8.5	\$100,000	\$17,208,246	10%	
Walkable Core Apartments		Three Floor Flats, Stone Clad 200 - 300 DU/AC	922	36.3	\$185,000	\$174,322,080	55%	
Neighborhood Walkable Core Retail		100% One Floor, same with CBD or Residential Above	95,440	8.8	\$200	\$19,087,821	5%	
Neighborhood Walkable Core Office		Min. 50% One Floor, same over retail, with remaining being 2 Floors	43,000	3.9	\$160	\$6,888,000	2%	
Regional Serving Office		Three Floor, same as FPOB	192,700	10.0	\$220	\$42,493,800	13%	
Limited Service Hotel		Three Story	58	0.6	\$110,000 (Over \$2000)	\$7,418,382	7%	
					<b>Total Acres</b>	<b>100.2</b>	<b>Est. Total Value</b>	<b>\$246,976,114</b>

SOURCE: Noell Consulting Group  
Value Summary (202011)

TOWN OF MORRISVILLE  
MCCRIMMON STATION AREA DEVELOPMENT MARKET ANALYSIS

Exhibit 17  
Forecasted Incremental Station Area New Development Value, 2010 - 2035

Row Label	Traditional Neighborhood Design (SD Homes)	Entry Level Townhomes	Walkable Core Townhomes	Walkable Core Condos	Walkable Core Apartments	Neighborhood Walkable Core Retail	Neighborhood Walkable Core Office	Regional Serving Office	Limited Service Hotel	
Row Label 2011 Value Per Unit/SD	\$285,000	\$175,000	\$200,000	\$135,000	\$200	\$160	\$220	\$226	\$226	
New Development Values By Land Use Category and Timeframe										
Timeframe	2010 - 2015	2015 - 2020	2020 - 2025	2025 - 2030	2030 - 2035	Total				
2010 - 2015	\$5,444,774	\$12,036,277	\$0	\$0	\$0	\$5,496,081	\$0	\$6,158,305	\$0	\$17,232,447
2015 - 2020	\$16,423,644	\$19,731,836	\$9,396,113	\$7,149,848	\$26,218,000	\$1,129,952	\$1,600,000	\$10,395,303	\$7,433,691	\$109,671,260
2020 - 2025	\$0	\$12,921,893	\$11,962,131	\$10,138,335	\$48,234,790	\$2,967,498	\$1,760,000	\$11,137,294	\$7,433,691	\$102,958,284
2025 - 2030	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2030 - 2035	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$24,868,417</b>	<b>\$44,691,607</b>	<b>\$18,958,245</b>	<b>\$17,208,246</b>	<b>\$174,322,385</b>	<b>\$19,087,821</b>	<b>\$6,888,000</b>	<b>\$42,493,800</b>	<b>\$7,418,382</b>	<b>\$246,976,114</b>

Value Summary (202011)



» **EXHIBIT 36:** Forecasted Station Area New Development Value by 2035 (excerpt)

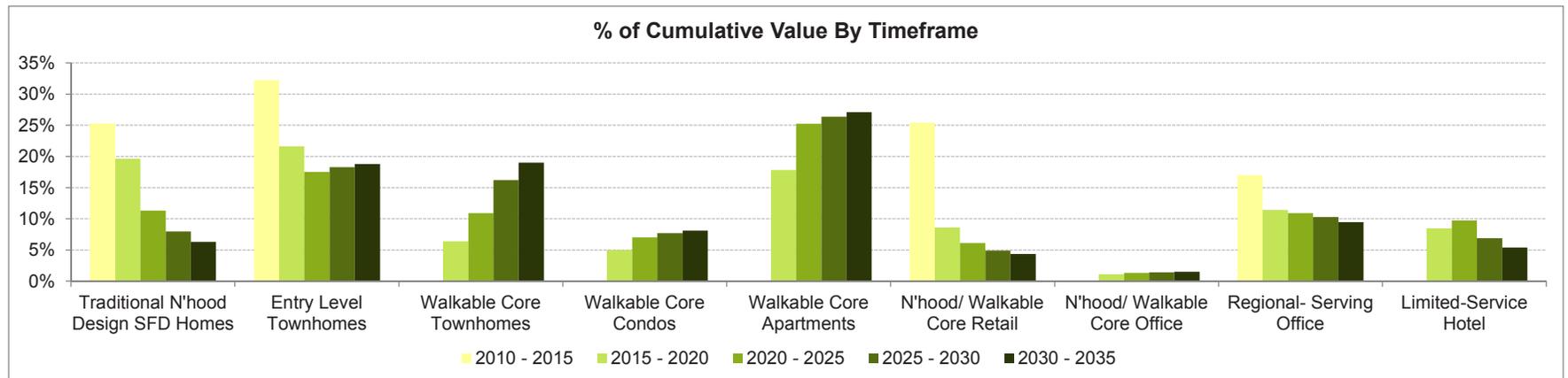
Land Use Category	Product Picture	Intensity	Total Demand 2010 - 2035	Total Acres	Average Local Market Value/ Unit or SF (2011\$)	Total Estimated Station Area Value 2035	Share of Total Value in 2035
Traditional Neighborhood Design Single-Family Homes		50' average fronts 7.4 DU/AC	101	13.7	\$285,000	\$28,868,417	6%
Entry Level Townhomes		Two-Story 14 - 20 DU/AC	494	25.7	\$175,000	\$86,396,678	19%
Walkable Core Townhomes		Two to Three-Story, 14 - 16 DU/AC	350	23.0	\$250,000	\$87,436,919	19%
Walkable Core Condominiums		Three-Story, Some Over Retail, 18 - 24 DU/AC	186	8.5	\$200,000	\$37,204,266	8%
Walkable Core Apartments		Three- Five Floors, Some Over Retail, 20 - 30 DU/AC	922	36.3	\$135,000	\$124,522,385	27%
Neighborhood/Walkable Core Retail		100% One Floor, some with Office or Residential Above	100,325	9.2	\$200	\$20,065,043	4%
Neighborhood/Walkable Core Office		Min. 50% One Floor, some over retail, with remaining being 2 floors	43,000	3.9	\$160	\$6,880,000	1%
Regional-Serving Office		Three - Five Floors, .4to .5 FAR	197,700	10.0	\$220	\$43,493,890	9%
Limited Service Hotel		Three Floors	NA	8.0	\$110,000/Door \$226/SF	\$24,869,382	5%
			<b>Total Acres:</b>	<b>138.4</b>	<b>Est. Total Value:</b>	<b>\$459,736,981</b>	

SOURCE: Noell Consulting Group



» **EXHIBIT 37:** Forecasted Incremental Station Area New Development Value, 2010-2035 (excerpt)

	Traditional N'hood Design SFD Homes	Entry Level Townhomes	Walkable Core Townhomes	Walkable Core Condos	Walkable Core Apartments	N'hood/ Walkable Core Retail	N'hood/ Walkable Core Office	Regional-Serving Office	Limited-Service Hotel	
										
<b>Base Level 2011\$ Values Per Unit/SF</b>	<b>\$285,000</b>	<b>\$175,000</b>	<b>\$250,000</b>	<b>\$200,000</b>	<b>\$135,000</b>	<b>\$200</b>	<b>\$160</b>	<b>\$220</b>	<b>\$226</b>	
<b>Timeframe</b>	<b>New Development Values By Land Use Category and Timeframe</b>									<b>Total By Timeframe</b>
<b>2010 - 2015</b>	\$9,444,773	\$12,036,277	\$0	\$0	\$0	\$9,486,081	\$0	\$6,358,305	\$0	\$37,325,437
<b>2015 - 2020</b>	\$19,423,644	\$19,731,836	\$9,396,113	\$7,349,848	\$26,218,080	\$3,129,952	\$1,600,000	\$10,391,101	\$12,434,691	\$109,675,265
<b>2020 - 2025</b>	\$0	\$12,923,493	\$18,462,133	\$10,538,385	\$38,234,700	\$2,989,603	\$1,760,000	\$11,137,294	\$12,434,691	\$108,480,299
<b>2025 - 2030</b>	\$0	\$21,607,139	\$30,867,342	\$10,007,517	\$31,121,690	\$2,134,747	\$1,760,000	\$9,321,252	\$0	\$106,819,688
<b>2030 - 2035</b>	\$0	\$20,097,932	\$28,711,332	\$9,308,516	\$28,947,915	\$2,324,660	\$1,760,000	\$6,285,938	\$0	\$97,436,292
<b>Total:</b>	<b>\$28,868,417</b>	<b>\$86,396,678</b>	<b>\$87,436,919</b>	<b>\$37,204,266</b>	<b>\$124,522,385</b>	<b>\$20,065,043</b>	<b>\$6,880,000</b>	<b>\$43,493,890</b>	<b>\$24,869,382</b>	<b>\$459,736,981</b>



SOURCE: Noell Consulting Group

# Workforce Housing

## BACKGROUND

To understand the need for housing near transit to serve a range of residents in the community, the Town of Morrisville hired the UNC Center for Urban and Regional Studies to conduct a *Workforce Housing Needs Assessment* of the study area.

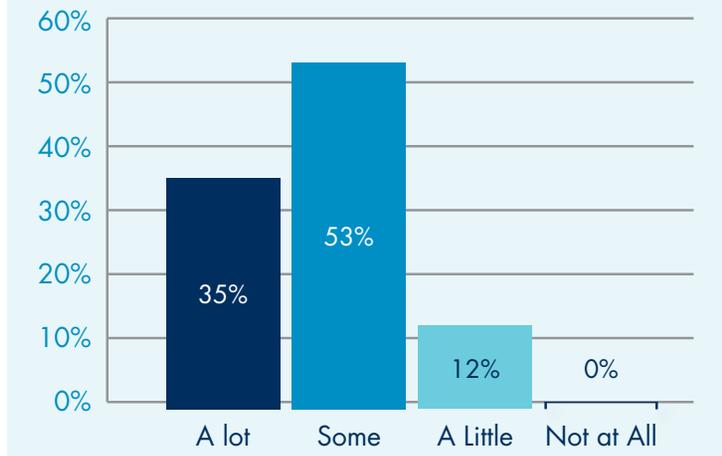


Workforce housing means ensuring that homes affordable to people like teachers, office workers, and first responders that make Morrisville work are available to them here as opposed to many miles away. Workforce housing is commonly defined as housing that is affordable to working families making 50% - 120% of the Area Median Family Income (AMFI). In 2013, the AMFI for a family of four in Wake County was \$75,300.

The Town is in the middle of a growing and job-rich metropolitan area, with over 76,000 jobs within three miles, and the proposed site is already adjacent to an existing rail corridor. Morrisville is also a highly desirable place to live because of its proximity to major employment opportunities affiliated with nearby cities, Raleigh-Durham International Airport, and the Research Triangle Park. The benefits of the site can be most fully realized by incorporating a variety of residential options within the TOD for people who want to live closer to work and/or would use transit instead of private cars for commuting.

The market analysis has shown the demand for detached single-family homes, townhouses, and apartments. Because lower-income workers are more likely to use transit, the benefits of the residential units in the TOD can be increased by including

To What Extent Should the Project Include Workforce Housing?



SOURCE: Stakeholders polled in design workshop and through online survey

units that lower-wage workers – teachers, police officers, laboratory technicians, executive secretaries, and others — can typically afford. A household is generally considered able to afford a home that is worth up to three times its annual income. In 2010, the median annual income for a registered nurse in Wake County was \$59,072, and for a first line office manager it was \$45,000. For a Board Certified teacher with a Masters degree and four years of experience in Wake County, the annual salary was \$43,362, and for a firefighter it was \$36,849. As a result, to afford a \$180,000 townhome, a household would need to make \$60,000 a year. The median value of owner-occupied housing in Morrisville between 2007 and 2011 was \$271,500. This discrepancy between income and housing affordability has translated into 98% of Morrisville

Morrisville Workers



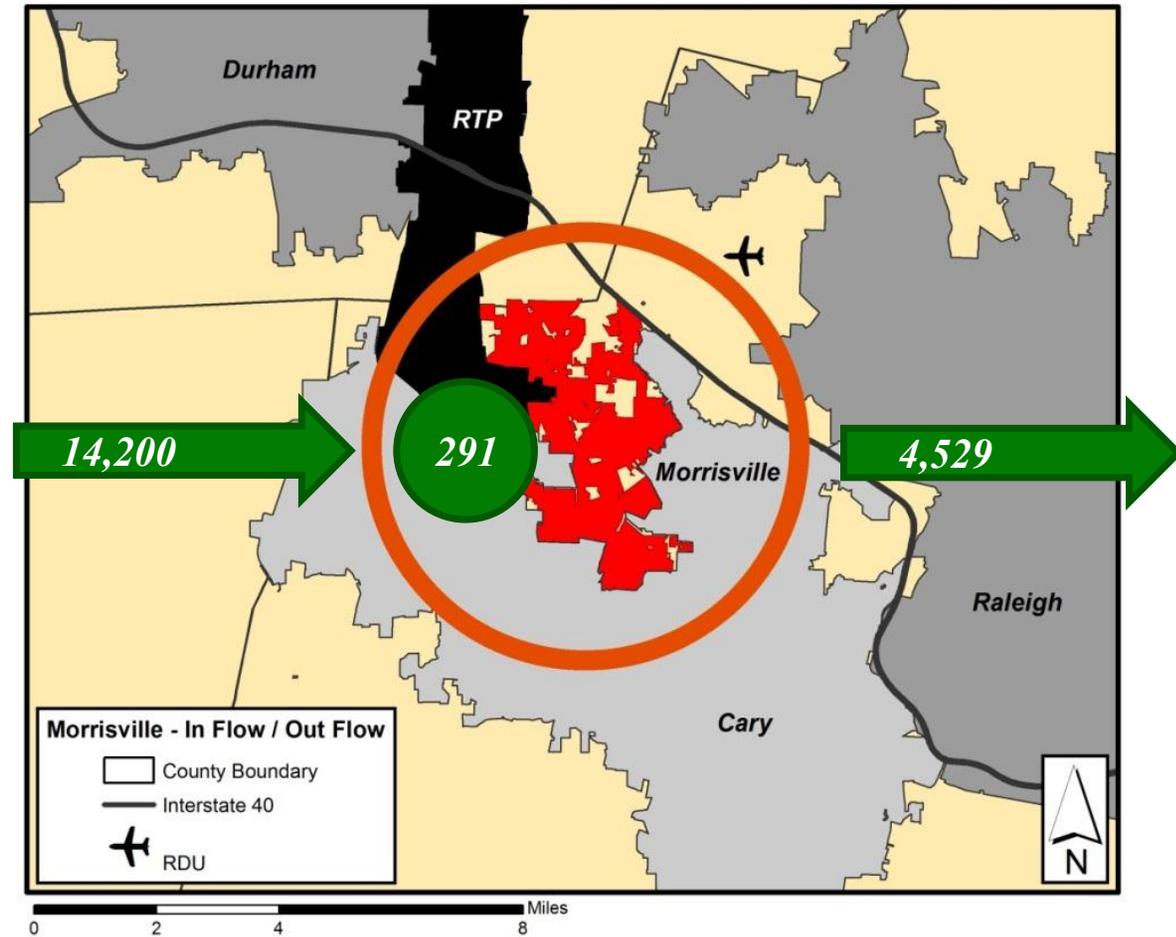
employees coming from outside the Town during their daily commute. In turn, a high rate of long-distance commuters contributes to traffic congestion on primary transportation corridors (see next section for details on traffic conditions), air pollution, and lost time at work or with family. Nearly two thirds (64%) of Morrisville workers commuted 10 miles or more one way to their

job in 2009. In the long term, a lack of housing options and difficult commutes may hinder the Town from continuing its stable, positive economic growth.





The benefits of including workforce housing in the TOD are obvious for prospective residents. To maximize that benefit, the residential units in the TOD should be oriented towards a range of family types and incomes to create a dynamic and inclusive community. Families of more modest means spend a disproportionate share of their income on transportation, and therefore more likely to take older cars off the road that tend to produce more pollution and make longer commutes. The cost of commuting is a major expense for lower-income households due to the age/maintenance of vehicles as



Workers Commuting To and From Morrisville, 2009  
 DATA SOURCE: onthemap.ces.census.gov, downloaded November 15, 2011. Map by Peter Zambito

well as the longer commutes that they have to make. Public transportation is therefore a popular and cost-saving alternative for many workers if it is convenient and safe. The community also benefits from reduced traffic and pollution, as well as from the additional income that workers spend in the community.

Placing workforce families in closer proximities to schools, parks, and shopping may have an even larger positive impact in reducing the 75% of trips that aren't commuting.

To create workforce housing opportunities on the relatively small McCrimmon TOD site, we suggest common implementation measures such as expedited permitting for approved projects, land grants, and developer incentives (such as reducing parking requirements). Since Morrisville is a very desirable living location because of its close proximity to regional job centers, the Town can afford to be more aggressive in pursuing developer agreements and gaining compliance with detailed design guidelines and plans to ensure a high quality of development activity. Including workforce housing in the TOD meets clear needs for both Morrisville and the many families that could greatly benefit from the necessary convenience that access to public transportation and basic goods and services that a TOD provides.



In April, 2012, the Town hosted a public workshop in which participants were surveyed on workforce housing preferences via keypad polling. Above are the images that the majority of the participants favored.

WORKERS IN MORRISVILLE BY INCOME AND COMMUTING DISTANCE, 2009			
	COMMUTING DISTANCE		
EARNINGS	LESS THAN 10 MILES	10 TO 24 MILES	25 MILES OR MORE
All Jobs	5,159	4,580	4,752
\$15,000 per year or less	703	534	737
\$15,001 to \$40,000 per year	1,445	1,494	1,800
\$40,001 or more per year	3,011	2,552	2,215

DATA SOURCE: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter 2009)

# Traffic and Transportation

## BACKGROUND

Transit-oriented developments rely on automobile, foot, and bicycle traffic as well as transit to help support the businesses, offices, and residential developments that they contain. One of the issues surrounding any proposed new development is how it may affect existing traffic conditions. Traffic queues on NC 54 (Chapel Hill Road) through Morrisville often experience long backups in peak morning and afternoon periods. As a result, the Town of Morrisville hired Stantec Consulting Services, Inc. to conduct a Transportation Analysis of the study area and the proposed TOD.



Road construction in the station area is challenging due to existing developments, utilities, maintaining traffic operations during construction, and the proximity of NC 54 to the railroad right of way. Furthermore, the demand for new homes and businesses in and around Morrisville that would continue to find NC 54 the shortest route for daily commutes will put increasing pressure on this arterial and other, surrounding surface streets. Congestion is both a symbol of success and a persistent annoyance that can impact the economic growth and quality of life of an area. The McCrimmon TOD project, while adding more development into the station area than current exists now, also represents the key ingredient to an alternative that will shorten trips and provide an option that doesn't exist today. More discussion on the comparison of conventional and TOD-style developments is conducted later in this section and throughout this report. Nevertheless, it is important to understand the impacts to the roadway network in the proximity of the McCrimmon station area in order to plan appropriately for various improvements and provide information on site design issues.

The Traffic Study for the McCrimmon Small Area Transit-Oriented Development Project (the "study") analyzed the following four scenarios. Data for four future year forecasts was obtained from the Capital Area Metropolitan Planning Organization (CAMPO) and the Triangle Regional Model

(TRM), a computer model that simulates existing and future traffic volumes:

- » **2011 EXISTING** – Existing lane configurations with current traffic counts
- » **2025 TREND** – Traffic volumes for the year 2025 with programmed future road improvements
- » **2035 TREND** – Traffic volumes for the year 2035, with programmed future road improvements
- » **2035 TRANSIT-ORIENTED DEVELOPMENT (TOD)** – Traffic volumes provided from a transit-focused model with the installation of transit-oriented development land uses in and near the study area, and programmed future road improvements

The following intersections were evaluated within the study area for each of the four scenarios.

- » NC 54 at Morrisville Carpenter Road–Aviation Parkway
- » NC 54 at Airport Boulevard
- » NC 54 at McCrimmon Parkway
- » McCrimmon Parkway at Church Street
- » McCrimmon Parkway at Town Hall Drive

A capacity analysis was performed for the roadway network in the project study area. The assumption that all trips would use the surrounding network puts

the traffic forecasts for the TOD scenario on equal footing with the conventional land use scenario, but it also results in a more conservative estimate of the benefits realized from people making trips by walking or taking public transportation. Our research indicates that TOD effects are quite variable in terms of the level of vehicle trips removed from the roadway network, ranging from 5% to 15% or more in some circumstances.

The station area land uses were adjusted for the anticipated changes related to the transit-oriented development (TOD) and other three scenarios to use in the TRM. Traffic forecasts from travel demand models make generalized assumptions about travel behavior to produce future year forecasts of traffic volumes by time period (morning or evening peak periods). In general, the TRM was used to create future year forecasts of street and intersection volumes based in part on the land use changes discussed in the Market Analysis discussed elsewhere in this report; a separate simulation model was used to create descriptions of roadway and intersection performance under different assumptions.

The following table illustrates the results of the scenarios described in terms of the amount delay (in seconds) realized by going through each of the intersections shown at the left of the chart for both the morning (AM) and evening (PM) peak periods. Each letter "grade" assigned to the quality of this flow is color-coded to facilitate a quick visual comparison.

INTERSECTION	2011 EXISTING <i>(seconds delay/vehicle)</i>		2025 TREND <i>(seconds delay/vehicle)</i>		2035 TREND <i>(seconds delay/vehicle)</i>		2035 TOD <i>(seconds delay/vehicle)</i>	
	AM	PM	AM	PM	AM	PM	AM	PM
Town Hall Drive at McCrimmon Parkway	<b>F</b> (106)	<b>F</b> (373)	<b>A</b> (4.4)	<b>A</b> (7.7)	<b>A</b> (5.8)	<b>B</b> (11.5)	<b>A</b> (5.8)	<b>B</b> (10.4)
Church Street at McCrimmon Parkway	<b>C</b> (132)	<b>D</b> (80.7)	<b>C</b> (28.8)	<b>D</b> (40.3)	<b>C</b> (23.3)	<b>D</b> (52.3)	<b>C</b> (27.1)	<b>E</b> (60.8)
McCrimmon Overpass at McCrimmon Parkway	Doesn't Exist in this Scenario	Doesn't Exist in this Scenario	<b>B</b> (15.2)	<b>B</b> (20.0)	<b>B</b> (16.1)	<b>C</b> (29.8)	<b>B</b> (14.6)	<b>C</b> (22.3)
McCrimmon Parkway at NC 54	<b>F</b> (196)	<b>E</b> (97)	<b>D</b> (51.0)	<b>F</b> (207)	<b>C</b> (33.2)	<b>E</b> (61.7)	<b>C</b> (22.3)	<b>E</b> (65.5)
Airport Boulevard at NC 54	<b>C</b> (34.2)	<b>D</b> (38.7)	<b>C</b> (23.3)	<b>F</b> (139)	<b>B</b> (13.0)	<b>E</b> (77.7)	<b>B</b> (12.9)	<b>F</b> (90.0)
Morrisville-Carpenter Road at NC 54	<b>F</b> (150)	<b>F</b> (98.1)	<b>F</b> (254)	<b>F</b> (374)	<b>F</b> (117)	<b>F</b> (362)	<b>F</b> (110)	<b>F</b> (366)

In this chart, the 2035 TOD scenario has mixed results compared to the 2035 Trend-based scenario in the morning and evening peak periods. For example, the NC 54 at Airport Drive intersection performs as well in the morning (AM) peak period, but incurs an additional 12 seconds of delay per car in the evening peak. The Trend Scenario suggested a continuation and expansion of industrial and core office uses, while the



2035 TOD scenario shifted much of that growth in the immediate vicinity of the station area over to retail, residential, and other land use types. This shift accounts for some of the variations seen in the morning and evening periods, since retail uses tend to be more active in the evening peak while traditional commute trips to offices and industrial jobs are more

narrowly confined in the morning and spread out more in the evening. Even though the TOD scenario incurs more delay, it is worth mentioning again that the actual congestion impacts would reduce proportionately to the level of success that a passenger rail service or other premium transit option would enjoy. Hence, having more workers being able to reside in

workforce housing, having higher-quality (faster, more frequent) transit service, and more land uses that are complimentary to each other within walking distance make small but real differences in the seconds of delay, perhaps 5% to 15% reductions or greater as the developed area matures.

Perhaps even more importantly, without the clustering of well-designed, complimentary land uses in close proximity to each other and public transportation on a large scale, the option to avoid traffic congestion by using passenger rail, walking, or biking becomes very challenging. The value of a reliable transportation alternative to a single-

occupant car cannot be measured purely by a level-of-service or seconds of delay metric.

The higher the quality of the transit service, the more that service needs easy access to its target populations that would likely make use of it. Conventional suburban development requires more road capacity per household to link residents to destinations such as work, shopping, and schools. Hidden costs abound in this type of

development pattern: more air and water pollution from longer start-and-stop trips and large parking areas, larger utility costs to extend water and sewer service further away, and increased taxation to provide for the structure of artificial subsidies that pay for it all. By creating an alternative land use

and transportation relationship, one in which it is advantageous for people to be near where they want to dine, shop, receive education, and go to work, it becomes possible to envision a different pattern of development that is optimally supported by different means of travel. Once quality walking/biking paths and public transportation are in place, the “virtuous circle” is started again, since new development and redevelopment will occur that take advantage of those systems.

Many of the themes discussed in this report work together to create this virtuous circle. Workforce housing provides housing options in close proximity to the workplace to reduce trip lengths, but the populations most likely to take advantage of workforce housing also create a more suitable market for transit patronage that increases ridership and reduces reliance on overcrowded roadways. Hence, ignoring or diminishing one element potentially dilutes the advantages of other parts of the TOD proposal in ways that are not always well-suited to the traditional traffic analyses that are the focus of this section of the study.

Many of the themes discussed in this report work together to create this virtuous circle. Hence, ignoring or diminishing one element potentially dilutes the advantages of other parts of the TOD proposal...

# 4 | TOD Policy Goals and Objectives

## BACKGROUND

To achieve the vision of a vibrant activity center linked to transit service called for in this plan, it is important to recognize how transportation systems and development activity work together. This section provides guidance on how to achieve the vision of the Plan through the four elements of the planning process: market forces, transportation facilities, workforce housing opportunities, and an overarching set of design considerations that visually and physically connects the whole. These four elements frequently overlap and often can't work effectively without the support of one or more of the other elements in the Plan.



Past planning efforts conducted by the Town of Morrisville have identified the purpose and need for transit-oriented development in the Town. Specifically, the 2009 Land Use and Transportation Plans note that the purpose of transit-oriented development is to “provide supportive development around a transit center.” The adopted plans also state the function, preferred land uses, and general policy direction related to a TOD-style development (see sidebar).

The objectives listed in the sidebar are appropriate for the higher-level view of a community-wide plan. The McCrimmon Transit Small Area Plan requires additional detail in order to address the specific location and conditions of the study area. The table on the following page outlines the four main goals of the McCrimmon Transit Small Area Plan and supporting strategies and features. While each strategy is listed under a particular goal, note that every strategy plays a role in at least two of the goals. Together, these goals and strategies describe the community vision for the McCrimmon TOD, and the key features that are needed to realize it.

#### Function

- » To provide the “critical mass” of development types and intensities needed to support rail transit.
- » To provide a development alternative that promotes the separation of automobile-oriented land uses from transit-oriented land uses.
- » To provide a pedestrian-scale environment with a mix of residential, commercial, public, and employment uses to support the adjacent transit center.

#### Preferred Uses

- » The TOD will contain a mix of uses including residential uses as well as two or more significant tax-producing land uses that are mutually supporting.
- » TOD land uses should include convenience retail uses and civic uses, such as public plazas, libraries, day care, and postal services. The commercial core of the TOD will contain the highest land use intensities. Use intensities will step down from the commercial core to the edges.

#### General Policies and Development Character

- » The location of a TOD should clearly provide a transit opportunity that can serve the TOD, such as along the existing rail line in the Town. The location of the TOD should not harm the planned regional road network or planned regional transit facilities.
- » The location of a TOD should not negatively affect established neighborhoods by promoting through-traffic and other such intrusions to the neighborhood.
- » The TOD should consist of a commercial core and an outer core. Transit stations should be located in the commercial core, which should extend 1/4-mile from the transit stop. The outer core should extend from 1/4-mile to 1/2-mile out from the transit stop.
- » The TOD should provide pedestrian-scale development with a surrounding mix of high density uses. Pedestrian circulation should be enhanced by short blocks arranged in a rectilinear grid-street pattern.
- » The TOD should have an “urban feel” with pedestrian-oriented building facades, ground-floor shops, and streets culminating in distinctive public spaces.
- » The surrounding street network should complement and support the TOD area street network by providing multiple and direct vehicular, bicycle, and pedestrian connections to the transit station.
- » A vertical mix of uses is encouraged in multi-story buildings in the commercial core, with ground floor retail and upper story residences or offices.
- » The provision of structured parking garages is encouraged in the design of the transit station and TOD in order to make a more compact, walkable environment.
- » The TOD land use intensity should be phased as alternative modes of transit are available. Use intensities may increase as the specified mode of transit is planned, scheduled, designed, and funded to serve the TOD.

SOURCE: 2009 Town of Morrisville Land Use and Transportation Plans



## PROJECT GOAL 1: Create a Vibrant, Well-Designed Center of Activity

How a place is designed affects how people use it. The TOD should use high-quality design to create a vibrant center of activity within the community. Design details should include inviting public spaces, interesting vistas, recognizable landmarks, and well-placed connections.

### Key features should include:

- » An iconic social gathering spot energized by perimeter retail that creates a valuable amenity for the TOD and the community
- » Active streets framed by buildings and landscaping that create an outdoor room using height, massing, and spacing of elements to encourage multiple uses and travel modes
- » A transition in scale to relate to the existing adjacent residential development
- » Block lengths no longer than 500 feet on a side to encourage connectivity between uses
- » Substantial residential development (e.g. multi-family units), especially on the Main Parcel to transition from retail, restaurant, and office uses to single-family attached development
- » Pedestrian-accessible public green space and parks in and near the TOD to provide ready access to this important amenity
- » A concept plan for each quadrant of the study area that shows how development will connect and dovetail across parcel lines within that quadrant

## PROJECT GOAL 2: Expand Transportation Choices

Create a mutually reinforcing pattern of land use and transportation system development that encourages more options for mixed use development and travel while addressing near term congestion problems.

### Key features should include:

- » A grid network of streets to provide frequent routes for traveling within the TOD
- » Land uses that support transit service and active travel modes such as walking and biking
- » Roadway improvements such as an extension of McCrimmon Parkway east toward Airport Boulevard and Aviation Parkway, and a bridge on McCrimmon Parkway over NC 54 and the railroad tracks
- » Sidewalk, bicycle, and trail connections to Research Triangle Park, adjacent parcels, transit centers and along roadways, including the planned McCrimmon bridge
- » A minimum of 25 dwelling units per acre in the core of the TOD on the master parcel, with 15-25 dwelling units per acre immediately adjacent to the core to support high-quality transit service
- » Automobile parking oriented towards rear of buildings, with bicycle, carpool/vanpool and handicap parking near entrances
- » A TOD design that protects the integrity of the N.C. Railroad corridor and does not limit its ability to provide freight rail service
- » A TOD design that protects the safety of pedestrians, residents, and businesses, since the site is adjacent to an active freight and passenger rail corridor



### PROJECT GOAL 3: Provide Workforce Housing

Provide quality living and transportation choices for a range of users, including teachers, nurses, police and fire personnel, and others that make our Town work.

#### Key features should include:

- » Housing with at least 20% of the dwelling units affordable to families making 50% – 80% of the Area Median Family Income (AMFI)
- » Housing with at least 10% of the dwelling units affordable to families making 80% – 120% of AMFI
- » Allowance for a reduction in meeting the two previous workforce housing goals if housing is provided for seniors and/or the disabled making 30% or less of AMFI, with a maximum allowable amount for this type of housing of 10% of the total dwelling units approved for a given quadrant of the TOD
- » Workforce housing units that remain affordable in perpetuity, or for at least 30 years, across multiple owners
- » A substantial percentage of the workforce housing units on the master parcel where the transit station and retail development are located
- » Design requirements for workforce housing to help ensure visual compatibility

### PROJECT GOAL 4: Promote Economic Development

Catalyze private investment, job creation, and tax base growth in Morrisville through the redevelopment of an aging industrial area into an inviting mixed use activity center linked to transit. In this way, Morrisville can help attract the next generation of creative workers that will drive the New Economy and establish a foundation for sustainable future prosperity.

#### Key features should include:

- » A retail catalyst and anchor development such as a grocery at or near the corner of McCrimmon Parkway and NC54
- » A destination concentration of restaurants
- » Transit stops and station that are well-connected by active travel modes and readily accessible to the remainder of the parcel, adjacent parcels, and workforce housing
- » One new access point off McCrimmon Parkway between Church Street and NC 54 that aligns with south parcel access point
- » Multiple access points off Church Street, with one most direct route to station commuter parking
- » Limits on required parking to reduce development costs and promote walking, biking, and transit
- » A prominent, inviting pedestrian and vehicular link from the activity center to the rail station

Together, these goals and strategies outline key elements of the vision to create a vibrant, successful transit oriented development. The next section of the plan uses these policy goals and objectives to craft a Concept Design for the McCrimmon TOD.



# 5 | TOD Concept Design

## BACKGROUND

The goal of the Concept Design is to illustrate the development potential of the study area. To prepare this design, the Town of Morrisville hired Stantec Consulting Services, Inc. to draft a sketch plan, and then Town staff created a three-dimensional model from it to help stakeholders visualize the relative scale and massing of the proposal. To accurately reflect the most likely type and magnitude of development for the area, the Concept Design was guided by the market study for the site that was prepared by the Noell Consulting Group.



Based on stakeholder input and professional judgment, it was agreed that the Concept Design needed to be successful in supporting a commuter rail station while also providing development that would form a vibrant northern activity center that enriches the community. The Concept Design needed to be highly functional, with circulation accommodating vehicles and pedestrians. Acknowledging that projected land values could only support parking in surface lots (not parking decks) added a significant constraint to the planning process. The analysis of market forces also indicated that the “hard corner” at McCrimmon and Church would be most valuable as a catalyst for the project if it was designated for a larger retail use.

The northwest quadrant of the study area where the transit station would be located is the key to the overall design. It was agreed that providing considerable development activity in this location would help to achieve the community vision. Retail uses would be concentrated here including sites for a small grocery store and drug store, which would serve as mini anchors. The retail development would be supported with office space for neighborhood services and small businesses. Apartments would provide a concentration of residents to activate the spaces throughout the day, as rail commuters would be concentrated at the morning and evening rush hour.

The key to successful development is to create places where people want to be. The northwest quadrant, or “Main Parcel”, would be focused on a

central green plaza that should be programmed with a range of events, large and small, that draw people throughout the year. A concentration of restaurants should frame the green, adding a critical draw for the business lunch crowd as well as evening diners. The central green area would function as a midway point linking the rail station to the surrounding roadways. Most importantly, the green

should function as an iconic social space for the community. Traditional events, special functions, and festivals that mark the seasons would take place on the green. It would become one of the special places in the Town of Morrisville where people truly want to be.

The key to successful development is to make places where people want to be.



The images that follow illustrate some of the design concepts that we used to help create a strong, dynamic vision for the future of this area.

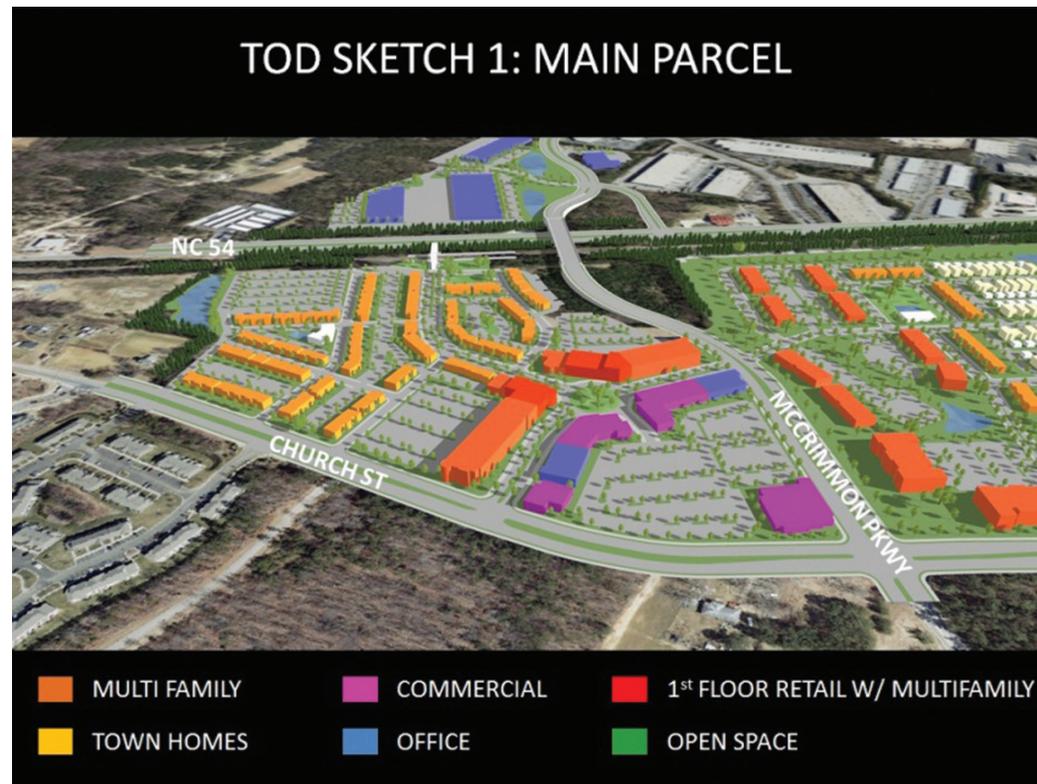
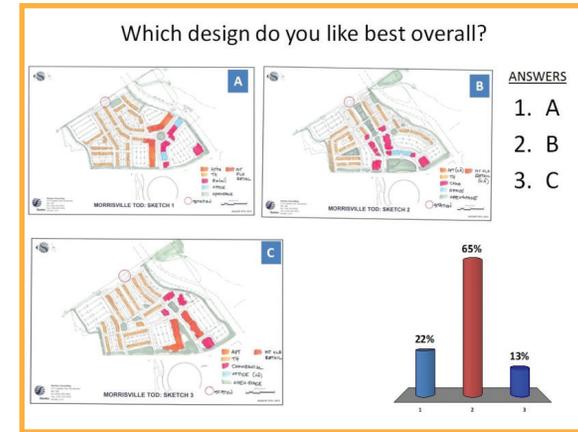
The design process hinged on both an internal assessment of the McCrimmon station area, but also gatherings of the public over three separate, open meetings. An important meeting was where the public viewed images of different kinds of development and their placement across the station area. The attendees used “instant polling” devices to respond to these questions anonymously and so that they could see the results in real-time.

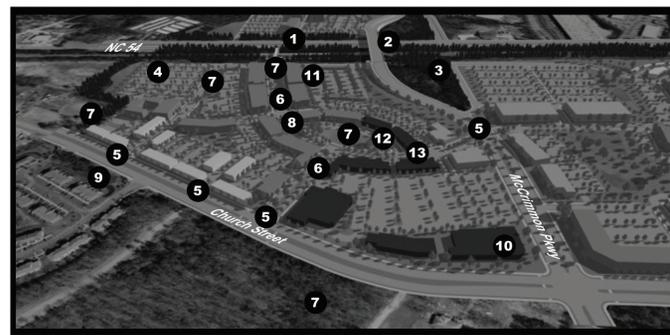
Morrisville design staff worked with private consultants to interpret these results and present them use rendered graphics. This design was detailed based on several operating principles:

- » Creating an inviting pedestrian & vehicular link to the rail station
- » Creating a destination concentration of restaurants
- » Putting parking to the rear of buildings
- » Having a retail anchor at the “hard” corner of McCrimmon Parkway and Church Street
- » Creating an iconic social gathering place energized by perimeter retail options and amenities
- » Including high-density residential homes
- » Ensuring a mix of uses occurs that support TOD
- » Having a direct boulevard route to the rail station

- » Transitioning the TOD project scale gently down to the adjacent residential development patterns
- » Creating new connections to McCrimmon Parkway and Church Street
- » Establishing an active street environment framed by buildings
- » Creating publicly accessible open space, parks, and trail connections

The following images illustrate the design concepts that were derived from using all of this information.





1. Rail Station
2. McCrimmon Overpass
3. Multi-Use Path Connection
4. Commuter Lot/Parking Behind Buildings
5. New Street Connections
6. Active Street, Framed by Buildings Connecting Activity Center to the Rail Station
7. Publicly Accessible Open Space and Formal Park Space
8. Direct Route/Boulevard to Rail Station
9. Transition in Scale to the Existing, Adjacent Residential Development
10. Retail Anchor at/near Corner of McCrimmon Parkway and Church Street
11. High-Density Residential Especially Towards McCrimmon Parkway
12. Iconic Social Gathering Spot Energized by Perimeter Retail & Amenities
13. Destination Concentration of Restaurants



K. Ciappa for GPTMC



James Willamor



TBG Partners



Andres Arizababel



Huntington at King Farm Townhomes



Find Time for Fun blog



1. Access Stairs/Elevator to Bridge for Pedestrian Crossing Over NC 54 and Railroad Tracks





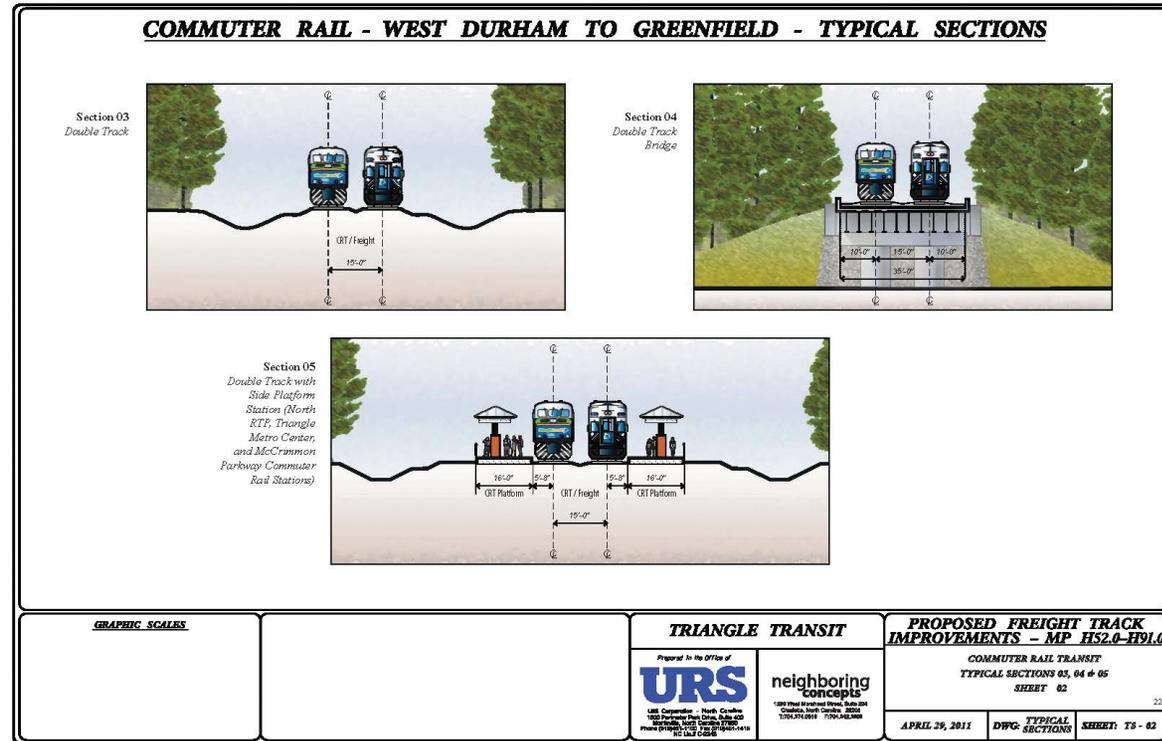
1. Multi-Use Path to Station and Main Parcel



## Key Station Features

The design for the McCrimmon Commuter Rail Station, which would be part of the McCrimmon Parkway TOD, remains conceptual. However, key station features are currently anticipated to include the following:

- » Seating, shelters, lighting, signage and ticket vending machines on each platform
- » Two, 16-foot-wide x 440-ft long platforms, one on each side of tracks to support north and southbound travel
- » An elevator and staircase providing vertical circulation between the proposed McCrimmon Parkway overpass and the south end of each platform (OR An elevator and staircase connecting the proposed McCrimmon Parkway overpass to the south end of each platform)
- » Four bus bays with exclusive access lanes adjacent to the station
- » 400 park-and-ride spaces and parking for buses
- » Bicycle/pedestrian links along the new overpass and throughout the TOD



Conceptual McCrimmon Parkway Station cross section



Example of two at-grade side platforms with shelters as well as elevators and stairs connecting to an overhead structure (roadway or pedestrian bridge)



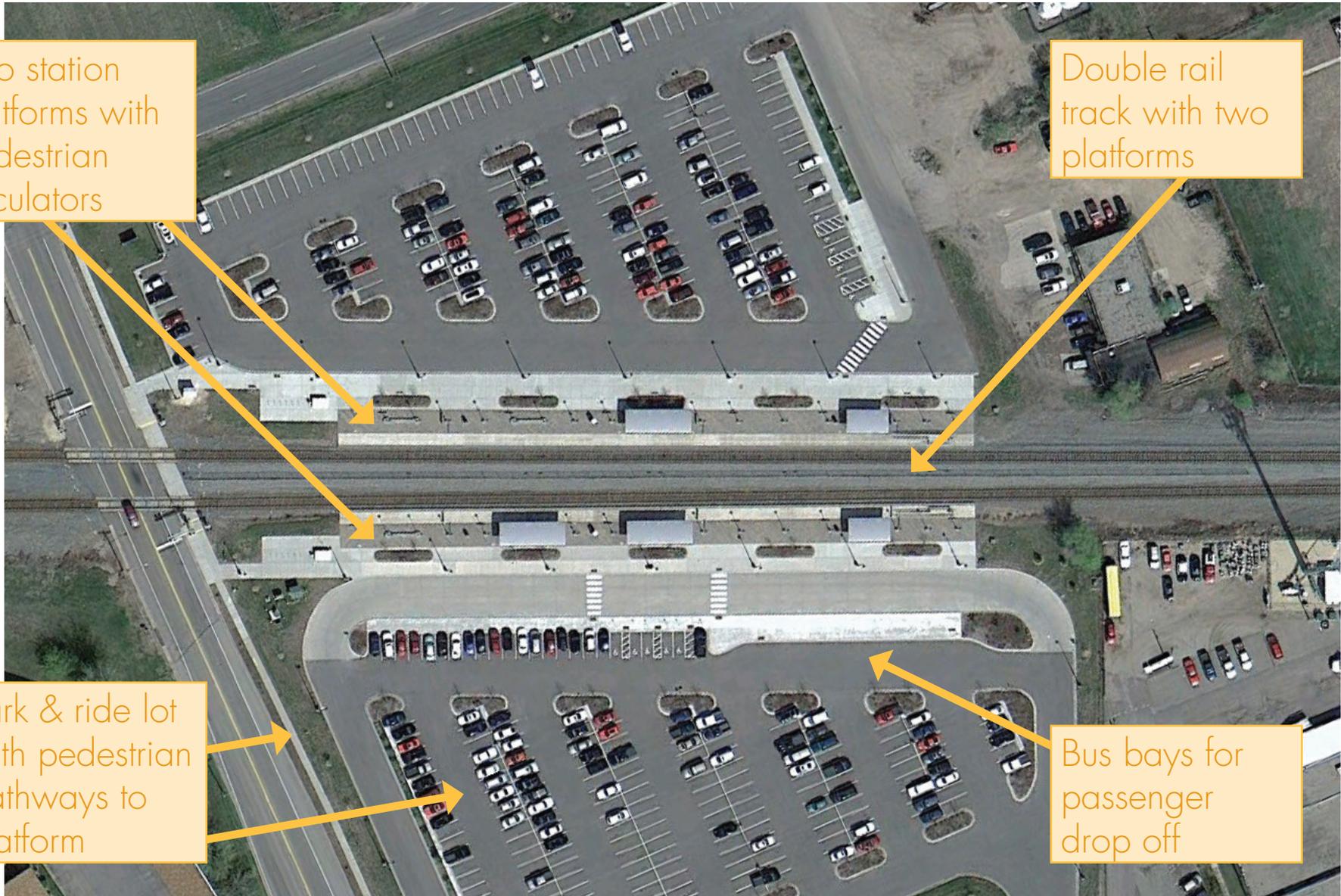
Example of at-grade station platforms with shelters

Two station platforms with pedestrian circulators

Double rail track with two platforms

Park & ride lot with pedestrian pathways to platform

Bus bays for passenger drop off



Station Example

Google Maps

# 6 | TOD Action Plan

## BACKGROUND

The Town of Morrisville (TOM) has a central role to play in establishing the policy and legal framework to implement the community vision for the McCrimmon TOD. At the same time, a number of other stakeholders must participate in order to bring this plan to fruition, including property owners, developers, residents, businesses, and agencies such as the North Carolina Railroad, Norfolk Southern, Triangle Transit, the Capital Area Metropolitan Planning Organization (CAMPO), and the North Carolina Department of Transportation (NCDOT). This part of the plan identifies key action steps that should be pursued by the Town in collaboration with these and other stakeholders/agencies in order to help create the McCrimmon TOD.



ACTION PLAN

ITEM NUMBER/ACTION/DESCRIPTION

TO BE COMPLETED BY

Land Use

1. Prepare and Implement TOD Zoning District	
A. Draft zoning district to allow and support transit-oriented development for inclusion in the Unified Development Ordinance B. Rezone plan study area to new TOD district	Town of Morrisville Planning, Consultant
2. Explore Public-Private Partnership to Develop TOD Site	
A. Talk with property owners, developers, Triangle Transit, and others about possible public-private partnership to catalyze development of the TOD site	TOM Planning

Transportation

3. Participate in the NC 54 Feasibility Study	
A. Provide review and comment on NC 54 Feasibility Study process and content	TOM Planning
4. Support Funding for NC 54 Improvements	
A. Support funding for NC 54 improvements consistent with Town adopted policies and plans	Town of Morrisville
5. Build McCrimmon Parkway Extension	
A. Design and construct McCrimmon Parkway Extension from NC 54 east to Airport Boulevard and south to Aviation Parkway as follow-up to 2012 Town bond referendum	TOM Planning, Engineering, Public Works, and Consultant
6. Design McCrimmon Parkway Grade Separation	
A. Work in partnership with NCDOT, CAMPO, NCRR, Triangle Transit, and other partners to design McCrimmon Parkway Grade Separation	NCDOT, CAMPO, TOM, and others
7. Fund McCrimmon Parkway Grade Separation	
A. Work in partnership with NCDOT, CAMPO, NCRR, Triangle Transit, and other partners to fund McCrimmon Parkway Grade Separation	NCDOT, CAMPO, TOM, and others
8. Assist in Transit System Design and Development	
A. Continue working with CAMPO, Triangle Transit, NCDOT, RTA, NCRR, NS, and other partners to analyze and design expanded regional transit service B. Work with Triangle Transit and other partners on design for McCrimmon transit station	CAMPO, Triangle Transit, NCDOT, TOM, and others



ACTION PLAN	
ITEM NUMBER/ACTION/DESCRIPTION	TO BE COMPLETED BY
<b>9. Support Transit Funding Mechanisms</b>	
A. Work with Wake County and other partners to support sales tax referendum to fund Wake County Transit Plan B. Work with Wake County and other partners to support increase in Vehicle Registration Fee to help fund Wake County Transit Plan	Wake County, CAMPO, TOM, Wake municipalities, RTA, Triangle Transit, and others
<b>10. Improve Local Pedestrian Safety and Connectivity</b>	
A. Evaluate roadway cross-sections for Church Street and McCrimmon Parkway for possible revision B. Work with developers, NCDOT, and other partners to ensure safe pedestrian and bicycle connections to and from the McCrimmon TOD C. Work with Wake Tech and other partners to help ensure strong pedestrian, bicycle, and transit connections between Western Wake Tech campus and McCrimmon TOD	TOM Planning, Engineering, Public Works, CAMPO, NCDOT

**Workforce Housing**

<b>11. Establish Workforce Housing Provisions in Unified Development Ordinance</b>	
A. Include special provisions in UDO to establish workforce housing, such as land dedication or reservation for this purpose	TOM Planning and consultant
<b>12. Support Funding and Development of Workforce Housing</b>	
A. Work with Wake County Housing & Community Revitalization, N.C. Housing Finance Agency, and other partners to support funding and development of workforce housing as part of the TOD	Wake County, TOM, and others

**Outreach**

<b>13. Publicize Community Vision for TOD</b>	
A. Prepare summary handout of Small Area Plan B. Distribute summary and full plan in electronic and hard-copy format C. Make presentations on plan D. Meet with interested stakeholders, including the general public, property owners, prospective developers, and other interested parties E. Prepare and distribute short video describing community vision	TOM Planning

By implementing these action steps, the Town of Morrisville and its partners can help implement the community vision for creating a vibrant activity center linked to transit service in the northern part

of Morrisville. In this way, the Town can work to expand transportation options, provide workforce housing, support economic development, and create a new lifestyle option for local residents and businesses.

In the process, the railroad corridor that gave birth to the town can be utilized to help improve the community in the years ahead.



## For More Information

To view the background reports for this plan, including the Market Analysis, Workforce Housing Needs Assessment, and Transportation Analysis, please visit [www.townofmorrisville.org](http://www.townofmorrisville.org) or contact the Morrisville Planning Department at (919) 463-6194.

