



Morrisville

North Carolina



Town Center Plan
2007

Adopted by the Morrisville Board of Commissioners on January 22, 2007

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Special thanks to the residents of Morrisville and all the participants in the Town Center planning process for their help in crafting this plan.

Cover Design: Ernest Dollar for the Town of Morrisville; Cover Photos: Train Tracks – Ernest Dollar; Citizens participate in the Town Center Design Workshop – Bynum Walter, Town of Morrisville; Detail from Town Center Concept Design – Raybould Associates for the Town of Morrisville; Steeple of Christian Church – Ben Hitchings, Town of Morrisville; Page House - Ben Hitchings, Town of Morrisville.

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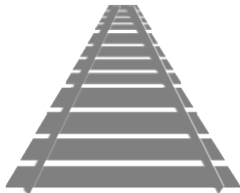
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Threads of the Morrisville Story

Morrisville lies at a historical crossroads. A number of different themes run through the history of the town. A series of motifs have been developed for the Town Center Plan, with each motif symbolizing a different thread in the Morrisville story. Each chapter of the plan features a different motif.



The star motif is drawn from the wrought iron fence that encircles the Page Family Cemetery on the property of the First Baptist Church. It symbolizes the rich family history of the town, with a number of families having a longstanding presence in the community, both in the area around the historic crossroads and in the Shiloh community to the north.



The train tracks represent Morrisville's emergence as a railroad town and its connections to the region and the outside world, which have only grown with its proximity to additional transportation improvements including Interstate 40, Interstate 540, and Raleigh-Durham International Airport.



The cannon symbolizes Morrisville's role in the Civil War. The town was the site of the last cavalry charge of the war on April 13, 1865. It was also the location where a request for peace was probably first tendered by General Johnston to General Sherman that led to the largest troop surrender of the war and the beginning of a return to normal life for soldiers and civilians.



The scrollwork, a motif visible on a number of historic homes in Morrisville, is characteristic of the vernacular Italianate architecture in vogue during the late 19th century. The scrollwork symbolizes the post-Civil War economic resurgence that enabled some Morrisville residents to indulge in architectural ornamentation to demonstrate their growing prosperity.



The church steeple motif is drawn from the old Christian Church. It symbolizes Morrisville's religious history and its significance to the community, with houses of worship serving as important institutions in the life of the town.



The mill building doors symbolize Morrisville's participation in the textile industry. In the early 20th century, Samuel Horne ran a knitting mill on the site of the current day Ruritan Park. Unfortunately, the mill burned down in the 1930s, but a number of mill houses remain and are still being used today as residences.

Executive Summary

In 1852, Jeremiah Morris donated three acres of land to the North Carolina Railroad for a train depot, and Morrisville was born. In the modern day, as the Triangle's population has exploded, so too has that of Morrisville, growing from a community of several hundred residents to nearly 15,000 in the past 25 years. Yet, it still remains a small town in the heart of the Triangle.

This plan describes a vision for creating a vibrant Town Center at Morrisville's historic crossroads to help ensure that residents continue to enjoy the best qualities of small-town living as the community grows. The plan was developed with extensive public input and the help of a team of design professionals. The resulting physical design reflects the needs and desires of the public as well as a variety of design considerations, including physical features such as the railroad line, current and projected market conditions for new development in the project area, and implementation feasibility.



Sample streetscape from the Town Center Concept Design (Graphic: Raybould Associates for the Town of Morrisville)

Key elements of this plan include:

- Protecting the historic structures around Church Street;
- Creating a community gathering place lined with small businesses and anchored by a civic/cultural facility;
- Establishing a Civil War park and a rural

heritage park;

- Linking the parks and other destinations with a network of sidewalks and greenways;
- Investing in a variety of transportation improvements, including reworking Chapel Hill Road (NC 54) into separate northbound and southbound segments in the Town Center area, improving the intersection of Morrisville-Carpenter Road and Chapel Hill Road, and installing roundabouts at selected locations to mark the transition into the Town Center.



Town Center Concept Design (Graphic: Raybould Associates for the Town of Morrisville)

In these ways, this plan calls for leveraging the elements of Morrisville's historic crossroads village to create a distinctive and inviting center of community. The plan concludes with a series of implementation steps to systematically pursue this vision over time. By working together to implement the plan, the Morrisville community has a rare opportunity to enhance its small-town character and create a dynamic focal point for current and future generations of residents.

Introduction

Overview

To honor its past and create a vibrant focus for the community into the future, the Town of Morrisville is working to create a Town Center in the area around its historic crossroads. The preparation of this Town Center Plan completes the first step in this process: drafting a plan that describes the community's vision for this area. This document summarizes the existing conditions in the project area, describes the public planning process that the Town conducted to share information and solicit community input, presents the final design prepared with assistance from the consulting team retained by the Town, and lays out a series of implementation strategies to pursue this vision for the Town Center over time. The story behind this plan begins 150 years ago with the birth of the town.

The Birth of Morrisville

In the mid-nineteenth century, North Carolina was known as the "Rip Van Winkle State", locked in a deep economic slumber, with large expanses of its interior cut off from the outside world. To help change this, state leaders launched a grand civic project to build a railroad across the Piedmont that would link Charlotte with Goldsboro and an existing rail line that connected to the state's largest port in Wilmington.



In the 1850s, the North Carolina Railroad sited a depot near Crabtree Creek, and Morrisville was born. This 1937 photo shows Morrisville mailman, Walter Churchill, at the Morrisville Depot, with Lettie and Eunice Bullock in the background. To the left is the Maynard Store that still stands today along Chapel Hill Road. (Photo: North Carolina State Archives)

In 1850, surveyors were sent out to assess the terrain. They found the best route ran along a ridge line between the Neuse and Cape Fear Rivers. 12 miles west of Raleigh, they came to Crabtree Creek and decided to site a depot. An enterprising local businessman named Jeremiah Morris donated land for a station, and the site lay at a rural crossroads that could help feed the rail line with passengers and freight. Morrisville was born.



From its earliest days, Morrisville has benefitted from its location at a crossroads, which helped supply the rail line with passengers and freight. This detail from an 1870s map of Wake County shows that the original crossroads lay at the intersection of Church Street and what today is Morrisville-Carpenter Road. (Map: Wake County Historical Society)

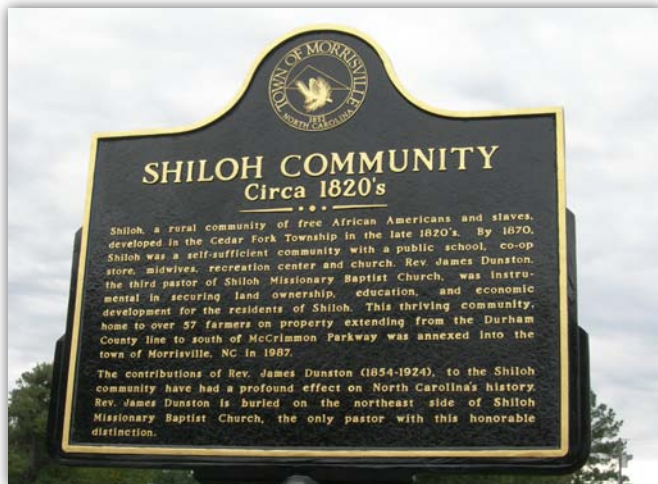
Morrisville at a Crossroads

A century and a half later, Morrisville is once again at a crossroads. But now it is a crossroads of the region, with great access to employment centers like Research Triangle Park and major transportation hubs like Interstate 40 and Raleigh-Durham Airport. (See Map 1) As a result of this outstanding location and the rapid growth of the region, our community has nearly tripled in population in the last seven years. At present, the town is adding about 4.5 new residents every day. In the midst of this growth spurt, Morrisville's small town character is beginning to disappear. As a result, there is widespread interest in re-establishing a center of community where our paths might frequently cross and where others will know when they have arrived in Morrisville.

Introduction

The Planning Process

To help the community pursue this goal, the Town of Morrisville conducted a special planning process to share information, solicit public input, and craft a Town Center Plan. This work was led by the Morrisville Planning and Zoning Board, with staff support from the Morrisville Planning Department. The process began with a series of background meetings held in early 2006 to review historic resources, transportation facilities, greenways, and civic facilities in the Town Center area. These meetings provided an opportunity for the Planning Team to share background information on the project, and for residents and other stakeholders to share their ideas for the future Town Center.



In addition to the original depot village, Morrisville has long been home to the Shiloh Community founded by free African Americans and slaves in the early 19th century. (Photo: Ben Hitchings, Town of Morrisville)

In June of 2006, the Planning Team toured Morrisville's historic crossroads in order to develop a better understanding of the existing conditions in the project area. In early July, the team visited other town centers in the region to gather ideas and benefit from lessons learned in these places. In mid-July, the Planning Team hosted a three-day design workshop with the help of a professional Design Team in order to gather additional community input and prepare a draft design for the Morrisville Town Center. More than

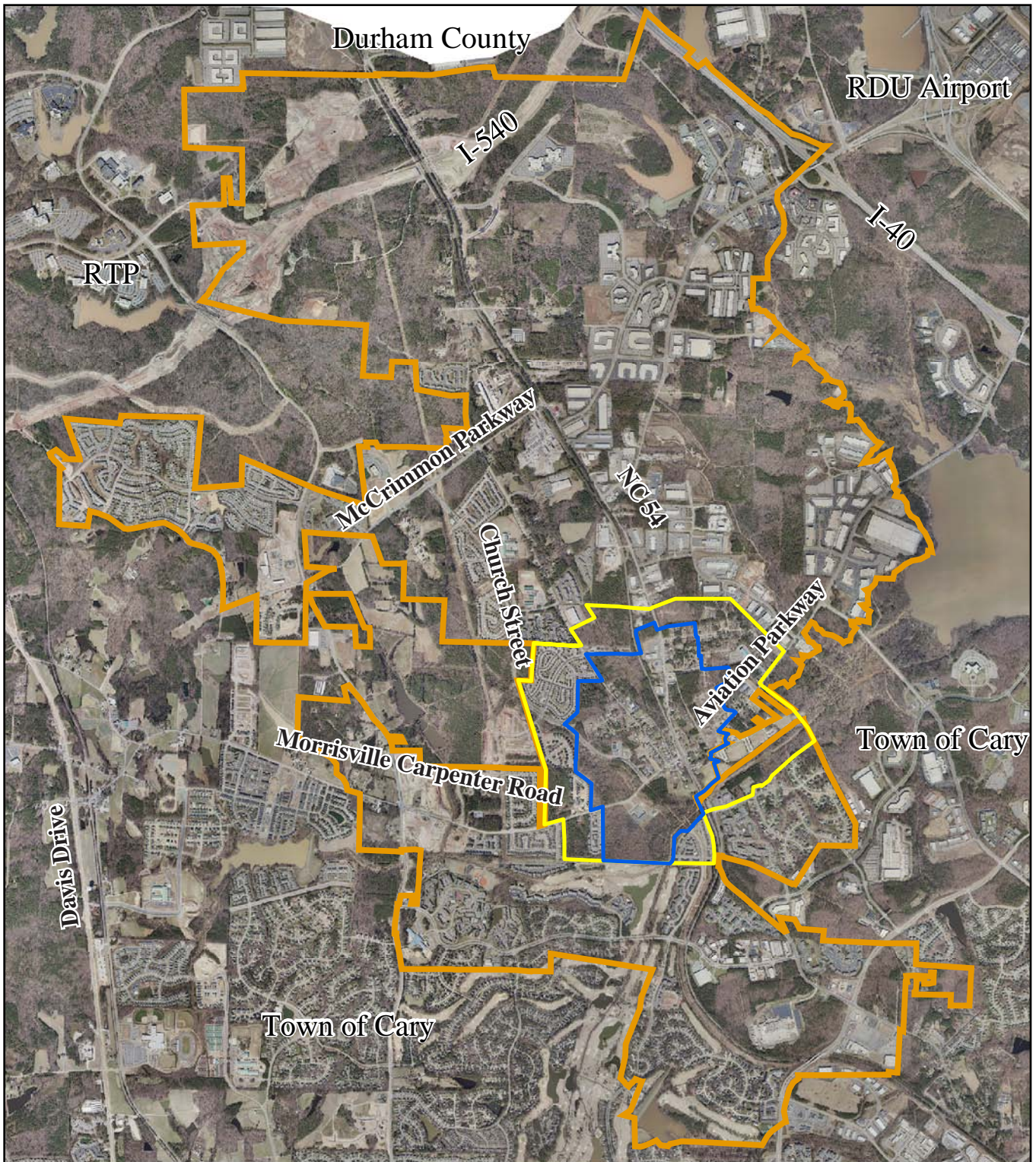
100 people attended the workshop and provided their input. The Design Team then took these comments and used them to help prepare a draft design. The Planning Team held an additional public meeting in August to discuss implementation strategies and receive input. Town staff then drafted this written plan that incorporated the physical design prepared by the Design Team, and brought it to the Planning and Zoning Board (PZB) for review and revision. The PZB recommended the plan to the Board of Commissioners, who reviewed it and adopted it on January 22, 2007.



Morrisville was the site of one of the last engagements of the Civil War, as General Sherman's Union troops pursued General Johnston's Confederate soldiers west out of Raleigh. This photo depicts Francis and Peter Redding of McLaughlin's Ohio Squadron of Union Cavalry, which fought in Morrisville on April 13, 1865. (Photo: www.ohiocivilwar.com/mclaughl.html maintained by Larry Stevens)

This plan provides a rare opportunity for Morrisville to create a focal point that honors the town's past and serves as a vibrant center of community in the years ahead. By working together to implement the plan, the Town and the community can help protect and enhance Morrisville's place as the small town in the heart of the Triangle.

Map 1: Morrisville & Environs



Map 1: This aerial photograph shows Morrisville's central location in close proximity to Research Triangle Park, Raleigh-Durham International Airport, Interstate 40, and Interstate 540. The orange line marks the Morrisville town limits. The yellow line delineates the Town Center planning area. The blue line shows the Town Center Core. (Photo: courtesy of Wake County)

Chapter 1: Existing Conditions

Overview

This chapter of the plan summarizes the existing conditions in the project area. It includes a description of the major natural and built features, as well as the market conditions that exist for potential new development in this area. In summarizing these features, this chapter also identifies a number of design opportunities and challenges that were identified and considered by participants in the planning process.

Project Area

The Town Center lies at a natural and human crossroads. Major physical characteristics include creeks, floodplains, major roadways, and a rail line, as well as parks and civic facilities such as the Morrisville Town Hall (see Map 1). The project area is divided into a Core area comprised of about 340 acres, centered around the historic crossroads at the intersection of Church Street and Morrisville-Carpenter Road, and a larger Boundary area that totals 702 acres, including the Core area (see Map 2).

The Town Center lies within the Neuse River Basin near the ridge line with the Cape Fear River Basin. Crabtree Creek passes along the southern edge of the project area as it flows east into Lake Crabtree.



Crabtree Creek and its floodplain mark the southern edge of the Town Center area. (Photo: Town of Morrisville)

Indian Creek and Sawmill Creek feed Crabtree Creek from the north. Each of these streams has a substantial floodplain. Altogether, a total of about 20% (69 acres) of the Core area is located in the floodway and the 100-year floodplain.



The high volumes of traffic at the intersection of Chapel Hill Road (NC 54) and Morrisville-Carpenter Road bring both high visibility and access problems to the Town Center. (Photo: S. Galloway, Town of Morrisville)

The crossroads and rail line that helped establish Morrisville as a community remain major physical features of the Town Center area. The rail line continues to serve as a major corridor for freight traffic and passenger service, and provides the future possibility for Morrisville to once again have local passenger service by train as it did in the period from the 1850s to the 1930s. At the same time, safety considerations with oncoming trains have limited the number of at-grade crossings allowed across the line, slowing automobile travel, and creating a significant barrier to bicyclists and pedestrians trying to move east and west through the project area.

The high volume of automobile traffic along Chapel Hill Road (NC 54), Aviation Parkway, and Morrisville-Carpenter Road brings high visibility to this part of town, as tens of thousands of cars pass through it every day on their way to and from Research Triangle Park, Interstate 40, Raleigh-Durham International Airport, and other destinations. At the same time, the high traffic volume impedes access to a number of destinations within the Town Center, and impacts pedestrian safety. This

Chapter 1: Existing Conditions

lack of pedestrian facilities such as sidewalks and safe road and railroad crossings makes pedestrian safety and access issues of concern throughout much of the project area.

The southern portion of the Town Center includes significant existing and potential parkland, with Wake County's Cedar Fork District Park and a natural area owned by the Town of Morrisville, as well as additional natural lands and several historic sites that were significant in the skirmish that was fought in Morrisville at the end of the Civil War (See Map 2). These areas provide emeralds on a necklace of green space that includes Lake Crabtree and Umstead State Park to the east and the Morrisville Community Park, several Town of Cary parks, and the American Tobacco Trail to the west. With the Indian Creek Greenway under development heading north, the Town Center lies at a future greenway crossroads, both at a community scale and for the Triangle region as a whole.



A deer grazes in a meadow south of Morrisville-Carpenter Road, evoking Morrisville's rural past even as the community sprouts new subdivisions and commercial developments. (Photo: S. Sugg, Town of Morrisville)

The Town Center is also a hub of civic activity, with a number of Town facilities, the Chamber of Commerce, and the First Baptist Church all located within close proximity to one another (see Map 2). In addition to Town Hall, the project area also is home to the Police Station, Fire Station #1, the Public

Works yard, and other existing and planned town offices, as well as the Hindu Temple on Aviation Parkway. Together, these facilities provide a strong civic orientation to the Town Center, and help to bring many residents into this area on a regular basis.

Together, these natural and built features provide cornerstones that can help make the project area a major center of community that provides a diversity of services and amenities to Morrisville residents and visitors alike.

Market Conditions

The design team retained by the Town included a professional real estate and market economist with considerable experience assessing the market potential of Main Street-style projects. Below is a summary of this review of existing market conditions in the Town Center area, and the opportunities for appropriate new development in the near future. The full report is included in Appendix 4. The following are general findings from a market reconnaissance and inventory of existing uses within the Town Center study area.

Town Center: The town center currently has residential and civic functions, but only a few business uses. As such, the area is not definable as a "business district" in the traditional sense of a commercial town center. The town center also lacks identity and presence because of the lack of building massing and any sense of scale. Key uses include residential, retail & service, office, and civic. Altogether, the Town Center currently includes about 900 homes that are built or under construction. In addition, it includes about 85,000 square feet of civic and institutional space, 150,000 square feet of retail and office space, and about 11,000 square feet of warehouse and industrial space.

Peripheral Areas: Just outside of the

Chapter 1: Existing Conditions

Core area in the Town Center area to the east, south, and west are newly-developing residential, retail, and office projects, all of which compete to some extent for market share with the Town Center. These are detailed in the full report in Appendix 4.

Physical Constraints: Several key physical constraints impact the market potential for new development in the project area. These include:

- The railroad, which reduces physical development potential. In particular, this occurs along NC 54 near the intersection with Morrisville-Carpenter Road on the west side of the tracks where the railroad grade reduces visibility from lots that back up to the tracks.
- The lack of safe pedestrian crossings of the railroad tracks, which greatly reduces opportunities for a traditional retail “Main Street” shopping district in this location.
- The flood zone, which significantly reduces the development potential in the southeast portion of study area.



The railroad tracks that have long provided an important corridor for passengers and freight also create a barrier to automobile and passenger traffic moving east and west through the Town Center. (Photo: Ben Hitchings, Town of Morrisville)

Visibility: The impact of visibility was assessed as it relates to the marketability of uses throughout the Town Center study area. Key findings include:

- Excellent visibility on main roads
- Limited visibility from side streets
- Significant traffic volumes, allowing retail visibility to regional and destination commuters

Location and Access: Morrisville, and the Town Center in particular, has a superior, central location that offers significant advantages for residents commuting to employment as well as for businesses serving customers or clients throughout the Triangle region.

Town Center attributes include:

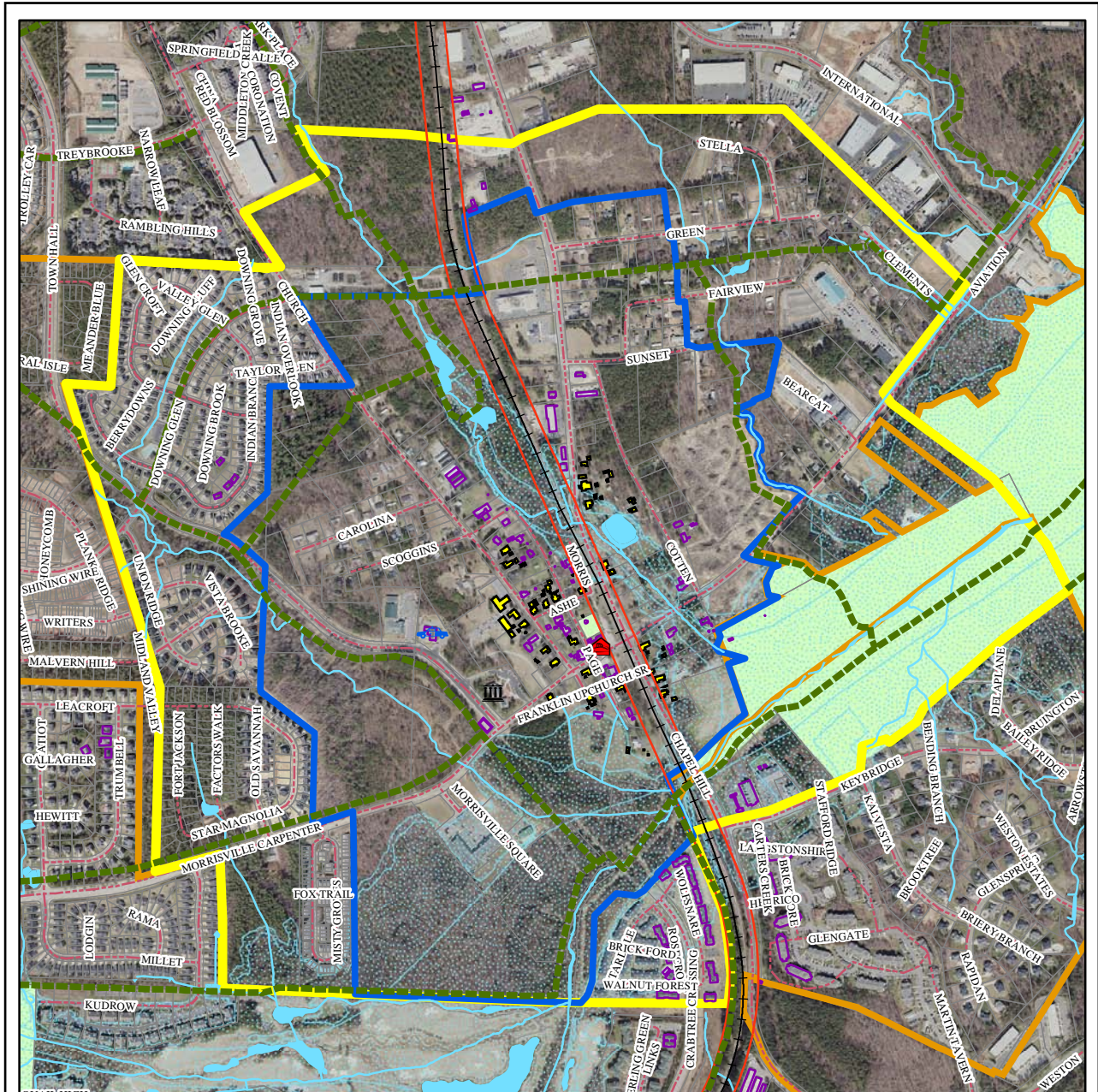
- Superior regional location, at heart of Triangle markets;
- Extremely proximate and accessible to RTP, a major economic driver for the region;
- Proximate to RDU Airport and related employment base;
- Easy commuting distance to Raleigh (State government center), Durham (university and medical center), and Chapel Hill (university and medical center) employment centers;
- Easy commuting distance to Cary and upper-income residential areas;
- Good regional access, but threatened by traffic that reduces ability to access individual parcels;
- Internal access hindered by roads necessitated by railroad;
- Extremely poor pedestrian access and inadequate pedestrian safety provisions throughout study area.

Heritage Value: Morrisville offers certain heritage value, although its historic character has been compromised by fires and demolition over the years that have negatively impacted the overall identity of the Town Center and its sense of place.

The Town Center also has:

- Good remaining vintage building stock, some of which is under-appreciated;

Map 2: Town Center Area - 2006



TOWN OF MORRISVILLE
1852
NORTH CAROLINA

Legend

Core Area	NCRR Right of Way
Boundary Area	TTA Rail Line
ETJ	Stream
Town Hall	Pond
Police Station	Flood_hazards
Fire Station	Open Space/Park
Building Footprints	Proposed Greenway Trails
Historic Structures/Properties	

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This map was produced with the GIS resources of the Planning Department of the Town of Morrisville to provide support for community planning. This map compiles information from multiple sources. Source information used for this map may have been collected at different scales, times or definitions, resulting in inaccuracies among features represented together on this map. The Town of Morrisville assumes no liability for damages caused by inaccuracies in this map or supporting data. The Town of Morrisville makes no warranty, expressed or implied, as to the accuracy of the information presented, nor does the fact of distribution constitute such a warranty.

July 18, 2006

Chapter 1: Existing Conditions

- Civil War history, which is an under-realized heritage and educational opportunity;
- Oral histories associated with train wrecks, mill culture, old business district, and other aspects of town history.

Due in part to demolition of some buildings, the town center lacks massing and a sense of place. There are barely any remnants of the old business district. This critically impacts on existing marketability and identity.



The Page House is the oldest standing home in Morrisville, built on the plantation of Williamson Page prior to the arrival of the railroad in the 1850s. The decorative scrollwork that adorns the porch was added as part of an 1870s remodeling. (Photo: Ben Hitchings, Town of Morrisville)

Market Opportunities Assessment

Existing development information was analyzed in conjunction with the physical conditions and economic context in order to assess the market opportunities in the Town Center. The overall marketability of this location in the regional context is summarized below by use.

- Retail: Good retail location near growing residential neighborhoods and along high-traffic commuter routes.
- Housing: Good housing location in high-growth market near major regional employment centers (RTP and Airport) and at center of regional labor market. Good reputation for Morrisville schools, a key driver for family residential market decisions. Excellent proximity to RTP and

employment base, the key driver for both for-sale and transient (apartment and other rental) housing.

- Office: Good location for office uses, within close proximity to RTP and housing areas.
- Industrial: Good location for flex and distribution uses, within close proximity to RTP, RDU, and labor force. Good location for manufacturing, within easy commuting distance to labor force, rail service and distribution nodes.
- Civic: Good location for civic uses, within growing community that already has fire, police, chamber, and town offices nearby.

Market Factors and Opportunities:

Within this general community and regional context, a number of market factors will influence the relative success of different uses pursued in the Town Center area. A number of these considerations are outlined below. Additional information is included in the full market report in Appendix 4.



A market assessment of the Town Center found that existing and approved retail development such as that pictured above will probably capture much of the demand for convenience shopping and dining in this part of Morrisville, but that the Town Center project will enhance the opportunities for specialty retail businesses that take advantage of the area's unique character. (Photo: Ben Hitchings, Town of Morrisville)

Residential:

- Growing regional employment base, driving

Chapter 1: Existing Conditions

demand for residential space, particularly in the centrally-located Morrisville area.

- Morrisville's reputation has changed from "poor stepsister" of Cary to a desirable and centrally-located place to live with good schools.
- Apartment market driven by job relocations. Many rent for one year while deciding where to buy. Morrisville is seen as particularly desirable by newcomers and many choose to purchase in this area.
- Area was over-built for condominium and townhouse development, but demand is now aligning with supply. Townhouse (higher density housing) absorption in area has been relatively strong, with nearby development averaging seven units per month.
- Affordable 1-story houses (e.g., "patio homes") are extremely popular with families and will increasingly satisfy demand from boomers/empty nesters for easy-to-maintain affordable housing. Carpenter Park is good example of this mass-market product that would be even more marketable in a Town Center neighborhood setting.
- Patio homes might be complemented with mid-rise senior housing on the periphery of the Town Center area to accommodate growing demand as the area attracts the relocation of senior parents of the professionals who work in RTP and live in the Triangle. Senior living associated with area religious and other "affinity group" designations would be logical in the study area. It is also logical to place senior housing within walking distance or a short drive of the cultural, professional (i.e., medical, insurance), and retail uses within the town center.
- The Town Center's vintage, single-family detached homes are desirable and the strengths of this community can be expanded upon through infill or addition. Some infill higher-density product would also perform well, depending on design. There is one somewhat competitive Tradi-

tional Neighborhood Development (TND) product in the immediate area, Carpenter Village. However, this community has a much more "urban" context and high-density development envelope than the existing "rural" Morrisville Town Center.



One residential market opportunity in the Town Center is to provide new options for senior living. (Photo: Ben Hitchings, Town of Morrisville)

Retail:

- The area's overall retail potential will increase as more residential development comes on line in the near future.
- There may be neighborhood retail and service opportunities generated by this growth. However, convenience retail and restaurant markets will be largely captured by existing and planned competitive developments within a short walk or drive of the study area.
- The central location does provide opportunities for destination retail, but roads are not capable of handling capacity for large-scale destination retail.
- There are opportunities for highway convenience and specialty retail, but those are generally confined to the two main roads. Although these have good visibility and high traffic volumes that would support

Chapter 1: Existing Conditions

retail uses, substantial access constraints along these roads severely limit highway-oriented retail development.

- Carpenter Village has a town center (“Village Marketplace”), but even this new, highly visible and accessible urban development is so far only populated by a few professional offices, two personal services, and one restaurant. To capture specialty retail potential in the face of highly-accessible competition like Carpenter Village, it is critical to leverage the unique, lower-density rural character of the Morrisville Town Center.

Office:

- The study area is part of a large and significant office sub-market. The area is accessible and desirable, particularly for professional services and small business owners who do not prefer an office park location.
- Office occupancy in surrounding areas is relatively high (90% range), but the tenant mix in those areas is dominated by technology, corporate, and regional sales & distribution. There are few professional service clusters.
- There may be significant opportunities for lifestyle-driven professional office uses, including live-work buildings for architects, graphic designers, lawyers, medical professionals, residential contracting & service businesses (e.g., interior designers), etc. Based on follow-up assessment, there is considerable reason to believe that opportunities for professional uses that serve the growing local community (as opposed to RTP-oriented technical service firms) are increasing and that the Town Center will be a good location for such uses.

Industrial:

- The study area provides a good location for industrial and distribution uses (due to its accessibility to the regional market), although most such uses may not be

consistent with the community’s vision for a town center.

Civic and Community Services:

- There is already an important (but not entirely visible) civic base of uses, including fire, police, town hall, chamber, church, and parks. Recreation and day care uses are located nearby. This cluster provides the area with the seed of a town center identity.
- The two gaps in this mix include education facilities and cultural or audience support facilities, the latter of which can include dinner theaters, art galleries, amphitheaters, civic & meeting centers, sports arenas, etc. A children’s theater is one use that has been proposed in the area and can be considered among others as a potential tenant or anchor use for a civic facility. However, more work needs to be done to assess the feasibility and long-term viability of such uses.

In sum, significant market opportunities exist for a variety of uses within the Town Center area, but in order to realize this potential, careful attention must be given to community preferences and how the desired uses are supported within the larger Town Center design.



A significant opportunity identified in the market report is for professional offices for graphic designers, architects, medical professionals, and similar businesses. (Photo: Ben Hitchings, Town of Morrisville)

Chapter 2: Planning Process & Concept Design

The Process

To develop the Town Center Plan, the Town of Morrisville conducted a year-long planning process. This work was led by the Morrisville Planning and Zoning Board, with staff support from the Morrisville Planning Department. The process began with a series of three background meetings held in early 2006 to review historic resources, transportation facilities, greenways, and civic facilities in the Town Center area. These meetings provided an opportunity for the Planning Team to share background information on the project, and for residents and other stakeholders to provide input and ideas for the future Town Center. An average of 35 people attended each background meeting. A summary of these meetings and the input received is included in Appendix 1 of this plan.

In late June, the Planning Team toured Morrisville's historic crossroads to learn some of the history of the town and develop a better understanding of the existing conditions in the project area. The Town commissioned local historian Ernest Dollar to lead the tours and prepare a companion guide to some of the historic structures as a resource for the Planning Team and interested citizens. A copy of the guide is included in Appendix 2.



Historian Ernest Dollar leads local residents and members of the Planning & Zoning Board on a tour of historic structures in the Town Center. (Photo: Ben Hitchings, Town of Morrisville)

In early July, the Planning Team visited other town centers in the region to gather

ideas. Stops included two new town centers, Meadowmont and Southern Village, and two historic town centers, Apex and Cary. At each stop, the Planning Team was met by local experts who described how the Town Center was created and developed. A summary of the tour is included in Appendix 3.



Residents, local business owners, and other participants pack the First Baptist Church Fellowship Hall to participate in the Town Center Design Workshop in July of 2006. (Photo: Raybould Associates for the Town of Morrisville)

In mid-July, the Planning Team hosted a three-day design workshop with the help of a professional design consultant, Raybould Associates out of Raleigh. The purpose of the design workshop was to gather additional community input, work through major design issues, and prepare a draft physical design for the Town Center. A citizens committee helped to organize and publicize the kick-off event.

More than 100 people attended the kick-off workshop at the Fellowship Hall of the First Baptist Church to provide their input. The evening began with a barbecue dinner, live music, and special appearances by Elvis and McGruff the Crime Dog, which helped provide a relaxing atmosphere and set the stage for the group design exercise.

The consultants then cleared the tables, divided participants into groups of 8 – 10 people each, and led them through a design exercise using colored markers and poster-

Chapter 2: Planning Process & Concept Design

ed base maps in order to solicit their ideas and input. At the end of the evening, a representative from each table presented the ideas generated by that group. Common themes from participants included:

- Protecting historic character in the Town Center;
- Providing civic uses, small businesses, and residential uses;
- Strengthening the visual identity of the Town Center;
- Ensuring safe pedestrian access; and
- Managing physical constraints, including roads, railroads, and flood zones.



Residents and consultants share ideas and mark up maps at the Town Center Design Workshop. (Photo: Ben Hitchings, Town of Morrisville)

The design team worked intensively over the next two days to incorporate these comments into a draft concept design for the Town Center, and then presented this draft design to the public. Key features include:

- Protection of the historic crossroads community around Church Street;
- Creation of a community gathering place lined with small businesses and anchored by a civic/cultural facility;
- Establishment of a Civil War Park and Rural Heritage Park;
- Linkage of parks with a system of

greenways;

- Investment in transportation improvements, including reworking NC 54 into separate northbound and southbound segments in the Town Center area, adding an eastbound turn lane on Morrisville-Carpenter Road at the intersection with NC 54, and installing roundabouts at selected locations to mark the transition into the Town Center.

More than 75 people attended the presentation of the concept design and provided additional feedback. The consultants used this input to make further revisions. A detailed description of the concept design begins on the following page.

The Planning Team then held an additional public meeting in August to discuss implementation strategies. About 30 people attended and participated in small group sessions to review potential implementation strategies, ask questions, and provide input. A summary of the input received is included in Appendix 7.



A Morrisville resident presents the input from her group at the Town Center Design Workshop. (Photo: Bynum Walter, Town of Morrisville)

Throughout this process, the planning effort has received coverage in local newspapers and on television. Samples of news stories are included in Appendix 8.

Chapter 2: Planning Process & Concept Design

Concept Design

The following section provides context for and explanation of the key features of the Concept Design diagram and accompanying solutions, sketches, and ideas produced during the design workshop. Based on public input to the greatest extent possible, and grounded in market reality as well as the input of transportation and design professionals, the Concept Design incorporates the following key features and ideas.

Historic Crossroads:

The historic rural crossroads would contain a mix of small professional office and residential uses that re-use existing, traditional or historic houses. On vacant sites in this area, there could also be small, new but compatible infill structures that mimic the scale and character of the existing traditional pattern. Office and residential uses would be deliberately limited in scale so that their parking and vehicular access needs do not noticeably

affect the landscape and layout of sites. Certain notable houses and sites may be used as community amenities. For example, one of these could be the area around the Page-Ferrell House, surrounded by a green lawn and public park shaded by large ash trees, which could serve as a rural heritage park and outdoor gathering spot. Another may be the Christian Church that could serve as a small museum or interpretive center. One or two other notable houses might be re-used as bed-and-breakfast establishments. Landscape features of the historic rural crossroads, such as backyard fruit trees and out-buildings, ribbon pavement with swales, and the deep-cut road profile of Church Street, would preserve a sense of the community's history for residents and visitors.

Civic/Cultural Area:

The civic/cultural focus would contain a mix of public, semi-public, special commercial and workplace uses in a collection of small-



The top photo shows how lower Church Street looks in July 2006. The bottom photo is a visualization of how it might look in the future with architecturally compatible infill development added, as recommended in the Town Center concept design. (Photos and visualization: Sean Eno for the Town of Morrisville)

Map 3: Concept Design



The concept design was prepared by a team of professional design consultants based on citizen input. It includes special recommendations for the historic crossroads, a civic/cultural area, new residential areas, and the intersection of Chapel Hill Road (NC 54) and Morrisville-Carpenter Road. (Graphic: Raybould Associates for the Town of Morrisville)

Chapter 2: Planning Process & Concept Design

to medium-scale buildings arranged in an informal but organized way around an outdoor plaza. This plaza or gathering place, which was the single most frequently named need among those identified by the public during background meetings and the design workshop, could serve a variety of functions depending on the season. In good weather, Morrisville residents could enjoy outdoor movies and concerts. Fall and winter might bring pumpkin and Christmas tree sales, while weekend farmers' markets could be featured throughout the long local growing season.



A venue like the community arts facility pictured above could host performances, artist studios, classrooms, galleries, and other civic functions. (Photo: Ben Hitchings, Town of Morrisville)

Although the collection of buildings may be clearly oriented around this public space, the physical setting would be deliberately informal and vernacular rather than monumental, to fit with the character of the nearby historic rural crossroads. A variety of rooflines, outdoor rooms created by the spaces between buildings, and covered porches would ensure that this new area resembles old Morrisville in its human scale and rural village character. Even the parking areas could be deliberately broken up into small lots tucked behind and among buildings.

Uses in this area should be those that need good access but do not require highway visibility: a children's theater or other performance space, live-work space, special office space, arts uses, and flexible and incubator space for startups or small businesses needing a location with special character, along with a few specialty shops toward the most visible section of this district at the Town Hall Drive end. Live-work space would ensure round-the-clock occupancy and safety of the public areas, with owners using their ground floor businesses during the day and heading upstairs to their living quarters in the evening. A café or restaurant may survive in this location if surrounding uses, such as a theater and associated classrooms or programs, have enough active and regular programming throughout the day and week.

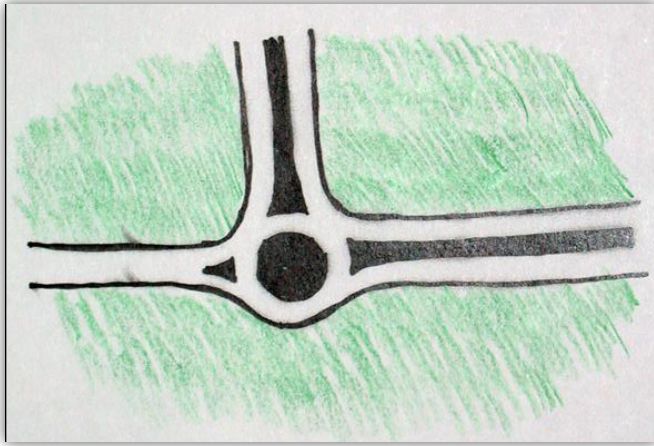
Because the nearby region is already abundantly supplied with high-visibility retail and service uses, a conventional shopping destination or downtown mix is unlikely to be viable in this somewhat out-of-the-way location. The key to the success of the civic and community heart would be to assemble an assortment of complementary uses that need and can take advantage of the unique location, perhaps with a creative or arts emphasis, and provide synergy and activity among each other.

New Residential District:

The new residential transition area between the historic crossroads and the civic/cultural focus may be marked with public art, footpaths, and vehicular connections. A dogleg in the vehicular street would slow traffic while still allowing access. A children's park might occupy a key location in the transition area and could be enhanced with a water element (perhaps serving as a play feature) as well as a notable work of public art. South of the park and footpath, new streets should permeate the area and open it up for use and redevelopment. This location would be well suited for new housing

Chapter 2: Planning Process & Concept Design

at a slightly higher density than that found elsewhere in the vicinity, so townhouses and small-lot detached dwellings are shown.



The Concept Design includes transportation improvements, including roundabouts such as this one. Roundabouts keep traffic moving while maintaining a slow speed that is safer for pedestrians, and can help mark the entrance into the core of the Town Center. (Graphic: Raybould Associates for the Town of Morrisville)

Transportation Improvements:

The intersection of Highway 54 and Morrisville-Carpenter Road could be managed with a one-way pairing of Highway 54's travel lanes. The potential advantages of this design are several. First, it would allow the preservation, rather than the removal or relocation, of the central visual element for which Morrisville is known: the remarkable collection of vernacular houses, stores, and outbuildings in their original locations at the rural crossroads and along the railroad tracks. Second, the roadway design would send a clear signal to motorists of their arrival in a unique place, underscoring the town's identity as the best surviving example of an end-of-the-19th-century rural railroad village in Wake County and enhancing that identity as a market advantage and resident or visitor experience.

In addition, the one-way pair could reduce pavement width on Morrisville-Carpenter Road west of the intersection with NC 54 to Town Hall Drive, which has two potential ma-

ior advantages. It would facilitate pedestrian crossing of the road within the historic rural crossroads, and it would allow all the older or historic structures sited along both sides of Morrisville-Carpenter Road to be retained. These would have to be removed or relocated if the road were more conventionally widened without the one-way pair. In short, the one-way pair option may be a workable way of addressing transportation needs while also allowing the preservation of large areas of the vernacular historic context that would be altered or removed entirely with a conventional road-widening solution. The community gave a strong indication of its support for this approach, with 7 of the 8 citizen planning teams from the design workshop endorsing some version of the concept.



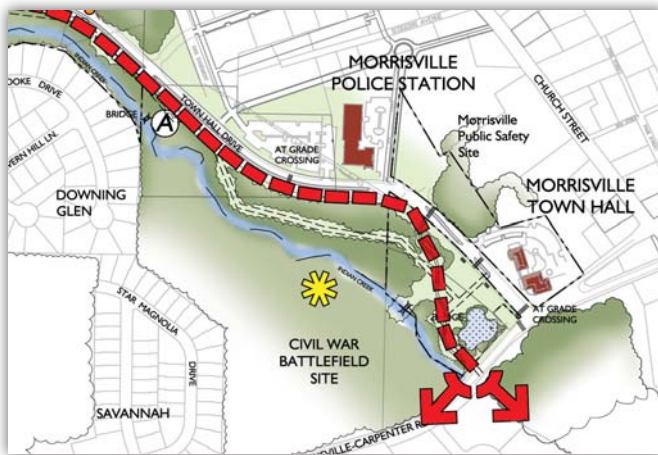
The Concept Design recommends establishing a rural heritage park that could provide a site for festivals, historic reenactments, and other community events. (Photo: Town of Morrisville)

Parks and Greenways:

The larger study area should be tied together with a network of parks and greenways, sidewalks and historic sites – another theme strongly supported by the citizens. Interpretive markers, special signage and visual elements, and public art (including, for example, an iconic water tower sculpture) could be placed at appropriate locations throughout the study area. The site where Civil War soldiers dug rifle pits could be preserved as a historic park and natural area,

Chapter 2: Planning Process & Concept Design

with woodlands protecting the water quality of the stream that flows through the park. Other key sites from the Civil War period could be marked with interpretive signage or kiosks that share thematic links. The Page-Ferrell House and its large lot could be similarly protected as community amenities in the form of a rural heritage park. These sites would be further connected to other local and regional parks, such as soccer fields and Lake Crabtree, by greenway trails.



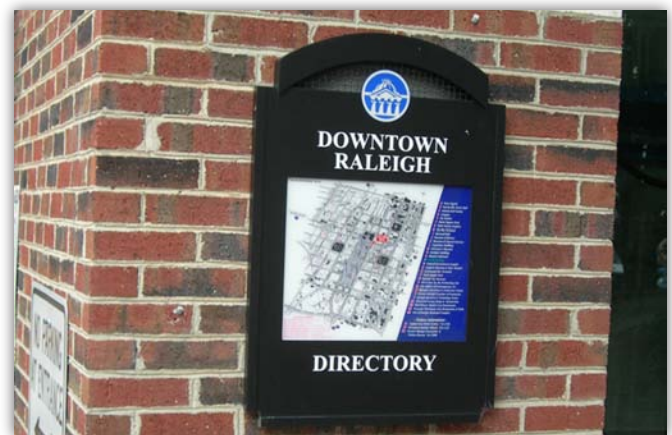
In the Design Workshop, residents expressed a desire to tie together points of interest in the Town Center with sidewalks and greenways, such as the Indian Creek Greenway pictured above. (Graphic: Site Solutions for the Town of Morrisville)

The network of greenways should be clearly marked and mapped at key locations so that users can see how sites of interest in the study area – including the outdoor plaza, with its farmers' markets and children's play area, the visitor's center, and other locations – may be connected to the broader regional network of paths and public places, including the American Tobacco Trail, the Cary greenway, and Umstead State Park. Visual gateways and transition zones (marked with a special symbol on the Concept Design) would be locations where, entering the study area on foot or by car, one senses the change from suburbia to historic rural village. The change could be enhanced and managed by visual protections that require architectural compatibility and careful site design within

key sections of the study area. All these elements – parks, trails, signage, community visual character protections, and historic sites – taken together work to strengthen the community's sense of identity and history, which was another key concept receiving very strong support from the public.

Boundary Area:

The periphery of the study area is occupied mostly by a mix of housing types, somewhat higher than the surrounding densities but not out of scale with the area. While floodplains and public land may be used for parks, upland sites would be well suited for townhouses, small-lot detached houses, and conventional single-family residences, either as new development or redevelopment. The market for housing in the vicinity is expected to be strong, as the central regional location with nearby amenities is highly desirable. These surrounding residential areas would be connected to the rural crossroads village, area parks, and the civic and community heart of Morrisville by abundant sidewalks and greenway paths, making the whole area a well-loved destination for families, young people and those of retirement age, and further enhancing the market advantage enjoyed by properties in proximity to the historic village core.



Coordinated signage like this in downtown Raleigh can help enhance the visual identity of the Town Center and enable visitors to find key points of interest. (Photo: Ben Hitchings, Town of Morrisville)

Chapter 3: Detailed Design

Overview

The Detailed Design presented in this chapter builds on the Concept Design outlined in Chapter 2. It adds another level of detail to translate the conceptual vision into a more specific physical design for the Town Center. In the process, it addresses a number of additional planning considerations, such as the location of parking required to support the different uses proposed, and the connections needed between existing sidewalks in order to create a linked pedestrian network.

The resulting Detailed Design includes three key components: the planned land use, transportation network, and public spaces/historic sites in the Town Center area. Each of these components is described in more detail in this chapter.

Detailed Design

The overall physical design for the Town Center reflects Morrisville's origins as a rural crossroads community and depot village. The development pattern is more spread out than what one might often see in a newly created Town Center (see Map 5, page 35). In contrast to a place that is built from scratch on a cleared site, the Morrisville Town Center is an authentic place. This plan tries to respect the history of the place and weave it into the physical design for the area to maintain and enhance the distinctive character of the community.

Section 1: Land Use

The land uses outlined in the Town Center Plan vary across the project area. The plan includes nine districts, each with somewhat different characteristics. These are depicted on Map 6, page 37, and described below.

1) Historic Crossroads Village: This district includes the area along Church Street, Page Street, Franklin-Upchurch Street, and the area extending north and south along Chapel Hill Road (NC 54) from the intersection with Morrisville-Carpenter

Road. This is the historic village that grew up around the original crossroads and train depot. Its character is defined by historic structures, a tight pattern of narrow streets, mature trees, and the railroad tracks. About 20 structures in this area are considered historically significant. These include the oldest standing home in Morrisville (the Page House), several structures from the post-Civil War economic renaissance (including the Pugh House, the Page-Hamilton House, and the Weston-Edwards House), a number of buildings from the turn of the century (including the Page Cottage, Ellis Rooming House, First Baptist Church, and Christian Church), and a handful of mill houses built in association with Samuel Horne's knitting mill in the early twentieth century (see Guide to Historic Morrisville in Appendix 2 for more information about these places).



Built around 1870 for Morrisville merchant and postmaster James M. Pugh, the Italianate structure pictured here at the corner of Chapel Hill Road and Aviation Parkway is listed on the National Register of Historic Places. Today, it helps to mark the gateway into the Town Center area. (Photo: Ben Hitchings, Town of Morrisville)

Intersection of Chapel Hill Road and Morrisville-Carpenter Road: The most visible location in the historic village area is the intersection of Chapel Hill Road (NC 54) and Morrisville-Carpenter Road/Aviation Parkway. A prominent structure in this location is the

Chapter 3: Detailed Design

Pugh House at the southeast corner of Chapel Hill Road and Aviation Parkway. This building helps to define the intersection and signal to residents and visitors alike that they have arrived in Morrisville's historic Town Center. Like the Maynard Store and Page Cottage immediately to the south, the Pugh House faces the railroad tracks, the traditional focus of Morrisville. The Town Center Design calls for making a special effort to preserve these structures in their original orientation on their original lots, consistent with the guidelines established by the National Register of Historic Places, while moving them back as necessary from the road to accommodate needed road improvements in and around the intersection.

On the northeast quadrant of the intersection, the Town Center Design proposes to commemorate the Town's participation in the textile industry by locating new uses on this corner in a mill-style structure. Some Morrisville residents still remember playing on the steps of Samuel Horne's knitting mill before it burned down in the 1930s. A new structure that evokes this architectural style would help celebrate this history and provide another visual reminder that people have arrived at a place of prominence in the community.

Morrisville Fire Station #1 is currently located at the northwest corner of the intersection. However, planned additional railroad lines for passenger and freight service within the North Carolina Railroad's 200-foot right of way will hamper the operational functions of this facility. This, combined with growing space needs, has caused the Town to begin exploring other locations for the fire station.

If and when the fire station is relocated, the Town Center Design proposes that this site be used for a reconstruction of the train depot that once stood along the North Carolina Railroad (see historic photo on page 7). This was the approximate location of the

depot on the west side of the tracks, and the site provides an opportunity to celebrate the town's railroad history. The reconstruction should draw on existing historical records to provide as accurate a reconstruction as possible. Such a structure would further enhance the visual prominence of the intersection, and could potentially be used as a visitor center to help orient newcomers to points of interest in the Town Center.

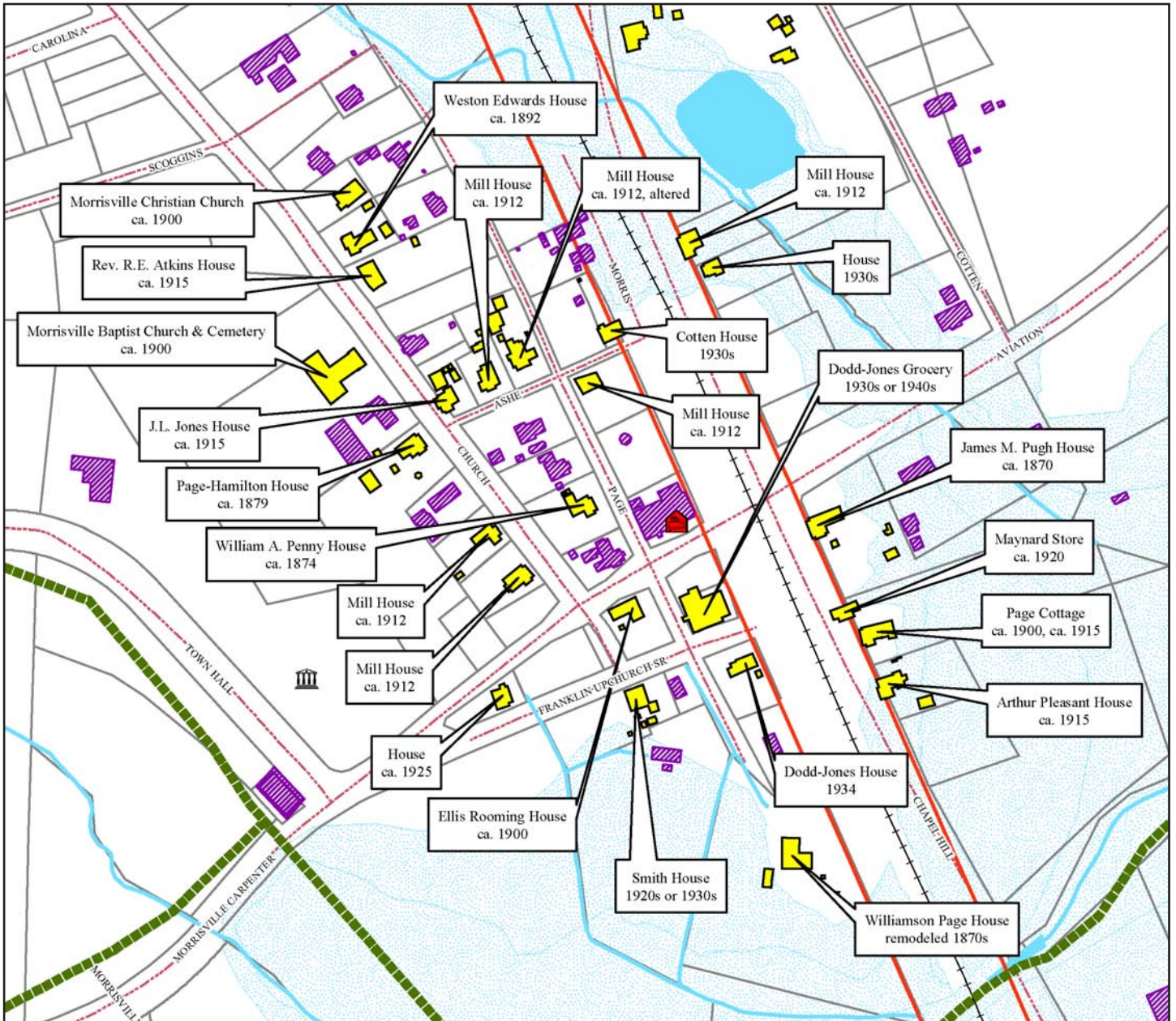
Ben's Bargain Barn is currently located on the southwest quadrant of the intersection. This site has long been a cornerstone of Morrisville's small commercial district, with this structure once housing the Red & White Grocery. The Town Center Design recommends maintaining and restoring this building, and continuing to use it for commercial activities. Longstanding residents of the Town Center remember that the grocery once fronted onto Franklin-Upchurch Street (formerly Cedar Street) to the south, not Morrisville-Carpenter Road to the north, since at one time Cedar Street was the main road that crossed the railroad tracks. It was here that the town experienced several dramatic train wrecks, including one in the 1930s when a gasoline truck was hit by a passing train, causing a big explosion.




The Dodd Grocery pictured here once fronted on Franklin-Upchurch Street (formerly Cedar Street) and helped to anchor the Morrisville business district in the mid twentieth century. (Photo: Town of Morrisville Archives)

Franklin-Upchurch Street: To highlight the location of Morrisville's original crossroads at the intersection of Church Street and Cedar

Map 4: Historic Crossroads Area






Town of Morrisville
Town Center Plan

Historic Properties Map

Legend

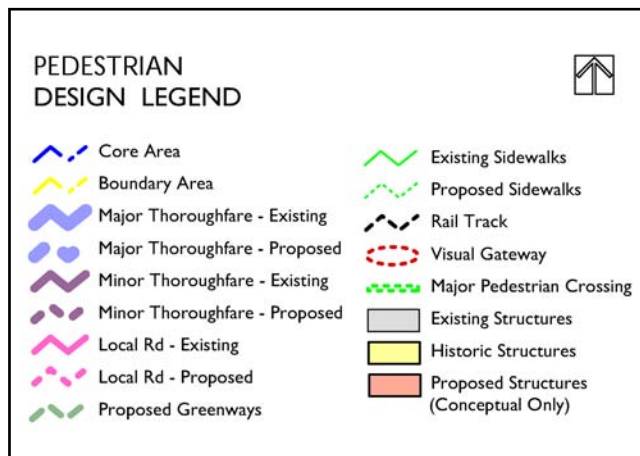
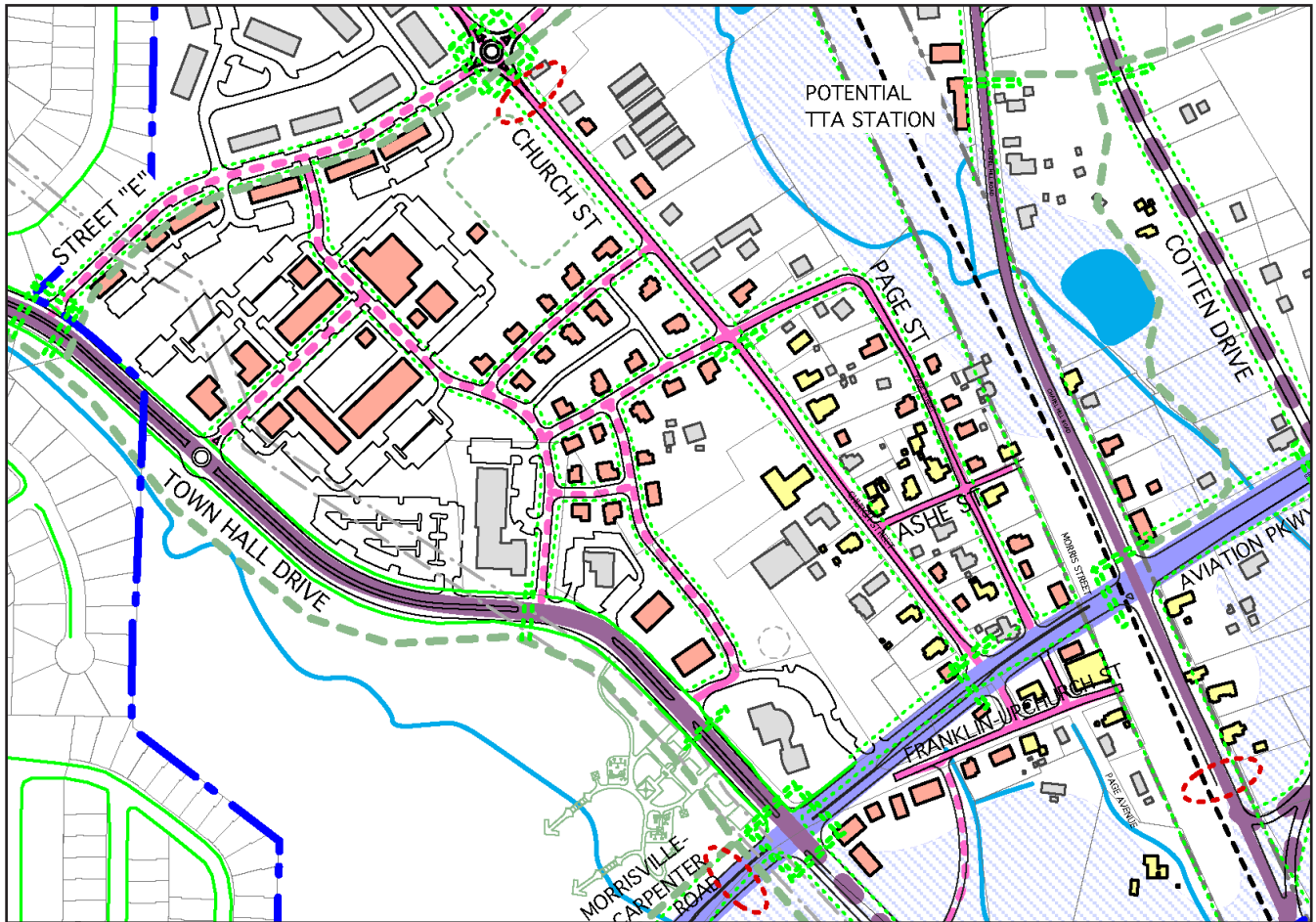
- Proposed Greenway Trails
- Historic Properties
- Fire Station
- Building Footprints
- Town Hall
- Rail Line
- NCRR Right of Way
- Pond
- Stream
- Flood Hazards



This map was prepared with the assistance of the Planning Department of the Town of Morrisville. It is not intended to be used for any other purpose. The Town of Morrisville is not responsible for any errors or omissions. The Town of Morrisville is not responsible for any damages or liabilities resulting from the use of this map. The Town of Morrisville is not responsible for any damages or liabilities resulting from the use of this map. The Town of Morrisville is not responsible for any damages or liabilities resulting from the use of this map.

November 2006

Map 5: Detail of Pedestrian Network



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Street, and to maintain and enhance the longstanding commercial function of this area, the Town Center Design recommends extending small-scale commercial uses west on Franklin-Upchurch Street. To ensure compatibility with the traditional character of this neighborhood, any new structures would have to be consistent in scale, architecture, and site design with the historic buildings in this area. The intent is to promote small, locally-owned businesses in this location.

An opportunity exists at the western terminus of Franklin-Upchurch Street for a small mixed use development in somewhat larger but still architecturally compatible structures, if parking, access, floodplain, and other site design issues can be resolved. To help ensure a high quality streetscape, buildings would need to be pulled close to the sidewalk to help frame the intersection of Morrisville-Carpenter Road and the future Crabtree Crossing Extension, with parking located to the side and behind of the structures.

Church Street and Page Street: Two places where Morrisville's historic character is particularly apparent are: 1) along the lower part of Church Street north and south of where it intersects with Ashe Street, and 2) around the Page House at the southern end of Page Street, south of Morrisville-Carpenter Road. In both locations, one has the sensation of stepping back in time. In the first spot, if one stands in front of the old Christian Church and looks north on Church Street, one can see the remains of what once was a rural country road, with its narrow width and rows of trees. On Page Street, the views of the Page House are framed by fields and forest, evoking the old plantation that once existed in this location.

The Town Center Design calls for protecting the character of the Church Street and Page Street neighborhoods, while allowing for a somewhat broader range of uses, including professional and civic offices, as

well as residential uses. To support this goal, incentives should be established to promote the preservation of existing historic structures, and special standards should be developed to guide new construction in this area. Special effort should be made to keep historic structures in their original location to maintain the historic integrity of the neighborhood and preserve the longstanding relationship of the different buildings to one another, in keeping with the standards and guidelines established by the Secretary of the Interior for rehabilitating historic buildings.

Small-scale infill development on vacant lots would be allowed if it is consistent with the scale and character of the neighborhood. Parking should be accommodated on each lot, primarily to the side and behind buildings. Special attention should be paid to maintaining existing trees and adding to this landscaping as appropriate with native species of vegetation that have traditionally grown in the Town Center area.



Despite all the growth in Morrisville, the lower part of Church Street still has the feel of a rural country road. (Photo: Ben Hitchings, Town of Morrisville)

2) New Core Residential District: This district includes the area extending north and west from Church Street to Town Hall Drive. The Town Center Design calls for using this area for new residential development of a slightly higher density than nearby to help

Chapter 3: Detailed Design

transition from the historic crossroads village to the Civic/Cultural/Commercial District. The street network in this district should be developed to provide greater connectivity and more options for residents to move through this area, while also being designed to calm traffic and help provide a safe pedestrian environment. Design standards will ensure that townhouses, small-lot detached dwellings, and other new structures in this area are compatible in scale and character with surrounding neighborhoods.

3) Civic/Cultural/Commercial District:

This district includes the land around Carolina Street and the new Street "E" to the north

along the southern frontage of the Church Street Townes development, extending west to Town Hall Drive. In this area, the Town Center Design calls for locating a civic/cultural/commercial district to help meet the goal expressed by citizens of providing more public gathering spaces. One of the challenges in finding a suitable location for a main street-style district in the Morrisville Town Center is the lack of locations that have both good access and good visibility. The area along Morrisville-Carpenter Road has good visibility, but is hard to access because of all the traffic and required road improvements such as concrete medians and right-in, right-out access to adjacent streets, which



Map 6: Civic/Cultural/Commercial District (Initial Draft) This rendering shows a conceptual design for how the civic/cultural/commercial district might be developed. It would be anchored by a civic/cultural facility that helps to frame one side of a public plaza. To the east of the street is a proposed childrens park. (Graphic: Raybould Associates for the Town of Morrisville)

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are needed to keep traffic moving through the intersection with Chapel Hill Road. Town Hall Drive, however, has good access, but is less visible at present. The passby traffic on this road, however, is expected to steadily increase over time with growth in the area, and with the planned construction of the Triangle Parkway at the northern end of Town Hall Drive and Crabtree Crossing Extension at the southern end. This will improve the prospects for supporting some commercial uses in this location.

Even so, with considerable competition from existing and planned retail development near the Town Center, this district will depend heavily on new community facilities and a quality design to help draw people to this location. As a result, the Town Center Design proposes that the district consist of a main street anchored by a civic/cultural facility at its eastern terminus, which may in turn enable the district to support a limited number of commercial businesses, especially those that take advantage of the distinctive character of the Town Center to help attract customers. Conducting a needs assessment and feasibility study for a civic/cultural facility are important early implementation projects to help determine the prospects for this potential anchor.

The civic/cultural facility and other structures along the main street should frame an outdoor plaza, which could provide a venue for farmers markets, concerts, and other public events throughout the year. Primary access would be provided via Town Hall Drive, with a dogleg at the eastern end to provide connectivity while slowing traffic moving into the residential neighborhood. On the eastern side of the civic/cultural facility, the Town Center Design calls for a children's park that might include a water play feature and public art to ensure a quality outdoor space for families and mark the transition into the neighboring residential area.



What do you think the density is in this photo? If you guessed, 16 - 18 units per acre, then you are correct. Design standards can help ensure that neighborhoods like this one in upscale Southern Village in Chapel Hill are attractive and function well for residents and the community. (Photo: Ben Hitchings, Town of Morrisville)



What do you think the density is in this photo? If you guessed, 8 - 10 units per acre, then you are correct. Design standards can help ensure that neighborhoods like this one in upscale Ferrington Village in Chatham County are attractive and function well for residents and the community. (Photo: Ben Hitchings, Town of Morrisville)

4) Civic/Government District: This district includes the current Town Hall, Police Station, and Chamber of Commerce. As the Town government tries to keep pace with growing service demands in the community, new office space will be needed for Town staff. The Town Center Design includes space for additional buildings along Town Hall Drive. A through road running from Morrisville-Carpenter Road through the existing Town Hall parking lot could provide connectivity to the planned internal street network to the

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north. The First Baptist Church has indicated a desire to keep an open mind about future plans for its property, and so has requested that no new conceptual structures be displayed on it at this time.

5) New Supporting Residential District:

This area encircles the Core of the Town Center and provides a transition to surrounding uses outside of the project area. Here, additional residential development would help create a transition between the existing residential development on the outskirts of the Town Center, and the civic and commercial activities in the core area.

The professional design consultant assisting with the Town Center project recommends a density of 8 – 12 units per acre to help provide housing opportunities in close proximity to the amenities of the Town Center and create a market for the commercial development such as outdoor dining that citizens said they would like to see included in the design. Design standards would help ensure that new development in this district is attractive and functions well for the neighborhood and the community.



The historic crossroads area of Morrisville is ringed by new development, such as these houses in the Savannah subdivision. (Photo: S. Galloway, Town of Morrisville)

6) Existing Commercial/Institutional Areas:

These areas include Morrisville Square in the southwest quadrant of the project area, Keybridge in the southeast quadrant, and Morrisville Station and the new Greenwood Village in the north central part of the study area and the Office and Institutional uses along Aviation Parkway such as the Hindu Temple. This existing development provides about 140,000 square feet of retail services and offices in the Town Center area.

7) New Office/Institutional Area:

Land along the south side of Aviation Parkway is identified as suitable for office and institutional uses. This use matches the existing land use plan designation and will help transition from residential development to the civic and commercial uses to the east. In addition, it will help keep potential new residential development out of the floodplain. Every effort should be made to preserve the mature tree canopy that exists here immediately along Aviation Parkway.

8) New Small-scale Commercial Area:

There are several small parcels along Chapel Hill Road (NC 54) near the intersection with Sunset Avenue that lie next to existing commercial development and are currently zoned for General Business. These should be allowed to become small-scale commercial development if the property owners choose to pursue this use.

9) Existing and Proposed Parks:

These areas provide important green space amenities in close proximity to a growing number of residences and businesses. Existing facilities include Cedar Fork District Park, the Morrisville Nature Park, and the Ruritan Park next to the Fire Station. The Town Center Design calls for adding two new community parks – a Civil War Battleground Park and a Rural Heritage Park – to protect important historic sites and natural areas, and provide much needed outdoor spaces for passive

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recreation and civic events. In addition, the plan also recommends the creation of a smaller children’s park immediately east of the planned civic/cultural facility, and a greenbelt park around a planned stormwater management pond between Chapel Hill Road and Cotten Drive north of Aviation Parkway.

These facilities would be linked together by a network of sidewalks and greenways. A special effort should be made to link the Town Center area to the historic Shiloh Community to the north via the Indian Creek Greenway and additional sidewalks. Green space opportunities are described in more detail in the section on Public Spaces that follows.



The Town Center Plan proposes several new public parks that would be linked together by greenways. (Photo: Town of Morrisville)

Section 2: Transportation

Overview

As Morrisville transitions rapidly from a rural crossroads community to a small town in the heart of the Triangle, its road network also needs to go through a similar evolution. A number of road improvements have already been initiated at the intersection of Chapel Hill Road and Morrisville-Carpenter Road/Aviation Parkway to help move traffic more efficiently

through this intersection. Street “E” is being designed and built to connect Church Street with Town Hall Drive and reduce cut-through traffic in surrounding neighborhoods. In addition, Crabtree Crossing Extension is planned to connect Town Hall Drive south to Morrisville Parkway.

New Road Improvements: The Town Center Design calls for additional road improvements as well. One of these would include turning Chapel Hill Road (NC 54) into a “one-way pair” in which two lanes of southbound traffic would continue to run in the existing road right of way, and two lanes of northbound traffic would be routed up Cotten Drive. This project would improve traffic flow at the intersection of Chapel Hill Road and Morrisville-Carpenter Road/Aviation Parkway by moving left turns for eastbound traffic on Aviation Parkway heading north on Chapel Hill Road east away from the current intersection. It would also allow for two “through” lanes to be built in each direction heading north and south on Chapel Hill Road, as well as a southbound turn lane, which is currently difficult because of space constraints within the existing railroad right of way. This would also prevent the need for additional widening within the current road cross-section, enabling the historic structures that currently frame this intersection to remain in or close to their current location. The one-way pair might also signal to drivers that they are entering a unique location.

The Town Center Design also recommends siting roundabouts at key locations to help mark the arrival in the core of the Town Center. These modern versions of the old traffic circle are carefully engineered improvements designed to slow traffic while keeping it moving to maintain traffic flow and provide a safer pedestrian environment. Two primary locations for considering traffic circles include:

- The intersection of Church Street and

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Street "E", where the cross section of Church Street is planned to change from a more suburban design to a small-town crossroads format.

- The intersection of Town Hall Drive and the main street for the Civic/Cultural/



Roundabouts such as the one pictured here are proposed for the intersection of Church Street and the new Street "E", and for the intersection of Town Hall Drive and the new civic/cultural/commercial street. (Photo: Dan Burden, www.pedbikeimages.org)

Commercial District.

A third possible location for a roundabout that was identified in the Town Center Design Workshop was the intersection of Town Hall Drive and Morrisville-Carpenter Road. A study conducted in August of 2006 by Parsons Brinckerhoff found that a roundabout in this location would not function properly, however, due to the high levels of traffic backed up on Morrisville-Carpenter Road from the intersection with Chapel Hill Road. However, converting Chapel Hill Road into a one-way pair might potentially allow this improvement to function as intended, but a follow-up study would be needed to assess this possibility.

Parking and Service Access: New development in the Town Center will require additional parking to accommodate the growing demand. In the Historic Crossroads Village, additional parking will be accommodated on individual lots to help maintain the current character of this

district, so additional parking facilities are not currently planned in this area. In the New Core Residential District, parking will be provided primarily on the street and individual lots. However, the Civic/Cultural/Commercial District will need significant parking, which should be provided in a series of smaller lots to the extent possible, along Street E and Town Hall Drive, and perhaps in a parking structure if the land values and funding can support it (see Appendix 12 for analysis). Planned commercial areas such as along Chapel Hill Road north of Aviation Parkway and along Franklin-Upchurch Street should site parking to the side and behind buildings to help maintain a quality streetscape. A new parking lot is planned to be built immediately to the north of the Chamber of Commerce to serve this facility and provide some overflow capacity for the Town Center as a whole.

In addition to parking, another important site design consideration is to provide adequate access for residential and commercial services such as deliveries and garbage and recycling pick-up.



In a Main Street context like that proposed for the civic/cultural/commercial area, on-street parking helps to provide visitors with ready access to stores and buffer pedestrians on the sidewalk from adjacent traffic. (Photo: Ben Hitchings, Town of Morrisville)

Pedestrian and Bicycle Network: The Town Center Design calls for the creation

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of a pedestrian and bicycle network that provides safe and convenient access by these modes to the various destinations throughout the project area. In addition, it will link into the larger network, providing users with the opportunity to access facilities such as Umstead State Park to the east and eventually the American Tobacco Trail to the west traveling primarily or entirely on dedicated pedestrian and bicycle facilities.

Natural surface paths should be considered for use along lower Church Street and in other locations to help preserve mature vegetation or address other site constraints. Crosswalks should be installed at any points where there are significant conflicts between pedestrians and automobiles. More extensive pedestrian amenities such as striped crosswalks, special signage, push button signals, and pedestrian refuges should be used any time a greenway trail crosses a street.

Public Transit and Rail: As a result of the Town Center’s railroad heritage and the continuing active use of this rail line in the current day, Morrisville has clear physical proximity and potential ready access to this mode of transportation. As opportunities for passenger service emerge through future plans developed by the Triangle Transit Authority (TTA), the town has the opportunity to once again benefit from the availability of this mode of travel, as it did from the 1850s to the 1930s. As a result, the Town Center Design includes a location for a new train station north of the intersection of Chapel Hill Road and Morrisville-Carpenter Road/Aviation Parkway where NC 54 starts to bend east away from the railroad tracks.

In the short term, public transit opportunities will consist of bus service. Existing TTA bus lines serve the Davis Drive corridor and the Outlet Mall, at the Airport Boulevard exit off of Interstate 40. Reconfiguration of existing routes and addition of new routes provide possible means of expanding bus service to

the Morrisville community.

Freight service through Morrisville is also anticipated to expand in the medium- to long-term, with a second freight line planned in the existing right of way for the North Carolina Railroad. No service sidings for freight currently exist in the Town Center. Crossing limits caused by the tracks will continue to create a constraint on other modes of travel that will need to be addressed. An ongoing need will be overcoming this barrier to travel through the Town Center.



The Town Center Plan identifies a potential future location for a train station if and when a regional rail system is developed for the Triangle. (Photo: Town of Morrisville)

Public Spaces and Historic Sites

Two important public spaces that have been described previously in the land use section include the plaza in front of the planned civic/cultural facility, and the children’s park behind it. In addition, the Town Center Design calls for several new community parks. These include:

- A Civil War Battleground Park just west of the intersection of Town Hall Drive and Morrisville-Carpenter Road to commemorate the engagement fought in Morrisville on April 13, 1865 in the last days of the Civil War. This site would include interpretive displays to tell the story of the skirmish, and would conserve the forest cover, wetlands, and creek on

Chapter 3: Detailed Design

the property.

- A Rural Heritage Park south of Morrisville-Carpenter Road next to the Page House to celebrate Morrisville's agricultural past and provide an outdoor festival area for community events such as concerts, plays, and historic reenactments.

These sites would be linked together and to other destinations in the Town Center by sidewalks and greenways. Interpretive displays and pavement markings could lead residents and visitors on historic routes through the Town Center area, and help them learn the different threads in the story of Morrisville.

The Town Center lies at a crossroads for greenways at both a community and a regional scale. Immediately to the west of the project area is the Morrisville Community Park. Further to the west lie a number of Cary parks and the American Tobacco Trail. To the east are Cedar Fork District Park, the Morrisville Nature Park, Lake Crabtree County Park, and Umstead State Park.

A third park that is recommended in the Town Center Design would be located in the area east of Chapel Hill Road, north of Aviation Parkway, and west of the current Cotton Drive. Here, it is anticipated that a stormwater facility will be needed to manage runoff from new development in the Town Center. This location would take advantage of an existing pond for this purpose, and also use it to create a water feature that would serve as a focus for the park. A park in this hard-to-develop location would provide open space for the growing neighborhoods to the north and east, preserve a green buffer from new development extending east along Aviation Parkway, and help remind visitors of Morrisville's rural roots.

In addition to protecting a network of open space in the Town Center, key historic structures in public ownership, such as

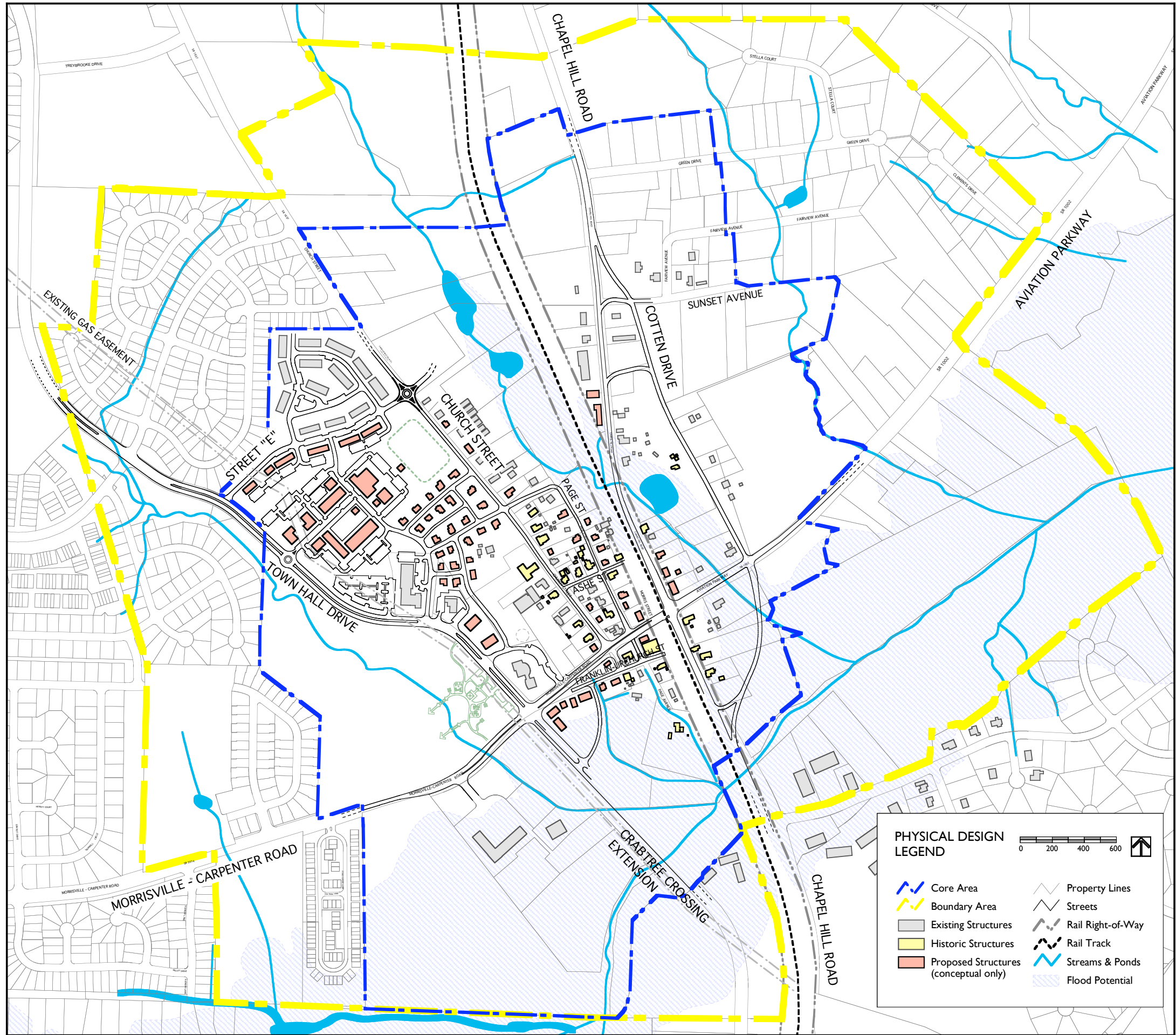
the Christian Church, should be restored for public use in a manner consistent with the Secretary of the Interior's Standards and Guidelines for Rehabilitating Historic Structures. Potential uses of this building might include a small museum, interpretive center, and/or public meeting space. In addition, if and when the current site of Fire Station #1 becomes available along the frontage of the rail corridor, the original train depot should be reconstructed using available historic records, for possible use as a visitor center to help orient newcomers to the Town Center.



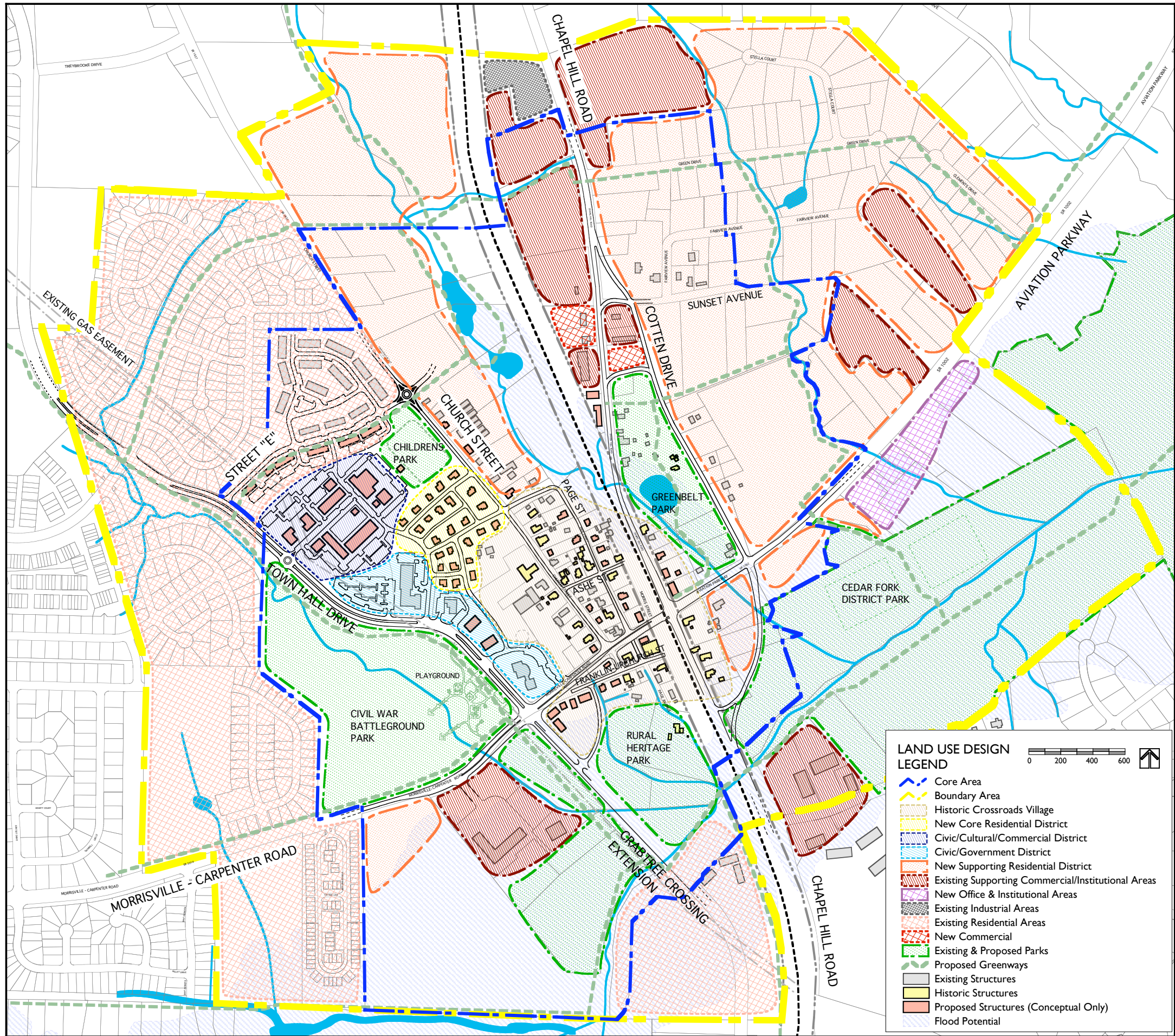
To help catalyze the restoration of the historic crossroads village, the Town Center Plan calls for restoring the old Christian Church and making it available once again for use by the community. (Photo: Town of Morrisville)

Conclusion

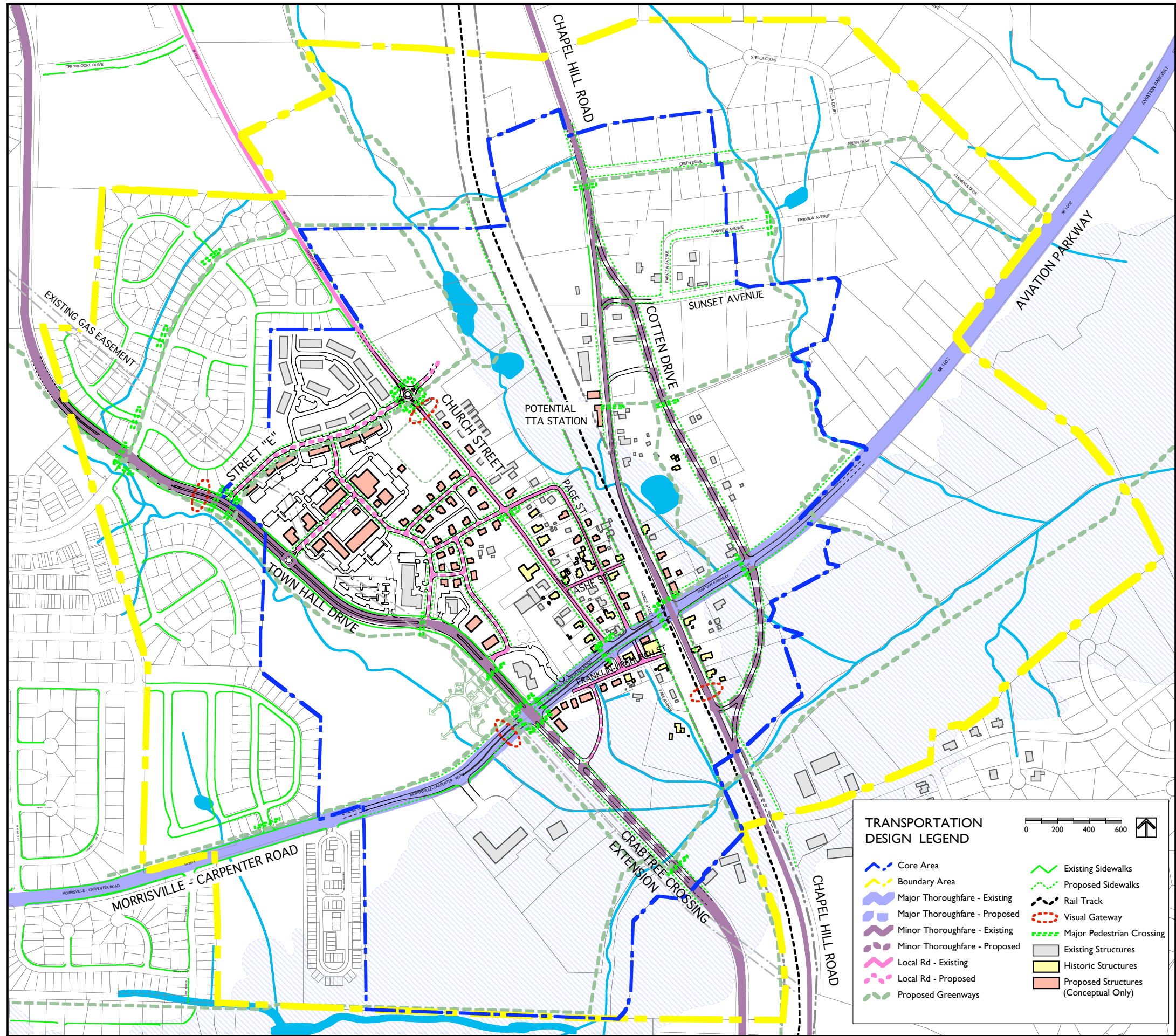
In the variety of ways outlined in this chapter, the Detailed Design for the Town Center seeks to honor and support the Town's adopted Mission Statement of "enhancing the quality of life by preserving our past and protecting our future." The Mission Statement calls for a collective community partnership to achieve these ends. Chapter 4 identifies a number of implementation projects and next steps to provide focus to this work.



Map 7: Physical Design



Map 8: Land Use Design



Map 9: Transportation Design

Chapter 4: Implementation

The Town Center Plan lays out a vision for how Morrisville's historic crossroads should develop in the years ahead. This chapter identifies a number of implementation measures to pursue this vision (see Table 1). Each measure represents a separate project with a lead agency, supporting organizations, funding source, and approximate start time, where this information is currently known. Additional details about each implementation project, including a schedule, public involvement opportunities, budget, and deliverables, will be developed as part of the scoping work for that particular initiative.



The Town Center Plan calls for a civic/cultural area that might include a plaza and public gathering space such as the one pictured here. One initial step in following up on this recommendation is to conduct a preliminary needs assessment for a civic/cultural facility that might anchor this space. (Photo by Ben Hitchings, Town of Morrisville)

This plan is a living document. As conditions on the ground in the Town Center evolve, it will be important to revisit the plan on a periodic basis, preferably every three to five years, to make appropriate updates. In this way, the vision for the Town Center will continue to remain both inspirational and relevant.

The next step in the short term is to conduct more detailed scoping for a number of the projects listed in Table 1, and to begin implementing them. A range of potential implementation strategies for carrying out

these projects are described in Appendix 10. The Morrisville Planning & Zoning Board (PZB) will monitor progress on this work. The Morrisville Planning Department will provide periodic progress reports to the PZB to help it oversee implementation of the plan.

As Table 1 illustrates, a variety of projects are needed to pursue the Town Center vision. It will take years to fully realize this vision. The work of implementing the plan, however, is already underway. Each new implementation project will improve life in Morrisville and make an important contribution to creating a vibrant center of community for the town. We hope you will join with the Town and community in this work. Together, we can make this plan a reality.



The Town Center Plan identifies a possible site for a reconstructed train depot like this one that exists today along the North Carolina Railroad in Thomasville. (Photo courtesy of the City of Thomasville)

Table 1: Implementation Projects

The Town Center Plan lays out a vision for how Morrisville’s historic crossroads should develop in the years ahead. This table identifies a number of projects to implement this vision.

PROJECT I.D. #	IMPLEMENTATION PROJECT	LEAD AGENCY	SUPPORTING AGENCIES	FUNDING	APPROX. START TIME
HISTORIC CROSSROADS					
1.0	Convene Historic Crossroads Stakeholders Group to Develop Preservation Options	Planning Department	Planning & Zoning Board; historic preservation consultant	Budgeted for FY’07	Spring 2007
2.0	Restore Christian Church	Public Works Department	Planning Department; Parks, Recreation & Cultural Resources Department; historic preservation consultant	\$528,000 in Town funds authorized for this purpose	2007
3.0	Develop historic events programming, and consider establishing a Cultural Resources Advisory Committee	Parks, Recreation & Cultural Resources Department	Nonprofit organizations; Planning Department; Public Works Department	Budgeted for FY’07	Ongoing
4.0	Develop technical assistance program for owners of historic properties to assist with preservation	Planning Department	historic preservation consultant	Not currently funded	2008
5.0	Reconstruct train depot	Parks, Recreation & Cultural Resources Department	Planning Department; Public Works Department; nonprofit civic organizations	Not currently funded	To be determined
NEW DEVELOPMENT OPPORTUNITIES					
6.0	Prepare Town Center Development Code	Planning Department	Planning & Zoning Board	Budgeted for FY’07	Spring 2007
7.0	Prepare detailed market analysis	Planning Department; professional market analyst	Chamber of Commerce	Not currently budgeted	2007
8.0	Conduct marketing for appropriate Town Center development	Planning Department; Chamber of Commerce		Not currently budgeted	2009
9.0	Establish small business promotion program	Chamber of Commerce	Planning Department	Not currently funded	2011

PROJECT I.D. #	IMPLEMENTATION PROJECT	LEAD AGENCY	SUPPORTING AGENCIES	FUNDING	APPROX. START TIME
PARKS/CULTURAL FACILITIES					
10.0	Acquire parkland	Parks, Recreation & Cultural Resources Department	Planning Department	Not currently funded; potential matching grant funds available	Analysis and grantwriting underway
11.0	Conduct preliminary needs assessment for a civic/cultural facility	Planning Department; nonprofit arts organization	Parks, Recreation & Cultural Resources Department; Chamber of Commerce	Not currently budgeted	2007
12.0	Prepare Master Plans for Town Center Parks and Greenways	Parks, Recreation & Cultural Resources Department	Planning Department; Engineering Department	Not currently budgeted	2008
13.0	Prepare Town Center Heritage Plan with elements for historic trails, landscaping/tree preservation, public art, wayfinding signage, and visitor orientation, and schedule for making improvements	Planning Department; Parks, Recreation & Cultural Resources Department	Engineering Dept.; Public Works Department; Chamber of Commerce	Not currently budgeted	2008
14.0	Conduct detailed feasibility study for civic/cultural facility	Planning Department; nonprofit arts organization	Parks, Recreation & Cultural Resources Department; Chamber of Commerce	Not currently budgeted	2008
15.0	Implement Town Center Heritage Plan	Public Works Department	Planning Department; Parks, Recreation & Cultural Resources Department; Engineering Department	Not currently budgeted	2009
16.0	Design and construct civic/cultural facility and public plaza	Public Works Department	Parks, Recreation & Cultural Resources Department; Engineering Department; Chamber of Commerce; nonprofit arts organization	Not currently budgeted	2010

PROJECT I.D. #	IMPLEMENTATION PROJECT	LEAD AGENCY	SUPPORTING AGENCIES	FUNDING	APPROX. START TIME
OTHER INFRASTRUCTURE IMPROVEMENTS					
17.0	Prepare Town Center Transportation element as part of town-wide Transportation Plan update, with components for roads, parking, pedestrian and bicycle facilities, and schedule for making improvements	Planning Department	Engineering Department; Parks, Recreation & Cultural Resources Department; Public Works Department	Not currently budgeted	2007
18.0	Prepare Town Center Stormwater Management Plan, and schedule for making improvements	Engineering Department	Planning Department; Parks, Recreation & Cultural Resources Department; Public Works Department	Not currently budgeted	2008
19.0	Prepare Site Servicing Master Plan with elements for water, sewer, electric, gas, telecommunications, waste collection/recycling, etc.	Engineering Department	Planning Department; Public Works Department	Not currently budgeted	2008
20.0	Develop an Operation & Maintenance Plan for public facilities in the Town Center area	Public Works Department	Parks, Recreation & Cultural Resources Department; Engineering Department; Planning Department	Not currently budgeted	2008
21.0	Implement Town Center Transportation Plan	Engineering Department	Planning Department; Parks, Recreation & Cultural Resources Department; Public Works Department	Not currently budgeted	2008
22.0	Implement Stormwater Management Plan	Engineering Department	Planning Department Parks, Recreation & Cultural Resources Department; Public Works Department	Not currently budgeted	2009
23.0	Implement Site Servicing Master Plan	Engineering Department	Planning Department; Parks, Recreation & Cultural Resources Department; Public Works Department	Not currently budgeted	2010
24.0	Implement Operation & Maintenance Plan	Public Works Department	Parks, Recreation & Cultural Resources Department; Engineering Department; Planning Department	Not currently budgeted	2009



Appendix 1



Town Center Planning Process **Meeting #1: Historic Resources And Town Center Themes** **January 25, 2006, 7:00 – 9:00 PM**

Town Mayor Jan Faulkner began the meeting by welcoming all those in attendance. She announced how pleased she was to see the number that had turned out to show their interest. Mayor Faulkner continued by saying that town leaders acknowledged there was no “downtown” in Morrisville and wished to build one. The purpose of these meetings would be to define the needs and wants of the citizens to provide for social activity. She then gave a brief explanation of the work already accomplished by the Planning & Zoning Board and introduced the chairman, Mr. Peter Prichard. She finished by thanking everyone for taking the time to attend.

Planning & Zoning Board Chairman Peter Prichard then addressed the audience, also thanking those who were in attendance. He explained that his personal observation was that Morrisville’s greatest changes had resulted from the rapid growth; however, there were unseen changes happening as well - such as the attitude toward the change, concern about the Town’s self-image, and efforts to be selective with the new developments proposed. He stated that this first session would take the efforts out of reactive mode so that proactive guidelines could be created. He then gave a PowerPoint presentation explaining the timeline of this project thus far:

2004 – Desire for a downtown expressed and the efforts to receive input began

2005 – Identified the “core area” and received official authorization from the Board of Commissioners to proceed with the plan. The Town expressed some interest in buying land in that core area IF the owner was interested in that option and accepted an offer from the Town. Morrisville officials were not interested in using eminent domain unless it was a very unusual circumstance involving infrastructure issues.

He continued by reassuring the audience that public input from citizens was very key to the development of a quality plan and that staff was providing several opportunities to give input (comment sheet, email address, website) and encouraged everyone to participate and give their input on this plan.

Mr. Prichard then introduced local historian and former director of the Orange County Historical Museum, Mr. Ernest Dollar, for a presentation of Morrisville’s history.

Mr. Dollar began his presentation by clarifying he wasn’t an employee of the Town of Morrisville, nor a citizen, but he loved the history of the town and felt it extremely important to preserve the past history of the community. He presented a detailed PowerPoint presentation that included highlights of key characters in Morrisville’s past and the influence of the Civil War within the community and the way of life during that time. He also identified with pictures, the historical buildings that still exist within the community.



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Morrisville Planning Director, Ben Hitchings, was next to present. He gave a brief self-introduction and also noted that on January 29, 2006, the North Carolina Railroad would celebrate the 150th anniversary of the its completion. Mr. Hitchings then gave a brief PowerPoint presentation explaining the need for a downtown in Morrisville, highlighting some important issues – providing a pedestrian-friendly downtown for residents, preservation of historical structures and themes throughout the community and using those designs that have lasted and persevered to further develop the core area designated for this project. Mr. Hitchings then introduced the next item on the agenda -- an open “round-table” discussion by the Planning & Zoning Board, with opportunities for the residents to give input.

Discussion

Chairman Peter Prichard suggested beginning the discussion by talking about some of the structures in town requiring attention. He noted there had been some prior discussion about relocating those buildings. He added this was inevitably going to be a very long-term project.

Planning Board member Ward Mercer clarified that everyone understood the orientation and location of the area, and gave an explanation of his vision of a “walkable” community.

Planning Board member Catherine Willis stated that she was strongly opposed to moving any of the structures; she also expressed concerns about rezoning in the core area.

Planning Board member Esther Dunnegan reminded the group that history is more than a building; it is also an examination of the culture at that time and the lives of those who have lived there and what their life was like. It was important to examine the “everyday” person of that time – the mill workers, farmer, store owners, etc. She felt the best example thus far was presented in writings in the Pugh papers – records of who purchased what at their stores; which of the customers were extended credit and who paid their bills on time. She reiterated the importance of remembering the lives of the people who lived here before. She felt it was best to leave the homes in their original locations; not only that, but to speak to the older residents and hear their stories. She finished by saying it was important to focus on the core, but they should also look at the relations between Morrisville and the surrounding communities such as Shiloh, Carpenter, Sorrel’s Grove and Nelson.

Chairman Peter Prichard wondered if there was a way to preserve the buildings or mark the trail that needed to be preserved.

Lifelong resident Billy Hartness discussed his home, which is on the National Register of Historic Places, with the board. He asked if they wanted his house; and if so, did they also want the meat house behind it, as the two went together.

Ward Mercer added that he was concerned about losing all the old buildings due to development and it was important to start identifying and marking those buildings. He asked if it was possible to obtain assistance from any preservation societies.

Historian Ernest Dollar answered yes, it was. He offered to consult with contacts that he had in those societies. He also suggested looking at what other towns have done so far as preservation goes; he didn’t feel it was necessary to move buildings and create a “fake” downtown – just incorporate them into the plan. He added there are many creative ways to build a downtown, it would just take some time and research.



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Chairman Peter Prichard then offered the public a chance to stand and speak their thoughts.

Rhonda Johannsen stood and spoke, stating that she loved what the Board was attempting to do. She asked if anyone had considered funding an oral history of Morrisville given by its residents. She also agreed it was best to leave the buildings where they stood, and to follow some of the architectural design on them in future development.

Ben Money spoke, stating he had been a resident of Town Hall Commons for three years. He commended the Planning & Zoning Board as well as the staff for being proactive and trying to create a plan for the project. He definitely supported the idea of a pedestrian-friendly community and felt that was important to this project; the area needed to be away from the high traffic volumes. He added that markers were nice but would be impossible to read while driving. He said that many residents here work in the Research Triangle Park and walk or bicycle to work. He said that he loved living in Morrisville – that he had traveled all over the world and this town was a perfect mix of diversity. Considering the past should be used as a stepping stone to the future – so much had already been lost, he was glad to see that steps were being taken to preserve what remains.

Gary Roth of the Capital Area Preservation of Wake County spoke, stating that Planning Director Ben Hitchings had invited him. He said he had never been to a meeting quite like this to discuss the importance of a town’s history – it was exciting; fantastic and unique. He referenced the Town of Morrisville’s mission statement and congratulated the board for taking steps to make a fine future for Morrisville. He finished by stating that there were similar projects to this one taking place all over Wake County.

Mary Jo Ferrell Lumley spoke as owner of the historic Page House, and said she had heard a lot of oral history of this area from her mother, who now remembered more about the past than the present. She, too, supported preserving the houses and history of Morrisville; she had lived here since she was two years old, and she appreciated the efforts being made since so many communities were being wiped out. She suggested that a Festival Area would be great in the town, and reminded the board that the houses left here were quite rare, and it was important to remember the lives and events of Morrisville’s past as well.

Chairman Peter Prichard thanked all of those who spoke with their ideas and expressions of support.

Planning Board member Kathleen Gordon reminded the board they had once discussed the option of a historical center; to start with that and obtain an oral history of the town to present to citizens and visitors. She felt the area would still be walk-able if the houses were left; she added that would also maintain the beautiful existing tree-line along the streets.

Planning Board member John Gretz said the input received was great and felt everyone had been educated tonight. He recommended the first task was to gather more information and an inventory of what was at hand and then talk about methods.

The board agreed to take a walking tour of Morrisville, as well as tours of other nearby downtowns to help with the process.

Town of Morrisville Senior Director of Community Services and long-time Morrisville resident and land owner Tony Chiotakis spoke before the meeting ended. He noted that NC Highway 54 (Chapel Hill Road) presented a difficult barrier to create a walkable community in that area. He



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liked the idea of using the existing homes as pillars and incorporating the old church. He added that while the old history was important, it was not everything about the project; he didn't want to see an artificial community created.

Commissioner Tom Murry added to that by saying that residents had expressed interest to him about having technology available in the core as well such as free wireless internet access in some of the shops or restaurants; Morrisville was near the center of technology and should incorporate that into its services. He added it may also be a way to obtain corporate sponsors for the project.

Planning Director Ben Hitchings closed the meeting, saying it had been a wonderful start to the process and this was only the beginning. He invited everyone present to continue considering opportunities and ideas and present those at the next meeting on February 23, 2006. He thanked everyone for attending the meeting and participating.

Appendix 1



Town Center Planning Process **Meeting #2: Transportation, Stormwater, and Utility Infrastructure** **February 23, 2006, 7:00 – 9:00 PM**

Summary Notes

**Public Transportation, Juanita Shearer-Swink, Project Manager – Architecture,
Triangle Transit Authority**

- TTA welcomes discussions about transit service needs
- Northwest Cary station will be located behind the Park Place Shopping Center
- TTA evaluates station locations and functional criteria (need 12-15 d.u./acre and 30-40 feet of right-of-way)
- Morrisville Station is not a “scheduled station” at this time; EIS is needed and then a final design
- Once there is a record of decision by a town to support a station, there is a minimum of six years before a working station with service is provided
- Infill stations have to demonstrate rider ship benefits to warrant stopping the train.

Other Discussion Highlights

Planning & Zoning Board members (Harry Clew, Kathleen Gordon, John Gretz, Ward Mercer, Peter Prichard & Catherine Willis) ; Planning Director Ben Hitchings; Town Engineer Blake Mills; Parks & Recreation Director Krista McGivern and Parks and Greenways Planner Steadman Sugg

- Impact of congestion on the desirability of a Town Center as a destination
- Barrier of the railroad tracks
- Right-in/Right-out on Page Street and Church Street
- Potential of traffic circles
- Church Street measuring 23 foot back-to-back with 60-foot right-of-way
- A grid network of streets south of Street “E”
- Parking along Town Hall Drive
- Possibility of a pedestrian overpass at the train station or the main intersection
- Stormwater ponds and the effect on Page Street
- Concerns about funding
- Importance of preserving trees on Church Street
- Walkable greenway route
- Perseverance to follow up with concerned citizens



Appendix 1

- Indian Creek Greenway crossing of Morrisville-Carpenter Road -- maintain option for underpass as well as at-grade crossing where southern end of Town Hall Drive intersects with M-C Road
- Crabtree Creek Nature Park connection running east-west between Lake Crabtree County Park and Morrisville Community Park
- Opportunity to establish a local and regional greenway crossroads in Town Center
- Civil War battleground protection would help make Morrisville distinctive

The Planning Board members then discussed some individual concerns.

Planning Board member Kathleen Gordon:

- Preservation of trees, including a designation of a preservation area
- Planting of new trees
- Attractive parking structures
- Protection of the Civil War battleground
- Be sensitive to property owners in Weston Estates with the greenway corridor shown

Planning Board member John Gretz:

- Liked idea of using traffic circles for transition from southern historic portion of Church Street to northern portion
- Supported the idea of the greenways following the power line easements

Planning Board Member Harry Clew:

- Felt greenway plan was a positive development
- Cited Celebration, Florida as a great example

Planning Board Member Ward Mercer:

- Concerns about whether TTA rail project will happen in near future
- May need to rework established boundaries
- Acknowledged that the sentiment seems to be to not move the historic structures

Planning Board Member Catherine Willis:

- Need to provide pedestrian connections to neighborhoods outside the Town Core

Planning Board Chairman Peter Prichard:

- Cited Carpenter Village's retail experience



Appendix 1



Town Center Planning Process **Meeting #3: Civic Facilities** **March 23, 2006, 7:00 – 9:00 PM**

Summary Notes

General

- Schedule for Crabtree Crossing Extension discussed
- Bus service to Town Hall from NC Highway 54 and Morrisville Parkway
- Many in favor of having public transit to take to nearby employment centers
- Need for bike paths

Gary Roth, President & CEO, Capital Area Preservation

- Importance of relationship between a historic structure and its context and surroundings
- Example of Old Salem near Winston-Salem; there are real streets in a real community; every house is not a museum and real people reside there
- Use relocation of buildings as a last resort
- In such instances, want to keep the orientation of an outbuilding in the same relationship to the house as it originally was
- Despite all efforts, some historic integrity will still be lost in the process
- The unique setting of Church Street
- How Morrisville has retained its frame houses and has distinctive assets – “How do we reveal what it was like while we create something new?”
- When labeling historic homes, recall the names and dates; work with the current property owners
- Find out unusual facts and gather stories from long-time residents (i.e., resident Tet Walton helped her father paint the roof of the original Christian Church in Morrisville); weave the history of the town into the Town Center design; make sure any museum has a good oral history to present
- Visitor center should celebrate history – start taking inventory of historic structures and map them; document the original location of any structure that is moved.
- Might utilize a reconstruction of the old depot as a historic train center where tourists can begin the visit
- Embrace the railroad history
- Preserve the history of the Shiloh community as well
- Civil War site – mark the rifle pits and the park



Appendix 1

- No protections – there is still a risk of demolitions to historic structures
- Achieving landmark status: issued by the Wake County Preservation Commission; 50% property tax referral; current owner has to agree.
- Long-term goal should be to have the Town acquire the buildings it wishes to preserve
- Retain a mix of old and new
- Possibility of seeking funding for the historical center and associated education program that uses the history of Morrisville to help tell the history of North Carolina.

Public Brainstorm Session Highlights

Things that should be considered for inclusion in the Town Center:

- Spray park
- Places for families with children to enjoy nature
- Amphitheatre or performing arts center
- Visitor Center that describes Town's center
- Use new aerial photos
- Gardens/botanical gardens linked to historical structures
- Library (Morrisville designated by the county for a community library at Cedar Forks Elementary/Community Center)
- Integrated themes
- Evening life – restaurants
- Street lighting – unique style lighting, distinctive to Town Center, adequate brightness
- Benches
- Parks – good views (north of Baptist Church suggested)
- Artist workshops/galleries
- Historical markers/identification
- Orientation Maps (you are here)
- Include diversity of services that reflect diversity of community
- Coherent image and sense of place
- High-tech infrastructure
- Town relationships with technology companies such as Cisco, Lenovo, etc. (partnering opportunities)
- Business retention
- Public gathering places/plaza/ fountain
- Public space for public events
- Business assistance/integration – business planning, physical appearance
- Common landscaping theme with consistent vegetation
- Old locomotive that could be toured
- Pedestrian scale art
- Public restrooms
- Reconstruction of original train depot



Appendix 2

Guide to Historic Morrisville

Written by Ernest Dollar
for the Town of Morrisville
December 2006

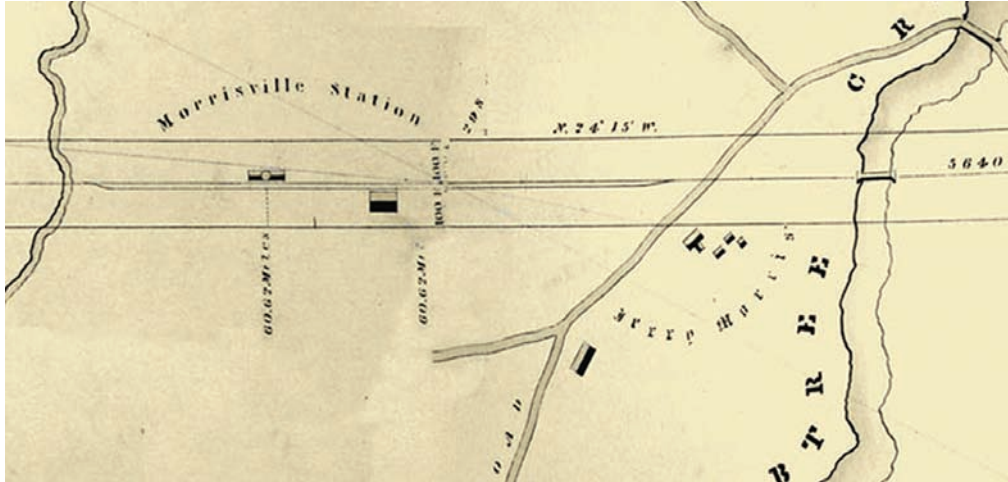


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Appendix 2

Introduction



N.C. Division of Archives and History

Map made in 1850 by surveyors for the North Carolina Railroad

The first residents in the area that is now Morrisville likely settled here to be near to Crabtree Creek and the early roads that passed nearby. Tignal Jones is one of the earliest and largest known landholders in the area, which was named for him.

The crossroads here is likely what attracted surveyors for the North Carolina Railroad to bargain with Jeremiah Morris in 1852. Morris granted the railroad right of way across his property and donated three acres of land for the construction of a water station, woodshed, and a yard for other buildings. In return, he negotiated a post office and the position of postmaster for himself.

Once established, the railroad carried travelers and goods from Morrisville and environs to distant destinations and markets. For a time it also provided daily service to Raleigh, where many residents found profitable work.



Appendix 2

The Civil War touched Morrisville in 1861, when many of its sons enlisted to fight for the Confederacy. The railroad took many men off to war and four years later brought war itself to Morrisville. Union and Confederate soldiers skirmished along the rail line to Morrisville and clashed over a train filled with supplies.

After the war, Morrisvillians again looked to the railroad and its promise of prosperity. The next decades saw more homes, churches, and businesses built around the crossroads community transforming it into a town. Textiles played a role in Morrisville’s history typical of many other towns in North Carolina. In 1910, Samuel Horne built a two-storey frame mill for knitting socks, and at least nine small houses for his workers. The mill lasted only about twenty years, but a number of the houses still remain in varying condition.

During the Twentieth Century the influence of the railroad was replaced by new forms of travel. A new wave of building began in the 1920s capitalizing on the increasing automobile traffic between Chapel Hill, Raleigh, and Durham. In 1939, the General Assembly laid plans for what would become the Raleigh-Durham Airport and work soon began on another influential factor on Morrisville’s future.

This guide points out some of the houses and structures associated with Morrisville’s history.

Visit each of them to better understand the Town’s beginnings



Photo by Ernest Dollar

Detail from the Page-Ferrell House



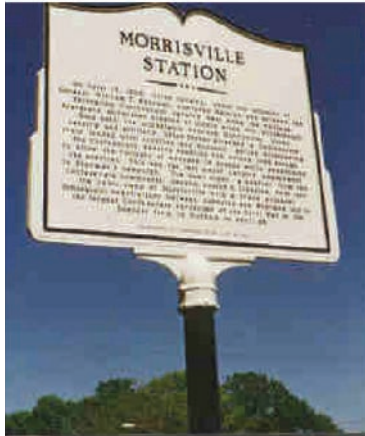
Appendix 2

1. Morrisville Town Hall

100 Town Hall Drive

Begin your tour at Morrisville's Town Hall

Photo by Ernest Dollar



Erected in 1999, the historic marker here commemorates the April 13, 1865 Civil War skirmish in Morrisville. A display of artifacts recovered from the community can be viewed inside Town Hall.

Located a few hundred yards west, on the heights above Indian Branch Creek, is an undisturbed portion of the battlefield. In this area are believed to be several original rifle pits dug by Union and Confederate soldiers during the skirmish. New development has already impacted a number of these sites.

Photo by Ernest Dollar



Besides being a part of the battlefield, several thousand Union soldiers camped here during the last weeks of the war.



Appendix 2

The Fight for the Station

On April 13, 1865, Union cavalry captured Raleigh and fought retreating Confederate horsemen to Morrisville. Arriving at the heights overlooking Morrisville, Federal soldiers saw a train straining to pull several dozen cars of supplies and wounded men away from the depot. Union artillery was ordered forward and began shelling the town in preparation while three cavalry regiments slogged across Crabtree Creek and prepared to charge. Lt. Joseph Kittinger recorded in his diary, “My pieces were brought forward on a run and we sent the shell in quick succession right in the midst of the retreating Johnnies, scattering them in every direction.”

In defense, Confederate soldiers erected barricades around the depot in order to protect the slow moving train. Realizing the load was too heavy for the engine to pull up the steep grade, the Confederate commander ordered his men uncouple the cars containing the supplies leaving those with the wounded still connected. Just as his men separated the cars, the Federal horsemen bolted toward the small station. The charge came within 100 yards of the train, but the withering Confederate fire broke the attack.

With its load lightened, the locomotive picked up steam and climbed the incline toward Durham’s Station and safety.



Photo by Ernest Dollar

Lt. Joseph Kittinger
24th New York
Artillery

That night the Federal cavalry entered Morrisville and occupied several homes. Around midnight on April 14, a lone Confederate officer delivered a request for a cease fire in order to negotiate a surrender. The peace officer that arrived in Morrisville would result in the largest surrender of the Civil War two weeks later outside Durham.



Appendix 2

2. Page - Ferrell House

116 Page Street

Morrisville's oldest standing home was built before the town was founded. It was part of the expansive plantation of Williamson Page who purchased the property around 1830. Beneath the unusual two-story ell is a cellar revealing hand-hewn, pit sawn sills and joists. This heavy construction suggests this was the oldest part of house.



Photo by Ernest Dollar

In 1861, Williamson's son, Malcus, joined other local men to fight in the Civil War. Their company organized on the Page's lawn and became Company I, 6th North Carolina State Troops.

The Page family hid in the basement during the Civil War skirmish and the house appears to have suffered some damage to the east chimney. Afterwards it was occupied by Union soldiers.

In the 1880s, Malcus became Register of Deeds for Wake County and sheriff serving for twenty years until 1906. The house was remodeled in 1876 with an ornate sawn work front porch. The detached kitchen and slave quarters that once stood behind house were destroyed in the Twentieth Century.



Image courtesy of Mary Page Ferrell



Appendix 2

3. Site of Railroad Depot

The original site of the town's train depot was at the eastern end of Cedar Street, today known as Franklin Upchurch Sr. Street. First constructed in 1852, the depot became the focus of the Civil War cavalry battle on April 13, 1865. After the battle, a Union telegraph office was established in the depot and General William T. Sherman stopped here on his way to Durham's Station, where he negotiated the Confederate surrender at the home of James Bennett.

The station became the center of activity for Morrisville. The depot had segregated waiting rooms and storage rooms for incoming and outgoing freight.

This area was the scene of two grizzly train accidents in 1933 and 1934 which destroyed several buildings and left an unknown number dead. The depot was destroyed sometime in the Twentieth Century.

Image courtesy of the Town of Morrisville



Image of depot taken in the 1930's looking south.

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Appendix 2

4. James Pugh House

10018 Chapel Hill Road

Perhaps Morrisville's most visible landmark is the James M. Pugh House. The structure has elaborate sawn work displayed on the bracketed eaves, gable and vergeboards and front porch. Pugh, a prosperous merchant, built the home around 1870 and reflects the new wealth Morrisville experienced during Reconstruction. The "gingerbread trim" on the home and outbuildings is the best example of the unique Morrisville sawnwork.

Pugh's daughter, Mabel, is one of North Carolina's most significant artists. During the 1920's she illustrated books and magazines published in New York and abroad. She is best known for her printmaking and portraiture. Mabel is perhaps Morrisville's earliest published author; she wrote and illustrated a book about her childhood in Morrisville titled "Carolina Blue Bonnet."



Photo by Ernest Dollar



Appendix 2

5. Charlie Maynard's Store

In addition to the rail, Morrisville relied on traffic on the roads that passed through town for economic support. As automobiles became more prevalent, roads became more important and the townspeople shifted their built environment to accommodate this new mode of transportation. In 1924, the road through town was paved and became Highway 10. Shops, gas stations, and restaurants sprang up along the route to serve the new mass of folks traveling between Raleigh and the boomtown of Durham.

This box-and-canopy store has a high false-front with weatherboard siding; it was building before 1920 by Charlie F. Maynard after purchasing property from the Page Family. Its earliest use was as a drug store and post office. In the 1930's, William Jones operated a grocery store here.



Photo by Ernest Dollar



Appendix 2

6. Page Cottage

10012 Chapel Hill Road

Photo by Ernest Dollar



The earliest portion of the house, the rear section, was built around 1900 possibly by Williamson Page before his death in 1888. The remaining section was added fifteen years later by Malcus Page. The home is a three bay, side-gable frame house with a large, stucco brick chimney. It also features an interpretation of the decorative sawn work commonly found in Morrisville. The home was restored in 2004.



Appendix 2

7. *Ellis Rooming House*

103 S. Page Street

When Samuel Horne built a knitting mill in Morrisville the Town's quickly expanding workforce needed housing. William and Fanny Penny, owners of the house that would later come to be known as the Ellis Rooming House, were quick to meet the need. In 1910, their tenants included newlyweds James and Bessie Gunley, Betting Stallings, age 15, and Sallie Myals, age 20. All were presumably hard at work in the mill and likely sent part of their wages back to families on farms.

While some of the mill workers rented rooms from the Pennys, others lived in small houses built for them by Horne.

The Ellis Rooming House has experienced some cosmetic changes, including the removal of its two-story front porch, but it retains much of its original interior features.



Photo by Ernest Dollar



Appendix 2

8. Samuel Horne Mill House

214 Page Street

Across the South, technology was changing the landscape. Beginning in the 1870's, textile mills offered poor farming families jobs, reliable pay, and housing. Many turned away from generations of farming for the promise of the mills. Morrisville was swept up in this change when Samuel R. Horne built his knitting mill here in 1910. The factory made men's socks in a long single-story structure which stood between Ashe and Cedar Streets (what is today Franklin Upchurch Sr Street).

Soon after its opening, Horne followed the example of other mill towns like Carrboro, Durham, and Bynum, constructing housing for workers. Within the next two years a number of houses were built, nine of which are still standing. The factory lasted only a decade before closing, and was finally destroyed in the 1930's.



Photo by Ernest Dollar



Appendix 2

9. Page-Hamilton House

201 Church Street



Photo by Ernest Dollar

In 1876, Williamson Page remodeled his home, the Page-Ferrell House, and gave it to his eldest son Malcus. Three years later he built this home for his second son, Sidney F. Page and his family. A year after the home's completion, Sidney, a prosperous farmer, lived here with four of his children that remained under his care along with his aging eighty-four year old father, Williamson.

Much of the interior of this home has been preserved including the mantel of Italianate design, several original four-panel doors, and the open-string staircase with heavy turned newel posts. A late nineteenth century smokehouse stands in the rear of house along with a gazebo built circa 1930. The home also features signature Morrisville sawn work spandrels and porch.

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Appendix 2

10. Morrisville First Baptist Church

209 Church Street

Originally organized as Bethany Church in 1866, the congregation first met at a church near the intersection of Morrisville-Carpenter Road and Davis Drive. In 1874, the church moved into Morrisville and erected a new building.

The current building was built in a Gothic Revival style frame around 1900 and originally featured decorative sawn work similar to that seen on houses throughout the town. In the 1980s, the exterior of the church was brick veneered.



Photo by Ernest Dollar

The cemetery in the rear of the church features a rare “grave house,” or small gabled shelter with picket railing. Local lore states the shelter was built because of the deceased woman’s fear of thunder.



The church as it appeared on the 1870 map of Wake County by Fendol Bevers.



Appendix 2

11. Reverend R. E. Atkins House

214 Church Street



Photo by Ernest Dollar

R.E. Atkins was a member of the Morrisville First Baptist Church and in 1914 he built this one-story house across the street. Atkins became a minister in 1907 and was the church's minister.

The home retains much of its original woodwork throughout, including symmetrically molded door frames and Neoclassical revival style mantels. Other original features of the home are its front entrance with sidelights and transom, as well as the Doric porch posts. The home features a wide center hall and a tall pyramidal roof. A barn and garage built around 1930 are also on the property.



Reverend
R.E. Atkins



Appendix 2

12. Weston Edwards House

218 Church Street



Photo by Ernest Dollar

Civil War veteran Weston H. Edwards purchased this lot in 1891 and built a house soon afterward. The Edwards house is one of several on this farm, but is distinguished by its front cross-gable. The sawn work spandrels and paired posts were reproduced based on the Page-Hamilton House, and are likely similar to the work which originally adorned the house.

Morrisville's location on the railroad gave homebuilders access to goods, including pre-made decorative woodwork, that frequently appears on many early homes. No other towns in Wake County have these features in the same volume as seen here. These embellishments were likely produced by Page and Ellington, who were lumber dealers, builders, and operators of a sash and blind factory near Cary during the 1870s.



Appendix 2

13. *Morrisville Christian Church*

222 Church Street

One religious leader who impacted Morrisville was James O’Kelly. O’Kelly rode the Methodist circuit in Virginia and North Carolina before the Revolution. After America had achieved its independence, O’Kelly dissatisfied with the role of bishops in the church broke with the Methodists. He formed his own denomination and established his first church in eastern Chatham County in 1794. O’Kelly’s followers would merge with other sects and become the United Church of Christ in 1931.

The congregation in Morrisville was organized in the 1860s and counted among its members descendents of O’Kelly. They built this Gothic Revival style church around 1900. It features an impressive corner tower entrance to the sanctuary. The tower’s second stage has a distinctive circular louvered ventilator in each face and is capped by a cross-gabled belfry. The congregation continued to meet in this church until the early 1970s. Afterwards, the structure was used for a time as the Town Hall.



Photo by Ben Hitchings, Town of Morrisville



Appendix 2

14. Shiloh Community

922 Church Street

Two miles north of downtown Morrisville lies the Shiloh community. This area was originally organized by free African Americans who lived here beginning in the late 1820s. By 1870, Shiloh was self-sufficient community with a public school, social clubs, co-op store, and a church.

Born a freeman before the Civil War, Rev. James Dunston, the third pastor of Shiloh Missionary Baptist Church, was instrumental in securing land ownership, education, and economic development for the residents. In 1925, Dunston personally purchased 2,000 acres of land that reached from the Durham County line to south of McCrimmon Parkway. He divided it into parcels and offered it for sale to local families. Shiloh was annexed into the town of Morrisville in 1987.

Reverend James Dunston



Photo by Ernest Dollar



The Shiloh Baptist Church organized in 1867.



Appendix 2

Explore Morrisville's History

To learn more about the town's history, we suggest you read:

Elizabeth Reid Murray. Wake: Capital County of North Carolina. (Raleigh: Capital Pub. Co, 1983)

Kelly A. Lally. The Historic Architecture of Wake County. (Raleigh: Wake County Gov't., 1994)

Mark L. Bradley. This Astounding Close: The Road to Bennett Place. (Chapel Hill: UNC Press, 2000)

Allen W. Trelease. The North Carolina Railroad, 1849-1871, and the Modernization of North Carolina. (Chapel Hill: UNC Press, 1991)

Richard Iobst. The Bloody Sixth: The Sixth North Carolina Regiment. (Gaithersburg, MD: Butternut Press, 1987)

Shiloh Baptist Church. Shilohdean Memorabilia: In Celebration of 115th Anniversary. (Morrisville: Shiloh Baptist Church, 1982)



Appendix 2



- | | |
|----------------------------|--------------------------------------|
| 1. Morrisville Town Hall | 8. Samuel Horne Mill House |
| 2. Page-Ferrell House | 9. Page-Hamilton House |
| 3. Railroad Depot Site | 10. Morrisville First Baptist Church |
| 4. James M. Pugh House | 11. Rev. R. E. Atkins House |
| 5. Charlie Maynard's Store | 12. Weston Edwards House |
| 6. Page Cottage | 13. Morrisville Christian Church |
| 7. Ellis Rooming House | 14. Shiloh Community |



Appendix 3



Town Centers Field Trip Summary

The Town Centers Field Trip began at Town Hall on Friday, July 7, 2006. The group traveled by bus to Carolina Café in Meadowmont for a quick box lunch. Highlights of each stop:

Meadowmont

- Group visited Meadowmont Realty and was met by Clarence Lupton, Sales Associate
- Almost all phases of Meadowmont are sold out
- Re-sales in the neighborhood are strong. Prices start in the \$400s and top \$1M
- Demand outstrips supply of 24 condominiums on the upper-stories of buildings in the Town Center
- Might have done lofts instead for more units
- Vacancy in Meadowmont's Town Center has been impacted by Streets at South Point
- The group also met with Kay Pearlstein, Senior Planner with the Town of Chapel Hill
- Affordable housing located close to Town Center
- Retail businesses are a mix of restaurants, essential services, and specialty shops
- Managed like a mall

Southern Village

- Jim Earnhardt of Bryan Properties, Inc., the developer of Southern Village met the group
- Earnhardt was the project manager for this development and lives there today
- Parents that drop kids in neighborhood for amusement
- Early buildings not as successful, later buildings more flexible, look better
- Many families locate in Southern Village; elementary school is at capacity
- Village Green is too big; trees planted at perimeter help correct scale of space and create better sense of containment
- Grocery in the neighborhood is a local cooperative
- Movie theater is catalyst for night life in the Village Center
- Retail businesses are a mix of restaurants, essential services, and specialty shops
- About 70% of students at enrolled at neighborhood elementary school, Mary Scroggs, live in Southern Village



Appendix 3

Downtown Apex

- Group was guided by David Rowland, Town of Apex Planning Director
- Vacancy of about 50% when revitalization efforts started 20 years ago
- Typical vacancy today is 5 – 10%
- Apex is located in White Oak Township, efforts were made to preserve mature White Oak trees in the Downtown area
- Cultural Arts Facility project is in progress. Town has purchased and has plans for renovation of the former Town Hall on Salem Street that will be suitable for live performances.
- A number of property owners have taken advantage of State and Federal Tax Credits for renovation of eligible historic structures
- Retail businesses are a mix of restaurant, essential services, and specialty shops
- Peak City Grill owner is pursuing a second project in the downtown

Downtown Cary

- Anne Morris, Senior Planner, Downtown Development from Town of Cary guided the group
- Second revision of sign ordinance is in progress.
- A number of structures built as residences are being used as businesses now.
- Public art is a prominent feature in the area; multiple installations on Academy between Chapel Hill Rd and Kildaire Farm Rd
- At grade pedestrian crossing links Town Hall to retail area
- Town is investigating possibility of locating a Cultural Arts campus at south end of Academy
- Businesses are a mix of restaurant, specialty shops and offices.
- Park site at corner of Academy and Kildaire Farm
- Rail station



Appendix 4

MEMORANDUM

August 16, 2006

TO: Mr. Warren Raybould
Raybould Associates

FROM: Randy Gross

SUBJECT: Morrisville Town Center
Market Review & Strategic Recommendations

This memorandum provides a detailed site analysis, economic overview, and findings from the market reconnaissance conducted for the Morrisville Town Center. A preliminary town center concept is offered based on a market opportunities assessment. Some of the findings and concepts are presented in bulleted format for the sake of brevity.

Economic & Demographic Overview

A brief economic and demographic overview was conducted in order to provide context for the overall opportunities assessment. Overall demographic characteristics are discussed for the area, particularly in relation to Morrisville’s rapid population growth. Economic factors and trends are discussed in order to provide an indication of Morrisville’s business growth and its role in the area economy.

Demographic Characteristics

Morrisville has seen exceptional growth during the last few decades. This booming suburban area, with close to an estimated 15,000 people, was an isolated country crossroads of 251 inhabitants just 25 years ago. Even as late as 2000, the population of Morrisville was just over 5,200 or about one-third of its current estimated population. While growth remains exceptional in Morrisville, the *rate* of population growth is declining as the overall base expands.

The population growth in Morrisville is heavily influenced by the nearby employment opportunities in Research Triangle Park (RTP). Morrisville’s residents (in 2000) were twice as likely to have a bachelor’s degree or higher than the general U.S. population. RTP has attracted a large number of talented professionals from overseas, and Morrisville’s population is characterized today by a relatively high percentage of highly-educated, foreign-born residents. It is no coincidence that Morrisville has one of the few Indian grocery stores in the Triangle. Key demographic characteristics of Morrisville are summarized in Table 1.



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Table 1. SELECTED DEMOGRAPHIC CHARACTERISTICS, MORRISVILLE, NC

Factor	Number	Note	
<u>Population</u>			
1980	251		
1990	1,489	493%	Growth 1980-1990
2000	5,208	250%	Growth 1990-2000
2004	11,915	129%	Growth 2000-2004
Foreign Born (00)	737	14.2%	Primarily Asian/Indian
BA or Higher (00)	1,960	55.5%	Versus 24.4% nationally
<u>Housing (00)</u>			
Households	2,476	2.1	Ave Household Size
Housing Units	3,210	69.7%	Renter occupied
Vacant Units	734	22.9%	New, not yet occupied

Sources: U.S. Bureau of the Census and Randall Gross / Development Economics.

The population is also characterized by its youth, with a median age of 30 as compared with 35 nationally. Only 4.0% of the population was over the age of 65 in 2000, versus 12.4% nationwide. The area is represented by a large number of young, married couples with small families. The average household size (2000) was 2.1, versus 2.6 nationally. This may have changed by 2006 as the area matures and the young couples who move to Morrisville see their families grow.

The area had a high percentage of renters in 2000 (almost 70% renter occupied), mainly because multi-family units were among the first large housing developments in the town. Singles and young couples have relocated to Morrisville for their jobs and at first, they tend to live in rental housing until they know the area and are ready to purchase. Information collected for this planning effort suggests that many of the renters eventually chose to stay in Morrisville because it is a very attractive location proximate to the employment base and with very good (Wake County) schools.

In 2000, almost 23% of the town's 3,200 housing units were vacant. However, this number is indicative of the rapid housing growth in the town. Since the Census was a "snapshot" during a growth period for Morrisville, it captured a period when new housing units were built and perhaps pre-sold or pre-leased, but not yet occupied.



Appendix 4

Resident Economic Characteristics

Selected economic characteristics of the Morrisville population are summarized below.

Table 2. SELECTED ECONOMIC CHARACTERISTICS, MORRISVILLE, NC, 2000

Factor	Number		Note
Labor Force Particip.	3,450	83%	Versus 63.9% nationwide
Median HH Income	\$ 56,548	135%	Of national median
Poverty Level	235	4.6%	Versus 12.4% nationwide
Commuting Time	21.1	83%	Of national median

Sources: U.S. Bureau of the Census and Randall Gross / Development Economics.

Partly because of higher education levels, as well as smaller families, the labor force participation rate in Morrisville (83%) was much higher than the national average, at 63.9%. Labor force participation is the share of the adult population that is either working or actively seeking employment. More people working and higher salaries have contributed to median household incomes that are 35% higher than the national average. Conversely, the poverty level is relatively low in Morrisville, at 4.6% versus 12.4% of individuals nationwide.

One of the primary reasons that new residents are flocking to Morrisville is its incomparable location within a short commuting distance of RTP. Even though Morrisville is a suburban area on the outer fringe of Raleigh, commuting times are relatively short. On average, Morrisville’s residents were commuting an average 21.1 minutes in 2000, which was just 83% of the national average commute.

Business & Employment Trends

Trends in business base, employment, and payroll in the Morrisville area from 1998 through 2004 are summarized in Table 3. Morrisville, while known as a growing bedroom community near RTP, actually has a large and growing business base of its own. The Morrisville area (including zip code 27560) was home to about 730 businesses in 2004, according to the U.S. Census Bureau. That number represented growth of more than 250 businesses or 55% from 1998. By comparison, the business base in Wake County expanded overall by about 17% during this same period.

While the Morrisville area added new businesses in almost all major industry sectors during this period, the most prominent growth has been in professional and technical service establishments (such as architects, engineers, information technology specialists, etc). Morrisville added almost 100 businesses in that sector, for a growth rate of 176% (or almost 30% per year). Most of these businesses are clearly spun-off, contracting, or otherwise related to activity in Research Triangle Park. The businesses are mostly located in the office and business parks positioned along Aviation Parkway closer to I-40, RTP, and the airport.



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Other sectors that saw exceptionally rapid growth during the six-year period were finance & insurance (167%) and arts & entertainment (350%). Albeit starting from a small base, the addition of new arts, entertainment, and recreation establishments is indicative of the rapid growth in a highly-educated, cultured, and relatively affluent population that patronizes such venues. Such growth bodes well for cultural opportunities that might exist in the study area.

Table 3. BUSINESS ESTABLISHMENT, PAYROLL, AND EMPLOYMENT TRENDS, MORRISVILLE AREA, 1998-2004

Industry/Factor	1998	2004	1998-2004 Change	
			Number	Percent
Construction	41	42	1	2.4%
Manufacturing	34	54	20	58.8%
Wholesale Trade	76	90	14	18.4%
Retail Trade	52	52	-	0.0%
Transport/Whse	42	60	18	42.9%
Information Svcs	21	36	15	71.4%
Finance/Insurance	6	16	10	166.7%
Real Estate	23	33	10	43.5%
Prof/Technical Svcs	55	152	97	176.4%
Management Svcs	16	11	(5)	-31.3%
Admin Services	37	64	27	73.0%
Education	4	7	3	75.0%
Health Care	15	21	6	40.0%
Arts & Entertainment	2	9	7	350.0%
Accommodation	29	52	23	79.3%
Other Services	17	27	10	58.8%
TOTAL Establishments	470	726	256	54.5%
Employment	18,624	19,964	1,340	7.2%
Payroll (000)	\$784,213	\$971,473	\$187,260	23.9%
Average Wages	\$ 42,108	\$ 48,661	\$ 6,554	15.6%

Sources: U.S. Bureau of the Census and Randall Gross / Development Economics.

Growth in employment has not been as rapid as the expansion of the business base, signaling growth in the number of smaller, start-up businesses. Morrisville-area employment increased by 7.2% during this six-year period. This rate of growth is significantly lower than that of Wake County as a whole, where employment increased by 15.6% over the same period. Employment growth in the Morrisville area represented only 2.9% of Wake County employment growth overall.

Nevertheless, it is noteworthy that Morrisville added over 1,300 jobs in a relatively small area outside of the key regional employment nodes. The Morrisville area had about 20,000 jobs total in 2004. Again, it is important to note that these jobs were not concentrated in Morrisville's traditional town center. Rather,



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they were found primarily along Aviation Parkway closer to RTP.

The overall payroll of these businesses was almost \$1.0 billion in 2004, up by 187 million or 23.9% from 1998. The average wage increased at a somewhat slower rate of 15.6% in current dollars over this period, from \$42,100 in 1998 to \$48,660 by 2004. Morrisville-area wages are significantly higher than those in Wake County as a whole, which averaged \$36,480 in 2004 or 75% of those in Morrisville. But, Wake County wages are rising slightly faster than those in Morrisville.

Site Analysis

The following summarizes key findings from a Site Analysis conducted to assess the existing inventory and overall factors impacting on the marketability of the Town Center Study Area, surrounding the intersection of Chapel Hill Road (NC54) & Morrisville-Carpenter Road / Aviation Parkway.

Existing Inventory

The following summarizes an inventory of existing uses within the Town Center study area as well as of areas on the periphery of the town center. A more detailed inventory is provided in the Appendix of this memorandum.

- **Town Center.** Within the town center, there are residential and civic functions, but only a few business uses. As such, the area is not definable as a “business district” in the traditional sense of a commercial town center. The town center also lacks identity and presence because of the lack of building massing and any sense of scale. Key uses include:
 - Residential. Existing houses were inventoried in the town center area, most of which are clustered in two residential neighborhoods located south of NC54 on either side of Morrisville-Carpenter Road. The houses offer significant historic and vintage architectural value but are in various stages of maintenance. There is also an 80-unit townhouse community (Church Street Townes) under construction in the north-western portion of the study area.
 - Retail & Service. There is only one retail business located in the historic core of the town center, Ben’s Bargain Barn, initially built as the Red & White Food Store (adjacent to the former Jones’ Hardware Store). There is also a small auto repair shop (Bill’s Auto Body), located off of NC54.
 - Office. There are two private office uses in the town center, Yard-Nique, a landscaping design and installation company, and The Orchid Trail, an orchid nursery. Yard-Nique occupies three of the most visible historic (ca 1901) buildings in the town center, with a total of almost 5,000 square feet of office and related business space along NC54.
 - Civic. The town center has a strong presence of civic buildings, including a fire station, town hall, police station, church, and chamber of commerce. Other than the fire station, however, the presence of these buildings is not felt because they are mostly located off of the main roads. A small park (Ruritan Park) is barely definable as a public space from NC54.

- **Peripheral Areas.** Just outside of the town center area to the east, south, and west are newly-developing residential, retail, and office projects, all of which compete to some extent for market share with the town center. These are detailed in the Appendix and summarized below:
 - Within a short (5-minute) walk:
 - South/East – Portion of Weston with (new) strip shopping center & restaurants, offices,



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rental apartments, single-family homes, and recreation facilities.

- South/West – Morrisville Square (new) shopping center & restaurants, and new daycare center
- North/West – Morrisville Station (new) shopping center and restaurants, bakery & distribution facility, auto-related businesses & office building, another new shopping center under construction, seven older houses, and cemetery. Greenwood Village is just finishing construction on its first building.
- North/East – Cotton Place Subdivision, a planned 120-unit single-family attached and detached housing community
- Within a short (5-10 minute) drive:
 - South/East - Major new retail development (Park Place Shopping Center, CVS, Lowe’s) and major office and residential developments (Weston)
 - South/West - major new and planned mixed-use (Carpenter Village, Grace Park), retail (Morrisville Market, Bethany Village), and residential (Savannah, Carpenter Park, The Grove, Addison Park) developments.
 - North/West - Older industrial services and distribution facilities, new residential development (Hamlet in the Park, Shiloh Grove, Providence Place, Town Hall Commons, Kitts Creek, Downing Glen, Twin Lakes)
 - North/East - Major existing and new office / flex and distribution parks (Southport Business Park, Commonwealth Business park).

Physical Constraints

The following key physical constraints are summarized below based on site reconnaissance.

- Railroad – reduces physical development potential, particularly on southeast portion of study area where lot depth is reduced along NC54 and railroad grade reduces visibility from back lots.
- Railroad – lack of crossovers or ability to allow for pedestrian movement greatly reduces opportunities for traditional retail “Main Street” shopping district.
- Flood zone –reduces development potential in southeast portion of study area.

Visibility

The impact of visibility was assessed as it relates to the marketability of uses throughout the Town Center study area. Key findings include:

- Excellent visibility on main roads
- Limited visibility from side streets
- Significant traffic volumes, allowing retail visibility to regional and destination commuter

Location & Access

Morrisville, and the Town Center in particular, has a superior, central location that offers significant advantages for residents commuting to employment as well as for businesses serving customers or clients throughout the Triangle region.

- Superior regional location, at heart of Triangle markets.



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- Extremely proximate and accessible to RTP, a major economic driver for the region.
- Proximate to RDU Airport and related employment base
- Within easy commuting distance to Raleigh (State government center), Durham (university and medical center), and Chapel Hill (university) employment centers.
- Within easy commuting distance from Cary and upper-income residential areas.
- Good regional access, but threatened by traffic back-ups that reduce ability to access individual parcels.
- Internal access hindered by closed roads necessitated by railroad.
- Extremely poor pedestrian access and inadequate pedestrian safety provisions throughout study area

Heritage Value

Morrisville offers certain heritage value, although its historic character has been compromised by fires and demolition over the years that have negatively impacted on the overall identity of the town center and its sense of place.

- Good remaining vintage building stock, some of which is under-appreciated (gas station).
- Civil War battle – under-realized heritage and education opportunity
- Oral histories associated with train wrecks, mill culture, old business district, and other aspects of town history.
- Due in part to demolition of some buildings, the town center lacks massing and a sense of place. There are barely any remnants of the old business district. This critically impacts on existing marketability and identity.

Overall Marketability

The overall marketability of the Town Center location in the regional context is summarized by use, based on the Site Analysis.

- Retail: Good retail location near growing residential neighborhoods and along high-traffic commuter routes
- Housing: Good housing location in high-growth market near major regional employment centers (RTP and Airport) and at center of regional labor market. Good reputation for Morrisville schools, a key driver for family residential market decisions. Excellent proximity to RTP and employment base, the key driver for both for-sale and transient (apartment and other rental) housing.
- Office: Good location for office uses, within close proximity to RTP and to housing areas.
- Industrial: Good location for flex and distribution uses, within close proximity to RTP, RDU, and labor force. Good location for manufacturing, within easy commuting distance to labor force, highways, rail service and distribution nodes.
- Civic: Good location for civic uses, within growing community that already has fire, police, chamber, and town offices nearby.



Appendix 4

Market Opportunities Assessment

Existing market information was analyzed along with the economic context, and some findings are provided with respect to the overall market factors impacting on opportunities within the Town Center. These market considerations and opportunities are summarized by use below.

Residential

- Growing regional employment base, driving demand for residential particularly in the centrally-located Morrisville area.
- Morrisville reputation has changed from “poor stepsister” of Cary to desirable and centrally-located place to live with good schools
- Apartment market driven by job relocations. Many rent for one year while deciding where to buy. Morrisville seen as particularly desirable by newcomers and many chose to purchase in this area.
- Area was over-built for condominium and townhouse development, but demand is now aligning with supply. Townhouse (higher density housing) absorption in area has been relatively strong, with nearby development averaging seven units per month.
- Affordable 1-story houses (e.g., “patio homes”) are extremely popular with families and will increasingly satisfy demand from boomers/ empty nesters for easy-to-maintain affordable housing. Carpenter Park is good example of this mass-market product that would be even more marketable in a Town Center neighborhood setting.
- Patio homes might be complemented with mid-rise senior housing on the periphery of the town center area to accommodate growing demand as the area attracts the relocation of senior parents of the professionals who work in RTP and live in the Triangle. Senior living associated with area religious and other “affinity group” designations would be logical in the study area. It is also logical to place senior housing within walking distance or a short drive of the cultural, professional (i.e., medical, insurance), and retail uses within the town center.
- The town center’s vintage, single-family detached homes are desirable and the strengths of this community can be expanded upon through infill or addition. Some infill higher-density product would also perform well, depending on design. There is one somewhat competitive TND product in the immediate area, Carpenter Village. However, this community has a much more “urban” context and high-density development envelope than the existing “rural” Morrisville town center.

Retail

- The area’s overall retail potential will increase as more residential development comes on line in the near future.
- There may be neighborhood retail and service opportunities generated by this growth. However, *convenience retail and restaurant markets will be largely captured by existing and planned competitive developments within a short walk or drive of the study area.*
- The central location does provide opportunities for destination retail, but roads are not capable of handling destination capacity.
- There are opportunities for highway convenience and specialty retail, but those are generally confined to the two main roads. There are physical constraints to access from those roads, thereby limiting highway-oriented retail development. Nevertheless, there is good overall visibility and high traffic volumes that support retail uses.



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- Carpenter Village has a town center (“Village Marketplace”), but even this new, highly visible and accessible urban development is so far only populated by a few professional offices, two personal services, and one restaurant. To capture specialty retail potential in the face of highly-accessible competition like Carpenter Village, it is critical to leverage the **unique, lower-density rural character** of the Morrisville town center.

Office

- The study area is part of a large and significant office sub-market. The area is accessible and desirable, particularly for professional services and small business owners who do not prefer an office park location.
- Office occupancy in surrounding areas appears to be relatively high (90% range), but the tenant mix in those areas is dominated by technology, corporate, and regional sales & distribution. There are few professional service clusters.
- There may be significant opportunities for *lifestyle-driven professional office uses*, including live-work buildings, for architects, graphic designers, lawyers, medical professionals, residential contracting & service businesses (e.g., interior designers), etc. Based on follow-up assessment, there is even more reason to believe that opportunities for professional uses that serve the growing local community (as opposed to RTP-oriented technical service firms) are increasing and that the town center will be a good location for such uses.

Industrial

- The study area provides a good location for industrial and distribution uses (due to its accessibility to the regional market), although most such uses may not be consistent with the community’s vision for a town center.

Civic and Community Services

- There is already an important (but not entirely visible) civic base of uses, including fire, police, town hall, chamber, church, and parks. Recreation and day care uses are located nearby. This cluster provides the area with the seed of a town center identity.
- The two gaps in this mix include *education facilities* and *cultural or audience support facilities*, the latter of which can include dinner theaters, art galleries, amphitheaters, civic & meeting centers, sports arenas, etc. A children’s theater is one use that has been proposed in the area and can be considered among others as a potential tenant or anchor use for a civic facility. However, more work needs to be done to assess the feasibility and long-term viability of such uses.

Pre-Design Town Center Concept

A specific Town Center Concept was developed based partly on the findings from the market opportunities assessment as well as on team discussions and input from the public at the three background meetings in early 2006. This preliminary concept was provided as input to the Design Studio. The preliminary, pre-design concept and its components are discussed below.

Because of the physical constraints on access and development in portions of the study area, a “piecemeal” redevelopment concept was recommended that would focus on slightly increasing the massing and



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visibility of the town center while retaining and conserving the rural character of the area through a series of small, inter-related projects. Such developments would include a diverse mix of new single-family residential, small-scale infill office uses, re-use and restoration of existing vintage buildings, relocation of buildings where necessary to increase massing, and conservation of land and wetlands on and off of the two main roads in the town center area.

Rather than increasing density or creating a new “Main Street” along the major roads, the focus would be on increasing the illusion of density by consolidating and infilling uses and by expanding the residential component on the periphery of the town center. Retail would be de-emphasized as the primary use along the two main roads, which helps to eliminate the necessity for pedestrian cross-over along Chapel Hill Road. A more detailed description of key components of this mix, as input to the Design Studio, included:

- New moderate-density residential development: Add single-family residential development on the *north-western* fringe of study area that is consistent (and blended) with the existing attractive vintage single-family housing. Such residential development could target a similar market to Carpenter Park but would offer a slightly more diverse and upscale product that can attract a more diverse range of resident income and education levels. Some small-scale retail use might be incorporated alongside the new residential development if supportable *by those residents* and/or by new civic or anchor uses (see below). Residential development should also be concentrated on the periphery of the study area so as to build market support for more pedestrian-oriented commercial use in the Town Center.
- New, small-scale infill development could be developed along *main roads* that strengthens the existing massing / clustering of uses but retains the low-density rural character of the area. *However, widening of the roads to multi-lane highways could negate this concept almost completely due to the lack of direct access and visibility, plus the change in scale that such transportation improvements would create.* If alternative routing and access is assured in a more rural setting, then the following is possible.
 - Less than 5 “houses” purpose-built for professional and service office space (e.g., similar to the existing landscaping company)
 - Several Live-work units clustered near Fire Station
 - Sidewalks / safe pedestrian pathways and urban design improvements that help to set the area apart as a town center and can be integrated with transportation improvements.
- Civic, cultural and/or education uses that strengthen the visibility of the civic functions in the town center.
 - A civic or cultural center facility can strengthen the civic node that has already been created along Town Hall Drive and can act as an anchor for some limited retail/commercial development. However, access and visibility for retail must be guaranteed from main roads like Town Hall Drive, even if the retail caters primarily to new residents within walking distance.
 - A strong park or public space can also help to strengthen the presence of the civic node, particularly if programmed effectively to celebrate the historical context of Morrisville on a regional level.
- Restoration of Existing Structures: ALL existing historic and vintage houses, old gas station, and outbuildings up to new development should be designated for restoration funding. Use would



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focus on professional offices and residential, rather than retail, although the existing retail use (Ben’s Bargain Barn) should be improved and celebrated. There is a dearth of small-office space available for resident-serving professionals such as architects, interior designers, dentists, veterinarians, lawyers, graphic designers, artists, and others who might prefer to locate in an older house and to take advantage of the “small town” environment of the Morrisville Town Center.

- Relocation of Vintage Buildings: to increase massing, several of the vintage houses and buildings might be relocated closer to the center.
- Conservation of Natural Areas: rural and wetland areas should be conserved so that the town center is placed in context. This might require the implementation of a conservation easement or density transfer policy. The waterways in this area may need restoration, but could be better integrated.

Financing & Programmatic Approaches

There are a number of financing and programmatic approaches that can be pursued to implement the plan. The overall financing approach, and the role of the public sector, varies significantly based on the type, location, and economic viability of the projects proposed in the plan. In general, it is not recommended that a small local government like Morrisville play the role of a real estate developer. Rather, local government can help create an environment that leverages and supports *private* sector investment.

Such an environment can be created through any combination of public infrastructure and urban design improvements, land assemblage, outreach marketing, and programmatic incentives such as tax abatements and grants. Several sample approaches are detailed below for specific projects identified in the plan, while a full range of possible public interventions is found in the appendix.

Community or Cultural Facility

A cultural facility was recommended in the concept design as an anchor use for the town center that helps fill a need in the community and can also generate traffic for retail and other support uses. The community (including participants in the Design Workshop) also identified cultural facilities, whether amphitheatres or other venues to house performing arts activities or international cultural / ethnic exhibitions, as an important element of the town center, since they would help Morrisville develop a sense of community and place. There are various approaches for financing civic or cultural facilities that do not require 100% direct local government funding.

Cultural facilities are easier to finance if there are anchor tenants, such as symphony or ballet companies, theatres, or other uses identified. Therefore, it is critical to examine the market potentials or conduct an assessment of the need for such facilities. A Needs Assessment would help identify anchor uses and determine the development program and financial requirements for the facility. Once that has been completed, then an appropriate financing program can be developed.

One of the most appropriate approaches for financing the development of cultural facilities is often to initiate a capital fundraising campaign, in partnership with the non-profit anchor or sponsor. If, for example, there is an anchor with regional fundraising potential (such as the children’s theater concept),



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then funding can be generated from a broadest possible constituency without relying on local donors or the local government. Thus, a regional capital campaign can reduce the overall burden not only on the town but also on Morrisville residents.

Alternatively, local government can sponsor the development of a cultural facility through bond financing. Even then, debt service on those bonds can be paid at least in part through a lease agreement with anchor tenants to generate income. Developer contributions or impact fees may be another way of financing construction of civic facilities, if allowed under State law. Federal or State grants, such as community development block (CDBG) grant funding, are also available for community facilities under certain circumstances.

Infrastructure & Parks

An historical park that honors Morrisville’s Civil War past is another important element of the concept design that was envisioned by the community. The park might also serve as a location for community events and other opportunities for bringing the community together. The acquisition and development of historical parks, like any cultural venue, can be financed in part through a capital campaign (perhaps sponsored by a non-profit organization initiated by the Town and dedicated to this purpose), in addition to grants and other resources. Again, it would be helpful to assess the potential for such facilities as an input to identifying the appropriate financing structure.

Certain infrastructure improvements, such as roads and urban design enhancements, can be funded through state and federal transportation improvement grants or through a variety of local financing methods including:

- Revenue bonds
- Installment purchase
- Tax increment financing (TIF)
- Special taxing districts, etc.
- Developer contributions

While the Town might require developers to install new roads and street infrastructure, there is a need to ensure that the new areas are well integrated into the existing Town neighborhoods and also provide public accessibility.

The Town of Morrisville has already taken steps to acquire property and assemble large parcels for attracting master developers. While this approach is helpful, particularly where the Town is targeting redevelopment according to the plan (such as in the north-west portion of the study area), such acquisition should be carefully programmed so as not to seed confusion or resentment among property owners in areas where major redevelopment is not necessarily programmed. The Town might avoid acting as a direct “developer” where possible, and focus more on indirect interventions such as recruiting developers and working with entrepreneurs, regulating uses, and strengthening organizations that can devote their energies to fundraising for the major projects. Overall, the Town has an important role to play in the redevelopment and revitalization of the town center area, but direct financing investment is not always required and the Town can also act effectively through marketing and other interventions as outlined in the Appendix.



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Appendix

Town Center Inventory

- Retail & Service
 - Ben's Bargain Barn. Building purchased in 1993, formerly a bicycle shop. Originally built as the Red & White Food Store (grocery), adjacent to the Jones' Hardware Store. The closing of Cedar Street (now Franklin Upchurch, Sr. Street) due to a train wreck forced the store to move its entrance to the back, on Morrisville-Carpenter Road. Sales dropped precipitously after 9-11, but the business still attracts a regular clientele from throughout the region and Morrisville itself.
 - Bill's Auto Body. Garage-based business located off of Chapel Hill Road.
 - Gas station (planned for intersection of NC54 and Aviation Parkway).
- Residential
 - 22 houses inventoried with vintage or historic value. Several houses built prior to or during the 19th century. The two small residential neighborhoods on either side of Morrisville-Carpenter Road provide a very pleasant and desirable, small-town environment. A new townhouse community, Church Street Townes, is under development in the northwest portion of the study area.
- Office
 - Yard-Nique. This landscaping business occupies 3 historic and vintage (ca 1901) buildings with high visibility along NC54. The buildings have 1,600, 800, and 2,200 (main office) square feet, respectively. The landscaping business started in Raleigh in 1998 and moved to Morrisville in 2002, drawn by the availability of these houses which already had business zoning. The business serves a regional market, focused on residential growth in the Morrisville area.
- Civic
 - Fire Station. The most visible building in the town center area, the fire station provides an excellent civic use as an anchor for enhancing the small town identity.
 - Town Hall. The town hall is nicely designed and landscaped but is not immediately visible, integrated, or associated with the town center.
 - Police Station. Same as above.
 - Chamber of Commerce. Same as above.
 - Ruritan Park. The idea of a park at this location is logical, but the park lacks presence, identity, and even a sign on NC54. It is difficult to tell where the park ends and the fire station's parking lot begins. It would be helpful to know if the gazebo is actually used by the community.
- Other
 - Vacant land. There are vacant lots scattered throughout the town center area. Some of this vacancy was created due to the demolition of buildings.

Uses within a short walk from Town Center

- Weston (western border)
 - Little Pros Academy
 - Strip shopping center
 - Asuka Japanese Restaurant
 - Cleaners



Appendix 4

- Allstate
- Lubrano's Italian Restaurant
- Offices
 - American Star (mfg rep)
 - Doctor
 - Counselor
 - Lifeline Stop Smoking Clinic
 - Carolina Habilitation Services
- 100 Keybridge Center (offices)
 - Morrisville Cat Hospital
 - Easley Custom Homes
 - Triangle Community Chiropractic Center
 - Family Dentistry
- Residential
 - Weston Estates SF homes
 - The Oaks at Weston apartments
- Recreation
 - Soccer fields adjacent to Weston Estates
 - The Oaks at Weston playground, swimming pool, fitness
- Morrisville Square
 - Morrisville Square Creative School (daycare center)
 - Morrisville Square Shopping Center (25,173 square feet)
 - Victoria's Sweets Bakery
 - Carolina Indian Store (Indian grocery)
 - Chiropractors
 - Hair, etc.
 - Subway Restaurant
 - El Mason Mexican Restaurant
 - Dry Cleaners
 - China One Chinese Restaurant
 - Curves
 - Tower Indian Restaurant
 - Anita's Custom Picture Framing
 - Outparcels
 - 0.97 acres
 - 1.21 acres
 - 0.87 acres
 - 1.33 acres
- Cotton Place subdivision
 - 120-unit planned single-family attached and detached homes bordering the study area
- Morrisville-West
 - Individual businesses
 - Bill's Barber Shop
 - Morrisville Café
 - Old gas station (vacant)
 - Triangle Car Wash
 - Davis Family BBQ (vacant)
 - Allied Motors



Appendix 4

- Fidelity Bank
- Residential - 7 old houses
- Cemetery
- New retail shopping center (under construction)
- Office Building
 - Termidor
 - Dreams of Hope Gift Shop (retail)
 - Autowerks Precision Alignment
 - Classic Car Investments
 - Distinctive Automotive Specialties
 - Vacant
 - Vacant
- Morrisville Station Shopping Center
 - Neomode Café
 - Neomode Bakery (and distribution center)
 - Arcade Games
 - Boar's Head Café and Catering
 - Assaggio's Pizzeria
 - Bars & More Champions (billiards)
 - Kim Dry Cleaners
 - Black Belt World
 - Futons, Inc.
 - Vacant (6 units)

Uses within a short drive of the Town Center

- North/West:
 - Industrial services and distribution (Averitt Express, Tarheel Wood Treating, Davey Tree & Lawn Care), new residential development (Hamlet in the Park, Shiloh Grove, Providence Place, Town Hall Commons, Kitts Creek)
- North/East:
 - Office / flex and distribution (Southport Business Park, Commonwealth Business Park, etc – tenants including Hexatech, Yusen Global Logistics, Cardinal Health, and Brueggers' Bagels).
- South/East:
 - Major new retail development (Park Place Shopping Center, CVS, Lowe's, etc)
 - Weston – major master planned office / business park (tenants including Civent Chem, International Rectifier, Hewlett Packard, Mycosol, etc).
 - Residential – Northwoods Crossing (townhouses); Weston Estates (estate homes); Archstone @ Weston, Weston Place, and Camden-Westwood (large apartment complexes)
 - Cary
- South/West:
 - Major new and planned mixed-use development
 - Carpenter Village – residential (single-family, townhouse, and rental apartments) and commercial town center (Village Marketplace)
 - Grace Park – townhouse residential and ground-floor retail
 - Major new and planned residential development
 - The Grove (townhouses)



Appendix 4

- Savannah (SF-detached)
- Ridgemont (SF-detached)
- Addison Park (SF-detached)
- Carpenter Park (SF patio homes, townhouses and condominiums)
- Preston Creekside (rental apartments)
- Major / planned new retail development
 - Morrisville Market
 - Bethany Market (Tribek)
 - Davis Commons – Starbucks, Pristine Auto Spa, Quizno’s gas station, etc.

Implementation: Examples of Role of Public Sector

Development Standards

- Design codes – rehabilitation, expansion, and new development
- Wetlands, flood plain protection
- Land use & zoning

Facilitation

- Communication with property owners, businesses and residents
- Marketing & communication with development community, and outreach for attracting potential anchor uses and small business entrepreneurs
- Communication with / influencing DOT, CAMPO
- Grant applications (open space, historic preservation, etc.)
- Facilitation / coordination with non-profit sponsors (e.g., civil war brochure, feasibility studies – interim steps, etc)

Incentives

- Rehabilitation micro-loans or tax incentives for existing property owners
- Small Business loans, tax abatements, sites, or direct subsidies for small business operating or capital needs

Direct Investment or Participation

- Infrastructure improvements – leveraging state, federal funding
- Facilities or land– e.g., cultural facility, historical park (in partnership with anchor uses, private, or non-profit sponsors).



Appendix 5

NC54 One Way Pair Proposal

Description. Existing NC 54 between Morrisville Station on the north and Crabtree Creek on the south would become one way southbound. For northbound traffic at Crabtree Creek a second bridge and new corridor would connect NC 54 to Cotton Drive, with a short angled extension connecting Cotton with NC 54.

Transportation Goals:

- Move left turning traffic from Morrisville-Carpenter (M-C) to Aviation
- Allow narrower 3 lane divided cross section of M-C between NC 54 and Town Hall Drive
- Allow existing NC 54 to remain at current width while increasing capacity
- Create safe pedestrian connection by eliminating left turn conflicts at NC 54 and M-C
- Improve pedestrian safety and convenience across M-C by maintaining a relatively narrow cross section, reducing turning movement conflicts at Church Street and providing a median refuge

Other Objectives:

- Preserve historic buildings along NC 54 in place
- Create a large redevelopment area north of Aviation with double frontage on both NC 54 and Cotton – opportunity to capture drive by traffic with auto-oriented commercial development while accommodating pedestrians with perimeter buildings and central shared parking
- Continue and expand Morrisville as a crossroads community
- Help connect town center with new residential development east of Cotton
- Take advantage of future TTA rail station

Potential Issues:

- Cost – New bridge and new corridor may be equivalent to Crabtree Crossing Extension
- Difficulty – Flood plains, wetlands, stream corridor, historic resources and recreational lands all affect permits, design and construction
- Complexity – signals at M-C/NC 54 and Aviation/Cotton must be carefully coordinated, constantly monitored and updated as needed
- Efficiency – vehicle stacking between Cotton and NC 54 may not be sufficient for high left turn demand during peak periods
- Continued congestion – town center will continue to be a bottleneck to through traffic, which is true with many destination areas
- Character – Cotton will change from a minor collector to major arterial roadway



Appendix 6

SURVEY DISTRIBUTED AT TOWN CENTER DESIGN WORKSHOP, 7/18/06

Share YOUR Ideas About Morrisville's Town Center - Answer These Questions

1. What do you like about Morrisville's current Town Center? (Check all that Apply)

- Historic structures
- Trees
- Civic facilities (Town Hall, Chamber of Commerce)
- Small town feel
- Pocket parks (Ruritan Park)
- Other (please list)

2. What would you like to see added to Morrisville's Town Center? (Check all that apply)

- Restaurant/outdoor dining
- Cultural facilities (library, arts center, museum)
- Parking
- Greenway trails
- Historic trails
- Visitor Center
- Access to public transportation (bus, passenger rail)
- Road/transportation improvements
- Sidewalks
- Community parks
- Shopping
- Other (please list)

over →



Appendix 6

3. Circle the number of the photograph that best matches your idea of what a commercial district in Morrisville's Town Center should look like, if one is included.

1



2



3



4 Something else (please describe)

4. Is there something in the pictures that you particularly like () or dislike ()? Indicate in which picture.

-
- Size of buildings
- Trees
- Style/design of buildings
- Parking
- Sidewalks
- Other (please list)

5. Please check all that apply:

- Town Center Resident
- Town Center Property Owner
- Morrisville Resident
- Morrisville Business Owner
- Morrisville Elected or Appointed Official
- Other (please list)



Appendix 7

RESPONSES TO SURVEY DISTRIBUTED AT TOWN CENTER DESIGN WORKSHOP (Draft, 7-21-06)

48 Surveys Collected

Circle the number of the photograph that best matches your idea of what a commercial district in Morrisville's Town Center should look like, if one is included.

What do you like about Morrisville's current Town Center? (Check all that apply)

small town feel	33	69%
trees	29	60%
historic structures	28	58%
civic facilities	20	42%
pocket parks	9	19%
other	2	4%

What would you like to see added to Morrisville's Town Center?

sidewalks	38	79%
restaurants/outdoor dining	35	73%
road/transportation	33	69%
improvements		
greenway trails	30	63%
cultural facilities	26	54%
shopping	25	52%
historic trails	24	50%
access to public transportation	21	44%
community parks	18	38%
visitor center	15	31%
parking	12	25%
other	11	23%



Appendix 7

RESPONSES TO SURVEY DISTRIBUTED AT TOWN CENTER DESIGN WORKSHOP (Draft, 7-19-06)

Circle the number of the photograph that best matches your idea of what a commercial district in Morrisville's Town Center should look like, if one is included.

1 - 2 storey detached	21	44%
2 - 1 storey detached	11	23%
3 - 2 storey attached	10	21%
4 - other	3	6%

Is there something in the pictures that you particularly like or dislike? Indicate picture.

Picture 1	like	dislike	like	dislike
size of buildings	14	0	31%	0%
trees	13	0	27%	0%
style/design of building	18	1	38%	2%
parking	3	2	6%	4%
sidewalks	17	0	35%	0%
other	2	1	4%	2%

Picture 2	like	dislike	like	dislike
size of buildings	12	1	25%	2%
trees	17	0	35%	0%
style/design of building	10	1	21%	2%
parking	2	2	4%	4%
sidewalks	12	0	25%	0%
other	0	0	0%	0%

Picture 3	like	dislike	like	dislike
size of buildings	7	1	15%	2%
trees	9	0	19%	0%
style/design of building	8	2	17%	4%
parking	1	2	2%	4%
sidewalks	10	0	21%	0%
other	0	0	0%	0%

Please check all that apply:

Town Center Resident	7	15%
Town Center Property Owner	8	17%
Morrisville Resident	39	81%
Morrisville Business Owner	4	8%
Morrisville Elected/Appointed Official	6	13%
Other	2	4%



Appendix 7

Open Ended Comments in Response to Survey Distributed at Town Center Design Workshop (Draft, 7-19-06)

What do you like about Morrisville's current Town Center?

- Old train station site
- Tranquility at core. Almost zen-like. Celebration openness or nothingness.
- Nothing

What would you like to see added to Morrisville's Town Center?

- Bed and breakfast
- Walking and biking space is definitely needed. How can you have a community if it is not safe for pedestrians?
- Mixed use residential and retail. Current trend North Hills
- Presentation hinted only office, professional office. Retail not viable.
- Farmers Market
- Community information center
- Bazaar and fairgrounds
- Make Morrisville a distinguished town unique in NC
- Road sign on I-40 to direct people to historic locations in Town.
- Statues of Civil War soldiers
- Period restaurant
- Mill workers walking to/from a "period scene"
- Morrisville "socks"
- Shoppes of Morrisville
- Limited parking
- The few remaining historic and quaint structures preserved, not knocked down and replaced.
- Honor the long time residents and historic nature of the area including Shiloh.
- We need a welcoming feeling where families can enjoy walking, dining, and socializing with neighbors, i.e. Apex, Wilmington
- Find product Morrisville could identify itself with, e.g. railroad items and market it/sell in town center
- Renovate train station area
- Renovate Crabtree Creek bridge and greenway
- Public Space for festivals/community events – stage/amphitheater
- Amphitheater
- Doctors Offices (i.e. office space)
- Civil War park
- Water tower
- Save one historic house as Cary did Page-Walker House. That can be used for meetings, weddings, and community events – and save the structure for future generations.



Appendix 7

- Do not put everything across the tracks! So people traveling through can see a town and get a good feeling to want to stop and eat and shop and maybe want to live here. Not so now.
- Work with business owners and property owners to be a team instead of the less than receptive reputation Inspections has now. Thanks!
- A roundabout could be considered to help ease traffic – like NC State has done on campus and is considered for Hillsborough Street.
- Gerald’s old store site (NW corner Aviation/NC 54) – New store should ideally have General Store front for aesthetic value.
- For improved access Sunset Ave should be connected back to Aviation Parkway with small retail offices approved for Cotton and Sunset area.
- I would like to see small shops and offices like row townhouses – small historic town feel recreated. Not over the rail tracks but where people go through in the Cotton/Sunset/Fairview area behind Gerald’s old store while it can still be done. Around the pond area would be a nice town square park area.

Comments about picture 1 (2-storey detached).

- Too new looking
- Artificial look, doesn’t seem like an original part of an historic area.
- Town core

Comments about picture 2 (1-storey detached).

- Like the casual look
- Like how #2 fits in with existing structures

Comments about picture 3 (2-storey attached.)

- Looks too much like Durham. Morrisville should be unique in the area.
- Too industrial
- Near railroad area
- Too “Big Town”

Description of alternate commercial district for Morrisville’s town center.

- More like old downtown Cary, Fuquay-Varina, Holly Springs. Individual structures that are not all alike, but have some character. Example you should look at Biltmore Village – old homes became small shops and retail, very charming
- Combo of brick/columns/wrought-iron. Mix between pictures #1 and #3.
- Something like you would see in a small town, not ugly paint like #2, not as big as #1, not cold as #3, but like some downtowns you’d see in Sylva, NC or other mountain towns.
- It could be a mix of all three. #3 closest to downtown, #1 next and #2 transitioning to single-family housing.
- The town should not spend any money on creating a downtown until some of the serious traffic problems are resolved.
- Need old-fashioned ice cream parlor
- More mature trees preferred
- Extended parking



Appendix 7

- Parking in the back
- Signs small or absent
- It would be great to have living quarters upstairs.
- There is a library in Vancouver. Part of the first floor has little shops like Starbucks, Sushi, gift shops, etc.
- Gas lanterns along the streets and sidewalks. Like Vancouver's gas lantern districts.
- Reduced setbacks with character



Appendix 8

Morrisville gathers wish list for downtown

BY BETH HATCHER, STAFF WRITER

A Civil War park, open spaces, better traffic flow and development that doesn't encroach on the historic character of older homes.

Those are some of the key wishes that some Morrisville residents and other stakeholders said they want in the town's historical core.

And that's what a Raleigh consulting firm gave them — along with ideas of how to pay for it all — at a presentation last week for a Town Center Plan draft.

The Thursday night presentation from Raybould Associates culminated a three-day design workshop to help direct development in the town's core around the intersection of N.C. 54 and Morrisville-Carpenter Road.

Town officials want to create a walkable town center at the intersection, which contains some of the town's oldest structures, from simple mill houses to two-story 1800s-era homes.

But the town also wants to create new features in the core, and suggestions of infill development, public spaces and even a Civil War monument — ideas from a July 18 public input session — were included in the draft from Raybould.

"All the groups mentioned creating a Civil War park," said Russ Stephenson, an architect with Raybould.

Working on the project's transportation concerns was like "trying to put a highway on an island," said Harrison Marshall, a transportation planner contracted by Raybould.

During the July 18 session where more than 100 Morrisville residents and downtown stakeholders gave their ideas, dealing with traffic was raised as a major concern.

The N.C. 54/Morrisville-Carpenter Road intersection is often a congested area in the booming town, which has long suffered from traffic woes.

Raybould gave one possible solution to ease the traffic problems — making a portion of N.C. 54 for southbound traffic only, and rerouting northbound N.C. 54 traffic up nearby Cotten Drive, a parallel street to the east.

Some in the crowd Thursday night thought that the town center project's main constraint was really money.

Story Tools

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Appendix 8

It cost the town \$48,500 to hire Raybould Associates, which came out of the fiscal year 2006 budget, said town Planning Director Ben Hitchings.

At the Thursday presentation, resident Andrew Roesch questioned whether the town had the money to implement the plan.

“Does the town actually have any money to do this?” Roesch asked after the presentation. He said that in the eight years that he has lived in Morrisville, he has heard development of a town center discussed several times.


Hitchings stressed to the crowd that money to develop the town center could come from several sources — donations, nonprofit contributions, state and federal funding — as well as town coffers.

Hitchings also noted that the town center that Morrisville officials envision would take years to fully develop.

As for the next steps, the town’s planning department will use Raybould’s draft to develop a plan that would then make its way through the planning board for a recommendation before it reaches the Board of Commissioners for a vote.

Ultimately the plan will help set special development standards around the intersection. Hitchings said he hopes to see a plan adopted by the end of the year.

Contact Beth Hatcher at 460-2608 or bhatcher@nando.com

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Appendix 8

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Morrisville seeks resident input

Updated: 7/23/2006 9:13:14 PM

By: Ashley Smith

MORRISVILLE, N.C. -- The Town of Morrisville is in the midst of planning a new Town Center. It would sit at Morrisville's historic crossroads around the intersection of NC 54 and Aviation Parkway. The community just had a three-day design workshop to get input from residents.



People describe Morrisville as a small town that's growing. And rich in history because of places like the former Morrisville Christian Church, the old mill house on Ashe Street and homes that date back more than one hundred years.

"There are still a number of historic structures that remain that tell the story of Morrisville's history," said Morrisville's Planning Director Ben Hitching.

The historical character is what Pastor Myron Yandle of First Baptist Church wants to preserve. Several workshops were held at his church last week to discuss future plans for a new town center, in the heart of Morrisville.

"Everybody likes a small town feel and they want to certainly see that maintained and not lost in the growth that we're having," said Yandle.

About 100 people contributed ideas at the meetings. Among those were a desire for outdoor dining, more parks, greenways and sidewalks. These suggestions however are not final; they'll go through a professional design team, followed by several board approvals.

"First it will go through the planning and zoning board. Then the board of commissioners will review it and hopefully by the end of the calendar year or early next year we'll have an adopted plan that will lay out this vision for this part of town," explained Hitching.

As the process keeps moving forward, Pastor Yandle hopes that the final vision centers around the town's historic roots.

"I think if it loses that historic feel, it's lost a lot of significance of how Morrisville was founded and what it's been about for the residents for so long here," added Yandle.

The Town Center plan is slated for completion later this year. After that, the town will establish a Town Center District Code that would allow special development standards in the project area.



Appendix 9

Citizen Ideas and Input at Town Center Implementation Strategies Meeting, 8-22-06 (Draft, 9-14-06)

On August 22, 2006, citizens turned out for a gathering hosted by the Town of Morrisville to discuss implementation strategies for the draft Town Center Plan. After a welcome and review by Chairman Peter Prichard, a brief presentation of the draft plan was given by Warren Raybould of Raybould Associates, the consulting firm assisting with the plan. Planning Director Ben Hitchings then introduced the program for the evening; he explained that implementation strategies were often general in context, but were necessary to identify to help launch the plan.

Attendees had the opportunity to participate in two of four focus groups: Historic Crossroads; Parks & Greenways; New Development/Visual Identity; and Transportation Improvements. The groups were facilitated by Gary Roth of Capital Area Preservation; Steadman Sugg, Greenways Planner; Town of Morrisville; Ben Hitchings, Planning Director; John Whitson, Town Manager and Warren Raybould of Raybould Associates, respectively.

Some key highlights of discussion points:

Historic Crossroads

- Maintain views, of churches in particular
- Establish important point in time
- Have paths and trails instead of paved sidewalks in parts of historic area
- Preserve trees
- Have utility lines buried
- Use historically themed lighting
- Set maintenance guidelines
- Keep buildings at current locations
- Maintain a rural, small-town feel
- Pedestrian friendly – parking at rear of buildings
- Respect for scale and character in new architecture
- Consider private fundraising options

Transportation

- Transit Rail Station – build with or without one
- More connections in and out of downtown
- Multi-Modal
- Lobby for impact fee authority
- Funding options
- Grid downtown
- More east-west roads
- Make Church Street a by-pass to Town Hall Drive; remainder of road a main street with 20 mph speed limit
- Fund one-way portion of NC Highway 54 – Chapel Hill Road



Appendix 9

New Development Opportunities & Visual Identity

Possibility of Page Street and Church Street being right-in/right-out roads

Reluctant to close every street

Parking

Provide more thought on commercial development along NC Highway 54 – consider possibility of more highway oriented retail further away from intersection

Consider using stormwater facility as an amenity for new development

Promote naturally supporting uses

New educational facilities, particularly high-tech education (i.e. new branch of Wake Technical)

Consider revising Town Center boundaries with focus to the west of NC Highway 54

Keep in mind significant barrier placed by railroad tracks and NC 54

Include retail in historic village

Civil War Park Site

Use publicly funded infrastructure to help attract small business

Ensure balance between residential and commercial (allow for feedback to development community on proposed and approved projects)

Fast-track preparation of development standards for the Town Center

Focus on form and design as well as use

Acknowledge challenge to reuse existing structures

Grants and loans – help people finance renovation process

Package points of interest for tourism opportunities

Next steps in the process will be continuing work on the draft plan by Morrisville's Planning Staff, followed by review of the draft by the Planning & Zoning Board. After their review and recommendation, it will be considered by the Board of Commissioners for official vote.



Appendix 10



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Preservation Incentives

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- Federal and State Rehabilitation Tax Credits

A 20% Federal Rehabilitation Tax Credit is available for the qualifying rehabilitation of income-producing historic properties. North Carolina also authorizes a 20% credit for those taxpayers who receive the federal credit, providing investors with a combined federal-state credit of 40%. In addition, North Carolina provides a 30% credit for the rehab of nonincome-producing historic properties, including private residences. To qualify, a property must be individually listed on the National Register of Historic Places or a contributing structure to a National Register Historic District.

- Real Property Tax Deferral

Designated landmarks within the planning jurisdiction of Morrisville are eligible for a combined Wake County and Morrisville property tax deferral of 50%. Landmarks are designated by the Morrisville Board of Commissioners on the recommendation of the Wake County Historic Preservation Commission.

- Federal Income Tax deduction and State Tax credit for easement donation

Persons who donate a preservation easement to a qualified organization, such as Capital Area Preservation, Inc., are eligible for a federal income tax deduction equal to the difference in value of the property before and after the restriction is imposed on the property as determined by a qualified appraisal. Generally, the deduction is limited to 30% of a taxpayer's adjusted gross income for the year in which the donation is made, but any excess may be carried over for up to five additional years. In addition to the federal tax benefit, North Carolina provides a state income tax credit equal to 25% of the easement's appraised value for the donation of an easement for conservation purposes and Wake County may recognize the effects of an easement in calculating real property taxes.

A Sampling of Incentive Programs used by Other Communities

- Raleigh, NC

The City of Raleigh's preservation revolving loan fund was established by the City Council in 1992. The loan fund is designed to work as a revolving fund to assist in providing gap financing for historic preservation projects. The loan repayment reimburses the fund and makes those dollars available for future projects.



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- Cary, NC

The Town of Cary's Façade Improvement Program assists property and business owners within the Town Center Area Plan boundary to undertake storefront or building front improvements. These can range from minor repairs and painting to substantial façade renovations on buildings used for commercial or office purposes. Approved property owners or tenants who improve the exteriors of existing businesses may seek reimbursement for half the cost depending on the amount. Reimbursement would be through deferred loans that the Town would provide using federal grants. Under certain circumstances, the loans could be forgiven after three years.

- Phoenix, AZ

The City of Phoenix gives matching 50-50 grants up to \$10,000 to historic homeowners for exterior rehabilitation work in exchange for a 15-year façade easement. Phoenix also has another 50-50 grant program – Demonstration Grant Program – for exterior and structural repairs on commercial historic buildings. The City also has a Low Income Housing Rehab program that provides 70-30 grants to income-restricted residents (80% median income) up to \$25,000 for exterior rehab work. Funding for these programs comes from a \$14.2 million bond program approved by voters in 2001.

- Grapevine, TX

The City of Grapevine and its Township Revitalization program offer matching grants up to \$10,000 for rehabilitation of historic residential exteriors. A part of the program includes special waivers (from the matching portion of the grant) for homeowners of limited resources. The program requires that the homeowner apply for landmark designation to ensure future preservation of the property.

- Roanoke, VA

Roanoke created a "Historic Buildings Rehabilitation Loan Program" in 1989. Under the program, the banks provide rehabilitation loans of up to \$100,000 per project. The interest rate is set at 2% below prime; the loan term at seven years. The program is limited to buildings in the city's Central Business District. In addition, the City of Roanoke offers matching façade grants of up to \$5,000 and provides free design assistance to property owners in local historic districts. To qualify for these grants, a person must rehabilitate a deteriorated building and increase job opportunities for low to moderate-income persons. This program is funded through the Community Development Block Grant Program.



Appendix 10



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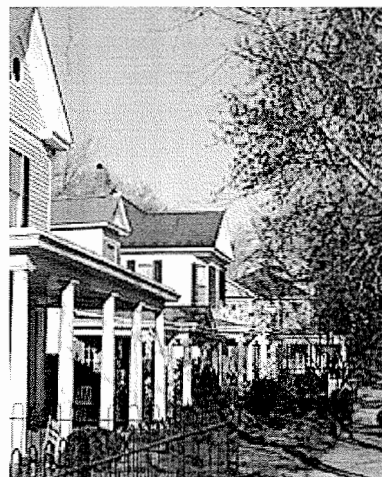
Overlay Zoning

Overlay zones offer a wide range of options for a community seeking to preserve and maintain the special character of an area. Within their zoning ordinances, communities may use overlay zones to protect particular natural or cultural features, such as historic areas, downtown residential enclaves, watersheds and open space. For example, an overlay zone can be instituted for a specific neighborhood to preserve its character and design by encouraging new construction, and additions to existing buildings, that are compatible with the neighborhood's building types and character.

Overlay zoning is generally used when there is a special public interest that does not coincide with the conventional zoning in a particular geographic area. It is a mapped area with restrictions in addition to or less than those in the underlying zone. For instance, if a restaurant is located in a commercial district with an historic overlay zone, there might be a conflict in signage requirements. Conventional zoning would most likely have restrictions for signage regarding allowed square footage and might not allow signage that hangs perpendicular to the building or the use of neon. The historic overlay zoning might be more flexible to allow these choices if they reflect the zone's heritage.

Overlay zones are used by communities to achieve various planning objectives such as the protection of historic areas, downtown residential enclaves, watersheds and open space. For example, an overlay zone can be instituted for a specific neighborhood to preserve its character and design by encouraging new construction, and additions to existing buildings, that are compatible with the neighborhood's building types and character.

A local historic district is a classic example of an historic overlay zone. Local historic districts can be found in Raleigh (Oakwood and Boylan Heights Historic Districts are just two of many local historic districts in that community) and Wake Forest. Local historic districts are authorized under North Carolina's Historic Districts and Landmarks Law. They are established by the local governing authority on the recommendation of the Historic Preservation Commission. Under Morrisville's current interlocal agreement with Wake County this is the Wake County Historic Preservation Commission. After designation, the Wake County Historic Preservation Commission reviews and acts upon proposals for alterations, demolitions, or new construction within the local historic district.



At the other end of the spectrum is the **neighborhood protection overlay or protection area**. Columbia, SC has successfully pioneered this technique and nearby Durham, NC has also adopted it. Protection overlays are employed in areas that contain some historic buildings



Appendix 10

or distinctive structures, but also contain a large number of either non-historic or marginal buildings. The design guidelines for a protection area are generally less restrictive than those of a local historic district and are administered by the community's planning commission rather than the historic preservation commission. Generally, they are employed when it is the community's desire to protect the overall character of a specific area or neighborhood of which the historic element is a part, but not the exclusive determinant of community character. An example might be providing flexibility for infill projects in an older area that has retained its original pattern of development, to ensure maintenance of the existing character of the neighborhood.



Further demonstrating the flexibility within the overall family of historic overlay zones, a number of communities, including Columbia, SC bring an element of the local historic district to the protection area by the designation of individual landmarks within the boundaries of the protection area. Like, local historic districts, landmarks are designated by the local governing authority on the recommendation of the Wake County Historic Preservation. In cases where the guidelines governing landmarks are stricter than those of the surrounding protection area, the landmark guidelines

would apply to landmark structures. This provides the best of both worlds in that designated historic landmarks are given maximum protection in a general area that is more characteristic of a protection overlay, rather than a local historic district.



Appendix 10



Town Center Planning Process **Introduction to Potential Strategies to Promote Appropriate New Development and Visual Identity** (Draft, 8/22/06)

Development Standards

The Town has standards in place to manage the development and use of land throughout its jurisdiction. In the Town Center Design Workshop, participants identified civic, small business, and residential uses as three kinds of desirable new development in the Town Center area. One implementation strategy would be to develop a special Town Center District Code to promote and require development consistent with this vision.

Issues that might be addressed through such a code include:

- The types of permitted uses;
- Their location within the Town Center; and
- The standards that would apply for parking, landscaping, site design, exterior building design, signage, and other features of new development.

To implement this strategy, Town staff would work with stakeholders and Town boards to draft appropriate development standards. Then, as new development proposals were submitted to the Town, the application of these standards would help ensure consistency with the Town Center Plan and promote a consistent visual identity for this area.

Public and Private Investment

Another way to promote appropriate new development would be for the Town to help assemble land, build necessary infrastructure such as streets and sidewalks, and/or fund the restoration and construction of selected community facilities such as the Christian Church, a train depot, and a civic/cultural center. To do this, the Town might tap its General Fund and other revenue streams, such as state and federal grants.

Private developers might be asked to dedicate land and build infrastructure to help with this effort. Private non-profit groups might conduct fundraising campaigns to help finance construction of new facilities such as a train depot or cultural center. Together, these partnership efforts could put the necessary infrastructure and key facilities on the ground to help anchor the Town Center and attract additional private investment.



Appendix 10



Town Center Planning Process **An Introduction to Parks and Greenways Implementation Strategies** **(Draft, 8/22/06)**

How do we determine what becomes a park?

Board adopted “Parks, Recreation, Greenways and Open Space Master Plan“

- Approved by Board of Commissioners in 2002
- Based on public input
- Includes a public needs analysis
- Identifies areas of recreational need in the Town
 - Provides for geo-equity to all residents in Morrisville

Standards

- All parks and recreational amenities are compared to local park systems and weighed against national averages
- The analysis shows a deficit/surplus of recreational items such as soccer fields, swimming pools and even types of parks and park acreage
- This tool helps to determine exactly how many acres of parks, fields, basketball courts, etc. the Town needs to provide residents presently, and into the future

Because we know what amenities we need to develop to provide the greatest equity to our residents, further public planning meetings are conducted for public input

Implementation Strategies

Parks aren't built overnight, but through a long planning process. First, the Town must develop a concept of a park or greenway, acquire the land, and develop the park. Listed are just a few common tools that the Town uses to acquire and fund parks and greenway projects in the Town:

Acquisition

- Right of Way dedication
- Fee-simple purchase, or purchasing land at market value
- Easements
 - Limits development to build a “green infrastructure” or open space
 - Reserves land for a specific future use, such as a greenway

Funding

- General Fund
- Payment-in-lieu by residential developers
 - New residential developers may provide future parkland or a payment-in-lieu of the land based on the number of units in the project
- Grants
- Public/Public partnerships
 - Town of Morrisville and Wake County School build School Parks
- Public/Private partnerships
 - Developer agrees to build greenway into a neighborhood project



Appendix 11

Morrisville Cultural & Civic Area Trip Generation Study

The purpose of this study is to project the potential number of vehicle trips which may be generated by the proposed Cultural and Civic Area once it becomes established. As this area is planned and designed as a compact, pedestrian-friendly mixed use area, this study takes into account the possible number of trips using other modes (school buses and vans, walking and bicycles), or vehicle trips that are linked, and reduces vehicle trip generation figures accordingly.

The basic indication of this study is, depending on the development scenario used, the project area might generate between 1,717 vehicle trips (including 2 school buses) and 2,297 vehicle trips (including 10 school buses) per day. By contrast, a conventional suburban development pattern, which would not permit linked trips or support other modes, might generate between 1,910 and 2,610 vehicle trips per day.

Study Area

For trip generation purposes, the study area is bounded by the future E Street to the north, Church Street to the east, the Chamber of Commerce building to the south and Town Hall Drive to the west.

Development Scenarios

At-a-glance

- Children’s theater – 425 seats
- Park/playground – 4 acre park, including .25 acre playground + .25 acre developed area
- Residential units
 - E Street – 30 dwellings
 - Core Area – 45 dwellings
 - Scoggins – 25 dwellings
- Commercial space – 25,000 square feet total, consisting of:
 - Food service/restaurants – 2,500 to 5,000 square feet
 - Retail – 5,000 to 10,000 square feet
 - Professional offices/studios/services – 10,000 to 17,500 square feet

Overview. Although the Town Hall Drive corridor provides access to a number of subdivisions and is expected to carry even more traffic once connected with I-540 and Morrisville Parkway, the potential for commercial development dependent on drive-by traffic remains low. It is simply not competitive with nearby commercial developments in existence or in progress.

The centerpiece of the cultural and civic area is a proposed children’s theater. This theater should serve as a catalyst for other development and is anticipated to be a critical destination and traffic generator. The theater as envisioned would be a regional destination needing good regional accessibility but not high visibility. The proposed location has access from major regional highways (I-40, I-540, NC 54, NC 55 and Davis Drive).



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The remainder of the development would consist of:

- public open space with a playground;
- small food service establishments, such as cafes, delis and ice cream shops, or possibly a caterer;
- small specialty retail businesses, including those related to the arts;
- personal and professional service establishments, such as dance and performing arts studios, in both conventional buildings and live/work units;
- professional offices, including workspace for design/creative professions and the like, in both conventional buildings and live/work units; and
- medium density residential uses.

Children’s Theater. At this point in time theater proponents have not developed a specific proposal to assess. Based on the seating-capacity-to-regional-population ratio of other children’s theaters in North Carolina, it is assumed a main auditorium with 425 seats will be used. While the theater will probably contain smaller performance and rehearsal areas, trip generation has been assessed on a peak demand that reflects accommodating a capacity audience in the main auditorium only.

Operational assumptions for the theater are:

- it will operate throughout the year to accommodate year-round schools;
- capacity will be reached on school days due to attendance by school groups;
- school day performances will be between 9:00AM and 2:00PM, with evening performances between 6:00 and 9:00PM;
- weekend performances will be between 10:00AM and 4:00PM and will be assessed at 75% of seating capacity since it is not a school day.

Transportation assumptions for the theater are:

<i>Weekday</i>	<i>Weekend</i>
0% will involve walking or biking	2% will involve walking or biking
50%+ will involve buses or vans	5% will involve buses or vans
0% will involve a linked trip	0% will involve a linked trip

Public Space/Park/Playground. Unlike the regional children’s theater, the public space, park and playground are mostly local in orientation – although visiting children before and after performances will certainly use the park, most users will be Morrisville residents. It is impossible at this point to even speculate on potential special events at this location so trip generation is aimed at “normal” use of the park and playground.

Operational assumptions for the park/playground are:

- 0.25 acre playground with sections oriented towards children ages 1 through 8
- 3.5 acre landscaped open space areas and a multi-use hardscape area
- Picnic shelter with 4 to 6 picnic tables
- Restrooms

Transportation assumptions for the park and playground are:

- 10% will involve walking or biking
- 0% will involve buses or vans
- 10% will involve a linked trip



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Food Service/restaurants. Food service and restaurants would be local in orientation but also heavily dependent on serving theater goers. Nearby office and service workers, as well as their clients, should also constitute a sizeable portion of the potential customer base. Rather than fairly large, stand-alone suburban sit-down chain or fast food restaurants, these food service establishments are expected to be smaller, store-front type operations – cafes, ice cream shops, delis, specialty eateries and markets, pastry shops and the like. Food service and restaurants are projected at 2,500 to 5,000 square feet.

Transportation assumptions for food service are:

- 2% will involve walking or biking
- 10% will involve buses or vans
- 25% will involve a linked trip

Retail. Specialty retail building on the cultural center theme – some combination of art, education and children – as well as small shops aimed at serving nearby residents have the strongest potential here. Retail is projected at 5,000 to 10,000 square feet.

Transportation assumptions for retail are:

- 2% will involve walking or biking
- 5% will involve buses or vans
- 10% will involve a linked trip

Professional offices/services/studios. This area should be able to support a combination of small professional offices (such as architects and attorneys), small professional and personal services (possibly oriented toward creative fields, including interior designers, florists, or caterers), and arts and performing arts studios building on the cultural center theme. Offices, services and studios are projected at 10,000 to 17,500 square feet. On weekends only 25% of office type uses are anticipated to be open.

Transportation assumptions for office, services and studios are:

- 0% will involve walking or biking
- 0% will involve buses or vans
- 5% will involve a linked trip (generally limited to studios)

Trip Generation Projections

Standard trip generation rates are typically based on stand-alone, individual suburban land uses. They do not take into account potential vehicle trip reductions due to pedestrian-friendly design, proximity to surrounding land uses or land use density, or trip linking within a mixed use development. The Institute of Traffic Engineers has gathered data and developed protocols for projecting travel demand reduction factors for larger mixed use developments. Data on such reduction factors for small mixed use developments within an otherwise conventional suburban context is very limited, so the figures used are simply educated guesses based on professional judgment. The reductions due to pedestrian and bicycle travel, group transport and linked trips are based on potential development scenarios, local area conditions, and the types and combinations of land uses.



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The base trip generation for each land use is reduced by the amount of trips anticipated to be by walking, bicycling or school transport and by the potential for linked trips. The compatible uses proposed for this site generally lend themselves to linked trips, particularly food service. In fact, the commercial success of food service at this location is predicated on a considerable portion of the customer base being attracted to the site by other uses. It is anticipated that most theater-goers, office workers and customers will take advantage of their close proximity and simply walk to a restaurant or shop.

Trip generation has been projected for weekdays and weekends to the extent possible given the data limitations. The centerpiece of the development, the children’s theater, is anticipated to have peak travel demand during weekday mornings and afternoons. It is unknown whether the theater might operate in the evenings or on weekends, but evening and weekend shows at 75% capacity have been projected in an effort to assess potential trip generation. In a similar manner, it is anticipated that most office uses will be closed on weekends, so trip generation is estimated at 25% of weekday travel.

Trip Generation Projections

At a glance

Weekday – 2,042 to 2,297 vehicle trips per day

Weekend – 1,717 to 2,117 vehicle trips per day

Trip Generation by Use

Children’s theater

Weekdays: 425 seats x 0.3 per seat = 128 trips per performance

128 trips – 50% (buses/vans) = 64 vehicle trips + 5 buses/vans = **69 trips per performance**

Weekends/Evenings: (425 seats x 0.3) x 0.75 = 96 trips per performance

96 – 7% = 90 vehicle trips + 1 bus/van = **91 trips per performance**

Park/playground

4 acres: 4 x 50 per acre = 200 vehicle trips

200 – 20% (linked) = **160 trips**

Food service/restaurants

2,500 sf (Low): 2.5 x 130 per 1,000 sf = 325

325 – 37% (alt modes/linked) = **205 trips**

5,000 sf (High): 5 x 130 per 1,000 sf = 650

650 – 37% (alt modes/linked) = **410 trips**

Specialty Retail

5,000 sf (Low): 5 x 40 per 1,000 sf = 200

200 – 17% (alt modes/linked) = **166 trips**

10,000 sf (High): 10 x 40 per 1,000 sf = 400

400 – 17% (alt modes/linked) = **332 trips**



Appendix 11

Professional offices/services/studios¹

10,000 sf (Low): $EXP(0.77 \times LN(10)+3.65) = 227$

227 – 5% (linked) = **216 trips**

17,500 sf (High): $EXP(0.77 \times LN(17.5)+3.65) = 349$

349 – 5% (linked) = **332 trips**

Residential

100 dwellings: 100×9.5^2 trips per dwelling = **950 trips**

Trip Generation by Development Scenario

Weekday, low food service/retail-high service

theater (2 daytime, 1 evening) + park + food, low + retail, low + services, high + residential

$229 + 160 + 205 + 166 + 332 + 950 =$ **2,042 vehicle trips**

Weekday, high food service/retail-low service

theater (2 daytime, 1 evening) + park + food, high + retail, high + services, low + residential

$229 + 160 + 410 + 332 + 216 + 950 =$ **2,297 vehicle trips**

Weekend, low food service/retail-high service @ 25%

theater (2 weekend) + park + food, low + retail, low + services, high + residential

$182 + 160 + 205 + 166 + 54 + 950 =$ **1,717 vehicle trips**

Weekend, high food service/retail-low service @ 25%

theater (2 weekend) + park + food, high + retail, high + services, low + residential

$182 + 160 + 410 + 332 + 83 + 950 =$ **2,117 vehicle trips**

Trip Distribution

The Cultural and Civic Area contains three different development zones which also have different travel patterns. To the north is the E Street zone, consisting of residential development fronting E Street. Between this area and the Chamber of Commerce is the Center zone, containing all commercial and about half of all residential uses. Between the Chamber and Church Street is the Scoggins zone, another residential development.

E Street

The E Street residential zone is projected to contain about 30 dwellings. All of these dwellings will have either on-street or on-site parking accessible only from E Street. Thus the estimated 285 vehicle trips per day generated by this development will all be directed onto E Street. It is not feasible at this time to anticipate travel distribution beyond this point other than to note that most of these E Street trips would, at least in the near future, most likely be directed onto Town Hall Drive.

1 A formula developed by traffic engineers to express as a ratio that larger office type uses generate less traffic on a per square foot basis. The formula is the “Exponent of 0.77 x the Natural Logarithm of the use’s square feet (in thousands) + 3.65”.

2 A UNC-CH study for NCDOT of a walkable, mixed use development within the Triangle found that, on average, the development pattern reduced each household’s vehicle trips per day by 1. As the proposed development is smaller and surrounded by suburban development, the formula used reduces each household’s vehicle trips by 0.5, resulting in a trip generation multiplier of 9.5 rather than 10.



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The E Street zone is projected to generate 30 vehicle trips during AM peak and 30 vehicle trips during PM peak.

Center

The Center mixed use zone is projected to contain the children’s theater, park, 25,000 square feet of commercial space and 45 dwellings. This zone connects with both Town Hall Drive and Church Street but due to indirect routing it is projected that 98% of trips will be to and from Town Hall Drive. Of the high estimate of 1,775 vehicle trips generated by the Center zone, 1,740 are anticipated to be directed onto Town Hall Drive, with perhaps 35 trips directed to Church Street.

The Center zone is projected to generate 114 vehicle trips during AM peak and 150 vehicle trips during PM peak, again under the high trip generation scenario.

Scoggins

The Scoggins residential zone is projected to contain about 25 dwellings. This zone connected through the Center with Town Hall Drive and directly with Church Street, and due to these connections it is projected that 75% of trips will be to and from Town Hall Drive and 25% to and from Church Street. Of the estimated 238 vehicle trips generated by the Scoggins zone, 179 are anticipated to be directed onto Town Hall Drive, with perhaps 59 vehicle trips directed to Church Street.

The Scoggins zone is projected to generate 19 vehicle trips during AM peak and 24 vehicle trips during PM peak.

Conventional Trip Generation Projections

A mixed use development encourages linked trips or “trip chaining” – reaching multiple destinations via the same vehicle trip. Conventional suburban development, other than a multiple use development like a shopping center, does not accommodate linked trips without each link involving another vehicle trip, so the vehicle trip generation for each land use must be estimated individually.

For contrast purposes, it is noted that if the uses proposed for the Cultural and Civic Area were developed elsewhere in a more conventional manner the estimated weekday trip generation would range from 2,218 to 2,610 vehicle trips while the weekend trip generation would range from 1,910 to 2,404 vehicle trips.



Appendix 12

Morrisville Cultural & Civic Area Parking Study

The purpose of this study is to determine how to provide an adequate amount of shared parking to support the land uses proposed within the new Cultural and Civic Area while maintaining a compact, pedestrian-friendly development pattern as recommended in the Morrisville Town Center Plan.

The use of shared parking – for both on-street parking and multiple off-street parking areas – located throughout the site is critical in maximizing parking availability while minimizing impacts on pedestrian travel, building location and stormwater runoff. The basic indication of this study is that, depending on the development scenario used, between 179 and 206 shared parking spaces are needed. In contrast, a conventional suburban approach to parking would require between 229 and 295 parking spaces.

Study Area

For parking demand and on-site parking facilities, the study area is bounded by the future E Street to the north, Church Street to the east, the Chamber of Commerce building to the south and Town Hall Drive to the west. For off-site parking, the study area extends along Town Hall Drive south to Morrisville-Carpenter Road and north to Downing Glen Drive. Off-site parking along Town Hall Drive reflects an area within a ¼-mile radius of the proposed development. This distance represents a 5-minute walking trip. Although Church Street and other streets located in the historic core are also within this walking trip radius, neither additional parking nor traffic are desirable for this area, so no accommodations for either are to be provided.

Development Scenarios

At-a-glance

- Children’s theater – 425 seats
- Park/playground – ½ acre playground + picnic shelter
- Commercial space – 25,000 square feet total, consisting of:
 - Food service/restaurants – 2,500 to 5,000 square feet
 - Retail – 5,000 to 10,000 square feet
 - Professional offices/studios/services – 10,000 to 17,500 square feet

Overview. Although the Town Hall Drive corridor provides access to a number of subdivisions and is expected to carry even more traffic once connected with I-540 and Morrisville Parkway, the potential for commercial development dependent on drive-by traffic remains low. It is simply not competitive with nearby developments in existence or in progress.

The centerpiece of the cultural and civic area is a proposed children’s theater. This theater should serve as a catalyst for other development and is anticipated to be a critical destination and traffic generator. The theater as envisioned would be a regional destination needing good regional accessibility but not high visibility. The proposed location has access from major regional highways (I-40, I-540, NC 54, NC 55 and Davis Drive).



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The remainder of the development would consist of:

- public open space with a playground;
- small food service establishments, such as cafes, delis and ice cream shops, or possibly a caterer;
- small specialty retail businesses, including those related to the arts;
- personal and professional service establishments, such as dance and performing arts studios, in both conventional buildings and live/work units;
- professional offices, including workspace for design/creative professions and the like, in both conventional buildings and live/work units; and
- medium density residential uses.

For this study’s purposes, it is assumed that all residential parking, including that for residents of live/work units, is provided on-site for each dwelling as part of residential development, so that there is no additional residential parking demand. Therefore, these spaces are not included in the total calculation.

Children’s Theater. At this point in time theater proponents have not developed a specific proposal to assess. Based on the seating-capacity-to-regional-population ratio of other children’s theaters in North Carolina, it is assumed a main auditorium with 425 seats will be used. While the theater will probably contain smaller performance and rehearsal areas, parking demand assessment has been based on a peak demand that reflects accommodating a capacity audience in the main auditorium.

Operational assumptions for the theater are:

- it will operate throughout the year to accommodate year-round schools;
- capacity will be reached on school days due to attendance by school groups;
- school day performances will be between 9:00AM and 2:00PM, with evening performances between 6:00 and 9:00PM;
- weekend performances will be between 10:00AM and 4:00PM.

Transportation assumptions for the theater are:

Weekday

- 0% will involve walking or biking
- 50%+ will involve buses or vans
- 0% will involve a linked trip

Weekend

- 2% will involve walking or biking
- 5% will involve buses or vans
- 0% will involve a linked trip

Public Space/Park/Playground. Unlike the regional children’s theater, the public space, park and playground are mostly local in orientation – although visiting children before and after performances will certainly use the park, most users will be Morrisville residents. It is impossible at this point to even speculate on potential special events at this location or use by school groups, so assessment is aimed at anticipated “normal” use of the park and playground.

Operational assumptions for the park/playground are:

- .25 acre playground with sections oriented towards children ages 1 through 8
- 3.5 acre landscaped open space areas and a multi-use hardscape area
- Picnic shelter with 4 to 6 picnic tables
- restrooms



Appendix 12

Transportation assumptions for the park and playground are:

- 10% will involve walking or biking
- 0% will involve buses or vans
- 10% will involve a linked trip

Food Service/restaurants. Food service and restaurants would be local in orientation but also be heavily dependent on serving theater goers. Nearby office and service workers, as well as their clients, should also constitute a sizeable portion of the potential customer base. Rather than fairly large, stand-alone suburban sit-down chain or fast food restaurants, these food service establishments are expected to be smaller, store-front type operations – cafes, ice cream shops, delis, specialty eateries and markets, pastry shops and the like. Food service and restaurants are projected at 2,500 to 5,000 square feet.

Transportation assumptions for food service are:

- 2% will involve walking or biking
- 10% will involve buses or vans
- 25% will involve a linked trip

Retail. Specialty retail building on the cultural center theme – some combination of art, education and children – as well as small shops aimed at serving nearby residents have the strongest potential here. Retail is projected at 5,000 to 10,000 square feet.

Transportation assumptions for retail are:

- 2% will involve walking or biking
- 5% will involve buses or vans
- 10% will involve a linked trip

Professional offices/services/studios. This area should be able to support a combination of small professional offices (such as architects and attorneys), small professional and personal services (possibly oriented toward creative fields, including interior designers, florists, or caterers), and arts and performing arts studios building on the cultural center theme. Offices, services and studios are projected at 10,000 to 17,500 square feet. On weekends only 25% of office type uses are anticipated to be open.

Transportation assumptions for office, services and studios are:

- 0% will involve walking or biking
- 0% will involve buses or vans
- 5% will involve a linked trip (generally limited to studios)



Appendix 12

Land Use Method of Determining Parking Demand

First, the type, intensity and size of land uses proposed for the project area are projected. Then, based on generally accepted parking generation rates, the number of parking spaces needed by each type of land use can be estimated.

Standard parking generation rates are typically based on stand-alone, individual suburban land uses. They do not take into account parking demand reductions due to pedestrian friendly design, nearby land uses or land use density, or trip linking within a mixed use development. Data on such demand reduction factors is very limited, so the figures used are simply educated guesses based on professional judgment. The reductions due to pedestrian and bicycle travel, group transport and linked trip are based on potential development scenarios, local area conditions, and the types and combinations of land uses.

The base parking demand for each land use is reduced by the amount of trips anticipated to be by modes not requiring on-site parking, such as school buses, and by the potential for linked trips. The compatible uses proposed for this site generally lend themselves to linked trips, particularly food service. In fact, the commercial success of food service at this location is predicated on a considerable portion of the customer base being attracted to the site by other uses.

Demand has been projected for weekdays and weekends to the extent possible given the data limitations. The centerpiece of the development, the children’s theater, is anticipated to have peak demand during weekday mornings and afternoons. It is unknown whether the theater might operate in the evenings or on weekends, but evening and weekend shows at 75% capacity have been projected in an effort to assess potential demand. In a similar manner, it is anticipated that most office uses will be closed on weekends, so demand is estimated at 25% of weekday demand.

Parking Demand Projections

At a glance

Weekday – 191 to 201 spaces

Weekend – 185 to 212 spaces

Use Calculations

Children’s theater

Weekday: 425 seats x 0.3 = 128 spaces

128 – 50% (buses and vans) = **64 parking spaces**

Weekends: 425 seats @ 75% capacity x 0.3 = 96 spaces

96 – 7% (walking, buses) = **90 parking spaces**



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Park/playground

6 picnic tables x 2 = 12 parking spaces + playground @ 30 spaces¹ = **42 parking spaces**

Food service/restaurants

Low: 2,500 SF x .013² = 33 spaces

33 – 37% (walking, buses, linked trips) = **21 parking spaces**

High: 5,000 SF x .013 = 65 spaces

65 – 37% (walking, buses, linked trips) = **41 parking spaces**

Retail

Low: 5,000 SF x .003³ = 15 spaces

15 – 17% (walking, buses, linked trips) = **13 parking spaces**

High: 10,000 SF x .003 = 30 spaces

25 – 17% (walking, buses, linked trips) = **25 parking spaces**

Professional offices/services/studios

Low – 10,000 SF x .003⁴ = 30 spaces

30 – 5% (linked trips) = **29 parking spaces**

High: 17,500 SF x .003 = 51 spaces

51 – 5% (linked trips) = **51 parking spaces**

Parking Demand by Development Scenario

Weekday, low food service/retail-high service

64 theater + 42 park + 21 food + 13 retail + 51 services = **191 shared parking spaces**

Weekday, high food service/retail-low service

64 theater + 42 park + 41 food + 25 retail + 29 services = **201 shared parking spaces**

Weekend, low food service/retail-high service @ 25%

90 theater + 42 park + 21 food + 13 retail + 13 services = **179 shared parking spaces**

Weekend, high food service/retail-low service @ 25%

90 theater + 42 park + 41 food + 25 retail + 8 services = **206 shared parking spaces**

1 Estimate is based on observation of Cary playgrounds at Kids Together, North Cary and MacDonald Woods parks. Due to limited data no reductions for other modes or linked trips are proposed.

2 High turnover food service calculated at 13 parking spaces per 1,000 square feet. Parking demand for these types of food services are lower than for fast food establishments but higher than for sit down restaurants.

3 Specialty retail calculated at 3 parking spaces per 1,000 square feet. Parking demand for these types of small retail uses is lower than that for convenience retail, large destination retail or shopping centers with a supermarket or discount store anchor.

4 Offices, services and studios calculated at 3 parking spaces per 1,000 square feet



Appendix 12

Conventional Parking Projections

In a conventional suburban development, other than something like a shopping center, the peak demand for each land use would be calculated and each use would be required to provide that amount of parking on its own parcel. This technique is inappropriate for a mixed-use center due in part to the number of people who will arrive by some means other than a car, the number of linked trips within a “park once” destination, and different time of day demand characteristics of different uses.

Regardless, for contrast purposes only, it is noted that the conventional approach would indicate a weekday need for 229 to 295 parking spaces and a weekend need for 232 to 273 spaces.

Summary

The development scenarios and associated demand calculation methodologies were created to assess potential parking demand for the cultural and civic area proposed to become part of Morrisville’s town core. The scenarios were based on the possibility of a 425-seat children’s theater anchoring a mixed use area containing 25,000 square feet of commercial uses. A major goal of this assessment was to maintain a compact, walkable development pattern by minimizing expanses of pavement.

Depending on the development scenario to be pursued, the shared parking projections in this document should be provided on site through a combination of on-street and off-street parking. Special event parking, bus parking and the like should be accommodated off site. In particular, on-street parking along Town Hall Drive and E Street should be able to provide adequate space for school buses and overflow parking.



Appendix 13

TOWN OF MORRISVILLE * PO BOX 166 * MORRISVILLE, NC 27560



RESOLUTION 2007-006 OF THE MORRISVILLE TOWN BOARD OF COMMISSIONERS PERTAINING TO THE ADOPTION OF THE TOWN CENTER PLAN

WHEREAS, the Town of Morrisville has more than tripled in population in the past decade; and

WHEREAS, despite this growth, many longstanding elements of Morrisville's historic crossroads area remain intact; and

WHEREAS, the creation of a historically sensitive Town Center would help honor and celebrate the Town's past; and

WHEREAS, the creation of a vibrant center of community would help ensure that Morrisville residents continue to enjoy the best qualities of small-town living as the community grows; and

WHEREAS, a distinctive Town Center would help build the local and regional identity of Morrisville; and

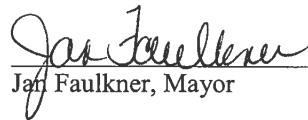
WHEREAS, the Board of Commissioners had directed the Planning & Zoning Board to engage the Morrisville community in crafting a vision for this part of the town; and

WHEREAS, the Planning & Zoning Board has conducted a year-long planning process that has engaged hundreds of Morrisville residents in developing this vision, presented in the *Town Center Plan*; and


WHEREAS, the Planning & Zoning Board unanimously recommends adoption of the *Town Center Plan*;

NOW, THEREFORE, BE IT RESOLVED THAT THE MORRISVILLE TOWN BOARD OF COMMISSIONERS adopts the *Town Center Plan* as the Town's official policy guide for land use, public investment, and related activities in this part of Morrisville.

Adopted this 22nd day of January, 2007.


Jan Faulkner, Mayor

ATTEST:


Diana R. Davis, Town Clerk





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