



To: Tom Bartholomew, Chair, Committee of the Whole

From: Ken Bowers, AICP  
Mitchell Silver, AICP

Date: April 23, 2009

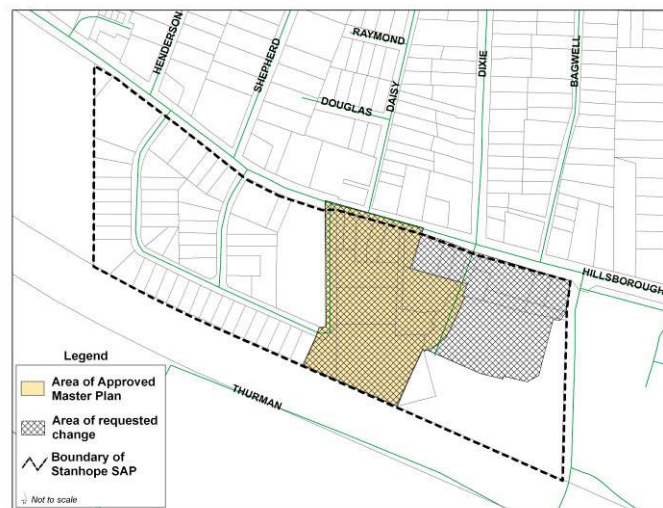
Re: Future Land Uses in the Stanhope Village Area

This memo is in response to a request for further information and clarification regarding the merits and impacts of the two alternative modifications to future land use designations in the Stanhope Village area, one requested by a major land-owner in the area, and one proposed by staff.

Staff recommends that you return this item to the COW for further discussion so the contents of this memo can be reviewed by the COW and applicant before the next COW meeting.

The area in question is shown on the map below. It encompasses a portion of the study area for the Stanhope Village area plan, and an area somewhat larger than an approved PDD that was intended to implement the area plan. The area plan boundaries, PDD boundaries, and property in question are shown on the map below:

**Map I: Property in Question and Area Location**



The existing future land use designations in this area, shown below, were intended to be consistent with the guidance provided by the area plan and the PDD. The area plan calls for retail uses along Hillsborough and Concord streets,

City of Raleigh, North Carolina  
Department of City Planning  
One Exchange Plaza  
P. O. Box 590  
Raleigh, NC 27602-0590  
P 919.516.2626  
F 919.516.2684

Raleigh Urban Design Center  
133 Fayetteville Street  
P. O. Box 590  
Raleigh, NC 27602-0590  
P 919.807.8479  
F 919.807.8481

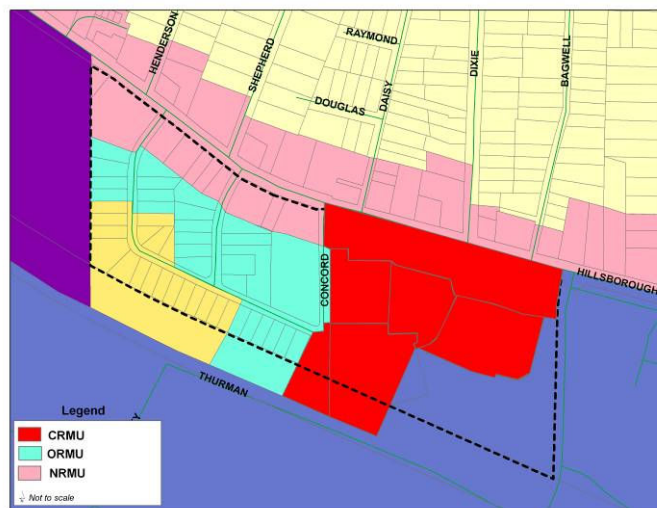
including such neighborhood-serving uses as groceries and pharmacies. Residential uses are called for on upper floors and in the interior of the site. The plan also contemplates office uses along Concord. The resulting future land use designations—neighborhood retail, office-residential mixed-use, and high-density residential—were mapped as follows in the latest draft of the Future Land Use Map:

**Map 2: February 27 Draft Future Land Use Map**



The commenter has raised three issues regarding the proposed designations: (1) the application of three different land use categories on one property assemblage is unnecessarily complex; (2) the neighborhood retail and office-residential mixed-use categories do not provide the needed densities; and (3) the neighborhood retail category does not contemplate a wide enough range of commercial uses. As an alternative, the commenter has proposed that the entirety of the property in question be placed within the community retail mixed-use category. This category contemplates commercial uses serving a larger trade area, such as apparel stores and movie theaters; and generally calls for medium residential densities, although higher densities up to 70 DU/acre are appropriate in transit-rich locations.

**Map 3: Commenter's Requested Future Land Uses**

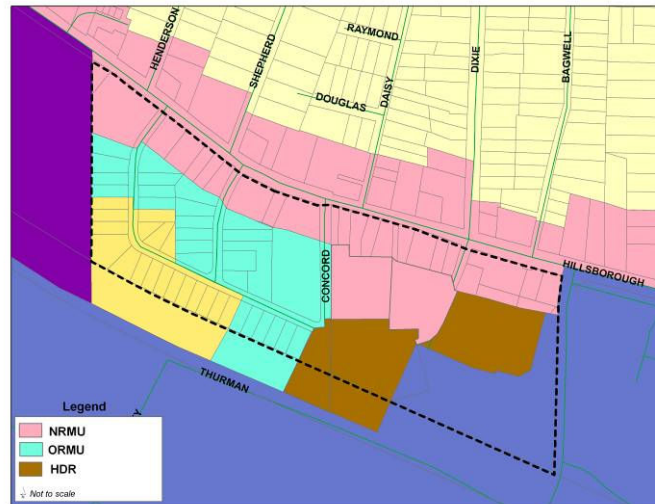


Staff has raised two issues with this proposal. First, the application of community retail mixed-use on this site is not in keeping with how other similarly-situated sites along Hillsborough Street in this vicinity have been treated, and is further problematic given the level of roadway access. Hillsborough Street is only three lanes in this vicinity, and the other access point is Dixie Trail, a two-lane minor thoroughfare serving primarily single-family residential uses. Second, given the absence of transit in the vicinity (while rail service is proposed for the adjacent rail line, there is no

proposed station in this location), the community retail designation may not provide for sufficient residential density in keeping with the approved PDD (which allows about 70 DU/acre across the entire PDD) and the desire to maximize the site's potential for badly-needed student housing.

Therefore, staff has proposed mapping the rear portion of the property for high-density residential uses, and the front portion (including all of the Hillsborough Street frontage and a portion of the Concord Street frontage) with the neighborhood retail mixed-use classification. This would permit most if not all of the commercial uses contemplated by both the PDD and the area plan, and would also provide for significant residential density. This is further consistent with the recent site plan approval, which proposes a residential building, one without any significant commercial component, exceeding 70 DU/acre at the rear of the PDD.

**Map 4: Staff Proposed Future Land Uses**



The commenter has objected to staff's proposal, raising two of the three prior objections. First, the commenter feels a wider range of retail uses should be provided. Staff disagrees for the reasons stated above. Second, the two designations are unduly complex. Staff does not see this complexity. Retail uses will naturally gravitate to the front portion of the site where access and visibility are the greatest, while residential uses will find a natural home in the interior. The high-density classification still provides for ancillary retail as a part of these residential buildings, if desired. Further, this appears to be the direction the site is already taking, based on the commenter's recently submitted and approved site plan, and prior development activity in the vicinity (University Towers).

Staff therefore continues to prefer the designations proposed at the April 21 Committee of the Whole meeting. When making a final decision, the PC should consider three issues:

1. The appropriate range of retail uses for this site given its location, access, and potential trade area.
2. Whether the proposed classifications provide for sufficient residential yield.
3. To what extent, if any, deference should be given to past planning efforts in the area.

\\corfile\planning\Comp Plan Update\Adoption Process\stanhope memo 042309.doc