



# COMMUNITY PLAN UPDATE & FUTURE LAND USE MAP

TOWN OF WAKE FOREST

SEPTEMBER 8, 2021 | PLANNING BOARD MEETING

# Agenda

1. Review Planning Process
2. Overview of Community Outreach and Visioning Workshops
3. Present Vision & Goals
4. Project Schedule & Next Steps

# Project Team

Nik Davis, Principal – Principal Oversight

Michio Murakishi, Development Services Manager – Fiscal Impact Analysis

Trisha Parks, Planner II – Graphics & Design Lead

Jackie Wells, Planner II – Zoning Insight

Mika Schweizer, Planner I – Lead Planner



# Planning Process

Task 1: Project Initiation

Task 2: Community Engagement & Outreach

Task 3: Existing Conditions Analysis

Task 4: Fiscal Impact Analysis

Task 5: Vision Statement & Goals

Task 6: Draft Community-Wide Land Use  
Recommendations & Future Land Use Map

Task 7: Final Comprehensive Plan Update &  
Future Land Use Map



# Planning Process

Task 1: Project Initiation

Task 2: Community Engagement & Outreach

Task 3: Existing Conditions Analysis

Task 4: Fiscal Impact Analysis **(In progress)**

Task 5: Vision Statement & Goals **(In progress)**

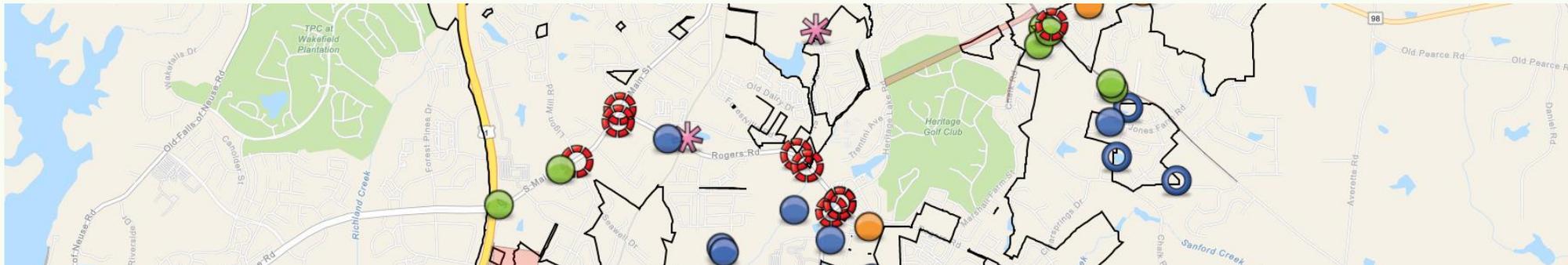
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# Completed Work

- Town Department Heads Meeting
- Board of Commissioners Work Session
- Board of Commissioners Focus Groups
- Community Questionnaire
- Map.social
- Key Stakeholder Interviews
- Business Focus Group
- Advisory Panel Meetings (3)
- Field Reconnaissance
- Coordination with RHI on Northeast Community Plan
- Existing Conditions Memo
- Visioning Workshop
- Draft Vision and Goals





# COMMUNITY INPUT

# Community Questionnaire

- 1,316 total respondents
- 4-month time period
- 40% have lived in Wake Forest over 10 yrs
- 17% work in WF, 29% work outside WF
- 26% were age 45-54
- 25% earn \$100,000-\$149,999



# Summary of Survey Responses

**Image/Identity** is the Town's #1 strength, followed by **Housing/Residential**

**Commercial/Industrial** is the Town's #1 weakness

Support for **local businesses** and **infrastructure improvements/upgrades** are the most impactful for the business community

New **duplexes** and **apartments** will have a negative impact

New **senior housing** is strongly desired

New **industrial uses** and **gas stations** will have a negative impact

**Community facilities** are a **strength** (schools, utilities, library, police, fire, etc.)

**Access to parks** in **commercial** and **industrial areas** are lacking

# Visioning Workshops

**April 13, 17 & 22, 2021**

**225 participants**

Existing Conditions Overview

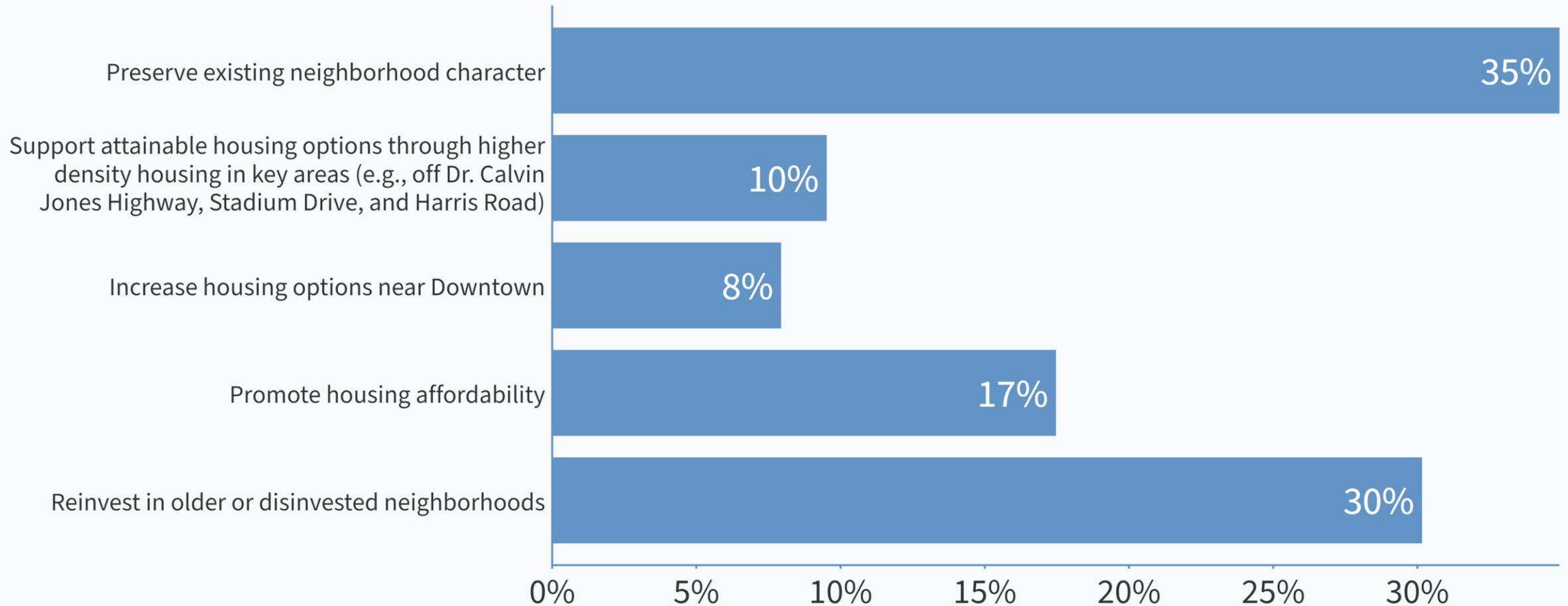
Polling Questions

Breakout Rooms and Group Discussions (*facilitated by Town staff*)

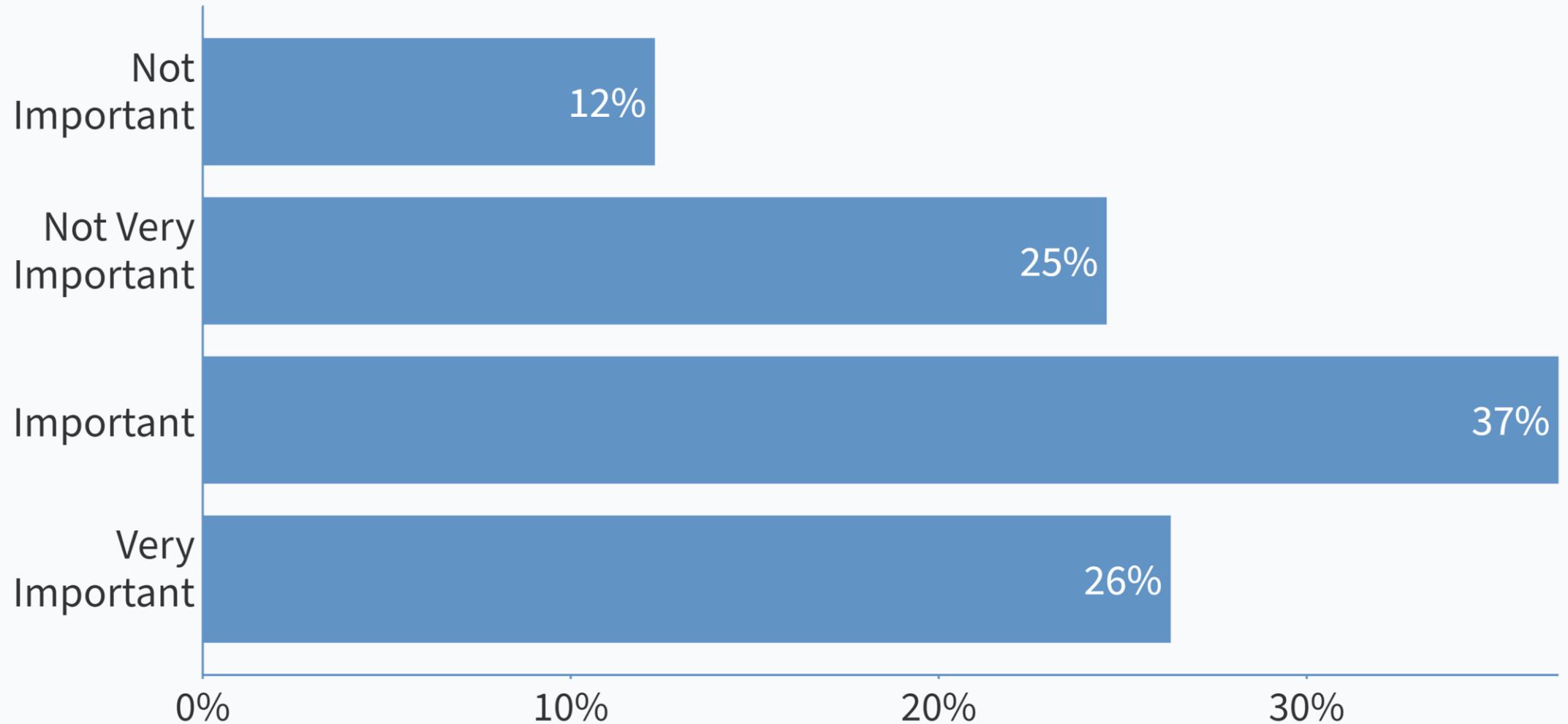


# To support a variety of housing options and accommodate residents of all backgrounds, the Town should...

*(rank in order of importance)*



## How important is it that the Town encourages industrial development to diversify its tax base and increase local job opportunities?



# Residential Areas

Potential Discussion Points: Types and location of new housing, property maintenance, housing renovation, code enforcement, historic preservation, workforce housing, affordable housing, senior housing, etc.

## Assets

Some neighborhoods do a great job facilitating community feel with front porches, and alleys.

Many fantastic neighborhoods, but these should be available to everyone, not just upper middle class

Various neighborhoods are all their own slice of heaven

generally a great place to be

## Opportunities

Street lights would improve ambience

Incorporate mixed use

Affordable housing

We need additional need to diversify

Analyzing pedestrian such as commercial

Environmental impacts specifically wetlands

more trees, and landscaping

Greater transparency types are they

Need to be open Walkable residential be a balance, shared

High density areas: current neighborhood character. The character of

Fiber optic cable and the importance of the town community how do providers decide where to install fiber? Some cities are adding internet infrastructure

multifamily and privacy regulations, do they impact

## Industrial Areas

Potential Discussion Points: Potential development sites, desired areas for industrial uses (e.g. manufacturing, warehousing and logistics, business parks), impacts on surrounding uses, access, and infrastructure, etc.

### Assets

One World Way  
Vacant land near US 1 makes most sense so that it is easily accessible for transport  
History of area

Wake Forest Visioning Workshop  
Prepared by Hosniel Leung

### Opportunities

Green spaces - preserve nature, don't clear cut.  
Focus on light industrial - not near residential areas  
Environmentally conscious - restrictions and guidelines  
Small technology and manufacturer - shared space currently jammed in wireless research center area

Group #  
10

## Growth Areas

Potential Discussion Points: Areas that should be preserved, areas that should be considered for annexation (future growth), areas in need of improved infrastructure, geographic locations for future growth and development, desired locations for improved or expanded city services, etc.

### Assets

Great start on walkability and biking options, but need connection between new neighborhoods.  
Wake Forest reservoir is a great asset.  
Hoping for additional expansion at the Wake Forest Reservoir.  
Need better tree preservation, need areas of animal refuge with connectivity.  
Establishing more parks to help preserve forest area and natural areas

Wake Forest Visioning Workshop  
Prepared by Hosniel Leung

### Opportunities

Harder to see the commercial and office development since residential is more visually apparent.  
Opportunity in the 98 corridor for commercial development.  
Would encourage mixed use space  
Creating connection from Franklin Street through to Rogers Road. More connectivity would alleviate traffic problems from current north south routes  
More greenway space around Town  
Ability to get around town without a car  
More parks like the Party Dog park that promotes community interaction  
Bike path connectivity from neighborhoods  
White Street to be the focus of downtown development (not Rogers Street), looking for the Main Street USA feel  
Need opportunity for new business to fill vacant buildings downtown - could do better to need it's full potential! Shops & restaurants  
Need parking downtown near White Street - would prefer to access downtown via bike, but since we can't we need more parking  
Connectivity to access the downtown area

### Projects/Actions

Higmans soft park development off Rogers Road (next to Heritage High School)? Would like to see if moved forward

Group #  
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# VISIONING WORKSHOP: FEEDBACK SYNTHESIS

## Wake Forest Visioning Workshop Synthesis

### Growth

- **Potential locations:**

- Capital Boulevard
- North of Capital Boulevard
- 98 Corridor
- Northeast past 98 Corridor
- Annexation area west of 98 Corridor
- South end of 98 Corridor
- Wake Forest off 98 Corridor
- A long Falls of 98 Corridor
- Downtown area
- Those who want to live in a walkable neighborhood
- Both office and residential
- Extend near to downtown
- Carol Joyner area
- allow citizens to have a say
- Joyner area
- with i
- Not c

#### Downtown

- **Downtown** is a huge asset – preserve and build on it
- **Preserve historic character**
- **Increase Density**
  - Evaluate existing zoning regulations around **density** esp. in downtown
  - Downtown by White Street is a good place to put high density: start building up in that area
- **Wake Forest Downtown Revitalization**
  - Need actives to bring families and younger people into Downtown
  - Need more inviting spaces
  - Needs to be destination (family and park) - walkable, aesthetics, -- see Cary
  - **Thoughtful Downtown Infill**
    - Need opportunity for new business to fill vacant buildings downtown - could do better to meet its full potential! Shops & restaurants
- **Downtown Expansion – N White Street\*\***
  - **Next to loading dock** (S25 White) is ripe for growth
  - **White Street** to be the focus of downtown development (not Rogers Street), looking for the Main Street USA feel
  - Downtown by **White Street** is a good place to put high density: start building up in that area
  - **N White Street**/Downtown grown by site, preserve the gem with responsible growth within the confines of its traditional design
  - Would like to see shop and walk-ability on S. White Street. Remove parking from the streets- to promote shops and have a park field area. (Like Friday Night on White)
  - Need more growth south of Elm Avenue to expand the footprint of downtown – this would create more connections and increase attractiveness of Downtown Wake Forest.

- **Property near downtown** - need to update status update?
- Opportunity for growth for **east Wake**
- Build inside out. Starting with downtown around it. Following focus on perimeter
- Small part of WF that has a WF mailing address but is in unincorporated area
- Chalk and Jones Dairy intersection with potential environmental impacts- unincorporated area
- Other pockets that the town can't regulate but will need to clean up later

- **Stormwater runoff**, impervious concerns. stormwater benefits of trees.
- **Mixed use development**

**Residential Areas**

Potential Discussion Points: Types and location of new housing, property maintenance, housing renovation, code enforcement, historic preservation, workforce housing, affordable housing, senior housing, etc.

Assets	Opportunities	Projects/Actions
<p>Some neighborhoods do a great job facilitating community feel with front porches, and alleys.</p> <p>Many fantastic neighborhoods, but these should be available to everyone, not just upper middle-class</p> <p>Various neighborhoods are all their own slice of heaven</p> <p>generally a great place to be</p>	<p>Street lights would be an easy aesthetic improvement improving ambiance</p> <p>Incorporate mixed use with housing</p> <p>Affordable housing is a big issue</p> <p>We need additional housing opportunities</p> <p>need to diversify housing options and unit size specifically</p> <p>Analyzing ped connectivity and filling gaps especially to public parks and amenities such as commercial centers</p> <p>Environmental impacts of rapid residential development is a concern specifically wetland protection and floodplain management</p> <p>more trees, and better maintenance of trees</p> <p>Greater transparency on what new developments are going in, and what housing types are they</p> <p>Need to be open to supporting all housing types, but balance is important</p> <p>Walkable residential to commercial areas would be nice, but again there needs to be a balance, should not infringe on existing neighborhoods</p> <p>High density areas need to be prioritized for new development, but we must retain current neighborhood character. The character is what sets Wake Forest apart</p> <p>Fiber optic cable and the importance of the town supporting throughout the community</p> <p>how do storages decide where to install fiber optic next, which neighborhoods?</p> <p>Some cities are adding internet infrastructure to light poles</p> <p>multifamily and private regulations, do they impact quality and demand for units?</p>	



# VISION & GOALS

# Vision Statement

The Vision Statement paints a picture of what Wake Forest should look like in the future, **20 years** from the adoption of the Community-Wide Land Use Plan. The Vision Statement incorporates the most central ideas and themes generated during the community outreach and visioning process and **provides a guiding framework** for other elements of the Plan.

# Wake Forest's Vision Statement

The Town of Wake Forest will continue to prosper as a highly desirable community that preserves its **small-town charm** while fostering **new growth opportunities**. **Smart, sustainable growth strategies** will guide future development, with enhanced focus on **preserving open space**, maintaining a **lush tree canopy**, and ensuring **sufficient infrastructure** is in place. The Town will support a **balanced mix of uses** where residents can **live comfortably near and access job opportunities** and enjoy a variety of **local shops, restaurants, and recreation amenities** catering to **all ages**. Both new and existing neighborhoods will support a **diverse range of housing choices** and receive an **equal share of public investment**. Residents will be able to reach regional and community destinations safely and easily via a **robust public transit, pedestrian, and bike network**.

# Wake Forest's Vision Statement

Wake Forest's **economy will flourish**, showcasing an **entrepreneurial spirit** that welcomes innovation, collaboration, and entrepreneurship. Residents will have access to a **variety of local shops and restaurants**, while flexible office spaces and employment centers will **generate jobs and strengthen the Town's tax base**. Downtown will continue to expand while maintaining its **historic character**, serving as the **hub of civic activity, community events, and entertainment**. Future development will be of high quality, supporting a **vibrant mix of uses** that exhibit a **unique character** that sets "Wake Forest" apart from other communities within the Triangle Region.

# Goals

Goals describe desired results toward which planning efforts should be directed. They are **broad** and **long-range**. They represent an ambition to be sought and require the culmination of many smaller actions in order to be fully achieved.

# Balanced, Smart Growth

Prioritize infill development and ensure necessary infrastructure is in place to support future growth.

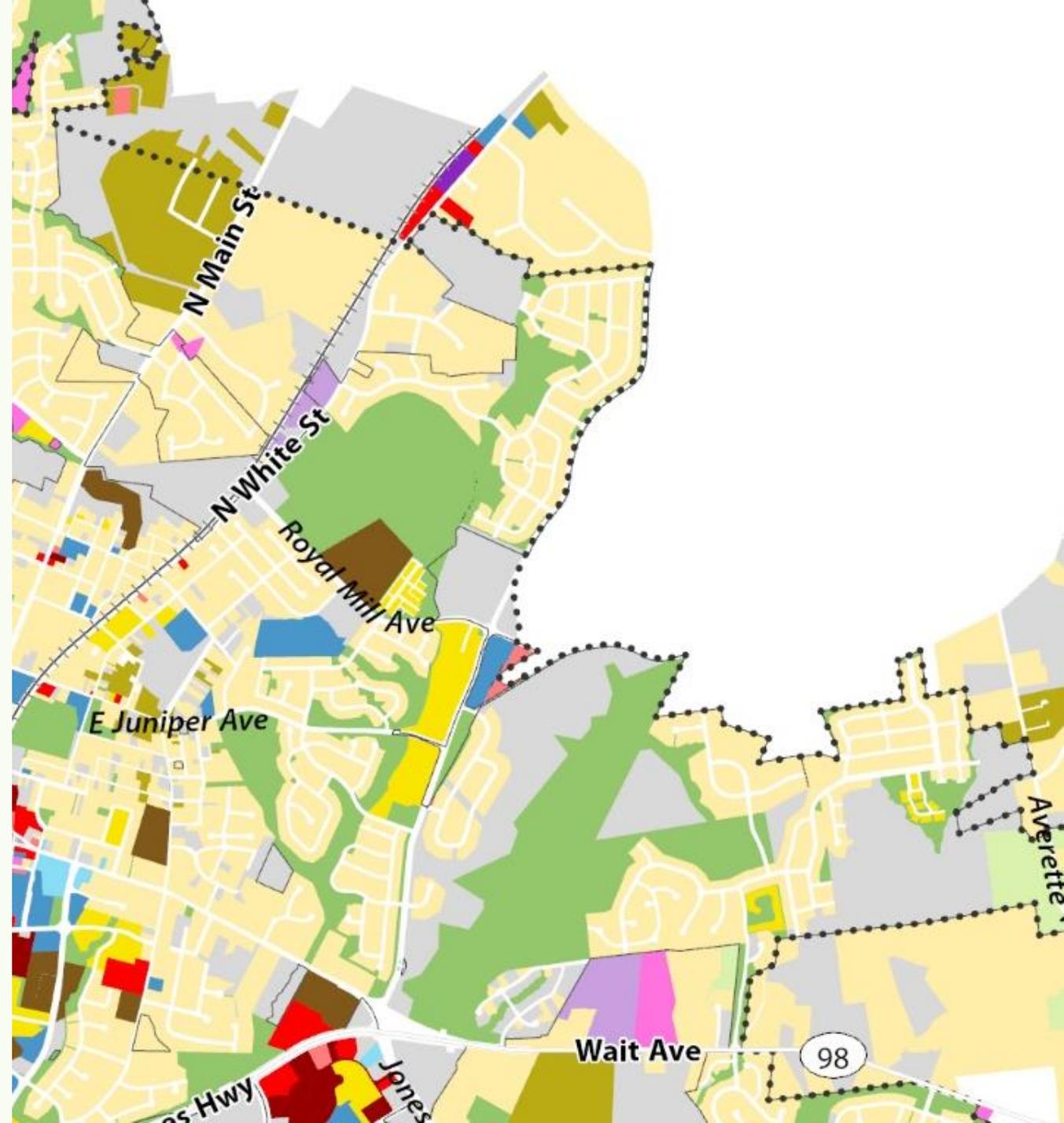
- Prioritize infill and redevelopment
- Improve infrastructure before growth
- Address traffic congestion



# Well-Balanced Mix of Uses

Support a balanced mix of uses that create attractive residential areas, well-paying employment opportunities, and an abundance of recreation options.

- Balanced mix of uses
- Access to nearby job opportunities
- Industrial/office growth
- Recreation for all ages
- Community event space



# Maintain Historic, Small-Town Charm

Reinvest in established neighborhoods, preserve historic assets, and ensure quality design of future development to maintain Wake Forest's unique charm and desirability as a place to live.

- Historic preservation
- Neighborhood reinvestment
- Density in appropriate locations
- Support unique local businesses
- Design standards representative of "Wake Forest"



# Diverse Housing Options

Ensure Wake Forest provides a range of housing choices for residents of all income levels, stages of life, and abilities.

- Attainable housing (not just “dense”)
- Senior Housing
- Workforce Housing
- Special needs housing



# A Pedestrian- /Bike-friendly Community

Establish a highly-connected network for active modes of transportation to ensure residents can safely and conveniently travel between their neighborhoods, shopping areas, and other community destinations without a car.

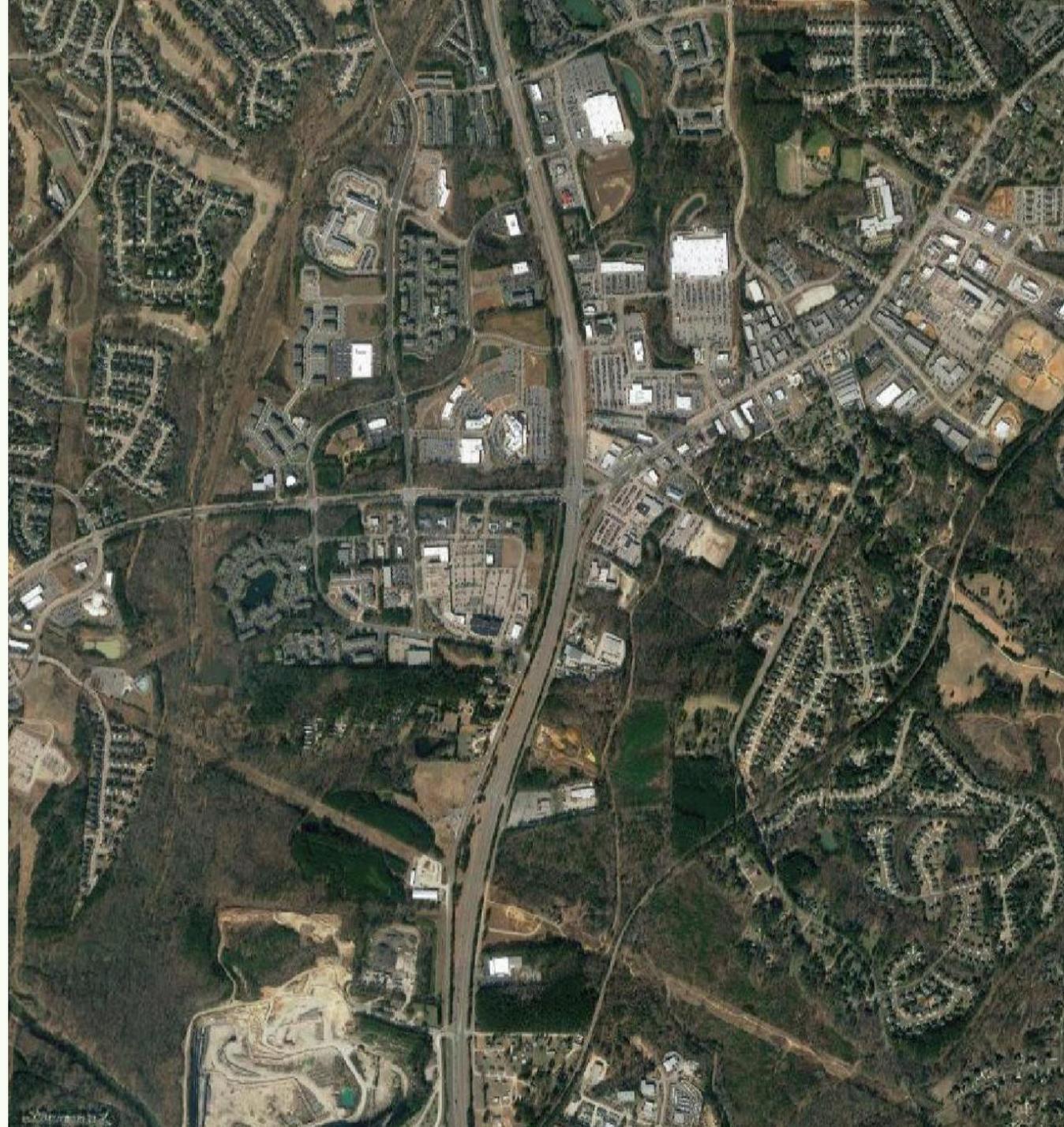
- Expand bicycle and pedestrian facilities (sidewalks, multi-use paths, greenways)
- Bicycle and pedestrian connectivity between neighborhoods, commercial areas, downtown, parks, recreation areas, and other community destinations



# Safe & Connected Public Transit Options

Establish a well-connected public transit system that improves access to regional and local destinations while supporting transit-oriented development.

- Transportation systems that support community quality and livability
- Regional connections via bus, s-line, commuter rail
- Higher density development near transit stations



# Unique, Thriving Businesses

Support small businesses, innovative industries, and diverse employment opportunities to strengthen the Town's tax base and increase local job, retail, and service options.

- Business development, entrepreneurship, starts up
- Innovative flex space/multipurpose buildings
- Direct franchises to commercial corridors
- Zoning and regulatory environment conducive to small business



# A Growing Downtown

Continue efforts to revitalize and extend Downtown into a vibrant, pedestrian-friendly center of civic activity that provides places to eat, shop, and enjoy outdoor public gathering spaces.

- Preserve historic character/scale
- Incubator/co-working spaces
- City-center idea
- Downtown housing
- Phasing out undesirable uses
- Gateways
- Parking



# Preserve Wake Forest's Green Space

Encourage the preservation of the Town's green space and tree canopy as growth occurs to protect the natural environment.

- Connect greenways
- Park space
- Preservation of open space and tree canopy
- Minimize clear cutting



# Goal Topics

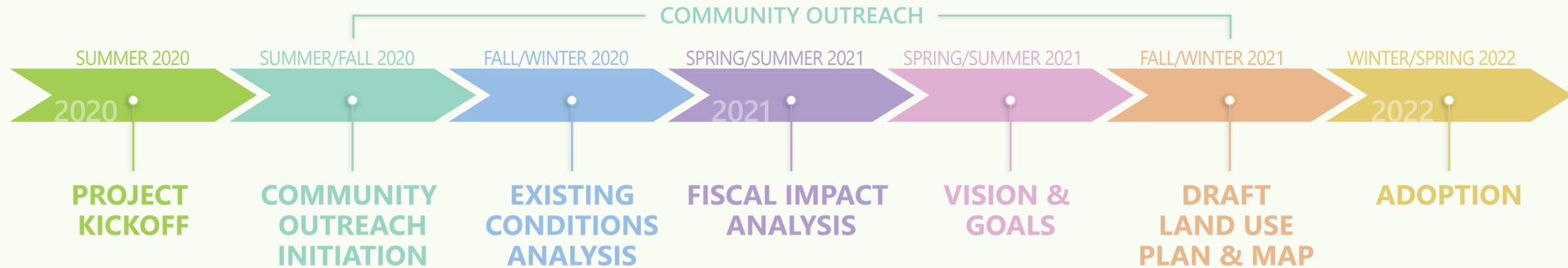
- Balanced, Smart Growth
- Well-Balanced Mix of Uses
- Maintain Historic, Small-Town Charm
- Diverse Housing Options
- A Pedestrian-/Bike-friendly Community
- Safe & Connected Public Transit Options
- Unique, Thriving Businesses
- A Growing Downtown
- Preserve Wake Forest's Green Space

An aerial photograph of a city, likely a suburban or urban area, is shown with a semi-transparent green overlay. The image features a network of roads, buildings, and green spaces. A prominent white L-shaped graphic is positioned in the lower right corner, consisting of a vertical bar and a horizontal bar meeting at a right angle. The word "SCHEDULE" is written in large, bold, white, sans-serif capital letters across the center of the image, partially overlapping the green overlay and the white graphic.

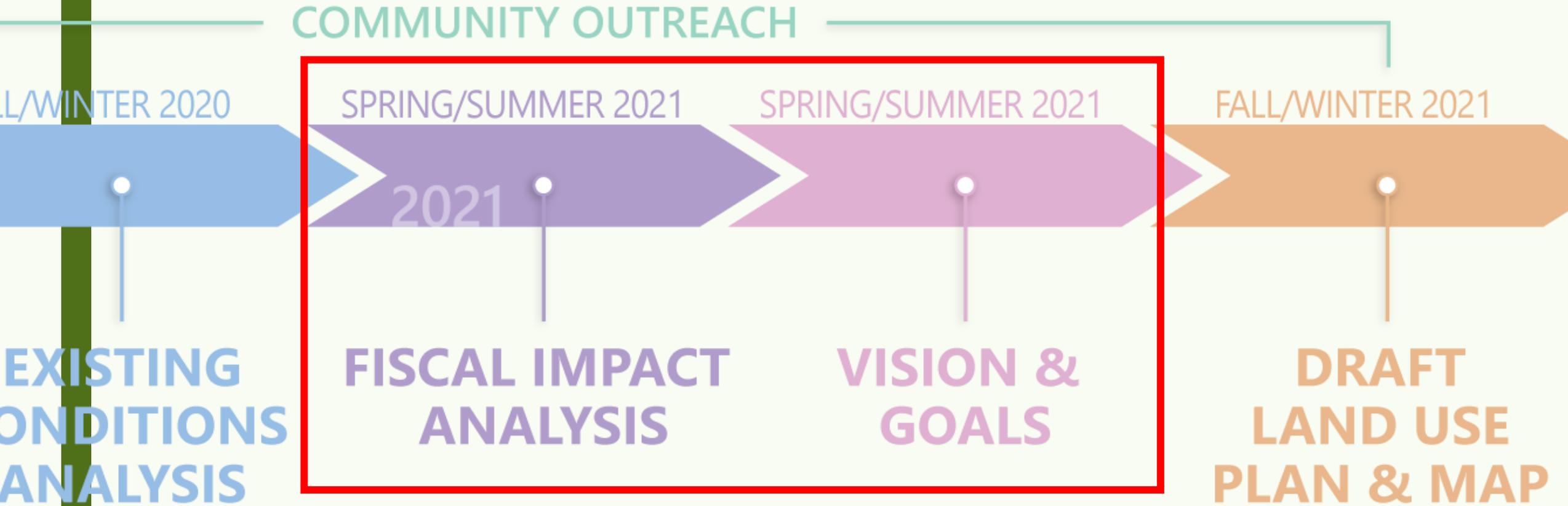
# SCHEDULE

# Project Schedule

## PROJECT TIMELINE



# Project Schedule



The background is a semi-transparent green overlay on a detailed aerial photograph of a city or town. The map shows streets, buildings, and green spaces. In the bottom right corner, there is a white L-shaped graphic element consisting of a vertical bar and a horizontal bar meeting at a right angle.

**THANK YOU**