

The Cary Land Use Plan Update



**TOWN OF CARY
2012 COUNCIL/STAFF RETREAT
JANUARY 13, 2012**

Purpose of Retreat Session



- Kick Off Land Use Plan Update Effort
- Share Staff's Proposed Approach With Council
- Present Relevant Background Information
 - **History**
 - **Trends, Market Forces & Implications**
 - **Best Practices**
- Begin Design Of “Plan for Planning” (Phase I)
 - **Obtain Insight & Direction From Council**

Session Agenda – Three Parts



1. Background/Context *(45 minutes)*

- **The Existing Land Use Plan & Framework**
- **Community Profile & Trend Comparisons**

2. “Give & Take” Discussions *(60 minutes)*

- **Best Practices in Community Planning**
- **Best Practices in Community Involvement**

3. Break-Out Session:

Chartering The Process *(60 minutes)*

Summary/Results/What’s Next? *(15 minutes)*

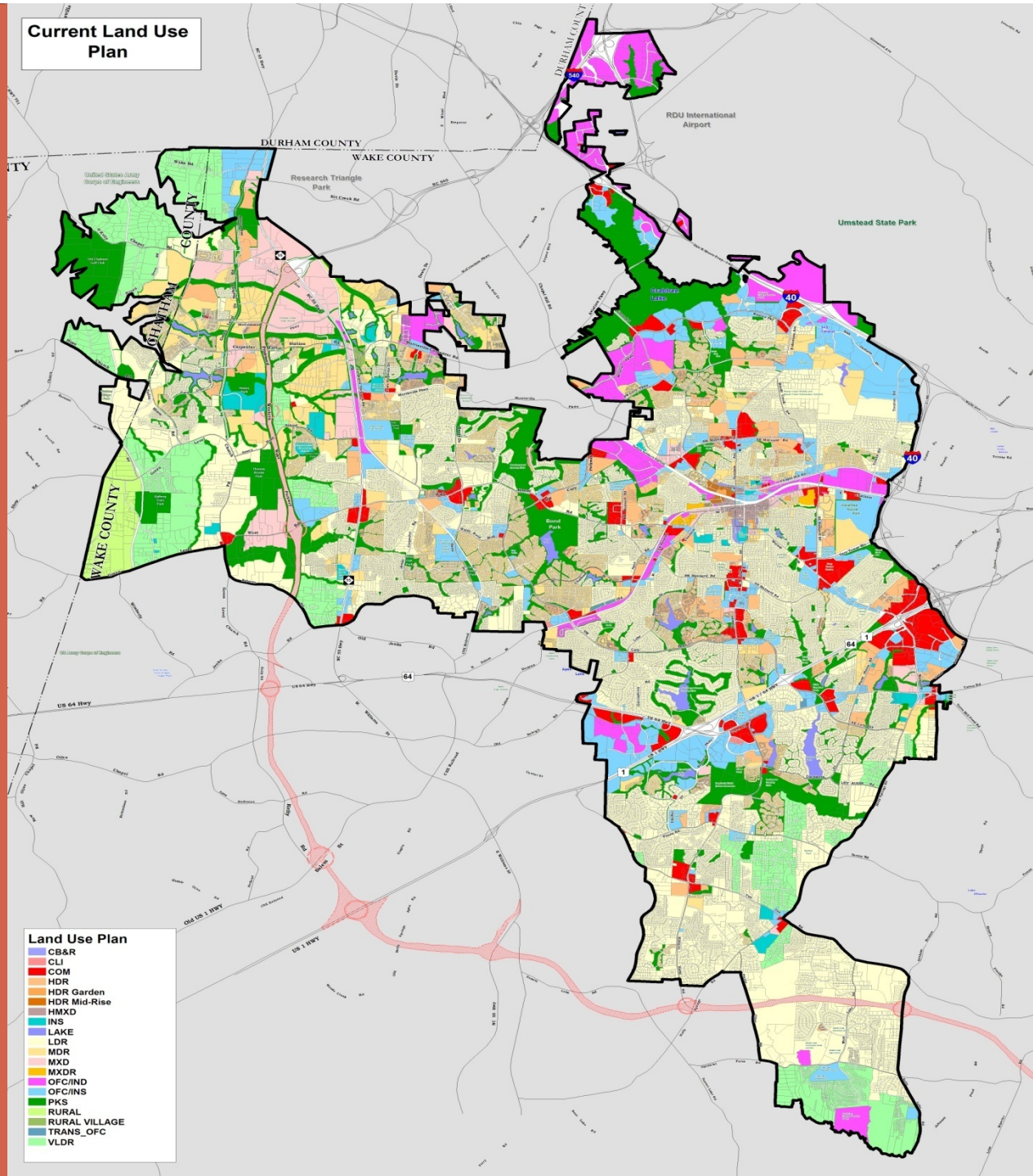
PART 1. Background



JEFF ULMA, PLANNING DIRECTOR

ROGER WALDON, CLARION ASSOCIATES

Current Land Use Plan



- Land Use Plan**
- CB&R
 - CLJ
 - COM
 - HDR
 - HDR Garden
 - HDR Mid-Rise
 - HMXD
 - INS
 - LAKE
 - LDR
 - MDR
 - MXD
 - MXDR
 - OFC/IND
 - OFC/INS
 - PKS
 - RURAL
 - RURAL VILLAGE
 - TRANS_OFC
 - VLDR

Background: The Existing Land Use Plan



- Adopted By Council in November 1996
- Now Known As “Volume 2” of the Comprehensive Plan
- Amended Via Numerous Area Plans
- Requests For More/Revised Area Plans Sparked This Update Effort



Background: The Existing Land Use Plan



- **Key Concepts/Policies:**
 - **“Build Out” Plan Approach**
 - **Focus Areas (Activity Centers) To Avoid “Strip Commercial” Development**
 - **Residential Development In Areas Between Centers**
 - **Aesthetics & Design**
 - **Alternative Development Options Like Traditional Neighborhood Development (TND) and Cluster Residential Development**

Background: The Comprehensive Plan



“The Comprehensive Plan serves as the statement of goals, recommendations, and policies guiding the development of the physical environment of the Town...”

Source: Town of Cary Land Development Ordinance (LDO),
Section 1.4.1



Background: The Comprehensive Plan, 2012



Volume No.	Plan Name	Date of Original Adoption, And Subsequent Updates
Vol. 1	Vision Element	2004
Vol. 2	Town-Wide Land Use Plan	1996
Vol. 2 Supplements: Special Area Plans	• Southeast Area Plan	1998, 2004
	• Town Center Area Plan	2001
	• Northwest Area Plan	2002
	• NW Maynard Area Plan	2003
	• Southwest Area Plan	2004
	• Walnut Street Corridor Plan	1998, 2002
	• Carpenter Community Plan	2005
Vol. 3	Parks and Recreation Master Plan	1998, 2003*
Vol. 4	Growth Management Plan	2000
Vol. 5	Affordable Housing Plan	2000, 2010
Vol. 6	Comprehensive Transportation Plan	2001, 2008**
Vol. 7	Open Space Plan	2001
Vol. 8	Historic Preservation Master Plan	2010

Background: Why A New Plan?



- Dozens Of Recommended Plans, Ordinances, Policies, and Guidelines Implemented
- Continued Changes & Pressures and New Opportunities ... From Every Direction
- Existing Plan Has Served Us Quite Well, But Has Outlived Its Useful Life



Background: A Two-Phased Update Approach

- Phase I: Design The Update Process
- Phase II: Do The Update



TOWN OF CARY
NORTH CAROLINA

REQUEST FOR PROPOSAL (RFP)

*Development of a Project Scope and Planning
Process for the Update of Cary's Land Use Plan*

Issued October 12, 2011

Proposals Due by 10:00 a.m. (EST), Thursday, November 3, 2011

Background: Consultant Introductions

- Clarion Associates
 - Ben Herman
 - Roger Waldon
- ACP Visioning+Planning
 - Jamie Greene



CLARION

CLARION

Clarion Associates is a national land-use consulting firm with offices in Chapel Hill, North Carolina; Florida; and Colorado; and affiliate offices in Chicago, Philadelphia, and Cincinnati. Clarion has been on the cutting edge nationally in promoting sustainability principles in local plans and ordinances. We speak frequently on this topic, have published articles and templates for use by local governments, and are currently participating in APA's national Sustaining Places Task Force. We have completed award-winning plans across North Carolina and the country, and specialize in the link between planning and implementation.

If the Clarion team is selected, Clarion would serve as the prime contractor for the project. Roger Waldon, FAICP, would serve as the Project Manager. Ben Herman will work closely with Roger in designing the approach, working with staff, helping to process information received from staff and stakeholders, and participating in the Work Session with the Cary Town Council. Craig Richardson will serve as Principal Advisor on ordinance and sustainability issues. These firm principals will be assisted by Senior Associate Leigh Anne King, AICP, LEED® AP.



ACP VISIONING+PLANNING

ACP Visioning+Planning was founded in 1994 by Principals Gianni Longo and Jamie Greene, AIA, AICP to improve the livability of communities through the integration of visioning, strategic, and physical planning. ACP's core belief is that inclusive plans create better places, placing citizens at the heart of planning, helping diverse interests and stakeholders find a common path toward community improvement.

The firm has innovated methods to involve the public in planning efforts of every scale—regions, counties, cities, and districts—and has since been called upon by some of the most complex places in the country to design and facilitate inclusive planning processes. The firm's visioning work has gained national recognition, the pinnacle being the 2003 APA national American Vision Award for Imagine New York, one of the largest public processes to plan the redevelopment of lower Manhattan and the World Trade Center.

ACP's public involvement approaches are specifically geared to help diverse interests in communities to work together to develop widely supported and quickly implemented physical plans.



Background: Trends & Implications



“For the first time in human history, more people are living in cities. The world is urbanizing as never before, bringing both opportunity and peril....”

The way communities tackle new challenges ripples into the future, creating long-term opportunities and constraints.”

ULI: What's Next? Real Estate in the New Economy, November 2011

People

America Grows



200 million in 1968

300 million in 2006

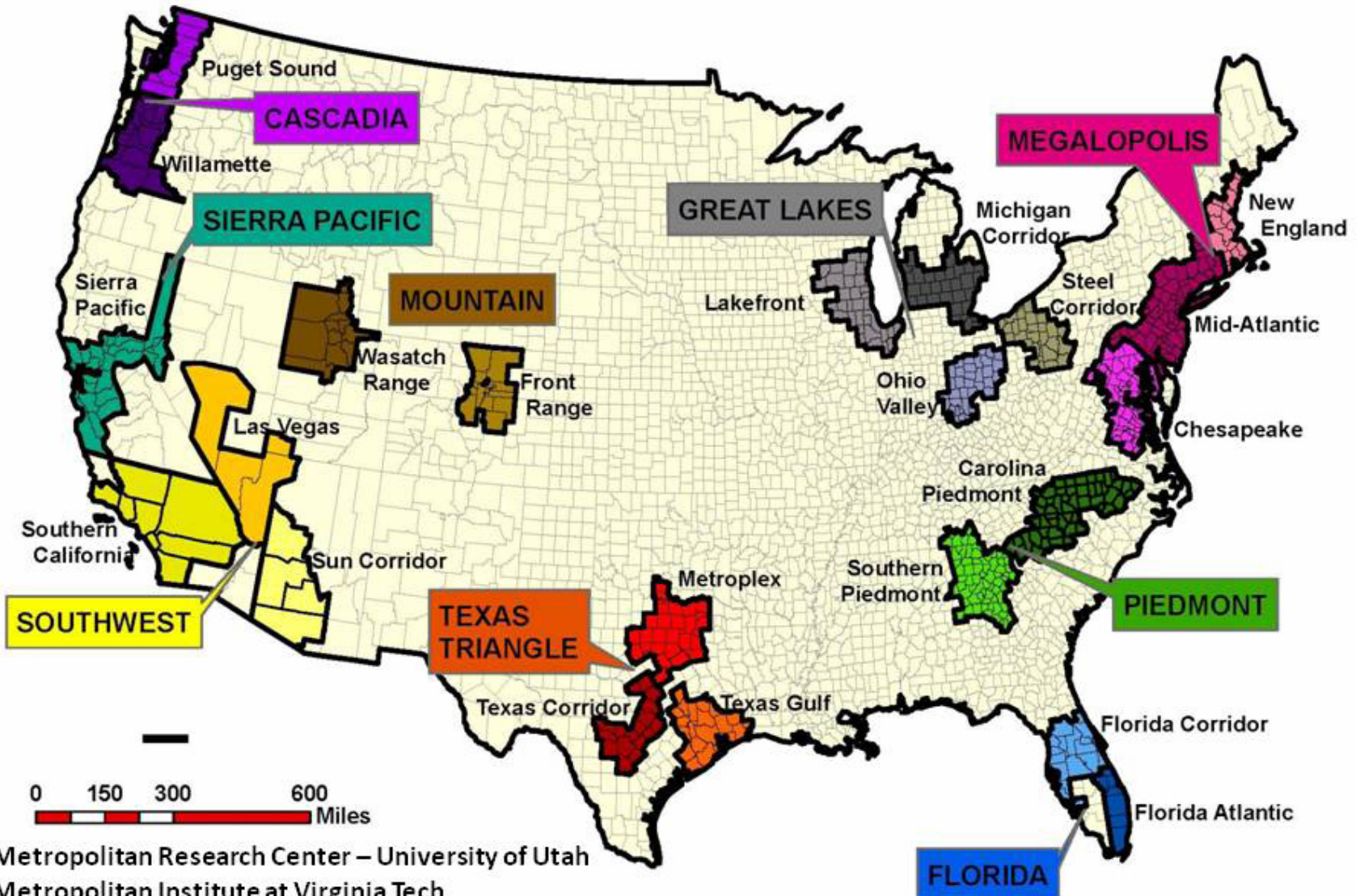
400 million in 2034

500 million in 2050

America adds 100 million people **faster than any other nation** except India and Pakistan – But *faster* than China.

Source: Arthur C. Nelson, Presidential Professor & Director of Metropolitan Research, University of Utah

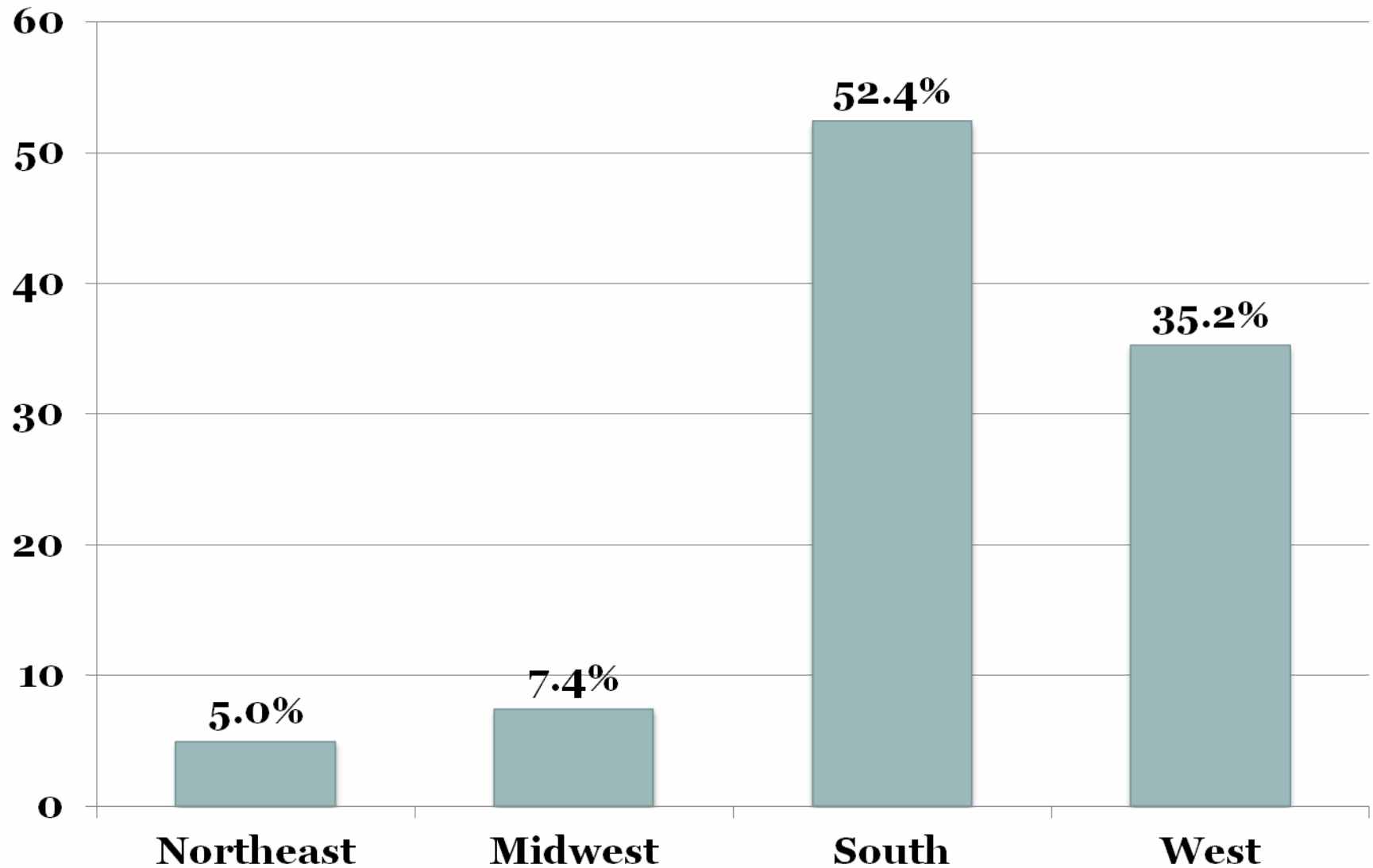
Megapolitan America 2040



Metropolitan Research Center – University of Utah
Metropolitan Institute at Virginia Tech
August 2009

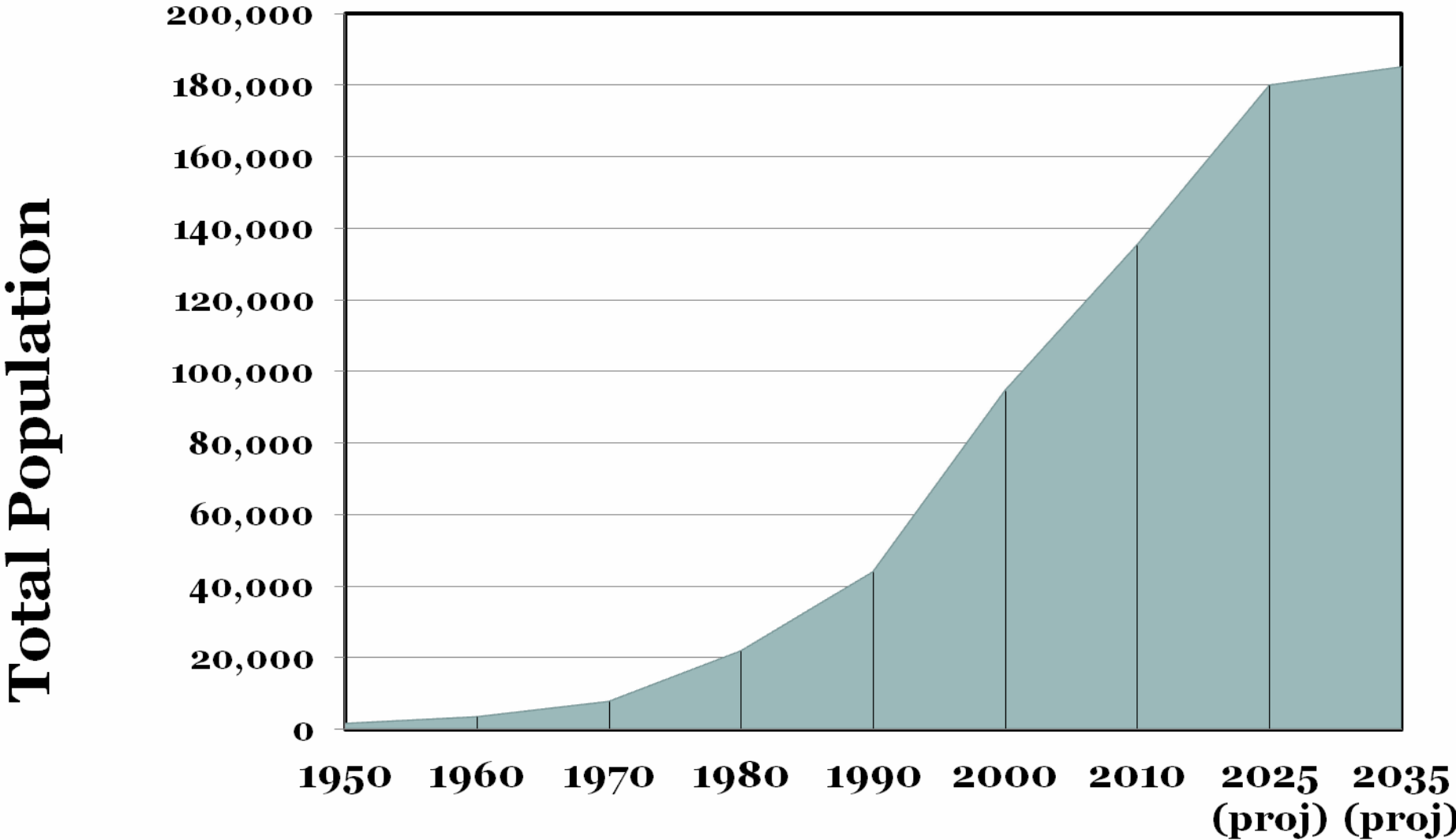
Figure 3: Interim Projections: Percent Distribution of Population Growth by Region of the United States, 2000 to 2030

Growth by Region, 2000 to 2030

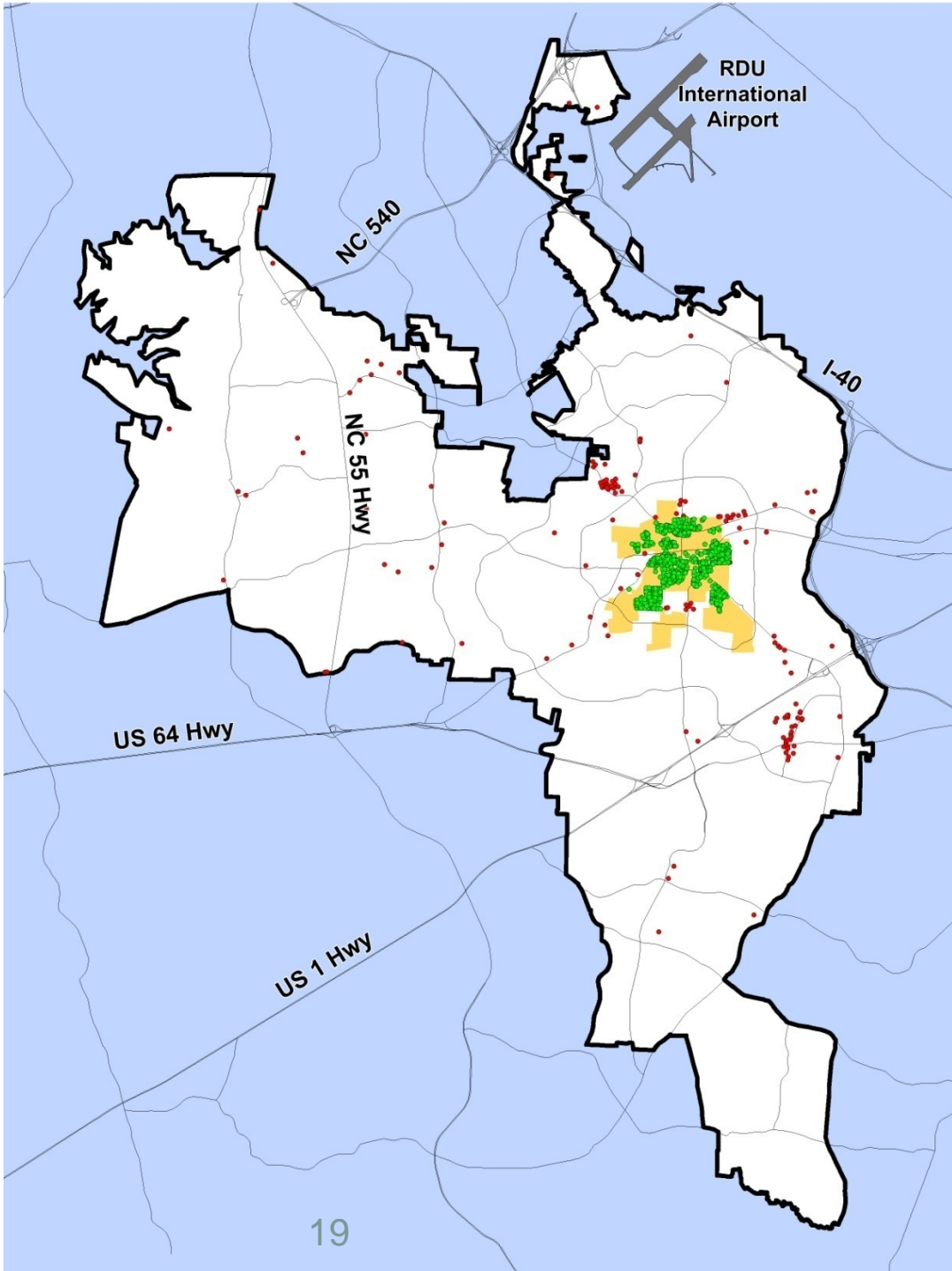


Source: U.S. Census Bureau, Population Division, Interim State Population Projections, 2005

Town of Cary Population 1950-2035

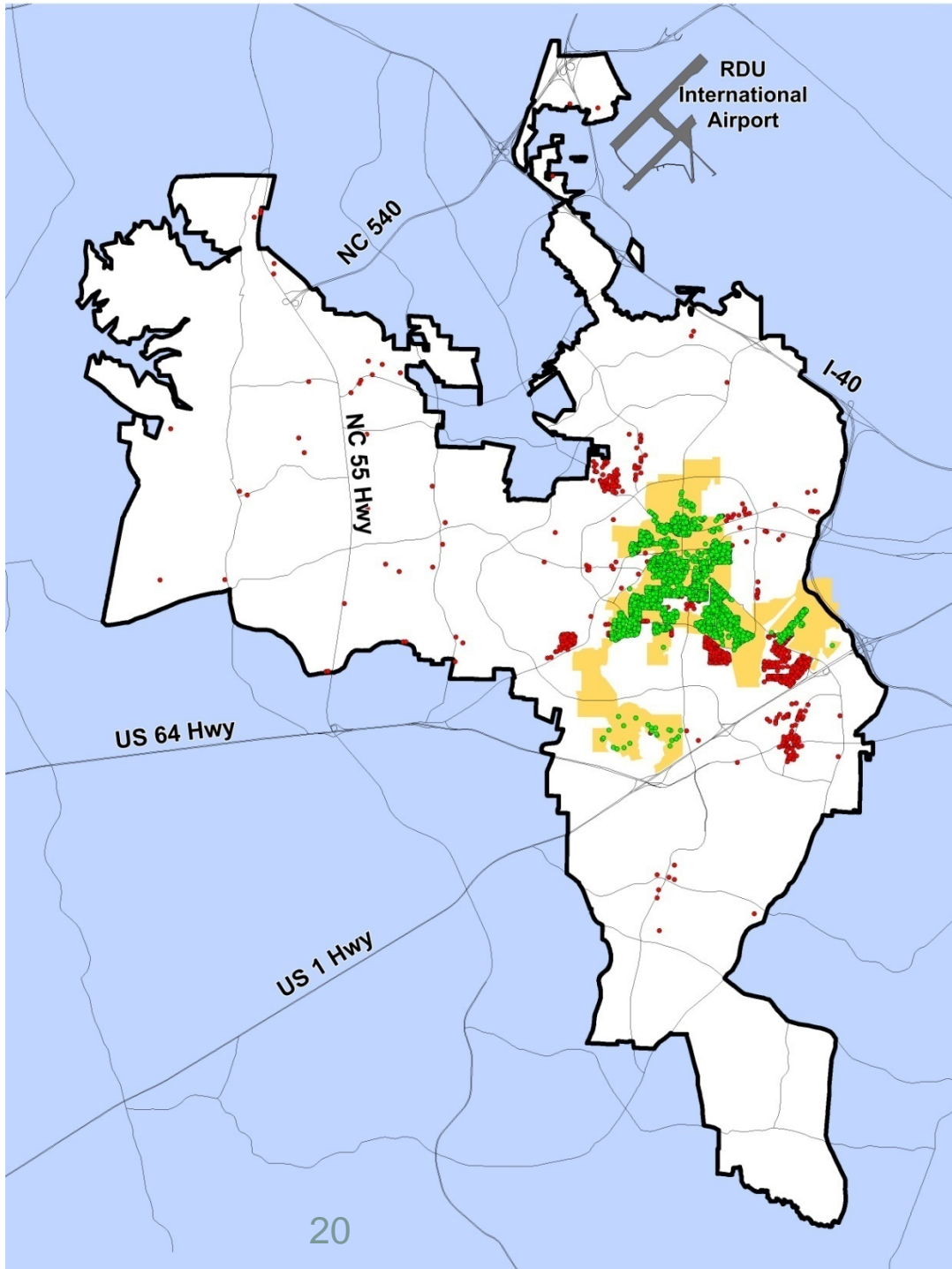


Source: Town of Cary Planning, Capital Area Metropolitan Planning Organization (2007)



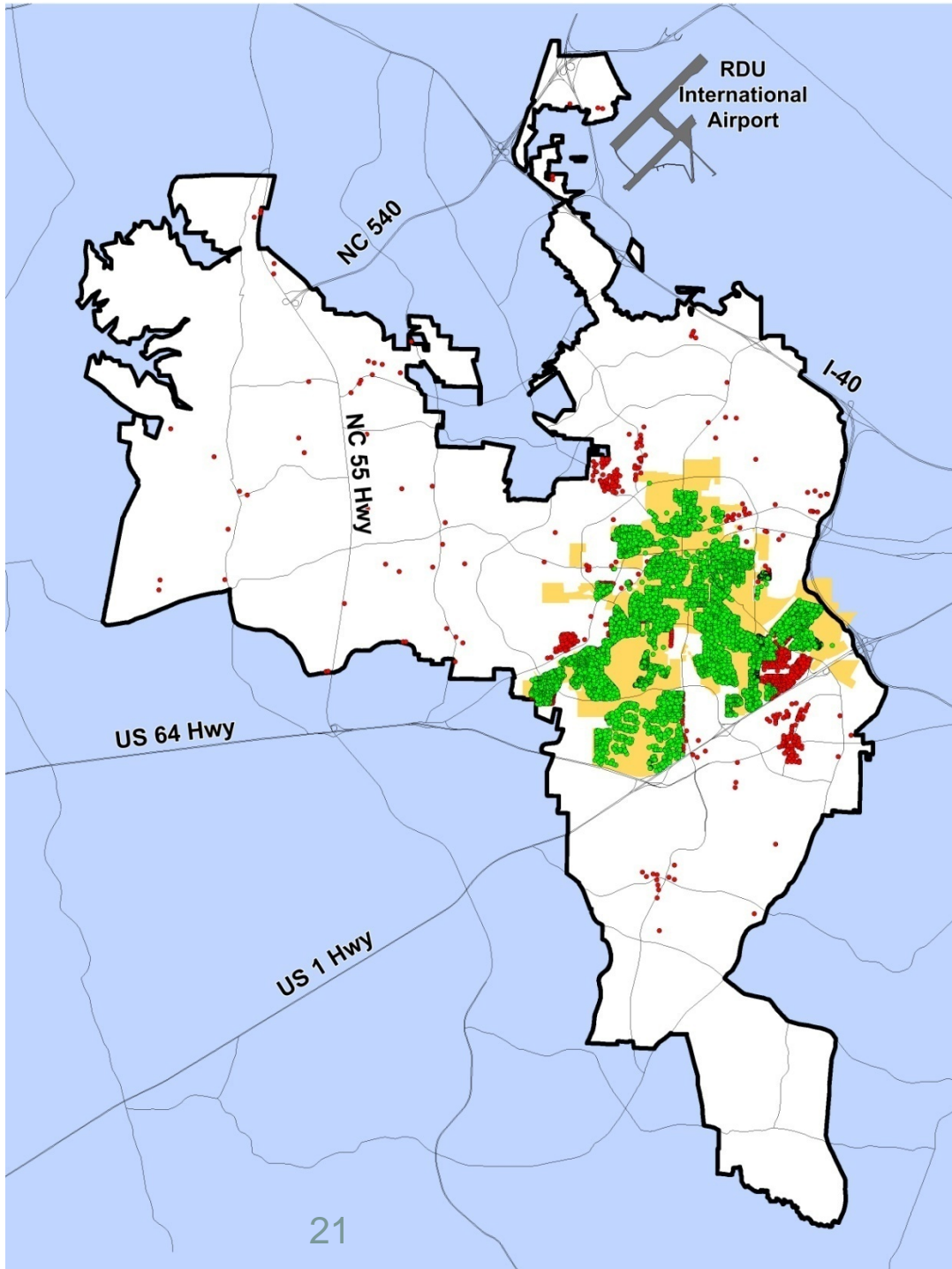
Dwelling Units

1960



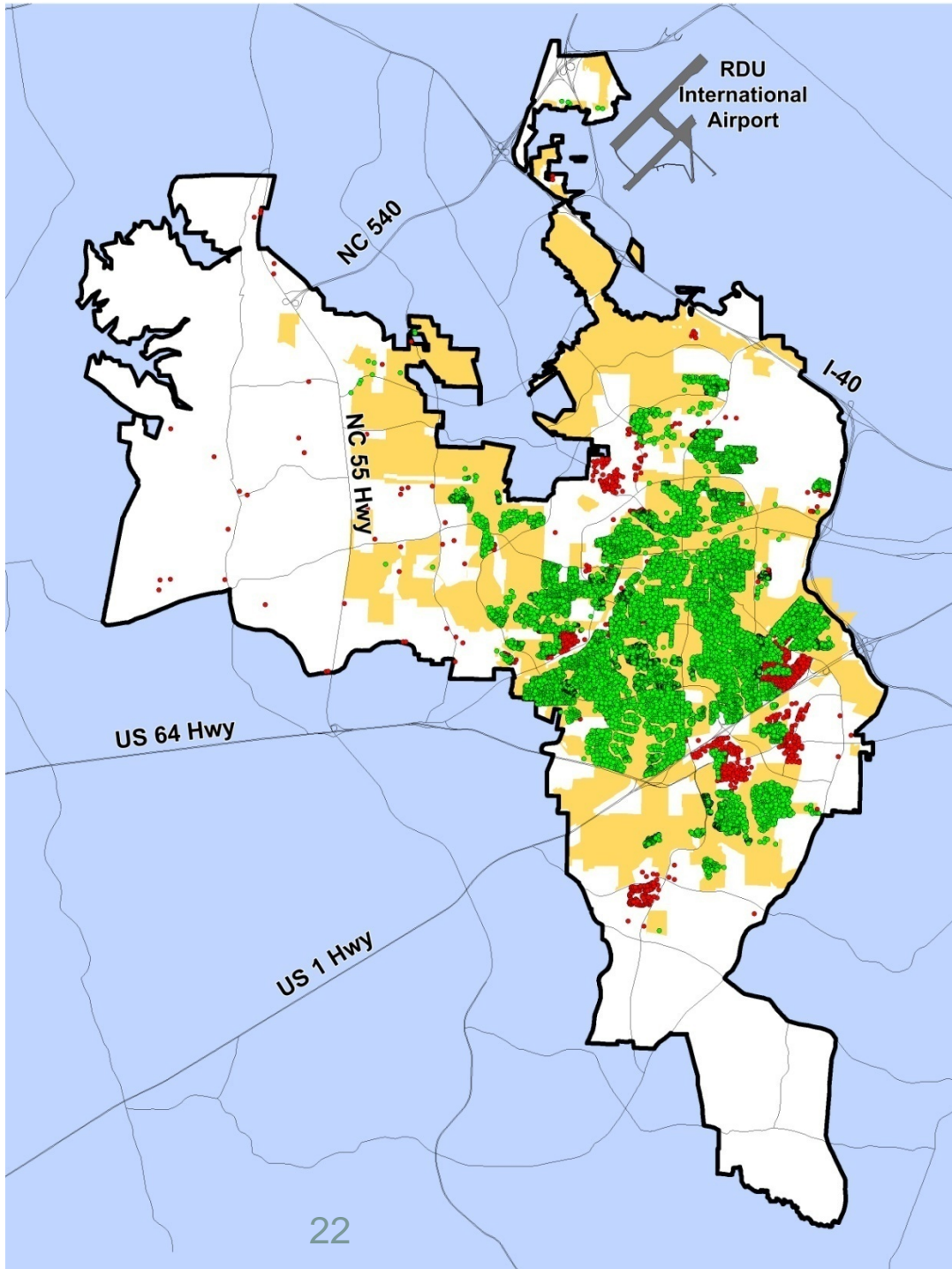
Dwelling Units

1970



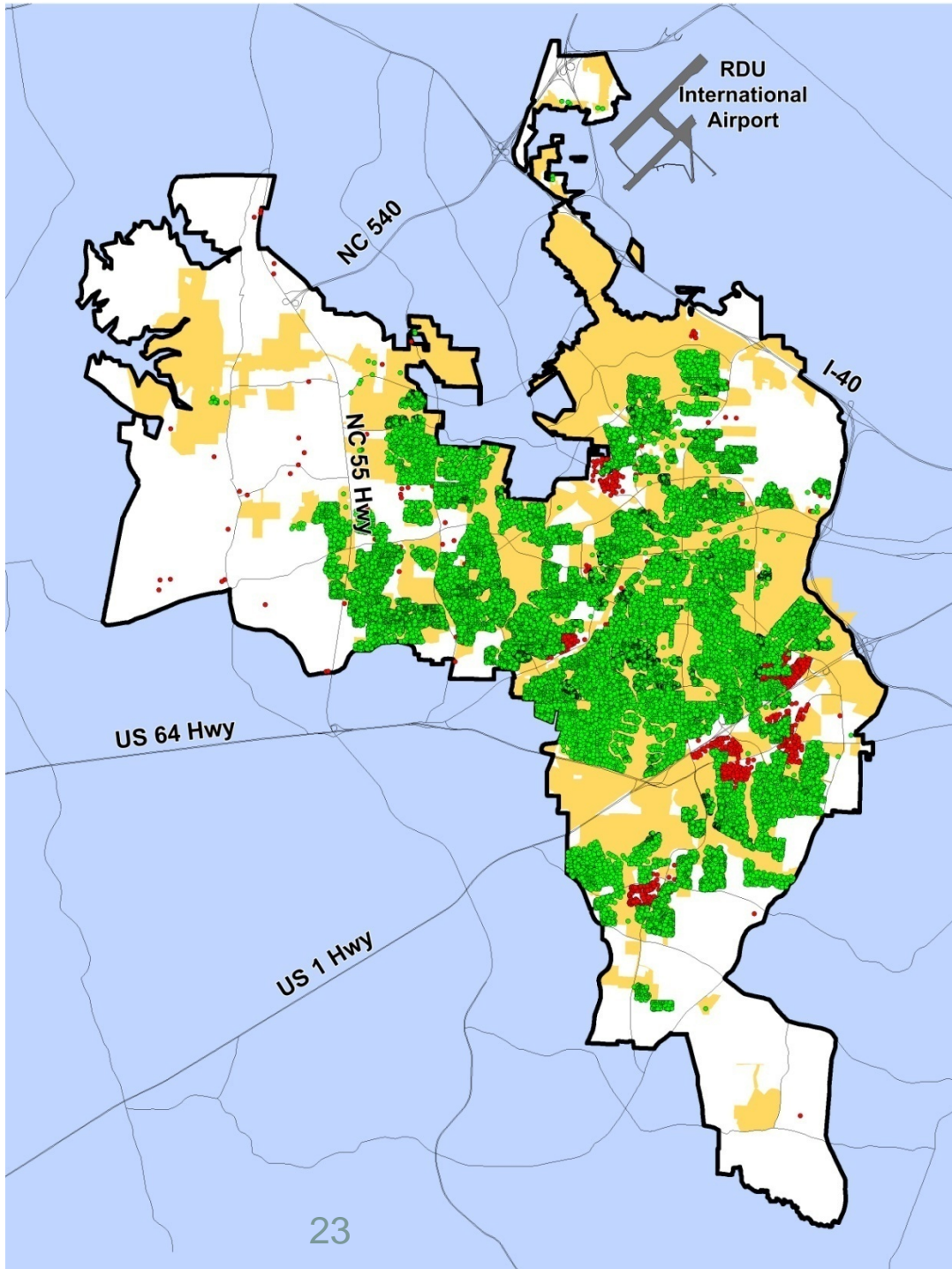
Dwelling Units

1980



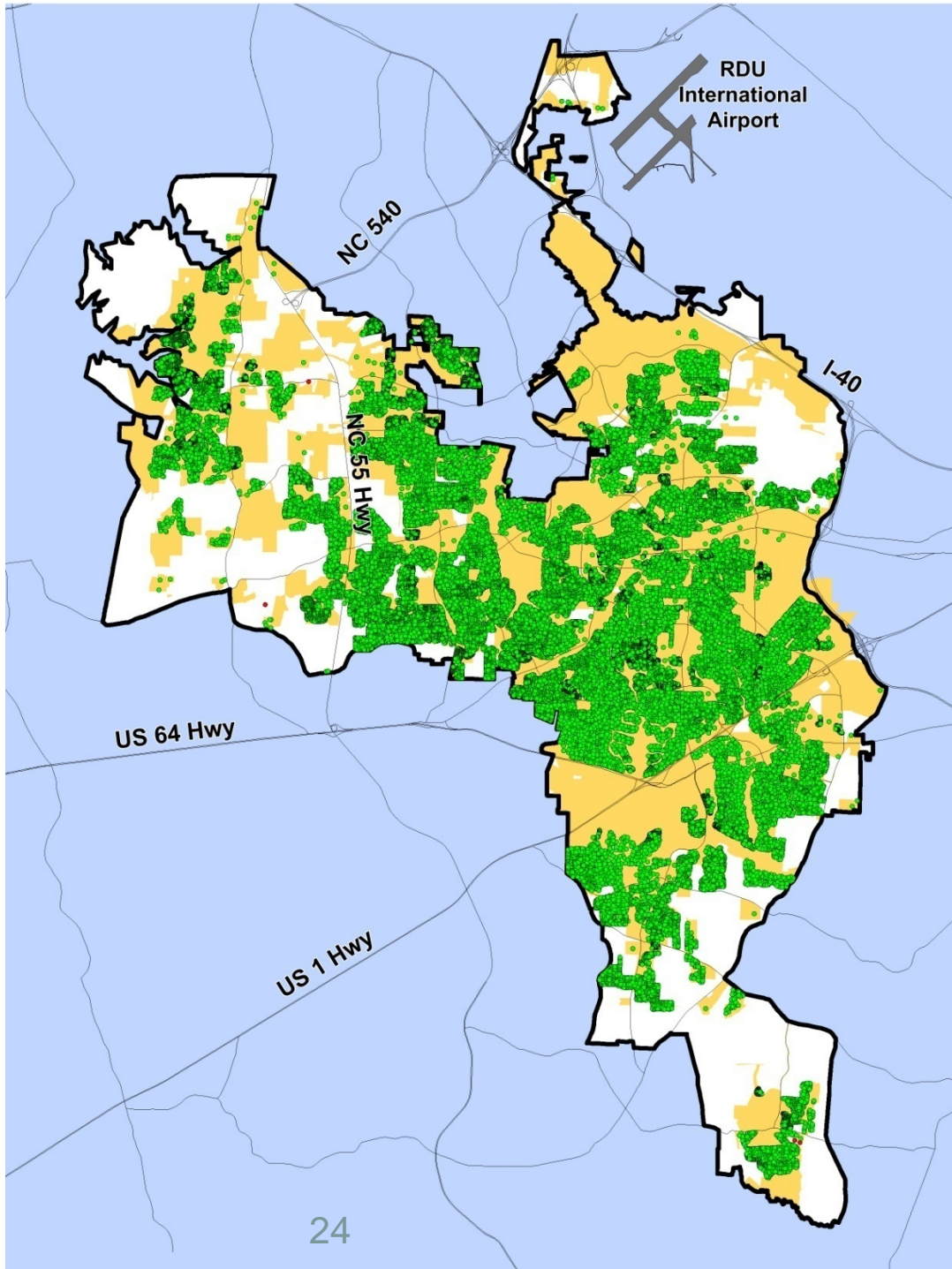
Dwelling Units

1990



Dwelling Units

2000

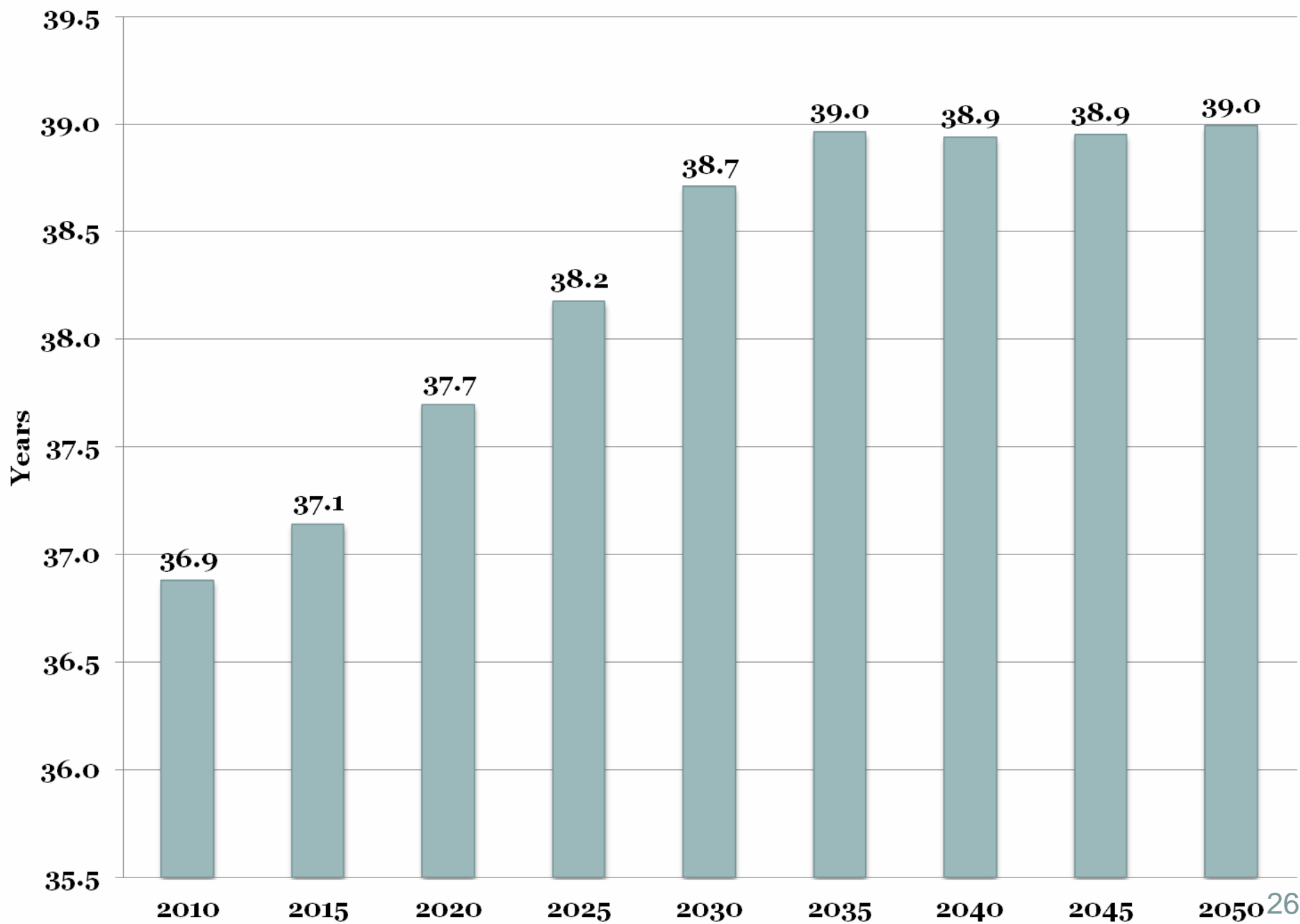


Dwelling Units

2010

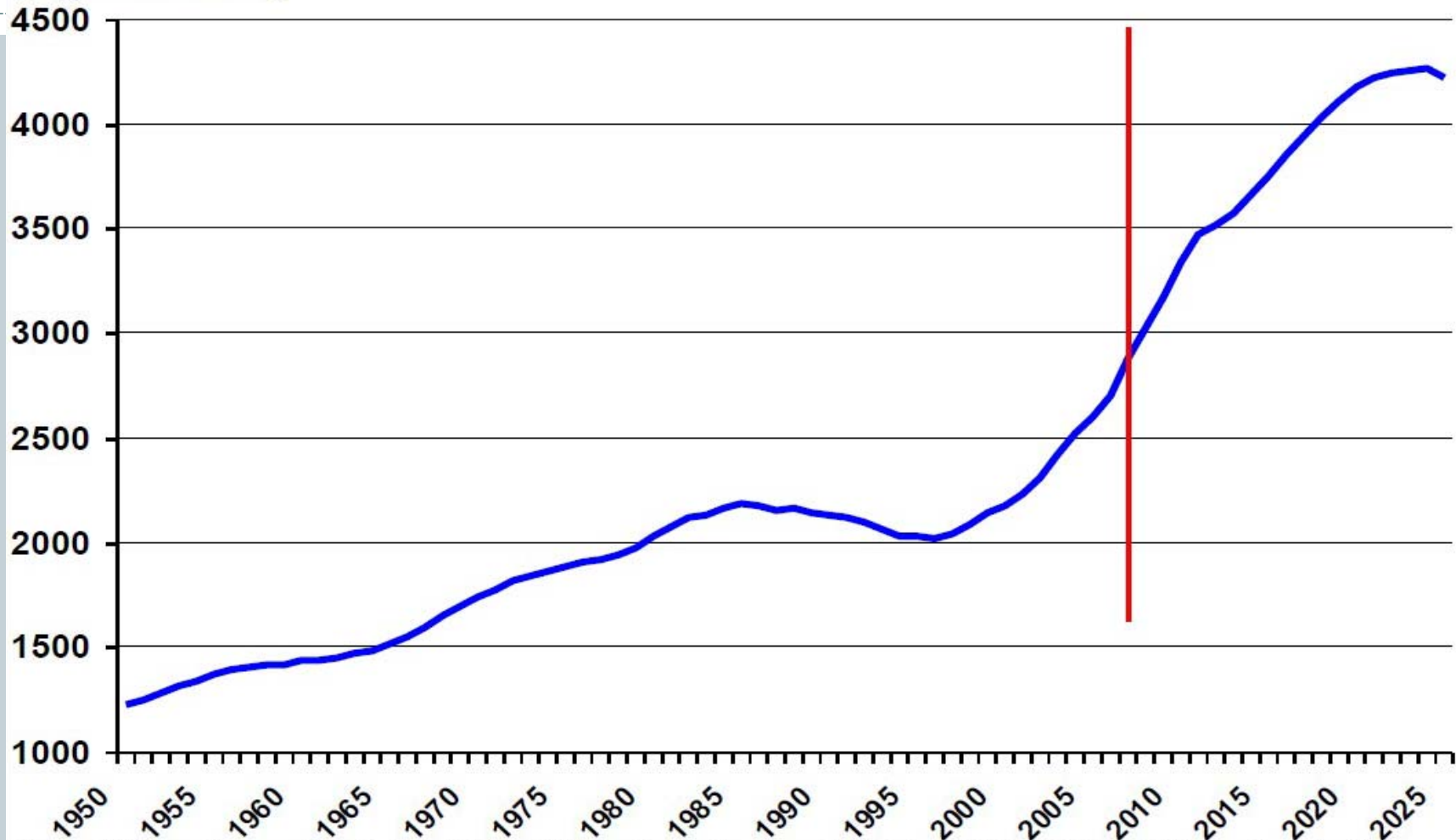
Age

Median Age – United States - 2010-2050



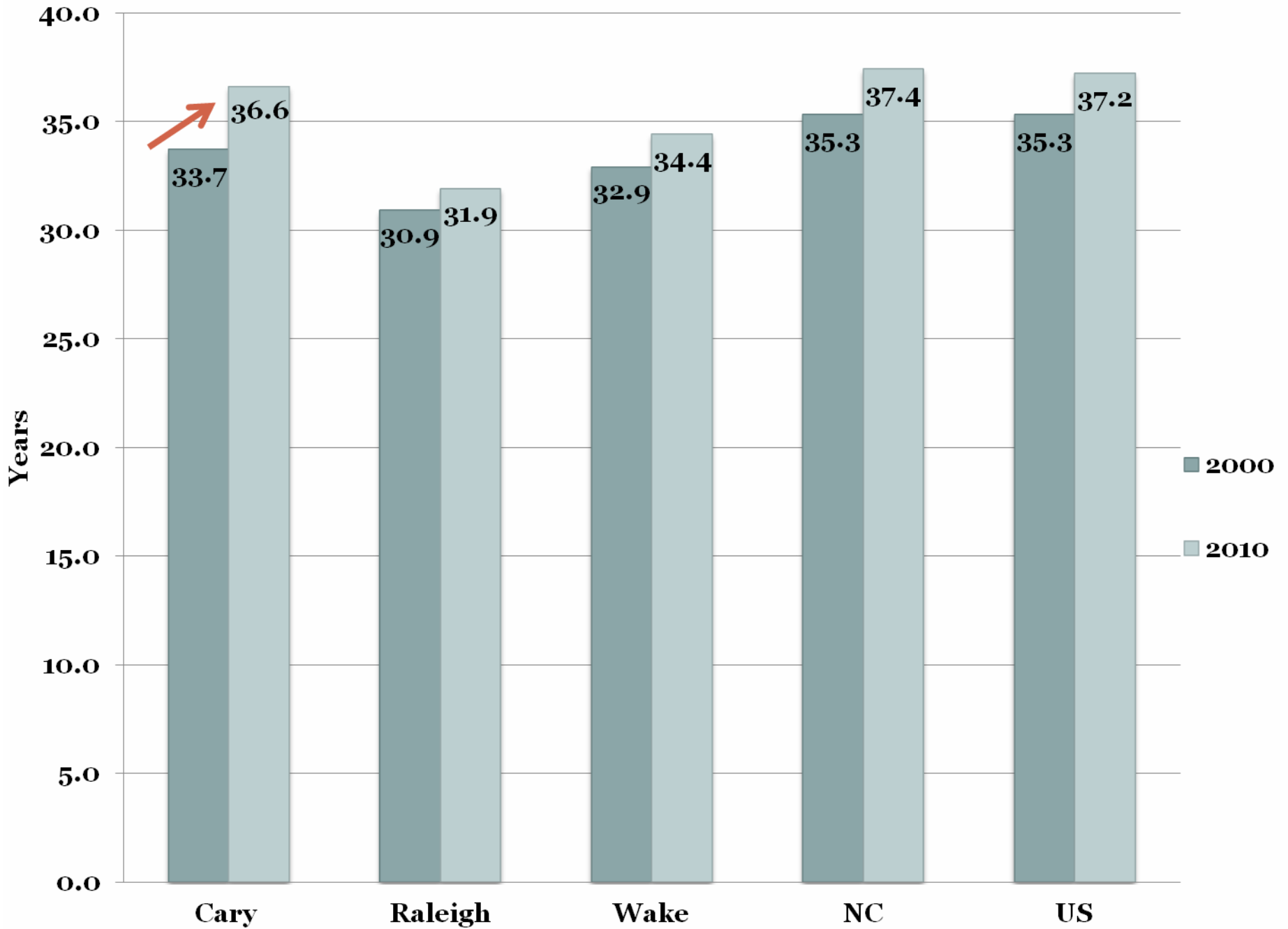
People Turning 65 *Each Year*

[Figures in 000s]

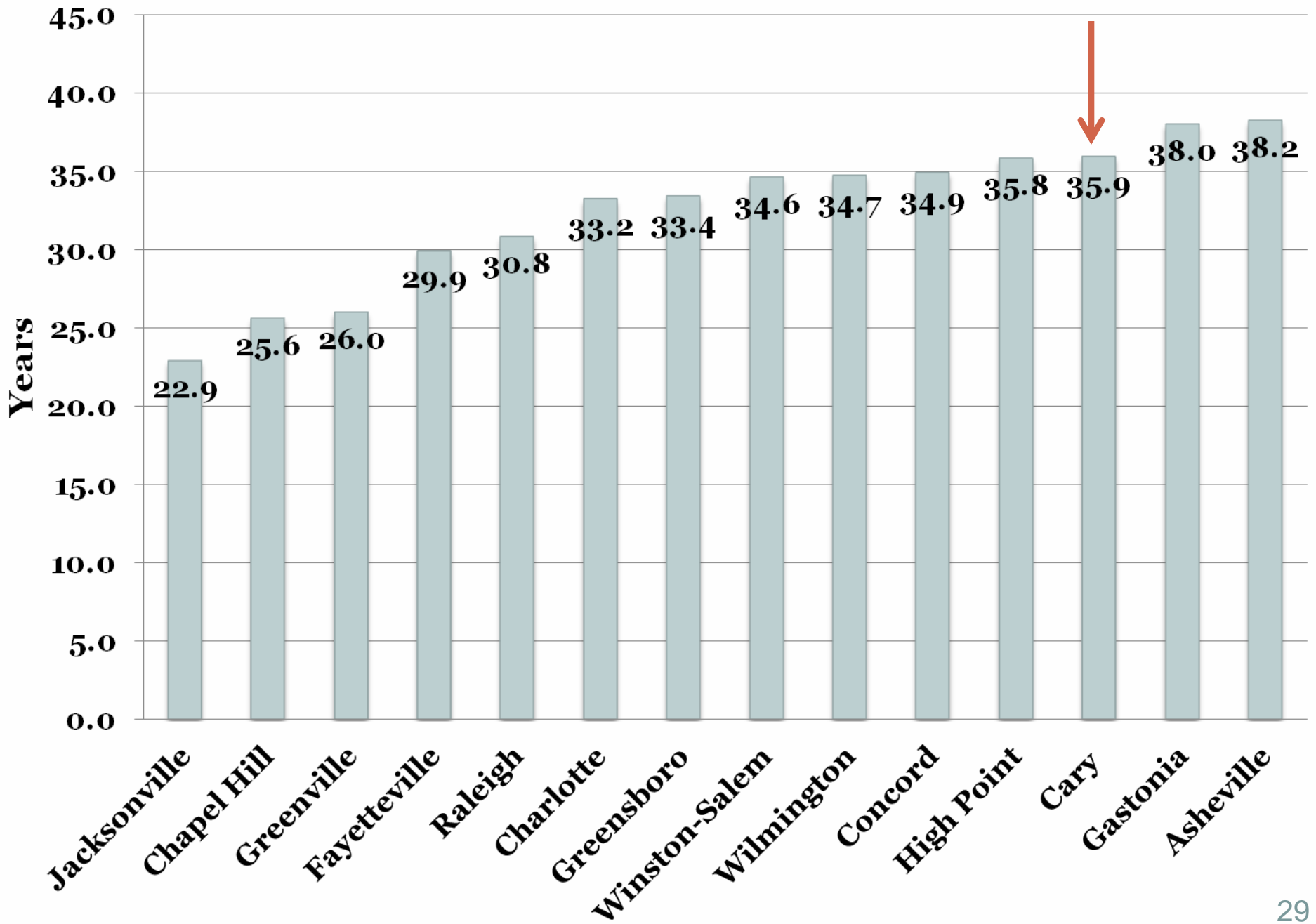


Source: US Census Bureau – 65+ in the United States: 2005; Wan He, Manisha Sengupta, Victoria A. Velkoff, & Kimberly A DeBarros. December 2005.

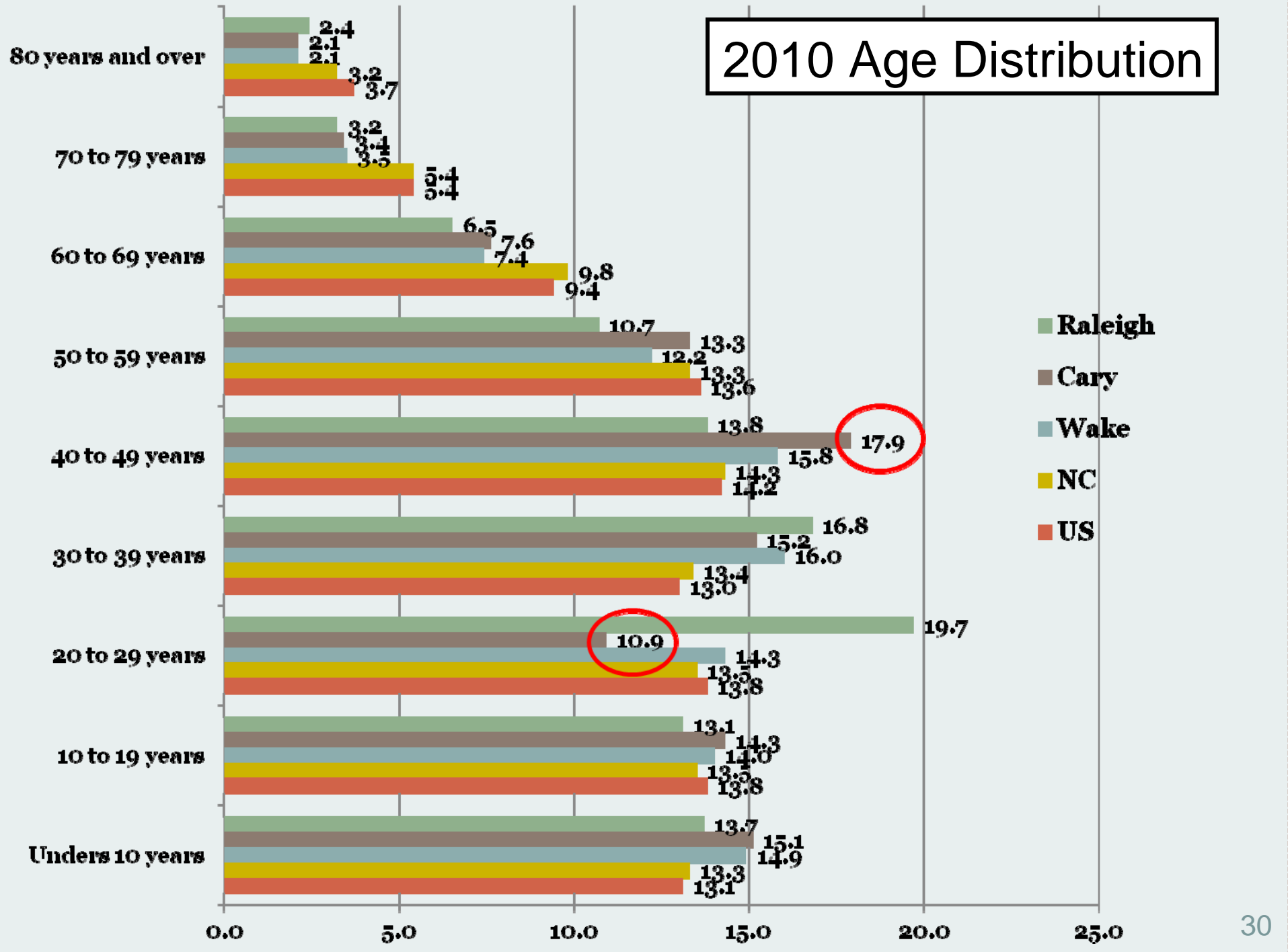
Median Age – 2010 Census



Median Age – 2010 American Community Survey

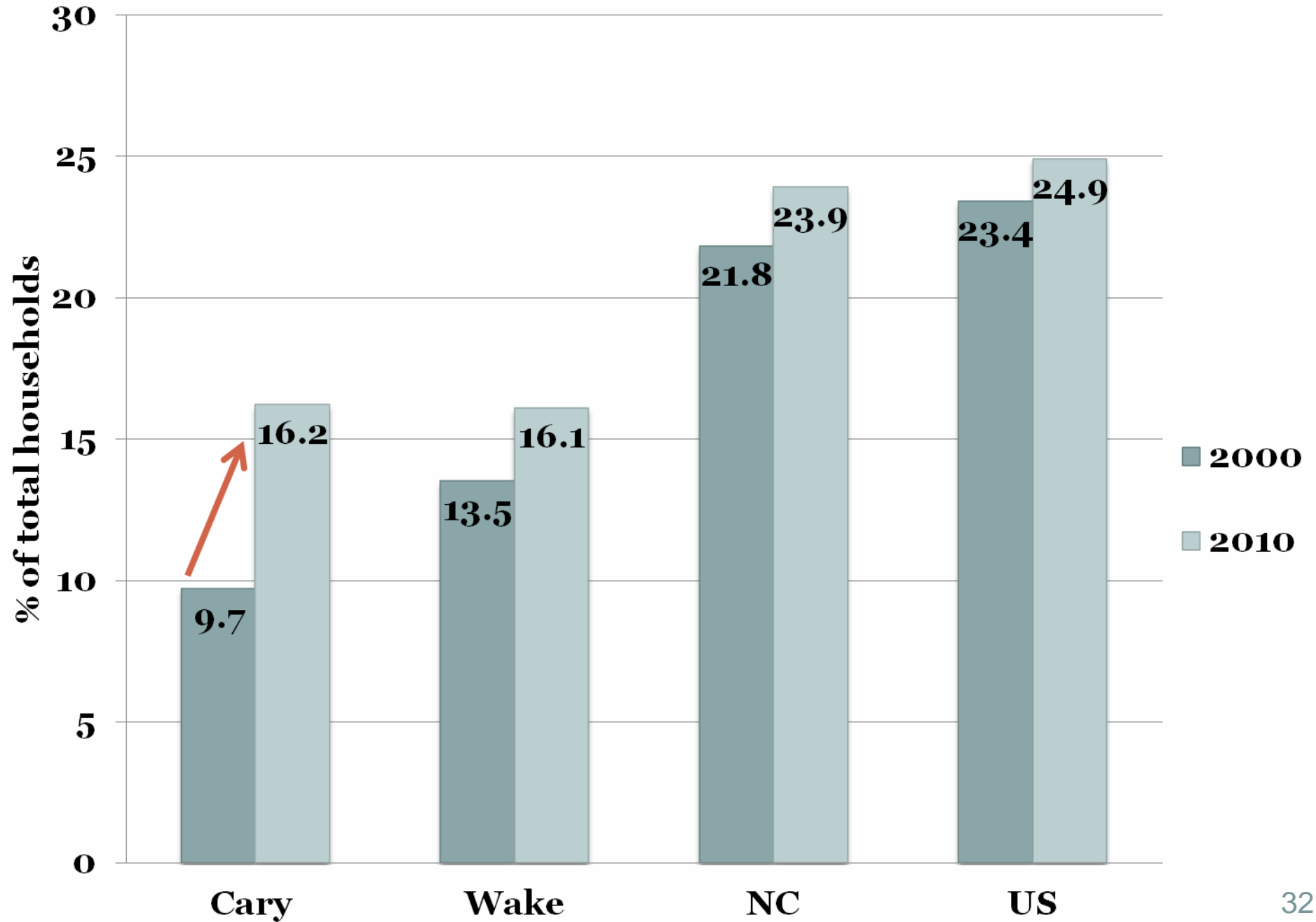


2010 Age Distribution

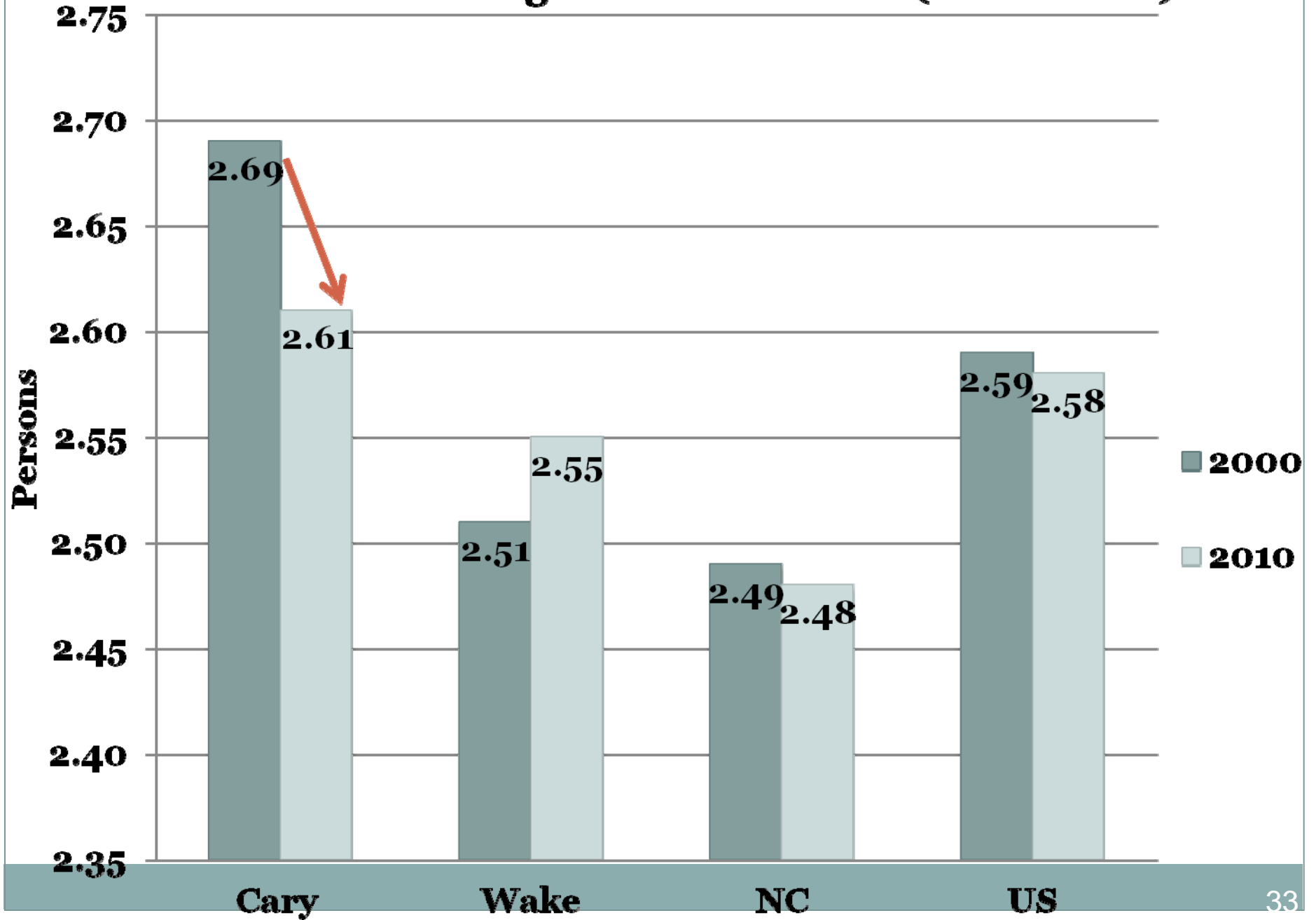


Households

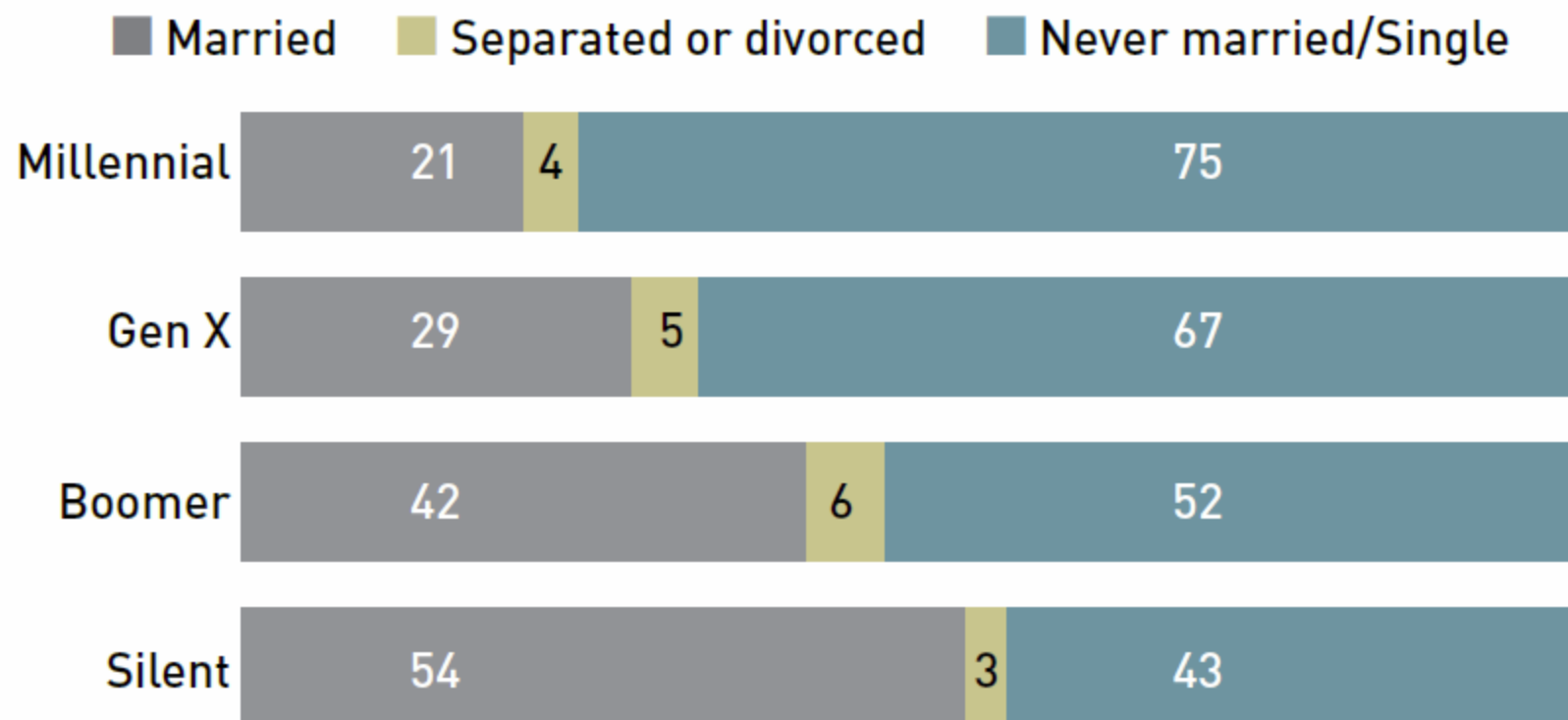
Households w/ Individuals 65 & Older (2000-2010)



Average Household Size (2000-2010)

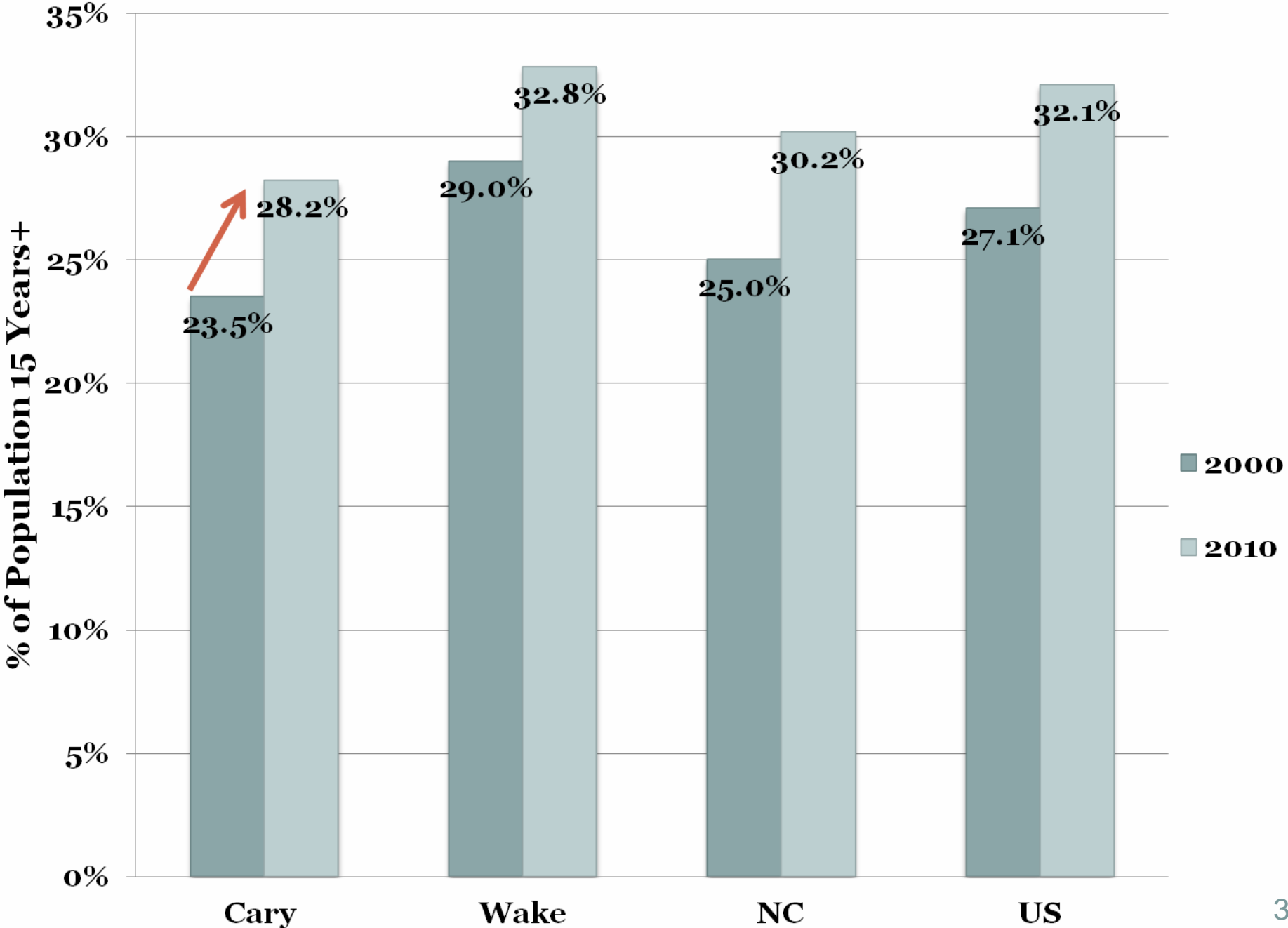


Marital Status at Age 18–28, by Generation, United States (Percent)

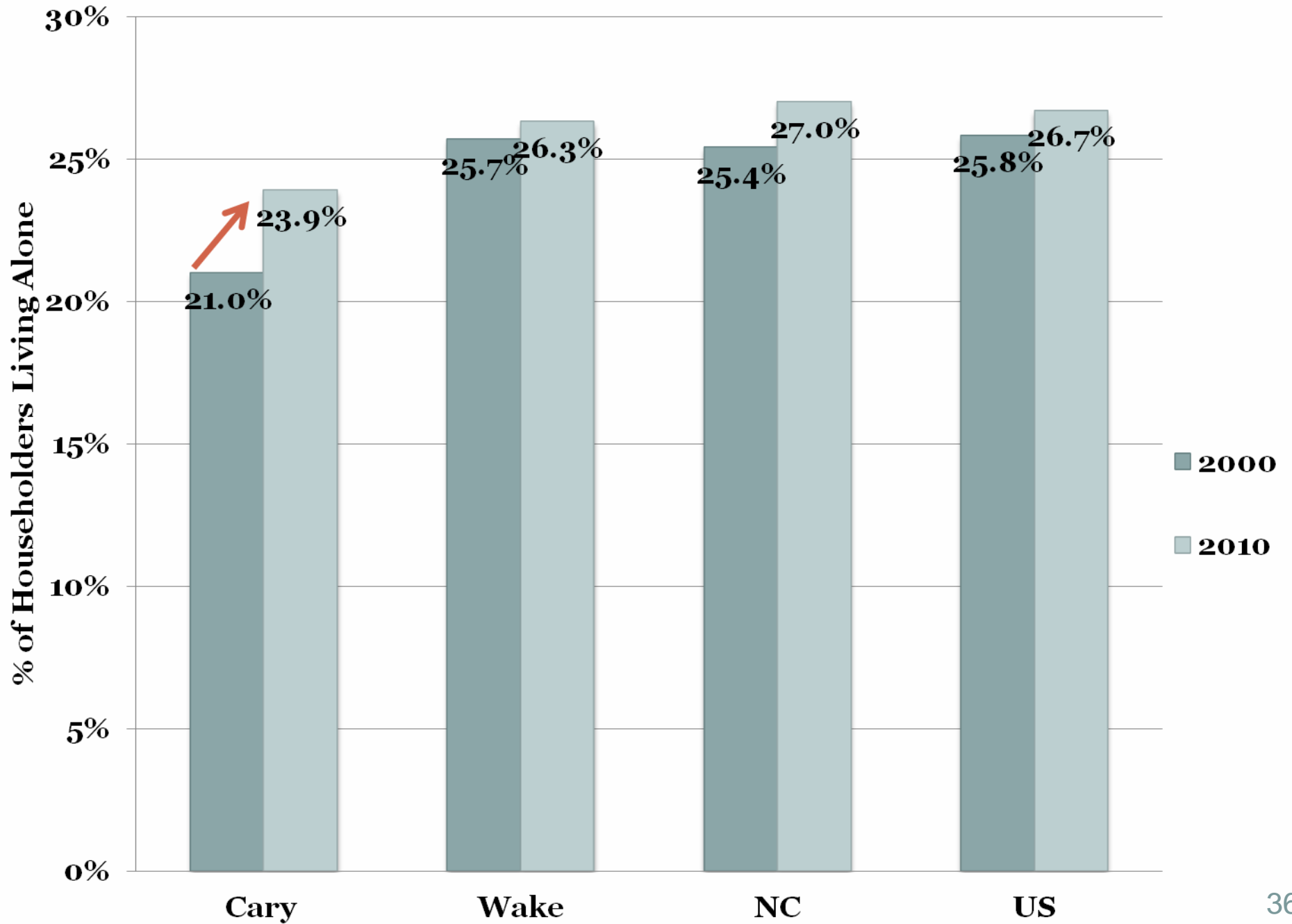


Source: Pew Research Center tabulations from the March Current Population Surveys (1963, 1978, 1995, and 2009) for the civilian, noninstitutional population.

Never Married (2000-2010)



Householders Living Alone (2000-2010)



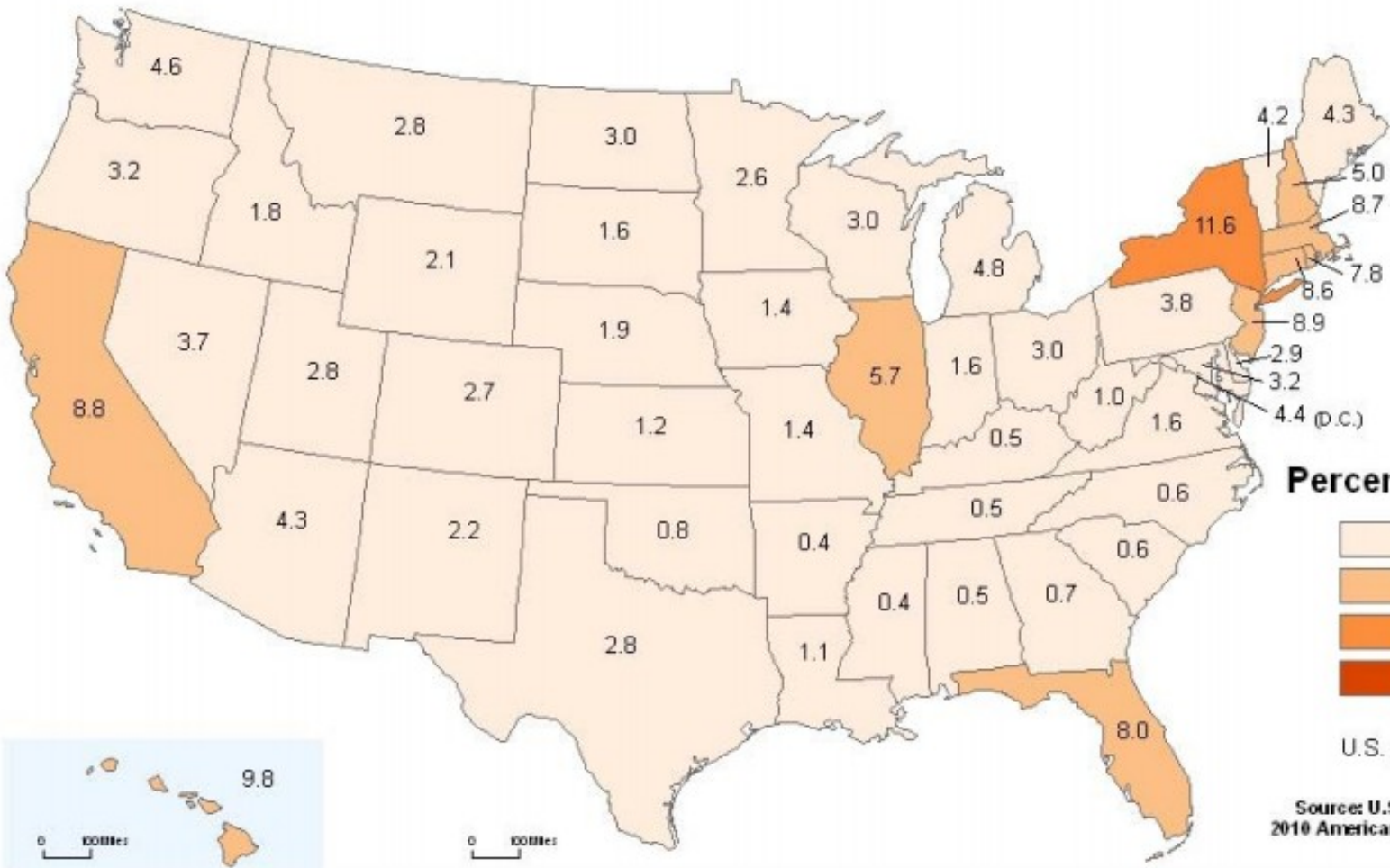
Projections on Aging and Households

- **By 2030, one in 5 Americans will be over the age of 65.**
- The U.S. birthrate will drop from 1% to .25% by 2035.
- Life expectancy will increase from 76.0 years in 1993 to 82.6 years in 2050. **By 2050, the number of Americans over the age of 85 will triple from 5.4 to 19 million.**
- **By 2025, the number of single person households will equal family households.** By 2050, the overwhelming majority of households will be single.

Diversity

Foreign-Born Population as Percent of State Population: 1970

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/acs/www)



Percent foreign born

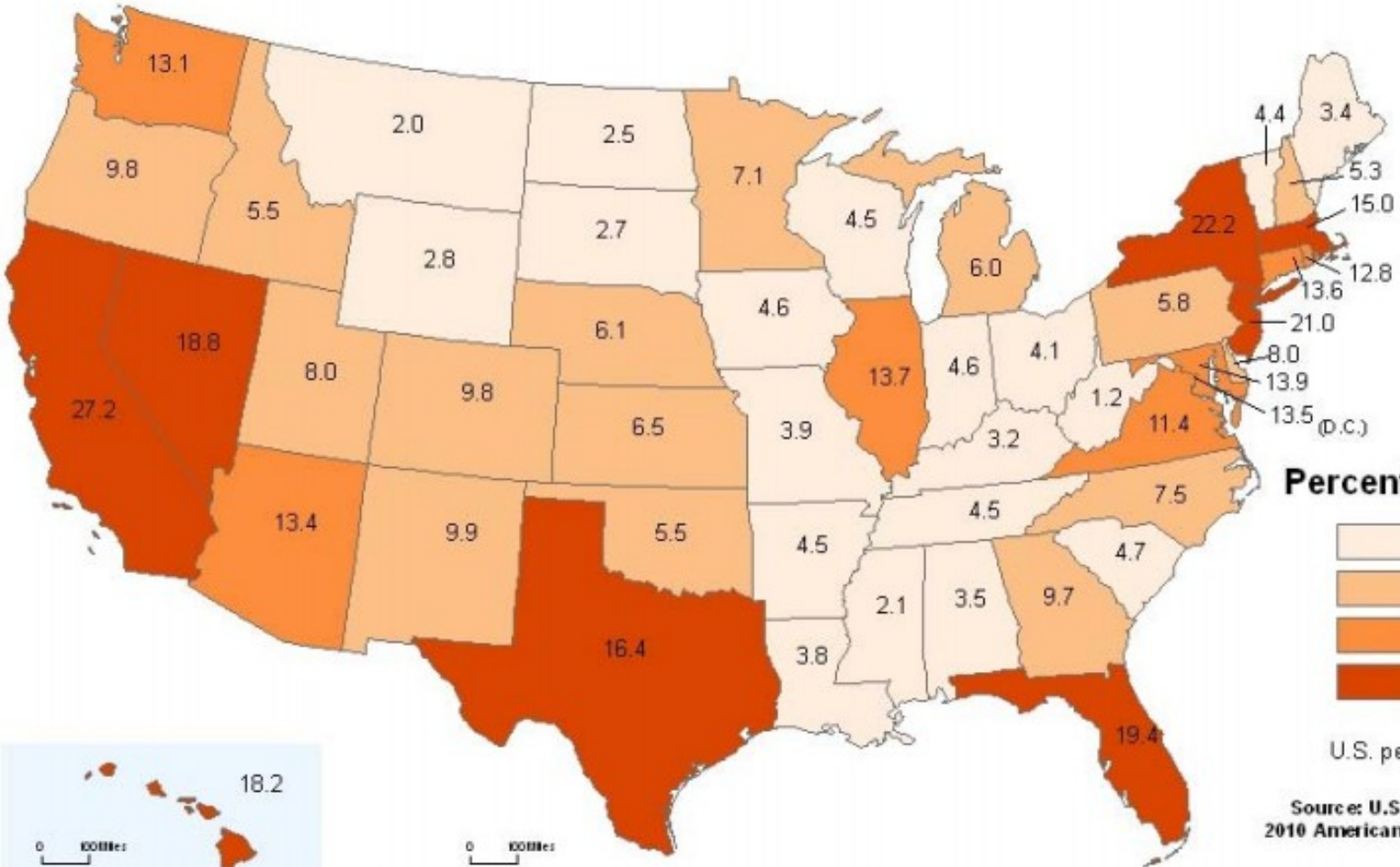
- Less than 5.0
- 5.0 to 9.9
- 10.0 to 14.9
- 15.0 and over

U.S. percent = 4.7

Source: U.S. Census Bureau, 2010 American Community Survey.

Foreign-Born Population as Percent of State Population: 2010

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/acs/www)



Percent foreign born

- Less than 5.0
- 5.0 to 9.9
- 10.0 to 14.9
- 15.0 and over

U.S. percent = 12.9

Source: U.S. Census Bureau, 2010 American Community Survey.



U.S. Census Projections

- Whites are projected to lose population in the 2030s and 2040s and will drop to 46% of the population by 2050.
- The **Hispanic population is expected to triple** from 46.7 million to 132.8 million between the 2008-2050 period.
- **By 2023, minorities will comprise of more than half of all children in the U.S.**
- **By 2050, the nation's population of children is expected to be 62 percent minority.**

Changing United States of America

- By **2050**, the United States will look very different than it does today.
- The white (non- Hispanic) population: 66 to 46 percent
- The Hispanic population: 15 to 30 percent
- The black (non-Hispanic) population: 13 to 15 percent
- Asian/Pacific Islander/other races: 6 to 9 percent

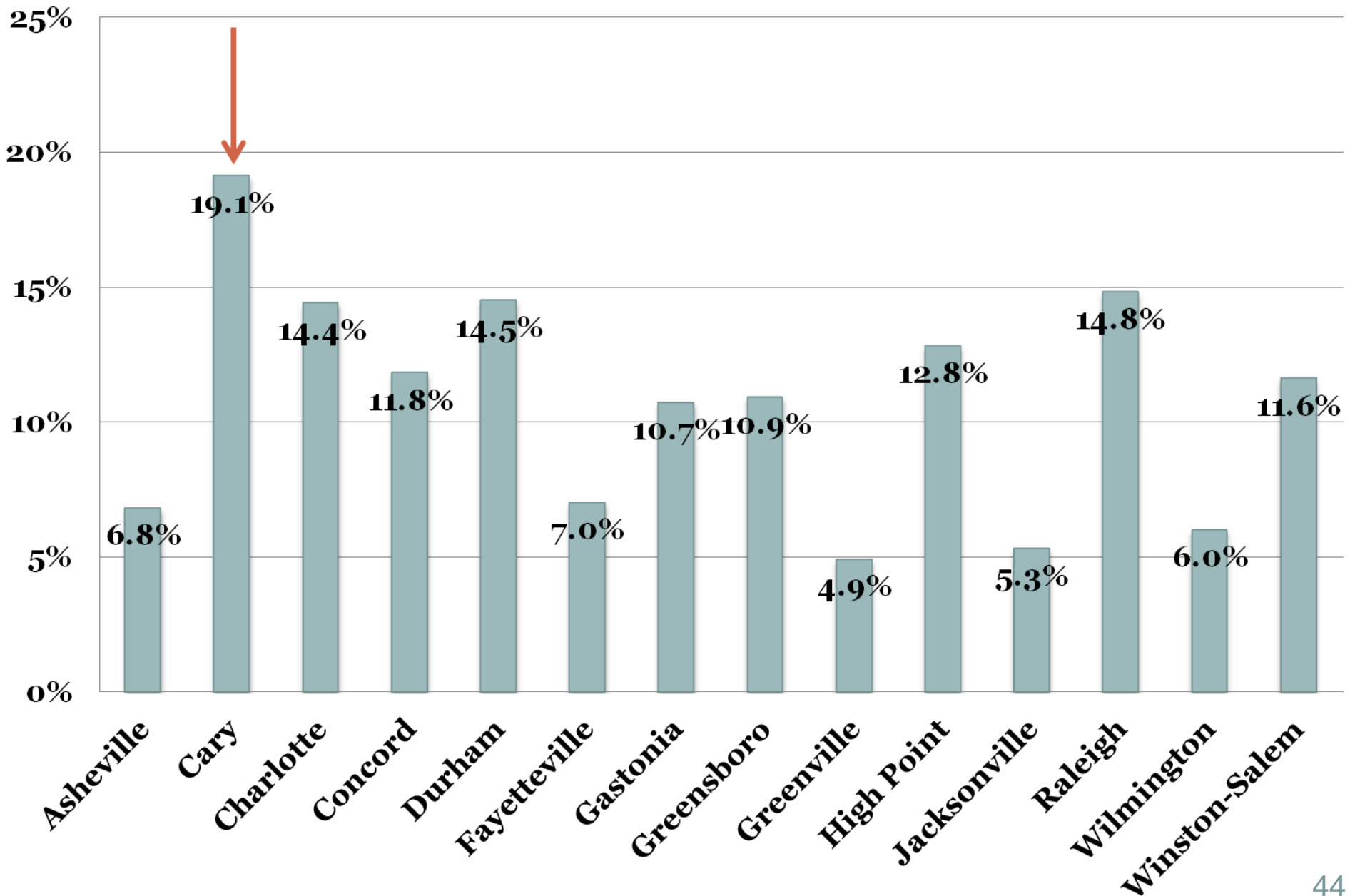
Background: Trends & Implications



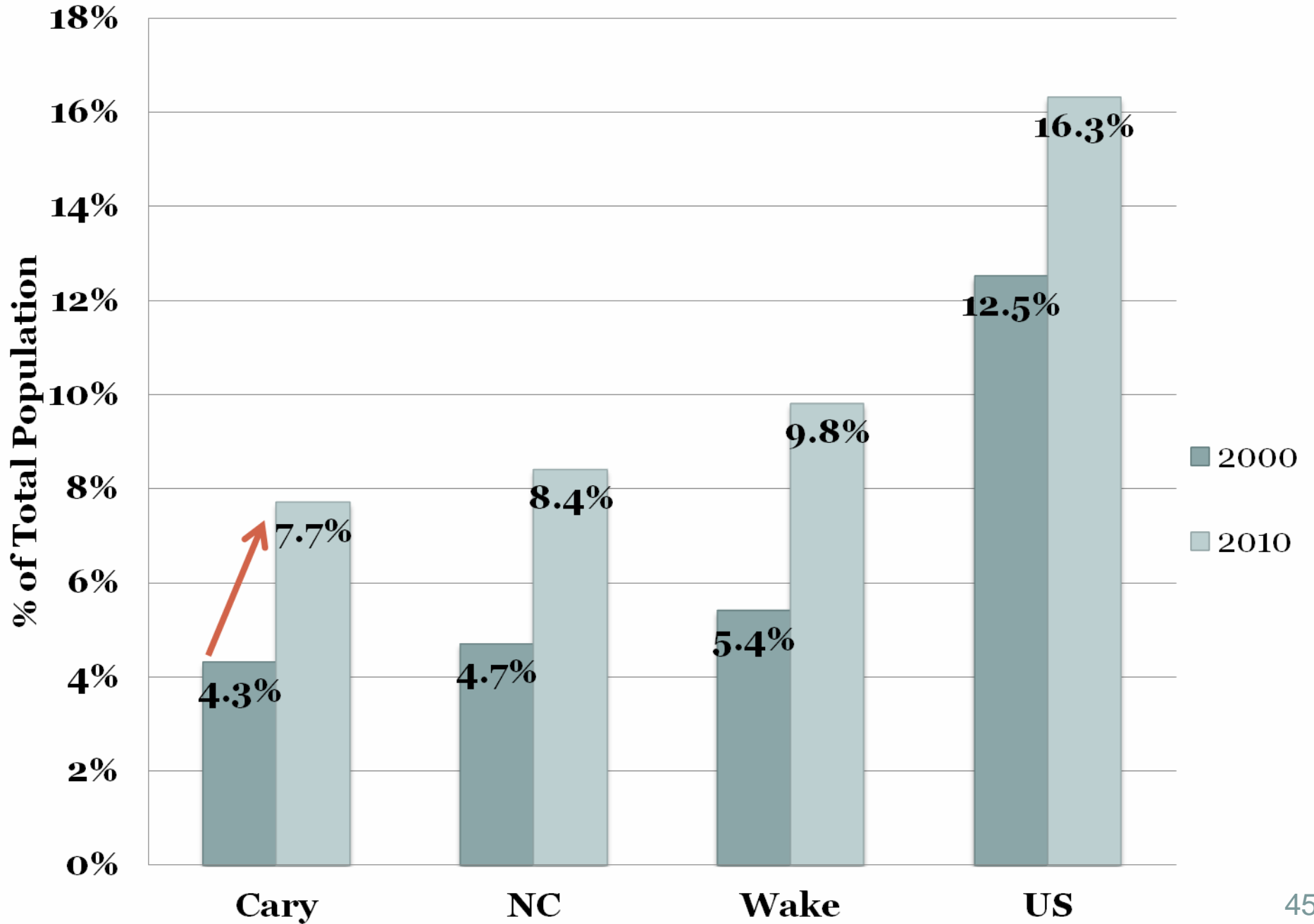
“For all these reasons, the United States of 2050 will look different from that of today: whites will no longer be in the majority. The U.S. minority population, currently 30 percent, is expected to exceed 50 percent before 2050. No other advanced, populous country will see such diversity.”

Joel Kotkin, *Smithsonian Magazine*, The Changing Demographics of America

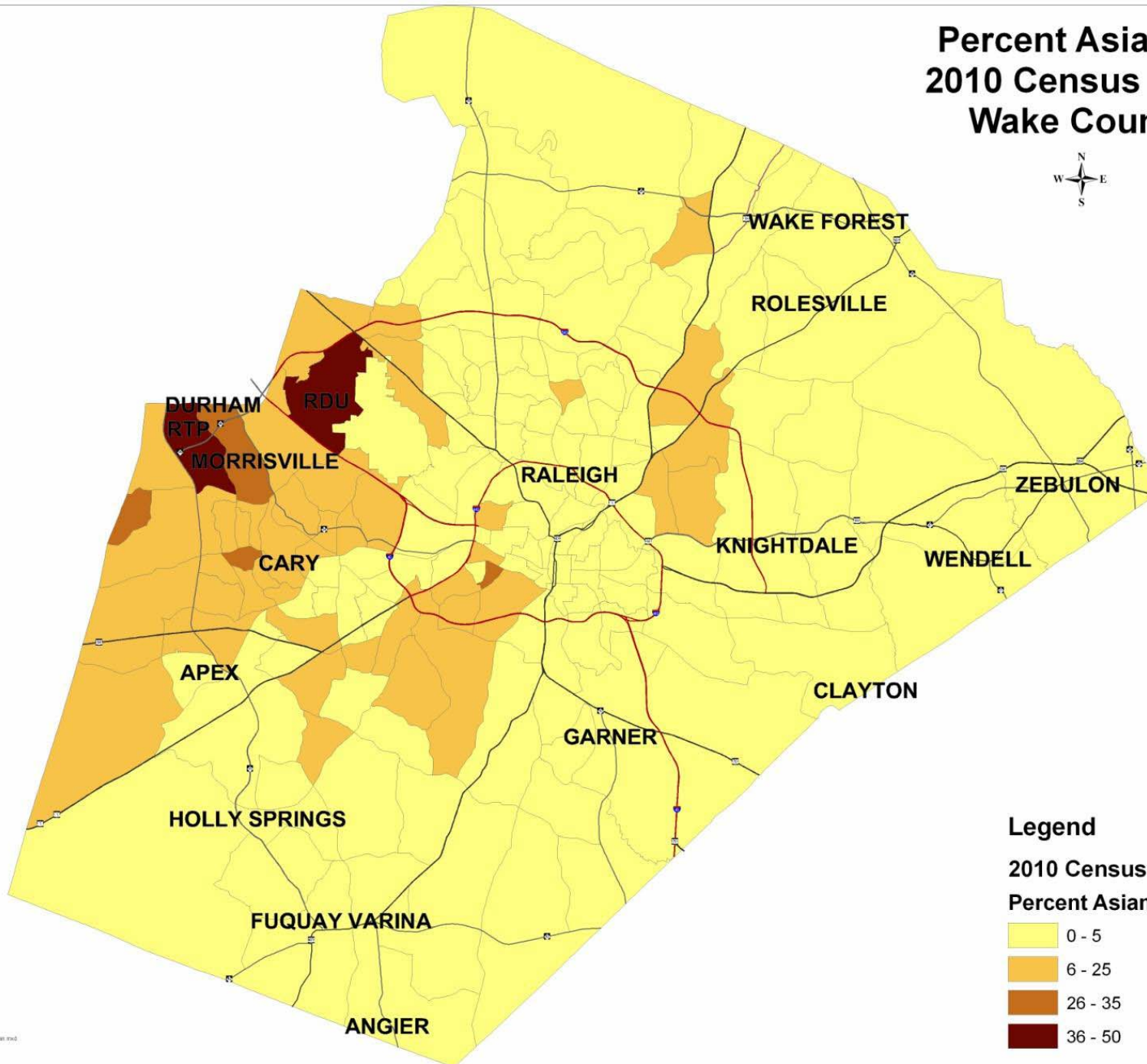
% Foreign Born in NC - 2010 American Community Survey



Hispanic or Latino Population 2000-2010



Percent Asian by 2010 Census Tract Wake County



Legend

2010 Census Tracts

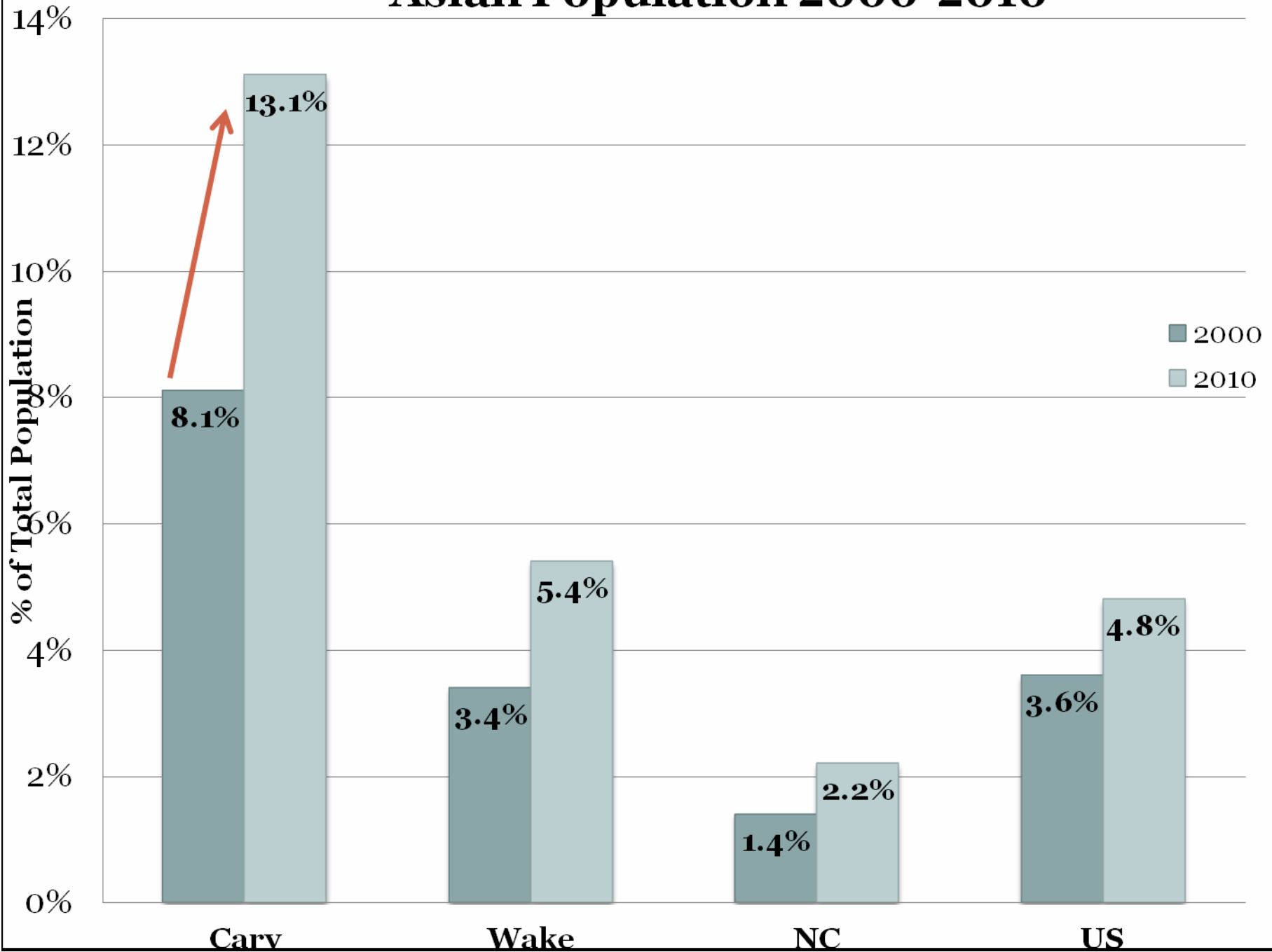
Percent Asian

- 0 - 5
- 6 - 25
- 26 - 35
- 36 - 50



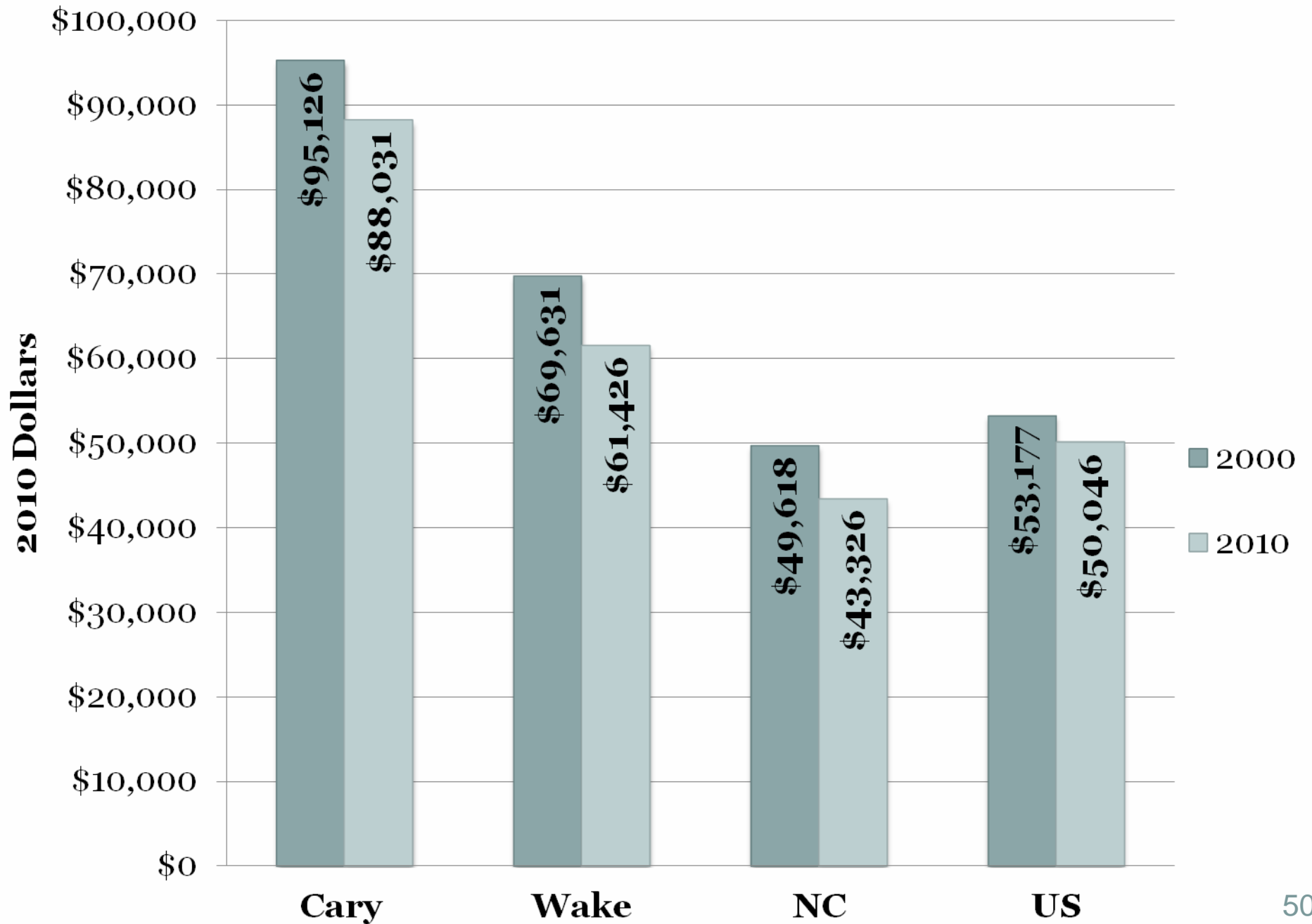
This Map: S:\GIS\Demographic\Census_2010\RaceAsian.mxd
Created by Wake County
Wake County Planning Department
Mar 14, 2011

Asian Population 2000-2010

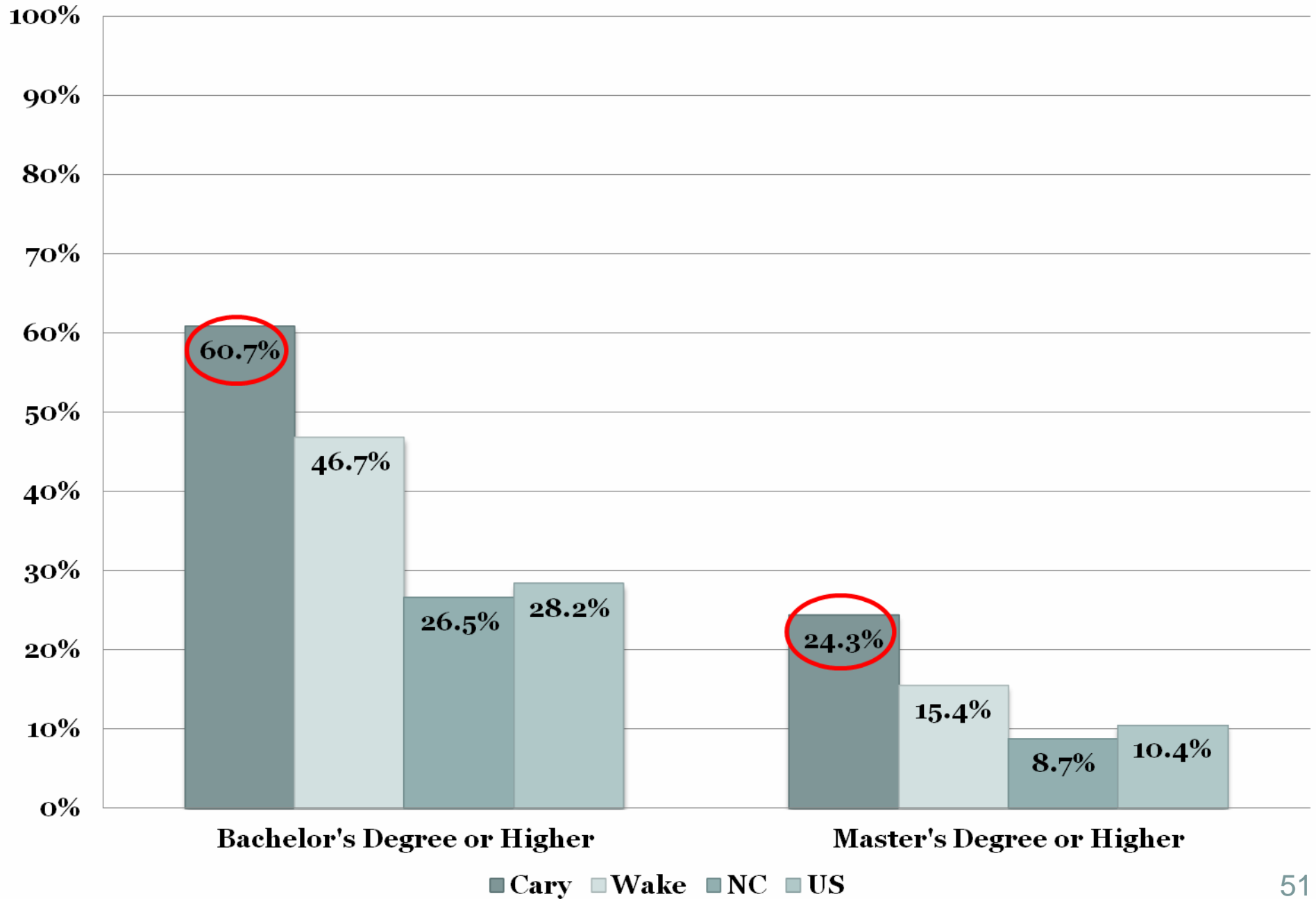


Economy & Employment

Median Household Income – 2000-2010

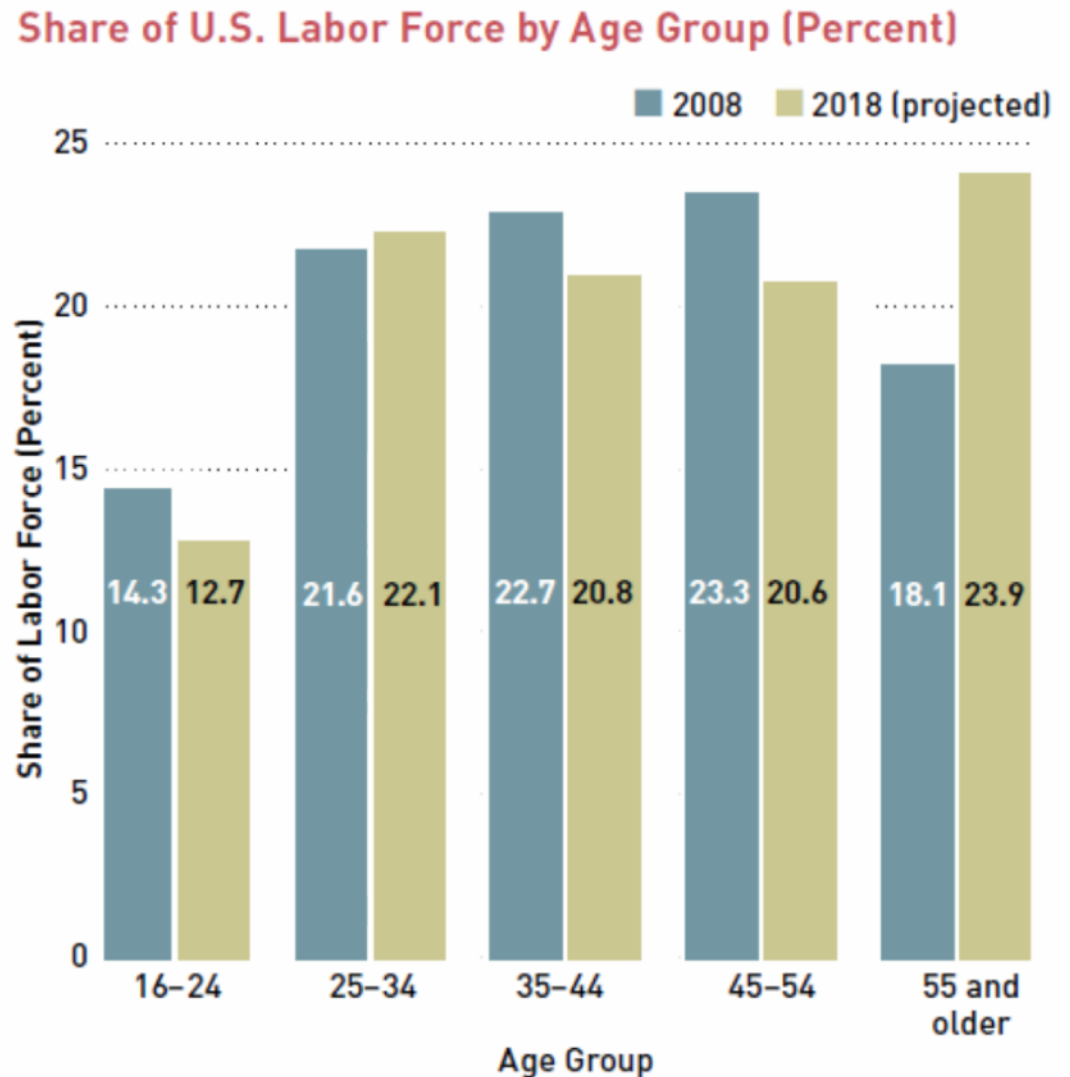


Educational Attainment - 2010



Gen Y Arrives—The largest demographic age cohort in the United States — ranging from the teens through the early thirties— is tech-savvy, highly mobile, and hungry to build careers while delaying families. They gravitate to more urban places looking for jobs and crave interactive environments that nurture social diversity and fun. They prefer flexible working situations, want to live in stimulating neighborhoods, and don't mind dealing with less individual space...

Demographics Become Destiny



Source: BLS Division of Industry Employment Projections.

Place

Background: Trends & Implications



“Some aspects of suburban life—notably long-distance commuting and heavy reliance on fossil fuels—will have to change...

“Houses may be smaller—lot sizes are already shrinking as a result of land prices—but they will remain, for the most part, single-family dwellings.”

Joel Kotkin, *Smithsonian Magazine*, The Changing Demographics of America

The Perfect Storm?

Demographics

- Growth in Senior and Millennial Sectors with Different Preferences
- Majority of Households without Children

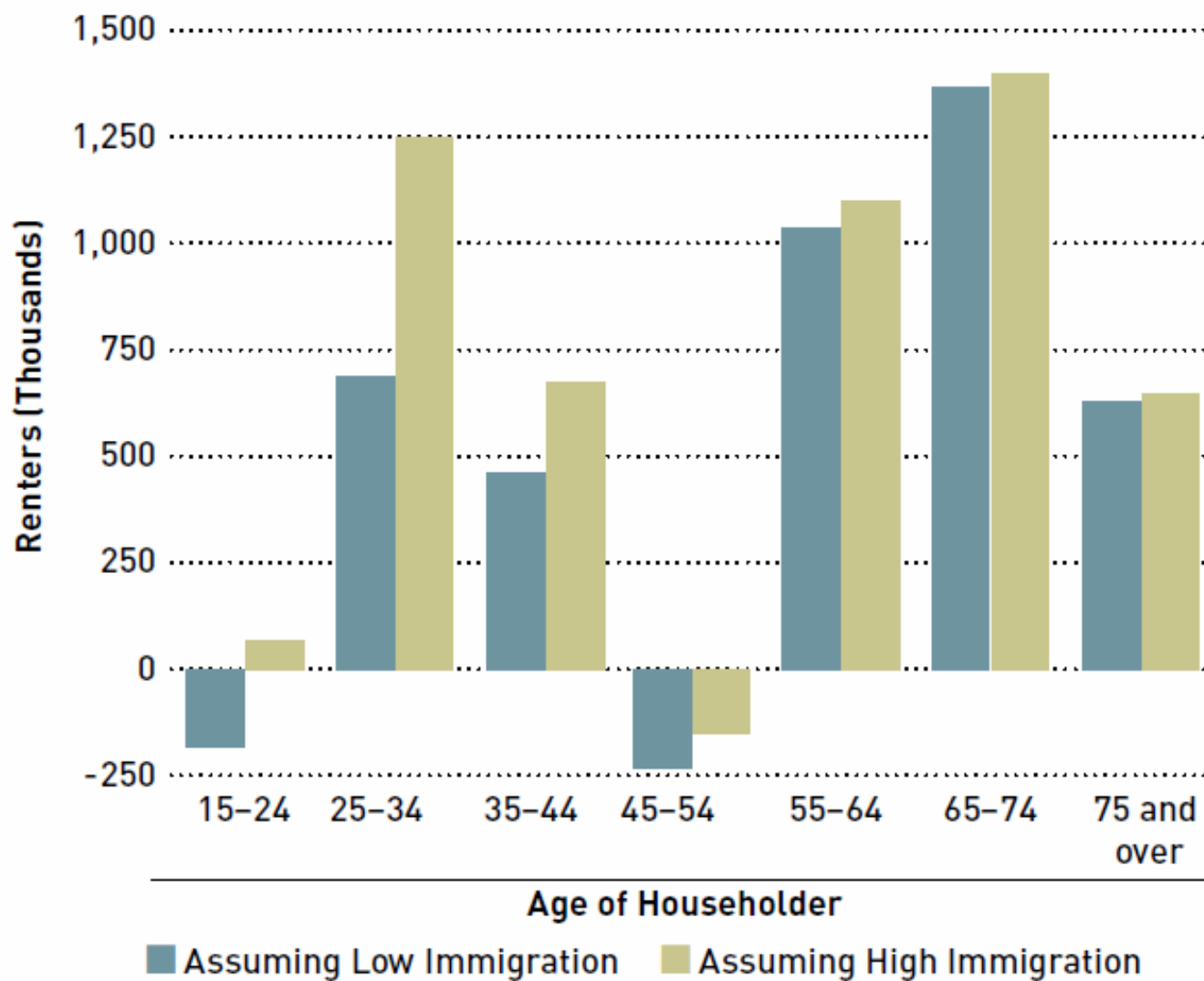
New Financial Realities

- Death of Sub-prime and Alt-A mortgages
- Jumbo Loans (>\$675K) expensive and difficult
- Conventional Mortgage (20% down payment) is “King”

Means:

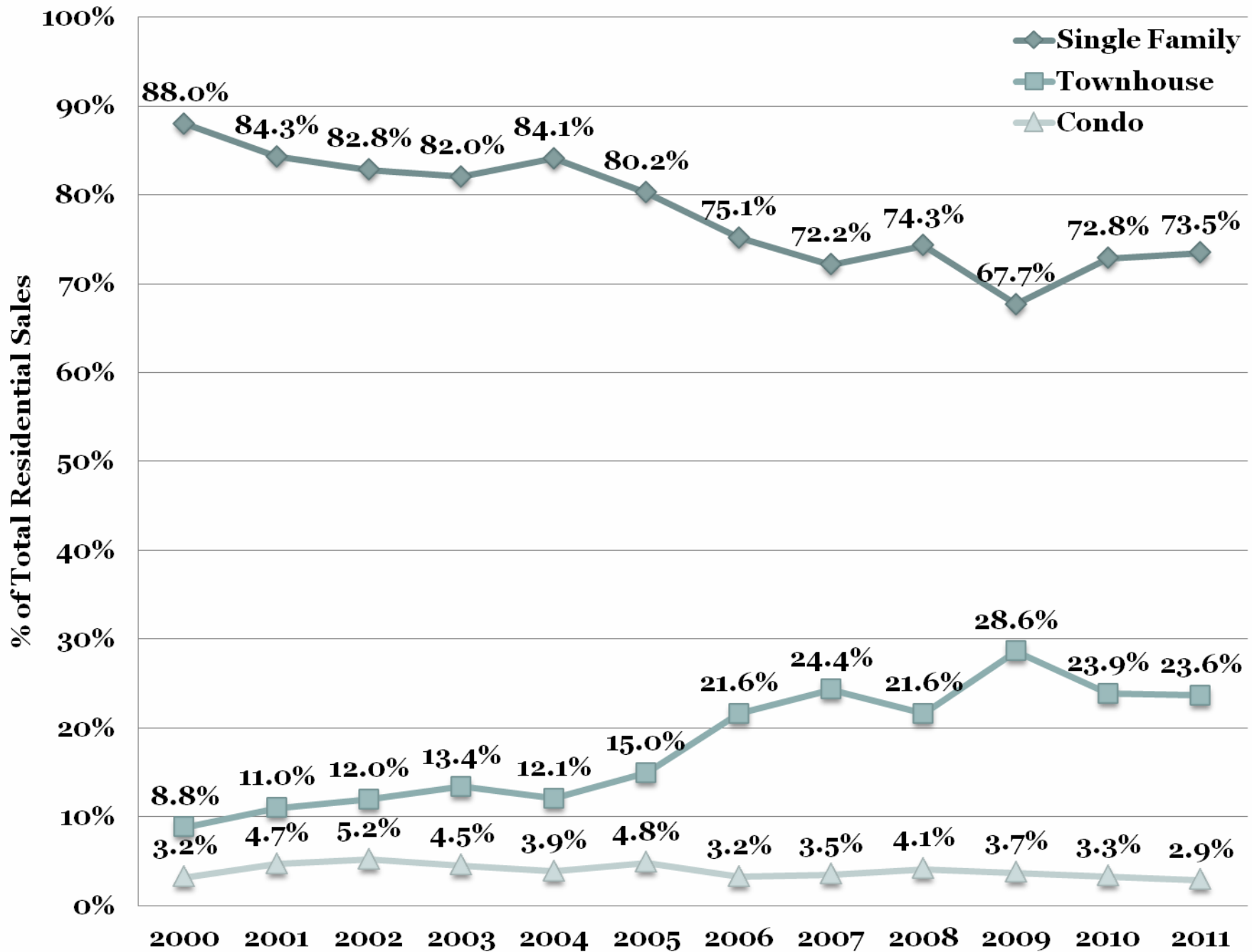
Smaller Homes
Smaller Lots
More Renters

Growth in Renter Households by Age Group, 2010–2020

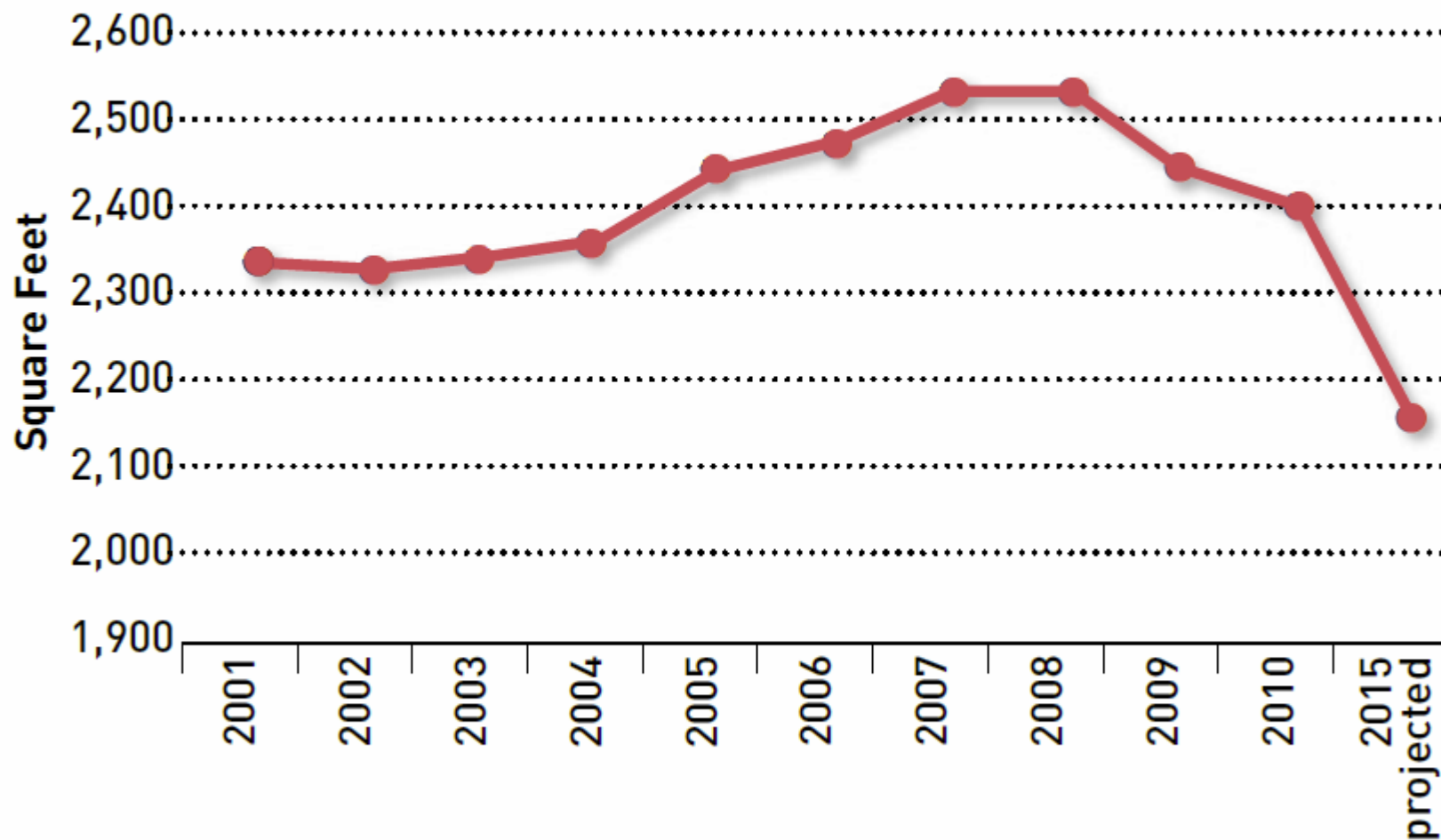


Source: "The State of the Nation's Housing 2010." The Joint Center for Housing Studies of Harvard University.

Cary Residential Sales by Housing Type (2000-2011)



Average Area of New Single-Family Houses, United States



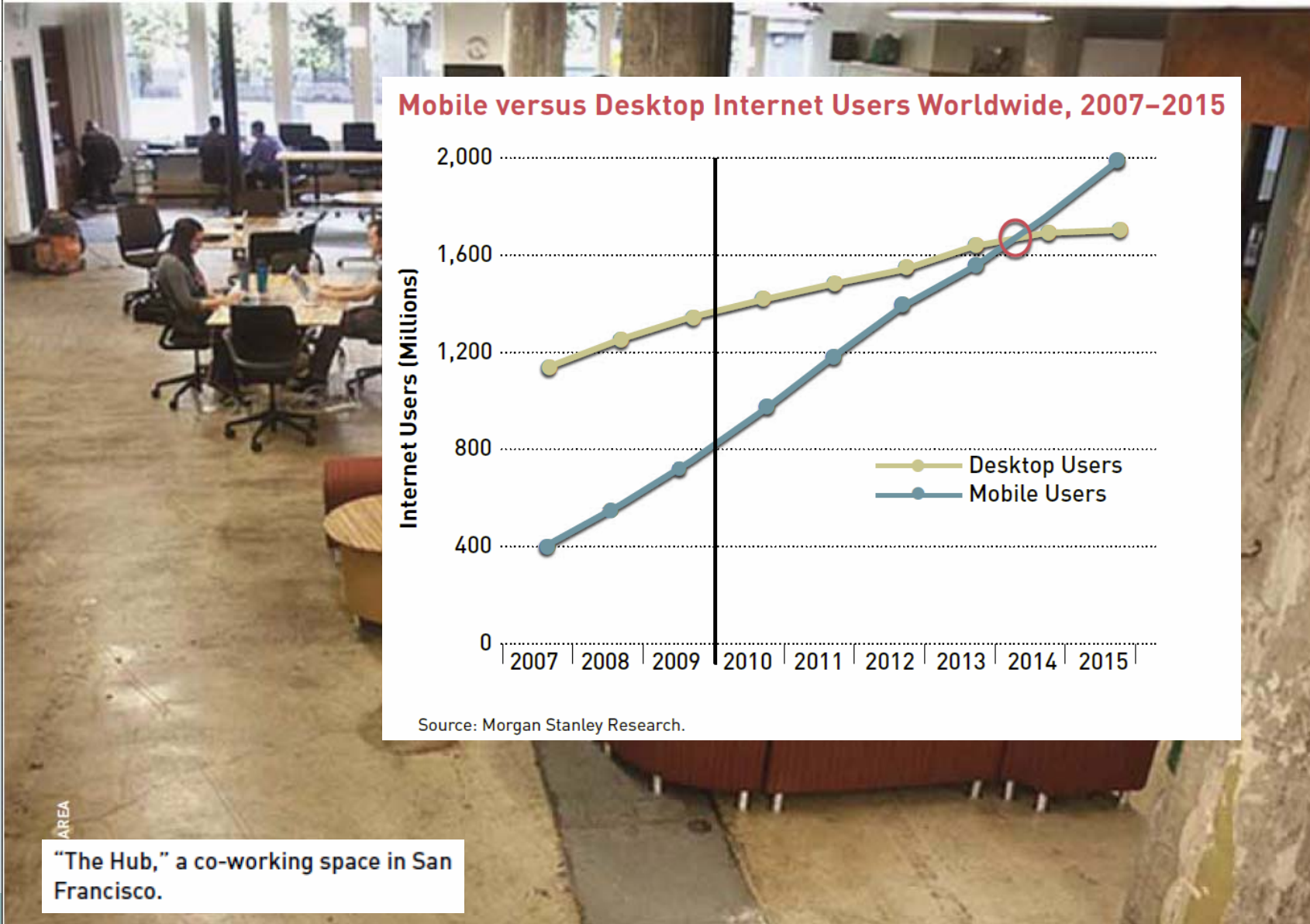
Sources: U.S. Census; National Association of Home Builders.

The New Office: More Equals Less

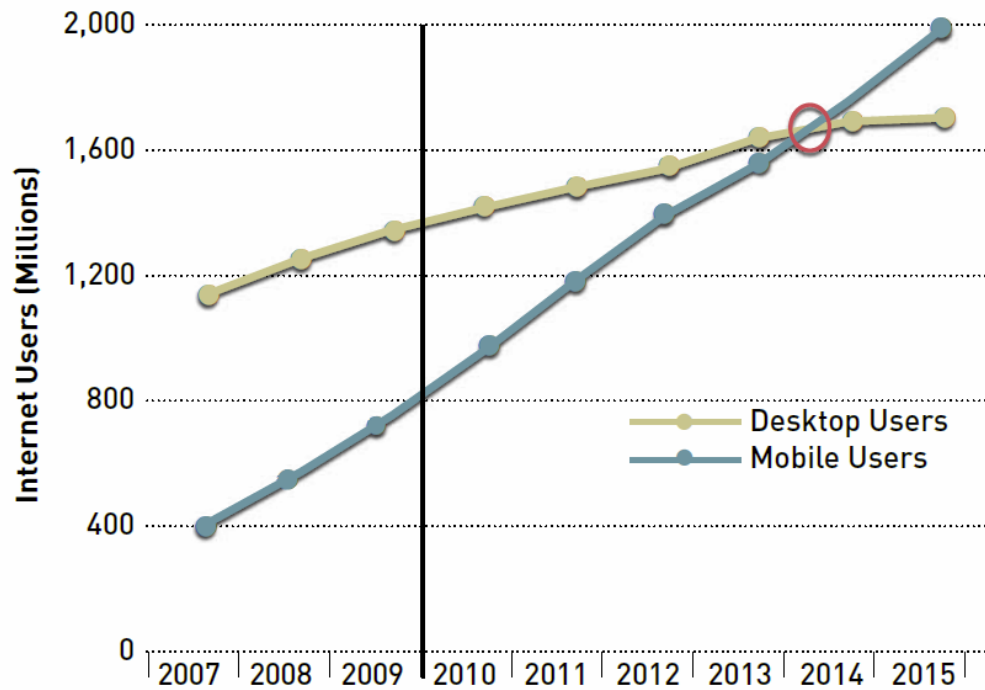


“The company headquarters or regional office transforms into more of a meeting place than a work space. ...The office is more for intangibles and necessary face time—team and relationship building; bringing people together for important decisions, training, and development; and engaging clients... The new office environments need to promote interaction and dialogue... They must be flexible, to accommodate employees who spend less time there...”

Virtual Organizations



Mobile versus Desktop Internet Users Worldwide, 2007-2015



Source: Morgan Stanley Research.

AREA

“The Hub,” a co-working space in San Francisco.

Revitalizing Suburbs

“A generation ago, cities struggled to implement downtown urban renewal strategies. Now, ***the urban redevelopment challenge shifts to the suburbs***, where an underutilized parking lot is a terrible thing to waste.

“Planners are **refashioning abandoned shopping centers** and reimagining failed retail strips...

“Although plenty of bulldozing is in order, revamping and retooling existing buildings and spaces takes precedence over building new ones...”

ULI: What's Next? Real Estate in the New Economy, November 2011

Soooo...What Do We Do?

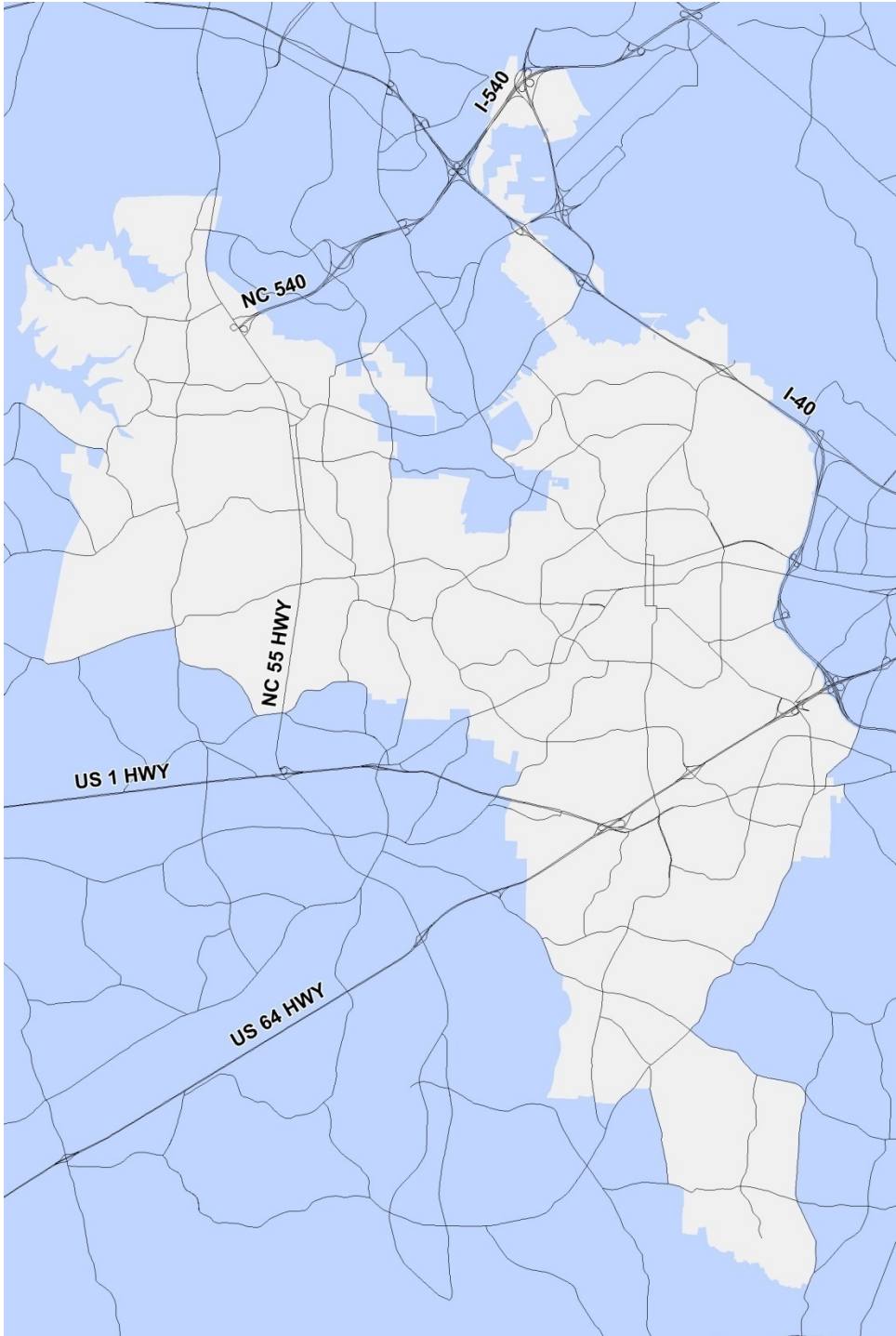


**Develop a Land Use Strategy That
Squarely Addresses...**

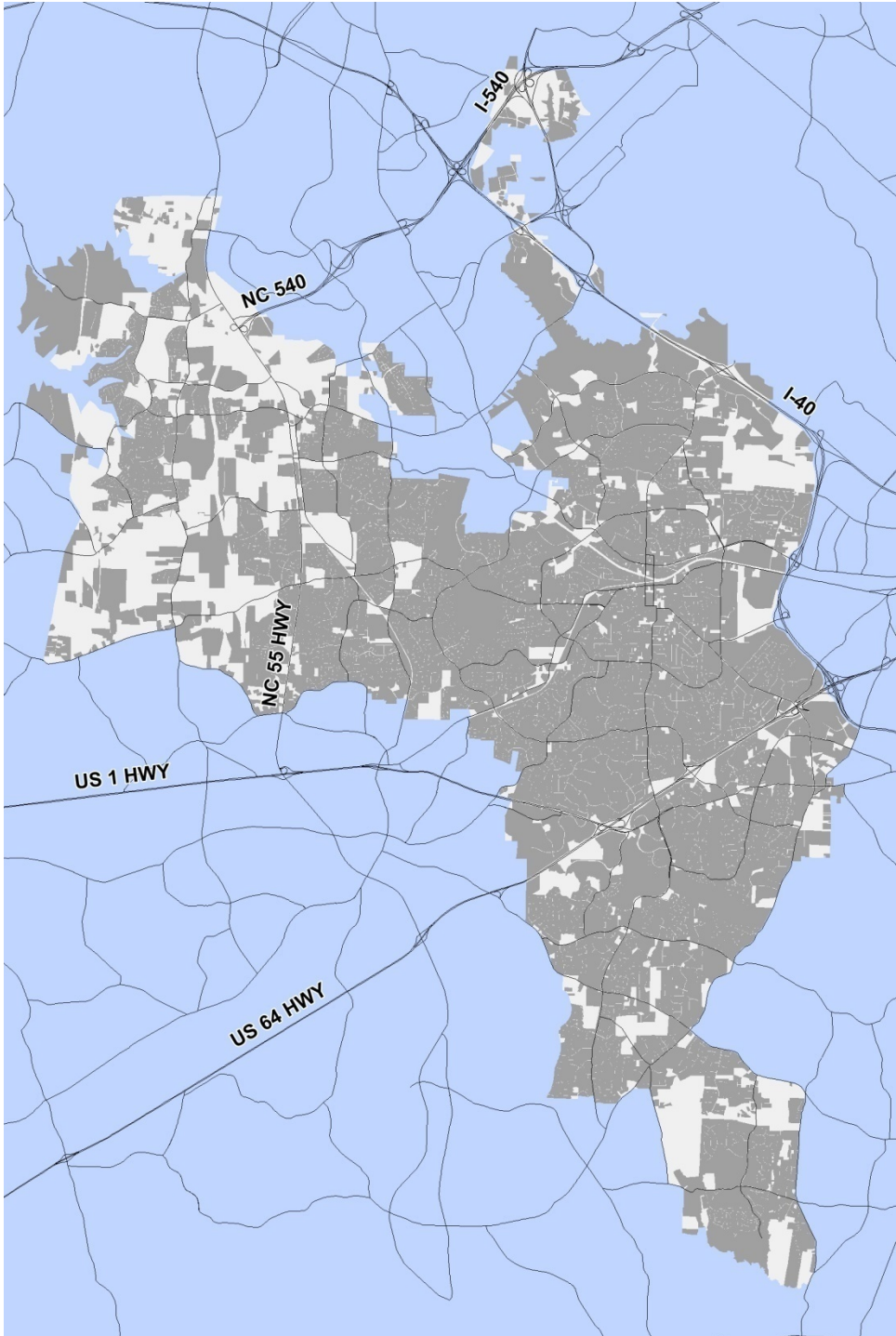
“Build-Out”

&

Redevelopment...



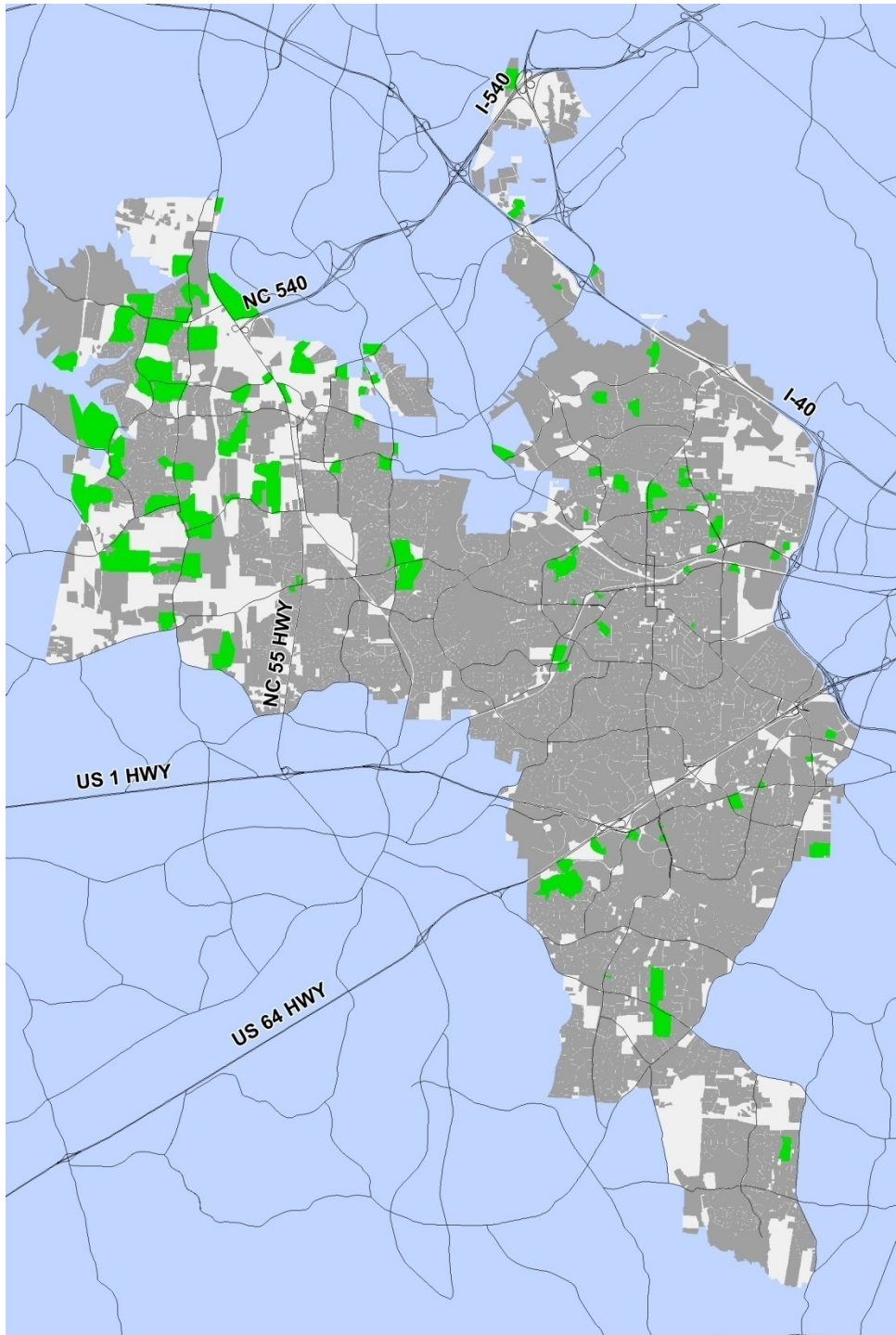
**Land Plan Area
(44,524 ac)**



**Land Plan Area
(44,524 ac)**



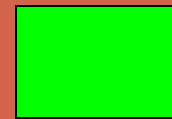
**Developed
(33,036 ac)**



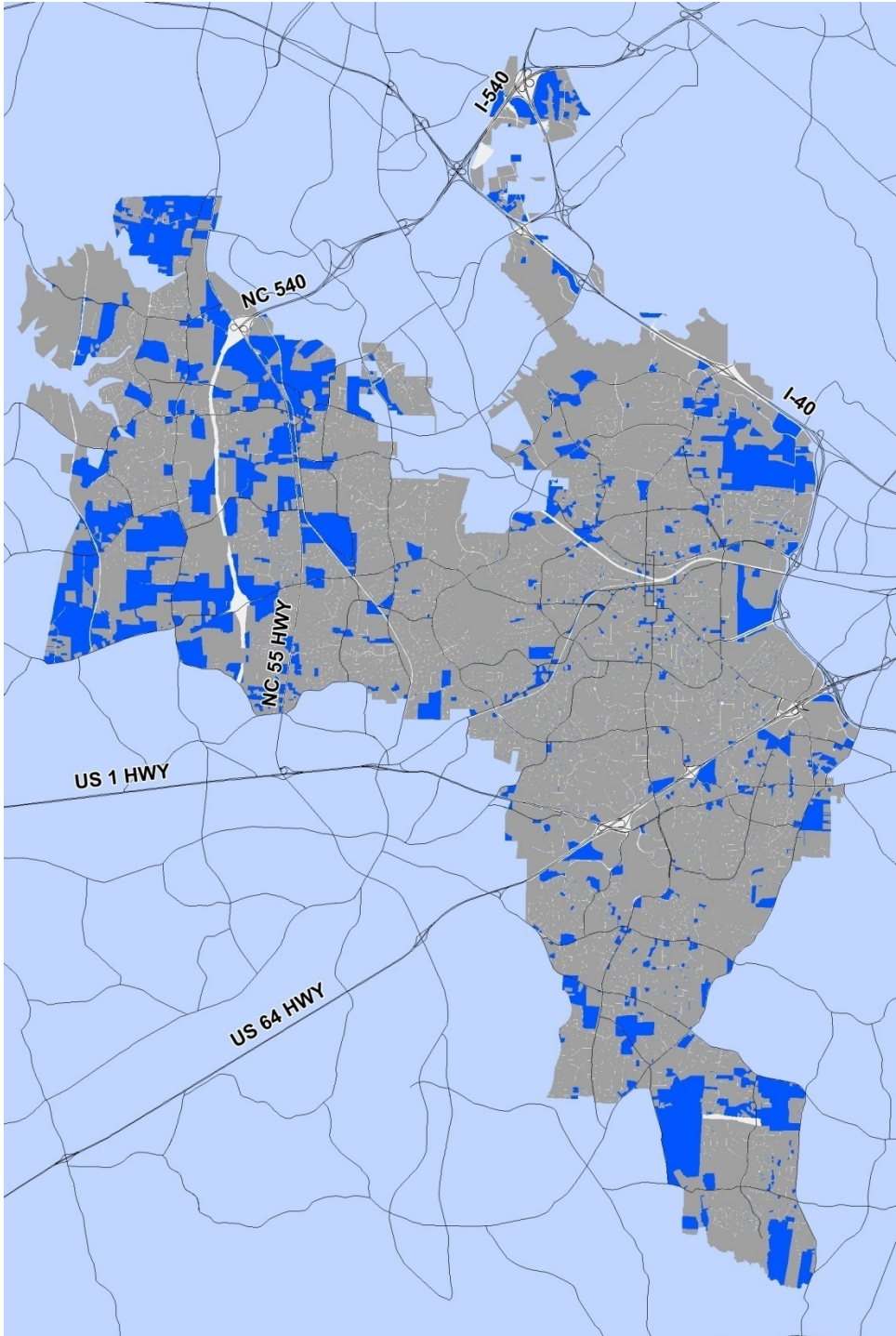
**Land Plan Area
(44,524 ac)**



**Developed
(33,036 ac)**



**Pipeline
(2,316 ac)**



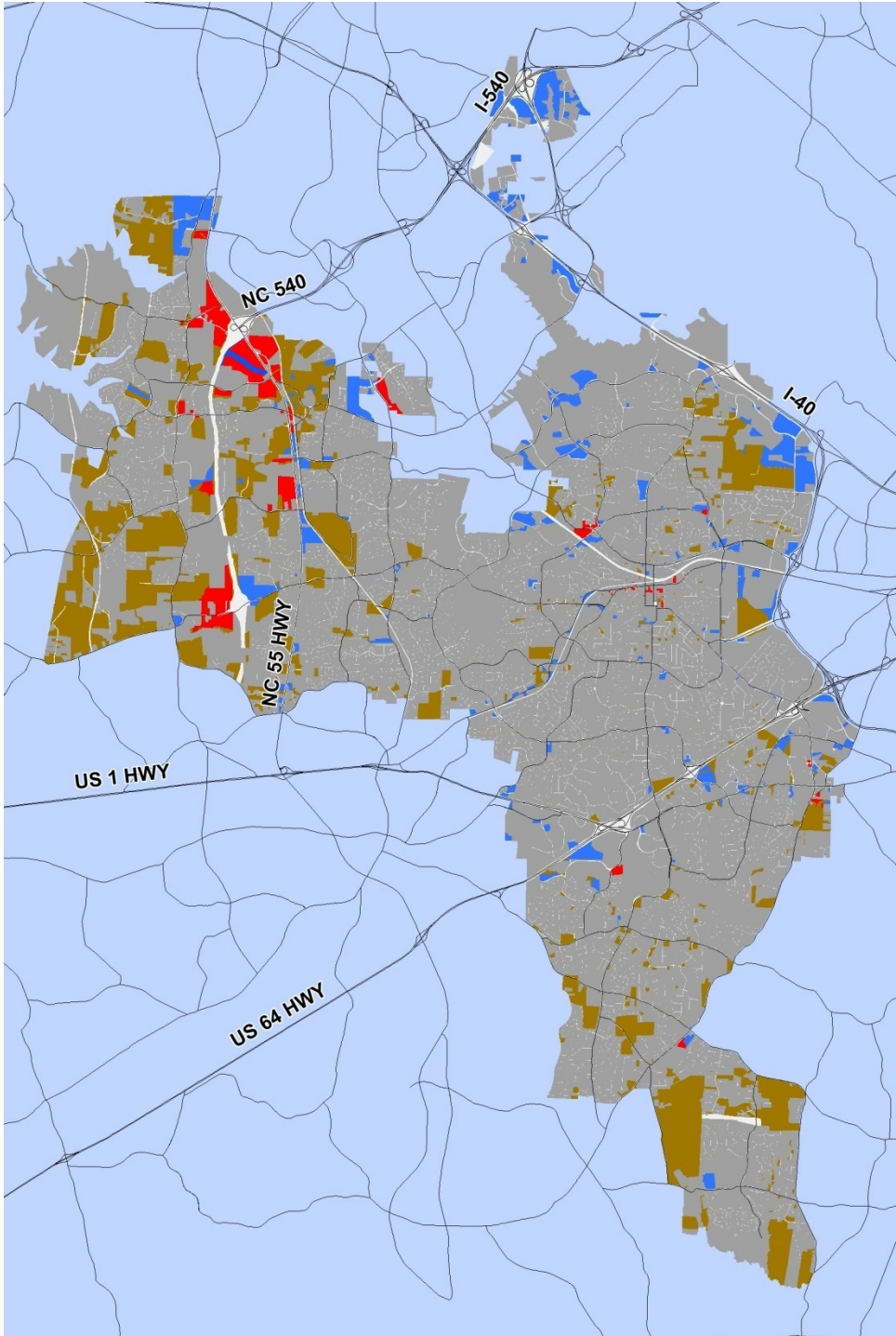
**Land Plan Area
(44,524 ac)**

**Developed &
Pipeline
(35,352 ac)**







**Undeveloped
(9,172 ac)**





Land Plan Area (44,524 ac)

-  Developed & Pipeline (35,352 ac)
-  Undeveloped Non-Residential
-  Undeveloped Mixed Use
-  Undeveloped Residential

Residential Dwellings: Existing; Pipeline; Buildout



	SF Units	MF Units	Total Units	Pop. Est.*
Currently Developed:	44,157	14,329	58,486	149,200
Remaining in SP/SB Pipeline:	3,495	2,983	6,478	15,500
When Current Pipeline Completes:	47,652	17,312	64,964	164,700
Future Potential of ALL Remaining Land Outside of Pipeline:	14,400	7,800	22,200	55,100
Hypothetical Buildout if ALL Land Develops	62,052	25,112	87,164	219,800

** Figures pertain to the entire Planning Area, including county subdivisions*

Nonresidential Floor Space (sq. ft.) Existing; Pipeline; Buildout



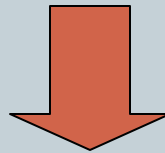
	OFFICE	INST	COMM	IND	Total.
Currently Developed:	12.4 M	7.1 M	9.6 M	6.9 M	36.1 M
Remaining in SP/SB Pipeline:	1.4 M	0.1 M	0.5 M	0.1 M	2.2 M
When Current Pipeline Completes:	13.9 M	7.2 M	10.1 M	7.1 M	38.3 M
Future Potential of ALL Remaining Land:	11.0 M	2.6 M	4.1 M	1.3 M	18.9 M
Hypothetical Buildout if ALL Land Develops:	24.9 M	9.8 M	14.2 M	8.3 M	57.3 M

**Figures pertain to the entire Planning Area*

Fortunately, Renewal Happens



- Retail structures rebuilt every 10-20 yrs.
- Class B & C offices rebuilt every 15-30 yrs.
- Class A offices renewed every 20-40 yrs.
- High-density residential every 20-40 yrs.
- Detached residential upgraded every 25-50 yrs.

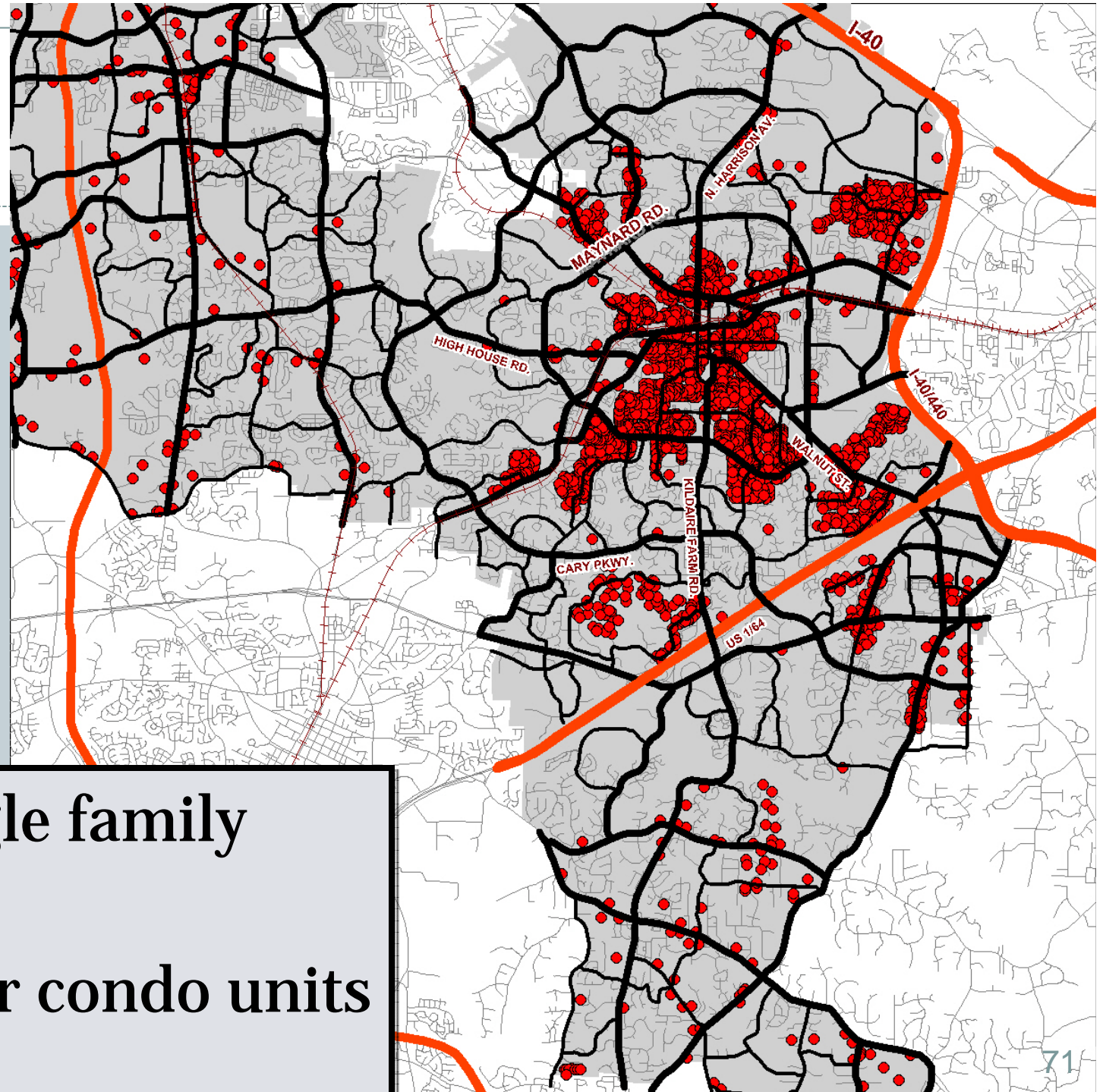


*Our Built Environment will be Renewed
3+ times by 2100*

Today...

**Residential
Buildings
More Than
40 Years
Old
(Jan. 2012)**

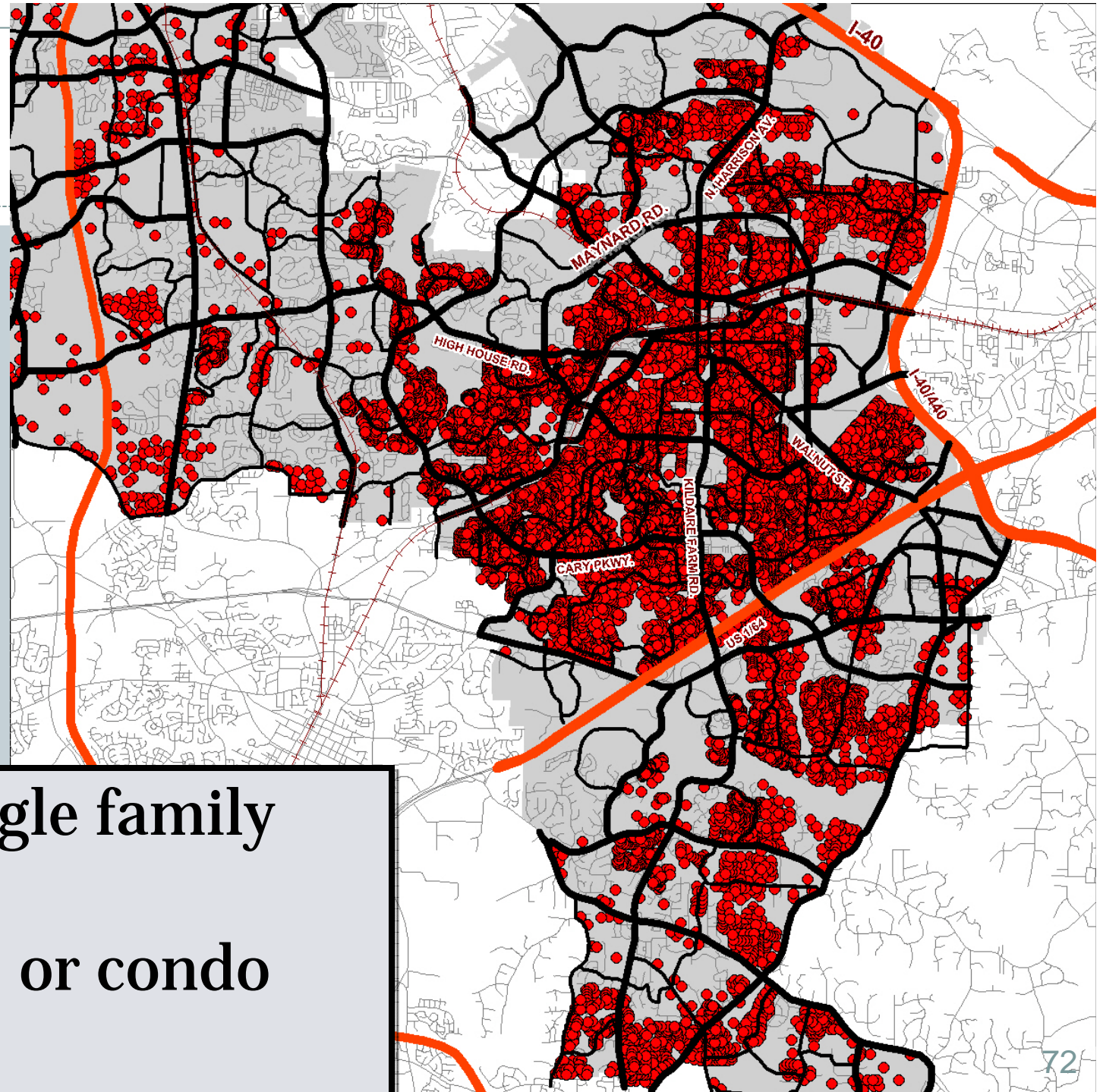
- 3,579 single family units
- 454 apt. or condo units



20 Years from Now...

Residential Buildings More Than 40 Years Old (Jan. 2032)

- 18,261 single family units
- 4,388 apt. or condo units



Different Living Configurations

“New apartments and apartment building makeovers should cater to a range of niche renters ...

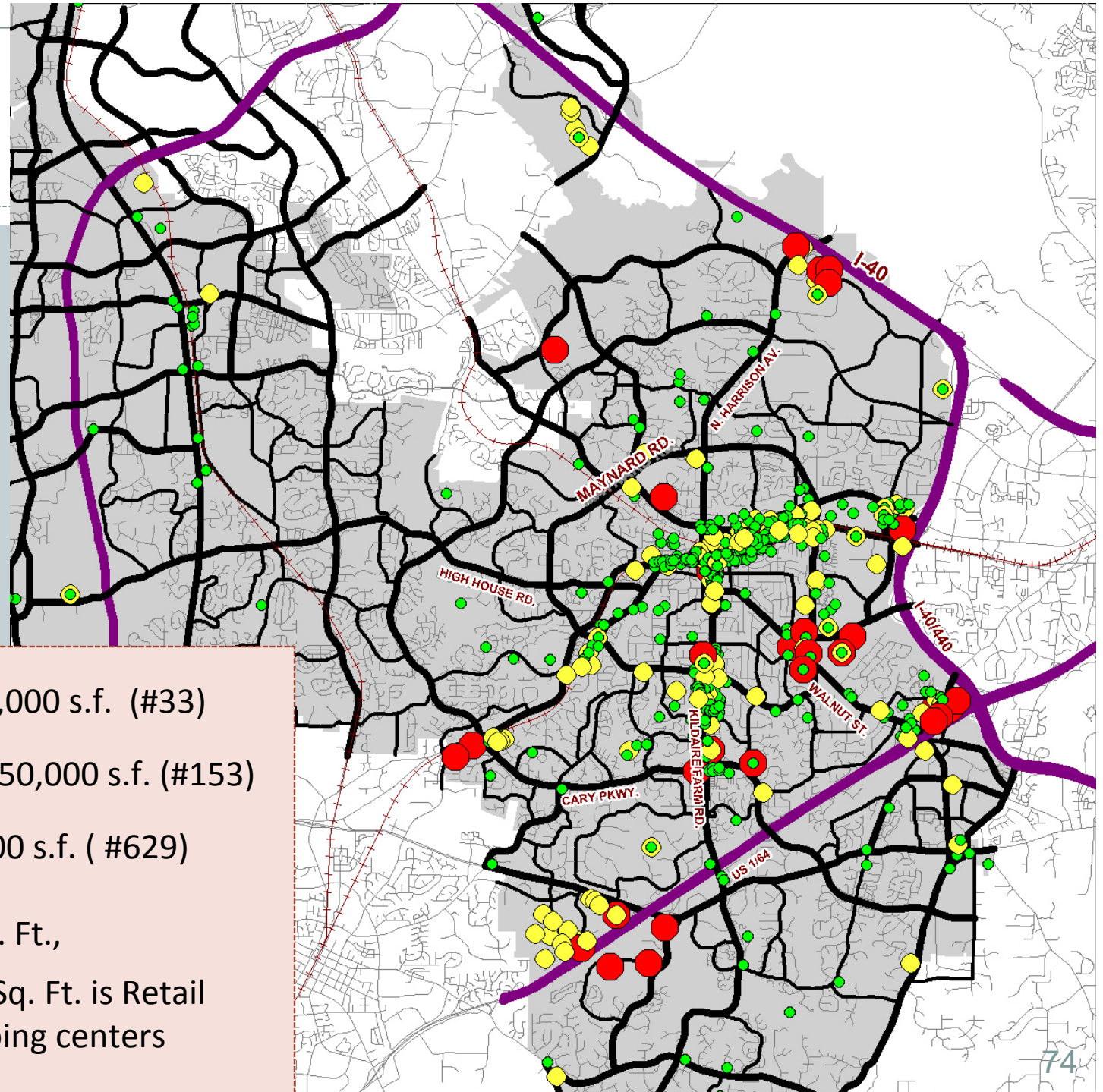
Meanwhile, more single-family homes are occupied by renters changing the feel and politics of suburban communities.”

Today...

Nonresidential Buildings More Than 25 Years Old (Jan. 2012)

- BLDGS OVER 50,000 s.f. (#33)
- BLDGS 10,000 - 50,000 s.f. (#153)
- BLDGS 1 - 10,000 s.f. (#629)

Totals 8.2 Million Sq. Ft.,
of which 2.5 Million Sq. Ft. is Retail
and includes 9 shopping centers

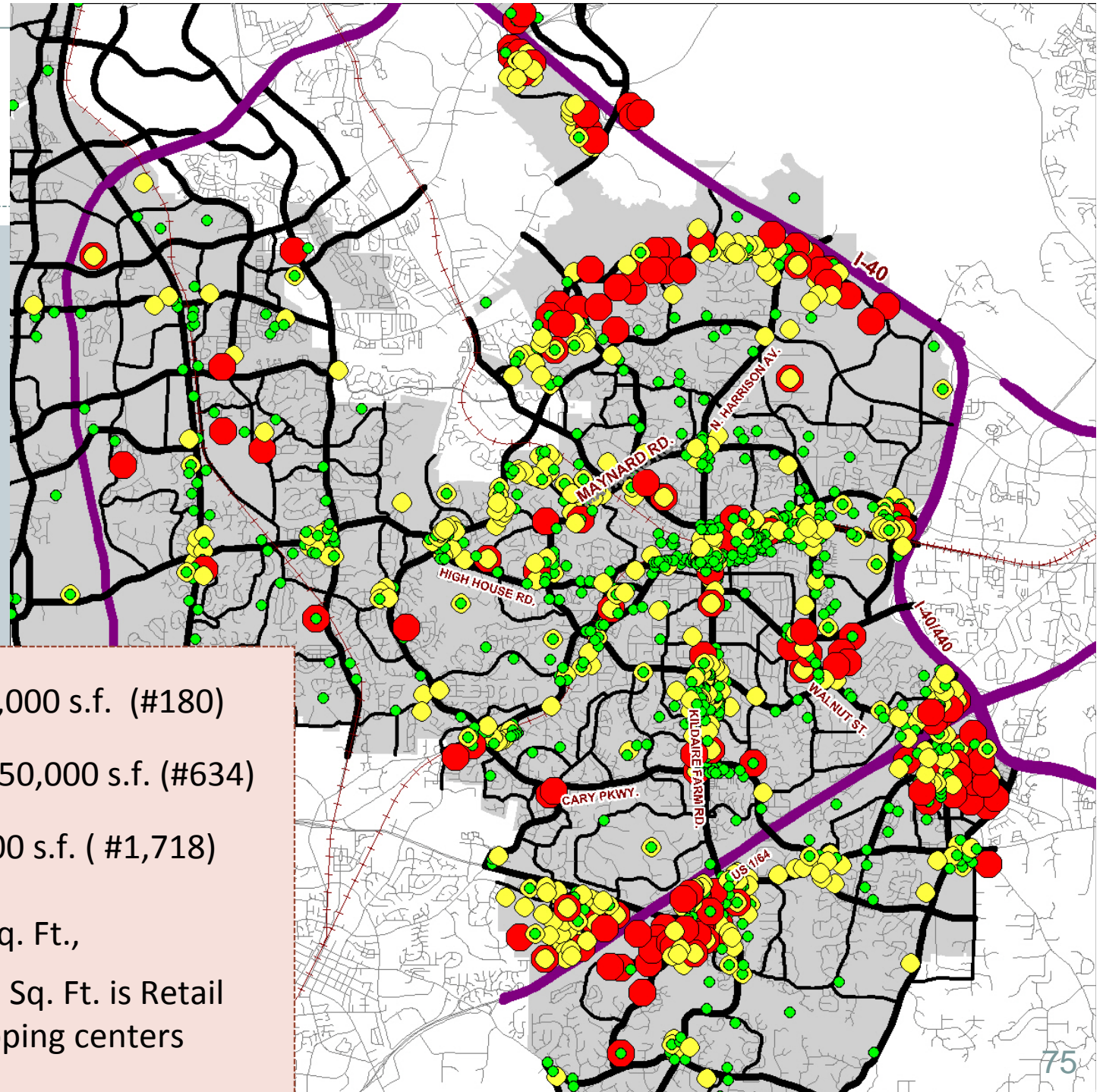


20 Years from Now...

Nonresidential Buildings More Than 25 Years Old (Jan. 2032)

- BLDGS OVER 50,000 s.f. (#180)
- BLDGS 10,000 - 50,000 s.f. (#634)
- BLDGS 1 - 10,000 s.f. (#1,718)

Totals 37.2 Million Sq. Ft.,
of which 11.2 Million Sq. Ft. is Retail
and includes 30 shopping centers



The Shopping Scene

“Run-of-the-mill or out-of-the-way malls without easy access get passed by and may be better suited to new forms of residential town center redevelopment.

More and more retail box formats are evolving into urban streetscape formats and gravitating to shopping centers at the heart of suburban nodes.

Success in the shopping scene increasingly depends on integrating into residential uses. The separation of land uses so prevalent in 20th-century suburban zoning gives way to an *in situ* community, even in the suburbs.”

ULI: What's Next? Real Estate in the New Economy, November 2011

Soooo...What Do We Do?



... And Develop an Overall Community Strategy That Acknowledges Changes & Trends To Maintain & Improve...

- Our Competitiveness**
- Our Economic Health**
- Our Quality of Life**

Some Implications for Cary



- **Older, More Diverse Population With Different Needs And Preferences**
- **Increasing Demand For A Wider Range of Housing Types**
- **Challenges In Maintaining And Serving A Much Larger Stock of Older Housing and Nonresidential Buildings**

Some Implications for Cary



- Different Factors Used To Attract Next Generation Of Workers and Residents
- Greater Demand for Places Having Urban Character And Amenities
- Shift Towards A Sustainable, Environmentally-Focused Mindset
- Changing Transportation Costs, Technologies, Preferences, Modes

Background: Reactions?



*Ladies and Gentlemen,
We have the technology.
We have the capability to
build the world's finest
community. Cary will be
that community. Better
than it was before.
Better, stronger, faster.*

Play on Oscar Goldman's opening line from
"The Six Million Dollar Man"

Background: Reactions?



- NOTES

PART 2. Best Practices: Community Planning



BEN HERMAN, CLARION ASSOCIATES

PART 2. Best Practices: Community Involvement



JAMIE GREENE, ACP VISIONING+PLANNING

PART 3. Chartering The Process



PART 3. Chartering The Process



- **Breakout Session**
- **Instructions for the Groups**
- **Reporting from the Groups**
- **Wrap-Up and Next Steps**

Breakout Groups



Group A	Group B	Group C
Facilitator: Roger Waldon	Facilitator: Jamie Greene	Facilitator: Ben Herman
Harold Weinbrecht	Jennifer Robinson	Jack Smith
Don Frantz	Gale Adcock	Lori Bush
	Mike Bajorek	Ben Shivar
Jeff Ulma	Phil Smith	Scott Ramage
Doug McRaney	Tim Bailey	Ricky Barker
Susan Moran	Karen Mills	Scott Fogleman
Allan Cain	Lana Hygh	Pat Bazemore
Jamie Revels	Steve Brown	Scott Hecht
Russ Overton	Bill Stice	Vee Willis
Chris Simpson	Sue Rowland	

Summary & Next Steps



- **NOTES**

Task 1: Identify Stakeholders	December, 2011
Task 2: Identify issues to be addressed in Land Use Plan	December, 2011
Task 3: Develop format of final Land Use Plan products	January, 2011
Task 4: Develop process for Phase Two (main task)	January-February, 2012
Task 5: Develop recommendations for Brainstorm Identity	February, 2012
Task 6: Develop recommendations for Management Structure	February, 2012
Task 7: Develop a Community Profile (performed by Town Staff)	December, 2011-February 2012
Task 8: Present Recommendations	Interim, January 2012 Final, April 2012
Task 9: Revise and Produce final Phase One Deliverables	April, 2012

Preliminary