

Hospital Area Plan and Overlay Ordinance

City of Fayetteville, NC
Adopted December 13, 2010

Fayetteville City Council

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AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE CREATING A NEW SECTION IN CHAPTER 30 ZONING ORDINANCE OF THE CITY OF FAYETTEVILLE, TO CREATE A HOSPITAL AREA OVERLAY DISTRICT.

BE IT ORDAINED, by the City Council of the City of Fayetteville, North Carolina, that the Code of Ordinances of the City of Fayetteville be amended as follows:

Section 1. Chapter 30, Zoning, is amended by adding a new section titled “HAO Hospital Area Overlay District” in Article V. District Dimensional Regulations.

Section 2. The attached HAO Hospital Area Overlay District standards shall be inserted as the new Section 30-151.1 after incorporating the following amendments:

(1) the boundary of the Hospital Area Overlay District shall be amended to be consistent with the boundary of the Hospital Area Plan as amended and adopted December 13, 2010 (extension westward one lot deep along both sides of Village Drive to the library and church, and westward along both sides of Boone Trail to Fargo Avenue), and

(2) the Boone Trail portion from the existing non-residential zoning near Owen Drive and Bordeaux Shopping Center to the intersection of Boone Trail and Fargo Drive shall be added as Item (3) under (d) Certain Streets Reserved for Offices and Single Family Residences Only.

Section 3. The City Clerk is hereby authorized to revise formatting, correct typographical errors, verify and correct cross references, indexes, and diagrams as necessary to codify, publish, and/or accomplish the provisions of this ordinance as long as doing so does not alter the material terms of the attached Hospital Overlay District.

Section 4. It is the intention of the City Council, and it is hereby ordained that the provisions of this ordinance shall become and be made part of the Code of

Ordinances, City of Fayetteville, North Carolina, effective immediately, and the sections of this ordinance may be renumbered to accomplish such intention.

ADOPTED this the 13th day of December, 2010.

CITY OF FAYETTEVILLE

Anthony G. Chavonne

ANTHONY G. CHAVONNE, Mayor

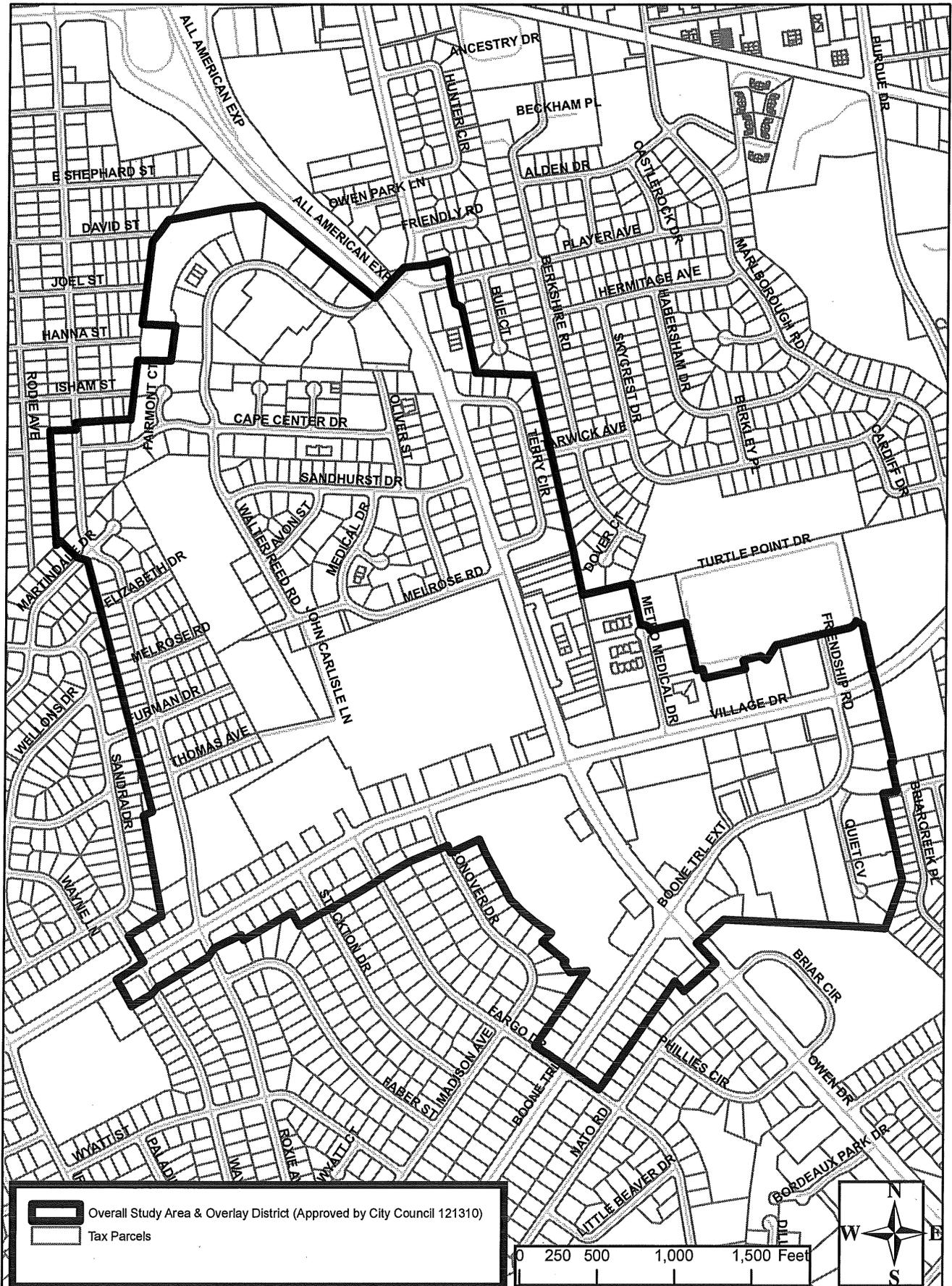


ATTEST:

Jennifer Penfield

JENNIFER PENFIELD, DEPUTY CITY CLERK

Hospital Area Plan
 Overall Study Area Boundary
 and
 Boundary of Overlay District
 (Based on City Council Action on December 13, 2010)



Hospital Area Plan and Overlay Ordinance

Acknowledgments

Ordinance of Adoption

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1. Why This Plan?

While there are many reasons for preparing this Hospital Area Plan, four are of primary importance:

- **Deal directly with dynamic change in the area.**

Change is often difficult and frequently unwanted. The land around Cape Fear Valley Hospital has been an area of dynamic change for several decades, and especially recently. Once a quiet rural/suburban refuge, the area has become a center for the health care industry in the region and the many businesses that cluster around it. At the same time, neighborhoods near the hospital have felt the strains and impacts of growth—noise and traffic foremost among them. A plan is needed to address those impacts and help bring stability and security of investment back to these neighborhoods.

- **Address residential/non-residential land use conflicts.**

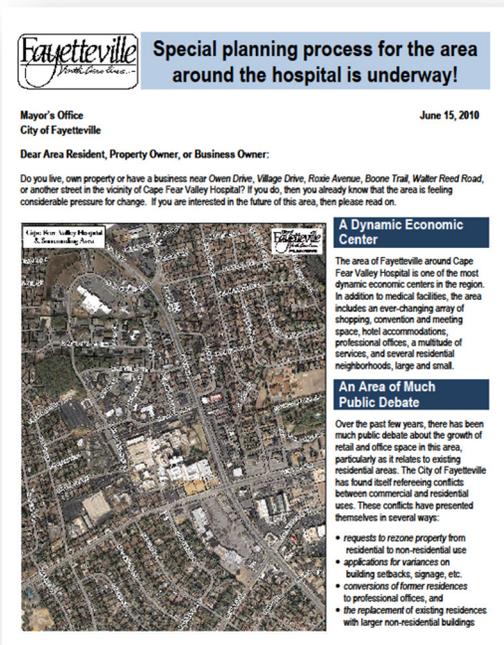
The area around Cape Fear Valley Hospital has been a “hotbed” of rezoning activity, particularly in the past five years. The Fayetteville City Council, and ultimately, the planning function of City government that supports their decisions, has had to deal with an increasing number of difficult rezoning requests. A well thought out plan can provide guidance to these decisions.

- **Promote quality development.**

All stakeholders in the hospital area seem to agree on one thing: better quality development is needed. As the area has transitioned to a larger growth center over the years, the type of non-residential development that has occurred has not always been of good quality. The plan should seek to assure that future development is befitting of this vital medical area and supportive of the neighborhoods nearby.

- **Identify traffic issues and potential solutions.**

With increased levels of economic activity and a focus on automobile oriented development, have come increased traffic volumes. While the plan cannot reverse the growth of traffic, nor change auto-oriented development patterns overnight, it should seek to make gradual improvements as redevelopment occurs. In the meantime, the plan may also suggest ways to better manage existing traffic movement within the study area.



2. Key Public Meetings

A primary objective of the planning process for the Hospital Area Plan has been to actively engage the community in the development of the plan. To do this, several public meetings were held for the specific purpose of soliciting public input, knowledge and perspectives:

- | | |
|--------------------------|--|
| July 8, 2010 | Community Input Meeting
Mary McArthur Elementary School
Village Drive |
| July 20, 2010 | Open House/Drop In
Bordeaux Branch Library
Village Drive |
| August 3, 2010 | Preliminary Planning Response
Mary McArthur Elementary School
Village Drive |
| November 16, 2010 | Public Hearing, Planning Commission
Mary McArthur Elementary School
Village Drive |
| December 13, 2010 | Public Hearing, City Council
City Council chambers
City Hall |

The nature and outcomes of the first three meetings are described in greater detail on the following pages. Minutes of the two public hearings are available through the City Clerk’s office.

First Community Input Meeting

July 8, 2010

Mary McArthur Elementary School



Over 100 area residents and property owners gathered in the Mary McArthur Elementary School cafeteria and identified some 500 issues, concerns, questions and ideas for the future of the area. These issues were then sorted into categories of like concern. As a result of citizen brainstorming and then voting, eleven priority categories of concern emerged:

1. **Property Acquisition**
2. **Traffic**
3. **Land Use and Zoning**
4. **Pedestrian Safety**
5. **Crime and Security**
6. **Hospital Plans**
7. **Property Values/Property Taxes**
8. **Appearance and Design Standards**
9. **Communication and Public Input**
10. **Noise**
11. **Preservation of Community**

These categories then became the basis for the 11 major planning principles which drove the recommendations of this plan.

Full documentation of all 500+ citizen comments, typed up exactly as written on flip charts in the meeting, is presented in Appendix 7.2 of this plan.





Open House and Discussion

July 20, 2010
Bordeaux Library

Over 80 area residents and property owners dropped by the Bordeaux branch library on Village Drive to share their perspectives about specific property and traffic concerns in the study area. The Open House ran from 11:00 am until the last person left at about 8:30 pm that evening.

Representatives of the consulting team, including the lead planner, the urban designer/landscape architect, and the traffic engineer, were on hand to speak directly with stakeholders and make note their concerns.

Discussions and note taking were aided by a variety of study area “inventory maps” on land use, property ownership, aerial photography, and other information. This method provided considerable additional insight into the particular land use, development and traffic issues facing the area.

In addition, citizens were able to review and comment upon the 11 Planning Principles that emerged from the first community meeting.





Preliminary Planning Response

August 3, 2010

Mary McArthur Elementary School

Over 200 area residents and property owners gathered in the Mary McArthur Elementary School cafeteria to hear the consulting team’s preliminary recommendations for the future of the area.

Following the presentation, citizens were organized into four smaller groups to facilitate detailed discussions.

Full documentation of all citizen comments, typed up exactly as written on flip charts in the meeting, are presented in Appendix 7.3.



3. Planning Principles

Eleven priorities emerged from citizen comments received at the first community meeting held July 8, 2010. These priorities were distilled into Eleven Planning Principles, as follows:

Principle 1. No takings or forced sale of property.

In response to concerns about the forced sale of property, it should be understood that the hospital has no power to condemn property. Further, while the City of Fayetteville does have such power, it is used only for the purchase of land for public purposes (i.e. a new park, road right of way, etc.). Any purchase of properties in the hospital area for redevelopment must be between a willing seller and a willing buyer at whatever price the free market will bear.



Principle 2. Deal with traffic issues.

Traffic issues in the area include, particularly, cut through traffic on residential streets, congested or inadequate intersections, motorists speeding, and illegal turning movements. Efforts should be made to correct and prevent undesirable traffic patterns, improve intersections and to step up law enforcement. Any road improvements planned by the State of North Carolina or the City of Fayetteville should be clearly identified in the plan.





Principle 3. Resolve land use and zoning conflicts.

Land uses not desired by neighborhoods in the area include multi-family housing and strip commercial development. The rezoning of properties from residential to non-residential, if undertaken, should not be done in piecemeal fashion, but rather in accordance with an overall plan and logical pattern. Any properties zoned for non-residential purposes should be a *transitional use*, protecting the residential uses adjoining them, rather than an *intrusion or unnecessary encroachment* into a residential neighborhood. Non-residential lot sizes must be large enough to accommodate the proposed use, including an adequate buffer.



Principle 4. Improve pedestrian safety.

Streets with a significant demand for foot traffic should be recommended for the installation of sidewalks. Special consideration should be given to the safety of school-aged children. The location of new crosswalks or other means of safe pedestrian crossings should be identified and recommended where needed, particularly across Owen and Village Drives, but also across streets of lesser size.



Principle 5. Clean up crime and neglected properties.

Residents noted that criminal activity and vacant or neglected properties can have a pervasive, negative effect on the image and quality of life in the area. Various means of crime prevention should be pursued, some of which require actions by the residents themselves: (1) encouraging business owners to clean up their properties (2) a more effective police presence—by call or routine patrol (3) better owner management and oversight of rental properties and (4) self-policing through neighborhood and business watch programs.



Principle 6. Consider impacts of hospital’s plans.

As the major employment center in the study area, Cape Fear Valley Hospital’s plans for its campus and surrounding properties are a key element in planning for the future of the area. To the extent that the Hospital’s plans are defined, they should be made known and considered in the development of the special area plan. Such consideration should take into account traffic and parking, visual impacts, noise, and other issues. This objective suggests a cooperative approach to meeting the hospital’s needs while ensuring that such development respects the livability of surrounding neighborhoods.



Principle 7. Protect property values.

The affect of the plan on residential property values and property taxes is of great concern to area property owners. The special area plan can protect property values by establishing a predictable and more secure future for properties in the area, rather than the unpredictability of piecemeal land use decisions. Willingness to invest in and maintain properties in the area is also more likely when an agreed upon plan is in place. At the same time, property taxes should not be affected by the plan-- with the exception of properties recommended for rezoning that may ultimately experience a windfall in value.



Principle 8. Promote quality development and image.

It is in the best interests of the hospital, area businesses and area residents to promote community appearance and require quality development and redevelopment. Appearance issues can include, in particular, attractive landscaping, understated signage, well-maintained properties and streetscapes free of litter. Design standards should focus especially on non-residential



development and reflect the type of high quality architecture often associated with a medical area. Building forms should be scaled and located so as to provide for a “stepped down” transition from taller, more intense commercial areas to more modest, less intense residential neighborhoods.

Principle 9. Communicate during and after the plan.

Communication and public input concerning the future of the study area requires two phases: (1) during development of the plan and (2) during the follow-up implementation of the plan. Major public input during plan development involved four steps (a) issue identification--*July 8, 2010* (b) plan development—*July 20, 2010* (c) plan review and comment--*August 3, 2010* and (d) public hearings and adoption-- *November 16, 2010 (Planning Commission) and December 13, 2010 (City Council)*. Upon adoption of the plan, reviews of future zoning actions must go through the City’s public hearing requirements, as required by state law. Requirements for notifying nearby property owners of a proposed rezoning must also follow state law; these requirements seek to balance the number of individual notices sent out with the costs of doing so.



Principle 10. Use buildings and required buffers to reduce noise.

At the time when many of the residential neighborhoods in the study area were first developed, lands in the vicinity of Owen and Village Drives were largely rural. With the advent of the hospital and the businesses around it, however, levels of urban activity and automobile traffic increased markedly. While traffic volumes on area streets are contributory to ambient noise levels, it is delivery trucks, ambulances, “dumpster” trash trucks and the occasional helicopter, that each pushes the limit. The special area plan should seek to mitigate sources of noise by creating land use buffers between intense, non-residential development activities and residential neighborhoods.





Principle 11. Preserve area neighborhoods.

Many residents note the desirable character of the several neighborhoods in the vicinity of the hospital. These neighborhoods have the full complement of services nearby, including schools, churches, a library, a fire station, drug stores, grocery stores, restaurants, and medical care. Neighborhoods like these are difficult to build today and deserve preservation. Area residents feel threatened by the gradual “creeping” of non-residential development into their neighborhoods. The special area plan should clearly identify a land use pattern that allows for a logical transition and limit to non-residential development.

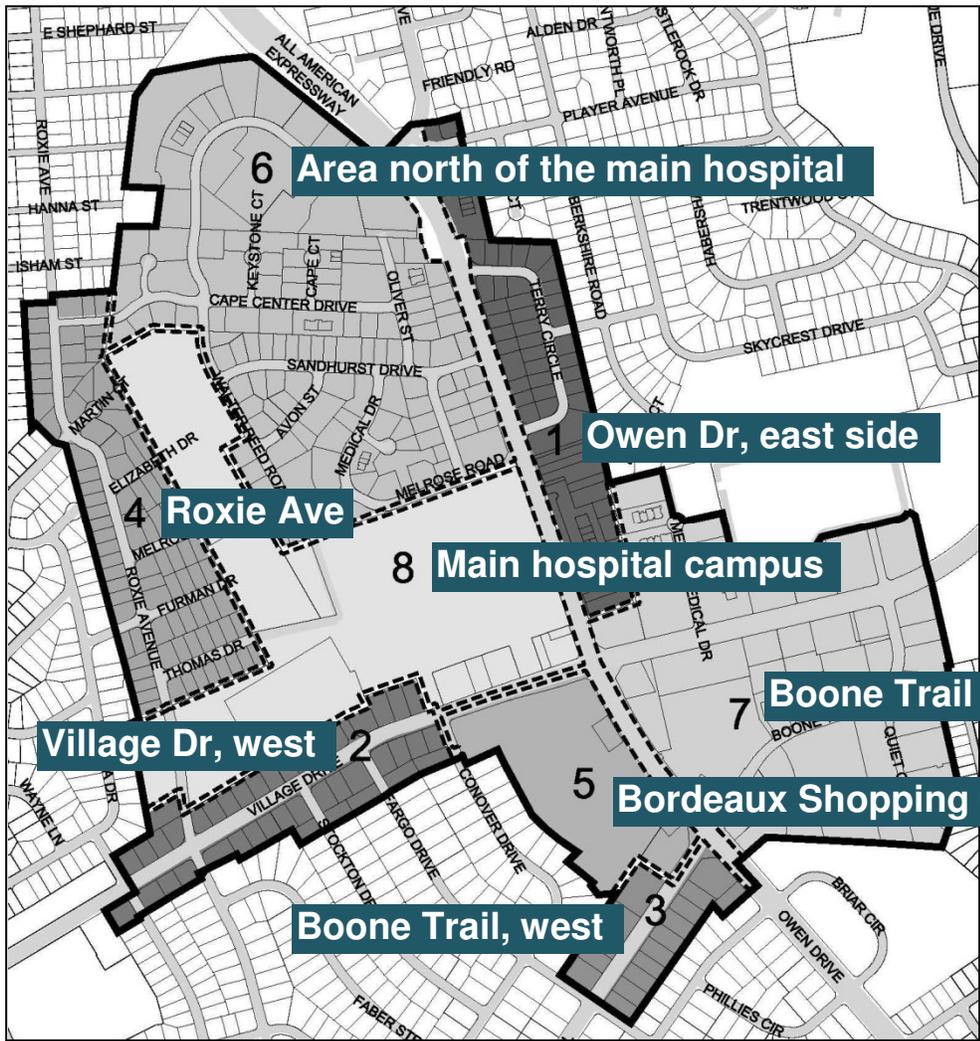
In summary, the eleven planning principles are:

1. No property takings.
2. Deal with traffic.
3. Resolve land use conflicts.
4. Improve pedestrian safety.
5. Reduce crime/clean up.
6. Consider hospital’s plans.
7. Protect property values.
8. Promote quality development.
9. Communicate during & after.
10. Block and buffer noise.
11. Preserve neighborhoods.

These principles establish the foundation for all recommendations set forth in the balance of this plan.

4. Recommendations by Sub-Area

Sub-Areas of Common Character



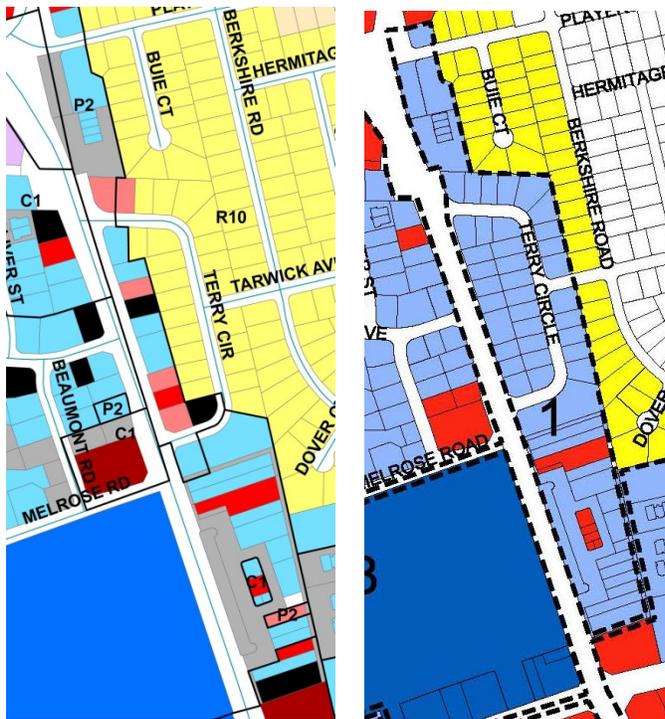
This map identifies eight sub-areas within the hospital area that were determined to warrant individual evaluation. For each of these areas, an analysis of existing conditions has been completed and recommendations have been provided on the following pages.

Area 1. Owen Drive, east side, from Player to Village.



Analysis

- Built as residential in 1950's on quiet road.
- Rezoned to commercial and office in 1970's. Conversions of homes not well done.
- Owen Drive became major thoroughfare.
- Generally presents a poor image.
- Numerous driveway cuts.



existing land use

proposed land use

Recommendations

1. All of Terry Circle should be zoned the same—for offices. The existing frontage lots on Owen Drive are too shallow for quality redevelopment. Greater depth can be achieved by a more comprehensive zoning approach.
2. Following rezoning, Terry Circle should be posted as a right turn in only at the south end and a right turn out only at the north end.

Question: Why not zone just 1 extra row off Owen for offices?

Answer: Homes shouldn't look across Terry at backs of businesses. This would also put access to businesses opposite homes.



Area 2. Village Drive, west of Conover.



existing land use



proposed land use

Analysis

- Major land use conflict: hospital and Bordeaux neighborhood.
- Emergency entrance (noise) recently moved to Village Drive.
- Section has been converting to professional offices--piecemeal.
- Traffic heavy, reducing quality of life for those living on Village Dr.
- "Hotbed" of rezoning activity.

Recommendations

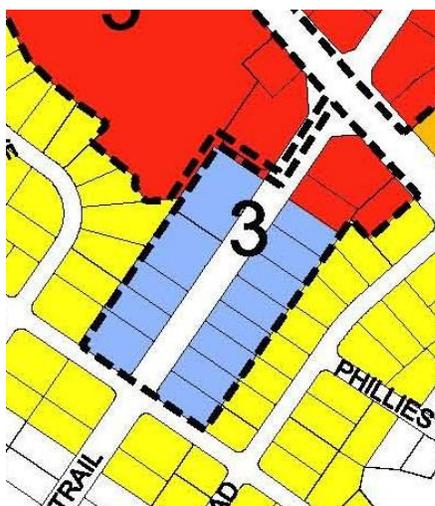
1. Zone both sides of Village Drive for offices. Most homes should not look across the street at businesses. Where possible, zone two lots deep along the south side of Village Drive, to provide better site depth for quality redevelopment.
2. Seek to combine adjoining lots—this allows for improved parking, landscaping and buffering.
3. Use two-story buildings and planted buffers to help block hospital noise.
4. The new buildings will also create attractive gateways to enhance the area's image.
5. Transition from residential use to office use will provide relief to owners/occupants of properties along Village Drive.



Area 3. Boone Trail, west of Owen.



Existing land use



proposed land use

Analysis

- Non-residential uses are clustered near Owen Drive.
- Boone Trail is a state-controlled road, planned for widening.
- Fargo Drive, off Boone Trail, is a major cut through.
- Offices are a good transitional land use next to the shopping center, but the recently constructed building is out of scale with nearby residential.

Recommendations

1. Rezone lots directly across the street from the new office building so that residences do not look across the street at non-residential.
2. Also rezone both sides of Boone Trail for future office development as far south as the intersection of Fargo Drive.
3. New buildings on these rezoned lots should be residentially scaled but two stories, to allow more room for adequate parking, landscaping and buffering.
4. Enhanced landscaping and buffering should be required for any new buildings in keeping with the design standards presented elsewhere in this plan.



Area 4. Roxie Ave and side streets, Cape Center to Thomas Dr.



existing
land use



proposed
land use

Analysis

- Roxie Avenue is designated as a north-south thoroughfare and truck route.
- Cape Center and Thomas Drive provide back doors into hospital. There is also an apparent Melrose Drive access portal that has been reserved on the hospital property but is not opened.
- Some new medical buildings were built without adequate buffers.

Recommendations

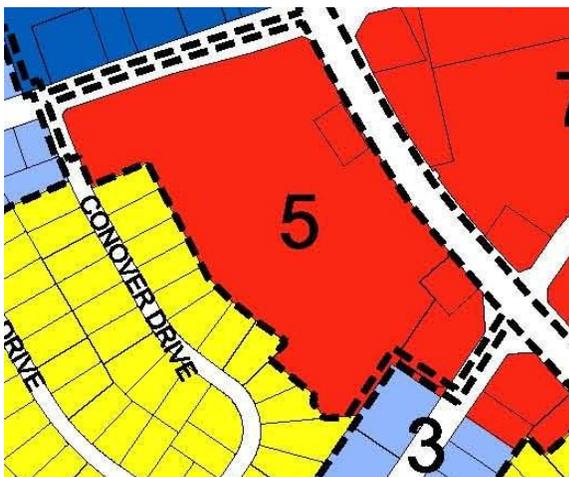
1. No change in the extent or type of underlying zoning is recommended for this area at present time.
2. However, this area is well positioned to become part of the medical area complex some day. This is not a recommendation but merely an acknowledgment that the area is likely to come under increasing pressure for hospital related uses as time goes by.
3. No future rezonings should occur in this area unless for an entire side street at once.



Area 5. Bordeaux Shopping Center



existing land use



proposed land use

Analysis

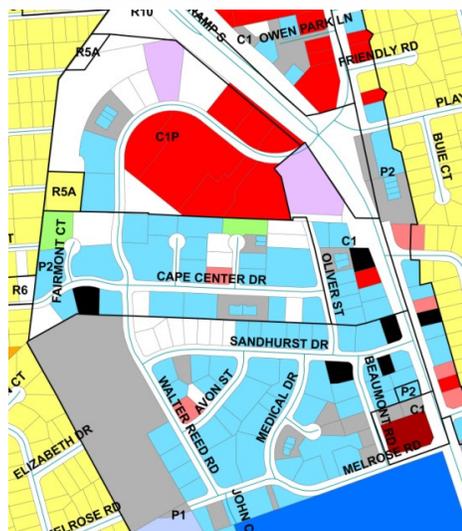
- First opened in 1963 as premier retail shopping locale in region.
- Changing markets--retail market is down. Health industry is up.
- Bordeaux Center's future may be as a mixed use center, including retail, medical support services and residential.
- Property is in need of upgrade.

Recommendations

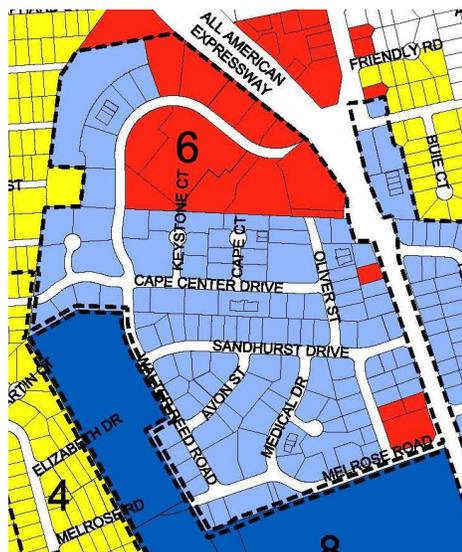
1. Transition to a mixed use center (with grocery store) should be supported.
2. Best if redeveloped under a development agreement:
 - City and local area are assured of a high quality project.
 - Developer is assured of no regulatory changes in mid-stream.



Area 6. Area north of the main hospital campus



existing land use



proposed land use



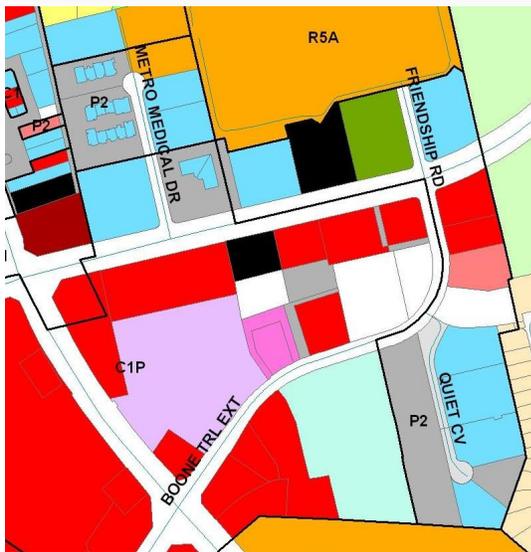
Analysis

- Mostly medical offices and a significant commercial center.
- Eclectic mix of reused former residences and new buildings.
- Confusing street pattern.
- Haphazard, poorly designed, often insufficient parking.
- Poor signage, landscaping, few street trees.

Recommendations

1. No change in extent or type of underlying zoning is recommended at the present time. Future rezonings that enable quality redevelopment and are consistent with plan objectives should be viewed favorably.
2. The long range objective for this area is to gradually replace former residential structures (now converted to offices) with new two and three story buildings.
3. Building heights in the area will vary with distance from residential as set forth in the design standards presented in the overlay that accompanies this plan.
4. It is recommended that the City work with property owners to create a business improvement district (G.S. 160A-536) to provide wayfinding signage, and improve landscaping, street trees, parking and sidewalks in this area.

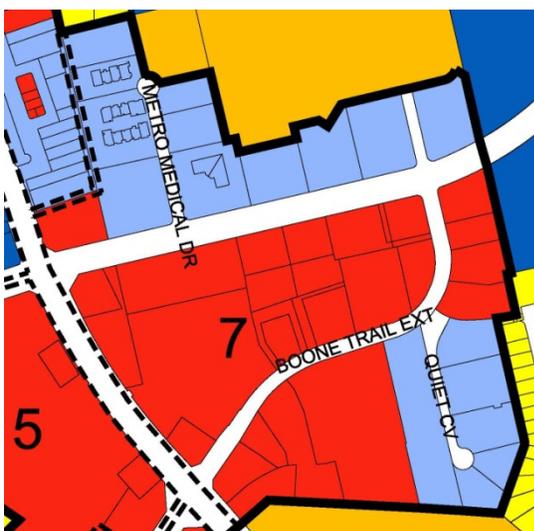
Area 7. Boone Trail Extension/Village Drive Area



existing land use

Analysis

- Bordeaux Center expansion built in mid 1970's.
- Boone Trail extended as part of the Bordeaux expansion.
- Began as an entertainment, hotel, and dining destination.
- Area could use upgrading.
- Some vacant building sites.



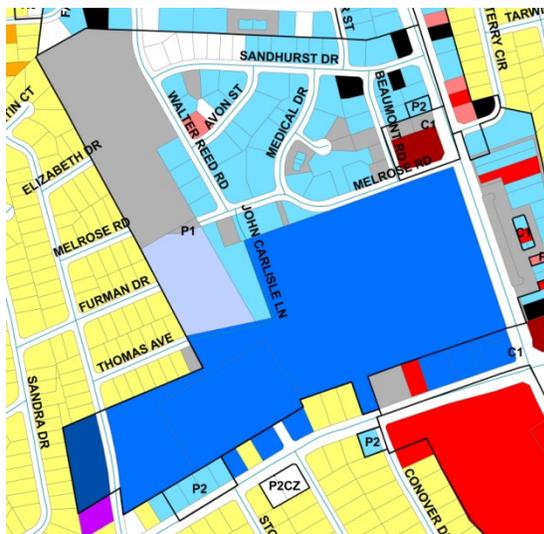
proposed land use

Recommendations

1. No change in extent or type of underlying zoning is recommended for this area at the present time. Future rezonings that enable quality redevelopment and are consistent with plan objectives should be viewed favorably.
2. As redevelopment occurs, use design standards to improve parking, signage, landscaping, street trees, and sidewalks.
3. Encourage voluntary upgrading of existing business properties, focusing on landscaping and trees.



Area 8. Main hospital campus area



existing land use



proposed land use



Analysis

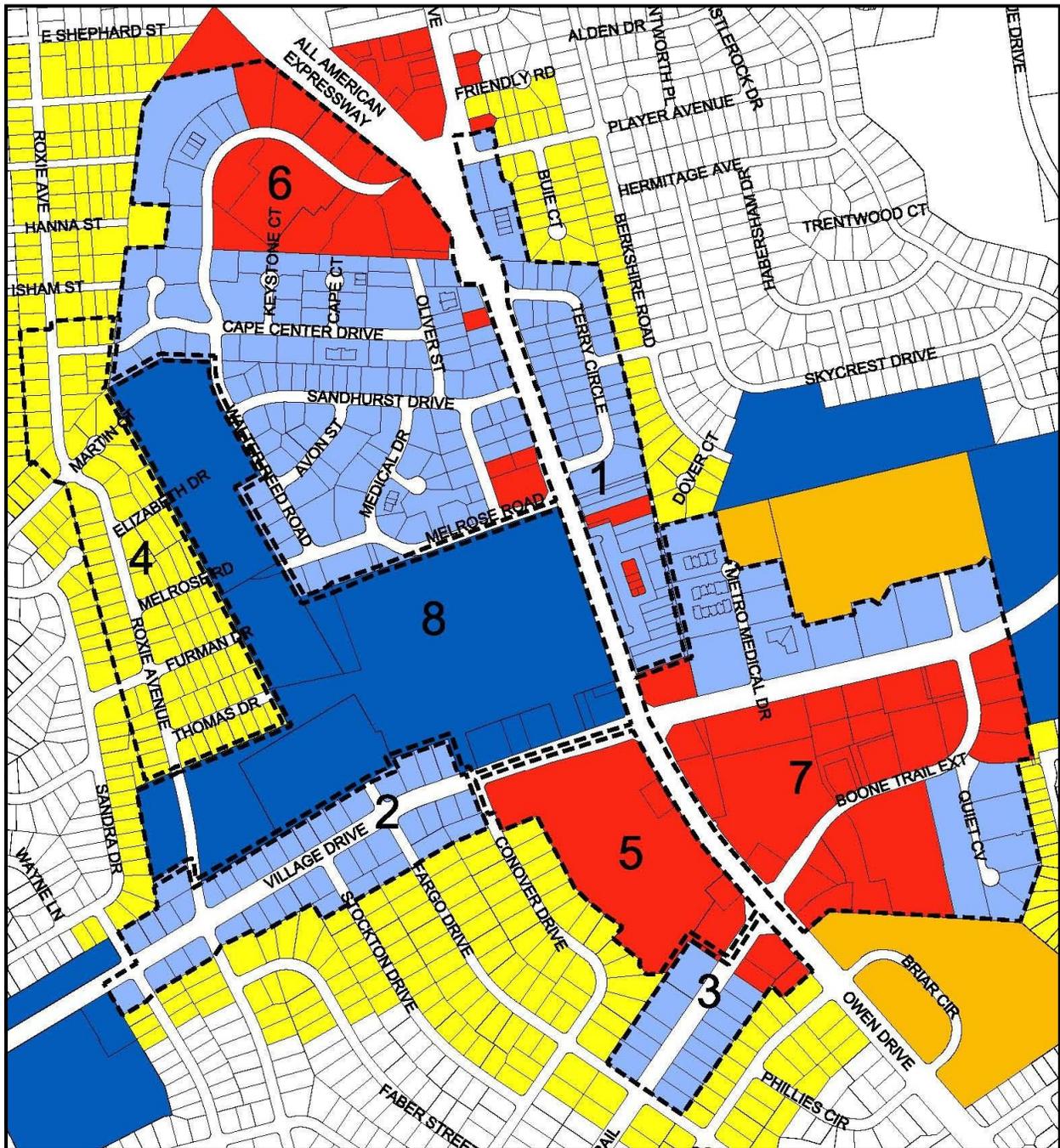
- Hospital has grown in increments, making cohesive campus setting more difficult.
- Confusing vehicular circulation.
- Parking is poorly organized; sidewalks lacking, few trees.
- Building destinations are identified but difficult to find.

Recommendations

1. All lots on the north side of Village Drive between Conover and Owen Drive should be zoned for Office and Institutional.
2. An updated campus master plan should be prepared to:
 - Improve campus circulation--vehicular and pedestrian.
 - Add parking decks with new buildings.
 - Create campus-wide wayfinding system.

Summary of Future Land Use

The map on this page shows the proposed future land uses for all eight sub-areas



5. Transportation Recommendations



The transportation recommendations of this plan are presented at two levels: (1) general recommendations, and (2) location-specific recommendations.

GENERAL RECOMMENDATIONS

General Recommendation 1. Manage access to properties along major streets.

Managing access to properties along Owen Drive and Village Drive in particular can help alleviate traffic congestion in the area. By combining lots and reducing driveway cuts, the number of opportunities for accidents can be reduced. Each turning movement in to and out of a property also slows traffic, and reduces roadway capacity.





General Recommendation 2. Step up enforcement of speed limits, especially on local neighborhood streets.

With the understanding that the police department of the City of Fayetteville is already stretched thin, this plan can only affirm the requests of area residents to enhance efforts at enforcing speed limits in the neighborhoods surrounding the hospital. Doing so will help to discourage speeding on local streets and potentially lead to reduced cut-through traffic.



General Recommendation 3. Monitor Signal System for Efficiency.

The closed-loop signal system along Owen Drive should be carefully monitored to maintain efficient flow during peak periods. Optimal flow of traffic along Owen Drive in particular may increase usage of other key corridors and reduce neighborhood cut-through traffic.



General Recommendation 4. Continue to push for widening of Ireland Drive and Boone Trail to provide some relief to other area streets.

Widening of Ireland Drive and Boone Trail to four-lane divided roadways in the vicinity of the study area is a part of the NCDOT Transportation Improvement Program (TIP). Adding capacity to either of these roads could transfer some traffic loads from other streets in the area, particularly those running in a parallel direction. (i.e. Roxie, Owen, Village) However, no timeframe for design and construction has been set.

LOCATION-SPECIFIC RECOMMENDATIONS

In addition to the general recommendations presented above, an examination of study area streets and intersections revealed several other potential opportunities to improve traffic flow and safety at specific locations in the area.



Transportation: Owen Drive

1. Consider relocating the traffic signal from Melrose to Sandhurst to improve spacing from the Owen /Village Drive intersection.

2. If relocation of the traffic signal is approved, also relocate crosswalk from Melrose to Sandhurst.

Owen Drive is the most heavily traveled roadway in the hospital area. Therefore, even seemingly minor adjustments in traffic management can result in substantial improvements in traffic flow compared to less well traveled streets. By increasing the distance between the busy Owen Drive/Village Drive intersection and this controlled intersection feeding the hospital area, some improvement may result. This requires more evaluation than the scope of this study allows.

Transportation: Village Drive

During any potential development of non-residential uses, combine parcels, when able, to reduce the number of driveway cuts along Village Drive.

As previously noted under General Recommendation 1, any recombination of adjoining lots resulting in fewer driveway cuts can be helpful in reducing the number of potential traffic conflicts and improve traffic flow.



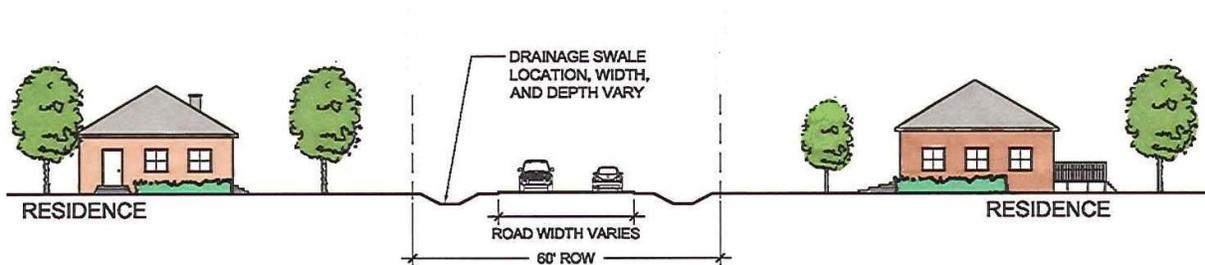


Transportation: Roxie Avenue

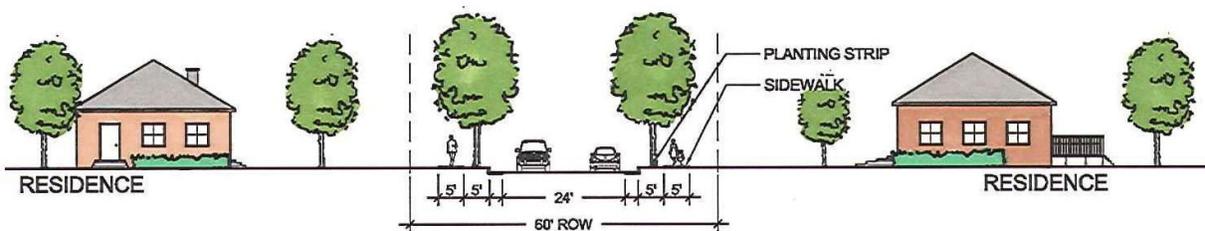
- 1. Increase law enforcement along Roxie Avenue to reduce vehicular speeds.**
- 2. Add sidewalks, curb and gutter, and street trees along Roxie to slow traffic.**

Roxie is among the several area streets most prone to speeding. Its current cross section, with relatively wide travel lanes, open shoulders, and few obstructions at the road’s edge, are conducive to higher rates of speed than are desirable along this residentially developed street. Roxie is also designated as a minor thoroughfare and, as such, is posted at 35 mph. This further legitimizes higher vehicle speeds.

To counter conditions that encourage speeding, this plan recommends that Roxie Avenue, from Raeford Road south to Village Drive, be redesigned to a more urban cross section. The addition of sidewalks, curb and gutter, and street trees would make Roxie more pedestrian-oriented and slow down traffic through the “side friction” that such improvements would create. This concept is illustrated in the diagrams below.



EXISTING CONDITION



PROPOSED ROADWAY IMPROVEMENTS

Transportation: Bordeaux Neighborhood Streets

1. Consider replacing current traffic calming measures with other alternatives such as speed tables, new chokers, and mini-traffic circles.

2. Work with Bordeaux residents to conduct a detailed neighborhood traffic study to determine the locations of traffic calming measures.

Residents of the Bordeaux neighborhood are not pleased with the effectiveness of currently employed traffic calming measures serving their local street system. Despite the ineffectiveness of existing measures, the idea of traffic calming remains a valid option to be pursued. Such methods can work if properly implemented.

Making such measures work requires a two pronged approach: (1) technical expertise and (2) local input and involvement. This plan recommends that a detailed neighborhood traffic study be conducted for the Bordeaux neighborhood with substantial input from neighborhood residents.



Choker



Speed Table



Mini Traffic Circle



Transportation: Cape Center Drive

1. Consider installing a roundabout at the intersection of Cape Center Drive and Walter Reed Road.

An adequate construction footprint appears to be available at this location to accommodate a traffic circle. Such a roundabout should provide a traffic calming influence at this location and improve the safety of turning movements.

2. Consider widening Cape Center Drive at Roxie Avenue.

A relatively short section of Cape Center Drive near Roxie Avenue is narrow compared to the balance of the street going east toward the medical area. While property acquisition would likely be required to obtain the additional right of way, this would make all of Cape Center Drive have a similar cross section. This would also allow for on-street parking or bike lanes, if desired.

3. Allow on-street parking on Cape Center (where street is wide) and install sidewalks.

Cape Center Drive in the medical area is indeed quite wide. The street’s cross section presents a good opportunity to allow for on-street parking, thereby alleviating some of the demand for off-street parking in this medical office area.

6. Plan Implementation

The following is a summary of implementation actions called for in the Hospital Area Plan. Please refer to the detailed mapping in Section 4 of this plan for clarification on any rezoning matters listed below.

General Recommendations

- G-1. Adopt this Hospital Area Plan (Detailed implementation actions noted in items following)
- G-2. Adopt the Hospital Area Overlay and incorporate it into the City's development ordinance.

Planning and Zoning Recommendations

- PZ-1. Rezone both sides of Terry Circle for offices.
- PZ-2. Rezone both sides of Village Drive, from Conover west to the vicinity of Wayne Lane (see *proposed land use map*, page 13), for offices. Rezone two lots deep as far as the first lot west of Stockton.
- PZ-3. Rezone both sides of Boone Trail, from the lots adjoining the existing non-residential zoning districts near Bordeaux Shopping Center as far south as Fargo Drive, for offices.
- PZ-4. Do not rezone Roxie Ave or any of its side streets west of the medical area, unless for an entire side street at once.
- PZ-5. Rezone all properties on the north side of Village Drive between Conover Drive and Owen Drive, to Office and Institutional.
- PZ-6. Upon initiation of new non-residential development, require the recombination of smaller lots to meet new minimum lot size requirements within the Overlay area. Also, during site plan review, work to reduce the number of driveway cuts along heavily traveled streets in the area.

Transportation and Traffic Recommendations

- T-1. After Terry Circle is rezoned, make the south end of Terry Circle a *right-turn- in-only* off Owen Drive. Make the north end of Terry Circle a *right-turn-out-only* on to Owen Drive.
- T-2. Continue to monitor the closed loop signal system along Owen Drive to maintain efficient traffic flow, especially during peak periods.

- T-3. Continue to lobby NC DOT officials for the planned widening of Ireland Drive and Boone Trail.
- T-4. Consider relocating the traffic signal from Melrose to Sandhurst to improve spacing from the Owen /Village Drive intersection. If relocation of the traffic signal is approved, also relocate crosswalk from Melrose to Sandhurst. In evaluating the relocation, consider whether this would place the traffic signal too close to the signal at the All American Expressway.
- T-5. Redesign Roxie Avenue, from Raeford Road south to Village Drive, from its current suburban cross section (i.e. shoulders and swales) to a more urban cross section. Add sidewalks, curb and gutter, and street trees to make Roxie more pedestrian-oriented and to slow traffic.
- T-6. Work with Bordeaux residents to conduct a detailed neighborhood traffic study. Consider replacing current traffic calming measures with other alternatives such as speed tables, new chokers, and mini-traffic circles.
- T-7. Consider installing a roundabout at the intersection of Cape Center Drive and Walter Reed Road.
- T-8. Consider widening Cape Center Drive at Roxie Avenue.
- T-9. Allow on-street parking on Cape Center (where street is wide) and install sidewalks.
- T-10. Periodically step up enforcement of speed limits in the area, especially on local neighborhood streets near the hospital.

Primary Redevelopment and Reinvestment Opportunities

- PRO-1. Encourage the redevelopment of Bordeaux Center as a mixed use center. (with grocery store retained) Do this under the terms of a development agreement between the developer and the City, and in cooperation with the property owner.
- PRO-2. Work with property owners and business interests in the area north of the hospital campus (i.e. Melrose, Sandhurst, Cape Center, etc.) to establish a *business improvement district* to address the need for wayfinding signage, improved landscaping, street trees, parking and sidewalks.
- PRO-3. Work with property owners and businesses in the Bordeaux Trail Extension Area to create a program of voluntary improvements to enhance existing business properties, focusing especially on landscaping and trees, thereby enhancing the environment for investment overall.
- PRO-4. Encourage the CFV Hospital Administration to prepare an updated campus master plan, with particular focus on vehicular and pedestrian circulation, parking, new building design, and a campus-wide wayfinding system. As the focal point of the area, a noticeable enhancement of the hospital campus will have a powerful influence on redevelopment investment in the area.



Hospital Area Plan and Overlay Ordinance

APPENDICIES

Appendix 7.1: Map Inventory of Development Factors

Appendix 1 contains mapped information on a variety of development factors that have influenced land use and building patterns in the study area. The maps include:

1. Existing zoning and land use

This map shows patterns of land use that have emerged in the area since it first began urbanizing in the mid 1950's. Existing zoning is shown as an overlay to the existing land use for comparative purposes.

2. Buildings

This map shows building footprints and building placement. This type of map shows the degree to which an area is automobile-oriented versus pedestrian-oriented. It also shows, to some extent, lot coverage.

3. Sidewalk inventory

The sidewalk inventory map indicates the level of pedestrian-way connectivity within the study area.

4. Property tenure

The relative number of rental properties in an area can be an indicator of neighborhood stability and transition, particularly in residential neighborhoods that were originally built for owner occupancy.

5. History of Rezoning Requests

Rezoning requests are a very useful indicator of the degree to which a formerly residential area may be experiencing pressure for transition to non-residential uses.

6. Recent variances issued

Requests for variances can sometimes be an indicator of older development standards that no longer work, or of development interests appealing to allow a development form that would otherwise not be permitted.

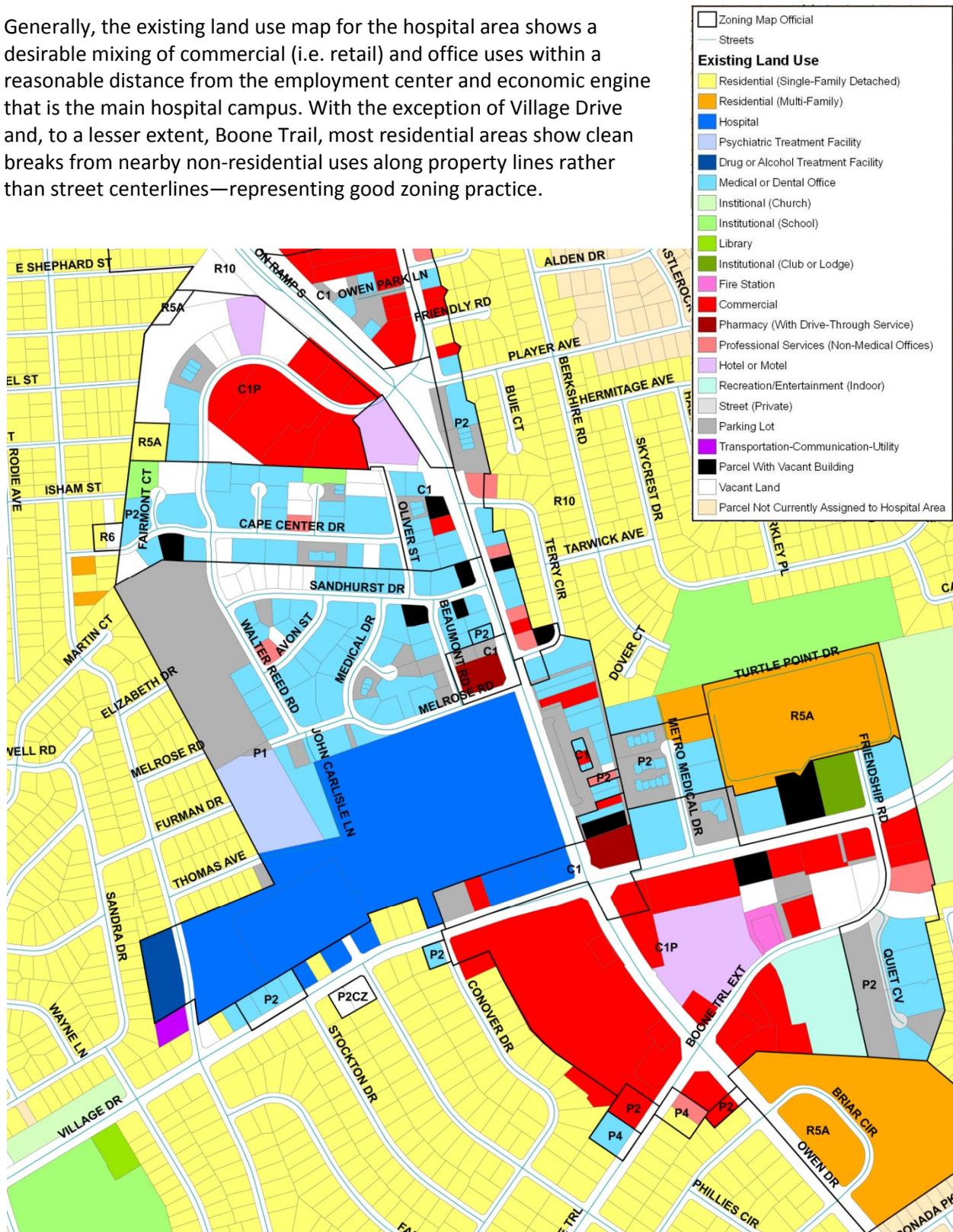
7. Recent site plans reviewed

Site plan reviews can provide insights into the types of developments deemed by the City to require special review and approval. Special provisions required in association with a site plan approval can also be informative.

These maps are presented beginning on the following page.

Existing Zoning and Land Use

Generally, the existing land use map for the hospital area shows a desirable mixing of commercial (i.e. retail) and office uses within a reasonable distance from the employment center and economic engine that is the main hospital campus. With the exception of Village Drive and, to a lesser extent, Boone Trail, most residential areas show clean breaks from nearby non-residential uses along property lines rather than street centerlines—representing good zoning practice.



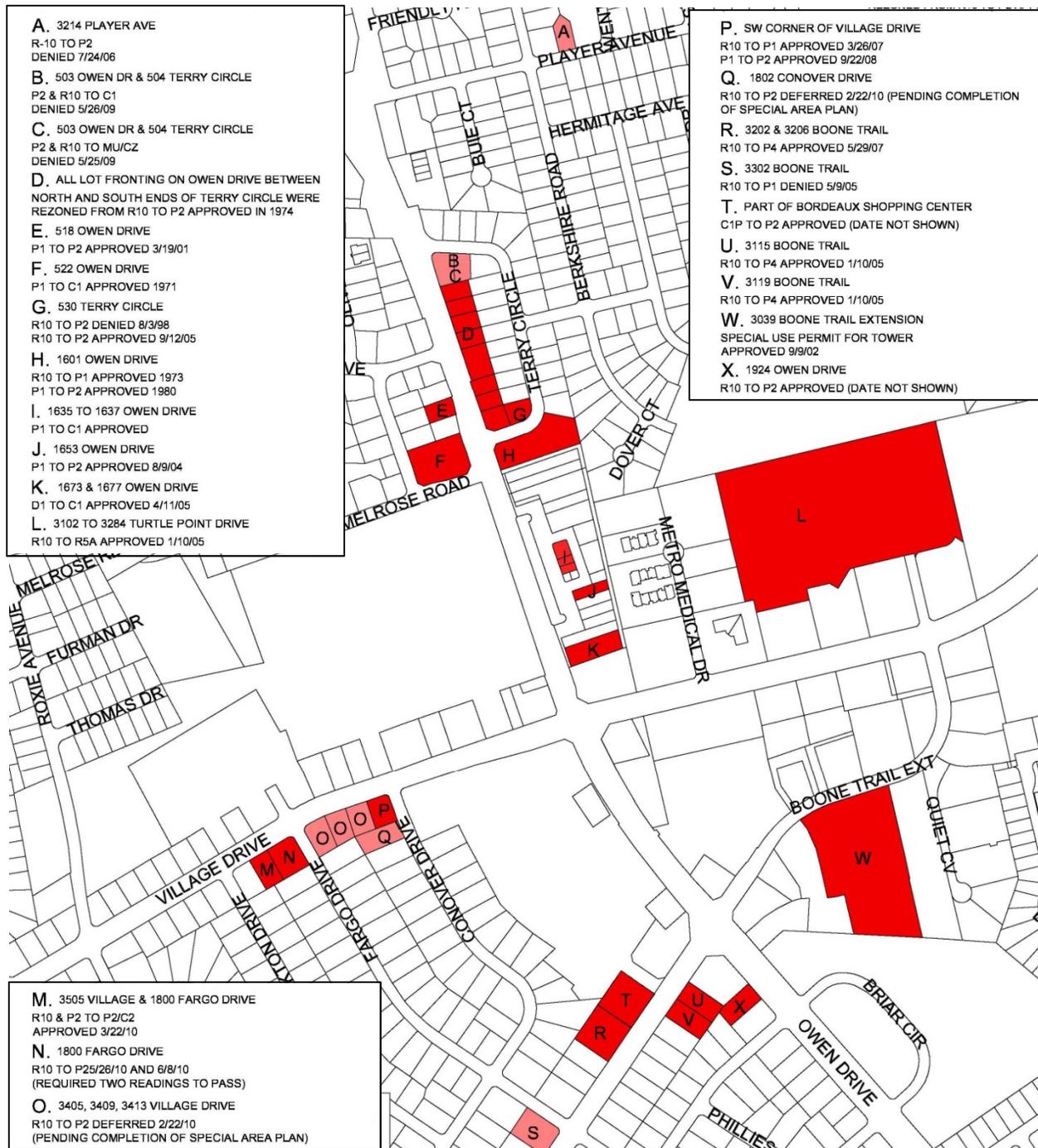
Buildings

Building footprints in the hospital area reflect a history of suburban style development. Most buildings have relatively generous setbacks from the street and from adjoining properties. Land dedicated to front and sideyard setbacks is thereby rendered less usable when compared to more urban forms that pull buildings up to the street and closer to abutting properties. Typical suburban development forms are more oriented toward the automobile and less friendly to pedestrians. Most travel is therefore by car, resulting in heavier traffic volumes than would be generated by a more pedestrian-friendly environment.



History of Rezoning Requests

This map, and the detailed information provided with each case, shows a surge in rezoning requests over the past five years in particular, after a relative lull of nearly thirty years. Most recent requests have focused on Village Drive--just south of the main hospital campus, and Boone Trail--near Bordeaux Shopping Center. To its credit, the City has been consistent in its zoning decisions in not approving zoning requests that could be characterized as a clear intrusion into residential neighborhoods.



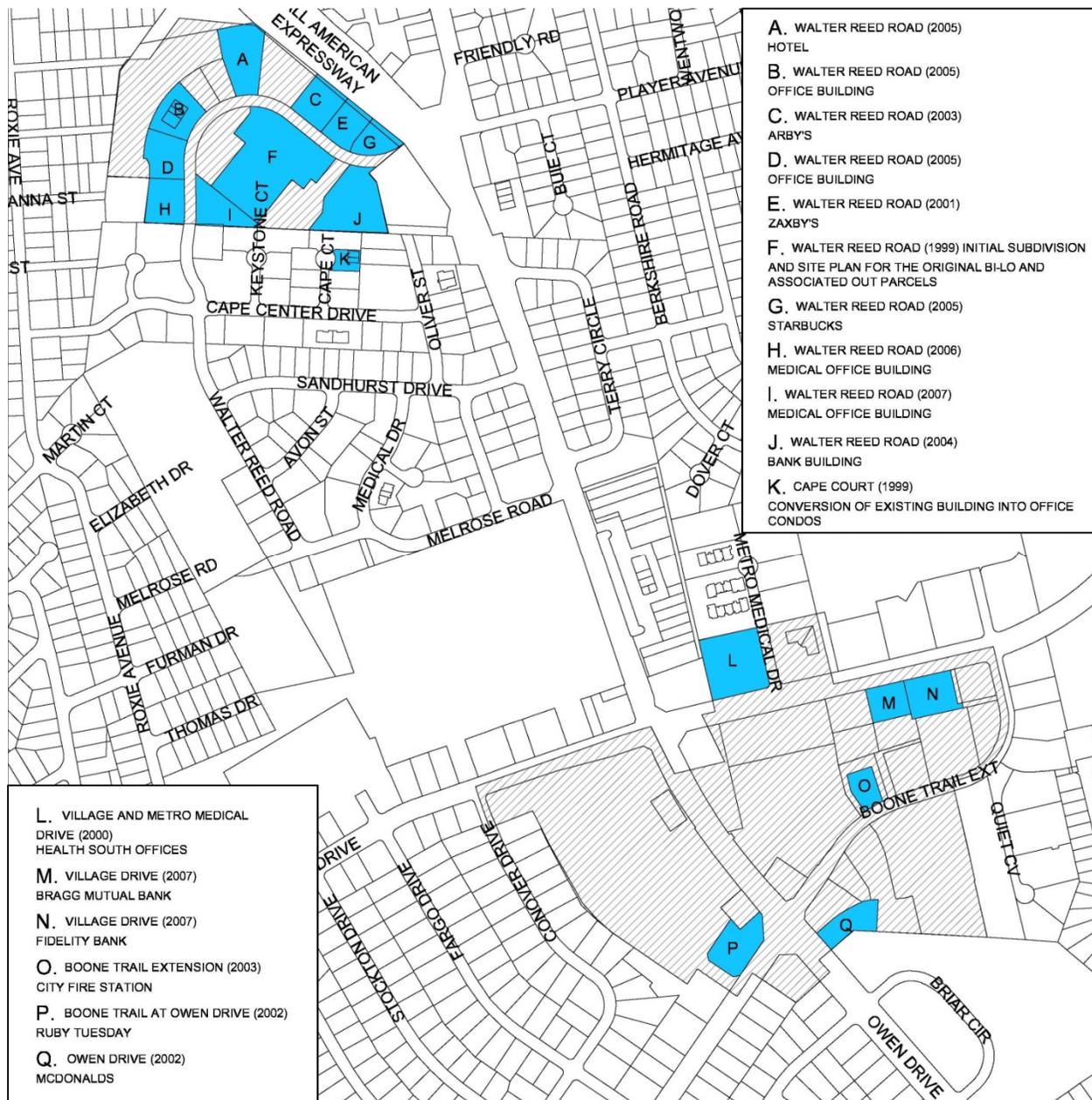
Recent Variances Issued

A review of recent variances in the study area reveals that a number of businesses have been requesting exceptions to sign regulations and landscape standards. Other variances have involved requests for waivers from building setbacks. These cases may suggest a lack of design sensitivity or concern among some businesses in the area regarding the aesthetics of their property development.



Recent Site Plans Reviewed

The City's current development standards as applied to the study area require that site plan reviews be conducted only for developments within the C1P shopping center zoning district. All site plan reviews noted on this map were conducted starting as early as 1999 but with most occurring after 2004. The most recent site plans were reviewed in 2007. This was a period of tremendous building and development activity in Cumberland County and across the country. These developments continued the pattern of automobile-oriented development that is prevalent in the study area.



Appendix 7.2: Issues, Concerns, Questions and Ideas

Special Area Plan, Cape Fear Valley Hospital Vicinity Results of a Community Meeting held July 8, 2010 Mary McArthur Elementary School Fayetteville, NC



The following eleven categories of interest were derived from a major community input meeting held for the Hospital Area Plan on July 8, 2010. Over 100 area residents and property owners gathered in the Mary McArthur Elementary School cafeteria and identified some 500 issues, concerns, questions and ideas for the future of the area. These issues were then sorted into categories of like concern. As a result of citizen brainstorming and then voting, eleven major categories emerged:

1. **Property Acquisition**
2. **Traffic**
3. **Land Use and Zoning**
4. **Pedestrian Safety**
5. **Crime and Security**
6. **Hospital Plans**
7. **Property Values/Property Taxes**
8. **Appearance and Design Standards**
9. **Communication and Public Input**
10. **Noise**
11. **Preservation of Community**

Full documentation of all citizen comments, typed up exactly as written on flip charts in the meeting, is presented below. The full meeting results were examined for common concerns, themes or principles, and to further suggest directions in response to the concerns voiced. These ideas and interests formed the basis for the eleven planning principles presented in the Special Area Plan.

Results of the July 8, 2010 Public Input Meeting

The following citizen comments and issues were typed up exactly as written on flip charts in the meeting, including the number of priority votes received.

Issue, Comment or Question	Votes
1. Property Buyouts?	105
Fair pricing for property if it goes professional or commercial	43
Buy all properties on same street at one time	21
Eminent domain—do away with	9
Is this for potential buyout of houses?	7
Is eminent domain coming? (as part of plan) Commercial encroachment.	6
Issues for values and selling homes	6
Any development must help support or stabilize residential, help those displaced afford alternatives	5
Forced to sell against my will?	5
How can growth/development happen, providing fair market value –without leaving pockets of people behind?	3
Can the City force me to sell?	0
Good resale	0
Notes in mailbox (Roxie and village) from someone that wants to buy the house—phone number only.	0
2. Traffic	88
Traffic--Generally	30
Traffic—Roxie to cut through	5
Use of Phillies Circle as a “back way” to hospital	4
Traffic Roxie Avenue—Raeford and Village too much, afternoons—speeding—cut through	4
Synchronize traffic lights on Owen Drive	3
Traffic control	3

Smooth safe movement of vehicles and pedestrians around and in hospital area	3
Traffic on Ireland	2
Increased traffic at multiple points	1
Too much overall traffic (riff raff)	1
Traffic on Fargo Drive up 100% e.g. dump trucks to construction area	1
Traffic problems on Owen Drive (noise, speeding, congestion)	1
Increased car traffic, concerned	1
Buses need drop off area, causing congestion blocking traffic	1
Non-residential traffic in residential area (i.e. police fire, EMS high traffic)	0
Traffic--Intersections	31
At Cumberland Road—2 left turns on Boone Trail after you get on Boone Trail there is a sign saying “left lane left only” This is a race track with people in left lane forcing their way in to right lane. (Happens every morning between 7:30 and 8:30)	8
Bottleneck—Cape Center and Roxie	8
Dangerous intersection All American and Owen	7
Speeding at left turn at Cumberland onto Boone Trail	2
Traffic light to get out onto Village	2
Traffic access on and off Village consolidate	1
Fargo and Conover (Stop sign is needed to stop cut through traffic)	1
Village/Ireland protected left on to Ireland from Village	1
Cars evading stoplight at corner of Roxie and Village—driving over neighbor’s front lawn	1
Implement a 30 second stop at all red lights	0
Cape Center-- Employees go through stop sign, impact of future intersection on homeowner property “Know” it will remove part of my yard.	0
Traffic--Road Improvements	17
Will Roxie be widened to four lanes?	6
Will Boone Trail be widened to four lanes?	5
Any plans with DOT for widening of roads?	4
4 lanes on Roxie?	2
Traffic -- Speeding	10
Speed limits need to be the same 25 mph	5
Traffic light on Boone Trail—Need to stop speeders	2
Stop speeding on Player Avenue—better policing	2
35 mph Roxie Avenue. All others are 25 mph in area	1
Drivers testing how fast they can run through median divider—hitting sign (There are 2 in area)	0
Speeding on Village (especially rush hour)	0
Fast buses speeding on Roxie	0

3. Land Use and Zoning 82

Land Use and Zoning, Generally 38

- No multi-family or strip malls 19
- Spot zoning—everything or nothing 6
- Small lots don’t work for commercial 4
- Undesirable businesses popping up—e.g. bars 3
- What is advantage of professional over residential? 3
- Do you have to move if property is rezoned? 2
- Need to be more uniform, house—physician—house , needs to be one or the other 1
- Don’t cut up big lots for more houses 0
- Gotta be a way to develop frontage and improve places behind 0
- Will commercial be limited to office or will they allow anything? 0

Land Use and Zoning, Location Specific 44

- First block on Boone Trail at Owen already changed to office (3 lots) Okay to change rest 8
- Be able to combine property at Owen and Hunters Circle for commercial use 4
- Do not want to be able to combine property on Hunter Circle and Owen for commercial 4
- Conversion of Phillies Circle residential area to office development like on Quiet Cove 4
- Convert west side of Owen Drive between Boone Trail and creek to commercial 4
- Leave residential intact. Behind Bordeaux intact. 3
- Do not want to see commercial creep down Player Drive from Owen 3
- Keep Roxie as it is (residential) 3
- Spot zoning on Village Drive 2
- Change zoning on Martin Court and Hunter Circle to “Professional”. 2
- Leave Hunter Circle as residential 2
- Will Hunter Circle go commercial? Would like to see it transition. 2
- Roxie—leave it the way it is. 1
- Leave Boone Trail as is. 1
- Owen—Keep commercial or increase commercial opportunities 1
- Owen Drive to Roxie is a “done deal”. 0
- Roxie moving to professional—backing up to hospital 0

4. Pedestrian Safety 73

Pedestrian Safety--Sidewalks 50

- Neighborhood sidewalks 17
- Sidewalks—will they start building them in this area? 8
- Sidewalks—Boone Trail 5

Traffic around schools, kids walking—conflict with cars	4
Child safety – to schools	4
Sidewalks	3
Drainage and sidewalks	3
Parents of MM School kids parking in Church of Christ parking lot—kids crossing over Village (not at intersection.)	3
Will there be sidewalks on Roxie? – a lot of foot traffic.	2
Sidewalks on Village but not in neighborhood—people walking in residential yards	1
Need to consider sidewalks off Village	0
Sidewalks	0
Need for sidewalks (Ireland, Roxie)	0
Pedestrian Safety—Crosswalks and Overpasses	23
Why was there never a walking bridge built—not even a decent crosswalk—both Owen and Village Drives?	14
Pedestrian across main roads	7
Pedestrian overpass from Bordeaux to the hospital	2
My spot OK—has sidewalks, crosswalks and traffic light	0

5. Crime and Security 72

Bordeaux needs to be cleaned up (Crime)	22
More police protection e.g. Roxie Ave and Thomas Dr.	12
Will crime activity in area be brought to the attention of police?	8
Lack of police presence	6
Night activity—people walking—gang marks	5
Burglaries, theft on Sandra Drive (whole HVAC unit taken) yesterday	4
Security issues—outside visitors in neighborhoods	4
Rental house have late night traffic—illegal activity	4
Panhandling at Kangaroo Stores (2 on Ireland)	3
Watch patrol isn’t worth 2 cents	2
Gangs (Isham St.) several years ago tagging stop signs. Etc.	1
Wayward house for teenagers on Sandra Drive (Potential Problems?) Is this house legal?	1

6. Hospital Plans 65

Expansion Plans?	44
Will hospital be needing any of our homes?	33
Cape Center to Thomas Avenue (What is hospital’s plan for growth?)	11
Possibility of enclosing the hospital campus	0

Hospital too big	0
How far down Village will the Hospital go?	0

More Parking for Hospital?	21
Not enough parking for hospital	14
Parking at E.R.	5
Parking at hospital	1
Free parking at Bordeaux	1
Will they add any more parking decks?	0

7. Property Values/Property Taxes	60
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Property Values	44
No one wants to lose property value	20
Increase commercial, decrease property values	15
Concerned about property value	9
Decline in property value	0
Property values on Boone Trail-Jumble of commercial and residential	0

Property Taxes	16
How will plan affect taxes?	7
Property value on Village by hospital-- impact on taxes	5
Taxes increasing	2
Do not raise taxes	2
Old Roxie—concerned about change to commercial increasing taxes	0
How will it change property tax	0

8. Appearance and Design standards	46
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Good appearance for the development along the streets in the area so it looks like a “medical area”	20
Need for more buffers, more design standards, design with integrity, purpose and the community in mind	6
Aesthetically pleasing for commercial/professional	5
What will prevent looking out back door and seeing high rise?	3
Trash around bus stop in front of school/church	3
Larger buildings for physicians	2
Tired of picking up trash	2
Good looking development/plan with integrity for both business and residential	2
Trash in my front yard daily is going to get worse.	1
Landscaping –appearance in general	1

When a property sells, require that property be upgraded so as to look “professional”	1
Can we make the owner clean up front, lot Old Roxie 600 block	1
Equal code enforcement. Chevy in front yard.	0
Limit signage size	0
Limitations on sign height?	0
Village Drive Right of way cutting grass by City	0
Landscape scene Owen—Philly Circle	0
Define anything bigger than house	0
Already dealing with a two story building one lot away	0

9. Communication and Public Input 19

Know more about proposed changes-notified if within 1 square mile	10
Proposed changes (redevelopment) need to be very specific, clear, so people can comment	6
More notice to area along Boone Trail	1
If half want commercial and half don’t how will decision be made?	1
What can residents do to (option)to say “no” to commercial development next door	1
Nice communication process for this	0

10. Noise 11

Noise—helicopter, emergency vehicles, trash trucks	5
Smelly dumpsters with pick up time in the middle of the night/AM	2
Traffic noise Village	2
How do you control noise?	1
Too much noise (car)	1
Noise	0
Dogs go crazy at 2-3 am. People out there (parties)	0

11. Preservation of Community 8

Loss of community identity if houses replaced by business—crime, parking, hours of activity	5
If too many houses are displaced, there’s no neighborhood left for new Bragg folks.	2
Breaking up a community built in 50’s and 60’s that was pretty good. Some more recent neighborhoods in the city are not as good.	1
Loss of residential property	0

Miscellaneous --

Need something like a park-like facility for people in area—enhance quality of life	7
How to keep or improve quality of neighborhoods	6

Poor planning by City of Fayetteville	6
Are you studying other hospital areas like Carolina Medical Center?	4
Homelessness is increasing	4
How serious is the City about this?	3
Reactive planning versus proactive	3
Commercial owners fee to help maintain neighborhood	3
Capacity of S.S. --back up into Church of Christ 2/times 2 years	2
Take into account the age of people in the area	2
Planning for older drivers	1
Use available land already there, downtown.	1
Coffee and donuts at meetings	1
More nice restaurants	1
How fast will it transition?	1
How many years will this take for the plan to happen?	0
Seeing homeless living out of the hospital—more and more	0
Want to move	0

Appendix 7.3: Comments on Preliminary Planning Response

Special Area Plan, Cape Fear Valley Hospital Vicinity

Results of a Community Meeting held August 3, 2010

Mary McArthur Elementary School

Fayetteville, NC



The following comments were offered by citizens in attendance at a major community input meeting held for the Hospital Area Plan on August 3, 2010.

Over 200 area residents and property owners gathered in the Mary McArthur Elementary School cafeteria to hear the consulting team's preliminary

recommendations for the future of the area.



Following the presentation, citizens were organized into four smaller groups to facilitate detailed discussions.

Full documentation of all citizen comments, typed up exactly as written on flip charts in the meeting, is presented immediately following. In some instances, additional notes have been added by each facilitator in parentheses following each comment to clarify the nature of the question. A brief response follows each question or comment as appropriate.



Group 1 (David Nash facilitated)

1. Are small maps from the plan available?

Response: David replied that small maps were available on the City's website.

2. How far will the non-residential (office) zoning go on Village?

(Lady lived on other side of Ireland on Village)

Response: While the plan calls for office and institutional zoning to go west as far as Roxie Avenue, another option would be to extend it as far as the church and the library, on the north and south sides of the street respectively. This option will be presented to City Council.

3. Who will pay for road work on Village Drive?

(Citizen thought that Village was going to be widened, sidewalks, curb and gutter etc.)

Response: There are no plans to widen Village Drive.

4. Status of Roxie as a truck route?

(Liked idea of removing truck route designation but wasn't exactly sure that that was the recommendation.)

Response: The City has designated Roxie as a truck route to keep trucks off smaller residential streets. The consulting team has been told that this is not likely to change.

5. Eminent domain?

Response: David replied that there would be no eminent domain powers exercised in the implementation of this plan.

6. When goes to public hearing—will there be adequate space for citizens to attend?**When is plan to go to City Council?**

Response: David replied that the work schedule calls for the plan to go to City council in 6 to 8 weeks, but he could not promise that with certainty. Council will be made aware of the potential need for extra seating capacity.

7. Will Village Drive be widened more?

(Perhaps beyond Ireland Drive?)

Response: There are no plans to widen Village Drive from its present cross section.

8. Roxie Avenue to Boone Trail?

(Will Roxie in the study area be widened? Old proposal to extend Ireland and Roxie beyond Cumberland)

Response: While there are currently no plans to widen Roxie, it may be appropriate to convert Roxie from a more suburban style street (i.e. shoulders and open swales), to a

more urban street with street trees, sidewalks, curb and gutter, etc. Such a change could create desirable “side friction”, causing traffic to slow down.

9. Will rezoning be done at once or by pieces?

(When study and overlay adopted, will zoning occur as a result, and if so how.)

Response: The plan will recommend that rezonings be completed, as much as possible, in sections of adjacent lots and on both sides of the same street, if appropriate, rather than piecemeal.

10. Re: Area 4 (Roxie Avenue and side streets)—Will there be major changes?

Response: David replied that while no major changes are planned at this time, it is conceivable that the hospital might someday be interested in this area for expansion.

11. Will Conover Drive be a direct route into the back side of the hospital campus for the purpose of making deliveries?

Response: The plan will not encourage the use of Conover Drive for deliveries to the hospital campus. In fact, the plan calls for the preparation of a neighborhood traffic study, to work with Bordeaux neighborhood residents on traffic calming measures to discourage cut through traffic.

12. Will the Bordeaux Shopping Center be expanded so as to take over the homes on Conover Drive?

Response: David replied that there was no need to worry about that as part of this plan.

13. Bordeaux Shopping Center?

(Currently retail, but transitioning to medical mall. Will we lose Roses Dept. Store, Carlie C’s Grocery Store?)

Response: The plan calls for Bordeaux Shopping Center to become a mixed use center with, hopefully, the retention of a grocery store as part of the mix.

14. Walter Reed—Commercial area to stay commercial? Or convert to office?

(Bi-Lo closed. Why couldn’t more medical offices go there rather than Bordeaux?)

Response: So long as the commercial uses in the Walter Reed Road area remain viable, the plan recommends no change in zoning there.

15. Does hospital have a master plan?

Response: David replied that we have been told that the hospital has an older master plan that is no longer relevant in many respects. One recommendation of this special area plan is that the hospital undertake an updated master plan.

Group 2 (Glenn Harbeck facilitated)

- 1. Wanted (zoning) plan to go farther south on Owen Drive.**
(Lady owned property on Owen Drive she would like to rezone.)
Response: The property in question is too far south to be included in the study area.
- 2. Would tax base increase, helping schools, etc.**
(Lady hoped new development would improve services.)
Response: While new development would increase the tax base of the City, any such monies would go into the general fund for use on City services anywhere in the city.
- 3. Is Village wide enough to handle future traffic?**
Response: With or without this plan, traffic volumes on Village Dr. are likely to increase. There are currently no plans to widen Village to meet increased traffic projections.
- 4. Likes reduction of speed on Roxie to 25 mph.**
(Tired of speeders, anything would help.)
Response: The City has designated the section of Roxie Avenue between Raeford Road and Village Drive as a minor thoroughfare. We have been advised that, by policy, minor thoroughfares must have posted speeds of no less than 35 mph.
- 5. Will additional tax base give us better law enforcement?**
(Lady hoped new development would improve law enforcement.)
Response: Monies resulting from an increase the tax base of the City go into the general fund for use on City services anywhere in the city including law enforcement
- 6. Build a bridge over Owen Drive from Raeford south--some sort of skyway.**
Response: This would be prohibitively expensive as well as unsightly.
- 7. Look at drainage from hospital toward Roxie.**
(Hospital property apparently throws runoff onto adjoining residential area.)
Response: This will have to be referred to the City's stormwater management section. Individual property concerns would be dealt with during site plan reviews.
- 8. Steam coming down Roxie when it's cold.**
(Several citizens thought it might be coming from the hospital)
Response: Perhaps best if this question were referred to hospital representatives.
- 9. Supports widening of Cape Center at Roxie.**
(This person owned a home on Cape Center where the road is narrower. Another said that even if Cape Center is widened, it will still be dumping on to narrow Roxie.)
Response: The plan recommends that Cape Center be widened at its western end.

10. Consider one way streets more.

Response: While the plan does not recommend that any area streets be designated as one way, the merits of such designation could be evaluated as part of a neighborhood traffic study for the Bordeaux neighborhood, recommended by the plan.

11. Like whole street zoning rather than piecemeal.

(Several citizens agreed with the plan's recommendation.)

Response: The plan will recommend that rezonings be completed, as much as possible, in sections of adjacent lots and on both sides of the same street, if appropriate, rather than piecemeal.

12. Could plan include a park?

(Man asked if the City could buy land for a park in the area.)

Response: The plan does not recommend the purchase of land for a park in this area but that interest could be raised with the City parks and recreation function as budgets may someday allow.

Group 3 (Jason Hamilton facilitated)**1. Has City of Fayetteville purchased Bordeaux Center?**

Response: No. The plan recommends that a land development agreement be entered into between the City and a private developer, in cooperation with the owner.

2. Loss of shopping center—impacts neighborhood due to loss of stores. Where to shop?

(Concerned that transition to a medical mall would result in loss of convenient shopping.)

Response: The plan calls for Bordeaux Shopping Center to become a mixed use center with, hopefully, the retention of a grocery store and additional retail as part of the mix.

3. Concern with adjacent properties having property tax increase due to rezoning.

(This person thought owning property next to non-residential would increase their taxes.)

Response: A primary objective of the special area plan and overlay district is to stabilize property values and preserve the integrity of neighborhoods near the hospital. Unless a person owns a property that is subject to rezoning, the plan's impact on property values and taxes should be largely neutral. Without the plan, property values may decline.

4. Loss of value due to rezoning.

(This person thought having property next to non-residential would decrease their property value.)

Response: See answer to 3. Above..

5. Access at Walgreens coming down from the north, if turn left at Village, no way to get into this site.

Response: This appears to be mostly an issue of poor interconnectivity between businesses on the north side of Owen. The plan calls for “cross access” between adjoining non-residential properties to help with this issue.

6. Hospital Master Plan—hospital doesn’t have clear direction.

Response: We have been told that the hospital has an older master plan that is no longer relevant in many respects. One recommendation of this special area plan is that the hospital undertake an updated master plan.

7. No protected left turn arrow from southbound Roxie to Village.

(Drivers have a hard time making a left turn across Roxie at this busy intersection, some times of the day.)

Response: The City may need to evaluate the merits of improving this intersection with a left turn arrow.

8. What can City do to eliminate cut-through traffic?

Response: The plan calls for the preparation of a neighborhood traffic study, to work with Bordeaux neighborhood residents on traffic calming measures to discourage cut through traffic.

Group 4 (Karen Weston-Chien facilitated)

1. Hospital waits until you die to buy. Don’t want that.

(Person from Roxie area.)

Response: This issue cannot be addressed through the special area plan.

2. Zoning on “arm” of hospital parking.

(Referring to the rather narrow piece of property the hospital now uses for parking and storage north and west of the main hospital. What is it zoned for presently?)

Response: It is currently zoned P1 for office and institutional uses. The plan calls for this area to continue to be zoned for office and institutional, but with better design standards for height, building scale, and buffering to ensure that development here is a “good neighbor” to nearby residential areas.

3. Roxie very congested by cars. Can’t move.

Response: The City has designated the section of Roxie Avenue between Raeford Road and Village Drive as a minor thoroughfare. This section of Roxie provides a significant alternative to the heavily traveled Owen Drive. So long as this situation continues, traffic on Roxie is apt to remain high, especially during morning and afternoon travel peaks.

4. Roxie on both sides of Village very congested.

Response: See response to 3. above.

5. Consider 4 houses between Roxie and Wayne for rezoning as office and institutional--by church and by school. (Two owners in this location would prefer that the office zoning be extended down Village to take in their properties too.)

Response: While the plan calls for office and institutional zoning to go west only as far as Roxie Avenue, another option would be to extend it a few lots farther-- to the church and the library, on the north and south sides of the street respectively. This option will be presented to City Council.

6. Want buffers between residential and office.

(Statement of support for the plan recommendations.)

Response: The plan calls for very specific, effective buffering requirements between residential and non-residential uses.

7. Timetable of Boone Trail widening?

Response: While Boone Trail is listed on the State's Transportation Improvement Program (TIP, no schedule has been determined for its construction.

8. Concerned that value of land will go down because of speeding on Roxie.

Response: The City has designated the section of Roxie Avenue between Raeford Road and Village Drive as a minor thoroughfare. This section of Roxie provides a significant alternative to the heavily traveled Owen Drive. This plan recommends that Roxie be converted from what is currently a suburban style street (i.e. shoulders and swales), to a more urban style street with street trees, sidewalks, curb and gutter, etc. Such a change could create desirable "side friction", causing traffic to slow down.

9. Concerned about people selling for rentals.

(Meaning that there is a vicious circle between people selling their homes to investors and a downward spiral in the quality of the neighborhood.)

Response: The property tenure map included in Appendix 7.1 to this plan confirms what area residents have been observing first hand for the past decade or more—many homes in neighborhoods nearest the hospital have been transitioning from owner-occupied to renter-occupied. One of the objectives of this plan is to help restore neighborhood stability and stop the downward spiral.

10. Do want to remove truck route from Roxie.

(Statement of support for the preliminary plan recommendations.)

Response: Response: Since the preliminary plan was prepared, the consulting team has been informed that the City designated Roxie as a truck route to keep trucks off smaller residential streets in the area. The City is not likely to change the truck route designation.

11. Likes trees.

(Statement of support for plan recommendations.)

Response: For non-residential developments, the plan does set forth requirements for a street tree for every 50 feet of street frontage, a shade tree within 60 feet (measured from trunk) of all parking spaces, and an evergreen buffer at least 25 feet in height adjoining residentially zoned properties .

12. Like 20,000 sq ft minimum lot size.

(Statement of support for the plan recommendations.)

Response: The purpose of the 20,000 sq. ft. minimum lot size is to prevent developers from “shoe-horning” non-residential buildings on to former residential lots that are too small to accommodate adequate parking, landscaping and buffering.

13. Storm water regulations.

(Drainage is an issue in some locations.)

Response: Stormwater standards will need to be addressed as part of the site plan review required for all non-residential developments within the overlay area.

14. Preserve existing trees.

(Can existing trees be preserved too?)

Response: It may be possible to preserve existing trees on larger properties (i.e. property owned by the hospital) where there is some flexibility as to how buildings and parking areas are laid out. For smaller lots, this may be more challenging, but it is hoped that requirements for street trees, parking lot trees and evergreen buffers will ultimately accomplish a similar purpose.

15. Encourage existing development upgrade.

(Improve existing development.)

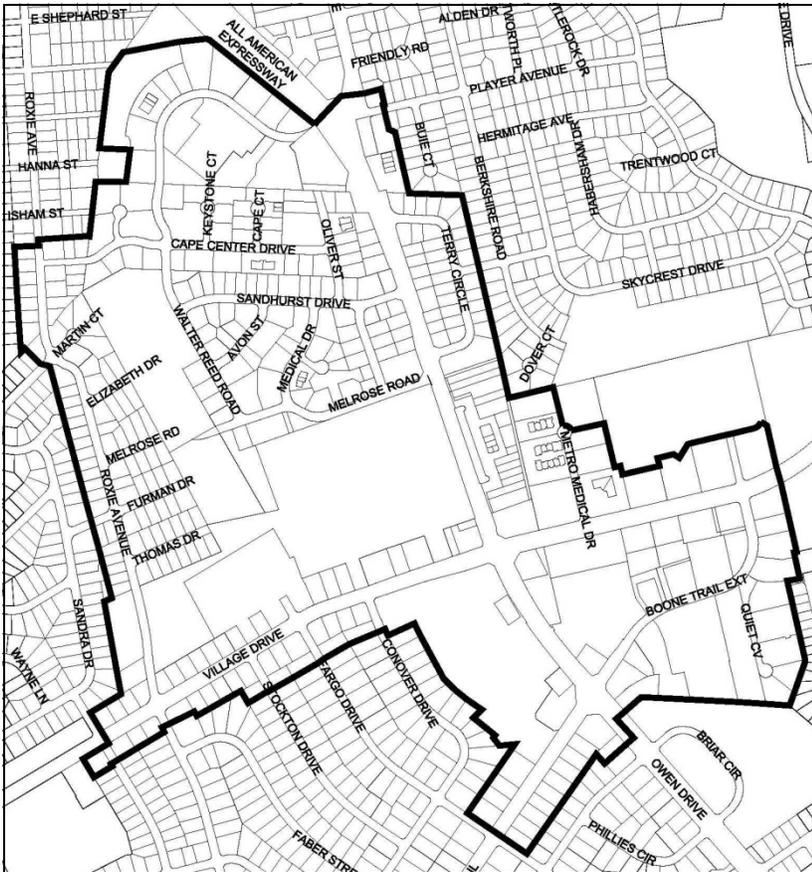
Response: A primary purpose of the special area plan is to establish new minimum requirements so that all non-residential development will be an asset to the business community of which they are a part and to residential neighborhoods in the vicinity.

16. Would rather have all second sets of lots off Village in District and rezoned—whole way, not just those 2 between Fargo and Conover.

(Referring to recommended change in zoning from residential to office on the south side of Village Drive.)

Response: After the meeting at which the preliminary plan was presented, this request was considered and accepted; several additional second row lots were recommended for rezoning to offices along the south side of Village Drive.

Appendix 7.4: Hospital Area Overlay



The above Hospital Area Overlay was adopted as part of the City's Development Ordinance on December 13, 2010. The standards associated with this overlay apply to all non-residential development within the area.

PURPOSES OF THE HOSPITAL AREA OVERLAY

The Hospital Area Overlay is one of the most significant means for implementing the Hospital Area Plan. There are three primary purposes for the Overlay:

1. To ensure a higher quality of office and commercial development.

There has been great variation in the quality of non-residential development in the hospital area. While some development near the hospital has contributed to a newer, positive image for the area, other developments have detracted. The design standards of the overlay will assure that, going forward, all developments in the area will abide by the same higher standards.

2. To protect nearby residential properties and preserve property values.

The standards of the Overlay will serve to protect residential property values in the area by assuring that new buildings are of an appropriate design and scale for their locations, and that they have adequate parking, landscaping, and buffering.

3. To require site plan review for non-residential development proposals.

The application of the overlay will require that non-residential developments go through a site plan review process to assure that they are in keeping with the standards of the area and that they will be "good neighbors" to surrounding properties.

The Overlay District that follows has been formatted by City Staff for compatibility with the structure of the City's existing development ordinance as of December 13, 2010.

HOSPITAL AREA OVERLAY (HAO) DISTRICT

(a) Purpose

The purpose of this district is to protect the public health, safety and welfare in the vicinity of the Cape Fear Valley Hospital by lessening conflicts between residential and non-residential land uses and by promoting compatible quality development. Specifically, the requirements of the overlay are intended to:

- (1)** Protect surrounding neighborhoods from being adversely affected by inappropriate or poor quality development.
- (2)** Allow for compact development, providing adequate room for parking, landscaping and buffering.
- (3)** Create more attractive, pedestrian-friendly developments, less dominated by the automobile.
- (4)** Minimize traffic impacts through specified land uses, access management, traffic calming, street improvements, intersection improvements and other means.

(b) Applicability and Permits Required

- (1)** The provisions of this section shall apply to all new non-residential development within the Hospital Area Overlay District (HAO) and any addition, remodeling, relocation or construction of non-residential property requiring a zoning permit or a building permit.
- (2)** No zoning or building permit may be issued until the City Manager determines that the proposal complies with all design standards of this overlay district, as well as those of the underlying zoning district.
- (3)** A Special Use Permit shall also be required for non-residential development within 100 feet of a lot occupied by a single family dwelling.
- (4)** In the case of conflict between these standards and other design standards of this Ordinance, the design standards of this overlay shall control.
- (5)** The boundary of the Hospital Area Overlay (HAO) District is hereby established as shown on the map included on the Introduction page of Appendix 7.4 of the Hospital Area Plan. This map is hereby declared to be a part of this chapter. A copy of this map is on file in the office of the city clerk. The boundary of the HAO is also established as a layer on the Official Zoning Map in digital format and is hereby adopted and incorporated into these provisions.

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(c) Permitted Land Uses and General Requirements

All land uses permitted in the underlying zoning districts shall continue as a permitted use within the overlay area except as noted in paragraph (d) below. All district, area, yard and height regulations, and all additional requirements for underlying districts shall continue to apply except as otherwise noted in this section.

(d) Certain Streets Reserved for Offices and Single Family Residences Only

While the P1, P2, and P4 Districts of this Ordinance allow for uses other than offices, some street segments within the Overlay area zoned for P1, P2, and P4 shall be reserved only for existing single family residences and an appropriate range of office and medical uses. Specifically, the following types of office and medical facilities, in addition to existing single family residences, are permitted along certain street segments when zoned P1, P2 or P4 within the Overlay area.

- **Medical or Dental Clinic**

An establishment where patients are admitted for examination and treatment by one or more physicians, dentists or psychologists and where patients are not usually lodged overnight.

- **Medical or Dental Lab**

Facilities and offices for performing diagnostic or therapeutic medical procedures of a nonsurgical nature.

- **Medical Treatment Facility**

A small-scale facility which may or may not be located in a converted dwelling or residence for the short term care and treatment of up to 20 chronically or terminally ill patients on an overnight basis. Such facilities may include sleeping rooms for care workers and members of patient's families.

- **Office, Business Services**

A room, or group of rooms used for conducting the affairs of a general business establishment, other than financial services and professional services. Examples of business services office uses include offices for retail and wholesale establishments.

- **Office, Professional Services**

A room or group of rooms used for conducting the affairs of a business, profession, or service industry. Examples of professional services offices include offices for lawyers, accountants, engineers, architects, doctors, dentists, and similar professions.

- **Office, Sales**

A room or group of rooms used for conducting the affairs of a business engaged in the buying and/or selling of real or personal property, services, or

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other products, such as real estate sales, artwork, artifacts, or other specialized services.

Other types of typically larger or more intensive uses are specifically not permitted so as to protect nearby residential neighborhoods from encroachment by incompatible land uses. The intent of this range of uses is to (a) allow existing residents to continue to live in and enjoy their homes, (b) provide for and encourage office and medical uses supportive of the economy of this sector of the City, and (c) provide for an appropriate transitional use between the hospital and nearby neighborhoods. The specific locations reserved for these uses are identified below and on the zoning map:

(1) Village Drive

from Conover Drive west to vicinity of Wayne Lane (see map for specific variation on north and south sides of street).

(2) Owen Drive and Terry Circle

from one lot north of Player Avenue to the south entrance of Terry Circle.

(3) Boone Trail, west

from the existing non-residential zoning near Owen Drive and Bordeaux Shopping Center to the intersection of Boone Trail and Fargo Drive.

(e) Numerical Performance Standards

(1) Minimum Lot Size

The minimum lot size shall be twenty thousand (20,000) square feet. A reduction in the minimum lot size of up to ten percent (10%) may be approved administratively, provided that this meets the purpose and other standards of the overlay.

(2) Maximum Floor Area Ratio

A maximum floor area ratio (FAR) of .33 (i.e. thirty-three hundred (3300) square feet of heated building space for every ten thousand (10,000) square feet of lot area) shall apply when surface parking is employed. Developments with parking under the building or in a parking deck may exceed the maximum FAR, provided that all parking, landscaping and buffering requirements can still be met.

(3) Front Yard “Build To” Line

The front face of the principal building shall be placed at a “build to” line ten (10) feet from the front yard street right of way. A greater setback of up to fifteen (15) feet from the right of way may be approved administratively.

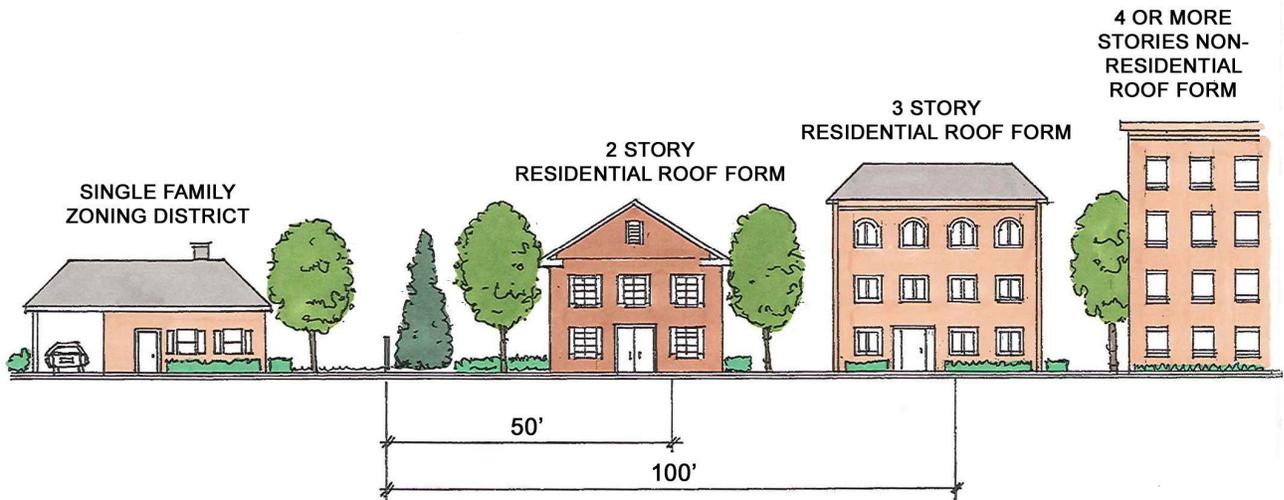
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(f) Building Heights and Roof Forms (See illustration below)

- (1)** Any non-residential building located within fifty (50) feet of a lot line shared with an existing single family zoning district shall not exceed two (2) stories or thirty-five (35) feet in height and shall have a residential style roof form (i.e. hipped or gabled).
- (2)** Any non-residential building located between fifty (50) and one hundred (100) feet of a lot line shared with an existing single family zoning district shall not exceed three (3) stories or forty-five (45) feet in height and shall have a residential style roof form (i.e. hipped or gabled).
- (3)** Any non-residential building located over one hundred (100) feet from a lot line shared with an existing single family zoning district may be four (4) or more stories in height and may have a non-residential style roof form (i.e. flat or other).
- (4)** Buildings may have sections stepped in height so long as each section is built in compliance with the height/distance standards set forth under paragraphs (1), (2), and (3) above.



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(g) Parking

(1) Number of Parking Spaces

a. Office Uses. There shall be three (3) parking spaces for every one thousand (1000) square feet of heated office space. This requirement shall supersede the parking requirements for offices specified in other sections of this Ordinance.

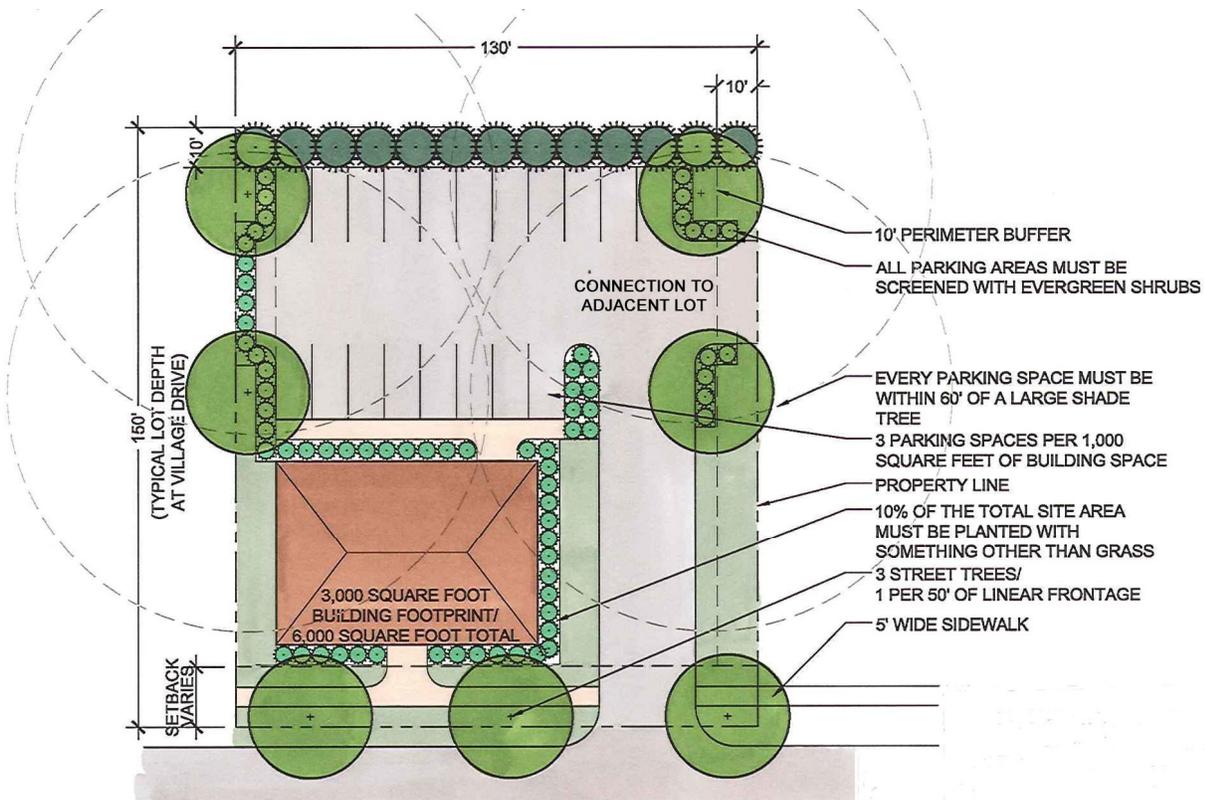
b. All Other Non-Residential Uses. Parking requirements for all non-residential uses other than offices, including health care facilities, shall comply with the parking requirements of other sections of this Ordinance.

(2) Location of Parking

New buildings shall have parking generally located behind the rear building face of the principal building on the lot. Up to 25% of parking spaces may be located at the side of the building rearward of the front building face.

(3) Parking Lot Cross-Access

Cross-access between adjoining lots shall be provided in accordance with the drawing below and other sections of this Ordinance.



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(h) Landscaping Requirements

(1) General.

Ten percent (10%) of the total site area must be planted with something other than grass. Required planting materials shall correspond to the approved materials listed in Section 30-296 of this Ordinance.

(2) Street Trees

There shall be an approved street tree for every fifty (50) feet of street frontage, including both front and side streets.

(3) Parking Lot Shade Trees

No parking space shall be separated from the trunk of a shade or canopy tree by more than sixty (60) feet.

(4) Parking Lot Perimeter Landscape Screen

The edge of all areas containing parking spaces shall be planted with a continuous evergreen landscape screen of a type that will reach thirty-six (36) inches in height at maturity within five (5) years of building occupancy.

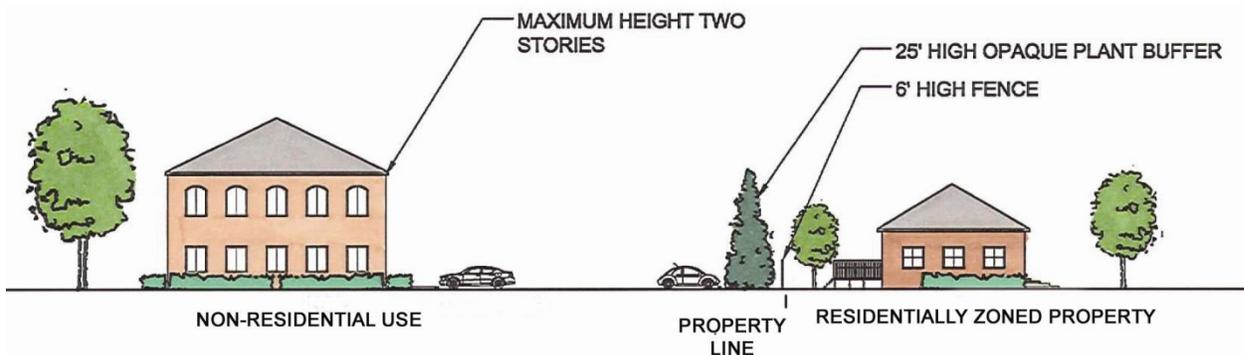
(i) Buffering Requirements

(1) Perimeter Buffer

There shall be a ten (10) foot wide perimeter buffer along all property lines, regardless of the adjoining land use. No buildings or parking areas may encroach into the perimeter buffer. Permitted encroachments (e.g. fences) are as specified in other sections of this Ordinance..

(2) Residential Buffer

A combination fence and vegetated buffer shall be required along any property line adjoining a residentially zoned property. (see below)



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- a. Fence.** The good side of the fence must face the residential side and be a minimum of six (6) feet in height.
- b. Vegetation.** Approved vegetation must include evergreen plant material of a type that will provide a completely opaque buffer greater than or equal to twenty-five (25) feet in height within five (5) years of building occupancy.

(j) Sidewalks

Upon development activity reviewed under the requirements of this overlay, a sidewalk no less than five (5) feet in width shall be provided along the street faces of all non-residentially zoned properties within the overlay district.