PLANWake Comprehensive Plan

Wake County Board of Commissioners

November 12, 2019

WAKE COUNTY
NORTH CAROLINA

@wakegov

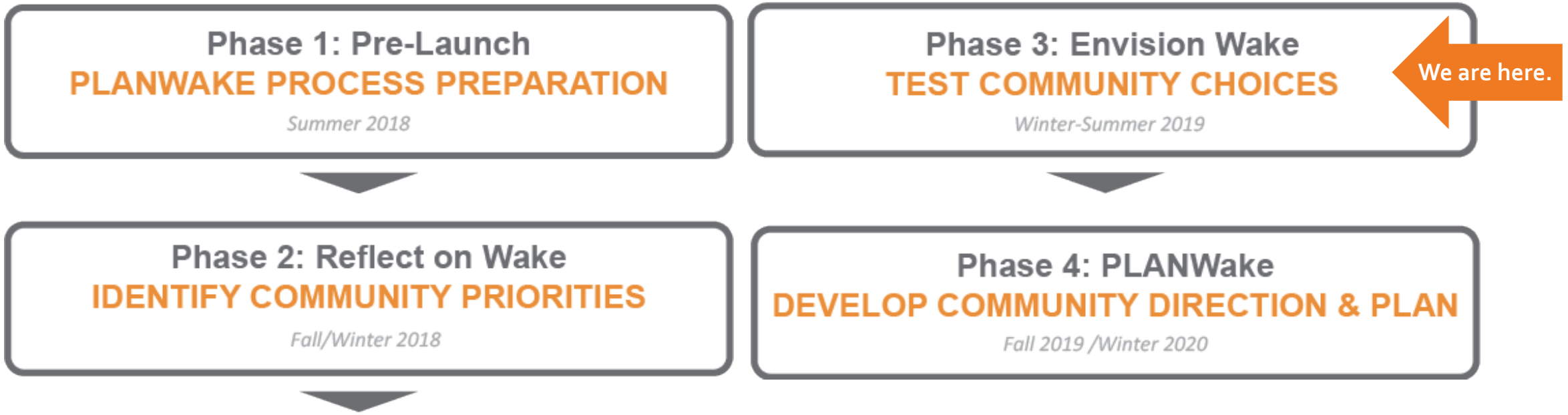
wakegov.com

What We Will Share Today

1. PLANWake Public Feedback
2. PLANWake Vision & Goals Framework for Consideration
3. Growth Approach Ideas for Consideration

PLANWAKE
GUIDING OUR COUNTY'S FUTURE

Where We Are in the Process

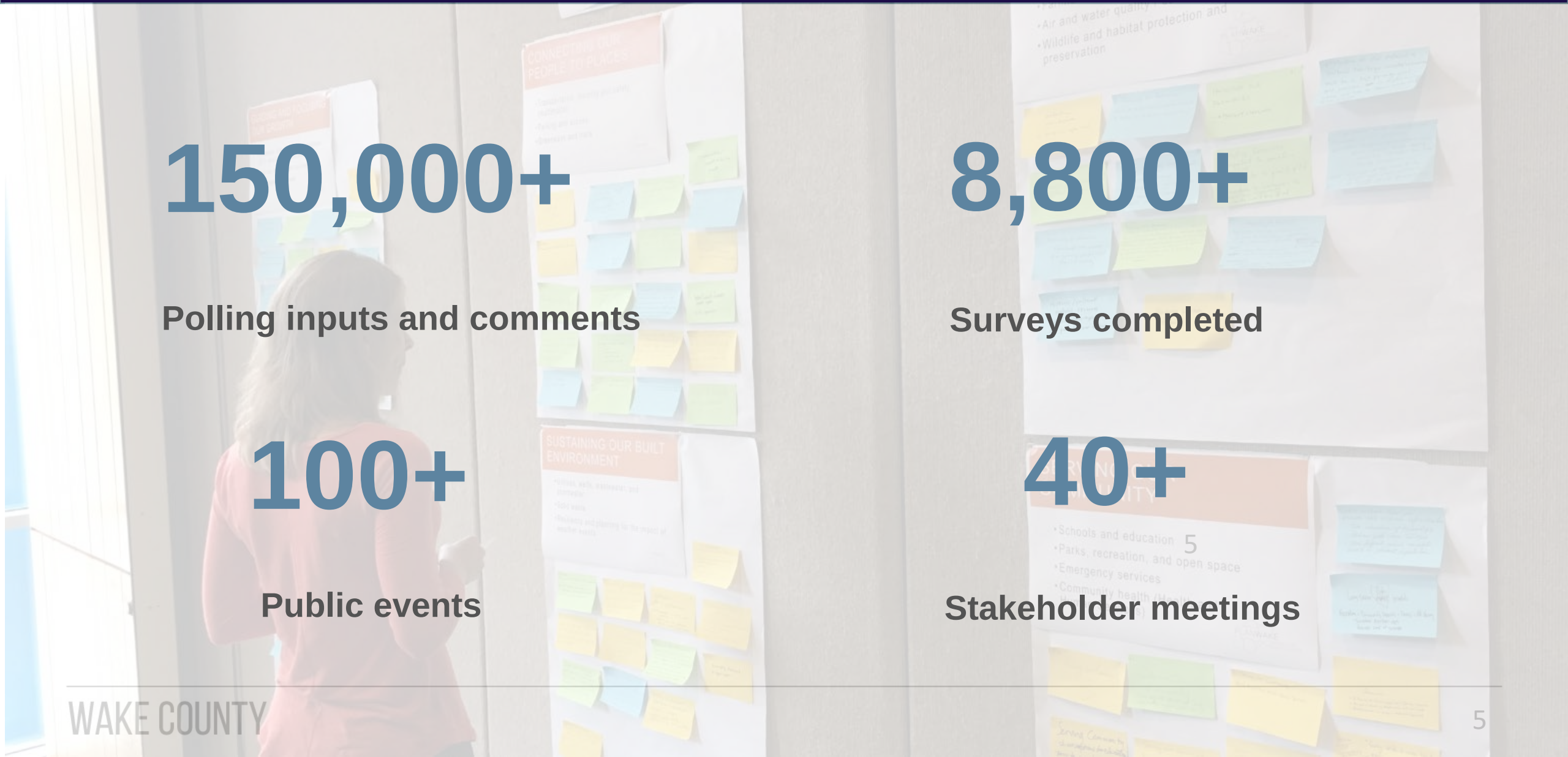


Today's Focus - Report on Phase 3: Envision Wake

PLANWake Public Feedback

Community Priorities
Policy Directions
Further Testing (Growth Approach)

Outreach By the Numbers (Surveys 1 & 2)



150,000+

Polling inputs and comments

8,800+

Surveys completed

100+

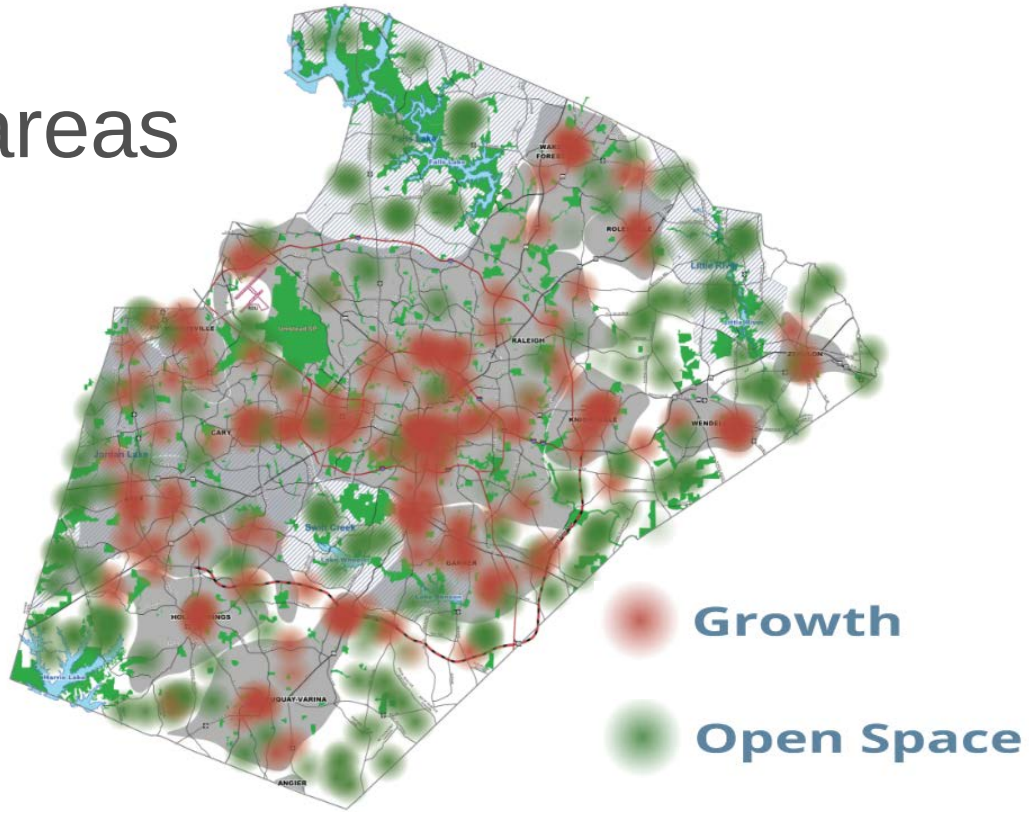
Public events

40+

Stakeholder meetings

Community Priorities: Survey #1

- Significant change is needed to plan for growth
- Protect open space and natural areas
- Direct growth to towns
- Create walkable environments



What Residents Told Us - Examples

Survey #1

- Most important to provide high quality schools and educational opportunities
- 3rd highest concern is growing cost of living, including housing

Survey #2

73% - Neighborhoods should be affordable for all

84% - County should focus on ensuring all have opportunities to prosper

Inclusive & Equitable

What Residents Told Us - Examples

88% - Need to focus on providing choices for moving around

94% - Ensure all modes of travel (walk, bike, drive, etc.) are safe

92% - County should consider health when making development choices

94% - Need to eliminate environmental concerns like water contamination

Healthy & Active

What Residents Told Us - Examples

75% - Identify future locations for housing and commercial centers

74% - Keep some areas rural by limiting housing and commercial growth

71% - Don’t accept the loss of special places and environments to growth

91% - Create a green space network linking cultural and natural features

93% - Plan for, protect, and preserve resource capacity (water, energy, sewer)

74% - Concerned that resources will be impacted by growth

Sustainable & Vibrant

PLANWake Key Vision Outcomes

Wake County will be…

INCLUSIVE AND EQUITABLE

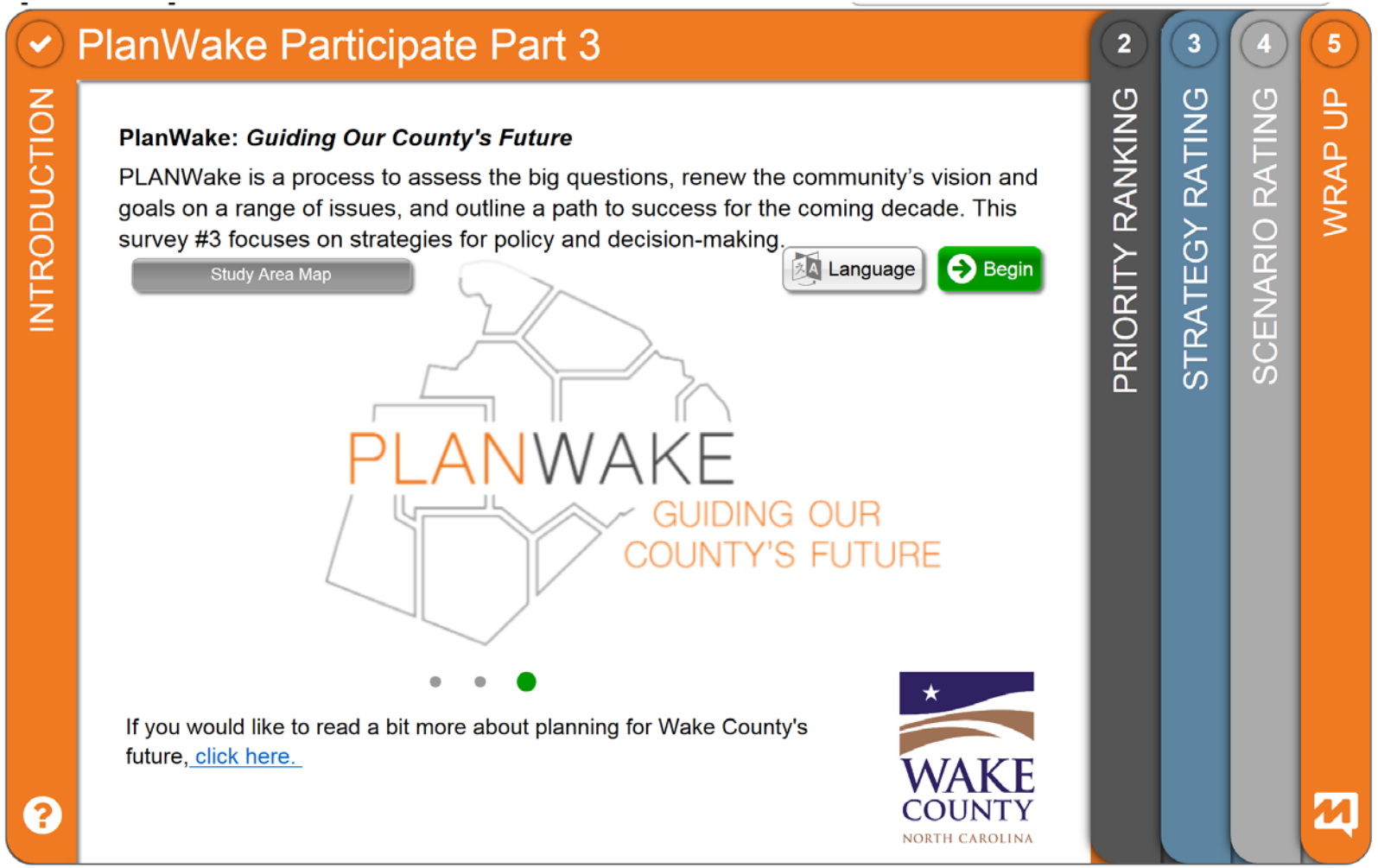
HEALTHY AND ACTIVE

SUSTAINABLE AND VIBRANT

But What About Specific Policies?

- There is agreement about the policy direction we need to be heading toward
- There are differing opinions about how to get there and these will be tested further in Survey #3
- Comprehensive Plan will need to use a suite of goals/tools that balance policy tradeoffs
- Continued discussions are important for getting the balance “right”
- Opportunity to educate residents and stakeholders on benefits and tradeoffs of tools

Next Steps: Survey #3



Focus on Growth and Conservation

Testing Growth Alternatives and Policy Directions

PLANWake Vision & Goals Framework

For Context:

Vision Outcomes
Working Performance Goals

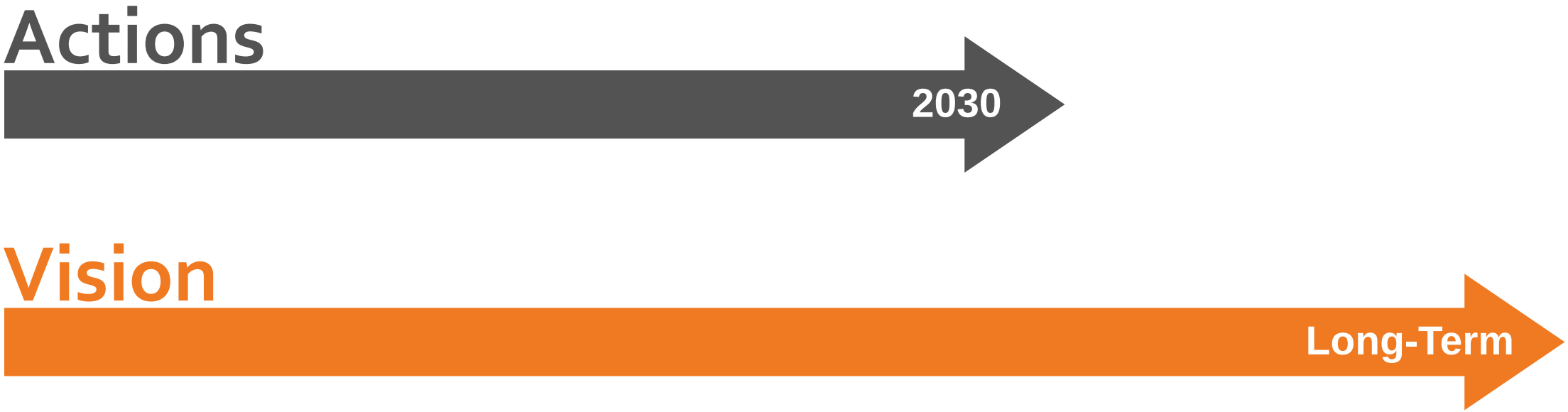
PLANWake Purpose

PLANWake Will be Wake County's Highest Policy and Action Guide for Decision-Makers.

- Growth Management
- Economic Development and Social Equity
- Transportation and Connectivity
- Built Environment
- Public Services and Facilities
- Resource Protection

PLANWake Timeline

PLANWake Will Consider the Long-Term and Focus on Achievable Actions for the Next 10 Years.



Identify Desired Outcomes and Policies:
Comprehensive Plans and Department Strategies
Establish Work Priorities:
Board Goals/Align Strategies
Allocate Resources:
Budget/CIP
Implement Priorities:
Workplans/Projects
Evaluate and Measure:
Performance Reports and Dashboards

PLANWake Key Vision Outcomes

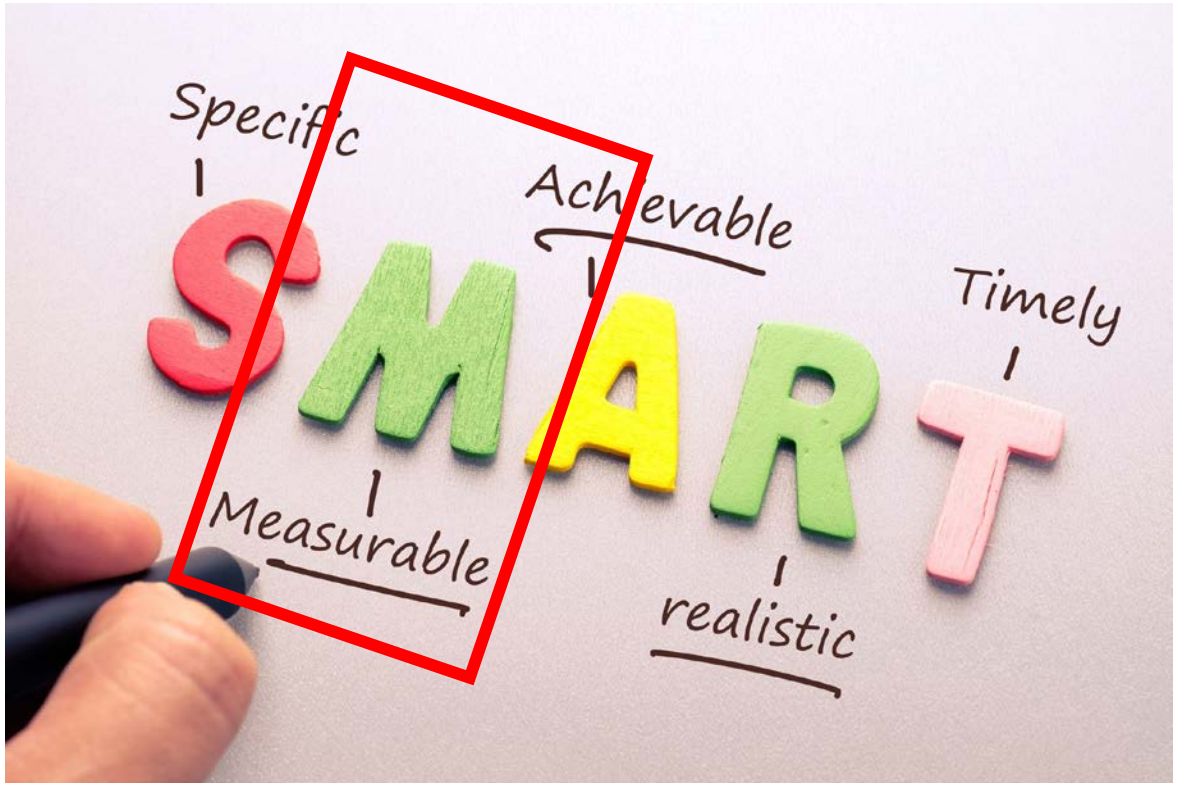
Inclusive and Equitable

Healthy and Active

Sustainable and Vibrant

Establishing the Framework for Outcomes

- **Past Wake County Plans have been thoughtfully crafted but lacked measurable goals for tracking progress**
- **Result is a plan with strong policy direction that doesn't identify concrete action**
- **Successful plans are SMART plans**



Avoiding Pitfalls in Setting Measurable Goals

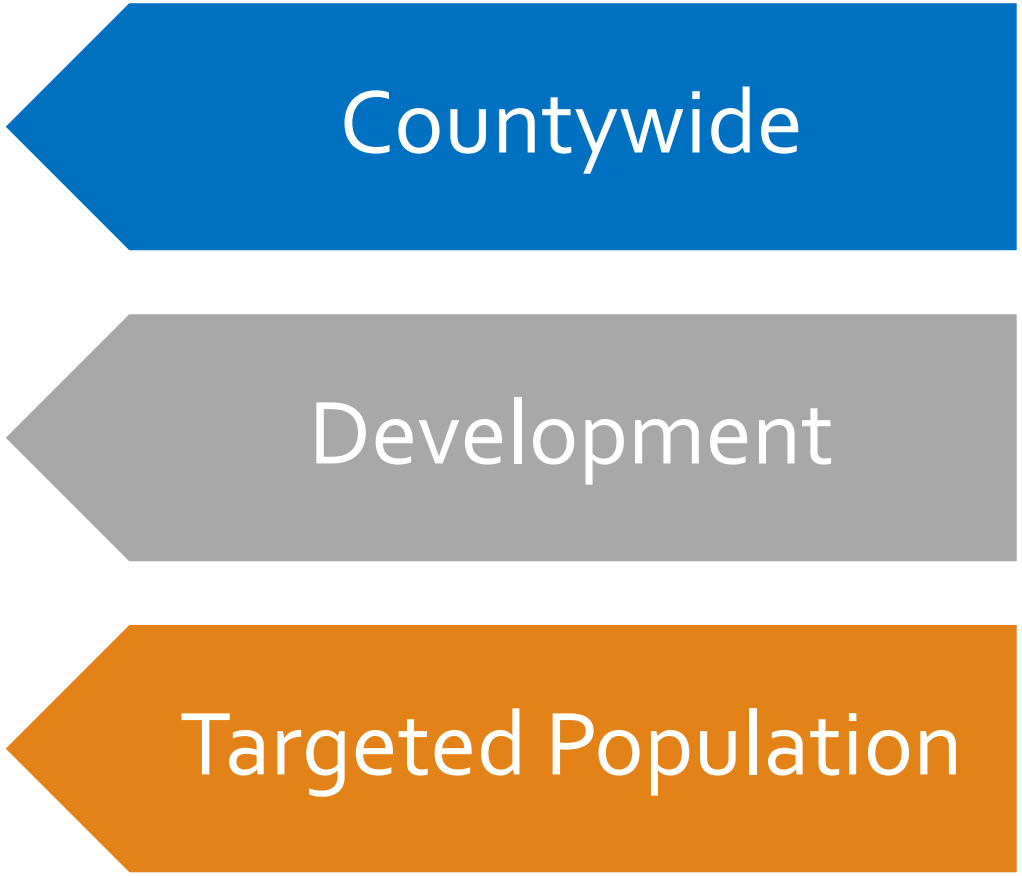
- Too many measures
- Can’t measure the metric
- Metrics too detailed
- Metrics don’t reflect desired change

PLANWake Approach: Performance Goals

Performance Goals will be designed to:

- Provide a targeted # of metrics for evaluating performance
- Relevant across County Departments and Services
- Relevant across PLANWake Vision Outcomes (systems approach)
- Reflect multiple impacts on the community

PLANWake Approach: Performance Goals



Countywide Working Performance Goals

- **Increase travel options and reduce car-dependence**
- **Decrease population experiencing severe housing problems**
- **Achieve goal of 30 percent protected open space**

Countywide

Development Working Performance Goals

- **Increase population and job growth in places with access to transit**

- **Maintain and expand tree canopy as part of new development**

Development

Targeted Population Working Performance Goals

- **Reduce the % of households burdened by the cost of housing and transportation**

- **Expand access to services for vulnerable populations**

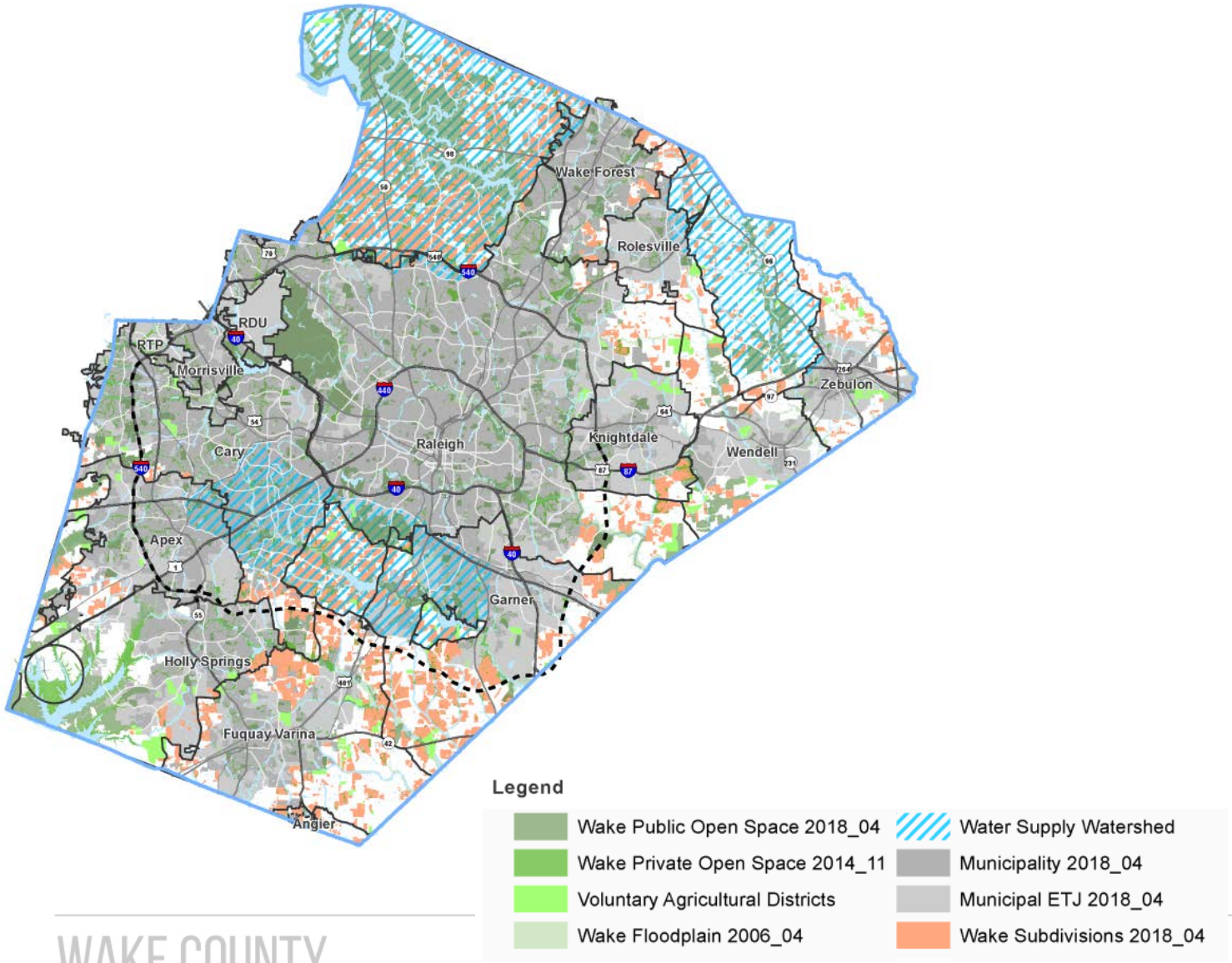
Targeted Population

Growth Approach Ideas

For Consideration:

Intentional Growth Approach

PLANWake Testing Growth Alternatives



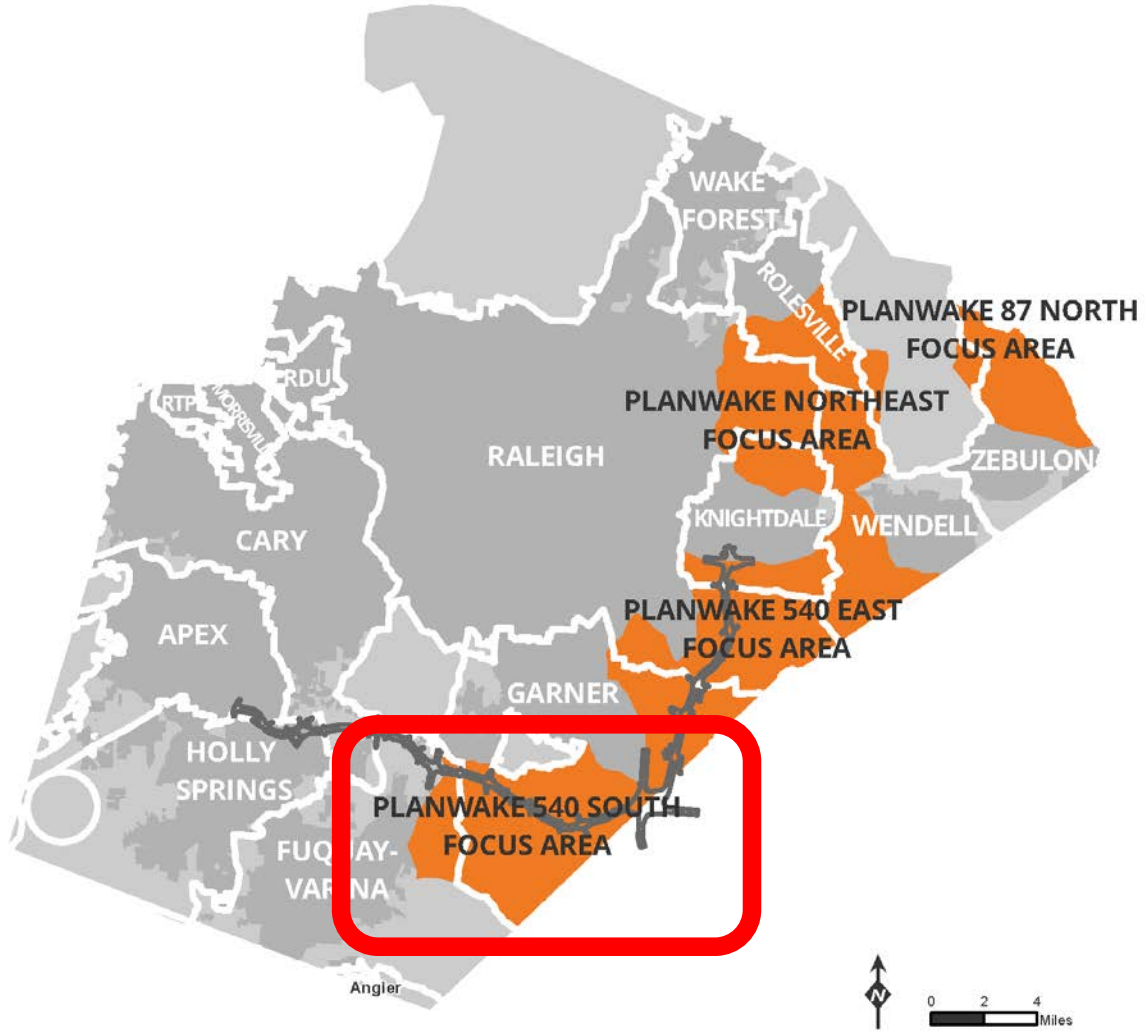
What We've Learned:

Growth in County Subdivisions is Not Achieving Four Priorities & Creates Challenges for Long Range Municipal Planning

Challenges to Maintaining and Promoting:

- Cohesive land use, design, and connectivity
- Providing municipal utilities around and among county areas
- Providing municipal services in areas with fragmented jurisdictions

PLANWake Testing Growth Alternatives



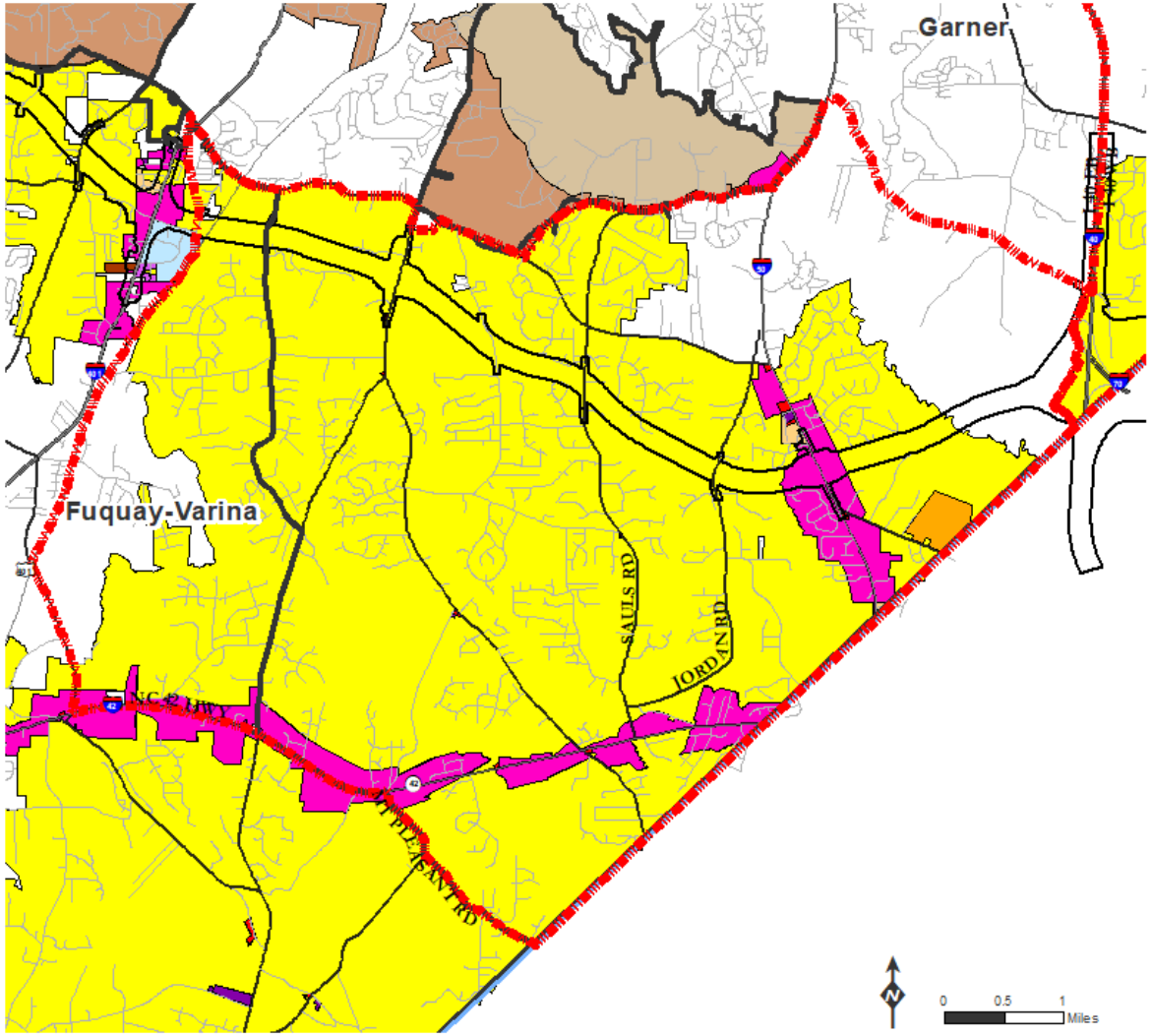
Testing Growth Alternatives: PLANWake Focus Areas

Areas for testing a different growth management approach

- Focused testing - Plan to apply Countywide
- Models for other areas

White lines show municipal urban services boundaries

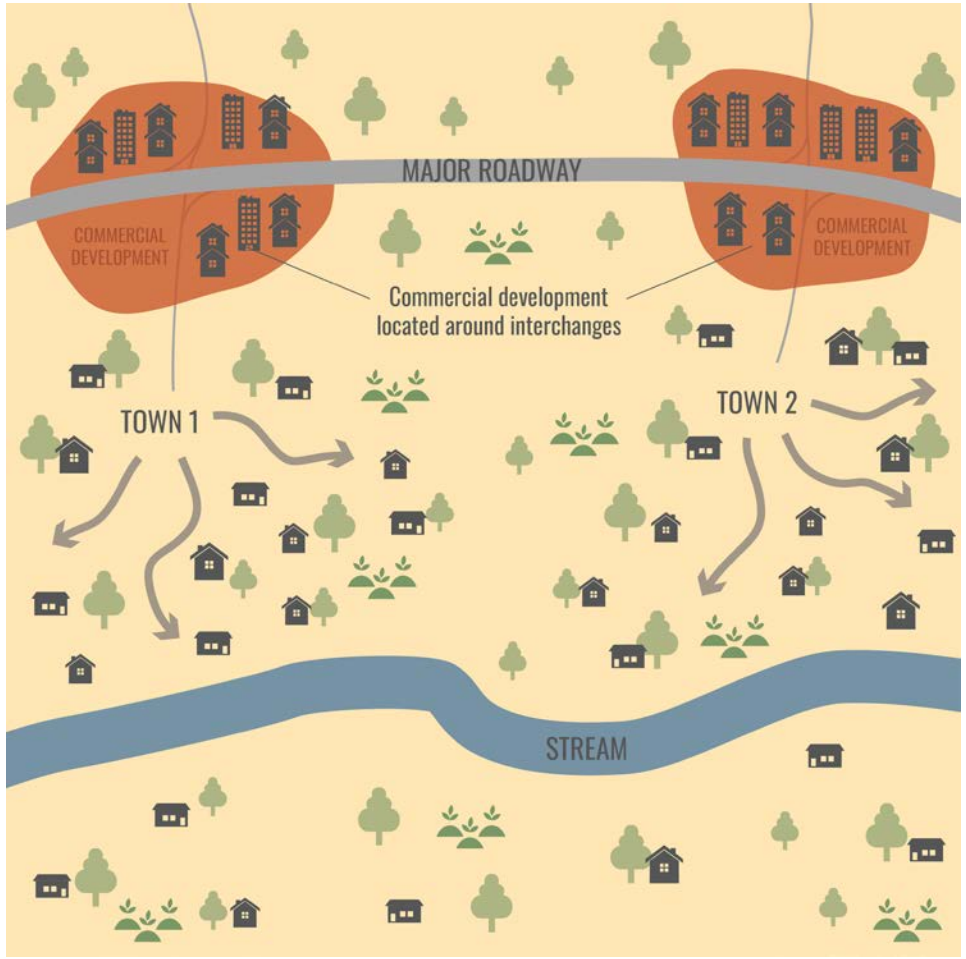
PLANWake Testing Growth Alternatives



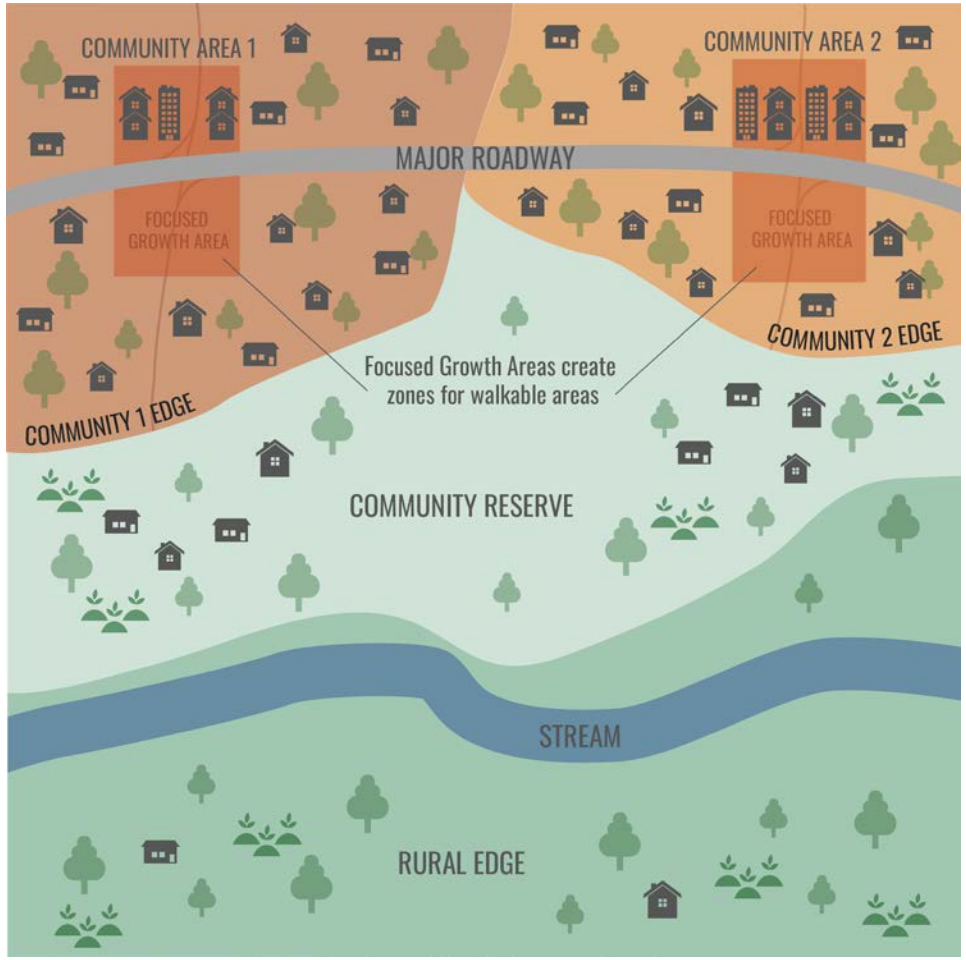
1 home per 30,000 sq ft

PLANWake Testing Growth Alternatives

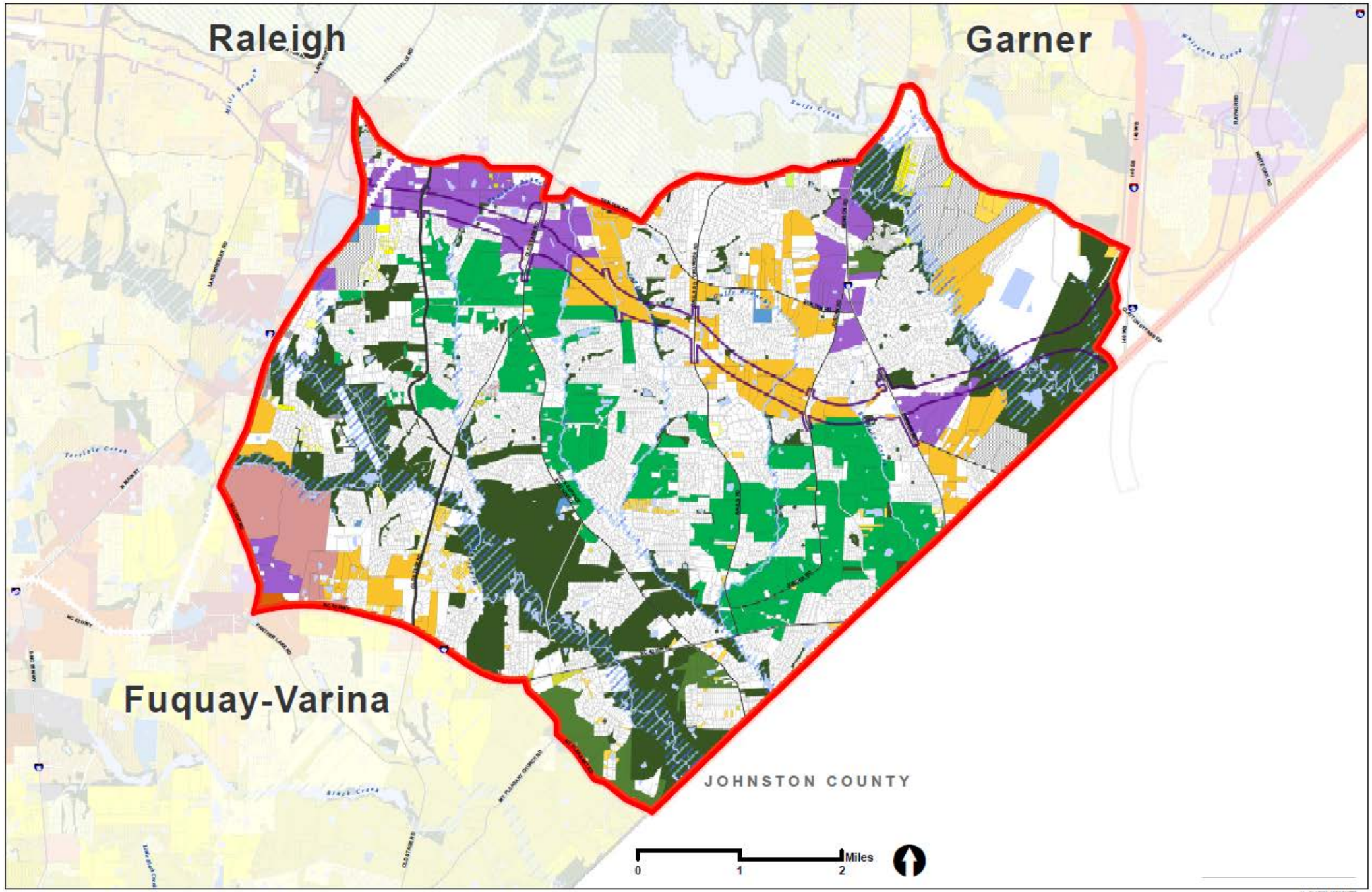
GA 1: Dispersed Growth



GA 2: Intentional Growth



PLANWake 540 South - Growth Alternative #2



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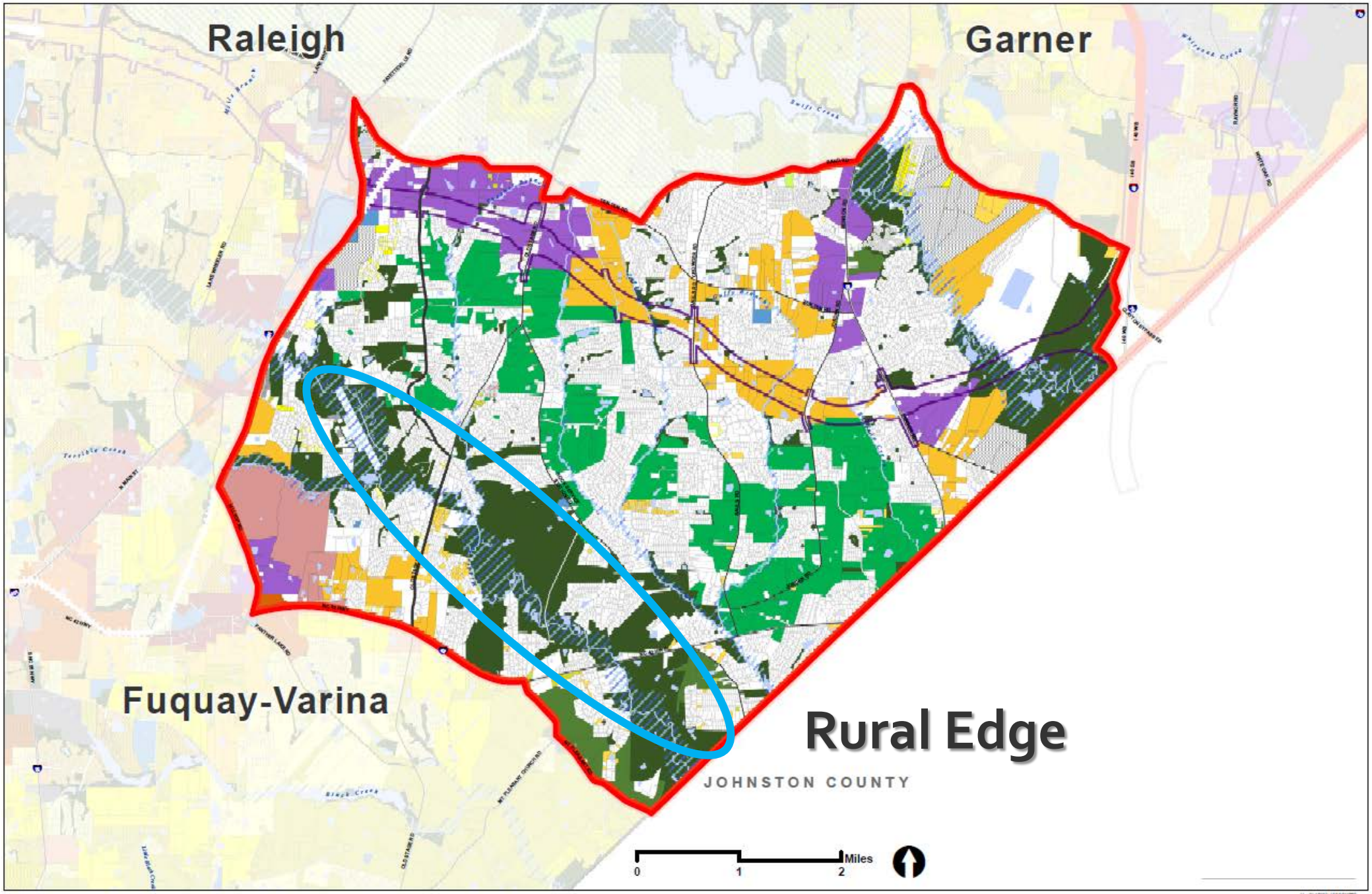

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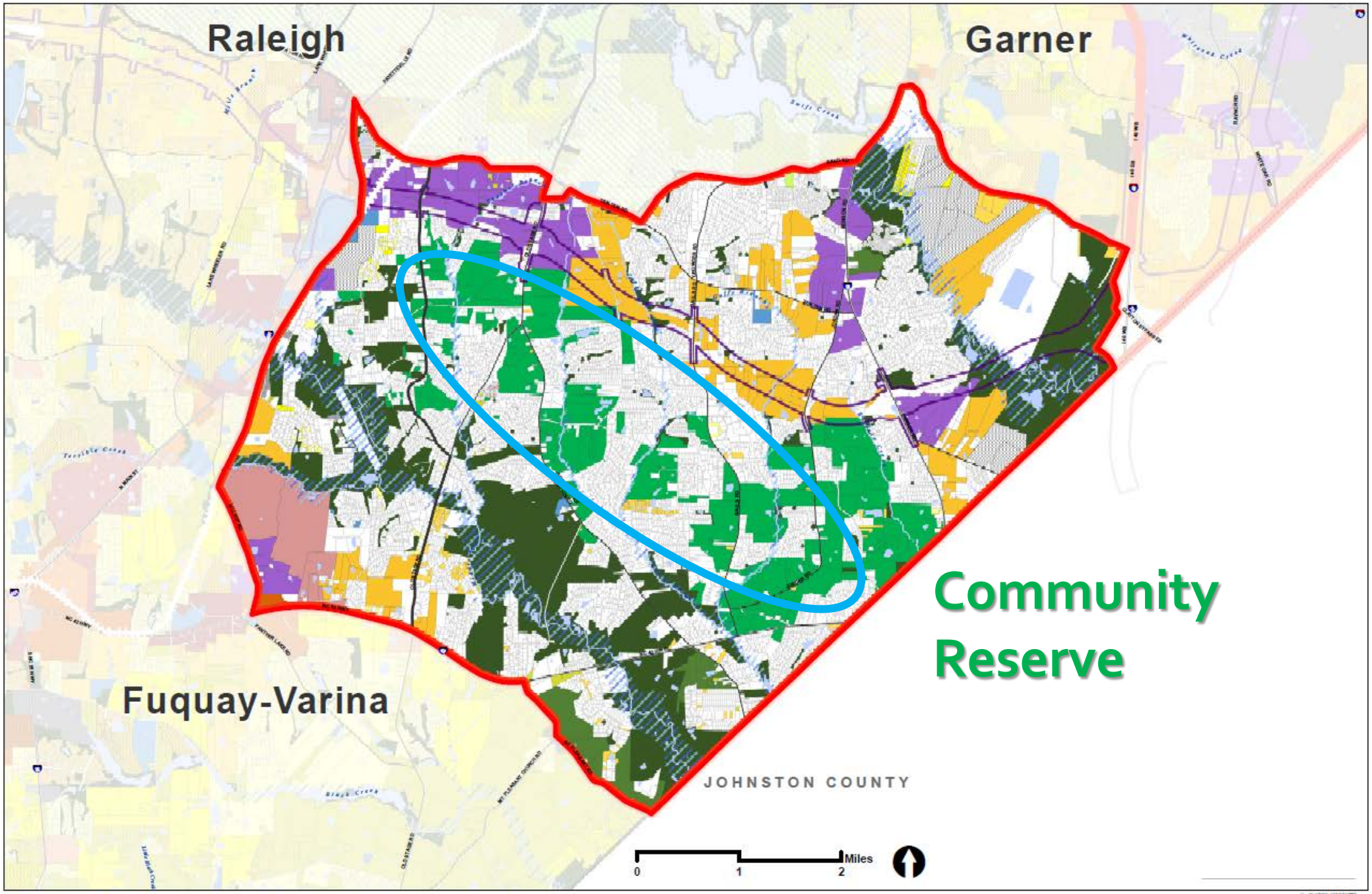

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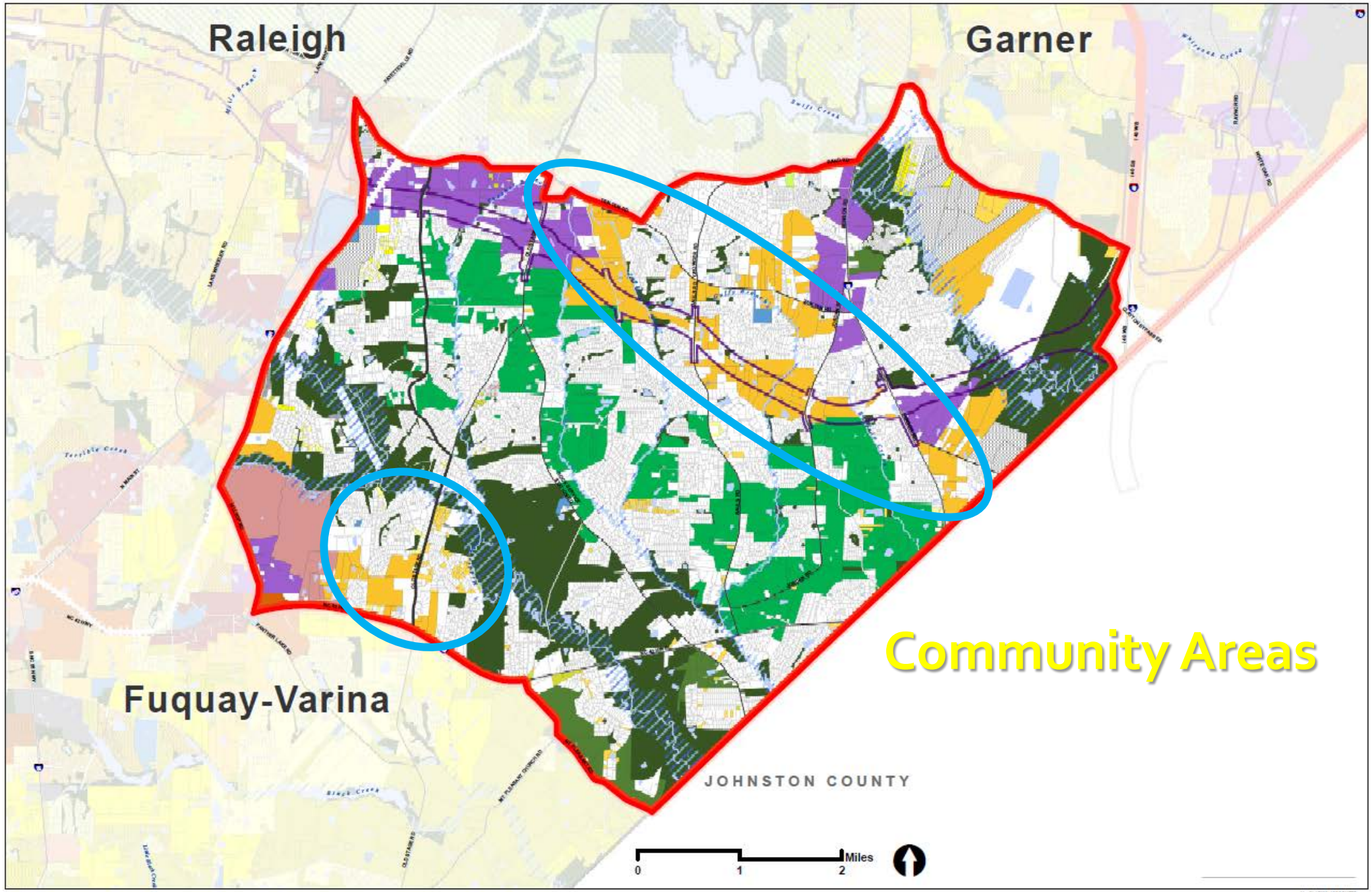

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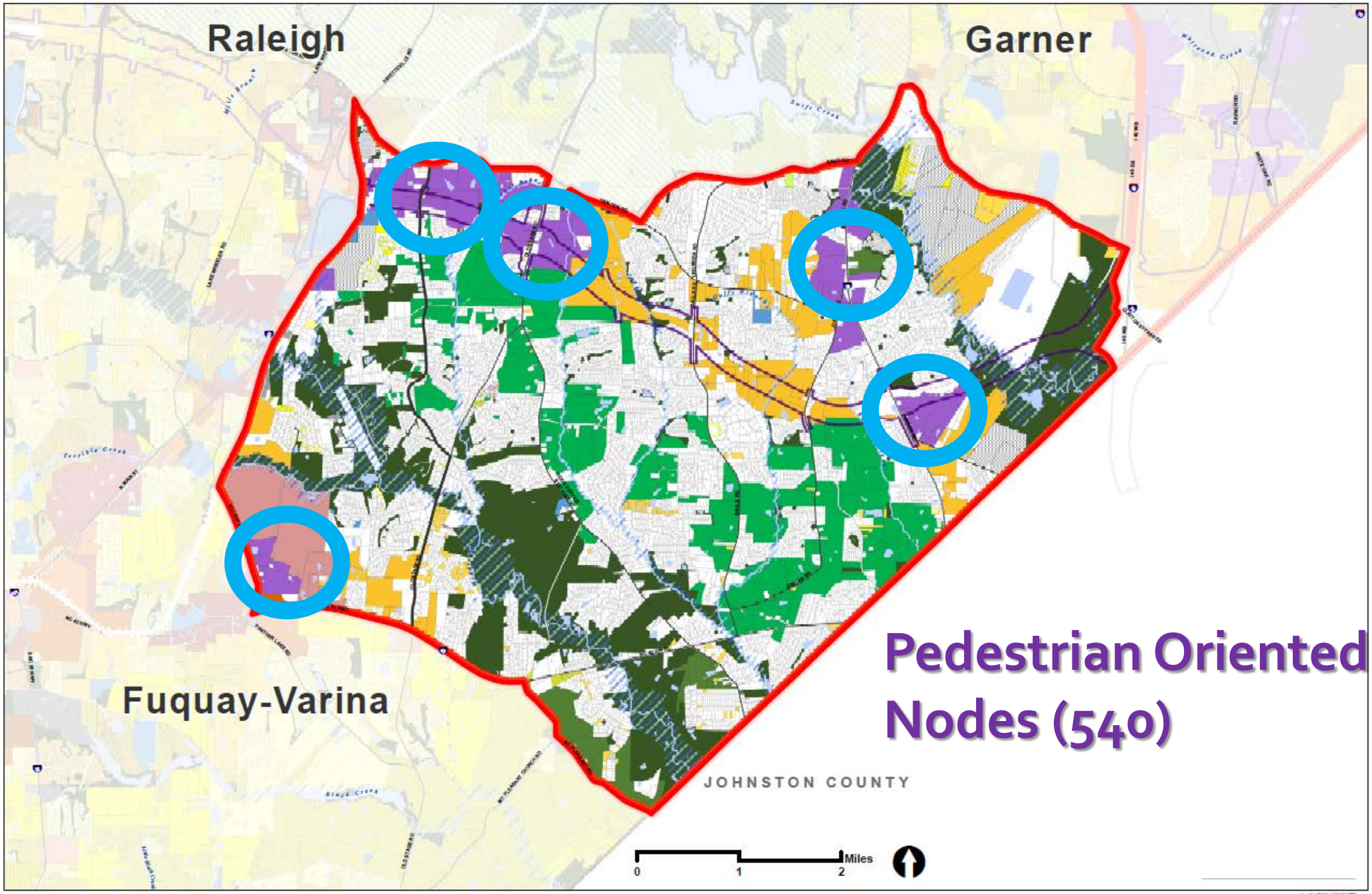


Pedestrian Oriented Nodes (540)

PLANWake Testing Growth Alternatives

Rural Edge

- Not needed to accommodate projected growth
- Prioritize Open Space / Ag Area Preservation through Partnerships
- Open Spaces “in use”
- Incentivize Set-Aside for Open Space (60%+)
- Unit yield equivalent may be lower than traditional subdivision

PLANWake Testing Growth Alternatives

Community Reserve

- Incentivize Set-Aside for Open Space (40%+)
- Unit yield equivalent to traditional subdivision
- Street design to match municipal standards
- Connectivity increased
- Limit approvals to projects meeting standards

PLANWake Testing Growth Alternatives

Community Areas

- Municipal or “Municipal Ready” Development
- May Require More Time for Infrastructure Investments
- Connectivity Requirements
- Delay Approval for Annexation

PLANWake Testing Growth Alternatives

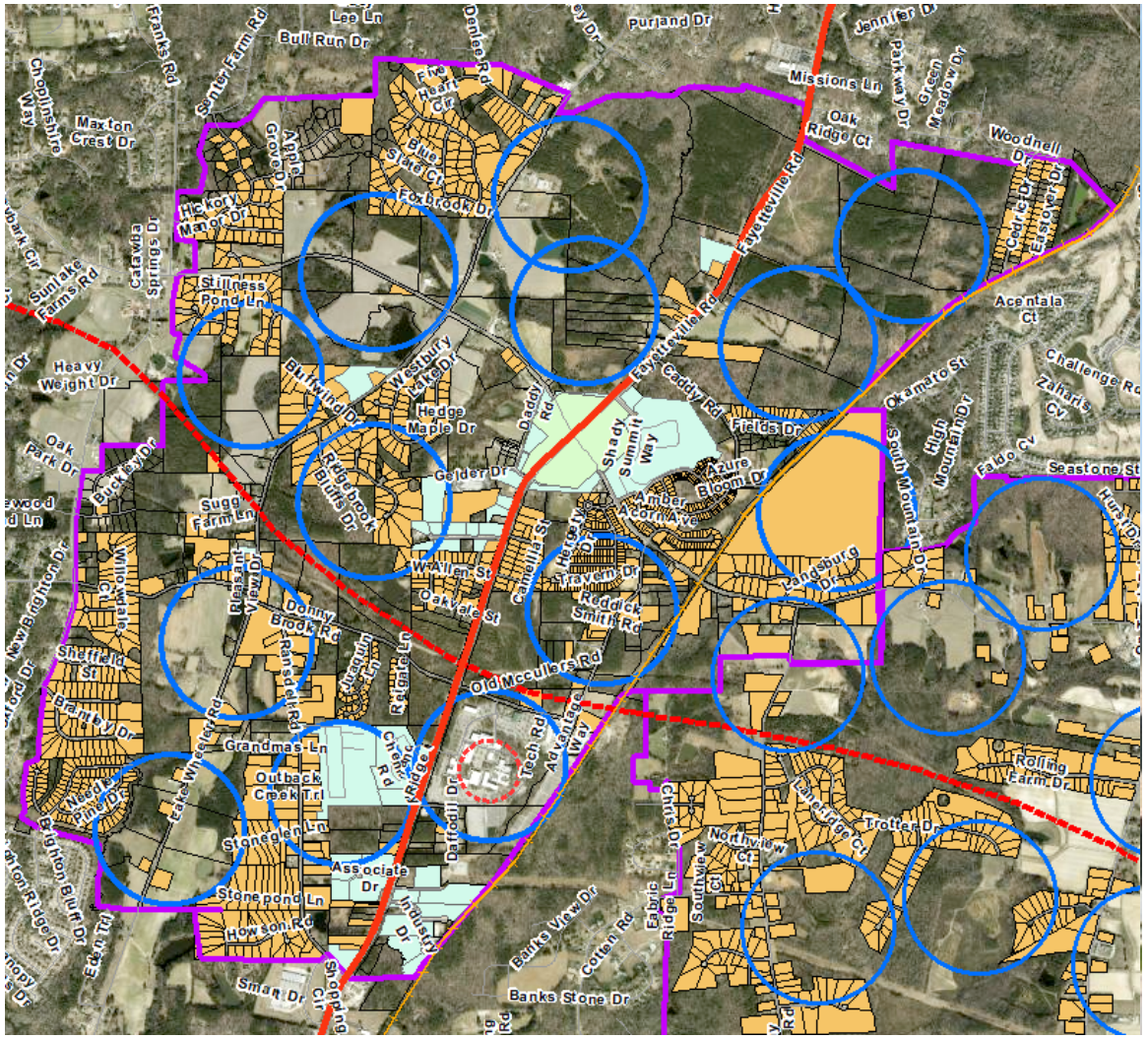
Pedestrian Oriented Nodes

- Transit-Supportive Municipal Development
- May Require More Time for Infrastructure Investments
- Higher Standards for Connectivity and Density
- Delay Approval for Annexation

PLANWake Testing Growth Alternatives

Pedestrian Oriented Nodes (ex.)

- US 401 & NC 540
- 3,640 acres
- 100-acre PODs
- 3.5X size of downtown Raleigh



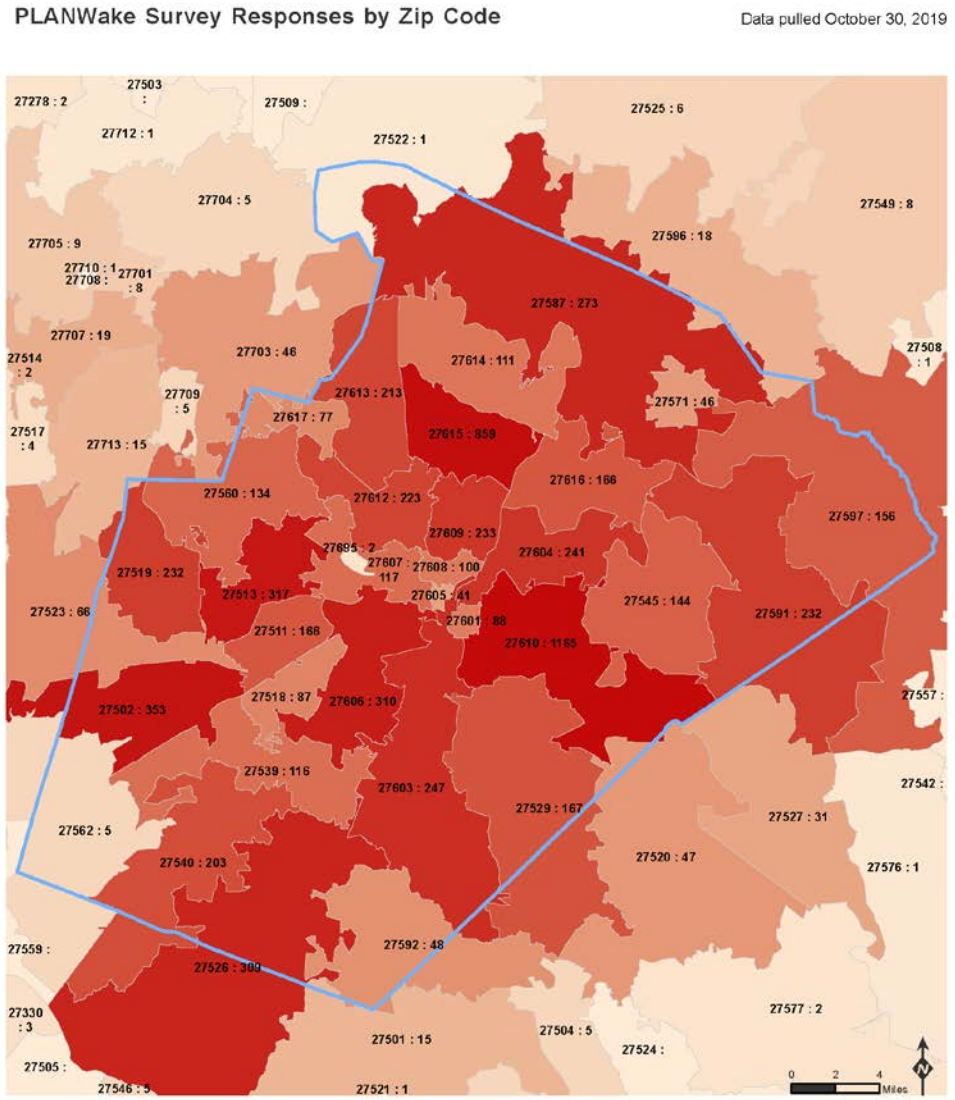
Discussion / Questions

Reference Slides

(as needed)

Who We Heard From – Survey #2

- **4,117** total participants
- Respondents **represent all communities and demographics** across Wake County
- Most **owned their home** (68%) or **rented** (25%)
- Ages **0-25 under-represented** (11%) ages **(26-55) over-represented** (64%)



Point of Comparison

A statistically significant survey with a 99% confidence level and 3% margin of error for Wake County should have a sample size of…

n = 1,846 source : surveymonkey.com

Survey #1 had a response capture of **4,682**

Survey #2 had a response capture of **4,117**

These surveys are not deemed statistically significant as respondents are self-selected and not randomly identified.

PLANWake Approach: Performance Goals Ex.

Ex. Goal: Reduce Vehicle Miles Traveled

- More walking (healthy and active)
- Less driving (inclusive and equitable)
- Fewer greenhouse gases (vibrant and sustainable)
- Less parking (vibrant and sustainable)

PLANWake Approach: Performance Goals Ex.

Ex. Goal: Reduce % of households burdened by the cost of housing and transportation

- **More resources for healthcare** (healthy and active)
- **More resources for ending cycle of poverty** (inclusive and equitable)
- **More resources for local spending** (vibrant and sustainable)